If You've Got it, Flaunt it! Make the Case for Your Library with a Data-Based Elevator Speech
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Librarians are natural storytellers—we collect, share, and tell stories no matter our titles, organization, or daily tasks. In this session, you'll learn how to tell a compelling story for your library using data and narrative elements. Use this worksheet to guide your brainstorming and develop a brief elevator speech that will convey the importance of your library to a potential stakeholder.

Brainstorming about your library

1. What's your library's larger "why"? (20-25 words)

2. What are your current short-term and long-term priorities? (3-4 goals)

3. What are the 3 most important services your library provides?

    a. Service 1:

    b. Service 2:

    c. Service 3:

4. Why are these services important to the community?

5. What data/statistics do you have in support of these services?

    a. Service 1 Data:

    b. Service 2 Data:

    c. Service 3 Data:

6. Examples/anecdotes that show these services in action.

    a. Service 1 Stories:

b. Service 2 Stories:

c. Service 3 Stories:

Brainstorming about potential stakeholders

Stakeholders: city council member, library board member, non-library user (general member of the public), frontline staff

7. How do the stakeholders currently view the library?

8. What do you want the stakeholders to do/think/feel after talking to you? How can they help with the priorities in #2?

9. Which of the services from #3 are most important to the stakeholders?

a. Stakeholder 1

b. Stakeholder 2

c. Stakeholder 3

10. What will each stakeholder respond to—stories, statistics, or a little of both? How much detail will she/he want or need?

Draft your speech on a separate piece of paper

Select one of the stakeholders above. Pick the service(s) you identified as most important to this stakeholder. Tailor a speech based on the data and stories you came up with that demonstrate this service's impact on the community—in terms that matter to the stakeholder you've chosen. Consider the following criteria:

- Was it compelling?
- Was it tailored to the particular stakeholder?
- Were purposeful stories and data used?
- Was it free of jargon and acronyms?
- Did it stay close to the target time limit (60 seconds)?

Data Resources

- http://www.lrs.org: Public library statistics
- http://www.in.gov/library/plstats.htm: Public library statistics in Indiana
- http://libraries.pewinternet.org/: Public library user studies