The Advocacy Continuum
Overview

Laying the Groundwork
- Community Engagement
- Public Awareness
- Center for the Future of Libraries
- Research and Data on the Value of Libraries
- Impact Measures

Turning Support into Action
- Training
- Resources
- Peer-to-Peer Support Networks

Advocating for Specific Goals
- Federal Legislation
- State Funding
- Local Initiatives
- International Issues

Responding to Opportunities and Threats
- Online Action Networks
- Fighting Budget, Censorship and Legislative Challenges
- Individual Consulting
The Advocacy Continuum
Program Portfolio DRAFT

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<th>Laying the Groundwork</th>
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<tr>
<td>Implement the Libraries Transforming Communities community engagement initiative</td>
<td>Bring renewed energy to the promotion of libraries and librarians</td>
<td>Mobilize, support, and sustain grassroots advocacy for libraries and library services at the local, state, federal, and international levels</td>
<td>Provide advocacy software that increases the capabilities of members and the public to advocate through ALA and chapters at the state and federal levels</td>
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<td>Establish the Center for the Future of Libraries</td>
<td>Develop and promote new resources for Advocacy University</td>
<td>Track proposed legislation to identify issues that will have an impact on the well-being of libraries</td>
<td>Provide support to libraries facing challenges to the first amendment rights of library users</td>
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<td>Promote ALA’s public awareness campaign, the Campaign for America’s Libraries</td>
<td>Provide virtual and in-person advocacy training sessions</td>
<td>Promote legislation that preserves and promotes fundamental library values</td>
<td>Provide consultancy services to support the efforts of advocates and libraries in crisis</td>
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<td>Promote the value of libraries through the Declaration for the Right to Libraries and other national initiatives</td>
<td>Develop peer-to-peer support networks</td>
<td>Collaborate with other organizations to advance library goals</td>
<td>Communicating clearly and strongly why libraries are both unique and valuable</td>
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<td>Promote the value of school libraries through the School Library Action Plan</td>
<td>Provide an opportunity to share public relations, marketing and best practices within the library community</td>
<td>Through the Library Copyright Alliance, develop proposals to amend national and international copyright law and policy for the digital environment</td>
<td>Increase awareness and support for libraries by increasing the visibility of libraries in a positive context</td>
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<td>Publish a website for the public, <a href="http://www.ilovelibraries.org">www.ilovelibraries.org</a></td>
<td>Work with member committees on association-wide advocacy efforts</td>
<td>Coordinate and train librarians to participate in E-rate</td>
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