



Advocacy Award for Public Libraries

Purpose

The Advocacy Award recognizes an individual, group, or organization that has demonstrated outstanding support for public libraries through advocacy efforts that have had a meaningful and lasting impact.

Eligibility

Who Can Be Nominated:

- Individuals (e.g., library patrons, elected officials, educators, students, community leaders)
- Groups or Organizations (e.g., Friends of the Library, non-profits, community associations, businesses)
- Library Staff or Board Members, provided their advocacy extends beyond the expectations of their paid or official roles

Scope and Focus:

- Advocacy efforts must support public libraries
- Activities may be local, regional, provincial, or national in scope

Eligible Activities May Include:

- Public awareness campaigns
- Legislative or policy support for libraries
- Community organizing or coalition building
- Innovative media or outreach efforts
- Fundraising tied directly to advocacy
- Defense of library values during times of challenge (e.g., censorship, budget cuts, closures)



Timeframe:

- Actions must have taken place within the past two years, though long-standing or sustained efforts may be considered with supporting evidence

Nomination Requirements:

- Nominations must be submitted by someone other than the nominee (self-nominations not accepted unless specified)
- Nominations should include:
 - A completed nomination form
 - A brief narrative outlining the advocacy work
 - Supporting materials (e.g., letters of support, media coverage, outcome data)

Ineligibility:

- Current members of the award selection committee are not eligible during their term
- Activities conducted solely as part of a political campaign for personal election purposes are not eligible unless library advocacy was a distinct and measurable result

Award Criteria

Nominations will be evaluated based on the following:

1. Demonstrated Impact
 - Clear evidence of positive outcomes for public libraries
 - Measurable or visible results (e.g., funding gains, policy wins, increased public engagement)
2. Leadership in Advocacy
 - Demonstrated ability to inspire, mobilize, or influence others
 - Championing of library issues in public, political, or media spheres



3. Creativity and Innovation

- Unique or original strategies that effectively promoted library values or goals
- Use of creative tools, platforms, or messaging

4. Community Engagement

- Advocacy that reflects and responds to community needs
- Inclusion of diverse voices and perspectives in the effort

5. Alignment with Public Library Values

- Advocacy rooted in principles of intellectual freedom, access, equity, education, and community service

6. Collaboration

- Partnerships formed with library staff, boards, stakeholders, or other organizations
- Efforts that strengthened broader networks of library support

7. Commitment and Dedication

- Sustained effort or willingness to advocate even under pressure
- Long-term vision and persistence in support of libraries

8. Influence and Reach

- The breadth and depth of influence, whether local or national
- Recognition by the public, media, or professional community