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To redownload this package or to access the Articulate360 Candidate Conversation walkthrough visit our website here:

- <https://thealbertalibrary.ca/municipal-election-advocacy-toolkit>

Instructions for Use

1. Talk to your Candidates about the Library Information Sheet

- This document includes information about how the municipality supports and influences local libraries, library statistics, as well as four questions that anyone can ask their local municipal candidates.
- This document can be printed and used as display material, or it can be used as reference for other informational creations.

2. Advocacy Flyer

- This printable flyer is designed for handing out to patrons. It contains the same information as the 'Talk to your Candidates about the Library Information sheet' but is streamlined to fit on a single page flyer.
- It contains a few facts, some library value statements, and the questions for candidates.

3. Library Value: Questions and Answers

- This document covers how to answer common questions that people ask about the value of libraries.
- Some examples are:
 - Why are/aren't library cards free?
 - In the age of the internet, why do we need libraries?

4. Advocacy Activities

- This document includes 10 activities a person can do to advocate for the library during election season.
- This document is intended for staff use, although many of the ideas can be communicated to patrons.

5. Holding an Election Forum

- This document includes step-by-step instructions on how to hold an election forum in your library (or convention centre, school, or other gathering place).
 - This includes picking dates, formats, sending out invitations, promotion, and follow-up.

6. Policies for Political Use of Library Space

- This document contains policies from two libraries that address political use of the libraries meeting spaces.
- These can be used as reference in forming individual policies.

7. Social Media Postables

- This folder contains images that are formatted to be posted on various social media platforms such as Twitter, Instagram, and Facebook.
- Many of the images contain 'fill-in-the-blank' wording so that they are customizable for each any branch or system. The images are formatted as fillable PDFs which can be customized and then exported as images to be posted.
- There are blanks to use if the pre-made images do not quite fit your library, or you have other facts you'd like to share.
- We have decided on a hashtag: **#voice4libraries**
 - Please use this hashtag in any social media posts so that we have a central space to reflect on and share what we and others have done. This hashtag is general enough to use it for a variety of advocacy activities.
- **HOW TO USE:**
 - Open the PDF in either a browser or a PDF reader
 - Fill in your information
 - If you have Adobe Pro: You can go to file > export to > image > PNG or JPEG
 - If you do not have Adobe Pro or were using a browser to edit the PDF:
 - Save the filled PDF as a PDF
 - Navigate to this webpage:
<https://www.adobe.com/ca/acrobat/online/pdf-to-jpg.html>
 - Upload your filled pdf
 - The website will convert it and return a .zip file with the image to you

8. Candidate Question Doorhanger

- The purpose of this doorhanger is for people to be able to make their questions known to candidates if they were to visit when the person is not at home.

- This doorhanger has been formatted to be easily printable—it does not need any special modifications made before printing from a PDF reader or browser.
- It has been made in such a way that it is easy to cut, and to laminate if needed.