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To Save a Library: Local businesswomen turn quick-footed marketing mastery into powerful community action.

When the Pikes Peak Library District (PPLD) Board of Trustees voted to close Colorado Springs' Rockrimmon Library on October 16th of this year, citizens on the Northwest side of town erupted in outrage. It was a shocking and unprecedented closure for a busy library that had been the cornerstone of their community for over 35 years. Amidst the chaos, two local businesswomen emerged as unexpected communication leaders, utilizing their professional backgrounds to defend a community cornerstone.

Elizabeth Carter, the owner of Springs Small Business Marketing, and Meghan Jackson, founder of Joyful Spaces and Sponsor A Space, leveraged their expertise to become a force for advocacy, rallying a community and rewriting the script on the speed of grassroots mobilization.

From Business to Battle

Elizabeth Carter has spent over two decades developing marketing strategies, building websites, and helping businesses grow, “I’ve always believed in the power of communication to create change,” says Carter. “But this time, it wasn’t for a client—it was for a cause that hits close to home, the loss of my neighborhood library.”

Meghan Jackson, a Certified Professional Organizer®, brought a complementary skillset to the table. Known for creating clarity in chaotic spaces, Jackson quickly became the organizational and can-do powerhouse behind the *Save Rockrimmon Library* communications team.

Their partnership began serendipitously at a community meeting on October 26th, where over 100 concerned residents gathered to organize for the first time. Jackson sat in the front row, laptop open, securing a website domain on the spot for the fledgling movement: www.SaveRockrimmonLibrary.com. Noticing Jackson's tenacity, Carter crossed the packed room to introduce herself. "I handed her my business card and said, 'Call me if you need help,'" Carter recalls. "Two days later, we met over a Zoom call, and it's been a whirlwind ever since."

Building a Campaign

Jackson and Carter quickly moved into action, shadowing the quick-step leadership of Karla Powers, the unassuming, efficacious director of *Save Rockrimmon Library.* Powers is a grandmother, musician, and former Colorado Springs Philharmonic organizer. Closing a library was an atrocious predicament that organically attracted a crack strategy team of Northwest side volunteer lawyers, accountants, astute public speakers, and City Council leader Dave Donelson. *Save Rockrimmon Library* was on the move. They were under an inequitable timeline, four short weeks to stop a library from closing. The underhanded behavior and fiscal mismanagement of the PPLD Board of Trustees created this unfair deadline. It was October 26, and the Rockrimmon Library's lease was due to end on December 1st. The library doors would be closed forever in just thirty-five days.

Only Four Weeks to Mobilize

Elizabeth Carter and Meghan Jackson turned a community's frustration into an organized rally cry in just four weeks.

Jackson laid the groundwork for the marketing campaign's digital infrastructure, ensuring that every detail was accounted for. She developed and managed a dynamic website that became the central hub for meeting updates, volunteer actions, campaign facts, pledges, and press resources. Her efforts extended to crafting email newsletters for over 500 community members, setting up an online fundraising platform, and creating a YouTube channel where she cut together salient sound bites from community meetings, earning more than 2,000 views. Jackson also administered ongoing communication on the Save Rockrimmon Library Facebook group, ensuring the campaign's message remained factual and respectful.

Meanwhile, Carter sharpened the campaign's messaging and brought the movement's voice to the public sphere. Leveraging her past marketing and media relations expertise over four consecutive weeks, she secured local news coverage through television and print through targeted press releases and outreach efforts. Carter amplified public engagement on social media platforms like Facebook, Instagram, Next-door, Reddit, and X, creating compelling posts that resonated with a diverse nonpartisan audience. Additionally, Carter's graphic design skills brought a professional polish to the campaign's logo and print materials, helping to solidify the group's brand and message. Additionally, she ensured cohesive communication as the top contributor and administrator for the Save Rockrimmon Library Facebook page.

-- Together, their communications expertise rallied a community and built a united front for a critical cause.

Later, Jessica Williams, a homeschool mom with a master's degree in library science and former library employee, would join the communications team, mobilizing volunteers to distribute flyers and write letters to city officials. Jessica also lent her passionate voice, speaking at many public gatherings, and was a top contributor and administrator to the Facebook group. Daria Ellington, Website Manager at HRDQ, would also provide backup and consulting. A well-oiled marketing machine sustained by a round-the-clock text chat group was formed.

Their approach was both strategic and personal. "We didn't just want to raise awareness," says Jackson. "We wanted to empower people to act."

In just one month, the movement mobilized hundreds of supporters to attend and speak at multiple Colorado Springs City Council, County Commissioner, and PPLD Board of Trustees meetings. Volunteers rallied with posters and spoke passionately with intelligence and tears! Over $80,000 was pledged, and 11,304 website visits, 530 Facebook members, and 683 email newsletter subscribers. Save Rockrimmon Library has earned the attention and support of the entire Colorado Springs community, city leaders, and council members. And the fight is not over; the PPLD Board of Trustees continues to dig its heels in and hold fast to its decision to close Rockrimmon Library.

The Stakes Are Bigger Than a Library

For Carter and Jackson, the fight is about more than one building. It's about accountability, transparency, and the fundamental role of libraries in society.

"This isn't just a local issue," Carter explains. "It's a national conversation about public institutions, freedom of information, transparency of decision-makers, and the erosion of community spaces."

The Rockrimmon Library, with its high circulation and cost efficiency, is symbolic of what libraries can achieve. Its closure, however, raises troubling questions about governance and priorities.

Jackson is blunt: "We're up against an unelected board that operates without oversight. This isn't just about books—it's about the kind of community we want to be."

A New Playbook for Activism

The campaign's success owes much to the pair's complementary skills. Carter's marketing background has kept the movement's messaging sharp and compelling. Jackson's knack for organization ensures nothing falls through the cracks.

Their tools include everything from social media blitzes to old-fashioned letter-writing campaigns. "We've got volunteers of all ages writing to city council members, handing out flyers, and sharing their stories," says Carter. "It's grassroots in the truest sense - add social media to that, and it becomes a force that goes way beyond your imagination."

Looking Ahead

With the Rockrimmon Library set to close, the *Save Rockrimmon Library* team is pivoting to Plan B: establishing a volunteer-led community library while pursuing legal action against the PPLD Board's decision.

Their long-term goals include advocating for systemic reforms, such as greater oversight and accountability for library boards.

"This is about improving the library district for the entire city, "Jackson says. "This is just the beginning."

How to Get Involved

As Carter and Jackson lead the charge, they invite others to join the fight. Whether it's attending a city council meeting, donating to the campaign, or simply spreading the word, every action counts.

"Our message is simple," says Carter. "We're here to preserve access, transparency, and community. And we won't back down."