



What Should I Be Doing?

Clarifying Roles Within Your Library's Campaign

Director

- Be a recognized professional within your community.
- Actively build community constituencies.
- Make your budget report transparent and easy to understand.
- Know the basics about the vote and be able to convey these facts to the public in a professional manner i.e. Why you are having the vote, how much you are asking for, what will happen with the money, how people can get more information about the vote etc.
- Provide information about the library's upcoming vote without formally stating that an individual should vote "yes."
- Ensure that all staff and volunteers are trained about what to say with regard to the campaign. A consistent message that is communicated by all who are involved with the campaign is critical to success.
- Avoid the use of library tax dollars to fund the campaign. (Funds must be obtained through Friends Group activities or other donations.)

Staff

- Provide high-quality customer service on an ongoing basis.
- Provide *information* about the library's upcoming vote without formally stating that an individual should vote "yes."
- Know the basics about the vote and be able to convey these facts to the public in a professional manner i.e. Why the library is having the vote, how much money is being requested, what will happen with the money, where people can get more information about the vote, etc.

Trustee

- Provide leadership and active involvement in the campaign.
- Speak openly within the community about your support for the library's proposition.
- Leverage your position as a "fellow community member" who is working hard for the benefit of the greater community to influence others to support the library's proposition.
- Ensure that fellow trustees are trained about what to say with regard to the campaign. A consistent message that is communicated by all who are involved with the campaign is critical to success.
- Utilize personal skills and contacts to further campaign activities. (Individual skill areas may include: accounting, advocacy, business, education, fundraising, tax and legal knowledge, marketing, public relations, and public speaking.)
- Take part in activities that directly support the campaign:
 - Presentations to community groups
 - Educating the media
 - Letters to the editor
 - Phone calls to the public
 - Door-to-door activities
 - Friend-to-friend campaign activities
 - Get Out the Vote efforts (GOTV)
 - Etc.

Friends

- Raise money to support the library's campaign.
- Speak openly within the community about your support for the library's proposition.
- Leverage your position as a "fellow community member" who is working hard for the benefit of the greater community to influence others to support the library's proposition.
- Volunteer for activities that directly support the campaign:
 - Fundraising programs
 - Presentations to community groups
 - Educating the media
 - Letters to the editor
 - Phone calls to the public
 - Door-to-door activities
 - Friend-to-friend campaign activities
 - Get Out the Vote efforts (GOTV)
 - Etc.

