



P.C. Sweeney

KEYNOTES, WORKSHOPS, AND TRAINING
FOR YOUR LIBRARY EVENT

AUTHOR AND
POLITICAL CONSULTANT

SPECIALIZING IN:
POLITICS AND
POLITICAL STRATEGIES,
MARKETING, FUNDRAISING,
MESSAGING
AND ADVOCACY



EXPERIENCED AND PROFESSIONAL

As a library subject-specialist, I can speak on a variety of topics for your library school, association, or library system. I specialize in training librarians to understand and influence political power structures for improved funding and community support. I am currently the Political Director for EveryLibrary and lecturer for San Jose State University iSchool, where I teach political advocacy. I am also the co-author of the recent book from ALA Editions called *Winning Elections and Influencing Politicians for Library Funding*.

I offer full or half day workshops, webinars, keynotes and more for staff development days, in-services, conference programs, and pre-conferences.

As a former library administrator, I have the ability to relate to the workplace challenges and professional development goals of library staff, trustees, and friends. If you are looking for fresh and engaging presentation topics and styles, I have been providing these skills for library events for the last nine years.



PRACTICAL AND ENGAGING SESSIONS FOR ALL STAFF

In this brochure you will find some of my most successful and well received keynotes, workshops, and webinars.

These talks have been tested and polished at staff development days and conferences throughout the country.

Each of these speaking topics and descriptions can be edited for time and content to meet the more specific needs of your organization.

More customized speaking descriptions and topics are available upon request.

I can create the training that you need!



SESSION DESCRIPTIONS

NEW! Book Banning Sessions

► **And Introduction to Fighting Book Bans (1-2 hours)**

EveryLibrary has been supporting dozens of local campaigns who are fighting against book bans. In this session Political Director, PC Sweeney, will give an introduction to the fight against book bans. He'll explore some of the background and history of book bans and many of the pro-bono tools and tactics that are available to any community who is willing to fight back. He'll also discuss the path to winning against book bans in the long term and what you can do to get started in your community today.

► **Seven Steps to Fighting Against Book Bans (1-2 hours)**

In this session I will take you through 7 steps to fight against book bans. If you don't know quite where to start or the goals of a long term anti-book banning campaign, this session will give you a good overview of the most important 7 steps you can take to start fighting back. You'll get insight into creating dynamic petitions, how to build relationships, the basics of fundraising and coalition building.

► **Messaging to Fight Book Bans (1-2 hours)**

EveryLibrary has conducted one of the most comprehensive surveys to test the effectiveness of current messaging against book bans. The results might surprise you! In this session we'll discuss how to create messages that make an impact against book bans in a community. We'll look at some of the most successful messages and we'll explore tools and tactics for deploying these messages into your community. If you want to learn how to create and deploy counter messages to the vocal book banners in your community, this session is for you.

SESSION DESCRIPTIONS

► **From Advocate to Activist (1-4 hours)**

In this session, we will challenge the traditional model of advocacy for libraries and instead look at how we create activists for libraries to build the public support we need to survive. We'll look at how our current advocacy model is failing libraries and causing massive defunding and closures and we'll explore many of the strategies and tactics used by some of the best community organizers, political action committees, and politicians to build real actionable support from networks of change through community organizing and political action. We will emphasize the resources and skills that librarians and library staff need to develop if they want to have the political and community support that they need in order to increase support and funding.

► **On Beyond Stories (1-3 hours)**

We are taught in library school and in many advocacy training sessions that stories will lead to public support and action. The problem is that the storytelling model of advocacy relies on trusting our leaders to take action on good ideas. However, if the previous few years are an indication, this simply is no longer the case. In this session, we'll explore the significant amount of work that is necessary beyond storytelling to engage leaders and enact change. We will specifically focus on building ladders of engagement and creating audience engagement maps that ensure that we turn stories into action to support libraries.

► **The Data That Guides Us (1-2 hours)**

Big data has changed the way many advocacy organizations and causes build support and organize their communities but how do they do it? In this session, we'll look at how organizations use big data to influence Americans and explore the ways that libraries can take advantage of this tool. Almost every library has access to big data tools and can use the theories and strategies in this session to apply those tools cheaply and efficiently to build community support, reach non-users, and engage a wide variety of audiences in conversations about libraries.

SESSION DESCRIPTIONS

▶ **Make It Happen/Party Hard (1-2 hours or 2 one-hour bookend keynotes)**

This fun and inspirational session will help motivate library staff to balance the stressful work of librarianship with celebrating our success in our communities. We'll highlight the need for enthusiasm from staff at all levels to promote the work that we do and discuss how that enthusiasm can build positive professional networks and relationships with our communities for real tangible outcomes. Finally, we'll explore the way that emotional attractors affect our work and the level of success of the work we do within our communities.

▶ **Rethinking Strategic Planning with Community Support in Mind (1 hour)**

Strategic planning can be a daunting task and often strategic plans are written with tangible measures of success. These goals for our organizations are often built around providing new or improved services to our communities. But, since library funding is dependent upon support, what if we look at, and incorporate, the goals included in major cause related organizations to build tangible and measurable support from our community? What are some of the kinds of goals for large organizations like the Sierra Club or the Human Rights Campaign and how do they measure successful support? How can we use those measurements in our own planning?

▶ **The Languages We Speak (1-3 hours)**

It's no secret that the library industry is predominantly left-leaning. In fact, according to the voter rolls, nearly 80% of library staff are registered on the progressive side of politics. But, how does this influence our culture and our language about librarianship? If we want to speak to conservative voters about libraries, how can we speak to them in a language that they understand in order to convince them to support libraries on Election Day? In this session, we'll look at the current language that we use to talk about libraries and the language that conservative voters use to speak about their values. We'll explore how we can learn that language to speak about the value of librarianship to conservative voters.

SESSION DESCRIPTIONS

▶ **Holistic Digital Strategies (1-4 hours)**

It shouldn't come as a surprise that big data, strong email, and effective Facebook tactics are changing the ways that large and small organizations communicate with their communities. However, each tactic can't exist independently and in order to effectively win an election, campaigns must take a holistic approach to digital strategy. So, how do we go beyond a basic Facebook ad or email and build a more holistic strategy to create effective audiences, reach non-users, and solicit for more donations and volunteers? In this presentation, we will debut some of the overall digital theory, best big data practices, and most effective digital tactics that are used by major organization. We will also discuss many of the ways that even small and underfunded libraries can harness this power for themselves.

▶ **Introduction to Political Power Theories (1-3 hours)**

Almost all of the funding for libraries is dependent on the amount of influence and power held by the library in the local political ecosystem. There are a wide range of tactics that can be used to influence this power, but what are the underlying theories that can be applied to all of the activities performed by a library? From digital tactics like social media, websites, and email to building relationships in the community through partnerships and coalitions, these theories can be applied to every aspect of the library services. In this session we will explore many of these theories used by some of the best community organizers, political action committees, and politicians and discuss how we can apply them to librarianship.



SESSION DESCRIPTIONS

▶ **Facebook Secrets For Libraries (1-3 hours)**

Many libraries aren't using the most powerful hidden tools within Facebook and third-party apps that make it so powerful. They aren't integrating their data or building the data they need to build support and increase users. Throughout this workshop we'll dive into the deeper aspects of Facebook for Business like audience insights, ad manager, power editor, and more. But we'll also discuss overall theory and many of the innovative big data integrations, third party apps, and features that most of the major organizations are using to attract new customers, build political power, identify supporters, and raise money. The best part is that these features are free to use as part of standard Facebook ads!

▶ **Making It Happen Together (1 hour)**

We are each individually tasked with serving our communities but what happens when we come together and include each other and our community members? By utilizing patron driven acquisitions, user created programming, community centered strategic planning, and service models that include the public in planning, we can expand our programs and services in a way that is most meaningful to our communities. After all, who knows better about our patron's needs than the patrons themselves?

▶ **Your Library Campaign Starts Today: even if it doesn't (1-3 hours)**

90% of library funding relies on the political will of voters and politicians. So, what happens in the years before or between campaigns? What can or should you start doing today to ensure future success? In a large scale political campaign this phase is called surfacing and it's one of the most critical and often overlooked phases of any political campaign or initiative. Librarians must understand what work they need to be doing when they aren't going to the voters or asking for funding from the local politicians. In this session, we will discuss how librarians can work within their communities to raise awareness, tell their story, build supporters, and establish the library as the institutional expert for community improvement and a wise investment for community members years before they have to ask the community to vote to support them.

SESSION DESCRIPTIONS

▶ **Schmoozing For Beginners (1-2 hours)**

Professional networking and schmoozing are two of the most important skills a librarian can have. The partnerships and coalitions that libraries rely on to provide better services and programs are built on relationships that we build in the community with organizations and individuals. But the skills needed to start a relationship that lead to success are not taught in MLIS programs, and learning to become proficient at schmoozing and networking were one of the hardest lessons to learn. In order to build the connections you need in order to get projects done you must take advantage of the many professional and social opportunities in your community.

▶ **Creating Effective Messages (1-4 hours)**

Libraries that can most effectively communicate their value to the community are less likely to lose funding and are more likely to have the support of local politicians and voters. In this presentation, PC Sweeney will discuss some of the most effective strategies used by the most successful organizations and initiatives. We will learn how we can take advantage of these strategies to create and distribute our own messages. We will explore how to create audiences, how to use a message box, the benefits of a 27-9-3 messages, how to implement effective message models, and how we can create messages in the face of opposition. We will also touch on some of best and most advanced platforms and methods for distributing messaging to the public.

▶ **Legislative Day Training (1-4 hours)**

Does your legislative day need a boost? Do your attendees know how to use legislative days to build meaningful relationships with legislators that lead to real change? Throughout this session we work through best practices for successful legislative days and what attendees need to know while engaging with legislators. We also talk about what happens the day after legislative day and strategies to maintain the momentum necessary to bring about political change for libraries. There will be an emphasis on understanding legislative meeting dynamics, messages that resonate with legislators, building long term relationships, storytelling, making asks, and professionalism throughout the meeting.

SESSION DESCRIPTIONS

▶ **Building Coalitions That Matter in the Community (1-2 hours)**

Relationships matter for all organizations but how do we make sure we are able to cultivate the kinds of relationships that matter most? Throughout this session we will demonstrate how networks of power influence the community around us and help librarians understand the power structure in their community, their own networks of power, and how to put those networks to work for their library. By the end of this session attendees should have a plan for identifying individuals and organizations of influence, using power mapping and messaging to engage them and give them a role in your library that makes an impact.

▶ **Fundraising (1-4 hours)**

What motivates donors to give to an organization and how do we effectively ask for donations? Fundraising shouldn't be a mystery for any organization that can benefit from a strong fundraising strategy. In fact, libraries should be using the activities that they are performing everyday to provide opportunities for the public to contribute to the library. Libraries can also utilize many tactics to passively encourage more small donations than they currently receive. Throughout this session we will also talk about how to identify potential donors, organize your library to increase donations, move an individual through a ladder of engagement to cultivate them for a larger donation, how to make specific asks, and encourage relationships that build trust and lead to large donations to your library.

▶ **Networked Change and Volunteer Management (1 hour)**

Volunteers help power change and get the hard work done. In this session we will introduce basic volunteer management skills and talk about how we empower volunteers so they can make a big difference for your library. We will focus on the methods used by major causes such as Occupy Wallstreet, Fight For Fifteen, and Standing Rock to create a highly successful volunteer based organization for networked change. At the end of this program attendees will understand how we to find volunteers, how to encourage them to work with an organization or cause, and what motivates them for action.

SESSION DESCRIPTIONS

► **Understanding and Managing the Opposition (1-3 hours)**

In any initiative or publicly funded organization will experience opposition. This session will discuss where we usually find opposition, why individuals tend to oppose libraries and library campaigns, and what we can do to mitigate their damage to the library. There are a number of tactics that can be used to work with opposition early and ensure that they don't become more vocal or rally against the library.

► **The Fundamental Necessity of Radical Supporters (1-2 hours)**

It shouldn't come as a surprise to anyone that more Americans are becoming radicalized supporters of a wide range of social issues. These radicalized supporters are the ones who march, donate, volunteer, and spread messages to advocate for their beliefs. In this session, we'll explore the ways that large organizations radicalize large networks of supporters and engage them to take action for their cause. We'll look at ways that libraries can use some of these same strategies to establish radical and firm support of librarianship in their communities.



ENGAGEMENT RATES AND CONTACT INFORMATION

► Rates (all prices negotiable)

Keynotes and Speaking Engagements – My current average honorarium for standard speaking engagements is \$2,500 as well as expenses for travel and stay. If you choose me as your conference speaker, an additional conference program presentation or panel elsewhere during the conference can be included.

Half Day Workshop – My current average honorarium to conduct a half day training for staff or conference attendees on a highly specialized subject area tailored to your organizational needs is \$5,000 as well as expenses for travel and stay. Attendees of a half-day workshop will typically develop a work-plan or an in-depth understanding of an actionable subject area.

Full Day Workshop – My current average honorarium to conduct a full day training for staff or conference attendees on multiple highly specialized subject areas is typically \$10,000 as well as expenses for travel and stay. Attendees of a full-day workshop will typically develop a holistic understanding of specialized library subject matter.

Webinars– My current average honorarium to lead a webinar for virtual attendees on shorter and more specific subject areas is typically \$1,000. Virtual attendees and organizations will receive the same care and attention as in-person workshops.

Multi-Day Workshops- I can customize multiple day trainings for a more in-depth approach to participant training. Multi-day training events allow your staff and attendees to gain a full understanding of concepts and subject matter. Please contact me for rates.

All prices are negotiable but are dependent on;

- Travel time and location
- Preparation time and expense
- Number of engagements throughout the conference
- Length of required stay

► Contact Me For Booking

EMAIL: Patrick@pcsweeney.com

PHONE: [Calendly.com/pcsweeney](https://calendly.com/pcsweeney)