



Make a Big Impact @ Your School Board Meeting

Margaux Del Guidice, Rose Luna

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This book details effective strategies for promoting a library beyond the building level in order to make an impact with the influential individuals who make the key decisions that directly affect the school district and library program.

- Supplies critical marketing, outreach, and public relations tools, including a sample monthly report for the school principal and sample press releases
- Provides an extensive checklist to help librarians prepare for the night of the school board presentation
- Includes useful forms such as a customizable advocacy PowerPoint presentation accessible from the accompanying CD
- Describes useful Web 2.0 tools for advocacy and reaching the audience

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