

VIII. NEW BUSINESS
C. Trustee Challenge - Discussion



Idaho Library Association Trustee Division

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Idaho Trustee Challenge

Dear Library Trustees,

In conjunction with National Library Week's "Take Action for Libraries Day" on April 12, the Idaho Library Association's Trustee section is hereby issuing an **Idaho Trustee Challenge**; an advocacy initiative to encourage public library boards throughout Idaho to reach out to their legislators three times before the start of the 2019 legislative session.

A three-touch campaign encourages library boards to:

1. Reach out to their state legislators with an informational packet describing your services. Include a letter, brochure, or library card. **Target dates:** *April - December, 2018.*
2. Invite your legislators to a library event. Consider Family Read Week, STEM sessions or Adult Programs. Ideally, provide them with a takeaway item: photo-op, READ poster, library mug, t-shirt, or 3-D printed doo-dad. **Target dates:** *June - December, 2018.*
3. Host an open house at your library. Invite legislators, local community members, and library patrons. Or, send a congratulatory introduction letter after the November election. **Target dates:** *August - December, 2018.*

The immediate goal for the Challenge is to **inform Idaho lawmakers about libraries and library service in their districts**. Long-term goals include: the ILA will have a network by which to quickly disseminate advocacy needs to a responsive community; ILA will be able to identify library champions in communities and legislators who reliably support libraries.

The ILA Trustee Section would appreciate your support with this challenge and encourages your board to participate. See www.idaholibraries.org for more information. Please don't hesitate to contact me with questions.

Sincerely,

Rosemary Yocum