

## **The Power of Storytelling**

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When it comes to advocating for the value of libraries, it is critical that we are able to clearly demonstrate their worth to our communities and stakeholders. We often think of data detailing foot traffic, circulation statistics, and other figures as the primary way to do this. However, there is another powerful tool that we can utilize to communicate the value of libraries—storytelling. Although statistics can look impressive, they fall short of demonstrating the amazing things libraries make possible every day, whether it be assisting a senior citizen find information on affordable housing, or making a young reader’s day with the perfect book. Storytelling allows us to both highlight those impactful moments that hard numbers cannot capture, and to easily share it with our community.

The State Library of Pennsylvania in partnership with the Altoona Area Public Library and Get Stories, have created a [comprehensive toolkit](#) for crafting your library’s story. This is a powerful tool for advocating for your library with powerful stories that happen every day.

Rickey Barnett

Teen & Adult Librarian, Edmonds Library, Sno-Isle Libraries

WLA Advocacy Committee