



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

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## Memorandum

### Agenda Changes/Supplemental Packet

TO: LIBRARY ADVISORY BOARD  
FROM: RENEE KRAUSE, DEPUTY CITY CLERK II  
DATE: JANUARY 16, 2024  
SUBJECT: SUPPLEMENTAL PACKET

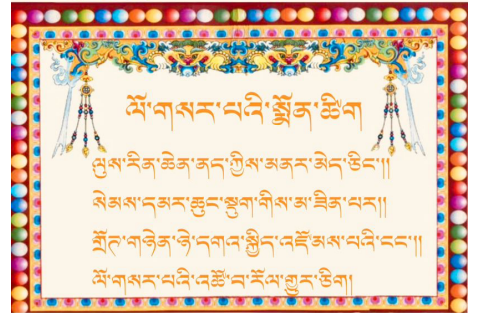
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#### INFORMATIONAL MATERIALS

- F. Images, The Central Institute for Higher Tibetan Studies – Sarnath, India **page 3**
- G. 2023 Impact Report – EveryLibrary **page 5**



# The Central Institute for Higher Tibetan Studies—Sarnath, India





# EVERYLIBRARY 2023 IMPACT REPORT

*Showing up for Libraries*



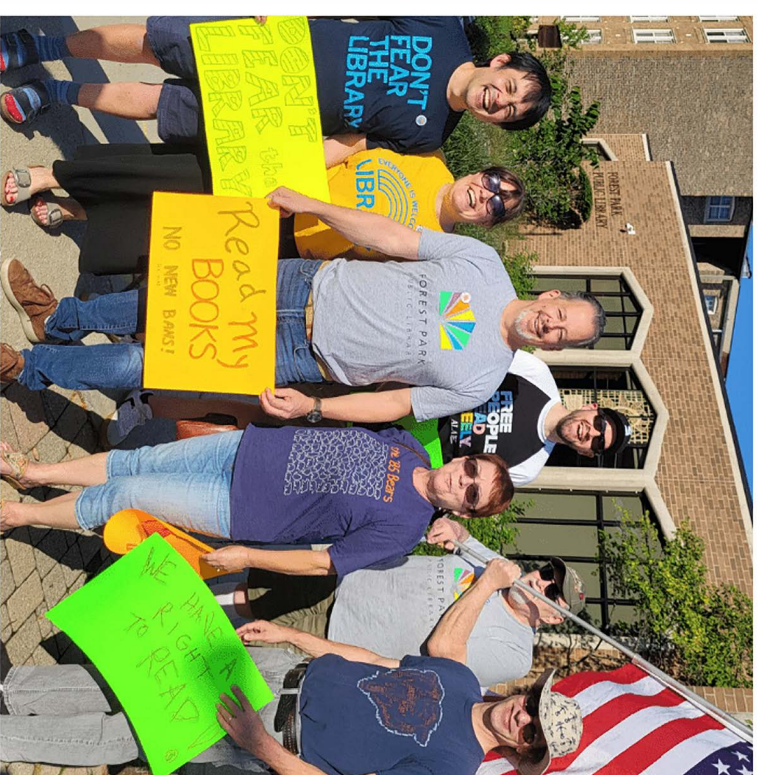


## FOCUSED ON DIRECT ACTION FOR LIBRARIES AND LIBRARIANS

Since 2012, EveryLibrary has focused on new opportunities to fund library programs, collections, facilities, and staffing through the ballot box.

In 2017, we launched the Save School Librarians initiative to safeguard against budget cuts and layoffs across K-12.

In 2023, we continued to address the book ban crisis in schools and public libraries with FightForTheFirst.org, the only organizing and activism platform for local Library Alliances to fight back against censorship.



everylibrary  
Building Voter Support For Libraries

# OUR STRATEGY

*Goal: Better Funding and Smarter Policies*

## Activists

We added 67,000 new activists in 2023 and have built a “national voter file of over 330,000 Americans who believe in and support libraries.”

### Social Media

We engage with over 500,000 Americans who follow us on multiple social media channels.

### News Media

Our leadership is in the news with expert commentary on issues affecting libraries.

## Donors

We have grown by 45% this year with hundreds of new personal and philanthropic donors who empower our pro-bono work and activism.

### Recurring

As a “people-powered” organization, the average individual donation is \$47.55.

### New

Authors and philanthropic funders identify us as an effective organization.



# IN 2023, WE HELPED LIBRARIES IN UNIQUE, POWERFUL, AND MEASURABLE WAYS

As the only national political action committee for libraries,  
it is what we were built to do.





**72** **FIGHTING FOR THE FIRST AMENDMENT**  
*We launched 72 local library alliances and activated 55,000 people for reading and libraries.*

**9** **WINNING ON ELECTION DAYS**  
*We campaigned in nine towns like Pella, IA and Patmos, MI to safeguard libraries on Election Day.*

**15** **DEFEATING CRIMINALIZATION BILLS**  
*We stood with 15 state library associations to build effective coalitions against bad legislation.*

**500K** **REACHING MORE AMERICANS**  
*We hit an important milestone with 500,000 people on social and 330,000 in our voter file.*

**212** **TELLING THE LIBRARY STORY**  
*We wrote, published, and syndicated over 200 original stories about libraries and librarians on our magazine.*

## **DIRECT ACTIONS FOR LIBRARIES**





01.

# FIGHT FOR THE FIRST

This is not a hashtag campaign or slogan.

FightForTheFirst.org from is the only digital organizing platform for local library alliances, education coalitions, and statewide efforts that powers direct action.

In 2023, Fight for the First has enabled over 70 local pro-library, anti-censorship campaigns to quickly engage the public, overcome attacks, and restore books about diverse populations to the shelves.



## OUR SOLUTION

EveryLibrary’s donors prioritize direct action, so we spend between \$250– \$1000 on each *Fight for the First* campaign to advertise calls-to-action to the local community.

We are the only national organization doing this. It is the only way to reach enough people and affect real change.

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**VOTE NO**  
 TO SAVE OUR LIBRARY

## THE PROBLEM

Grassroots advocacy campaigns are run by local folks who care deeply about the issues but have very little experience and no money. Without our support, they are well-intentioned but less effective.

# When We Fight, We Win

**73** Anti-Censorship campaigns for **64** libraries and schools

**172** direct actions like email petitions and rallies

**55,324** petitions signed and sent to boards and councils

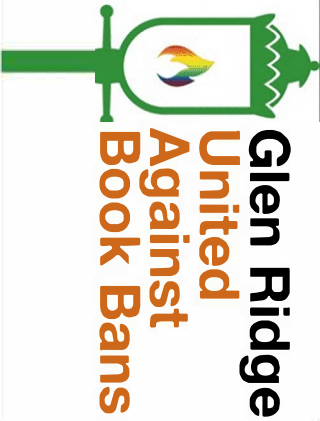
Over **\$32,000** raised from local donors for local efforts



**KNOW THE FACTS.**  
**FIGHT THE LIES.**  
STAND WITH THE LIBRARY.  
SALINECOUNTYLIBRARYALLIANCE.COM



SALINE COUNTY  
LIBRARY ALLIANCE




**Glen Ridge**  
**United**  
**Against**  
**Book Bans**



DOUGLAS COUNTY  
**FREEDOM**  
DEFENDERS

**ST TAMMANY**



**LIBRARY ALLIANCE**

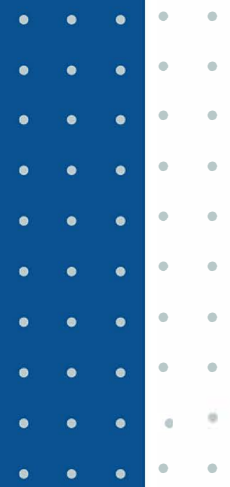
Visit <https://FightForTheFirst.org> to see it in action!



02.

# ELECTION DAYS FOR LIBRARIES

We helped nine libraries on their 2023 Election Days. With over 130 pro-bono campaigns behind us, EveryLibrary is a seasoned partner for libraries.







### **Patmos, MI Library Levy**

When the Patmos Library became the target of a virulent anti-access campaign and faced certain closure last year, we stepped in to help build a new coalition to pass a three-year levy in November.



### **Pella, IA Board**

Frustrated book banners filed an election petition to eliminate the independent library board. EveryLibrary advised the Vote No committee during an 18-month campaign to preserve the library. We prevailed in November by 168 votes.



### **Great Falls, MT Levy**

The library needed to go to court to secure their right to a levy election. We were there every step of the way as they more than doubled their budget on the May 2023 ballot.



**HELPING  
LIBRARIES  
WIN  
COMPLEX  
CAMPAIGNS**

## 2023 Election Days

### Livingston Parish Library (LA)

Renew the levy or close

**Pass** – November 18

### Patmos Library (MI)

Renew the levy or close

**Pass** – November 7

### Pella Public Library (IA)

Remove library board

**Defeated** – November 7

### Kent District Library (MI)

Renew and reduce levy

**Pass** – November 7

### Ida Rupp Memorial Library (OH)

Renew the levy or close

**Pass** – November 7

### Taney County (MO)

New library district and levy

**Pass** – August 8

### Great Falls Public Library (MT)

Increase mil levy

**Pass** – June 6

### Algoma Township (MI)

Withdraw from Kent District library

**Defeated** – May 2

### Dorothy Hull–Windsor District Library (MI)

New levy

**Pass** – May 2

### Sugar Grove Public Library (IL)

New operating revenue

**Pass** – April 4

**133 ELECTIONS**

Since 2012

**\$2.8 BILLION**

Funding for  
Libraries

**86%**

Win Rate

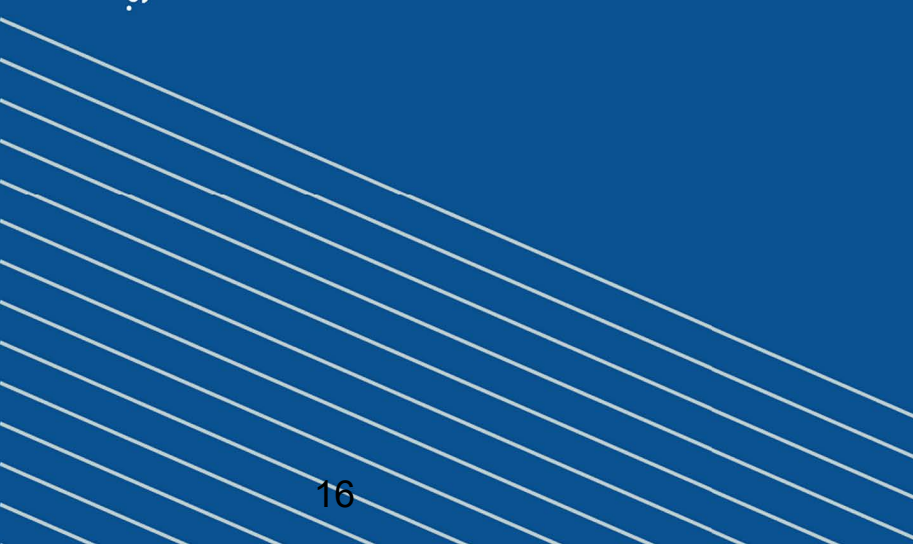
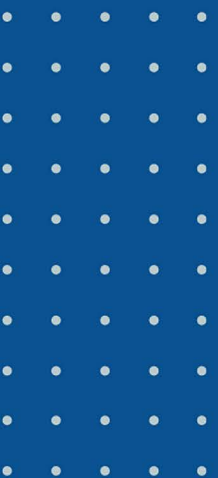
**100%**

Pro-bono and  
Free

# 03.

## OPPOSING BAD LEGISLATION

*Fifteen states faced bills in 2023 that would have criminalized public and school librarians. Our singular focus was to support our state library association partners in opposing these bills.*



# 2023 LEGISLATIVE FIGHTS

## CRIMINALIZING THE PROFESSION

**15 states** attempted to change obscenity laws to **target** school librarians, educators, and public librarians **with criminal prosecution** for the books in their libraries.



Read the “Opposing Attempts to Criminalize Librarianship” brief.

EveryLibrary **wrote the strategy brief** for state library association partners to successfully oppose these bills. We helped identify and activate new national and statewide **coalition partners** to stand with librarians. Our action.everylibrary.org platform hosted a dozen digital outreach campaigns to **activate the public**.

We helped defeat 12 criminalization bills outright. Idaho’s was **vetoed**. SB81 in Arkansas was **overturned** in court. Our colleagues in Indiana fought hard, but the law passed. The fight for the profession continues in 2024.

# STATE LIBRARY ASSOCIATION COALITION CAMPAIGNS OPPOSING CRIMINALIZATION BILLS

EveryLibrary provided our state library association partners with sophisticated digital advocacy tools to engage the public and ongoing advising about testimony preparation and coalition building.

Several of our public-facing coalition campaigns made the difference opposing those bills:

Arkansas Library Association's "**Take Action Against SB81**" campaign.

Idaho Library Association's "**Oppose HO314**" campaign.

Indiana Library Federation's "**StopsSB12.org**" campaign.

Maine Library Association's "**Defeat LD123**" coalition.

Montana Library Association's "**Oppose HB234**" campaign.

North Dakota Library Association's "**Oppose Three Bills**" campaign.

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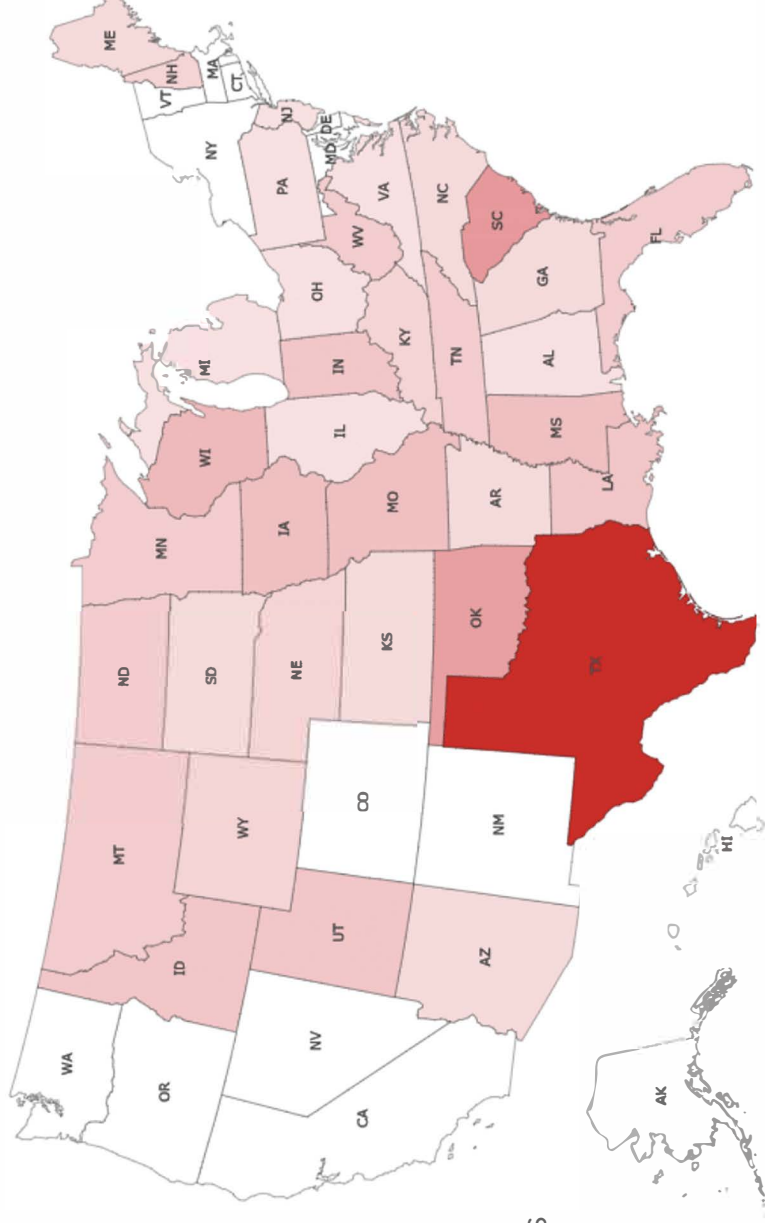




# THE FUTURE OF LIBRARIES IS DECIDED IN THE STATES

## 158 BAD BILLS IN 8 CATEGORIES

1. Limit access to school library databases
2. Establish book rating systems
3. Mandate challenge policies
4. Override collection development
5. Expand parental control
6. Change definitions of "obscene"
7. Limit teaching of "divisive concepts"
8. Criminalize librarians and educators



EveryLibrary's 2023 "Legislation of Concern" Heatmap

04.

# TELLING THE LIBRARY STORY

*Every week, we write and publish stories about school libraries and public libraries and syndicate them on social media, to editors and reporters, and to online publications.*



## 209 Stories about Libraries

- 31,179 minutes read
- 31,230 views on Medium
- 303 visitors a day on average



## 10 Million Impressions

We reach beyond the library sector to place stories in parenting, education, and lifestyle publications.

# MEDIUM MAGAZINE

All of our articles are published under a Creative Commons license that allows any library to use and adapt them on social media and in their newsletters. [medium.com/everylibrary](https://medium.com/everylibrary)

# SOCIAL MEDIA TRENDS

INSTAGRAM GREW +178%

FACEBOOK VISITS UP +558%

PAID ADS TO 5.6 MILLION PEOPLE

TWITTER IMPRESSIONS +5.1 MILLION PEOPLE

OVER 97% OF FOLLOWERS ARE IN THE UNITED STATES

According to industry analytics, EveryLibrary **reaches more Americans** than any other library organization.

We share actionable content about the role and importance of libraries in American society with people who want to take action in favor of library legislation, vote for libraries at the ballot box, and become local advocates for their schools and public libraries in their communities.

Follow us on new social media platforms:

- **Threads:** [\\_everylibrary\\_](#)
- **Mastadon:** [@EveryLibrary@me.dm](mailto:@EveryLibrary@me.dm)
- **BlueSky:** [everylibrary.bsky.social](https://bsky.social/everylibrary.bsky.social)

05.

# DONORS MAKE THE DIFFERENCE





3

## Our Three Rules of Engagement

1. *Identify* the legitimate stakeholders
2. Center the *affected people* in our work
3. Amplify their agenda

Our donors have **helped us help libraries** win \$1,600 in revenue for every dollar they donate.

EveryLibrary is the **only organization** focused on stable tax funding and rational political outcomes for libraries.



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## Our Promise to Donors

Our work is focused on libraries and librarians in measurable and transparent ways.

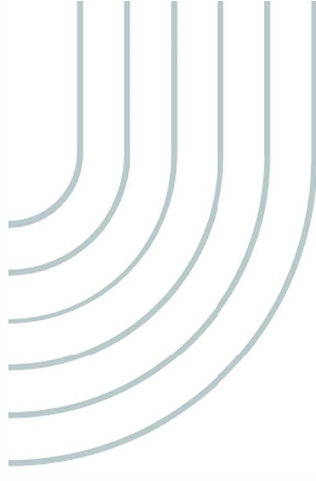


## MEET OUR DONORS

EveryLibrary passed an important milestone in 2023 when we surpassed \$200,000 in small-donor fundraising support!

Our mission is supported by thousands of Americans from all walks of life alongside numerous library vendors, action funds, and impact-oriented philanthropy.

We are especially thankful to author **Julia Quinn** for becoming our first National Ambassador. We want to gratefully acknowledge the **Long Ridge Action Fund** for underwriting key parts of our FightForTheFirst.org build and launch. Without ongoing support from industry leaders **Follett Learning** and **EBSCO**, we would not be effective partners to our state library association partners.

A promotional banner for Julia Quinn. It features a photograph of Julia Quinn, a woman with long brown hair, smiling. The banner has a purple header with the text "Bridgerton Author Julia Quinn is EveryLibrary's new National Ambassador in the fight against Book Banning!". Below the photo is the EveryLibrary logo. At the bottom, a red bar contains the text "Learn More at: everylibrary.org/juliaquinnambassador".

Bridgerton Author Julia Quinn is EveryLibrary's new National Ambassador in the fight against Book Banning!

everylibrary

Learn More at: [everylibrary.org/juliaquinnambassador](https://everylibrary.org/juliaquinnambassador)

## OUR 2023 BOARD

**Jeannie Allen** is the Director of Strategic Planning and Digital Strategy at Kitsap Regional Library.

**Lori Bowen Ayre** is the Founder and Principal Consultant of The Galecia Group.

**Peter Bromberg** is Associate Executive Director at EveryLibrary and Principal at Bromberg Consulting.

**John Chrastka** is Board Chair and Executive Director.

**Harmony Faust** is Vice President for Marketing at ITHAKA.

**Erica Findley** is Board Treasurer and the Systems & Metadata Librarian at Multnomah County Library.

**Brian D. Hart** is Assistant County Manager for Person County, NC.

**Gary Kirk** is the President of Tech Logic.

**Kathleen McEvoy** is the Vice President of Communications at EBSCO Information Services.

**Patrick “PC” Sweeney** is Board Secretary and Digital Director for EveryLibrary.

## OUR STAFF

**John Chrastka**, Executive Director

**Patrick Sweeney**, Digital Director

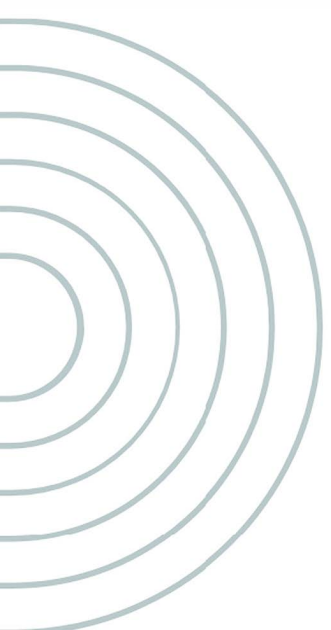
**Peter Bromberg**, Associate Director

**Ashley Stewart**, Campaign Strategist

**Martha McGehee**, Project Manager

**Tina Andrews**, Editorial Assistant

**Sanobar Chagani**, Democracy Projects Coordinator



# LOOKING AHEAD TO 2024

EveryLibrary's Key Strategic Initiatives for 2024 focus our attention on supporting libraries in crisis, fighting unconstitutional censorship, activating more Americans as voters and advocates for our issues, and growing the organization's financial health.

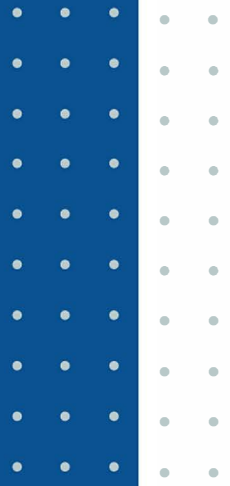
We invite you to join us as a donor and activist. Please contact our Executive Director, John Chrastka, or visit [everylibrary.org/donate](https://everylibrary.org/donate) today.

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# CONNECT WITH EVERYLIBRARY



EveryLibrary.org | [action.everylibrary.org](http://action.everylibrary.org)

[SaveSchoolLibrarians.org](http://SaveSchoolLibrarians.org) | [FightForTheFirst.org](http://FightForTheFirst.org)

P.O. Box 406, Riverside, IL. 60546

312-574-0316

[info@everylibrary.org](mailto:info@everylibrary.org)

Follow us on new social media platforms:

Threads: [\\_everylibrary\\_](#)

Mastadon: [@EveryLibrary@me.dm](#)

BlueSky: [everylibrary.bsky.social](#)

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