

# Get the YES Vote Out: Tips & Trends from Around the Country

Presented by John Chrastka, Executive Director, EveryLibrary,  
the first nationwide political action committee for libraries

## Target Audience

This workshop is perfect for **member library directors, staff, trustees and Friends Groups** of libraries that currently have a public vote on their budget, plan to have a public vote on their budget or see a building referendum in their future.

## Description



Join us for a deep dive into library funding and building campaigns from around the country. Since it started in 2013, EveryLibrary has provided pro-bono consulting and coaching to 25 library communities at the ballot box, winning 19 and **securing over \$46 million in stable tax revenue for those libraries**. John will share **real-world insights and**

**actionable ideas** for rural, suburban, and urban library campaigns, particularly for low-resourced communities. Whether you are on the ballot in 2015 or sometime in the next 3 years, come to learn about **what drives voter behavior, how to engage - and overcome - the 5 main sources of opposition to library campaigns, how to use social media effectively in advance of a campaign, and how to leverage the entire advocacy community for success**. You'll hopefully come away with a new framework for Information Only and YES campaigns.

## Workshop Fee:

- MHLS member library staff, directors, trustees and Friends: **No charge**
- **All others: \$25**. When registering choose 'Non-MHLS library' from the 'Select Your Library' drop-down list. Send checks, made out to *MHLS*, to the MHLS Business Office, 103 Market Street, Poughkeepsie, NY 12601. Mark *EveryLibrary Workshop* on the check. You will be officially registered when your check is received.

**Action:** Registration is required. Please register online at <http://calendar.midhudson.org/>

**Thursday, May 7<sup>th</sup> from 12:30 – 2:30pm**  
**MHLS Auditorium (105 Market Street, Poughkeepsie, NY 12601)**

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