



FUNDING FUNDAMENTALS

Increasing Support for the Library in
YOUR Community



Agenda

☑ Presentation Purpose

- ✓ To increase participant awareness of the factors affecting public library funding

☑ Learning Outcomes

- ✓ An understanding about the demographics of who supports library funding and why
- ✓ A list of steps library staff can take to increase library funding support within their communities

Agenda & Ground Rules

- ☑ Welcome
- ☑ Overview
- ☑ Statements & Discussion
- ☑ Future Directions
- ☑ Listen actively as allies
- ☑ There is no right or wrong
- ☑ Disagree with grace & tact
- ☑ Have fun

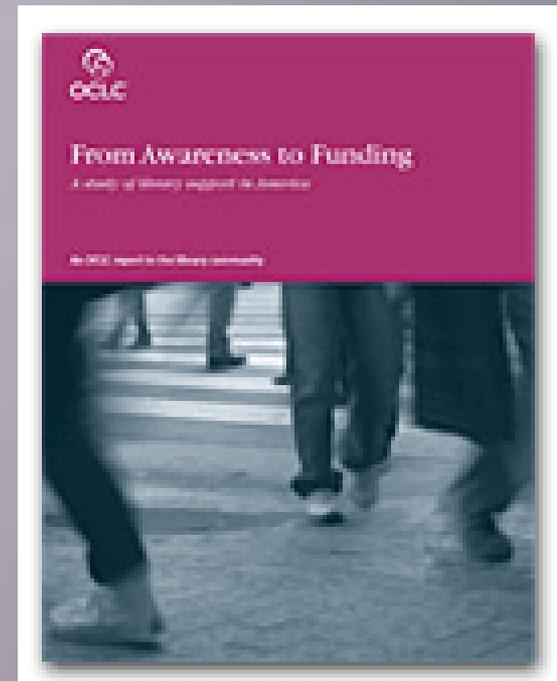
OCLC Report

From Awareness to Funding

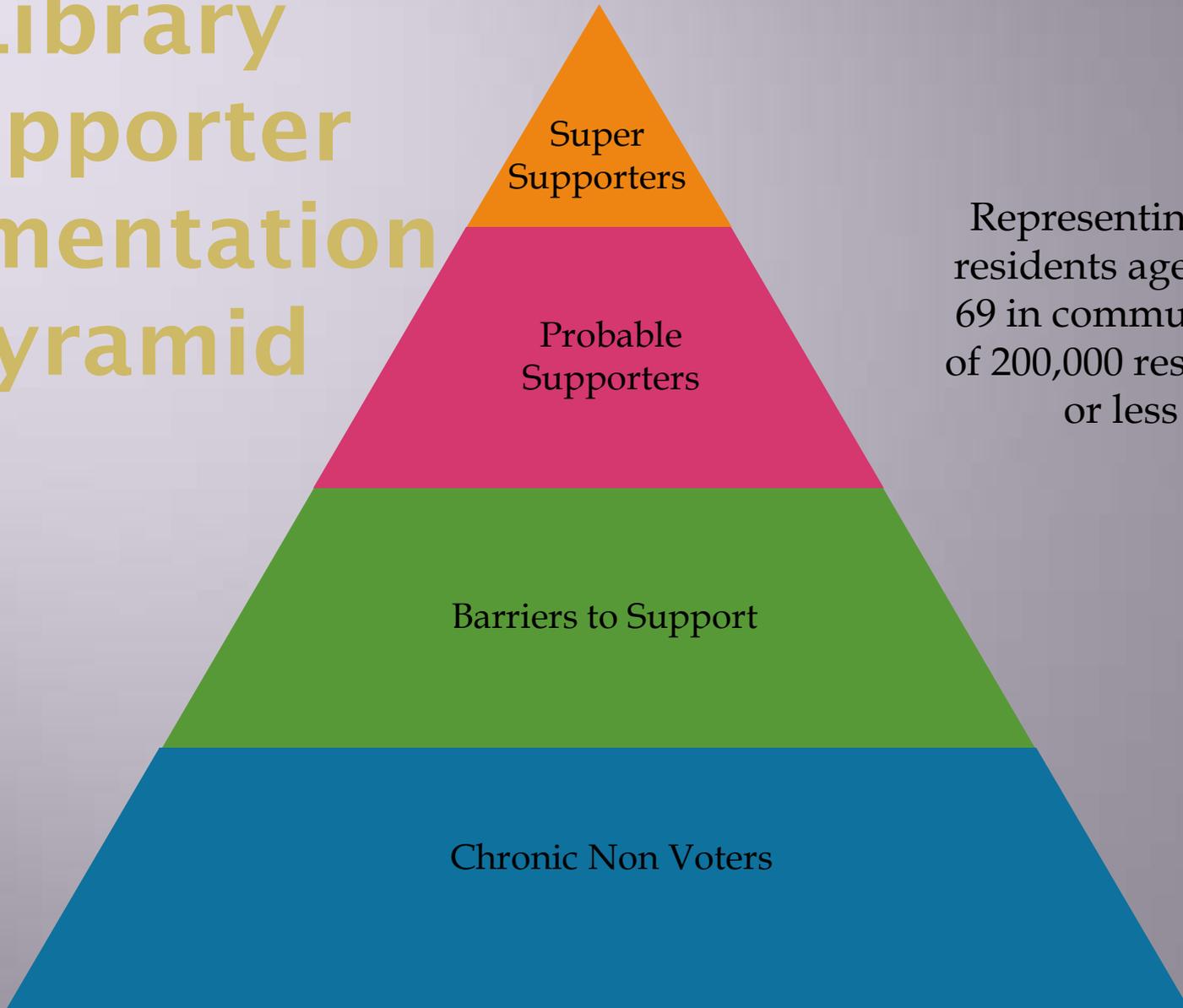
A study of library support in
America

[http://www.oclc.org/news/
releases/200826.htm](http://www.oclc.org/news/releases/200826.htm)

A report to the OCLC Membership



Library Supporter Segmentation Pyramid



Representing US
residents ages 18 -
69 in communities
of 200,000 residents
or less



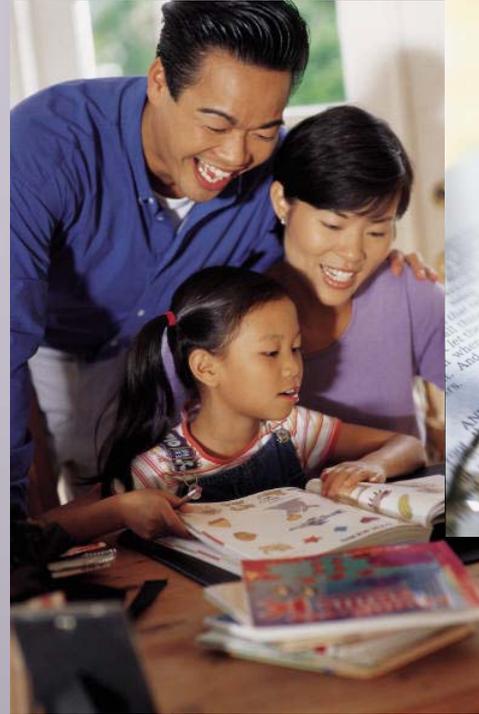
Super
Supporters

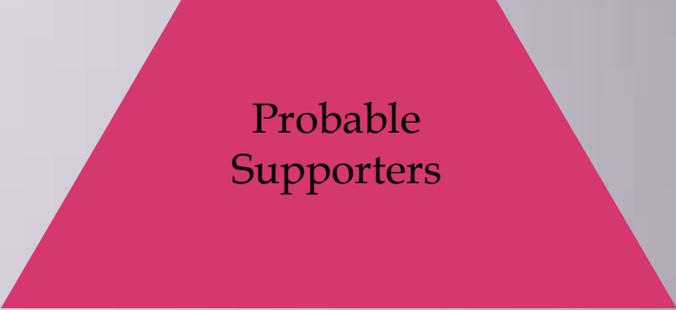
People who are most firmly committed to
supporting a library funding initiative

✓ % of Population	7.1%
✓ % of voting respondents	9.7%
✓ % that would definitely vote YES	80%
✓ % of all definite yes voters	21%
✓ # of Annual Library Visits	15.9
✓ % of all reported annual library visits	9.4%

Super Supporters

- ✓ 7.1% of respondents
- ✓ Core supporter group
- ✓ Demographically average
- ✓ Avid library users
- ✓ Avid readers
- ✓ Generally support public services
- ✓ Emotional connection to the library





Probable
Supporters

Voters who are likely to support library funding initiatives but are not fully committed

✓ % of total population	32.3%
✓ % of voting respondents	44%
✓ % that would definitely vote YES	47%
✓ % of all definite yes voters	55.6%
✓ # of Annual Library Visits	19.9
✓ % of all reported annual library visits	59.6%

Probable Supporters

- ☑ 32.3% of respondents
- ☑ Market segments
 - ✓ Just for fun
 - ✓ Kid driven
 - ✓ Library as office
 - ✓ Look to Librarians
 - ✓ Greater good
- ☑ Strong appreciation
- ☑ Library is community resource for everyone



Voters who, for a variety of factors, have significant barriers to voting in favor of increased library funding

✓ % of Population	34%
✓ % of voting respondents	46.3%
✓ % that would definitely vote YES	19%
✓ % of all definite yes voters	23.4%
✓ # of Annual Library Visits	6.4
✓ % of all reported annual library visits	20.1%



Barriers to Support

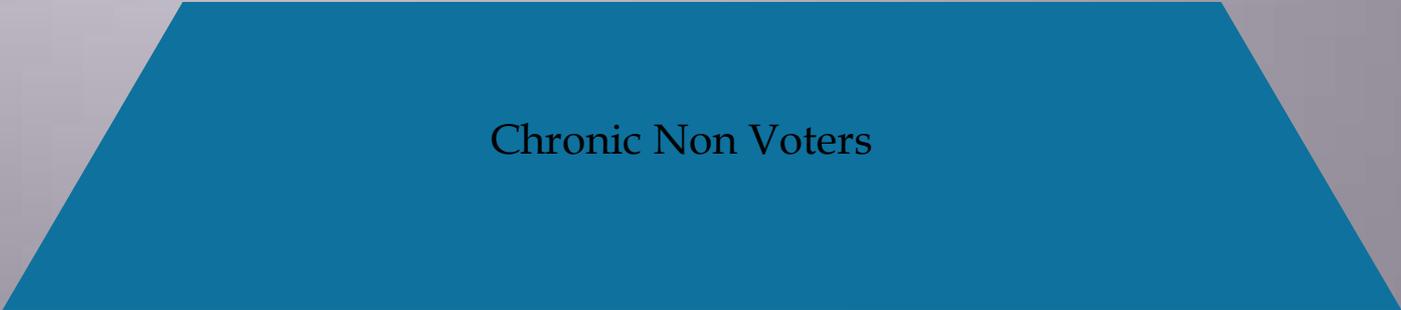
Barriers to Support

- ☑ 34% of respondents
- ☑ Market segments
 - ✓ Financially strapped
 - ✓ Detached
 - ✓ The web wins
- ☑ Most challenging to convince



People who are not registered to vote or have a track record of choosing not to vote in presidential or local elections. Also indicate the unlikelihood of voting in the future

✓ % of Population	26.6%
✓ % of voting respondents	0%
✓ % that would definitely vote YES	0%
✓ % of all definite yes voters	0%
✓ # of Annual Library Visits	7.4
✓ % of all reported annual library visits	10.9%



Chronic Non Voters

Chronic Non-Voters

- ☑ 26.6% of respondents
- ☑ Not registered to vote
- ☑ Registered, non-voting track record
- ☑ Indicate that unlikely to vote in future



Question 1

True or False?

Those who use the library the most are the most likely to vote for increased library funding.



=



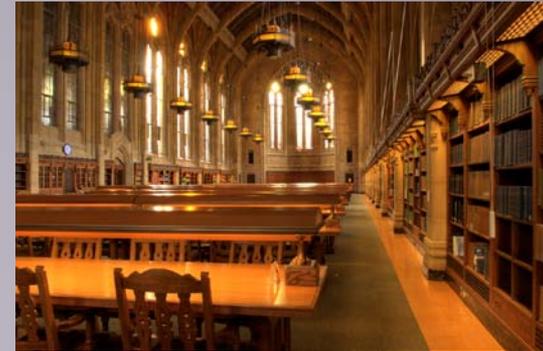
FALSE

“A voter’s willingness to support increased library funding is not driven, or limited, by library use. In fact, the advocacy research found that there is little correlation between frequency of library visits and willingness to increase funding for libraries.”

Participant Suggestions

- Go outside the library to share information
- Educate users about how library is funded
- Gather data on the usefulness of the library
- Have library board members speak for the library

Question 2



True or False?

Public awareness of the full range of services offered by a public library is important to support during a library election.

False

“Unfamiliarity with the full range of library services does not dampen the positive attitudes about library funding held by Probable and Super Supporters...”

Participant Suggestions

- Target specific audiences for specific reasons
- Focus on benefits of library; not on specific services
- Communicate changing library image to the community
- Identify probable supporters and determine if they support the library

Question 3



True or False?

Voter perceptions of the public librarian have a strong influence on funding support.



True

“Perceptions of the public librarian have a strong influence on funding support.”

Passionate librarians have the following attributes:

- ✓ True advocate for lifelong learning.
- ✓ Passionate about making the library relevant.
- ✓ Knowledgeable about every aspect of the library.
- ✓ Well-educated.
- ✓ Knowledgeable about the community.

Participant Suggestions

- Make library friendly and usable by all audiences
- All staff must project positive image because patrons don't differentiate between different staff responsibilities and titles

Question 4

Which of the following advice is given by elected officials on how to get more library funding?

- A. Stress the library's return on investment (ROI) to the community.
- B. Build strategic partnerships.
- C. Engage voters in the campaign.
- D. Stress the broad appeal of the library.

All of the above +

A. Stress the library's return on investment (ROI) to the community.



B. Build strategic partnerships.



C. Engage voters in the campaign.



D. Stress the broad appeal of the library.



Participant Suggestions

- Develop a Friends group or foundation
- Establish press coverage
- Use staff to develop partnerships in various community groups
- Develop personal relationships with local officials

Future Directions

- ☑ Questions?
- ☑ One idea to take back & implement
- ☑ Comments?

