



2025 BATEMAN CASE STUDY COMPETITION  
BRIGHAM YOUNG UNIVERSITY - TRUE BLUE TEAM

# FOR THE LOVE



# OF EVERYLIBRARY

**PREPARED BY:**

Maurielle Celaya, Avery Guthrie, Adah Shippen, Alexis Hoopes,  
Maria Durrans, and Isidora Ramírez M.

**FACULTY ADVISER:**

Ken Plowman

**PROFESSIONAL ADVISER:**

Devin Knighton





**MAURIELLE CELAYA**



**AVERY GUTHRIE**



**ADAH SHIPPEN**



**ALEXIS HOOPES**



**MARIA DURRANS**



**ISIDORA RAMÍREZ M.**

**1**

Executive Summary  
Our Reach

**2**

Client Directives  
Situational Analysis  
Secondary Research

**3**

Secondary Research Continued  
Primary Research

**4**

Opportunities  
Goal and Big Idea  
Key Publics

**5**

Key Messaging  
Campaign Outline

**6**

Campaign Outline Continued

**7**

Campaign Outline Continued  
Evaluation & Measurement  
Client Recommendations

**8**

Conclusion  
Budget  
Partnerships

**9-50**

Appendix

# TABLE OF CONTENTS

# EXECUTIVE SUMMARY

Libraries are loved, but under threat. Despite overwhelming public support for libraries, **awareness of organizations that advocate for their funding and protection is alarmingly low**. In a survey sent to mothers in the Wasatch Front, 99% of respondents expressed love for their local libraries, yet **100% had never heard of EveryLibrary** (p. 3)—the only national organization dedicated to building public and political support for libraries. This gap in awareness is especially concerning in Utah, where recent legislation present both opportunities and challenges for library funding. Although the Utah State Legislature passed S.B. 161 to increase financial support for accessibility and community programs (p. 10.18), they also passed H.B. 2 (p. 10.18) and H.B. 265 (p. 10.18). **These bills mean broader state budget cuts, which raises concerns about long-term library sustainability.**

In addition to these bills, Utah passed H.B. 29 in 2023 (p. 10.14), implementing a statewide ban on any book removed by just three school districts. Since then, **16 books have been banned in Utah**, raising concerns about where the line is drawn between government intervention in accessibility and a parent's right to guide their child's reading. As the conversation around book bans intensifies, it underscores broader questions about intellectual freedom, educational oversight, and who has the authority to decide what content is appropriate for students.

To bridge this gap and **turn passive library supporters into active advocates**, we launched the **"For the Love of EveryLibrary"** campaign, strategically timed with National Love Your Library Month in February. The campaign focused on identifying and inspiring existing library allies—**particularly mothers**—by raising awareness of EveryLibrary's mission and providing tangible ways to take action. By meeting library supporters where they already are—online, at local events, and within their communities—the campaign transformed passive admiration into measurable action. Through strategic messaging, community-building, and advocacy, "For the Love of EveryLibrary" laid the foundation for a stronger, more active network of mothers as library defenders across the Wasatch Front of Utah.

## Key "For the Love of EveryLibrary" Initiatives:

- Leveraged **influencer partnerships** to amplify EveryLibrary's message through third-party credibility and social media reach.
- Hosted a **high-traffic advocacy booth at StoryCon**, where book lovers learned about the threats to libraries and were encouraged to pledge support.
- Launched a **social media campaign** through dedicated Instagram and Facebook pages, featuring **engaging content** on libraries as community centers, book access, library advocacy, and EveryLibrary's role in all of it.
- Built **community partnerships** with Let Utah Read and local businesses to share campaign messaging and encourage participation.
- Hosted a **webinar featuring Co-Founder of Let Utah Read, Rebekah Cummings**, empowering mothers to advocate for libraries from home.
- Implemented an **action-driven email pledge**, enabling supporters to stay informed and take further steps in defending library access.

## OUR REACH

146

Email Sign-Ups

142

Event Participants

5

Partnerships

379

Instagram Followers

13

Thought Leader  
Instagram Collabs

13.4 K+

Unique Instagram  
Profile Views

49.6 K+

Key Publics  
Reached



# CLIENT DIRECTIVES

EveryLibrary tasked Bateman participants with positioning it as the leading national organization for library activists, donors, and users while driving engagement on issues like reading and censorship. We addressed EveryLibrary’s goals to:

- Inform and inspire new audiences about EveryLibrary and the EveryLibrary Institute,
- Diversify EveryLibrary’s audience of engaged library activists,
- Identify, interest, and motivate new donors,
- Deepen earned media interest and engagement in EveryLibrary’s work and identity,
- Demonstrate new channels and pathways for audience engagement.

# SITUATIONAL ANALYSIS

Most people have positive memories of libraries shaping their childhood—attending local events, book fairs, and storytime (p. 14). The modern-day attack on libraries isn’t just about books; it’s an attack on children, families, and the freedom to read. The biggest challenge these institutions face is a lack of public awareness about the political efforts to dismantle them—through budget cuts, book bans, and more.

EveryLibrary is the only organization in the United States dedicated to building up and supporting libraries, but its greatest obstacle is this lack of awareness (p. 3).

Most Americans oppose book bans, and rightly so (p. 10.6). But many don’t realize how aggressively their state is restricting their right to choose what can and cannot be read—or how library funding is being slashed, threatening access to these vital community spaces. Parents, especially mothers, play a crucial role in this fight. Mothers fighting for libraries are EveryLibrary’s greatest opportunity. They love these institutions, understand their value, and are ready to stand up for their children’s right to read. By empowering them, we can protect libraries, secure their funding, and ensure they continue shaping future generations.

**Key Insight:** Utah mothers care deeply about libraries and oppose book bans, but many are unaware of EveryLibrary’s efforts to protect these institutions (pp. 3, 17). By increasing visibility and providing actionable ways to engage, EveryLibrary can transform their existing passion into meaningful advocacy.



# RESEARCH

## Secondary Research

Our research aimed to understand how EveryLibrary fits within Utah’s predominantly conservative landscape to strategically identify and engage our key publics. For starters, Utah’s population of 3.5 million includes an estimated 1.6 million women, many of whom are mothers (p. 10.11)—who play a key role in the family with the potential and responsibility to promote literacy and library advocacy. National trends reinforce the importance of mothers in library support (pp. 10.5, 10.17).

**Believe libraries are essential to communities**

<b>87% of Fathers</b>	<b>94% of Mothers</b>
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**Believe closing libraries is harmful**

<b>58% of Males</b>	<b>72% of Females</b>
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## Secondary Research Continued

When researching cities in Utah, data showed that, across the Wasatch Front, the most prominent hub for library lovers and passionate political activists is Salt Lake City. This city is home to one of the top-rated libraries in the state of Utah, the Salt Lake City Public Library (p. 10.1).

Further research uncovered **February as National Love Your Library Month**, a movement that thrives within Bookstagram and BookTok communities. Since the COVID-19 pandemic, digital book communities have flourished, especially among mothers (p. 10.10). Research showed that moms engage primarily on Facebook or Instagram varying based on age, underscoring the need for a multi-platform approach (p. 10.13).

While mothers are deeply invested in literacy, their busy schedules limit advocacy opportunities (p. 15). Our strategy ensures engagement fits into their daily lives, making advocacy accessible and impactful.

## Primary Research

### In-Depth Client Interview (p. 13)

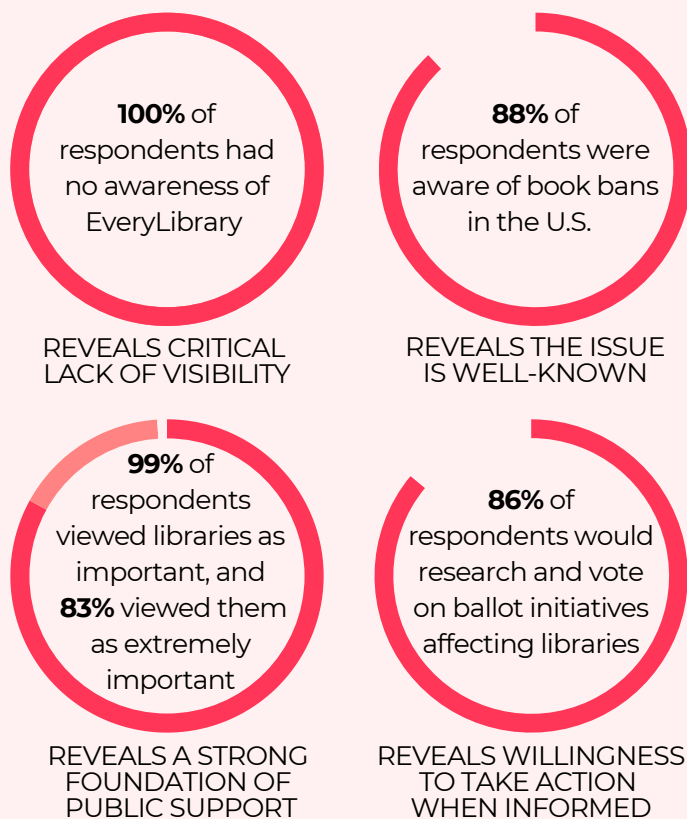
Through in-depth conversations with John Kraske and Patrick Sweeney from EveryLibrary, we learned more about the importance of libraries, the challenges they face, and the need for public support.

- EveryLibrary aims to grow its supporter base from 400,000 to 3-5 million by 2025.
- Non-partisan advocacy will play a critical role, focusing on issues like book bans and library funding.

So, we conducted research into effective messaging and diversifying support, keeping in mind the importance of measurable outcomes and the potential for leveraging social media and targeted advertising.

### Survey (pp. 15-18)

To reach mothers across the Wasatch Front, we distributed our survey through text messages, Facebook groups, social media, and posters with QR codes. By the end of the research period, we had 220 responses, 212 from mothers. To ensure relevant data, non-mothers were filtered out at the start.



### Focus Groups (pp. 13-15)

We conducted two focus groups (12 Utah mothers, split by political affiliation) to gain deeper insights into their views on libraries and advocacy. Key takeaways include:

- Libraries as a Community Hub: Mothers see libraries as vital but underfunded.
  - ***“Libraries have always been a safe, happy place for me, and I feel like a lot of libraries are really underutilized.”***
- Parental Control Over Books: Most believe parents—not the government—should guide children’s reading choices.
- Need for Clear Advocacy Steps: Many want to support libraries but don’t know how.
  - ***“I’ll write to my congressman or make the phone call if someone just tells me what to do.”***
- Awareness Drives Engagement: Participants stressed the importance of connection to a cause.
  - ***“Awareness is key, and understanding because once we have that personal connection to the cause, then we’re more inclined to be engaged.”***
- Social Media is Key for Outreach: Across political views, mothers prefer advocacy updates via social media.

These findings highlight that by increasing awareness, simplifying advocacy, and leveraging social media, EveryLibrary can activate more supporters.

# PLANNING

## Opportunities

1. Opportunity to **leverage Love Your Library Month in February to educate and raise awareness** among mothers, showcasing how EveryLibrary can help promote their passion for supporting libraries.
2. Opportunity to **create simple, time-efficient ways for busy mothers to get involved** in supporting their libraries **through social media campaigns and email pledges** to EveryLibrary.
3. Opportunity to **collaborate with Utah-based mommy influencers to raise awareness** about the ongoing challenges libraries face, including book bans and funding cuts.

## Goal

**Identify, educate, and inspire existing allies of libraries to create a community of library supporters that take an affirmative action to support their library and EveryLibrary in the Wasatch Front.**

## Big Idea — FOR THE LOVE OF EVERYLIBRARY



### Strategy

- Foster a sense of community among those who value libraries.
- Raise awareness of the difference EveryLibrary makes in supporting libraries to provide community and resources, especially among existing library allies, through a strategic social media campaign, and local events.
- Empower library allies to become active library supporters by getting involved and taking affirmative actions, especially through EveryLibrary.
- “For the Love of EveryLibrary” conveys a sense of urgency around library support. Once we identified our key public, mothers, we focused on designing a logo that would clearly represent our message to them.

## Key Publics

### Mothers Age 20-35 in the Wasatch Front

- Demographics:
  - Young mothers, primarily Gen Z and younger millennials
  - Diverse racial and ethnic backgrounds
  - First-time parents or parents of young children
- Self-Interests:
  - Looking for support in motherhood
  - Want resources on parenting their young children
- Psychographics:
  - Digital natives: follow influencers and accounts about parenting
  - Value supporting companies that they believe in and trust

### Mothers Age 35-50 on the Wasatch Front

- Demographics:
  - Older millennial and Gen X mothers
  - Parents of preteens, teenagers, or children with established routines
  - More likely to be transitioning from spending a majority of time with their children to their children being independent
- Self-Interests:
  - Supporting their child into adulthood
  - Engage in social issues that they care about
- Psychographics:
  - More likely to have established social circles and communities
  - Seek reliable, expert-backed parenting resources or their long-term friends



## Key Messaging

### What is EveryLibrary?

Our research revealed that most moms in the Wasatch Front, regardless of age, were unfamiliar with the organization. To address this, our key message positioned EveryLibrary as a nonprofit, politically neutral organization dedicated to supporting libraries, defending First Amendment rights, and advocating for access to information.

### Why should you support your library?

Libraries play a crucial role in promoting literacy and lifelong learning while providing free resources and access to information for all. They offer a welcoming space for families, making them a great place to take your kids. As vital community hubs, libraries bring people together, fostering connection and engagement. With Love Your Library Month in full swing, there's no better time to show your support and appreciation for these essential institutions.

### How you can support your library?

Many mothers in our focus group expressed a strong desire to support libraries but were unsure how to do so. The good news is that you can make a difference from home. Whether by advocating for library funding, sharing library resources on social media, or participating in virtual events, there are many ways to support your local library without leaving your house.

## CAMPAIGN OUTLINE

**OBJECTIVE 1:** By March 3, inform 30K of Wasatch Front female residents about the mission of EveryLibrary, which is to build support for libraries everywhere.

- **Strategy 1:** Garner earned influencer social media coverage on Instagram (pp. 27, 33).
- **Rationale:** The message will gain third-party credibility and extend its reach across influencers' followers.
  - Influencers: Recruit local thought leaders (author, influencer, legislator, newscaster) to raise interest for the campaign
  - Influencer Relations: Reach out to influential thought leaders through customized pitches
- **Strategy 2:** Develop shared digital media to educate about and connect our key publics to EveryLibrary, as well as showcase the importance of library support and book access (p. 23).
- **Rationale:** Members of our key publics frequently rely on social media for information.
  - Channels: Create "For the Love of EveryLibrary" social media accounts on Instagram and Facebook
  - Content: Produce posts and infographics about relevant ideas and events surrounding libraries and book access
  - Partnerships: Connect with a local library and the Let Utah Read organization to share content about the campaign on their platforms
  - Influencers: Recruit local thought leaders (author, influencer, legislator, newscaster) to raise interest for the campaign
- **Strategy 3:** Leverage prevalence of the high-traffic event, StoryCon, to inform about how book banning affects libraries (p. 35).
- **Rationale:** StoryCon attracts an audience of book lovers who are likely to support the right to read, and we can connect those ideas to the importance of supporting libraries.
  - For the Love of EveryLibrary x Let Utah Read Booth: Set up an appealing and informational booth about EveryLibrary
  - Partnerships: Connect with PEN America for funding, and Let Utah Read to teach attendees about threats to the right to read and library funding at StoryCon

**OBJECTIVE 2:** By March 3, strengthen communities of active library supporters by empowering 500 mothers in the Wasatch Front to engage in an action demonstrating their support to EveryLibrary.

- **Strategy 1:** Develop an easy-to-navigate form where active library supporters can offer personal information to EveryLibrary (p. 32).
- **Rationale:** Research shows mothers love libraries, but are unsure how to be involved in supporting them.
  - Pledge: Create a pledge in the form of an email list
  - Information: Gather name, email, and address of active library supporters to encourage future involvement



## Campaign Outline Continued

- **Strategy 2:** Develop shared digital media to persuade our key publics to take action and support EveryLibrary with an understanding of their mission (pp. 23-24).
- **Rationale:** Members of the key publics frequently rely on social media for information.
  - **Channels:** “For the Love of EveryLibrary” social media accounts on Instagram and Facebook
  - **Content:** Publicize the means by which active library supporters can get involved in saving libraries with EveryLibrary.
  - **Partnerships:** Connect with local libraries and the Let Utah Read organization to encourage allies to take an action to become active library supporters through EveryLibrary
  - **Opinion Leaders:** Recruit local talent (author, influencer, legislator, newscaster) to share with their audiences how to support EveryLibrary
- **Strategy 3:** Leverage prevalence of the high-traffic event, StoryCon, to encourage active library support (p. 35).
- **Rationale:** Research shows people love libraries, but are unsure how to be involved in supporting them. The StoryCon audience likely fits into that category.
  - **For the Love of EveryLibrary x Let Utah Read Booth:** Set up an appealing booth with a call to protect the right to read, and support libraries with EveryLibrary
  - **Partnerships:** Connect with Let Utah Read to inspire visitors to pledge support of libraries with EveryLibrary in order to protect the right to read

**OBJECTIVE 3:** By March 3, inspire 100 mothers in the Wasatch Front to attend a planned event virtually or at a local library to grow support for EveryLibrary as they understand libraries' role in their community and the importance of the right to read, empowering them to take an affirmative action.

- **Strategy 1:** Leverage partnership with Let Utah Read to encourage active library support through a virtual event (p. 36).
- **Rationale:** Research shows people love libraries, but are unsure how to be involved in supporting them. The Let Utah Read audience likely fits into that category.
  - **Webinar:** Host a webinar about how to actively support libraries from home
  - **Speaker:** Have a Let Utah Read representative educate and inform mothers on how they can get involved



- **Strategy 2:** Promote the campaign's call to active supporters of EveryLibrary through events held at local libraries (pp. 37-42).
- **Rationale:** Working with entities that members of our key publics respect and value can help with the acceptance of the message.
  - Family events: Hold events in mother's local libraries such as group storytime or craft making
  - Educational events: Collaborate with influential thought leaders (author, influencer, legislator, newscaster) held at a local library
  - Partnerships: Connect with local businesses to provide refreshments to drive attendance, and connect with ACLU to provide volunteers for the event
- **Strategy 3:** Drive awareness for the events through earned and digital media (pp. 24-31).
- **Rationale:** Earned and digital media allows for the EveryLibrary name and the associated events to reach a larger audience, and members of our key publics frequently rely on social media for information.
  - Channels: “LoveEveryLibrary” social media accounts on Instagram and Facebook
  - Content: Publicize the events surrounding active library supporters getting involved with EveryLibrary
  - Partnerships: Connect with local libraries and the Let Utah Read organization to share information about events
  - Influencers: Recruit influential thought leaders (author, influencer, legislator, newscaster) to share information about events
  - Email communications: Promote events through email blasts and newsletters



Campaign Outline Continued

- **Strategy 4:** Drive attendance of events through a social media giveaway (p. 34).
- **Rationale:** Incentives drive engagement in campaigns.
  - Channels: “LoveEveryLibrary” social media accounts on Instagram and Facebook
  - Content: Library supporters who complete three actions and attend an event earn a chance to win a prize

EVALUATION

**Objective 1:** By March 3, inform 30K Wasatch Front female residents about the mission of EveryLibrary, which is to build support for libraries everywhere.

EXCEEDED

During the campaign, we **informed 49,603 individuals** about EveryLibrary as an avenue to support libraries in the Wasatch Front. We **collaborated with 13 thought leaders** to generate more awareness about EveryLibrary, **surpassing the goal by 65.36%.**

Measured by the number of email sign-ups, social media engagement, social media collaborations, meta-ad views, event attendees, and contacts made at StoryCon (pp. 49-50).

**Objective 2:** By March 3, strengthen communities of active library supporters by empowering 500 mothers in the Wasatch Front to engage in an action demonstrating their support to EveryLibrary.

EXCEEDED

“For the Love of EveryLibrary” **inspired 680 people** to become active library supporters after understanding the threats to their community. One avenue that helped us surpass this objective was a partnership with Let Utah Read and PEN America at StoryCon as we **obtained 146 emails.**

Measured by the number of email sign-ups, social media followers, and event attendees (pp. 49-50).

**Objective 3:** By March 3, inspire 100 mothers in the Wasatch Front to attend a planned event virtually or at a local library to grow support for EveryLibrary as they understand libraries' role in their community and the importance of the right to read, empowering them to take an affirmative action.

EXCEEDED

The campaign led to **142 event attendees** through the two events in **partnership with Let Utah Read, PEN America, Relevant, Crumbl, and Table X.** Events utilized virtual and in person resources to meet the needs of the key public.

Measured by the number of event attendees (pp. 49-50).

CLIENT RECOMMENDATIONS

**Influencers & Targeted Partnerships:** Influencers are a strategic way to garner attention from our key publics. Similar to pitching traditional media, it is essential to create events, content, and campaigns that resonate with their followers. We were strategic in targeting mother influencers who were engaged with books in some capacity.

**Conventions & In-Person Engagement:** Events like StoryCon take place nationwide and are effective for gathering personal information like emails and zip codes. Events such as book fairs, literacy conventions, and education-focused conferences could help to grow EveryLibrary's supporter database. We found that hosting a booth at this type of event was very successful.

**Leveraging High-Profile Figures:** High-profile local politicians can help generate traditional media interest. Logistical issues came up for our event, but it is clear that pursuing endorsements from city officials, school board members, or state representatives could still provide valuable press opportunities.

**Maximizing Instagram & Social Media:** Instagram Reels are a great way to create simple, high-impact content that garners attention. We found that this style of content was more frequently engaged with than other types of media.

**Giveaways:** Our giveaway content had significant engagement and helped support authors by promoting their work. Users tend to share this type of content in hopes that they will win and it helps to broaden awareness. These types of giveaways could include giveaway boxes with items from sponsors, exclusive virtual author Q&As, signed book bundles, etc.

**Advocacy Through User-Generated Content:** Encouraging supporters to share personal stories about why libraries matter to them, short reel style videos, could create movement underneath the campaign. At StoryCon a lot of people enjoyed telling us their life experiences surrounding libraries and the ways that books have impacted them.

# CONCLUSION

The “For the Love of EveryLibrary” campaign transformed passive library supporters into active advocates, proving that those who love libraries are ready to defend them—when given the tools to do so. Amid growing concerns about library funding and access in Utah, the campaign provided a clear call to action, equipping mothers with tangible ways to support EveryLibrary’s mission.

Through strategic influencer partnerships, engaging social media content, high-impact events, and community collaboration, the campaign successfully built awareness, inspired action, and fostered a stronger network of library supporters. By meeting our audience where they already were—whether online, in libraries, or at StoryCon—the campaign leveraged existing enthusiasm for libraries to drive real engagement.

We surpassed all campaign objectives, reaching over 49,600 people, securing 146 email pledges, and bringing 142 participants to key events. With 13 thought leader collaborations, 379 Instagram followers, and 13,428 unique profile views, “For the Love of EveryLibrary” made a lasting impact in the Wasatch Front (pp. 49-50). More than just a moment, the campaign created a movement—one that EveryLibrary and its supporters can continue building upon to ensure libraries remain essential, well-funded, and protected for future generations.

# BUDGET

## Team Budget

• Meta Ad.....	\$34.34
• Printing/Posters.....	\$28.50
• Storycon Booth Decor.....	\$28.05
• Giveaway Items.....	\$57.78
• Craft Supplies for Event.....	\$78.71
• Event Decor & Refreshment Supplies.....	\$58.99

**Total Paid Budget: \$286.37**

## In-Kind Donations

• Storycon Booth Sponsorship.....	\$350
• Table X Sourdough Contribution.....	\$160
• Crumbl Donation.....	\$200
• Signed Book Donations.....	\$51
• Relevant Inc. Poster Printing.....	\$25
• Skincare Giveaway Items.....	\$204

**Total In-Kind Donations: \$990**

*Thank you to our partners!*

