



### **Library Campaign Training Institute**

This four-part workshop series (or one-day intensive) walks library staff and board through the ins and outs of running successful budget/funding votes, building referendums or charter changes. Part 1 starts with an overview and details on campaign planning. Part 2 is all about developing a compelling message using the powerful combination of emotional branding and Communication Service's community values-based model. Part 3 details voter contact—from phone banking to direct mail to door-to-door activities—and how to manage all the data you'll compile. Part 4 is the all important Get Out The Vote (GOTV is its name for short)—what you'll do with all the info you've collected. You might be winning in the streets but you can still lose at the polls. GOTV is all about turning out your base—it's someone else's job to turn out the no voters.

### **Positioning Your Library As An Essential Service**

You may consider your library an essential service but does your community? This workshop helps you unlock the secrets of developing a compelling brand and marketing campaign for your library. Libraries today are competing against Barnes and Noble, megaplexes and the Internet—being your community's library just isn't a strong enough brand anymore. Through a values-based brand, you'll give your community the emotional hook it needs to see your library as essential—just like fire, police, education and health care.

### **Building Your Library's Base**

How do you build support before you get to the point of going to the voters? Who should you reach out to? How to you build relationships? How does your library's programs and services help you build a base of support? This workshop will answer those questions and help you develop a straight forward strategy that positions your library for on-going success.

### **Library Advocacy—The Unquiet Zone**

This workshop can be tailored to Trustees, Friends or Staff. It brings participants through advocacy basics, how to craft an advocacy campaign, how people are limited by their position with a public library and how to build an effective case for support. The workshop will walk participants through the steps needed to build an effective advocacy campaign.

### **District and Funding Options**

Developed for the Division of Library Development out of the New York State Department of Education, this workshop reviews the various district options available to libraries in New York State—School District, Special Legislative District, Association or Municipal. It covers the detailed steps one needs to take to establish either a School District Public Library or a Special Legislative District Public Library—both of which create funding districts that provide a renewable and reliable community based funding stream for public libraries. The workshop also reviews the various funding options—budget votes, municipal ballots and school district ballots—that are available to enhance library funding.

### **So What's Customer Service Got to Do With It?**

Need to find a way to re-energize your staff and help them to be present when they're at work? This library and library system workshop helps staff refocus their energies on giving their customers the best customer service experience possible. Melding tried and true customer service techniques with current information about libraries, competition and why libraries can't take their customers for granted, this 2-hour workshop will help your staff break through what could be a ho-hum workplace and create a dynamic setting where everyone works to their potential.

For more information, contact Libby Post, President and Strategist-in-Chief at [lpost@commservices.net](mailto:lpost@commservices.net) or 518/438-2826.