

ADVOCACY CHALLENGE

MISSOURI SCHOOL
LIBRARIES TRANSFORM

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missourischollibrariestransform.org
and maslonline.org for more
information!



Complete these tasks to level up your advocacy efforts! Bring this checklist to MASL Spring Conference 2017 to join the Advocacy Meetup!

- Create a hashtag for your school library activities and tweet activities using your hashtag.
- Create an elevator pitch about the importance of your school library program.
- Create or purchase bookmarks, cards, or other freebies promoting your library and hand out at parent-teacher conferences, activity fair, or book fair.
- Send a press release to local media and have an activity or program featured by the local news outlets or newspaper.
- Create a short video highlighting what makes your library unique.
- Send thank you notes to stakeholders along with action steps they can follow to increase support for the library.
- Develop a survey to gain feedback from staff members on why the library is important and publish the results for stakeholders.
- Give a presentation at a PTA meeting on the impact of your school library program.
- Make an appointment to meet with at least one school board member.
- Make an appointment to meet with your principal to set goals for the next school year.
- Create an annual report and distribute it to stakeholders and community members.

Use the Missouri School Libraries Transform word bubble to take a photo of your efforts and share on social media! Use the hashtags #MASL and #librariestransform when sharing!

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SO MUCH MORE.

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