

Building Relationships That Matter



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ABOUT THIS PRESENTATION



WHAT IS POLITICAL POWER?




WHAT DO WE HAVE?



strategy




**WHAT
CAN
WE
GET?**




strategy

STRATEGY = ~~USERS~~



strategy

STRATEGY = AWARENESS



strategy

STRATEGY = SUPPORTERS

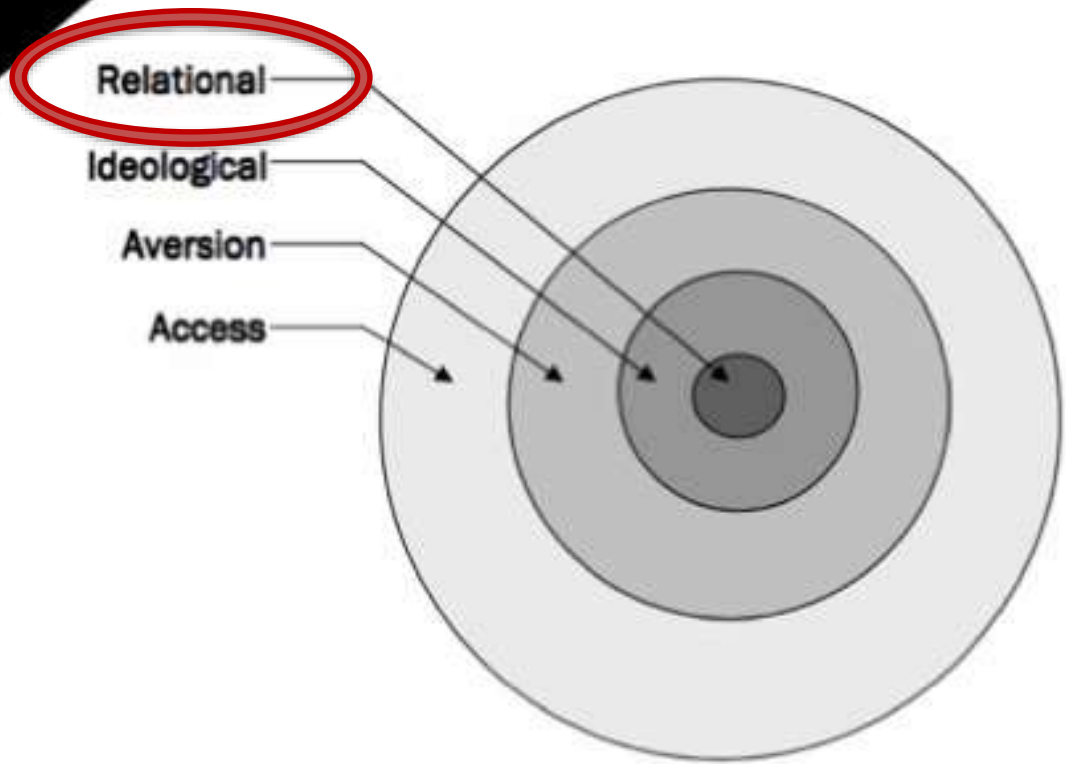
**Actions engaging a threshold of
3.5% of the population
have never failed
to bring about change.**

WHAT SHOULD WE BE DOING?

Identify, Cultivate and empower Super Supporters

A significant bright spot in the research is that support among library Super Supporters— a small but mighty group—is largely unchanged. This segment's loyalty should not be taken for granted, but rather nurtured and protected. In addition, library leaders can consider how to engage and leverage this group as library ambassadors to advocate with decision makers and influence other segments of the population that might be more disconnected or skeptical.

4 KINDS OF SUPPORTERS





BUILDING RELATIONSHIPS



the data

**WHAT
DOES
MATTER?**

POWER MAPPING



WHO DO YOU KNOW?



**HOW ARE
DECISIONS
MADE IN
TOWN?**

**WHO
CAN KILL
PROGRESS?**

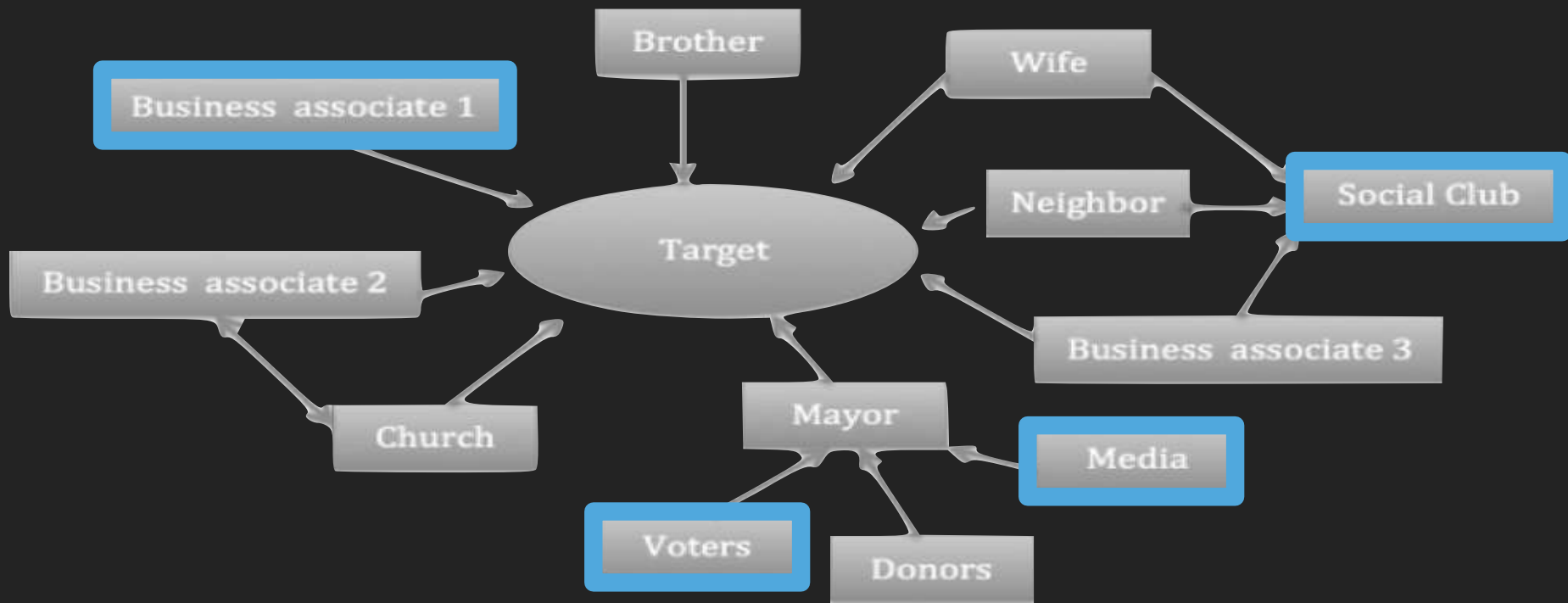
WHO DO YOU
NEED TO
INFLUENCE?



MAP THE CLOSEST RELATIONSHIPS



WHO CAN YOU INFLUENCE?



PUTTING
IT TO
WORK



16 • "MISSION OVER ECO" - GLOBAL WARMING
CEASE NOT TO GIVE THANKS
for you, making mention of you
in my prayers (Constant Communion)

17 That the God of our Lord + Jesus Christ, the father of glory may give unto you the Spirit of Wisdom and revelation in the knowledge of Him. 18 The apostle

being enlightened that ye may know what is the hope of his calling and what the riches of the glory of his inheritance in the saints

19 And what is the exceeding greatness of his power to us-ward who believe, according to the working of his mighty Power; 20 Which he wrought in Christ, when he raised him from the

dead, and set him at his own right hand in
heavenly places. 11 Far above principality, and power, and
and might, and Dominion, and every name that
named, not only in this world, but also in
which is to come. 22
and within the oil things

And high pass things under his feet, and gave him to be the head over all things to the church.

MEK K. CS WILSON. Church GREG Wright

THE GUYLES WALKIESMEN: RUBY FREEMAN
LARRY LIVING: DANIEL GARDNER
JOHN LAB: ANTHONY DELMONICO
FRANCO TATUM: FRANK LUGER

[illegible][illegible]

CINGIS ERDE
MOTORCİE

JAMES DECEASED
 CRAIG FOLLOWING
 RICH CARRO *
 DE BECK KASEM *

A photograph of a building with a sign that reads "DR. BELLA". The sign is partially visible at the top of the frame. The building appears to be a medical or dental office.

The map is a complex web of connections, with many names appearing multiple times in different locations. The overall theme is political activism and social media influence, with many names associated with the 'MAGA' (Make America Great Again) movement. The map is centered on a portrait of Donald Trump, with numerous arrows pointing outwards to various locations across the country. The names are written in various colors and styles, often accompanied by small drawings or symbols. The map is a complex web of connections, with many names appearing multiple times in different locations. The overall theme is political activism and social media influence, with many names associated with the 'MAGA' (Make America Great Again) movement.



WHAT

IS

YOUR

ASK?

ASK?



**RELATIONSHIPS ARE
BUILT ON COFFEE**

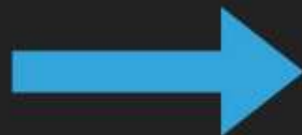
**“GREAT RELATIONSHIPS ARE
BASED ON MUTUAL OUTCOMES”**

I like what you're doing



DRINK

I support what you're doing



MORE

I want to identify us with
what you're doing



COFFEE

WITH

PEOPLE

DRINK COFFEE WITH PARTNERS

Educational Partners

**Social Welfare and
Religious Partners**

Governmental Partners

Civic Partners

Business Partners

Politicians

Media

KEEP IT

RELEVANT



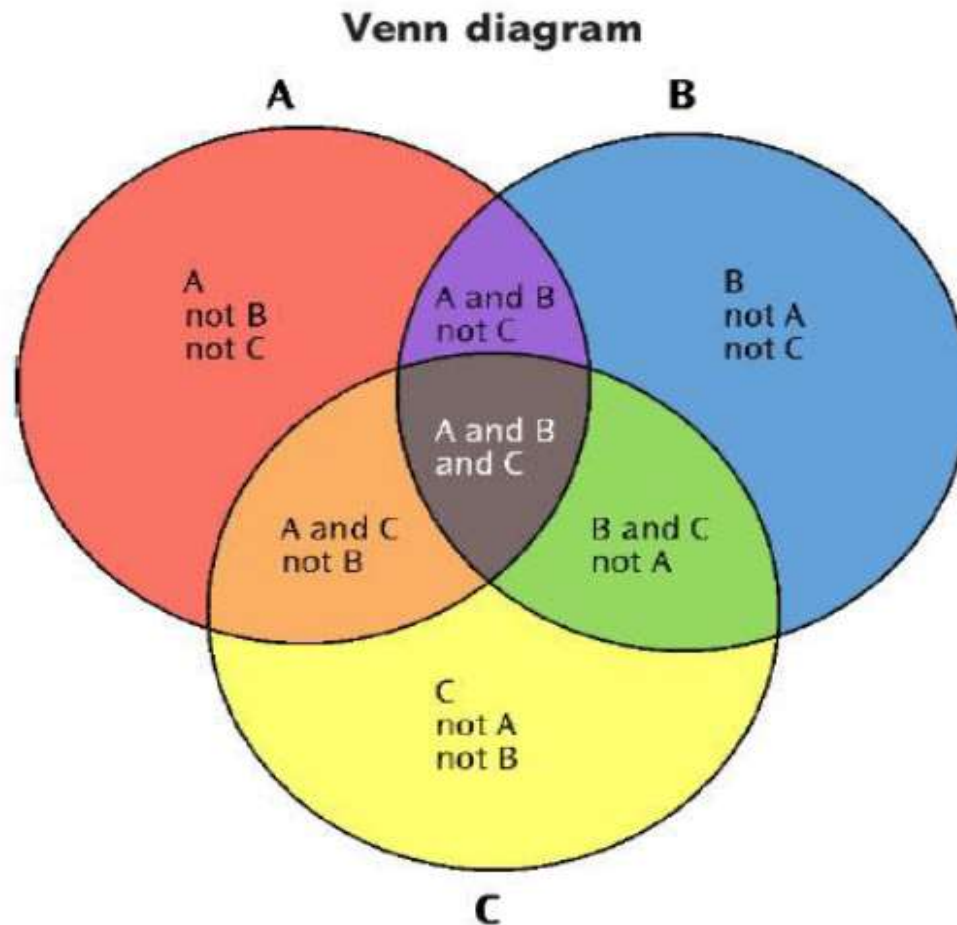
27 WORD

9 SECON

3 POINTS

TO

COALITIONS



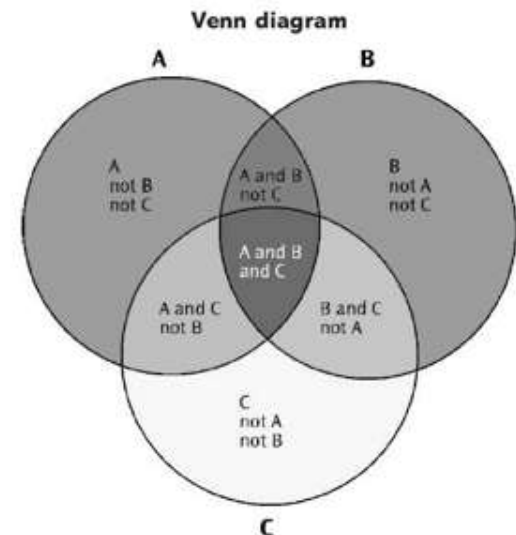
Shared Values Framework?

Common Cause?

Common Concern?

Never 100% overlap or
you should just merge orgs

ID WHY
YOU BOTH
CARE



**BUILDING
A NEW
COALITION
FOR THE
LIBRARY
BUDGET**

what is your big issue or big goal?

who else cares about the same initiative or shares the same goals?

COFFEE WITH POTENTIAL COALITION PARTNERS

- ▶ Educational Partners
- ▶ Social Welfare and Religious Partners
- ▶ Governmental Partners
- ▶ Civic Partners
- ▶ Business Partners
- ▶ Politicians
- ▶ Media

WHO CARES ABOUT EDUCATION?

1. Educational Partners

Pre-K and K-12

College/University

For-Profit Tutoring

Private/Public After-School Programs

Three Messages

Library as Educational Partner

Library as Resource Extender

Library as Gap Filler

WHO CARES ABOUT THE SAME POPULATIONS?

Social Welfare

Religious Partners

Counseling Centers

Food Pantry / WIC

Jobs Training Center

Literacy Centers

Youth Oriented

Human Services

Three Messages

Library as resource extender

Library as third place

Library as start point

GOV. PARTNE RS

Parks and Recc

Public Safety – Police and Fire

Public Works

Public Employee Unions

Transit and Development

Three Messages

Library as a Success Story

Library as a Partner

Library in Common Cause

WHO WANTS TO CHANG E THE WORLD A BIT?

Civic Partners

Rotary, Lions, Kiwanis

Heritage and Local
History

GLBT, Immigrant and
New Resident

Arts & Culture

Environment and Livable
Communities

Three Messages

Library as Contact or
Meeting Place

Library as Outreach
Space

Library in Common
Cause

WHO DOESN'T KNOW ABOUT LIBRARIES?

Three Messages

Librarian as Business Reference
Resource

Library as Training Space

Library as Retail Anchor

Business Partners

Local Chamber / CVB

Startups and Entrepreneurs

Small Businesses – Service or Retail

Big Civilian Employers

Realtors

WHO HAS CONSTITUENTS ?

Politicians

Incumbents

Insurgents

Local / Provincial / Federal

Three Messages

Library as resource extender

Library as third place

Library as start point

WHO NEED S TO HEAR IT FIRST ?

Media and Local Networks

Print, Radio and TV

Social Media Groups

Bloggers

Networkers, Connectors (Gossips)

Key Messaging is always your campaign themes
and talking points

THINKING ABOUT COALITIONS

Who has “power” and who has “Influence” in these stakeholder groups?

Articulate why you think / believe / hope that these organizations will care about your big issue or goal

**make it
happen.**



**"80% of Success
is Showing Up."**

guiding principle

HAYCOCK RULE



**YOU'RE NOT THAT
INTERESTING**



DO YOUR HOMEWORK



ASK QUESTIONS





LISTEN

TAKE NOTES



FOLLOW UP



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