

## RRLC Advocacy Calendar

### July

- Gather stories from libraries about the impact of their services. These stories can be used throughout the year for advocacy efforts.
- Invite a Regent to visit with member libraries at RRLC or at a library (better).

### August

- Regent's visit.
- Continue to gather stories.

### September

- Begin making appointments with State legislators in their district office.
- Contact the Governor re: library services. Tell a story.

### October

- Develop "talking points" for legislative letters, visits.

### November

- Prepare "newsletter" on RRLC activities to send to local legislators.
- Visits start after Election Day.

### December

- Continue with legislative visits in home districts.

### January

- Work with MCLS to organize Lobby Day bus.
- Prepare letters for Trustees to send to legislators about library issues.
- Review the Governor's budget. What is the impact on libraries? Write a synopsis for "What's New" and RRLC Advocacy Page.
- Have staff meeting on National Library Week events (April 11 -17)

### February

- (Late Feb) Prepare "newsletter" on RRLC activities to send to local legislators.
- Send letters to legislators.
- Provide a "sample" letter to legislators and encourage library supporters to contact elected officials. Use our stories.
- Ask each staff member to contact their state legislators.
- Update the Advocacy page with changing developments.
- Write an opinion piece for local newspapers about impact of state budget on libraries. Also social media.

### March

- Prepare handout for NYLA Lobby Day visits.
- Closely watch Albany developments. Ask library supporters to contact elected officials at key points. Make calls when needed.
- Prepare celebrations for National Library Week. (April 11-17, 2010)

### April

- As appropriate, send thank you's to state legislators.
- Thank you's to library supporters.
- Celebrate National Library Week (April 11 -17)

### May

- Work with NYLA on bills that form NYLA Legislative Priorities.

### June

- Highlight RRLC area library "stars" at Annual Meeting. Invite elected officials, Regents, etc. Send information on "stars" to local media and to elected officials, etc.
- Participate in NYLA "Mini-Lobby Day" – promoting NYLA's Legislative Agenda.