

GETTING TO YES: TIPS FOR SELLING YOUR IDEAS TO THE PEOPLE WHO MATTER

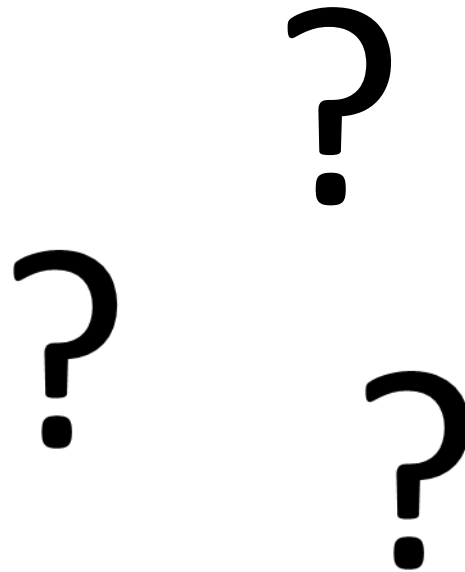
NJLA Annual Conference
May 17, 2016



GLOUCESTER COUNTY
LIBRARY SYSTEM

BE PREPARED FOR QUESTIONS:

- Who?
- What?
- When?
- Where?
- How?
- Why?



WHY?

- Aligns with library's Mission and Vision
- Advances goals of library's Strategic Plan
- Addresses an identified interest, need or demand from community
- Extends library outreach to the community
- Supported by research and data
 - Demographics/Statistics
 - Best practices



WHAT ?

- Describe the proposed program/service
 - New innovative idea
 - Creative idea for a current program
- Identify your goals
 - Hoped for impact
 - Expected outcomes
- Benefits – Tangible, intangible
- Risks/Hurdles to overcome
- Competition



WHO?

- External
 - Audience served
 - Community collaborations/partnership
 - Outside expertise needed
- Internal
 - Who's on board
 - Supervisor
 - Colleagues
 - Level of staffing needed – skills required



How?

Resources needed

- People, equipment, space
- Technology
- Financial
 - Funds in the existing budget
 - Expenses appropriate to outcomes
 - Grants
 - Partnerships
 - Support from Friends - Fundraising



How?

- Sustainability
 - Long term or short term
 - Ongoing funding
 - Political support
- Communication
 - Staff buy-in
 - PR – Engage/inform the community
- Evaluation plan
 - How to measure success



WHERE AND WHEN?

- Location
 - Branch specific
 - System-wide
 - Off site
- Scope
 - One time event
 - Series of Programs
 - Ongoing program or service
- Project plan
 - Timeline from implementation to completion
 - Deadlines/schedule



BE OPEN AND HONEST

- Share your passion
- Admit if you don't know the answer
 - More research
 - Better data
- Listen to suggestions to change or improve your proposal for increased success
- Have a Plan B
- Try again!





GLOUCESTER COUNTY
LIBRARY SYSTEM

○ ***Our Vision***

- GCLS libraries are the center of an informed, engaged, and connected community.

○ ***Our Mission***

- The Gloucester County Library System provides welcoming community spaces where people gather to learn, create, and have fun.

Anne M. Wodnick – Director

Email: awodnick@gcls.org

Phone: 856-223-6010

