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OUR WAY FORWARD: AN ADVOCACY TOOL KIT GUIDE FOR ONTARIO FIRST NATION PUBLIC LIBRARIES

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Vision Statement

Public libraries provide an essential service to First Nation communities. Our Chiefs and Councils lead our communities in recognizing and supporting our public libraries as vital contributors to growth and change. With current and culturally relevant collections and services, First Nation public libraries welcome all community members and support their needs for access to information, personal empowerment and self-affirmation. In partnership with other community programs, our public libraries contribute to our social and economic well being by nurturing our spirits, preserving our traditions, cultures and languages, and encouraging lifelong learning and literacy. From Our Way Forward: A Strategic Plan for Ontario First Nation Public Libraries pg. 6. The vision statement and strategic plan can be found at <http://www.ourwayforward.ca>



Introduction

Getting the Word Out!

In October 2002, First Nation public librarians with the assistance of Ontario Library Services – North, Southern Ontario Library Service, and the Ontario Library Association, prepared a strategic plan that would guide them in developing and improving First Nation public libraries in Ontario. The result of these efforts was the creation of Our Way Forward: A Strategic Plan for Ontario First Nation Public Libraries. In this plan, **First Nation public librarians** identified the need to ‘get the word out’ about libraries. Goal One of Our Way Forward, “Advocacy and Promotion,” challenges First Nation public librarians to promote the importance and value of First Nation public libraries to First Nation leadership organizations, federal and provincial funders, Chiefs and Councils, and communities. It encourages them to promote community awareness of First Nation public libraries as an essential service.

To assist First Nation public librarians in raising awareness, a committee was formed to develop an advocacy kit. This kit is the first step in helping First Nation public librarians achieve this goal and to challenge them to take it one step further; to advocate wherever and whenever the opportunity arises. In the following sections, we will take a look at the fundamentals of advocacy and what a First Nation public librarian needs to know to advocate successfully for their library. Librarians will be guided through a step-by-step process that shows them how to make a presentation and how to deliver it to their audience. The kit also includes contact information for the librarians on advocacy organizations. Worksheets, quick tips, and other tools are included to help you advocate for your library.



SECTION ONE

What Do I Need to Know About Advocacy

What is Library Advocacy?

Advocacy is a planned, sustained effort to raise awareness of an issue or issues. It is an ongoing process during which the behavior and opinions of the public are influenced by a message that is simple, memorable and consistent. It is one of the most important roles of a librarian. It is:

- about taking advantage of every opportunity to tell the world about libraries
- about saying to potential supporters that their agenda would greatly benefit from what the library has to offer
- about the potential and the future of the library

For First Nation public librarians, advocacy involves transforming the library story into a memorable message that others can understand and support. It means constantly looking for opportunities to inform and engage the public. It is about creating conditions that allow an individual or group to accept and act on your recommendations, proposal, or story. It is:

- spreading the word about libraries through friends, neighbours and colleagues
- encouraging them to tell others about your message
- providing a message sheet, fact sheet and other materials for your library supporters to use
- keeping community leaders informed and asking them to pass on the message
- asking satisfied library users to share their stories with others through letters, testimonials and word-of-mouth
- adding your message in a signature line to your e-mail correspondence
- being enthusiastic when seeking out others to advocate on behalf of the library

Advocacy is about creating an ongoing dialogue with others that builds support and encourages their continued interest in the library's well-being. It is:

- telling community leaders how the library can support their goals and objectives
- creating opportunities for community users to be part of the library's development
- keeping the larger public informed about the library

Advocacy is about demonstrating to community leaders, potential partners, and funders how the library can assist them in meeting their goals and objectives. It is:

- becoming informed about the specific needs and issues of your target audience
- understanding their long term vision for community development
- choosing strategies that will appeal to the target group's interests
- sending a message that clearly demonstrates how the library enhances and supports their goals and objectives
- forging new partnerships



- developing new relations with those who carry weight to convert others
- reaching out to external stakeholders and supporters

Advocacy involves developing or enhancing awareness through appreciation and support. The librarian's role is:

- to create opportunities for others to express their appreciation for the library
- to take every opportunity to communicate with users, readers and supporters
- to find ways to express your appreciation of the community's commitment to the library

Why Do First Nation Public Librarians Need To Advocate For Their Libraries?

One of the unique qualities of First Nation public libraries is that the librarian has a deep connection to their community. In most cases, the librarian will have personal and family ties that are intricately linked to the social fabric and networks in the community. This connection places the librarian in a unique position that gives them the potential to create a library that:

- addresses the needs of community members
- supports the goals of the community and its leaders
- is an essential service provider for the community
- can support innovative ideas and expand services

To achieve these objectives, First Nation public librarians need to integrate advocacy practices into the daily functions of their library activities. Proactive advocating:

- gives librarians an opportunity to create a positive image with potential stakeholders
- gives librarians an opportunity to demonstrate how some library activities or programs can advance community goals
- gives librarians a role in enhancing lifelong learning and literacy
- gives the librarians an opportunity to create conditions that allow others to act on their behalf
- builds the potential for relationships and partnerships
- builds a team of supporters to help advocate for the library

The Librarian's Role in Advocacy:

Advocacy is built and sustained over a period of time and requires the efforts of many people at many levels who are all sending the same message. It is the responsibility of the librarian to initiate this process, and to identify high-priority audiences who will help to ensure that those who most need to will hear the library's message. These target audiences are generally those who have the most influence or are most likely to support you—including your staff, Chief & Council, Elders, library committee, library users, volunteers, teachers/educators, businesses, other community services, friends, media, Aboriginal organizations, external stakeholders, and governments.

Community

Many supporters of First Nation public libraries are in the early stages of educating community leaders and members about the benefits of having public library service in the community. While this concept is slowly gaining acceptance, libraries are often still seen as a low-end service and receive far less publicity or attention from leaders than other services such as education and medical care. For librarians, this means that they must work extra hard at positioning the library as an essential service. Advocacy at a local level is:

- promoting the value of library services at every possible opportunity
- finding out who are the important contributors to the library's success and asking for their support
- encouraging staff and volunteers to advocate on behalf of the library
- showing others how library services can support community goals
- identifying and collecting stories that can be used to create advocacy tools
- communicating the importance of library services with patrons on a regular basis and encouraging them to pass on the message
- attending community events and meetings
- asking library partners and other related service providers to vocally support the library
- identifying potential library partnerships and links to the community and finding ways that these relationships can be used to advocate on behalf of the library

External Stakeholders & Supporters

Building an advocacy network also needs to happen outside of the community. To raise awareness of how the library meets the information and educational needs of First Nation community members, librarians need to reach out to external stakeholders and potential supporters. This can be done in a way that respects the decision-making powers of community leaders, yet does not hinder the advocacy efforts of First Nation public librarians. Advocacy outreach can be done by:

- asking for a library visit to be included on the appropriate agenda when a political figure or important guest is visiting the community
- asking counsellors of off-reserve students to write letters of support on how the public library in the community supports their goals
- asking for support from literacy organizations who run programs or workshops in the community, or supply literature for the library
- asking to be included on the mailing list of a member of parliament who you know supports public libraries
- asking to be included on the mailing list for provincial, national and territorial Aboriginal organizations
- sending a simple brochure or flyer that includes the library message to off-reserve companies or businesses who work with your community
- asking for donations from companies such as Bell and Hydro Ontario
- asking community leaders to use the library as one of the hosts for local Pow Wows, and for special guests or official visitors coming to the community



What Happens If No One Advocates?

First Nation Public Libraries are a central hub of information and support in the community that is open to any of its members. It is a valuable resource for community members, community leaders, other service providers, and for local businesses. The librarian has access to information and services that others consider valuable, and know how to quickly, efficiently and effectively search for it or use it. If the librarian does not actively advocate for their library and seek out others who will advocate on the library's behalf, the library is missing the opportunity:

- to provide the community with universal information
- to be a part of the community's efforts to promote lifelong learning and literacy
- to provide a valuable resource of free information and services for the community
- to provide access to free Internet and information databases
- to provide access to innovative programming
- to provide a public meeting place where all community members feel safe, welcome and comfortable

SECTION TWO

Planning to Advocate

Planning your advocacy requires several steps. The process will help you to think about: how to advocate everyday in ways that encourage community members to become involved in the library; what the library does for the community that your audience needs to know; and how library services support outside stakeholders who have a vested interest in the well-being of the community. This information can help you to create an advocacy plan that will show your audience how they can support the library so it can continue to offer and enhance community development.

1. **Advocacy: An Everyday Event!**

Opportunities to advocate are everywhere! You need to keep yourself informed about what is happening in your community. Changes in Chief & Council, businesses, other community development services, and programming, create opportunities to advocate for the library and to ask others to join in raising awareness. Don't be afraid to promote your library and its services whenever and wherever you can.

Did you know that you are advocating when:

- ✈ You're standing in line with your chief at the local store and you say to him, "I see that you also ran out of tea. I'm just picking up some to serve at a discussion we're having tonight at the library. An Elder is coming to talk about traditional medicine. You should come by and join us."
- ✈ You drop off your child at the community daycare. You notice a daycare worker reading to some of the children. You say "Hey, I really like that book your reading. Did you know we hold reading programs at the library? Why don't we arrange to bring the children over for a reading circle?"
- ✈ You hear that the community Fire Department is holding an information session on fire safety in the home. You go to the Fire Chief and say; "I'm the public librarian in our community. Did you know that the library has bookmarked Internet sites about fire safety for our clients? We would be happy to hang up fire safety posters and add any new information you might have to our collections. Would you be interested in holding a fire safety session at the library?"
- ✈ You decide to hold an open house at the library to ask people to show their support just by showing up. You create a newsletter and give them to staff, volunteers, family members, friends and others to distribute among the community.
- ✈ You notice that a group of young people are always taking out music CD's and books on music. There is enough interest to start a music club at the library. You visit the local radio station that serves your community. You say: "Hey, our young people are really interested in music. We've started a music club. It would be really great if you could come and talk to them about what you do here."

- ✂ You are at a spiritual gathering and you notice someone is looking at pamphlets on the benefits of both traditional healing practices and western medicine. You say to them: “I see that you are interested in information on healing. Why don’t you come to the library this week and I will give you material on this topic?”
- ✂ The school year is about to begin. You go have a chat with a couple of teachers and remind them you will be running a homework club at the library.

Choose your Moment:

Choosing your moment to advocate is just as important as knowing what you want to say. As you have seen from the examples on the previous page, choosing a moment to advocate for your library can be easily found while visiting different places in the community. There are also other moments when you don’t have to be actively engaged or initiate the conversation. You might be in a situation when you overhear someone express the need for information that you know the library can provide. You know it’s the right moment when:

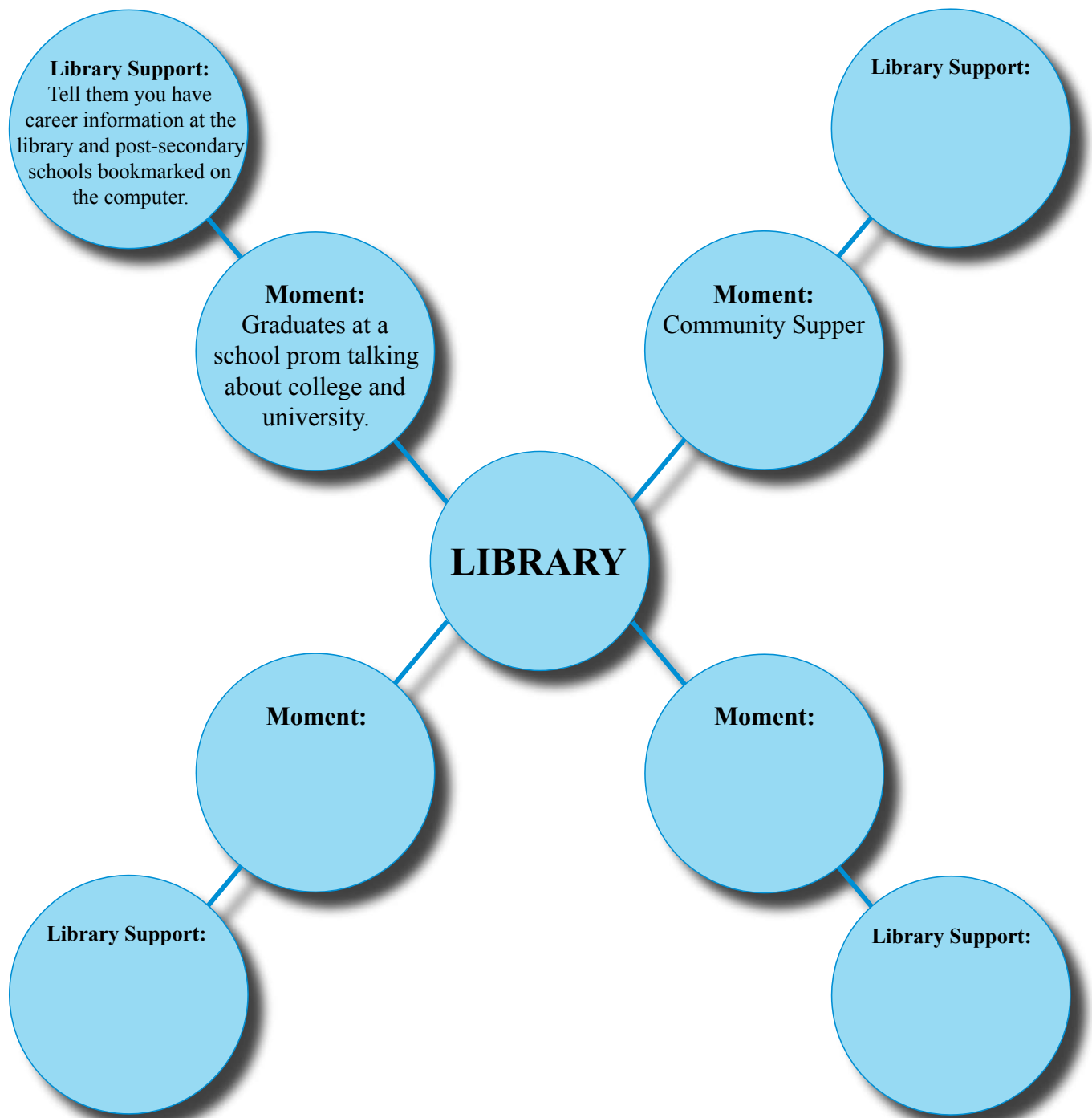
- ✂ You overhear some teenagers talking about needing some homework help. You choose the moment to tell them that the library runs a homework club after school and invite them to join in. Or, you tell them that if there are enough students who need help, you may be able to run one in the evening at the library.
- ✂ You are dropping something off at the Band office. You overhear one of the staff expressing a need for information about First Nation governance. You choose the moment to say that the library has a database on that topic and you invite them to come and take a look.
- ✂ You are sitting in your living room where you overhear your teenage son and his friends talking about fixing a car. They are not sure how to do an oil change. You let them know that you have some ‘How To’ books on car repair. You also have some websites on car repair bookmarked in the library computers. You invite them to come to the library to use the information.

Remember:

- Always remain friendly and approachable, while still maintaining a level of professionalism and expertise that reflects the services you and your library provide for the community.
- Make sure your message fits the situation you are in.
- Make sure the moment you choose is not during a personal conversation, or any other circumstances that would be considered private.

When it is the right moment, think about what you would say to someone about the library when you are standing in line at a business, attending a social gathering, volunteering at a community event, or waiting for a medical appointment. Using worksheet #1, make-up two or three ‘moments,’ where there would be an opportunity for you to suggest that the library would be a good place to find information. Examples are given.

Advocacy Moments: (Worksheet #1)



2. **Decide what you want to achieve when you are advocating.**

You want your presentation to inform, influence and motivate your audience to support the library. To be sure that what you say accomplishes this, make a connection between the services the library offers to the goals of community leaders, other community services, and users. You want to show that the library:

- strives to meet the goals of community leaders
- strives to meet the goals of community services
- strives to meet the goals of external stakeholders
- works to meet the information, technology, education, literacy, health, and social needs of community members
- is an intricate part of the community's efforts to promote lifelong learning and literacy

3. **Knowing your key target audiences and what you know about them.**

Before presenting to your audience, you need to know who they are, be familiar with their agendas, and be able to communicate how the library can help them. You want to have a clear idea of the goals of your community leaders and members, other community services, users and other influential stakeholders and potential supporters. This will assist you in determining the following:

- how your presentation can be effectively shaped and delivered to make the most impact while at the same time addressing the issues relevant to the audience you are speaking to
- how to create a presentation that can best reflect the value of library services to First Nation communities and its members

Use Worksheet #2 & #3 to collect information about your audience and show you how they are linked or can be linked to the First Nation public library in your community.

Community (Worksheet #2)

Look at the portfolios of your Chief & Council. Use the template to make a list of what their goals are for the future well-being of the community and demonstrate how the library can help fulfill this goal. Include other community development services that often partner with the library such as: the daycare, public school, learning/knowledge center, and medical facility or toy library. Other potential supporters can include Elders and library users. Examples are given in the shaded areas. Blank worksheets can be found at the back of the kit.

Community Portfolio: Child Care	Goal: Promote early literacy for pre-school children	Library Support: Family reading programming; literacy games
Community Portfolio: Housing	Goal: Provide safe housing	Library Support: Database on home safety and repair
Community Portfolio:	Goal:	Library Support:
Community Portfolio:	Goal:	Library Support:
Elder: Traditional medicines; Traditional languages	Goal: To pass on and preserve traditional knowledge	Library Support: Offer space for programming, material in the traditional language and on use of medicines
Elder:	Goal:	Library Support:
Library User: young adult	Needs: employment	Library Support: Workshop on resume writing and job searching
Library User: Potential Business owner	Needs: Access to computer for information on how to run a business	Library Support: Free internet with bookmarked sites on how to start a business; access to printer for printing off business registration forms
Library User:	Needs:	Library Support:
Daycare:	Goal:	Library Support:
School:	Goal:	Library Support:

Stakeholders & Potential Supporters (Worksheet #3)

Examples are given in the shaded areas.

Stakeholder	Role	Library Support
The local college is holding an off-campus course on carpentry	Instructor runs classes to teach students employable skills	Offers a space to study, literature on carpentry, and the opportunity for the students to build bookcases for the library as part of their coursework.
Potential Supporters	Role	Library Support
Off-reserve High School Counselor	Supports education needs of students	Offers to run homework club, tutoring, internet access for research.

4. **Creating your message. You want your library message to be:**

- Simple - so it will be remembered
- consistent – no mixed messages
- memorable – so it will remain in the hearts and minds of others

Once you are familiar with your audience, work on what you want your message to say. Your presentation is built around a key message that will be repeated many times in many different ways by yourself and others. Do some brainstorming with people you are comfortable with. Develop two or three messages that summarize your issues in a unique and memorable way. Remember:

Quality not quantity – simple, clear and consistent: Your message should be 15 words or less and memorable enough to “stick” in the minds of your audience.

Credibility – be sure your message is sincere and simplistic: You need to ask yourself, why do I love my library? Transform the love for your job into an advocacy message that ‘wows!’ your audience.

Localize the message – bring it back to the community: To make sure your message makes a strong impact, link it to the agenda of your audience.

Example of a message could be:

1. The library is ‘the strength of our community’.
2. The library is ‘an essential service’ in the community.
3. The library ‘empowers’ the community.
4. Libraries are ‘community builders.’
5. The library is our “key to information.”
6. The library “builds hopes, dreams and opportunities for First Nation communities.”

To help you create your message, you can refer back to Worksheet #2-3.

Resource: “Library Advocacy Now! A Training Program for Library Staff and Trustees.” Canadian Library Association of Public Libraries. Online Toolkit (2001). Pg. 41
<http://www.cla.ca/divisions/capl/advocacy/lanworkbook.pdf>



The Message (Worksheet #4)

1.

2.

3.

SECTION THREE

Making a Presentation

It is important to build your presentation around your message. The message you choose will support the goals of your audience. Your presentation will tell the audience how supporting the library can further their agenda. The following scenario is an example of how to advocate in front of community leaders. Use Worksheet #5 to create your own presentation.

Your Audience's goal and objectives: Your audience is the Chief & Council. Their goal is to enhance the quality of life in the community through literacy and lifelong learning. One of their main objectives is to increase the level of literacy among community members.

Your Goal: to show how the library can support the Chief & Council's agenda.

Your Objective: to persuade them to support the library

Library Story: Who we are and what we do:

“The First Nation Public Library for the community of Trillium First Nation has been providing library services for the community for the past 13 years. Among other services, we provide: up to date reading material for readers of all ages; literacy games; the potential for literacy programming and workshops, etc.”

Key message: What is the most important thing you want your audience to know? Relate your message to the goal of the audience:

“Libraries are community builders because we can provide the services needed to improve and support community capacity.”

“We can help build the literacy rate in our community by working with you as your information and programming provider.”

What we need from you: What needs more than your “voice” to change, improve or move forward?

For example:

“The library would like to hire part-time staff so we can run literacy programs in the evening. This would greatly enhance the literacy skills of school children and benefit their future education. It would also help to improve the literacy rate in the community and set expectations of success for future generations. Your support for this plan would be greatly appreciated.”

Conclusion: What are your final thoughts before the audience begins asking questions?

For example, you might say:

“Thank you for giving me the opportunity to explain how First Nation libraries help to build communities. Libraries help build the community's capacity by supporting and enhancing lifelong learning and literacy.” Always end with; “Thank your for you time. I would be happy to answer your questions.”

Resource: “Library Advocacy Now! A Training Program for Library Staff and Trustees.” Canadian Library Association of Public Libraries. Online Toolkit (2001). Pg. 22.



Making your presentation: Worksheet #5

Your Audience's goal and objectives:

Your Goal:

Your Objective:

Library Story: Who we are and what we do:

1. We are the First Nation Public Library for the community of _____.
2. We have been providing library services for the community for the past _____ years.
3. Among other services, we provide:

Key Message:

What you need from the audience:

Conclusion:

Timing Your Presentation

Now that you have created your presentation, fill in following time management chart to help you manage your time during the presentation. The example given is for a 20 minute presentation. If you are given more or less time, adjust the template accordingly by adding to your presentation or by trimming down what you have to say. Remember, the message being delivered changes according to your audience. The following example is only meant to give you an idea of what a presentation would look like in a timed format. You can use this template for any presentation, by adjusting the message accordingly. A blank form can be found at the back of the kit.

Introduce yourself and your library.	My name is _____. I am the librarian for _____.	15 sec.
Tell your audience what you are going to do.	“I am going to tell you what the library can do and how it can support your agenda.”	15 sec.
Introduce the DVD.	“I am going to begin by showing you a short video that shows you why public libraries are an essential service in the community.”	15 sec.
Play the DVD.	Watch DVD with audience.	7 min.
Shut off DVD. Start the speaking part of your presentation.	“Our Mission Statement is..... We have been providing library services for the community for the past ___ years. We do this by _____. We further the community vision by _____.”	2 min.
Key message.	What is the most important thing you want your audience to know?	2 min.
What we need.	What needs more than your “voice” to change, improve or move forward?	2 min.
Conclusion.	Thank your audience for listening.	30 sec.
Questions.	Who would like to ask the first question?	5 min.
Thank your audience for their questions and finish.	Your final thoughts. One last thing for them to remember about the library.	15 sec.

Presentation Tip Sheet

Once you have created your message and entered it into the time management sheet, use the following quick tip page to help guide you through your presentation, from beginning to end.

1. Allow at least 15 to 20 minutes for your presentation. This includes showing the DVD, or using other audio-visual tools.
2. Organize the material.
3. Practice the presentation in front of friends and relatives who support the library.
4. There are different levels of authority that you will need to go through to get on an agenda. Once you are comfortable with what you are going to say, determine whom you need to talk to first. Your supervisor? A library committee? Health Services Board? Education Council? Band Director? Chief & Council?
5. Make initial contact with the first person and request a meeting. Be prepared to advocate to your first contact.

Once you are on an agenda:

6. Be sure to identify equipment needs before your presentation. What will be provided? Do you need to bring something with you?
7. Arrive early for meeting. If possible, take someone with you to help run the equipment and circulate handouts. Make sure they know the order of the presentation; what happens and when.
8. Thank your audience for including the library on their agenda. Tell them that you are very grateful for the opportunity to speak to them about the value of First Nation public libraries. Tell them you are beginning with a short video.
9. Introduce and run DVD.
10. Begin talking about your library. Our Mission Statement is..... We support community programming by: list programs you network with. We further the community vision by....
11. You may want to include a weekly statistic summary; how many library members did you have and how much material did you lend out.
12. When you finish, thank them for your time and distribute handouts, briefly explaining what is included.
13. Tell your audience that you would be pleased to answer their questions.
14. Finally, tell your audience to please remember that the library is here to support the community and further the goals of lifelong learning, literacy and well-being.

Delivering the Presentation

Once you have decided what you are going to communicate to the audience, you can start preparing for your presentation. The presentation can be divided into three major sections: prior, during, and after.

Prior

Being well prepared for your presentation will help you feel more confident and relaxed. Before you present, you need to be sure to:

- Find out the knowledge level of your audience. A business person on the panel may not be as familiar with library services as the school teacher sitting next to them. Knowing who you are presenting to beforehand will help you to write a presentation that doesn't embarrass your audience.
- Prepare the content and materials in a way that best reflects what you want to say, and compliments what you know about your audience.
- Create a script that can be easily held in your hands. Rustling papers or dropping them distracts both you and the audience and lessens the impact of what you are trying get across. Use 3X5 index cards and clearly number them in the sequence you will be using them. Or put your main points on a stiff piece of paper.
- Prepare any visual aids before your presentation.
- Prepare handouts. Make sure handouts are prepared into a neat and tidy package.
- Find out how much time you have been given to make your presentation and be sure to keep within that limit. Your audience will quickly lose interest if you take up too much of their time.
- Practice! Practice! Practice! Rehearse your presentation until you feel comfortable with what you are saying and the time you are given to say it in. You may have to edit your presentation several times before the final copy.
- Proof! Proof! Proof! You want your words to come out smoothly and to be easily understood. Leave yourself time to make any revisions you may need to your presentation.
- Make a list of questions you think the audience might ask and see how you would answer them.
- Find your comfort zone. If possible, visit the place where you will be presenting so you can see where to set things up, where you will be standing or sitting, and where your audience will be seated. The more familiar you are with the place where you are holding your presentation, the more comfortable you will feel.
- Ask for any electronic equipment that you might need and test it before your presentation.
- Dress comfortably, but appropriately. Don't wear something that you wouldn't normally dress in. If you like to wear casual pants, upgrade to a pantsuit. If you are more comfortable in skirts, dress it up with a jacket and blouse. Dressing in a manner that is appropriate to the audience emphasizes your professionalism and shows them that you are serious about what you are saying.
- Rehearse your presentation in front of family or friends. This will give you an opportunity to have immediate feedback about your presentation so you can make last minutes changes if necessary. Be sure they look at the whole package: how you are dressed, the expressions on your face and your tone of voice, how long the presentation took, and how you handled questions.

During

The purpose of the presentation is to provide information, provoke thought, be motivational and influence change. It is a library story that the speaker wants the audience to appreciate, understand and respond to with enthusiasm and interest. Thus, the presentation needs to be delivered in a positive and upbeat way to fully engage the audience. Be sure to:

- Speak enthusiastically about your topic. Don't be afraid to use humour! Telling a funny library story is a simple way to relax yourself and the audience.
- Be cheerful and smile a lot! The tone of your voice and the expressions on your face can make all the difference to how the audience responds.
- Use your body to communicate. Remain in full view of your audience and use hand gestures to keep them engaged in what you are saying; especially when you want to drive home the points of your presentation.
- Everyone wants to feel included in what you have to say! Attempt to make eye contact with all members of your audience in a smooth, sweeping fashion.
- Finish off your presentation in an open and friendly manner. Thank them for their time and invite them to ask questions.

After

Feedback from the audience is the best way to determine how your message was received. The audience's reaction to what you are saying can include crossed arms, laughter, and clapping. Following the previous tips will help to influence positive responses from your audience. You must also feel equally confident when fielding questions from your audience. Questions are a significant indicator that can tell you how well your message was received. Answering the questions will give you an opportunity to emphasize what you have been saying. When responding to questions, be sure to:

- Be prepared. Anticipate what your audience questions might be. You need to make sure you have an answer for any question.
- Take the opportunity to invoke a feeling of good will. Acknowledge the person who is asking a question.
- Show that you are really listening, and give yourself time to answer the question appropriately. Rephrase the question that is asked to ensure you understand it before responding.
- If someone asks a question you cannot answer, you don't understand or are uncomfortable answering, acknowledge this and make a public promise to get back to them later on. Be sure to follow-up on this promise.
- Keep your answers to the point. Too much information can provoke more questions, or sidetrack the main issue. If your questioner wants to know more, she /he will ask more questions.
- If the question period is putting you over the time limit you have been given, ask your audience if they would like you to continue. If not, remind them that you are willing to answer questions at a later time.
- Hand out your material before everyone leaves. Be sure to include information on how they can contact you: phone, e-mail, fax, etc.
- Thank your audience for their time.
- Invite them to contact you again or visit the library if they have further questions or would like more information

- It usually takes awhile for people to process what they have heard. If the opportunity presents itself, mingle with the audience afterwards to give them a chance to talk more about the library.
- Always follow-up with your audience. Send a letter thanking them for their time and confirming the message you delivered. For example: “Thank you for the opportunity to address Chief and Council at the meeting on September 25, 2006. I appreciated the opportunity to address council on the First Nation Strategic Plan prior to the upcoming All Chief’s meeting. I understand First Nation libraries will be on the agenda.”

The Unexpected

No matter how well prepared you are for the presentation, there is always a possibility that something may change at the last minute. To prepare you for the unexpected, be sure to:

- Make extra copies of your entire presentation and keep an extra set at the place where you will be presenting. It is easy to lose material when you are concentrating on setting up for your presentation.
- Be prepared to shorten your presentation if necessary. Often, your audience has several items on their agenda. Sometimes they run short of time, especially if there are other people who are also presenting the same day as you are. Be sure to have a shortened version of your presentation that emphasizes the main points. When it is your turn to present, briefly acknowledge the new time constraints and let them know you had been prepared for this possibility. They will be impressed that you had taken the time out to think about this happening.
- Be prepared to present another day. Plans can change that are beyond anyone’s control. If you show up at the presentation and the audience asks you to come back another day, don’t be discouraged. Keep the positive energy flowing and show up the next time ready to wow!
- Have extra copies of handout materials. Your audience size may change without your knowledge. If there is an extra person, or someone is missing, you want to be sure that everyone gets the message in some way.
- Have a back-up plan if the visual part of your presentation doesn’t work. If any of the equipment or visual aids fails: have a hard copy of your presentation with you; an extra copy of the presentation on a disk or CD in case one becomes corrupt; an extra copy of the DVD, film, or video so they can watch it at a later time. Be sure to give your audience a brief idea of what they would have expected to see on the video.

Resource: Walker, Schubert, J. & Schonwetter, D. (2003) *Success Secrets of University Students*. Toronto: Pearson Education Canada Inc. Chpt. 9.



Speaking Tips

Here is a tip sheet you can use during your practice runs with friends or family. It will help you to remind yourself of what to do and not to do during your presentation.

- Arrive early to check out the space and the equipment you will be using.
- Make sure all your equipment that you need is there and that it works properly.
- Never go to the presentation unprepared. Be sure you know the material well. This will help you avoid long pauses or repeating yourself.
- Talk—don't speak. Use language that is easily understood. It's OK to use notes but don't read directly from a sheet.
- Don't overload your audience with information. Keep your presentation and hand-outs short and to the point.
- Focus your listeners' attention: Summarize your message at the end. Leave them thinking about what they heard.
- Stay within the time limit you have been given.
- Be prepared to answer questions—easy and hard.
- Provide brief handouts such as a fact sheet about the library, a brochure, newsletter or other information about your library. Make sure you bring enough copies with you.

Resource: "The Small is Powerful: Winning Support for your Public Library." American Library Association Online Toolkit.

<http://www.ala.org/ala/olosbucket/supporttoolkit/strategy.htm#1>

SECTION FOUR

Keep on Advocating!

After a Presentation:

To help reinforce your message it is important to continue communicating with your audience to keep them informed of the library's progress. Unless you get a firm message that they do not want to be approached, never be discouraged if you do not get a response the first, second, or even third time you contact a member of the audience. Sometimes being persistent does pay off. Just remember to be polite when you do the following.

- Send out a letter thanking the audience/individual for their time.
- Be sure to maintain contact with your audience by sending out a library newsletter or small update on what has been happening.
- Remember, it is important to follow through on anything you have promised your audience, whether this is an individual or a group of people.

Continue to Spread your Message to Community Leaders:

- Whenever the library is holding a significant event, send an invitation to key members of the community.
- If you have planned something that is of particular interest to one of your community leaders, give them a phone call or send them a message asking them if they would like to participate as a speaker or facilitator.

Part of advocating for your library is to keep informed about current and upcoming opportunities that can help you improve and develop your library skills and library services. Being a responsible advocate is:

- taking every opportunity to develop your librarian skills and knowledge
- networking with your colleagues – there is strength in numbers
- keeping informed about the activities of the Strategic Plan Implementation Committee
- keeping informed about the activities of other committees and projects that lead to stronger libraries and improved services for First Nation communities
- keeping informed about the activities of Ontario Library Services – North; Southern Ontario Library Services; Ministry of Culture; Canadian Library Association and Ontario Library Association
- book marking and reading library websites
- reading literature on library development and advocacy

Broader Library Message:

To help strengthen your library's position in the community, you should:

- Keep local council informed about what is happening at the library so that they can speak to others about the service in a knowledgeable way.
- Collaborate with colleagues and partners by doing joint presentations that will help bring a broader message outside of the community.
- Attend conferences, workshops and other gatherings where you can talk to others about your library.

Resources:

Further information on advocacy can be found at the OLS-North website www.olsn.ca under the Clearinghouse Index section. For more assistance on how to advocate successfully for your library, you can visit the following websites:

- ◆ Southern Ontario Library Services at www.sols.org
- ◆ Canadian Library Association at www.cla.ca
- ◆ Ontario Library Association at www.accessola.com

You can find information on advocacy at the following websites that were referred to when developing this kit.

- ◆ American Library Association. Online Toolkit at <http://www.ala.org/ala/olosbucket/supporttoolkit/toolkithome.htm>
- ◆ Canadian Association of Public Libraries. Online Toolkit “Library Advocacy Now!” at <http://www.cla.ca/divisions/capl/advocacy/resources.htm>
- ◆ Ontario Library Services – North. Online version of Our Way Forward: A Strategic Plan for Ontario First Nation Public Libraries at <http://www.olsn.ca/firstnations-strategic-plan.php>
- ◆ The Alberta Library at <http://www.thealbertalibrary.ab.ca/viewChannel.asp?channelID=5>
- ◆ The Saskatchewan Library Association “Advocacy for all Libraries” at <http://www.lib.sk.ca/sla/issues.html>
- ◆ Urban Libraries Council. (2005) “The Engaged Library: Chicago Stories of Community Building.” http://www.urbanlibraries.org/files/ULC_PFSC_Engaged_0206.pdf

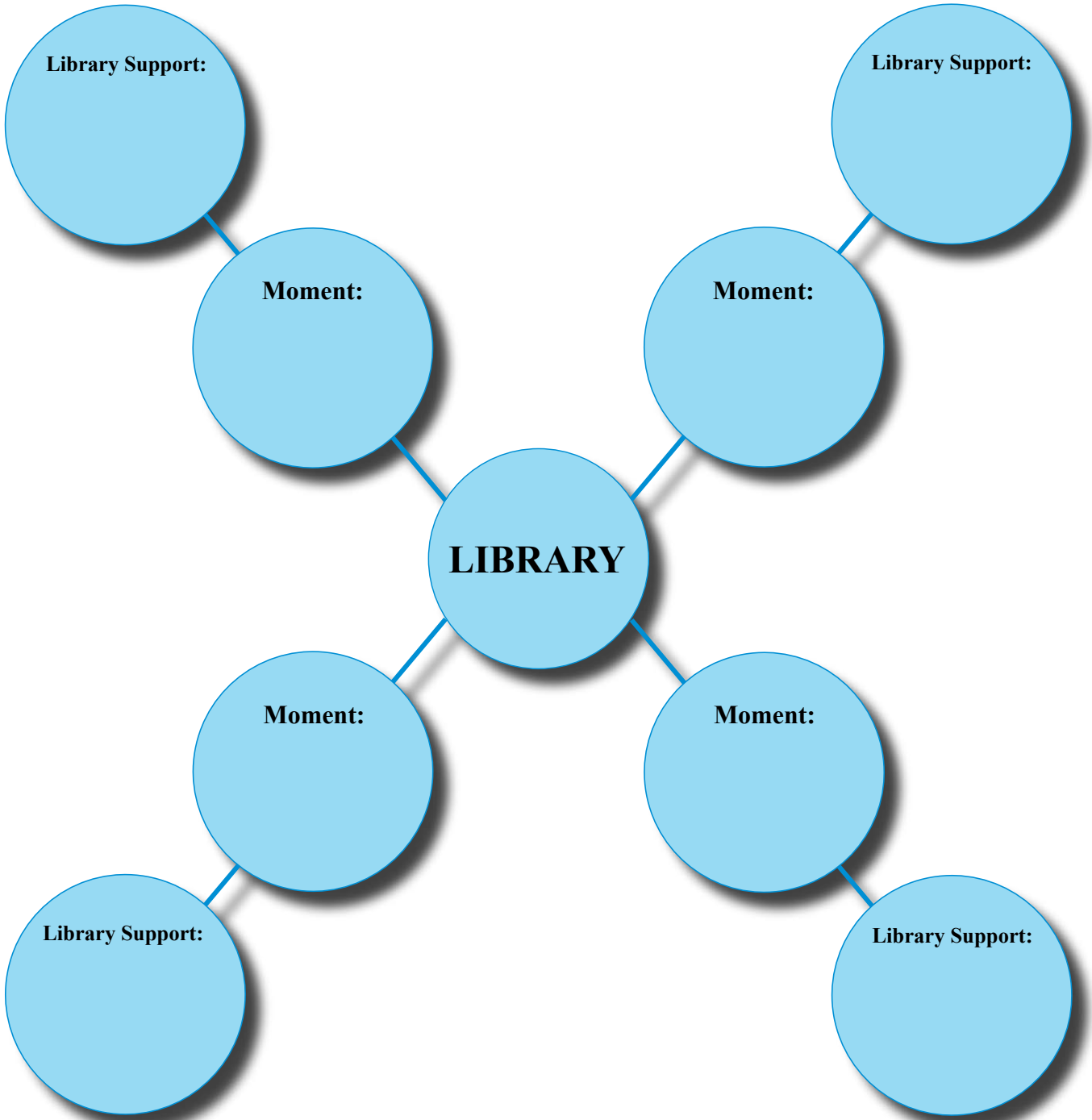
Questions on advocacy can be directed to the First Nation public librarians on the Advocacy Kit Committee. Their contact information is:

- ◆ Allan Chiblow at Mississauga First Nation Public Library
allanchiblow@yahoo.ca
- ◆ Diane Doxtadator at Six Nations Public Library
snpl1@sixnationsns.com
- ◆ Colleen Eshkakogen at Sagamok Anishnawbek First Nation Public Library
sagamoklibrary@msn.com
- ◆ Karen Lewis at Kanhiote Tyendinaga Territory First Nation Public Library
karenl@tyendinaga.net
- ◆ Sheri Mishibinijima at Wikwemikong First Nation Public Library
smish@amtelecom.net

You can view the printed version of the advocacy kit at the Strategic Planning Committee website at www.ourwayforward.ca



Advocacy Moments: (Worksheet #1)



Adapted from Urban Libraries Council. "The Engaged Library: Chicago Stories of Building Communities." Pg. 33.
http://www.urbanlibraries.org/files/ULC_PFSC_Engaged_0206.pdf

Community (Worksheet #2)

Look at the portfolios of your Chief & Council. Use the template to make a list of what their goals are for the future well-being of the community and demonstrate how the library can help fulfill this goal. Include other community development services that often partner with the library such as: the daycare, public school, learning/knowledge center, and medical facility or toy library. Other potential supporters can include Elders and library users. Examples are given in the shaded areas. Blank worksheets can be found at the back of the kit.

Community Portfolio:	Goal:	Library Support:
Community Portfolio:	Goal:	Library Support:
Community Portfolio:	Goal:	Library Support:
Community Portfolio:	Goal:	Library Support:
Elder:	Goal:	Library Support:
Elder:	Goal:	Library Support:
Library User:	Needs:	Library Support:
Library User:	Needs:	Library Support:
Library User:	Needs:	Library Support:
Daycare:	Goal:	Library Support:
Daycare:	Goal:	Library Support:
School:	Goal:	Library Support:
School:	Goal:	Library Support:

The Message (Worksheet #4)

1.

2.

3.

Making Your Presentation (Worksheet #5)

Your Audience's goal and objectives:

Your Goal:

Your Objective:

Library Story: Who we are and what we do:

1. We are the First Nation Public Library for the community of _____.
2. We have been providing library services for the community for the past _____ years.
3. Among other services, we provide:

Key Message:

What you need from the audience:

Conclusion:

Timing Your Presentation (Worksheet #6)

Now that you have created your presentation, fill in following time management chart to help you manage your time during the presentation. The example given is for a 20 minute presentation. If you are given more or less time, adjust the template accordingly by adding to your presentation or by trimming down what you have to say. Remember, the message being delivered changes according to your audience. The following example is only meant to give you an idea of what a presentation would look like in a timed format. You can use this template for any presentation, by adjusting the message accordingly. A blank for can be found at the back of the kit.

Introduce yourself and your library.		15 sec.
Tell your audience what you are going to do.		__ sec.
Introduce any audio-visual material.		__ sec.
Play any audio-visual material.		__ min.
Turn off any audio-visual material. Start the speaking part of your presentation.		__ min.
Key message.		__ min.
What we need.		__ min.
Conclusion.		__ sec.
Questions.		__ min.
Thank your audience for their questions and finish.		__ sec.

Q & A SHEET

1. Why do we need to advocate?

Advocacy is an important step in securing support from others. Librarians need to advocate for their library to raise awareness of its value to the community and to support future development. This helps to build a network of people who are committed to helping you and the library meet these goals. Successful advocacy could lead to things like increased funding and increased library use. Don't forget, advocating for your library goes beyond your initial presentation. It is something that you practice on a daily basis whenever and wherever the possibility arises.

2. Should I be asking for funding?

Not necessarily. You may just want to ask them to include the library on their agenda next time they meet with outside supporters and stakeholders of the community. Or to use the library services so they can see how it supports the community. However, if they offer funding, or ask how much money you might need, be prepared with an answer! Remember, you decide what you want to ask for.

3. What happens if I don't get on an agenda?

Don't give up! If you don't get on the first time around, ask a few months later. You may be more successful when you propose the idea a second or even third time. If you cannot get onto an agenda the first time you try, you may want to consider holding an open house for the library inviting the community to come and learn about First Nation public libraries. Or, you may want to choose a day during First Nation Public Library Week, to show your DVD and give a brief talk about how your library supports the community goals. Be sure to send out invitations to the community leaders, your programming partners, and other community services.

4. Can I talk to someone else who has done this kind of presentation before?

Yes! Reach out to other First Nation public librarians who have already developed advocacy plans. Ask them how it went and how they overcame any challenges that arose during the process. Contact your colleagues on the Advocacy Committee to discuss any concerns or questions you might have about your presentation. Don't be afraid to call a local municipal library and talk to them about advocacy presentations. They would be happy to share information. If possible, you may want to team up with another librarian and attend each other's presentation for support.

Self-Evaluation Sheet

No matter how many times a person presents, there is always room for improvement. After your presentation, evaluate yourself by filling out the following sheet. This will help you to think about whether or not you need to change any part of your presentation. Remember, no one else has to see your evaluation.

Name of Presenter: _____ Audience: _____

Please rate your presentation on the scale below:

Rate the following:	Needs Improvement	Average	Strong
Rate overall presentation.			
Knowledge of the material.			
Strength of the material.			
Delivery of material.			
Persuasiveness			
Ability to answer questions			

Adapted from Walker, Schubert, J. & Schonwetter, D. (2003) Success Secrets of University Students. Toronto: Pearson Education Canada Inc. pg. 221.

To help you strengthen your presenting skills, answer the following questions.

What pleased you about the presentation?

What were your strengths?

What were your challenges?

What would you change next time you present?
