



2012-2013 ALA CD#28.10
2013 ALA Annual Conference

TO: ALA Council
FROM: Gail Guidry Griffin, President, United for Libraries
DATE: June 10, 2013
SUBJ: Division President's Report to Council

New Initiatives: United for Libraries received a \$75,000 grant this year from the Neal-Schuman Foundation. This grant will provide on-site training to Trustees, Friends, and staff of 20 libraries whose budgets are in trouble for grassroots campaigns over the next two years. In conjunction with this project, the staff wrote a 25 page *Power Guide* that takes campaign volunteers step-by-step through the grassroots advocacy process. The *Power Guide* is now freely available to all librarians and library supporters at <http://www.ala.org/united/sites/ala.org.united/files/content/powerguide/united-power-guide.pdf>.

The first ten libraries to receive training include:

- Clarkstone Independence Library (MI)
- Dallas Public Library (TX)
- Eisner Memorial Red Bank Library (NJ)
- Gilmanston Public Library (NH)
- Gladstone Public Library (OR)
- Long Beach Public Library (CA)
- Pomona Public Library (CA)
- Salem-South Lyon District Library (MI)
- Winona Public Library (MN)

Membership : Personal membership in United for Libraries has declined slightly this year. To help raise individual membership, our association has recently received a small (\$1,000) grant from ALA Membership to purchase 50 copies each of *The Complete Trustee Handbook* and *Even More Great Ideas for Libraries and Friends* from ALA Publishing at \$10 per copy. We plan to make a special offer to new members who join as individuals to receive a copy of their choice while supplies last.

In addition, the staff has begun making regular phone calls to members whose membership is about to expire reminding them to renew. Members who have recently lapsed will receive a complimentary copy our association's newsletter with a letter asking them to renew so they don't miss out on our terrific benefits – including the bi-monthly editions of the *Voice*.

Group membership in United for Libraries has gone up slightly. This membership category will grow further in fy2014 as a result of a new statewide purchase from North Dakota.

Current Individual Membership: 930

Current Group Membership: 1810

Individual Membership at this time in 2012: 883

Group Membership at this time in 2012: 1783

Committees: United for Libraries advances the association through the work of committees who meet in person and virtually throughout the year. I would like to personally thank the following chairs and co-chairs of United for Libraries' committees:

- Annual Conference Program – Dora Sims, Shirley Bruursema
- Awards – Marilyn Lewis, Teri Maggio
- Newsletter and Website Oversight – Ronald Friedman, Ruth Newell
- Leaders Orientation - Peggy Danhof, Cherine Janzen, Gwen Welch
- Legislation, Advocacy and Intellectual Freedom - Joan Ress Reeves, Martha Grahame, and Rose Mosley
- PLA National Conference – Tanya Butler, Deloris Lynch

Webinars: United for Libraries added two more segments to its popular “Trustee Academy” which debuted in 2011. The two new segments include, “Evaluating your Library Director” by former ALA President Sarah Long, and “Intellectual Freedom and Library Policies” by Deborah Caldwell from ALA’s Office of Intellectual Freedom.

Staff also produced a webinar to show potential and existing members the depth of our resources to help Trustees, Friends and Foundation members maximize their support for their libraries as well as a webinar on how to dedicate a Literary Landmark™.

More webinars both free and as revenue producers are being planned on how to start a Friends Group, Best Practices in Fundraising, Live web chats with Friends and Trustees on issues of their choosing and more for the coming year.

Corporate Sponsorship: United for Libraries receives approximately 25% of its funding each year from corporate sponsorship. A Corporate Development Task Force has been working with staff to ensure that previous sponsors stay with us and to identify potential new sponsors. This year, three new sponsors were brought into the United fold.

Workshops and Consulting: Staff members help raise revenue for our association by providing consulting services and workshops upon request. This year, these revenues will equal approximately \$9,000 by providing services in Michigan, Massachusetts, Tennessee, Nebraska, Pennsylvania, Oregon, California and Calgary, Canada.