
Door-to-Door Library Card Signup Campaigns

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everylibrary

Building Voter Support For Libraries

- First Nationwide PAC for Libraries
- Set up as a c4 rather than a c3
- 61 Campaigns to date' 46 wins
- \$210+ million in stable tax funding
- Pro Bono Approach

- Negotiation and Lobbying Support for funding
- Over 100 trainings - from individual libraries to state assoc and agencies
- #votelibraries 2016
- The Political Librarian
- everylibrary.org - professional facing
- votelibraries.org - public facing
- action.everylibrary.org - petitions and events





- Software company that makes online training for library staff and patrons.
- Invested in the future of libraries.

Why Go Door-to-Door?

What we know from library campaigns and voter engagement

Library Use Does Not Matter

A voter's willingness to support increased library funding is not driven, or limited, by library use.

- OCLC "From Awareness to Funding" p. 7-2

Library as Transformative Force

[T]he library is not perceived as just a provider of practical answers and information; the most committed supporters hold the belief that the library is a transformational force.

- OCLC "From Awareness to Funding" p. 7-4

Attitude - Not Demographics

The factors that determine residents' willingness to increase their taxes to support their local library are their perceptions and attitudes about **the library** and **the librarian**.

- OCLC "From Awareness to Funding" p. 7-3

Attitude - Not Demographics

They recognize the value of a 'passionate librarian' as a true advocate for lifelong learning.

What Activates Voters

From the political sciences:

- Weather, personal motivation, trust in government and the political process...
- Are they a voter or do they sometimes vote?
- Meeting the candidate or their representative*

This Guy



S [redacted] a

1 hour ago

I just had a door to door pollster come to my door for an election in three weeks. I may have to vote for the person just for making people walk door to door in this weather.

Share

5 people like this.

Personal Contact with the candidate, their representative (campaign worker) or the 'issue itself' is the biggest motivator for action.....

Walk Your Precinct

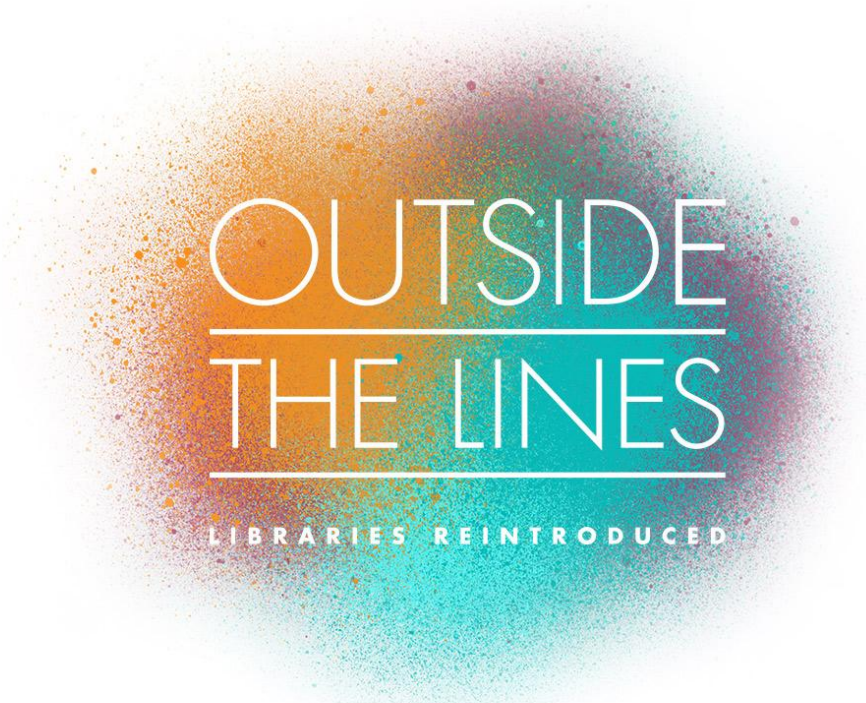
If the knock on the door and the chance to meet the candidate is the most important way to motivate a voter....

And if the librarians and staff are the candidate....

It is Time to Get Out and Walk

How to get started at your own library

Outside The Lines 2017



OUTSIDE
THE LINES

LIBRARIES REINTRODUCED

getoutsidethelines.org

#GetOTL

Quick Start Guide

1. Choose Your Approach
 2. Identify your 'Big Thing'
 3. Get your data ready
 4. Build your walklists
 5. Make up a few flyers
6. Write a short script
 7. Plan for Safety
 8. Publicize your event
 9. Training and timeline
 10. Start walking!

More than taking notes....

Niche Academy & EveryLibrary have created an online tutorial at:

<https://my.nicheacademy.com/everylibrary>

It's free and shareable with staff and library leadership.

It covers the material from this webinar, but also provides complete step-by-step video instruction for technical aspects like:

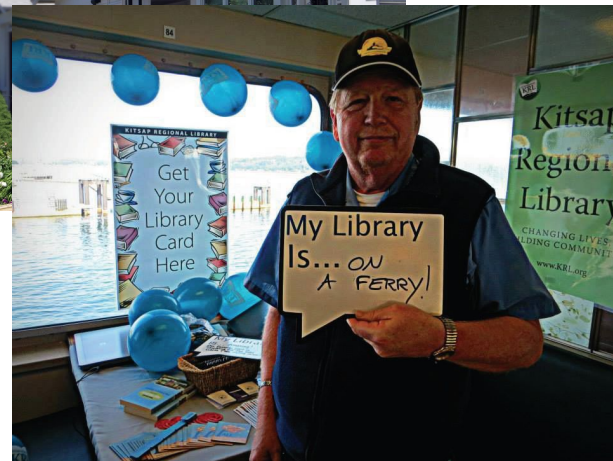
- Creating prospective patron lists with Excel
- Creating flyers with Canva

Choose Your Approach

Walking a neighborhood

Tabling and Events

Special or Unusual Places



KRL Ferry Story:

<https://my.nicheacademy.com/everylibrary/course/2176#/lesson/3435/3115>

@everylibrary

Identify Your “Big Thing”

Newsworthy or of Note

Just Happened....

Near Future....

Partnerships or New Access

Schools

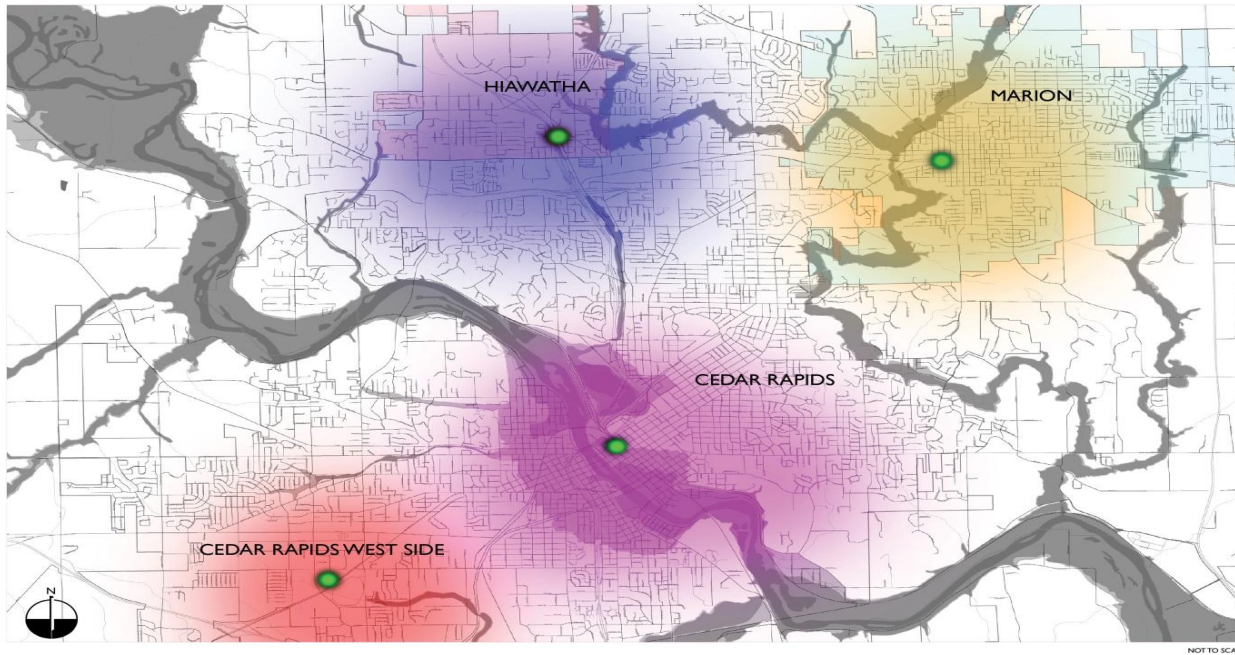
Funders



[@everylibrary](https://twitter.com/everylibrary)

Get Your Data Ready

1. Current Card Holders
2. Potential Card Holders
3. De-dupe the Lists
4. Focus energy and volunteer time on 'new opportunities'



Criteria -

- Access to the library
- Haven't noticed us
- Leverage

Get Your Data Ready - Niche Academy

Detailed Training Guide Resources:

- Find Potential Patrons with AtoZ Databases
- Find Potential Patrons with ReferenceUSA
- Filter Out Current Patrons with Excel - Part 1
- Filter Out Current Patrons with Excel - Part 2

<https://my.nicheacademy.com/everylibrary/course/2176>



Build Your Walk Lists

- “Turf cutting” tool like *NationBuilder* or “voter gravity”
- Mapping houses from the excel spreadsheet on Google or mapcustomizer.com
- Print out sections of the map and highlighting the households that they are responsible for targeting and giving them to volunteers

Detailed information on Niche Academy “Find the Best Locations and Routes”

<https://my.nicheacademy.com/everylibrary/course/2176#/lesson/3441/3115>

Make Flyers and Outreach Materials

Likely people that you'll meet....

- Families with kids
- Seniors
- High school/college students

Regular stuff about the library....

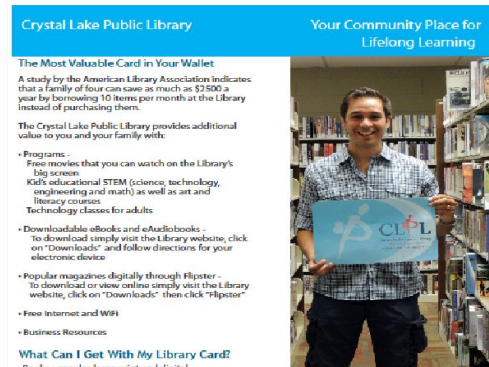
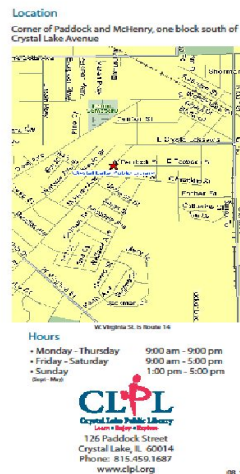
- Hours, location, website, phone, etc
- Info about ballot measures or budget issues

Your "Big Thing"



Communication Staff Packets Include:

- 2015 Library Card Sign Up Month Bookmark
- The Most Valuable Card in Your Wallet Brochure
- Fiscal Year 2014/15 Annual Report
- Magnet with Library Hours
- CLPL Pen



These wonderful memories of visiting the quiet corners of the Crystal Lake Public Library reading, and gazing out the windows for the occasional daydream. Many, many years ago, going downstairs as a child, it was always exciting to check out the new books and sit on the floor and read with my Mom." - Bob Egas, Chicago-area news reporter, anchor and 2013 Library Card Sign Up Month Spokesperson

Circulation Staff Packets:

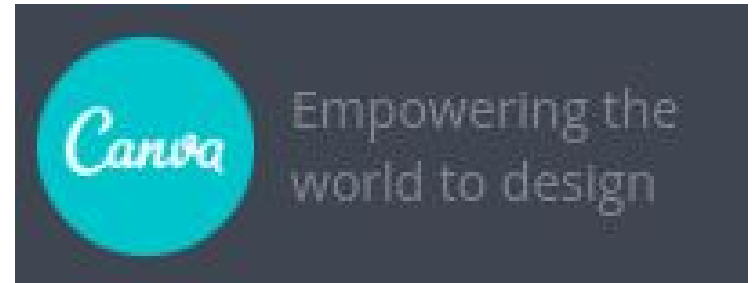
- 20 Library Card Applications in English
- 10 Library Card Applications in Spanish
- FAQ Sheet
- 20 Library Cards and marker
- 20 Business cards



Make Flyers and Outreach Materials

Niche Academy Module: “Design Flyers with Canva”

<https://my.nicheacademy.com/everylibrary/course/2176#/lesson/3442/3115>



To apply for a free Canva subscription
click the “Go To Nonprofit Subscription” -

<https://support.canva.com/account-basics/nonprofit-program/apply-for-nonprofit>

Plan for Safety

Niche Academy module: “Plan for Safety”

From the planning phase through to check-in every evening after a shift, it's very important for your volunteers and staff - as well as the organization itself - to build a safety plan for any “outside” library card event.

<https://my.nicheacademy.com/everylibrary/course/2176#/lesson/3444/3115>

Publicize Your Event



<https://my.nicheacademy.com/everylibrary/course/2176#/lesson/3445/3115>

C.R. Library takes a trip around town



Adam Wesley/The Gazette

Cedar Rapids Public Library employee Heather Meyer-Boothby (right) processes a library card renewal for Mona Myhlhousen as volunteer Jazon Lea talks to her about library services during a door-to-door library card drive Tuesday in the Time Check neighborhood in Cedar Rapids. Six groups of Cedar Rapids library staff and volunteers were out in neighborhoods. September is national library card signup month, which sparked the idea for the direct community outreach. "We decided to go out and meet people where they are," Library Director Dara Schmidt said. "We want to let them know that they can get a library card, that it's part of their taxes, it's already paid for, and they should come and use the amazing resources that are available to them."

Training and Timeline

May

Start evaluation and discussion about which neighborhoods to canvas

Review library card policies and recommend changes

Recruit local Library Card Sign up Month Spokesperson

Design new Library Card Sign Up Month materials

June

Include information about volunteering for door-to-door canvassing in Summer Reading materials

Training and Timeline

July

Recruit local partner organizations and business locations for the project

August

Run a 'neighborhood evaluation exercise' with your board to finalize neighborhoods

Recruit staff and volunteers

Created door-to-door schedule

Created packets for canvassers

Contact media for 'ride along'

Timeline - Start Walking!

September

- Review safety protocols with staff and volunteers
- Began door-to-door canvassing or tabling
- Take pictures and capture stories
- Live tweets and social media posts



Door to Door library card sign-ups

<https://my.nicheacademy.com/everylibrary/course/2176#/lesson/3446/3115>

@everylibrary

Reporting and Feedback

How to measure the ROI in a reasonable way

Measurement and Reporting



Conversations– 106

Doors knocked – 180

Leave behinds – 74

Cards made - 36

Measurement and Reporting



Conversations– 47

Cards made - 16

Contact Time - 3.5
hours

KITSAP REGIONAL



Library

Questions?

— Enter them in the
“Chat” box —

Pro Tips

Canvassing Tips & Tricks

Pro Tips:

Be Smart - Use data and maps to drive your activity

Be Friendly - Smiles and eye contact

Be Comfortable - Train your volunteers and staff

Be Official - Wear a nametag or an official shirt

Be Prepared - Dress for the weather

Be Safe - Know what happens when

For Niche Customers....

- This tutorial is available to add to your own staff training academy.
- Invite staff to go through the tutorial, take the quiz.
- You can keep track of who's been through it.


Wrap Up, Resources and Questions

EveryLibrary's "**Library Card Signups**" training videos are available free of charge at -

<https://my.nicheacademy.com/everylibrary>

Get the PDF guide to "Door to Door Library Cards Signups" at

<http://action.everylibrary.org/door2doorlibcard>



OUTSIDE
THE LINES

LIBRARIES REINTRODUCED

#GetOTL Yourself

Sign up to participate at

getoutsidethelines.org

and do one event or campaign

during the week of

Sept. 10-16, 2017

Questions?

— Add them to the “Chat” box —

action.everylibrary.org



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NICHE
ACADEMY

[NicheAcademy.com](https://www.NicheAcademy.com)

Thank You!

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Jared Oates, Niche Academy
