



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 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**—a complete overview of what you'll need to do to be ready for your voter initiative;
- 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 x 109 fax: 585-394-1935 email: 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 with Libby Post

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

@ Pioneer Library System, 2557 State Route 21, Canandaigua



Registration also available online for:

- **Friday, October 25, 2013 — 2nd Annual Legislative Thank You Breakfast**
To honor and thank our regional state legislators for their work on behalf of libraries
8:30-10:00am, @ Henrietta Public Library
- **Friday, November 8, 2013 — NYLA webinar with Jerry Nichols**
Basic Library Law for Trustees, 10am
To introduce public library trustees to the critical laws and regulations that govern their library



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