EveryLibrary helps secure funding for libraries at the ballot box. We train, coach, and consult with library communities on Information Only and Vote YES campaigns. EveryLibrary is donor supported in our pro-bono work. We believe that any library campaign anywhere should matter to every library everywhere.
ExEcutivE Summary

In 2016, EveryLibrary crossed a few important milestones. With over 60 library campaigns supported and 45 wins, we can proudly say we have helped over secure over $200 million in stable tax funding for those libraries. We grew our social media reach by 10 times in 2016 and are now able to communicate directly and effectively with over 100,000 Americans through our Facebook and Twitter feeds. Our key strategic initiative was launching our Action platform at action.everylibrary.org. This allows us to create and field petition drives and other calls-to-action that have supported individual librarians and the future of the entire library industry. In its first 11 months, hundreds of thousands of people from all walks of life and in all 50 states responded to one of our 16 actions. Our work continues to be pro-bono for the libraries and local YES committees we support because of our robust donor support. We are pleased to report adding 8 new sustaining corporate donors and renewing the majority of legacy vendor donors. Our average personal donation held steady at $48 per year and hundreds of new individual donors signed on as recurring donors at a $7.45 average monthly rate.

Campaign Wins and Losses in 2016

We were proud to work with 26 library communities on ballot measure to renew or extend funding in 2016. The smallest was a $9,500 annual levy for the Moniteau County Library in Missouri (a .02 cent funding request). The largest was a new $12 million levy for the Mid-Continent Library District, a 3 county service area (also in Missouri) serving nearly over 900,000 people. We helped the town of Jeannette, PA preserve library services there with a new dedicated $58,000 annual levy. Without that funding, the library would have closed. Sadly, the voters in Douglas County, OR rejected a measure to save their library by voting against a special library district. That library is set to close in June 2017.

Koch Brothers and AFP

In March, were hit with an unwelcome ‘any tax is a bad tax’ development this year when the anti-tax mega PAC Americans for Prosperity came out actively against the Plainfield Public Library in Illinois. Funded by the Koch Brothers, AFP put out targeted direct mail against the library and ran a series of robocalls urging people to Vote NO on the library measure. In classic AFP fashion, they didn’t address the plan for the library, they simply targeted it because it was a new tax. Unfortunately, despite a great local Get Out the Vote campaign, we did not have enough resources to overcome this attack and the measure was defeated. In November, the Koch Brothers again targeted another Illinois library measure, this time in Fox River Valley, helping to defeat that referendum as well.
**ESSA and School Libraries**

EveryLibrary is working with 18 state level school library associations to lobby for school library programs and school librarians in their states’ ESSA Plans. These ESSA Plans will set the policy framework and budget priorities in all 50 states for the next several years. Our work with each state school library association includes training, coaching, and providing technical assistance as they develop and advance their policy agendas. Rosen Publishing provided a capacity-building donation to support our work along with much needed logistical and tactical support. Right now, the state plans are being drafted and school library stakeholders are making good progress. All state ESSA plans due to be sent to the US Department of Education in April 2017.

**VoteLibraries 2016**

Last year we were proud to unveil VoteLibraries, a unique series of campaign ready images designed for libraries. In 2016, we expanded the scope of the project to include direct social media marketing to voters in support of library campaigns and issues across the country. This call to action included a “Pledge to Support Libraries on Election Day” and ways to immediately support local libraries on the ballot. Through a partnership with OverDrive and early donor support from Mango Languages and Demco, VoteLibraries 2016 reached over 1.2 million Americans during 42 state Primaries and the General Election in November.

**2017 Agenda**

Following the 2016 elections, our vision and mission for supporting libraries remains clear. We are anticipating significant changes in the way that the federal government sets priorities and funds programs. We stand ready to support local libraries—public, school and academic—as the pressures on local and state budgets inevitably increased in response to federal cuts. We are actively engaged in building new coalitions for libraries and librarians to support our goals and advance our agenda. Our capacity to realize our 2017 Agenda and operationalize our coalition strategy is only limited by our funding.

You can make a one-time donation or become a recurring monthly donor to sustain our work building voter support for libraries. Corporations, unions, and other political action committees are welcome. Please contact EveryLibrary executive director John Chrastka to make arrangements.

EveryLibrary is a gold rated non-profit on Guidestar, the most trusted source for information about non-profits on the internet. You can see out more about our work, review our 990s, and, most importantly, make sure that your donations are put to work by reviewing our profile.

EveryLibrary is a registered 501c4 Social Welfare Organization with the IRS and is a registered non-profit in the state of Illinois.
DONOR SUPPORT CONTINUES TO GROW

We are fortunate that hundreds of people and dozens of corporate partners have endorsed our work as donors. As we have grown in 2016, we have scaled up our fundraising efforts to provide three sources of sustaining revenue to EveryLibrary: personal one-time or monthly recurring donations, and corporate donations. In February we launched our new Action platform at action.everylibrary.org to provide us with a secure, turn-key platform for personal donors. This digital solution allowed us to offer personal donors an option for monthly or recurring donations as well as options for one-time donations. We are pleased to report that over 1,400 individuals have donated through the new platform this year. Most importantly, we have set up hundreds of new sustaining monthly donations. This provides us with the sustainable cash flow needed to scale up our work reaching voters about libraries.

We know very clearly that our growth has come from both inside the library world as well as from the general public who are interested in library issues. EveryLibrary is the first national library organization to make an appeal to the general public, and people are responding with donations and networking support. In 2016, we actively grew our outreach to the public using our social media channels and through direct email contact. Our network of supporters increased tenfold in 2016. On Facebook, our ad-supported outreach to the public grew our reach from 10,000 to 100,000 people. We can now reach over 1.5 million Americans with our social media posts. Our emailable list grew from 5,000 to over 50,000 people and covers all 50 states. Our average monthly donation is $7.45 per month. Our average yearly personal donation is holding steady at $48 per year. Over 75% of our personal donors renewed their donation in 2016. This growth is key to our sustainability as an organization and our effectiveness as a political action committee for libraries.

Help us start 2017 strong as monthly donor. Please commit to a donation of $5 or $10 per month to help us help libraries win!
Corporate Donors

Our mission is to build voter support for libraries. Our vision that any library funding measure anywhere should matter to every library stakeholder anywhere. We are proud to have added six new corporate donors during 2016 to help us realize this vision for library funding at the ballot box, and to have renewed all but two of our 2015 corporate donors as well. Please join us in welcoming and thanking Counting Opinions, JSTOR, Kixal, ProQuest, Tutor.com, and Zoobean for joining our roster of high-impact vendor donors.

Every corporate donor makes a contribution that helps us win elections and build voter support for libraries. In addition to that support, we’d like to highlight five special projects that helped us add new capacity to the organization this year:

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ROSEN PUBLISHING

Since our launch, Roger Rosen and Rosen Publishing have been key allies and supporters for our work. In 2013, Rosen helped us grow our fundraising base in libraries with a Challenge Donation campaign. In 2014, they helped kick off our Rapid Response Fund, which has gone on to support several library crisis communications campaigns. In 2015, they opened their networks to our messaging, helping us reach new people about our work. In 2016, Mr. Rosen helped change the landscape for school library policy issues in several states by underwriting our support for state school library organizations as they worked to include their issues in state ESSA Plans. Publishers Weekly called this project and Rosen
Publishing’s donation one of the Top 10 Library Stories of 2016. We are truly grateful to Rosen Publishing for helping to launch our work with school library issues. You can read more about our ESSA work later in this report.

**GALE PUBLIC LIBRARIES (CENGAGE LEARNING)**

We were able to scale up our outreach to the public and help campaign better target voters because of a donation by Gale, Cengage Learning, of its Analytics on Demand (AOD) service. With this access, we were better able to analyze data about library supporters so our marketing and outreach dollars can go farther. In advance of the November elections, we used OAD to support our VoteLibraries initiative on social media to very good end. While AOD is used by library administrators, outreach coordinators, and marketers to gather information for strategic planning and public relations campaigns, EveryLibrary uses AOD data to help find and target households whose residents will be likely to vote “yes” on library campaigns. This donation from Gale helps us fulfill one of our primary goals, to build the biggest databases of library supporters, voters, and advocates in the U.S., and activate them to fight for libraries.

**TECH LOGIC**

As a donor, Tech Logic has added real capacity to our library campaign work helping us with wins in 2015 and 2016. Because of their support this year, we were also thrilled to participate in their Expect More Collaboratory series alongside Professor David Lankes. This series culminated in a half-day program “Communicating the Value of Librarians” during ALA Annual Conference in Orlando that was focused on discovering effective ways to communicate the impact, value, and image of librarians and staff to local communities and in regional and national contexts. We truly appreciate how they have opened up their networks and been consistent in their financial support.

**LIBRARY JUICE ACADEMY**

We were very happy to once again work with Library Juice Academy and its founder Rory Litwin on a “Donation Challenge” in May of this year. Using vendor challenges like this is a key way to encourage new personal donors, and we truly appreciate Library Juice for supporting us.
this way in 2016 and 2015. For every dollar they donated, we were able to leverage dozens of new personal monthly donors. It helps us reach new audiences and win elections for libraries.

**KIXAL, LLC**

We especially want to acknowledge and thank Crystal Schrimpf and Kixal for providing pro-bono advising and consulting on several instructional design projects this year. Kixal’s core competencies is in helping libraries and organizations approach training and content delivery in a coherent and competent way. The training solutions they helped EveryLibrary scope, architect, and deploy were effective and helped us reach new audiences this year. Their in-kind donation and wisdom is much appreciated.

EveryLibrary provided Mid-Continent Public Library with an extraordinarily valuable service. Coming off of our 50th Anniversary and a National Medal, we believed we had a good public standing, but the Library hadn’t been before the voters in almost three decades. EveryLibrary provided assurance that we would do things the right way and we would use our recent successes to build a solid and successful campaign. The expertise they provide on how to run an ethical and effective informational campaign was pivotal for us in getting out into our community and providing facts about what the future looks like with and without our levy increase. Every Library also helped a citizen led “Yes” Committee form, grow, and then thrive. . . . Thank you to the EveryLibrary team, on behalf of MCPL and the hundreds of thousands of Library users who will benefit from this successful campaign.

—Jim Staley, Community Relations and Planning Director, **Mid-Continent Public Library** (MO)—November 2016 levy win

**Fundraisers, Events and Parties**

As a relatively new organization in the library advocacy ecosystem, it is important for us to meet new people, organize for success, and celebrate our wins. In 2016, we were proud to have support for our events and parties from Brainfuse and JSTOR.

Brainfuse has been our “Smart and Fun” party sponsor since 2015, helping us reach and activate hundreds of library supporters. We had a great time selling out our PLA 2016 in Denver at the Punch Bowl Social, and we are very grateful to Brainfuse for underwriting a fun and
important night co-hosted by BCALA supporting the Cynthia Graham Hurd Foundation during ALA Annual Conference in Orlando. Special thanks this year to Diane Weltzer and Jack Rothman for their personal help and engagement with our mission and work.

**JSTOR** is a new vendor donor in 2016, and they jumped right in to help us celebrate libraries and activate individual donors and supporters. Our anchor benefit event for the year is our Saturday party during ALA Annual Conference. Their donor support made our **Howl at the Moon event** a huge success with hundreds of librarians enjoying a great night.

We had a great time meeting and celebrating with hundreds of EveryLibrary supporters at these sponsored events, as well as at several meet-ups and fundraisers we hosted across the country this year. Thanks to everyone who bought a ticket and supported our work in 2016:

- Afterhours at Midwinter 2016
- Afterhours at PLA2016—Sponsored by Brainfuse
- Greenwood Park Librarians Meet-up
- Howl at the Moon—Sponsored by JSTOR
- Librarians Thing at BB Kings—Sponsored by Brainfuse and co-hosted by BCALA
- EveryLibrary Meet-up at the Tin Roof—SCLA 2016
- EveryLibrary at the Londoner—LMCC16

**Special Fundraisers, Special Thanks**

We were very lucky in 2016 to have three individual supporters who took the extra step and organized grassroots fundraising events for EveryLibrary. We truly appreciate Jim Downey, a talented **artist and designer** who hosted an online fundraising auction for two of his collectable handmade glass figurines. We can’t thank Tina Rawhouse and Jamie Herman enough for hosting two fundraising events this summer. Tina contributed her profits from sales of **Jamberry nail covers** and Jamie from a **Geek Chic Boutique** event online. Our parties were much more stylish because of their generosity.

We love these kinds of unique opportunities to meet new people and fundraise for our cause. If you are interested in hosting a unique event for EveryLibrary, please contact Brian Hart, our Special Projects Director.
Since our start in 2012, EveryLibrary has worked with 60 public libraries on the ballot, winning 45 campaigns and helping to secure over $200 million in stable tax funding for these libraries. In 2016 we worked with 27 of those library communities as they placed measures on the ballot to enact, renew, or extend funding. We are as proud of the 17 that passed their measures as we are sad for the 10 who did not. Our donor support allows us to do all our campaign work pro-bono, which means that we can provide the same level of expert campaign advice and consulting to every size of library. Being donor supported also means that our advising and consulting is based on best practices for each individual campaign and not on our need to make money.

In 2016, three of our campaigns were “must-pass” operating measures. Herrick District Library (MI) renewed their basic mill levy, and Jeannette Public Library (PA) passed a new levy that ensures they stay open. Sadly, Douglas County Oregon voted against establishing a permanent special library district, and the future for the 9 branches serving 11 towns and cities there is bleak. As of this writing, they are evaluating ways to maintain some services, but the county voters are very negative on new tax measures and the county leadership are on record to defund the library.

Our other campaigns were for building bonds to invest in 21st Century library infrastructure, and for funding measures that support staffing, programs, collections, and services. The smallest measure was for Moniteau County (MO) and a $9,000 annual levy in the town of California sub-district. Our biggest was for the Mid-Continent Library (MO) with a $12 million annual levy lift. This was the first time since 1986 that Mid-Continent had gone to the voters.

While our libraries won and lost in both red states and blue states this year, every community we worked with was concerned with a “Trump Voter Effect” and organized opposition being more forceful and effective. While the ‘top of the ticket’ did not directly influence the outcomes for libraries this year it remains to be seen if anti-tax, anti-government, or “anti-other” rhetoric will impact library tax measures. In 2016, there was an unwelcome and unexpected development from anti-tax opposition groups when the Koch Brothers Super PAC, Americans for Prosperity...
went after libraries. Our campaign in Plainfield, IL was targeted with anti-library direct mail and robocalls late in their March campaign, helping to defeat their forward-looking new library building referendum. In November in Fox River Valley, IL. the AFP again took aim at the library and helped to defeat that expansion of library services.

This election cycle saw clear examples of their anti-tax, anti-government agenda to defund libraries. We need your help to fight back. When the Koch Brothers and AFP puts out an anti-tax and anti-library attack, they do it with direct mail and robocalls—and they always do it late in the campaign. With big money groups like AFP targeting libraries, we are seeing a huge shift in the fight of ideas between folks who believe in progressive tax policies versus those who want limited government. Libraries are now included in a broader crusade to shrink or eliminate government in any form.

You can help us fight back against the Koch Brothers and other anti-library forces by spreading the word about these threats on Facebook and Twitter, by signing up to support libraries, and by making a donation in 2017. Thanks for helping us stand up for libraries.

**Roll Call of 2016 EveryLibrary Campaigns**

- **Basalt (CO) Regional Library**
  - $350,000 in new operational funds
  - Win—November 8, 2016

- **Brookfield (IL) Public Library**
  - $10.3 million for a new library and operating funds
  - Loss—November 8, 2016

- **Crystal Lake (IL) Public Library**
  - $30 million bond for a new library and operating funds
  - Loss—November 8, 2016

- **Douglas County (OR) Library**
  - New district library that avoids closure
  - Loss—November 8, 2016

- **Dorchester County (SC) Library**
  - $30 million bond 2 new libraries and 1 facilities upgrade
  - Win—November 8, 2016

- **Helen Plum Library (IL)**
  - $22 million new library and operating funds
  - Win—November 8, 2016
Jasper-Dubois County (IN) Library
$6.2 million new library bond with $1.9 million grant contingent on passage
Win—November 8, 2016

Jeannette (PA) Public Library
$62,893 new operating funds that avoids closure
Win—November 8, 2016

Lone Cone Library (CO)
$4 million for a new library with $1.5 million grant from state contingent on passage
Win—November 8, 2016

Mancos County (CO) Library District
$96,000 new levy for operating funds
Win—November 8, 2016

Meridian (ID) Public Library
$12 million for 2 new libraries (second effort)
Loss—November 8, 2016

Mid-Continent Public Library (MO)
$12 million in new operating funds and facilities upgrades
Win—November 8, 2016

Nevada County (CA) Library
1/4 cent sales tax for new operating funds and facilities upgrades
Win—November 8, 2016

Pacifica (CA) / San Mateo County
$33.5 million property tax for a new library
Loss—November 8, 2016

Parkland Community Library (PA)
$10 million bond out of $14.2 million new library building project
Loss—November 8, 2016

Pleasant Hill (CA) / Contra Costa County Libraries
$4 million, 1/2 cent sales tax for library building and other uses
Win—November 8, 2016
Liberty (NY) Public Library
$1.92 million building bond for expansion and renovation
Win—August 8, 2016

Kern County (CA) Libraries
1/4 cent sales tax for new operational funding
Loss—June 1, 2016

Oakley (CA) / Contra Costa County Libraries
$12 million bond to build the first standalone library in town
Loss—June 1, 2016

Allegan (MI) District Library
$8 million for new library addition and remodeling
Win—August 2, 2016

Herrick District Library (MI)
14-year renewal of basic operating levy
Win—August 2, 2016

Leland Township (MI) Library
$168,000 8-year levy as a new independent district
Win—August 2, 2016

Lyon Township (MI) Library
$8.5 million bond; millage increase from $.52 to $1.58
Loss—August 2, 2016

Geneva Public Library (NY)
Annual Budget Vote
Win—May 17, 2016

Moniteau County MO – California Sub-District
$.02 cent levy lift
Win—April 5, 2016

Plainfield Public Library (IL)
$39 million building bond and an operating levy lift
Loss—March 15, 2016

Winter Park Library (FL)
$22 million building project for a new library, civic center, and parking
Win—March 15, 2016
With 2017 being an ‘off cycle’ election year, there will likely be fewer libraries going to the ballot. If the pattern holds from previous odd numbered years, we will likely work with about 14 library campaigns. Our first two in 2017 are already on our calendars for February or April Election Days. We have capacity to support late 2017 campaigns, and we are especially interested in talking with campaigns about 2018 or 2019 as well. We believe that the earlier we can help them start their planning and assessment processes, the more effective it will be.

“EveryLibrary provided our staff, managers, board and my marketing department with training to guide our informational campaign. EveryLibrary also provided training and ongoing support to a new citizen’s group in our community that raised tens of thousands of dollars to fund a separate persuasive campaign. It was priceless to have support from EveryLibrary on both campaigns so that staff members never felt they were crossing a line with our informational campaign in order to liaise with the community group. EveryLibrary played that role for us, and more—with excellence—for free. I can’t say ‘Thank You’ enough for their support.

—Sara DeVries, Community Relations Manager, Herrick District Library (Holland, MI)—August 2016 levy win
ACTION PLATFORM LAUNCH AND PETITIONS

Our goals for 2016 included putting a significant amount of attention, work, and resources to growing the organization. We have been effective as an organization by providing direct support to local library campaigns. Each of those local campaigns references not only the local library’s record but also the perception of libraries and librarians nationally. The average voter or constituent can be reached with a new and engaging message about the impact, value, and importance of libraries and librarians. If we do it for individual campaigns, that’s helpful to those individual libraries. If we do it at a national scale, it truly helps each and every library. That’s our ultimate goal.

In 2016, EveryLibrary rolled out a new public-facing website and engagement platform at action.everylibrary.org. It is intended to support petition drives, calls-to-action, and proactive engagement for and about libraries. It is public-facing rather than library-industry-facing on purpose: we need more Americans who are activated for libraries and who are emailable. We built our Action site on the NationBuilder platform, a highly-scalable data-centric next generation political action tool. It has the capabilities we need to support a nationwide approach to political advocacy for libraries, and it can grow to be the backbone for individual library campaigns we support each year.

Our work on the Action platform is intended to build a unique and extensive database of Americans who care about libraries. We started 2016 with fewer than 5,000 people in our database. By the end of the year we are over 50,000 people strong for libraries. We did this by not only targeting important calls-to-action and petitions for libraries and libraries

"Thanks to you for your time and expertise. I went back to my notes from your visit more times than I can count. We didn’t execute perfectly by any means. But without your counsel, we would have either been completely lost or we would have been pushed into a campaign we weren’t proud of. Today we not only savor victory, but our dignity and institutional honor are intact."

—Mary Gail Coffee, Director of Community Relations, Winter Park Public Library—March 2016 bond measure for a new library
librarians to the public, but also by supporting those calls-to-action with paid advertising on social media. EveryLibrary is willing to invest real money in reaching the public about libraries because grassroots only works when you can break through the clutter. We are grateful to our donors—both individuals and corporate—that identify this approach as an effective and impactful advocacy strategy.

2016 Petitions and Actions

We are proud to have fielded 20 petitions and calls to action that affected the future of public and school libraries in small towns and big cities, in red states and blue states, and for our country this year:

FUNDING AND LIBRARY AUTHORITY

Veto SB571 (with the Michigan Library Association)
Kill LB969 (with the Nebraska Library Association)
Restore Broadband to Alaska Libraries (with the Alaska Library Association)

FOCUS ON SCHOOL LIBRARIES AND LIBRARIANS

CPS School Librarians
Chesterfield VA Book Challenge
South Orange School District positions
Cedar Rapids School Librarians
West Aurora School Libraries
East Aurora Elementary School Libraries
Trinity High School Library
Christina (DE) school district libraries

IMPORTANT ISSUES AFFECTING LIBRARIES

Eliminate Illegal Alien from the LOC
Voter Suppression in Douglas County OR
Right to Literacy in Detroit
Literacy Not Incarceration in Kern County
Congratulating Carla Hayden on Becoming Librarian of Congress
Our new Action platform took the place of a few of the platforms we previously used for some of our core activities like managing events, email campaigns, donors, and volunteers. NationBuilder will allow us to host our training guides, create and submit petitions for causes around libraries, and support library campaigns more effectively. Most importantly, it will allow us to have an even greater understanding of the data behind library political campaigns and what it takes to win for libraries. And now, all of this can be done under one fully integrated platform instead of spread out through the 8-10 single use platforms we were using previously. This is truly a high-level political platform and we are excited to introduce it to the library world.

EveryLibrary is working hard to build a unique and effective emailing list of supporters, activists, and donors from around the country. We know that the key to advocacy success is to activate the public for libraries. Our goal is to have a “reach” of 250,000 people by the end of 2017. This list will allow EveryLibrary to support public libraries as they go out for funding, school libraries and librarians across all kinds of districts, state associations as they reach beyond their membership for advocacy asks, and our national partners as we build awareness and funding support for libraries.
In 2016, each state’s education agency (SEA)—their department or board of education—was required by federal law to develop a new plan for education and funding under ESSA, the Every Student Succeeds Act. The new plans for each state were intended by law to be written in consultation with local stakeholders. Early in 2016, EveryLibrary was approached by three state school library associations for assistance with this stakeholder engagement process.

As the year progressed, EveryLibrary expanded our work to include strategic and tactical support for school library communities in 18 states. Our goal was to help them embed the positive changes for school librarians and school library programs from the federal law into their states’ ESSA Implementation Plans. This work is made possible by donor support from Rosen Publishing. Their early involvement in the project’s expansion was critical to its success.

"[I]n order for school libraries to gain the full benefit of federal funding available under ESSA, each state will have to modify its existing education laws, administrative codes, and other rules and regulations to make them ESSA-compliant and grant-ready—no easy feat, says John Chrastka, executive director library lobby group, EveryLibrary. In fact, after so many years of getting no federal support at all, many state and local education agencies lack even the most basic legislative language, he told PW.

That’s why, with financial support from Rosen Publishing and help from other library organizations, EveryLibrary stepped up to help in 2016. With EveryLibrary’s significant experience helping library ballot measures succeed at the local level, EveryLibrary in 2016 is continuing to help library advocates across the country with state-specific, proven tactics for supporting school libraries—and thanks to Rosen [Publishing] and other library groups, that help is completely free.”

Our work is not focused on developing school library policy or standards. Rather, we are focus on the process of aligning member resources, developing and using position papers directed to SEAs to advance a policy agenda, and training for effective stakeholder engagement at listening tours, through surveys, and other points of contact with the SEAs. Each state organization’s tactical and strategic approach to influencing state education policy and funding formulas is as varied as each eventual ESSA Plan.

Each of our school library stakeholder communities have shaped their own policy work within the ESSA key action areas framework and through a lived-understanding of the exigencies of working within their states’ educational environments. Those that have school library standards have put those rubrics to work in their recommendations to their SEAs. For those without an in-state framework, AASL and ALA’s policy work has been crucial to developing a robust engagement with their state plans.

A common consensus is emerging across all the state organizations that ESSA is the last best hope for the future of the profession. Each have also embraced the ESSA Planning process as a way to re-invigorate their members and colleagues around what could be a better future for their positions and programs. Notable early successes have included draft language in the Illinois plan that calls for ‘equity of collections’ across schools and districts, and language in the Ohio plan that acknowledges the role of school librarians in supporting educator effectiveness.

In 2017, EveryLibrary plans to roll-out several pilot advocacy projects with state school library organizations. These will include direct action at a school and district level to help restore or expand the number of school librarians working in those states, and the future of the funding formula for library collections and programs. As an library advocacy community, we need to talk about a plan to support restoring true, effective library programs and librarians to every school, anywhere. EveryLibrary stands ready to provide training and direct support for lobbying and advocacy to the groups and organizations interested in getting local, state and federal funding flowing for librarians in K-12 again. We are ready to provide tactical support to telling the story of how important school librarians are in the educational life of our country starting in local zip codes.
Our mission at EveryLibrary is to build voter support for libraries. Last year, with the support from numerous donors we created high-quality campaign-ready VoteLibraries artwork that can be used by any campaign anywhere. It was released copyright free on VoteLibraries.org and made available for sale through a partnership with the Creative Actions Network. In 2016, several campaigns used the artwork to reach voters about their library ballot measures. In June, the Illinois Library Association feature VoteLibraries as the cover story for their membership magazine. VoteLibraries merchandise like posters, totebags, mugs, and t-shirts continue to sell well. Proceeds from the sales support us, the artists, and CAN.

In 2016 with the help of vendor partners like Overdrive, Library Juice Academy, and Demco, we expanded our VoteLibraries project to include direct voter engagement messages into 42 states during the presidential and congressional primaries. Beginning with the New Hampshire primary on February 9th and running state-by-state through primaries in June, EveryLibrary placed a series of paid #votelibraries messaging through social media targeted to likely voters. We focused on states with primaries because they also tend to be elections that have congressional, statewide, and local offices on the ballot, as well as local issues including library funding measures.

OverDrive was instrumental in helping us test messaging and assumptions about how the public perceives libraries and librarians across these state primaries. Their support for #votelibraries in 2016 helped us break out of our traditional audience and reach new folks with this important call to action. They helped us ask tens of thousands of Americans to become “library special-interest voters” and consider library issues when voting for candidates and policies up and down their ballots.

As a paid-messaging campaign, VoteLibraries 2016 is a unique project in the library advocacy ecosystem. In most states, our paid #votelibraries campaign was be active for 5–7 days before each primary election. Our independent, pro-library, #votelibraries messaging was targeted to reach key demographics within the electorate in order to build new public awareness that libraries are part of the political and policy agenda in those elections.
In the lead-up to Election Day on November 8th, we again promoted the #votelibraries messages through paid social media posts and by encouraging our network of supporters to use the VoteLibraries artwork on their own social media. Hundreds of people in our network self-identified that they changed their badges, and our vendor supporters like Brainfuse, Demco, OverDrive, ProQuest, and Bywater Solutions also shared the message in the lead up to Election Day on their social media. We want to make a special thanks to Librarian Wardrobe for hosting its biennial #votelibraries call-for-pictures. It is especially fun to see so many librarians sharing their fashionable civic engagement messages.

In 2017, VoteLibraries we will continue to cultivate use of VoteLibraries by campaigns across the country and will expand the items available for sale with our partner sites. We look forward to 2018 and the congressional primaries when we will again promote this messaging nationally. EveryLibrary is committed to sharing what we know about voter engagement with other national and state library advocacy organizations to help them build more successful public-facing campaigns using our data.

Since the inception of our campaign in the fall of 2015, Every library has provided critical support both financially and with information to help us make this campaign successful. There have been some unusual challenges along the way but you have provided us an excellent road map to keep us moving forward and staying on course. It was always reassuring to draw on your experience from other communities when we changed directions in the campaign. We appreciate the time you spent with the committee on the phone and through emails in planning the campaign and sharing your technical expertise.

—Bill Boies, Chair of the Vote Yes Committee for Moniteau County Libraries—April 2016 levy win

(L-R) Erica Findley, Joe Sanchez, and Crystal Schimpf in VoteLibraries T-Shirts
The Political Librarian

We intend The Political Librarian to be a place for the library community to talk through some under-recognized issues around politics, political power, and policy that affect us in the 21st century. Following a successful self-published launch in 2015, EveryLibrary applied for and was granted an ISSN for the journal. In 2016, we are grateful to Washington University Libraries for including The Political Librarian on their open scholarship platform. Publishing on the Washington University Libraries platform allows us to find and amplify a wide range of voices and be easily discoverable in the academic and policy space. Thanks to Trevor Dawes, then the Associate University Librarian there, for welcoming this new journal into their prestigious open scholarship platform.

We were pleased to publish two issues of The Political Librarian in 2016. The Political Librarian is dedicated to expanding the discussion of, promoting research on, and helping to re-envision locally focused advocacy, policy, and funding issues for libraries. We want to bring in a variety of perspectives to the journal and do not limit our contributors to just those working in the field of library and information science. We seek submissions from researchers, practitioners, community members, or others dedicated to furthering the discussion, promoting research, and helping to re-envision tax policy and public policy on the extremely local level.

We appreciate the hard work and dedication of our editorial team of Lindsay C. Sarin, Editor, and Johnna Purcell and Rachel Korman, Associate Editors, as they shape this new journal. Likewise, we are grateful to our distinguished editorial review board for their guidance and support in developing our approach:

Jason K. Alston, Doctoral Candidate School of Library and Information Science, University of South Carolina

Trevor A. Dawes, University Librarian, University of Delaware

Sandra Hirsh, PhD, Professor and Director School of Information, San José State University
We anticipate publishing two Issues in 2017 focusing on local, state, and federal public policy and tax policy for libraries. EveryLibrary is interested in featuring new voices and lines of inquiry. We seek submissions from both researchers and practitioners, that fall into one of three submission categories:

- **Opinions/First Drafts**—Editorial in nature; the first draft of an idea or argument.
- **White Papers**—Longer form discussions that may include research.
- **Peer Reviewed**—Long form articles that include original research and arguments, and are submitted for review by our Editorial Board and/or external reviewers.

Please visit [http://openscholarship.wustl.edu/pollib/](http://openscholarship.wustl.edu/pollib/) for links to our editorial guidance and to read all the Issues.
EveryLibrary is only as strong as our supporters, and only as effective as our networks. Our first focus is on solving problems for libraries when they are on the ballot, or when librarians need to have their voices heard through a petition or call-to-action. But we don’t lose our focus when we support other organizations that share a common concern with our core values, or join a coalition to support a common cause. In 2016, we were proud on several strategic projects that built our capacity by helping us be better partners inside and outside the library world.

Cynthia Graham Hurd Foundation

We were thrilled to partner with the Black Caucus of the American Library Association (BCALA) and Brainfuse on a special benefit event to help raise funds for the Cynthia Graham Hurd Foundation for Literacy and Civic Engagement. The foundation was established to honor the life and legacy of Ms. Hurd, a librarian in Charleston, SC. who was, tragically, a victim at the Emanuel AME Church shooting in June 2015. At EveryLibrary, we were profoundly moved when we learned about this new Foundation set up to promote literacy and civic engagement in the name and memory of this librarian. Because of Brainfuse generously underwriting this event, $5,000 in donations from over 200 people went directly to the foundation. We look forward to announcing a new project with the Hurd Foundation in 2017.

National Voter Registration Day 2016

As a political action committee for libraries, we support the hopes that libraries have when taking their specific measures or referendum to the ballot. But we also support and encourage libraries to be hubs for civic engagement, teaching civics, and voter enfranchisement whether they are going to the ballot or not. In 2016, we were very excited to expand our partnership with the National Voter Registration Day coalition to encourage more libraries to be active voter registrar sites and librarians to become trained registrars. Thanks to the expertise of Nicole Powell, an
EveryLibrary Advisor, we helped over 250 libraries become official NVRD sites in 2016.

**Outside the Lines**

EveryLibrary has been an organizational partner for Get Outside the Lines since its inception in 2014. For 2016, we sponsored a special outreach to politicians page on our Action Platform to help participating libraries connect their communities to elected officials at all levels of government. We also updated and expanded our “Door to Door Library Card Signup Guide” to provide libraries with a quick and effective way to engage their community in a new context. Ballot-access groups go door-to-door to enfranchise new voters. Some do it in a non-partisan way focused on the democratic process, others are engaged in efforts to target likely supporters of their candidate through voter registration campaigns. Smart candidates for office at all levels of government know that going door-to-door is the best way to meet and convert voters. It breaks through the clutter of advertising and is more powerful than even social media. We love the goals of #getOTL and want to help libraries put the power of campaigns and campaigning to work through this innovative annual marketing program.

**Author Project**

In early 2016, EveryLibrary focused attention on an important group of potential allies for the library advocacy cause: authors and illustrators. As creators with a vested interest in the future of libraries, we felt that they are especially well positioned to take a stand for libraries. Our goal was to identify American authors and invite them to become visible library supporters. You can share this call-to-action at http://action.everylibrary.org/authors

**Expect More—Collaboratory**

We were thrilled to present a half-day Collaboratory session with David Lankes at the ALA Annual Conference in Orlando. Sponsored by Tech Logic as part of their Expect More series, the session focused on the image of librarians in the community, especially as it relates to funding and voter support. It served as a springboard to a broader discussion
within the library advocacy community about how to align resources for success. The full length video and slides are available for free at http://everylibrary.org/librarian-advocacy-collaboratory-workshop/

**Books with Barbers**

EveryLibrary is partnering with Columbia, SC. based Books With Barbers to collect and distribute books and reading materials focused on African American children and youth to be used in 6 Macon, Georgia barber shops as a pilot program to address the literacy gap for boys, young men, and their families. This pilot program kicked off in Macon, GA during the week of December 16th with RazorLine Barbershop serving as the first site. We are opening our extensive network of Americans concerned with libraries, literacy, and civic engagement to this project by facilitating donations of books and soliciting funds for Books with Barbers to create “literacy stations” in these barber shops. You can make a donation of materials or funding support at http://everylibrary.org/sign-donate-books-barbers-everylibrary/

**California Prison Library Collections**

Across the country, prison libraries are underfunded with many lacking any professional staff to support literacy programs and legal reference services for their populations. In 2016, we piloted a program to provide direct donations of books and other reading materials for the Centinela State Prison Libraries in California. Our colleague Jameson Rohrer is the librarian there, and we set up a program to improve the quality of the collection across his 5 facilities and augment his very small budget. Through 2016, over 600 people supported this project with donated materials and other items. We plan on expanding this program in 2017 to include more prison libraries focusing on adults and youth. You can learn more about our pilot program at http://action.everylibrary.org/sign_up_to_donate_books_to_prison_libraries
During Midwinter 2016 in Boston, a working group of library organizations met to discuss possible future joint advocacy projects. One identified project was to help public libraries shape a more stable revenue picture for operating funds. As an industry we lack comprehensive current insights into the legal framework under which libraries can set a tax rates. COSLA and EveryLibrary volunteered to conduct a state-by-state survey of library laws covering the various modes of governance and authority to tax exercised by public libraries as either independent districts or within a municipal structure. Our EveryLibrary Advisory Committee member Kyle Courtney from Harvard Libraries graciously lent his research team to aid in the compilation of the data set. A narrative report was published as an EveryLibrary / COSLA co-project in the December 2016 issue of The Political Librarian, our tax and public policy journal. The working group was convened by ALA and OCLC, and is comprised of representatives from those organizations, COSLA, EveryLibrary, Urban Librarians Unite, Library Strategies, and several ALA divisions. We expect the results to have many uses across these organizations and our industry.
The EveryLibrary team was in high demand in 2016 as speakers, teachers, and keynoters. We were fortunate to be invited to present for state and regional library association conferences as well as for state library agencies. Our presentations focused on topics as diverse as campaigns and campaigning, interlibrary loan and funding, branding libraries for future success, and the image of librarianship among voters. Many of our presentations are archived on our Training Site or our SlideShare site. Special thanks to the following organizations and agencies for the privilege of presenting to their communities this year:

- Alaska Library Association
- American Library Association—Expect More Series sponsored by Tech Logic
- Computers in Libraries
- COSLA—Chief Officers of State Library Agencies
- Delaware Library Association
- Florida Library Association
- Georgia Council of Public Libraries
- Illinois School Library Media Association
- Library Marketing and Communications Conference (LMCC)
- Long Island Library Conference
- Michigan Library Association
- Missouri State Library
- Nebraska Library Commission
- New England Library Association
- New Jersey Library Association
- Pennsylvania Library Association
- School Library Journal Summit
- Texas Library Association
- Wisconsin Division for Libraries and Technology

As library subject-specialists, our Board members can also speak on a variety of topics for your library school and library system. We have
been featured speakers and keynoters for staff development days, in-services, and trustee trainings. We relate to the workplace challenges and professional development goals of library staff, trustees, and friends because we are peers. We can bring a fresh, engaging, and inspiring conversation to your library system or library school events.

Please contact us directly for information about honorarium and travel expenses as well as our availability for 2017 and 2018 library conferences. Please note that if you choose an EveryLibrary Board member as your library conference keynote speaker, an additional conference program presentation or panel elsewhere during the session day is included, if desired.

"Though Cory Doctorow’s flight was delayed, preventing him from giving our last keynote … [w]e did not go keynote-less, however! The amazing John Chrastka of EveryLibrary gave a powerful keynote on the importance of us fighting on a political level for our profession. We’d like to thank John for being such an amazing sport and filling in with an inspiring and much needed keynote.

—NJLA 2016 Conference Committee, http://njlaconference.info/content/day-three-njla16"
Thanks to Our Advisory Committee

EveryLibrary is lucky to have support from a great group of advisers who provide both strategic connections and tactical advice as we look to grow as an organization. Special thanks this year to our Advisory Committee members for their support, dedication, and advice:

Rebekkah Smith Aldrich
K.C. Boyd
Michele Cobb
Kyle K. Courtney
Francine Fialkoff
Ed Garcia
Melissa Gardner
Jan Ison
John Ison
Sara Kelly Johns
J. Turner Masland
JP Porcaro
Nicole Powell
Lindsay Sarin
John Shableski
Ian Singer
Kate Tkacik
Andy Woodworth

EveryLibrary Leadership Team

John Chrastka, Executive Director
Patrick “PC” Sweeney, Political Director
Erica Findley, Development Director
Brian D. Hart, Director for Special Projects
Mel Gooch, Board Member
Peter Bromberg, Board Member
Lindsay C. Sarin, Editor, The Political Librarian
Since the Election, EveryLibrary’s leadership team has listened as Americans have grappled with fundamental issues about our country in order to build our agenda for 2017 and beyond. We started EveryLibrary to help ensure that thousands of local libraries in diverse communities have the resources they need to help people succeed. Whether it is with public libraries going to the ballot, school librarians trying to influence state education policy, or academic librarians serving their campuses for the next generation, we have a hope for the future of America’s libraries and librarians. We believe that each and every library should be funded to best serve their local communities. We know that when librarians are empowered, communities prosper, campuses succeed, and students thrive.

Since Election Day, we have been watching closely as President-Elect Trump and Vice President-Elect Pence, Speaker Ryan, and Senator McConnell unveil their approach to governing. Their nominations to the Cabinet and to federal agencies, and their appointments to Chair key congressional Committees, are signaling a policy framework that will shrink government and cut funding for education, healthcare, jobs creation, and social programs. They have all been very clear in their policy priorities that will shrink the federal government, re-envision the federal tax code, devolve more responsibility and authority to local and state government, and especially devalue many of the social issues that libraries help solve.

We have no reason to expect this administration not to follow-through on implementing what they have said they will do. It is reasonable for us to expect that federal funding and programmatic support for education, social welfare, healthcare, citizen’s rights, and workforce development will shrink. Local and state governments will have to fill in the gaps and pick up the slack. As this policy agenda is implemented, there will be a greater need for libraries to serve diverse populations with a myriad of needs at exactly the time when there will be increased demands on the local tax base. As an organization dedicated to building voter support for libraries,

EveryLibrary is concerned that anti-government and anti-tax attitudes are growing among voters. We are troubled that bias, bigotry and
division could be the foundation for public policy and tax priorities. The library elections we have supported have seen firsthand how groups like the Tea Party and the Koch Brothers target libraries at the ballot box. We know that we need to bring more pro-library people, smarter money, and better voter data to this fight.

It is nearly definite that there will be a significant shift away from federal programs and funding that support libraries resulting in a greater burden placed on local and state government. EveryLibrary is continuing to anticipate, identify, and understand the important work that needs to be done with and for local library communities. Our concerns for the future of libraries touches all levels of government, but our priorities for political action are focused at the local and state levels. EveryLibrary is committed to building on our success at the local level and extending our core work in six key ways:

1. We will redouble our efforts to support local library communities that go the ballot to renew or extend their basic taxpayer approved funding, and cultivate opportunities for libraries that want to enhance services and facilities through municipal budgets or voter approved measures.

2. We will join and support coalitions that align with the mission of libraries as institutions, that promote and extend the rights and prosperity of the people our libraries serve, and protect the rights, employment, and pensions of the people who work in all types of libraries.

3. We will continue to build a unique and extensive network of Americans who believe in the power of libraries to change lives and build communities, and who are ready to become advocates and activists for libraries.

4. We will support the role of library boards and commissions in governing libraries, making policy, and setting budgets that are responsive to diverse local priorities and create inclusive, prosperous, and vibrant communities.

5. We will continue to broaden our focus beyond Public Library funding and speak in support of School Library programs as effective solutions for some of the biggest problems facing schools and districts around the country. We will assist to our
colleagues in Academic Libraries who need institutional support from their administrations and students.

6. We will be a leader and a listener in a national discussion about the role that public, academic, and school libraries have in people’s lives, and work within the profession and across civil society to find the best ways to preserve, protect, and extend everyone’s right to use libraries.

We are proud of our success in helping dozens of public library communities win new or renewed funding at the ballot box, and proud of our role as partners with library stakeholders who successfully negotiated for enhanced funding with village, town, city, and county government. Over the years, our work has grown to support state library associations in their work opposing legislation that would hamper public library services or impede good library governance. After the passage of the Every Student Succeeds Act (ESSA), we’ve worked with state school library associations on regulations that enhance school library policy. Americans from all walks of life have joined our unique and powerful network of library activists to help affect positive changes for libraries and librarians in communities all across the country.

Libraries are a uniquely American experiment in democracy. EveryLibrary needs your help and support to do this all this work. We are only able to fulfill our mission because of our donors. There are no big-money private donors who finance our activities. There are no “dark money” think tanks that advance libraries as an agenda. EveryLibrary is built and supported by volunteers and donors who want to see a more connected and more interesting local community with a library at its center.

Please help us reach more people across the political spectrum by sharing about our work on Facebook and Twitter. If you agree in whole or in part with our approach, please donate. We cannot put this 2017 Agenda to work without your help.

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