

Politics and Networking

Political Action Plan

Library: _____

Project Leader: _____

Date: _____

This *Political Action Plan* is based on the "Work Plan" developed for the Public Library Association *Turning the Page Conference* and is used with the permission of the Public Library Association.

Define the Issue

A. What issue do you want to address? What do you want to accomplish? What is the purpose of this political action plan? (*Turning the Page: Part 1*)

B. Why do you want to accomplish this? How will this benefit the community residents? (*Turning the Page: Part 2*)

C. How will you know that you have succeeded? (*Turning the Page: Part 9*)

D. Who will help you develop and implement the political action plan? (*Turning the Page: Part 3*)

Identify the Players

A. What individual and/or group will have to take action for you to accomplish your purpose?

B. Who can influence the people who have to take action? (Turning the Page: Part 5)

C. What influence do you have and how can you use your influence?

**D. What other organizations or individuals might partner with you on this project?
Why would they be willing to partner with you? (*Turning the Page: Part 5*)**

Organization or Individual	Why?

E. What organizations or individuals might oppose what you are trying to accomplish? Why?

ORGANIZATION OR INDIVIDUAL	WHY?

Create the Messages

A. Identify the people/organizations you want to persuade to support your project and describe why you need that support. (*Turning the Page: Parts 6, 7, and 8*)

TARGET AUDIENCE	WHY?

B. Develop a message for each target audience.

1. Target Audience: _____

2. We want the members of this target audience to: [describe exactly the action you want the members of the target audience to take].

3. The members of the target audience need to know this information before they will take the action we want them to take.

4. The members of the target audience need to feel or believe these things before they will take the action we want them to take.

C. Use this template to write messages for each of your target audiences. (Turning the Page: Part 5)

TARGET AUDIENCE: _____

What exactly do you want the members of this target audience to do?	List three reasons that would convince someone in your target audience to do what you want them to do based on what you think they need to know or feel.	List three facts or examples that support each of your reasons and that would be relevant to the members of the target audience.
	1.	1a.
		1b.
		1c.
	2.	2a.
		2b.
		2c.
	3.	3a.
		3b.
		3c.

Based on the Persuasion Map produced by Read Write Think, the International Reading Association.
http://www.readwritethink.org/materials/persuasion_map/

D. What do you think those people/groups that oppose you on this issue might say? How will you respond?

THEIR COMMENTS	POSSIBLE RESPONSES

E. What do your staff, board members, friends groups, and other supporters need to know about this process and how will you keep them informed? (*Turning the Page: Part 4*)

WHAT DO THEY NEED TO KNOW	HOW WILL YOU KEEP THEM INFORMED?

Monitor Progress

A. Monitor your progress each week by answering the following questions.

1. Date: _____

2. Are deadlines being met?

____ Yes

____ No: What needs to be done?

3. Are the messages you have sent being received?

____ Yes: How do you know?

____ No: Why not? What can be done?

4. Have there been unexpected developments?

____ Yes: What? How did you manage those developments?

____ No

5. Are you satisfied with the progress you are making?

____ Yes: Why?

____ No: Why not? What can be done to resolve the problems?

