



**A WORKSHOP FOR LIBRARY TRUSTEES AND LIBRARY DIRECTORS/MANAGERS**

**LIBRARY CAMPAIGN TRAINING INSTITUTE  
WITH LIBBY POST OF COMMUNICATION SERVICES**

This one-day intensive training institute with Libby Post of Communication Services walks library trustees and staff through the ins and outs of running successful budget/funding votes, building referendums or charter changes.

The day is divided into 4 parts:

- o **Campaign Planning;**
- o **Developing a Compelling Message for Your Library** – using the powerful combination of emotional branding and Communication Services’ community values-based model;
- o **Voter Contact**—from phone banking to direct mail to door-to-door activities—and how to manage all the data you’ll compile;
- o **Get Out The Vote (GOTV)**—what you’ll do with all the information you’ve collected. You might be winning in the streets but you can still lose at the polls. GOTV is all about turning out your base—it’s someone else’s job to turn out the no voters.

**Saturday, November 2, 2013**

**9 am– 4 pm**

*Lunch provided*

**Please register:**

- online by going to the PLS website at <http://www.pls-net.org>

Click on the Calendar link located on the right, and select *Library Campaign Training Institute, A Trustee/Director workshop*. You can also scan the QR code at the top of this flyer with your smartphone to register.

**OR**

- using the tear sheet below. Send via mail, fax or e-mail to:

Jeanne Hayes, Pioneer Library System, 2557 State Route 21, Canandaigua, NY 14424  
phone: 585-394-8260 fax: 585-394-1935 email: [jhayes@pls-net.org](mailto:jhayes@pls-net.org)

Yes, I will be attending the Trustee/Director Workshop: *Library Campaign Training Institute on Saturday, November 2, 2013*

Name \_\_\_\_\_

Address \_\_\_\_\_

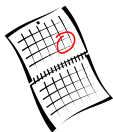
Phone \_\_\_\_\_ Email \_\_\_\_\_

Your Library \_\_\_\_\_

Registration for Library Campaign Training Institute

Saturday afternoon, November 2, 2013 from 9 am – 4 pm

@ Pioneer Library System, 2557 State Route 21, Canandaigua



and Save *the Date* for the ???—DLD-Jerry Nichols webinar??



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Join Us for:  
Library Campaign Training Institute- A trustee/director workshop