

“Turning Your Annual Report Into Gold”

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What can you do with data from your annual report:

- Inform local officials
- Inform donors
- Support budget requests
- Advocate for support

Tips:

- Select wisely
- Translate jargon
- Report trends, not just one or two years
- Package attractively
- Keep it brief
- Supplement with anecdotes
- Tie in to national news and studies
- Use your comparables
- Empower others to help tell your story

Resources:

“The Small but Powerful Guide to Winning Big Support for Your Rural Library.”

http://www.ala.org/ala/aboutala/offices/olos/toolkits/rural_toolkit.pdf

“The Public Library Annual Report: What it Is; Why it Is,” in Channel, Volume 44 No. 4 (Summer 2009), p. 7. <http://dpi.wi.gov/channel/pdf/chn4404.pdf>

“The Importance of Creating a Common Agenda,” in *Feliciter* (Canadian Library Association), Issue 3, 2006, pp. 96-98.

<http://search.ebscohost.com/login.aspx?direct=true&db=f5h&AN=21656439&site=ehost-live>

Online Advocacy Toolkit

<http://www.scls.info/pr/advocacy/index.html>

“How Libraries Stack Up: 2010” (OCLC). <http://www.oclc.org/reports/stackup/default.htm>

“Opportunity for All: How the American Public Benefits From Internet Access at U.S. Libraries” (Bill and Melinda Gates Foundation) (this is the full report, 212 pages)

<http://www.gatesfoundation.org/learning/Pages/us-libraries-report-opportunity-for-all.aspx>

“Opportunity for All” article

<http://cis.washington.edu/usimpact/2010/04/10/opportunity-for-all-groundbreaking-study-reveals-how-people-use-internet-access-at-the-public-library/>

Sample Annual Reports:

Kenosha Public Library:

http://www.mykpl.info/sites/all/files/AnnualReports/AnnualReport_KPL_2009.pdf

Madison Public Library:

<http://www.madisonpubliclibrary.org/about/MadisonPublicLibrary2008AnnRpt.pdf>

Middleton Public Library:

<http://www.midlibrary.org/library/2008%20Annual%20Report.pdf>

Prairie du Sac Public Library:

<http://www.pdslibrary.org/news/documents/annualreport2008.pdf>

Stoughton Public Library:

<http://www.stoughtonpubliclibrary.org/2009%20Annual%20report%20brochure.pdf>

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