

EveryLibrary is the first, 501c4 national Political Action Committee for libraries, founded to address the gap in existing public outreach and advocacy for libraries. We are dedicated to building voter support and securing public funding for libraries through bonds, levies, measures, and other referendum.



Voter turnout and pro-library messaging have proven critical and relevant for securing funding for libraries. However, in many cases, ballot committees lack effective campaign-skills like messaging, voter data segmentation, canvassing and phone banking. Opposition research may or may not be available to them.

A lack of a strategic investment in training and support for the libraries' Information-Only campaigns and local ballot committees leaves millions of dollars in library funding on the table each year.

## Where EveryLibrary Comes In

EveryLibrary works with local citizen ballot committees as they conduct Get Out the Vote and Say Yes campaigns for their local library's ballot measure. Our support for these committees includes providing early campaign financial support, campaign consultancy and technical assistance for running effective campaigns. Before the ballot measure is put in front of voters, EveryLibrary works with library staff and leadership to plan effective Information-Only campaigns.



## EveryLibrary's Impact

Through 2013, our inaugural year, EveryLibrary worked on seven library campaigns, and provided support and campaign planning to six other communities, helping to secure over \$15 million in basic funding through tax support for libraries.

*For each dollar spent in support of library campaigns we have helped secure \$1,450 in tax funding at the ballot box.*

Additionally, we spoke at numerous in-person and online events about campaign-style library advocacy and have consulted with nearly a dozen libraries and systems as they plan for 2014 and beyond.

## The Impact of Your Support

Your donation will directly fund portions of each of our forthcoming campaigns and help EveryLibrary make low or no-cost campaign consulting available to a host of other libraries.

For many libraries, Election Day is the single largest funding and appropriations day in a generation. In many cases, the funding they are asking voters to approve is baseline. Without a victory, libraries are forced to curtail spending on services and collections or may even face shutdowns. With your support, we will work to ensure that library campaigns are well run, communicate effectively with voters across the political spectrum, and win.

***Thank you for considering a donation to EveryLibrary. We will put it to good work at the ballot box for libraries.***