



Making the Case for Your Library: A How-To-Do-It Manual (How to Do It Manuals for Librarians)

Sally Gardner Reed

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This practical how-to is designed for library directors, staff, trustees, and supporters who want to assertively advocate, promote, defend, and ensure financial support for their libraries. Includes examples of actual newsletters, editorials, PSA scripts, promotional materials, annual reports, and petitions. Turn your library's passive support into active advocacy with these tried and proven techniques.

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