**Cold Calling for Shy Librarians: Conversation, not confrontation**

**OLA Annual Conference 2012**

Don’t be shy! Cold calling is not really cold at all! Effective networking involves building relationships through repeated contact, small gestures, and informal communication. Establishing relationships before you need them will make the “cold calling” comfortable and relaxed.

1. What is the issue: what is the issue, opportunity, challenge, that you want to share?
2. Who is the audience: how does this impact them and their constituency?
3. What is the message: what’s important to them, and how can you best share that specific information?

**Examples of small ways to build the relationship:**

* Invite someone to tour your library
* Invite someone to special events at your library
* Welcome packet for newly elected officials, etc.
* Visit a legislator in his/her home office
* Attend open houses, town hall meetings, etc
* Serve on committees, volunteer for events that will put you in contact with an elected
* Follow news on library issues, and watch for opportunities to email or call your elected
* Wear your library name badge around town
* Thank someone publicly through news releases, at events, at library meetings
* Thank someone privately through an email, thank you card

**Resources**

* ***Turning the Page***: This is PLA’s advocacy training program that Abigail is doing now. She’s finding it helpful. <http://www.ala.org/pla/education/turningthepage>
* ALA’s advocacy web site is a bit chaotic, but has good resources on issues and messaging. <http://www.ala.org/advocacy/>
* OLA’s Legislative Committee posts explanations of current issues facing Oregon libraries on its web page. <http://www.olaweb.org/mc/page.do?sitePageId=63286>

*Your relationship counselors:*

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**Relationship Builders**

Issue: Funding for early literacy

Audience: Your state legislator

Message: Support Senate Bill 123

How might you build this relationship ahead of time? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How might you ask for support on this issue? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Issue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Message: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How can you build this relationship ahead of time? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How can you ask for support on this issue? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Issue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Message: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How can you build this relationship ahead of time? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How can you ask for support on this issue? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Issue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Message: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How can you build this relationship ahead of time? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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