

“LIBRARIES MEAN BUSINESS” COALITION WORKING CONCEPT

Objective: The American Library Association seeks to create a network of businesses and trade organizations operating within the library community who are connected to or otherwise invested in the success of libraries. Ideal coalition members understand the impact of libraries on their businesses and communities and ultimately, are informed and motivated to advocate on behalf of libraries in order to protect and improve federal library funding and structures.

Vehicle: An informal and non-partisan coalition of businesses committed to policymaker education, tentatively titled *“Libraries Mean Business”*. *Libraries Mean Business Coalition* will be branded and launched visibly at a strategic point (likely early Q2 2017) in the current Congressional appropriations cycle just now beginning.

Structure: A non-hierarchical, virtual group of companies united under a single logo or banner (to be designed) to be used initially as the “letterhead” of joint communications to germane Congressional leaders and potentially arms of the Trump Administration in support of the above Objective. (A small group of companies ultimately may wish to serve as a Steering Committee.)

Requirements:

- Participating companies will not be asked for monetary assistance (though it is welcome).
- “Contributions” to the effort may take the form of a company lending its name to a public launch of the group and subsequent select communications in support of the Objective.
- Periodic “donation” of public or government affairs staff time as primary points of contact to participate in coordinating calls and to review draft advocacy communications before authorizing use of the company’s name in any given instance also would be appropriate and welcome.
- Willingness to strategically communicate coalition messages when timely;
- If feasible, contribution of employee and/or outside consultant time to direct advocacy also could be highly useful at strategic points in the future.

Initial Deliverables:

- Finalize selection of coalition name, objective, principles and logo/identity.
- Draft letter of support for LSTA funding by coalition members to select Congressional and Appropriations Committee leaders representing their states/congressional districts.
- Release and promote coalition letter to select national and “Beltway” press outlets.
- Prepare coalition press and other advocacy messaging materials.
- Construct and host basic coalition website to be periodically updated.

Contact the ALA to Learn More:

Adam Eisgrau, Managing Director
Office of Government Relations, ALA Washington Office
aeisgrau@alawash.org