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

NJLA Annual Conference
May 17, 2016
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!
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