### Crafting Your Message *from the American Library Association’s Advocacy University*

Step 1: **What is the main thing you want to say?** *(in 15 words or less)*

Step 2: **What statistics and anecdotes would support this point?**

|  |  |
| --- | --- |
| **Statistics** | **Anecdotes** |
|  |  |

Step 3: **Why is this important?**

Step 4: **What can the listener do to help?**

### Target Your Audience *from the American Library Association’s Advocacy University*

**Who is your target audience?** *(be specific!)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Consider what this target audience needs to know and how you can best reach them:

* What does your target audience know and think about your library right now?
* What do they need to know to help you reach your library’s goals?
* How will ***they*** be better off if you reach your goal?
* What are the best ways to communicate with them?