EVERYLIBRARY 2023 IMPACT REPORT

Showing up for Libraries
FOCUSED ON DIRECT ACTION FOR LIBRARIES AND LIBRARIANS

Since 2012, EveryLibrary has focused on new opportunities to fund library programs, collections, facilities, and staffing through the ballot box.

In 2017, we launched the Save School Librarians initiative to safeguard against budget cuts and layoffs across K-12.

In 2023, we continued to address the book ban crisis in schools and public libraries with FightForTheFirst.org, the only organizing and activism platform for local Library Alliances to fight back against censorship.
OUR STRATEGY

Goal: Better Funding and Smarter Policies

Activists
We added 67,000 new activists in 2023 and have built a “national voter file of over 330,000 Americans who believe in and support libraries.”

Social Media
We engage with over 500,000 Americans who follow us on multiple social media channels.

News Media
Our leadership is in the news with expert commentary on issues affecting libraries.

Donors
We have grown by 45% this year with hundreds of new personal and philanthropic donors who empower our pro bono work and activism.

Recurring
As a “people-powered” organization, the average individual donation is $47.55.

New
Authors and philanthropic funders identify us as an effective organization.
IN 2023, WE HELPED LIBRARIES IN UNIQUE, POWERFUL, AND MEASURABLE WAYS

As the only national political action committee for libraries, it is what we were built to do.
72 FIGHTING FOR THE FIRST AMENDMENT
We launched 72 local library alliances and activated 55,000 people for reading and libraries.

9 WINNING ON ELECTION DAYS
We campaigned in nine towns like Pella, IA and Patmos, MI to safeguard libraries on Election Day.

15 DEFEATING CRIMINALIZATION BILLS
We stood with 15 state library associations to build effective coalitions against bad legislation.

500K REACHING MORE AMERICANS
We hit an important milestone with 500,000 people on social and 330,000 in our voter file.

212 TELLING THE LIBRARY STORY
We wrote, published, and syndicated over 200 original stories about libraries and librarians on our magazine.
FIGHT FOR THE FIRST

This is not a hashtag campaign or slogan.

FightForTheFirst.org is the only digital organizing platform for local library alliances, education coalitions, and statewide efforts that powers direct action.

In 2023, Fight for the First has enabled over 70 local pro-library, anti-censorship campaigns to quickly engage the public, overcome attacks, and restore books about diverse populations to the shelves.
THE PROBLEM
Grassroots advocacy campaigns are run by local folks who care deeply about the issues but have very little experience and no money. Without our support, they are well-intentioned but less effective.

OUR SOLUTION
EveryLibrary’s donors prioritize direct action, so we spend between $250–$1000 on each Fight for the First campaign to advertise calls-to-action to the local community.

We are the only national organization doing this. It is the only way to reach enough people and affect real change.

VOTE NO TO SAVE OUR LIBRARY
When We Fight, We Win

73 Anti-Censorship campaigns for 64 libraries and schools

172 direct actions like email petitions and rallies

55,324 petitions signed and sent to boards and councils

Over $32,000 raised from local donors for local efforts

Visit https://FightForTheFirst.org to see it in action!
ELECTION DAYS FOR LIBRARIES

We helped nine libraries on their 2023 Election Days. With over 130 pro bono campaigns behind us, EveryLibrary is a seasoned partner for libraries.
Patmos Library Levy
When the Patmos Library became the target of a virulent anti-access campaign and faced certain closure last year, we stepped in to help build a new coalition to pass a three-year levy in November.

Pella, IA Board
Frustrated book banners filed an election petition to eliminate the independent library board. EveryLibrary advised the Vote No committee during an 18-month campaign to preserve the library. We prevailed in November by 168 votes.

Great Falls, MT Levy
The library needed to go to court to secure their right to a levy election. We were there every step of the way as they more than doubled their budget on the May 2023 ballot.
<table>
<thead>
<tr>
<th>Library Name</th>
<th>State</th>
<th>Action</th>
<th>Outcome</th>
<th>Vote Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livingston Parish Library (LA)</td>
<td>LA</td>
<td>Renew the levy or close</td>
<td>Pass</td>
<td>November 18</td>
</tr>
<tr>
<td>Patmos Library (MI)</td>
<td>MI</td>
<td>Renew the levy or close</td>
<td>Pass</td>
<td>November 7</td>
</tr>
<tr>
<td>Pella Public Library (IA)</td>
<td>IA</td>
<td>Remove library board</td>
<td>Defeated</td>
<td>November 7</td>
</tr>
<tr>
<td>Kent District Library (MI)</td>
<td>MI</td>
<td>Renew and reduce levy</td>
<td>Pass</td>
<td>November 7</td>
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<tr>
<td>Ida Rupp Memorial Library (OH)</td>
<td>OH</td>
<td>Renew the levy or close</td>
<td>Pass</td>
<td>November 7</td>
</tr>
<tr>
<td>Taney County (MO)</td>
<td>MO</td>
<td>New library district and levy</td>
<td>Pass</td>
<td>August 8</td>
</tr>
<tr>
<td>Great Falls Public Library (MT)</td>
<td>MT</td>
<td>Increase mil levy</td>
<td>Pass</td>
<td>June 6</td>
</tr>
<tr>
<td>Algoma Township (MI)</td>
<td>MI</td>
<td>Withdraw from Kent District library</td>
<td>Defeated</td>
<td>May 2</td>
</tr>
<tr>
<td>Dorothy Hull–Windsor District</td>
<td>MI</td>
<td>Library (MI) New levy</td>
<td>Pass</td>
<td>May 2</td>
</tr>
<tr>
<td>Sugar Grove Public Library (IL)</td>
<td>IL</td>
<td>New operating revenue</td>
<td>Pass</td>
<td>April 4</td>
</tr>
</tbody>
</table>

**Additional Information**

- **133 ELECTIONS** Since 2012
- **$2.8 BILLION** Funding for Libraries
- **86%** Win Rate
- **100%** Pro bono and for Free
03.

OPPOSING BAD LEGISLATION

Fifteen states faced bills in 2023 that would have **criminalized** public and school librarians. **Our singular focus** was to support our state library association partners in opposing these bills.
2023 LEGISLATIVE FIGHTS

CRIMINALIZING THE PROFESSION

15 states attempted to change obscenity laws to target school librarians, educators, and public librarians with criminal prosecution for the books in their libraries.

EveryLibrary wrote the strategy brief for state library association partners to successfully oppose these bills. We helped identify and activate new national and statewide coalition partners to stand with librarians. Our action.everylibrary.org platform hosted a dozen digital outreach campaigns to activate the public.

We helped defeat 12 criminalization bills outright. Idaho’s was vetoed. SB81 in Arkansas was overturned in court. Our colleagues in Indiana fought hard, but the law passed. The fight for the profession continues in 2024.

Read the “Opposing Attempts to Criminalize Librarianship” brief.
STATE LIBRARY ASSOCIATION COALITION CAMPAIGNS OPPOSING CRIMINALIZATION BILLS

EveryLibrary provided our state library association partners with sophisticated digital advocacy tools to engage the public and ongoing advising about testimony preparation and coalition building.

Several of our public-facing coalition campaigns made the difference opposing those bills:

- **Arkansas** Library Association’s “Take Action Against SB81” campaign.
- **Idaho** Library Association’s “Oppose H0314” campaign.
- **Indiana** Library Federation’s “StopSB12.org” campaign.
- **Maine** Library Association’s “Defeat LD123” coalition.
- **Montana** Library Association’s “Oppose HB234” campaign.
- **North Dakota** Library Association’s “Oppose Three Bills” campaign.
THE FUTURE OF LIBRARIES IS DECIDED IN THE STATES

158 BAD BILLS IN 8 CATEGORIES

1. Limit access to school library databases
2. Establish book rating systems
3. Mandate challenge policies
4. Override collection development
5. Expand parental control
6. Change definitions of “obscene”
7. Limit teaching of "divisive concepts"
8. Criminalize librarians and educators

EveryLibrary’s 2023 “Legislation of Concern” Heatmap
TELLING THE LIBRARY STORY

Every week, we write and publish stories about school libraries and public libraries and syndicate them on social media, to editors and reporters, and to online publications.
209 Stories about Libraries
- 31,179 minutes read
- 31,230 views on Medium
- 303 visitors a day on average

10 Million Impressions
We reach beyond the library sector to place stories in parenting, education, and lifestyle publications.

All of our articles are published under a Creative Commons license that allows any library to use and adapt them on social media and in their newsletters. medium.com/everylibrary
SOCIAL MEDIA TRENDS

- Instagram grew +178%
- Facebook visits up +558%
- Paid ads to 5.6 million people
- Twitter impressions +5.1 million people
- Over 97% of followers are in the United States

According to industry analytics, EveryLibrary reaches more Americans than any other library organization.

We share actionable content about the role and importance of libraries in American society with people who want to take action in favor of library legislation, vote for libraries at the ballot box, and become local advocates for their schools and public libraries in their communities.

Follow us on new social media platforms:

- Threads: _everylibrary_
- Mastadon: @EveryLibrary@me.dm
- BlueSky: everylibrary.bsky.social
DONORS MAKE THE DIFFERENCE
Our Three Rules of Engagement

1. Identify the legitimate stakeholders
2. Center the affected people in our work
3. Amplify their agenda

Our Promise to Donors

Our work is focused on libraries and librarians in measurable and transparent ways.

Our donors have **helped us help libraries** win $1,600 in revenue for every dollar they donate.

EveryLibrary is the **only organization** focused on stable tax funding and rational political outcomes for libraries.
MEET OUR DONORS

EveryLibrary passed an important milestone in 2023 when we surpassed $200,000 in small-donor fundraising support!

Our mission is supported by thousands of Americans from all walks of life alongside numerous library vendors, action funds, and impact-oriented philanthropy.

We are especially thankful to author Julia Quinn for becoming our first National Ambassador. We want to gratefully acknowledge the Long Ridge Action Fund for underwriting key parts of our FightForTheFirst.org build and launch. Without ongoing support from industry leaders Follett Learning and EBSCO, we would not be effective partners to our state library association partners.

Learn More at: everylibrary.org/juliaquinnambassador
OUR 2023 BOARD

Jeannie Allen is the Director of Strategic Planning and Digital Strategy at Kitsap Regional Library.

Lori Bowen Ayre is the Founder and Principal Consultant of The Galecia Group.

Peter Bromberg is Associate Executive Director at EveryLibrary and Principal at Bromberg Consulting, LLC.

John Chrustka is Board Chair and Executive Director.

Harmony Faust is Vice President for Marketing at ITHAKA.

Erica Findley is Board Treasurer and the Systems & Metadata Librarian at Multnomah County Library.

Brian D. Hart is Assistant County Manager for Person County, NC.

Gary Kirk is the President of Tech Logic.

Kathleen McEvoy is the Vice President of Communications at EBSCO Information Services.

Patrick “PC” Sweeney is Board Secretary and Digital Director for EveryLibrary.

OUR STAFF

John Chrustka, Executive Director
Patrick Sweeney, Digital Director
Peter Bromberg, Associate Director
Ashley Stewart, Campaign Strategist
Martha McGehee, Project Manager
Tina Andrews, Editorial Assistant
Sanobar Chagani, Democracy Projects Coordinator
LOOKING AHEAD TO 2024

EveryLibrary’s Key Strategic Initiatives for 2024 focus our attention on supporting libraries in crisis, fighting unconstitutional censorship, activating more Americans as voters and advocates for our issues, and growing the organization’s financial health.

We invite you to join us as a donor and activist. Please contact our Executive Director, John Chrastka, or visit everylibrary.org/donate today.
CONNECT WITH EVERYLIBRARY

EveryLibrary.org | action.everylibrary.org
SaveSchoolLibrarians.org | FightForTheFirst.org

Follow us on new social media platforms:
Threads: _everylibrary_
Mastodon: @EveryLibrary@me.dm
BlueSky: everylibrary.bsky.social

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