

CHAPTER 9 TRY THIS: THE POWER OF YOUR LIBRARY'S STORY

Everybody has a library story. Keep it short & simple. When you are speaking to people, ask to hear their library story. Then share a library story.

THE LIBRARY STORY

Identify a project/services/focus

Identify a hero (patron) who has participated in this project/service/focus. Describe this individual.

What problem was the patron trying to solve?

What was the impact to the patron by engaging in the library project/service/focus?

The hero is not the only one. Find data to show how many others have been impacted by the library.

- LRS.org
- Board report
- Community Reports
- Director
- Census
- Strategic Plan

That is all you need to demonstrate the impact and relevance of your library.

THE ASK

Now, if you have a related ask, add at the end. Ideally, you will have already built relationships by showing the impact and relevance of the story before you request something from those you are speaking.

If an ask, what are you asking for keeping in mind the connection of your hero to the person you are speaking.

Who are you going to tell this story? (Check all that apply)

- | | |
|--|---|
| ☐ Commissioner | ☐ Local Chamber of Commerce |
| ☐ Representative (state, federal) | ☐ Non-Profit Leader |
| ☐ Local Tourism Board | ☐ Town Manager/Council |
| ☐ Neighbor | ☐ Bartender/Budtender/Soultender |
| ☐ Other_____ | |