

EIGHT SUGGESTIONS, IN NO PARTICULAR ORDER, FOR HOW YOU CAN EASILY KEEP YOUR LIBRARY IN FRONT OF ELECTED OFFICIALS:

- **Connect elected officials to the library.** For everything you do at the library, be sure to invite an elected official or officials and be sure they're introduced.
- **Let elected officials speak at the events you host at the library.** What elected official does not welcome the chance to speak in front of a group? Allow them to introduce the speaker you have for your program.
- **Get e-mail addresses of elected officials.** When you have that address, send them information in small doses. They don't have time to read long pages of information. Keep them short and often.
- **Ask elected officials to host their meetings in the library.** These could be local or regional meetings. They are always looking for a place to have a meeting with their constituents. Let others know that the officials will be meeting in your library.
- **Invite people to host town meetings on local issues.** Ask a bakery to provide refreshments or some other retailer to be a part of the meeting. Everyone loves to eat, so provide the people the opportunity to do it as a group.
- **Develop an elected official's newsletter.** Don't send elected officials the same newsletter you send to Friends of the Library or that you distribute to library patrons. Change the focus to emphasize what is going on at the library and how elected officials help make this happen.
- **Let elected officials know how many people use your library.** Compare your numbers to other local events—high school football, soccer team, basketball games; whatever is popular in your community. Remind your elected officials that people who use the library also vote.
- **Get as many of your constituents involved in this process as possible.** The greater number of individuals who are helping to carry your message to elected officials, the better your coverage will be. No elected official wants to keep running into constituents at the grocery store knowing that they aren't able to share positive information with that person.