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# PRSSA 2024 Bateman Case Study Client Brief

— EveryLibrary and the  
EveryLibrary Institute NFP —

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everylibrary



EveryLibrary  
Institute

# Overview



**EveryLibrary is the National 504(c)4 Political Action Committee for libraries.**

Mission: Support public libraries on Election Days, stabilize school library budgets, fight against book bans and discrimination, and engage with state legislatures alongside partner organizations.

Values: Fair taxation, free expression, and access to libraries without the threat of censorship or discrimination. We are non-partisan and non-aligned but pro-library.

Stats: 400k activists in contact file. 500K+ on social.

Goal: One Million Americans for Libraries

# Overview



**The EveryLibrary Institute is a 501(c)3 public policy think tank for libraries.**

Mission: Conduct research into public opinions about libraries and librarianship, analyze public policy and legislative proposals for their impact on communities and schools, and develop positions for the sector on issues like economic development, health, and access.

Values: Public policy, tax policy, and education policy that empowers libraries of all types and the future of library work

Goal: One Million Americans for Libraries

# Client Hopes

1. We need your help positioning us as the leading national organization for library activists, donors, and users.
2. EveryLibrary and the EveryLibrary Institute should be seen alongside issue organizations as brands that are identified by supporters and opposition alike as effective.
3. We would like the Bateman Competitors to set us on a path to grow our list of supporters, activists, and donors from 400,000 to over 1,000,000 emailable Americans as quickly as possible.
4. Name & Email at least. Bonus points for Phone & Address.

# The ELPAC and ELI Network

## Current ELPAC and ELI Network

Since 2012, we have been at work identifying, cultivating, and empowering individuals to join our national network. Currently a 400,000 in the list.

We have created numerous digital pathways for potential supporters to receive information about the issues, engage with them, and take meaningful actions about them.

We have positioned our organizations as thought leaders and enactors of positive change for the library sector and the people libraries serve.

We invite people to join our network as supporters, activists and donors.

# Network / Audience Characteristics

- Overwhelmingly in the United States.
- 80% women, largely 55 and older, and from all walks of life.
- Supporters self-ID as Democrat and Independent.
- Donors tend to donate to political causes and social causes rather than to charities that foster education or focus on children.
- Most of our activists and donors are unique to our organization; they do not appear in third-party data sources.

# Network / Audience Behavior and Attitudes

## Important difference between library users and library supporters

The use of a library and familiarity with library services do not drive political or civic support for libraries. Perceptions and attitudes about the institution and profession - rather than one's user status - determine a person's level and kind of support for libraries.

Reading habits do not appear to be a determining factor for support. Reading is pervasive in American society regardless if it is sourced from a library or not.

People value the high-impact, life-changing work that libraries do but generally use services like books, movies, and programs for themselves.



# Competition Goals and Judging

# 2024 Bateman Competition Goals

**Your campaigns should address at least two of the GOALS listed below:**

- To inform and inspire new audiences about EveryLibrary and/or the EveryLibrary Institute.
- To diversify our audience of engaged library activists.
- To identify, cultivate, and motivate new donors.
- To deepen earned media interest and engagement in our work and identity.
- To demonstrate new channels and pathways for audience engagement.



**Our Hope: Get us to “One Million Americans for Libraries” quickly and efficiently.**

# 2024 Bateman Competition Judging and Assessment

## Your Campaign will be judged on:

- Achieving any two of the campaign Goals.
- Your ability to creatively express and share messaging through digital, social, mail, environmental, ad networks, and/or emerging channels.
- Your ability to demonstrate that consistent application of the campaign plan over time and within a reasonable budget will achieve campaign objectives.
- Your ability to forecast the budget for campaign elements over time.
- Your ability to evaluate the impact of the campaign against its objectives.

**Questions and Comments - Please use the Q&A feature.**

# Building the FAQ - 1

- 1) Should our focus be on EveryLibrary organization or on EveryLibrary Institution?
- 2) Please place the five goals you shared for entries in priority order (informing and inspiring new audiences about EveryLibrary, and diversifying EveryLibrary's audience of engaged library activists, deepening earned media interest and engagement in our work and identity, or demonstrating new channels and pathways for audience engagement).
- 3) Is there any recent research on public policy and legislative proposals and their impact on communities and schools that does not currently appear on your website?
- 4) We see the organization is on many social media platforms including (Facebook, Instagram, X, Medium, Threads, LinkedIn, Mastodon, and Bluesky), which has been the most successful and where does EveryLibrary focus resources on the most? (Facebook, X, Medium)
- 5) EveryLibrary mentioned in the Brief under Judging and Assessment "The ability to creatively express and share messaging through digital, social, mail, environmental, ad networks, and/or emerging channels." Could you please expand on environmental and ad networks and what you are specifically referencing. Facebook/IG, LinkedIn, OTT, Tiktok, Youtube, and traditional ad spaces such as billboards, direct mail, print

## Building the FAQ - 2

- 6) Many organizations are identified by supporters and opposition alike as well as effective advocate thought leaders. What is it about Greenpeace, MoveOn, Common Sense Media specifically that stands out to EveryLibrary?
- 7) How prevalent should book banning be as part of our campaign?
- 8) What organization(s) does EveryLibrary consider to be their competitor(s)?
- 9) What if any challenges and/or issues is EveryLibrary focused on around colleges and universities?
- 10) Is there any new information we should know that is not included in the brief?

**What are your questions today? Please use the Q&A.**



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## EveryLibrary and the EveryLibrary Institute NFP

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