

STEP 3

Set Your Goals

What brings you to this workbook? Are you fighting a budget cut? Trying to maintain or increase a budget? Proposing a referendum or millage? Building a new library or addition? Advocating for state or national legislation?

Whatever your aim, the [Core Values of Librarianship](#) inform your professional practice as rooted in service to the community. Awareness of the core values of libraries in combination with the specific purpose of the advocacy campaign you are building here supports a strong collaboration among your team.

Once you have gathered the core members of your team, together you can set your goals. What are you trying to achieve? Whether you intend to improve awareness of library impacts on the community or to convince voters to support a bond issue, be as specific and focused as possible. Consider what you learned from your community analysis. How

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1. What are the **key issues** that inform this advocacy effort?

2. What is your **priority issue**?

3. **What does successful resolution of that issue look like?** Hopefully, your measures of success will be more than “We won!,” and will include details that point to ongoing advocacy that builds on this success.

4. What is your **GOAL**?

5. What **objectives or incremental steps** will help you reach that goal?

6. How will you **measure** progress along the way?

Additional Resources

Steps 1 & 2 of the ALA Ecosystem Initiative [Ecosystem Agenda Building Tool](#) ready you to narrow your focus to the one overarching goal to be achieved as the result of this advocacy effort. This tool may help you see how best to embed the intersecting needs of your stakeholders into a single goal.