

**EBD # 6.3**

**2009-2010**

**TO:** ALA Executive Board

**RE:** Report of the ALA Development Office

**ACTION REQUESTED/INFORMATION/REPORT:**

Development Office information report

**CONTACT:**

Keith Michael Fiels, Executive Director, ALA  
Kim Olsen-Clark, Director, ALA Development Office, [kolsen-clark@ala.org](mailto:kolsen-clark@ala.org)

**DRAFT OF MOTION:**

No request for action

**DATE:**

June 8, 2010

## Information Report

Since our last report to the Executive Board in April 2010, the Development Office has continued to work on defining and improving internal functions and processes, as well as external activities designed to garner new revenues for ALA. Specific activities of the Association include the following:

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### ALA Fundraising Priorities

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#### **Spectrum Scholarship Program and Spectrum Presidential Initiative**

Under the leadership of President Camila Alire, the Spectrum Executive Committee, Office for Diversity (OFD), the Development Office, and Falona Joy, strategic counsel for this project, continue to seek support for the Spectrum Presidential Initiative: National Initiative for Inclusivity in America's Libraries. This fundraising effort for Spectrum scholarships was publicly launched at the 2010 Annual Conference in Chicago.

The goal is to raise \$1 million in an effort to double the amount of award scholarships, increase the endowment, provide 2-\$25,000 doctoral scholarships and enhance efforts for recruitment and career development. Scholarships will be awarded, based on pledge payment cycles, from 2010 to 2014. Types of donations to be accepted are: cash, pledges, tribute gifts, stock gifts, planned gifts, and matching gifts.

Past President Betty Turock serves as chair of the Spectrum Presidential Initiative: National Initiative for Inclusivity in America's Libraries. Attached to this report are member rosters for the executive committee, task force, honorary co-chairs, and advisory committee.

As of 6/8/2010, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is more than \$218,000, or 22% of the goal.

Donations:

#### **\$100,000 – \$250,000**

Dr. Betty J. Turock and Turock Family

#### **\$5,000-\$14,999**

Asian/Pacific American Librarians Association  
ACRL, Association of College and Research Libraries, a division of ALA  
ALSC, Association for Library Services to Children, a division of ALA  
Black Caucus of ALA  
Gregory Calloway 2009 Chicago Marathon Run  
Medical Library Association/National Library of Medicine  
ProQuest-Ron Clowney Scholarship  
REFORMA  
YALSA, Young Adult Library Services Association, a division of ALA

**\$1,000 – \$4,999**

Dr. Camila A. Alire  
American Indian Library Association  
Bank of America  
Gregory L. Calloway  
Barbara Ford\*  
Mary W. Ghikas  
Luis Herrera  
Falona Joy  
Keith Michael Fiels  
James G. Neal  
Kim Olsen-Clark  
James Rettig  
Roberta A. Stevens  
Winston Tabb  
Eugene Tkalitch  
ALA Staff (Pizza for Spectrum Scholars)\*

\*new

Tailored donation letters have been mailed to ALA Past Presidents, executive directors of public libraries, and state association executive directors (or contact name on file). Tailored donation messages have been sent to ALA Council members through the Council listserv. Presently, the Office for Diversity is working on tailored letters to Spectrum Scholar Alumni. The Development Office is working with ProQuest and OCLC on a tailored letter to presidents and CEOs of companies and other library-related businesses.

The Dinners for Spectrum Scholars continues to be a popular idea to raise gifts towards the Spectrum Scholarship or the Spectrum Endowment. During National Library Week, Dinners for Spectrum Scholars was widely promoted to the full membership through news releases and e-mail blasts. Hosting a Dinner for Spectrum Scholars presents a unique opportunity for ALA members and their colleagues, patrons, and friends to participate in the Spectrum Presidential Initiative. It was designed to bring people together to share a meal and conversation, and to support the Spectrum Scholarship Program. On the Spectrum Presidential Initiative web site ([www.spectrum.ala.org](http://www.spectrum.ala.org)), special pages were designed to provide resources and information to dinner hosts such as a calendar of upcoming dinners and a toolkit.

**@ Your Library E-Magazine**

ALA's e-magazine pilot project, @ your library ([www.atyourlibrary.org](http://www.atyourlibrary.org)), is targeted to the general public and is intended to encourage library use by linking services to topics of interest to families, young adults and children, as well as those individuals interested in career development.

As part of ALA's ongoing comprehensive media strategy, in June 2010, *Connect with your kids @ your library*, an initiative of The Campaign for America's Libraries, was included as one of its principal web pages.

The atyourlibrary.org project is been managed by Leonard Kniffel and Mark Gould, Director of the Public Information Office (PIO). The e-magazine pilot project was funded by a two-year grant of \$270,700 from the Carnegie Corporation of New York. The Development Office continues to approach several companies about the development of web-based projects/content on [www.atyourlibrary.org](http://www.atyourlibrary.org).

### **Campaign for America's Libraries**

With the guidance of the Metropolitan Group, the Public Information Office (PIO) has developed a comprehensive strategy that includes media, online presence, library partnerships, a Family Activity Guide, posters, bookmarks and public service messages which will promote *Connect with your kids @ your library*. This initiative aims to strengthen families and foster child development and educational achievement by encouraging parents and their children to spend time together at their local libraries. Since 2006, Metropolitan Group has served as a strategic communication consultant to PIO for The Campaign for America's Libraries.

In May 2010, ALA and Metropolitan Group secured Scholastic *Parent and Child* magazine as the initiative's magazine media sponsor for two years. With a reach of 7 million parents, the magazine provides the learning link between home and schools, and is the nation's top magazine for parents of children 17 and younger. A mention about the initiative was printed in Scholastic *Parent and Child* magazine's June/July issue (Fresh Start Section), which directs readers to [atyourlibrar.org](http://atyourlibrar.org). Scholastic *Parent and Child* magazine have also agreed to: six print PSAs starting with the 2010 August/September issue and running through the August/September 2012 issue, editorial content opportunities, web presence, and other co-branding opportunities. The donated ad value of these placements is expected to be at least \$275,000 over the two-year period.

Lifetime (cable television media sponsor) is currently reviewing an agreement proposal by ALA and Metropolitan Group, with input from Lifetime. Lifetime has a reach into 96 million households, and 3 million via [mylifetime.com](http://mylifetime.com). They are considering a two-year sponsorship of the initiative, which includes :30 television ads, online banner advertising and web content, other programming and co-branding opportunities, and the possibility of in-kind production support funded by their advertisers.

While currently not on contract to conduct fundraising services, Metropolitan Group in the past year has conducted initial conversations with a number of corporate prospects regarding sponsorships (comprehensive and specific Family Activity Guide, posters and bookmarks, and Web site sponsors)—a strategy that was put on hold until major media sponsors were finalized for the initiative. Since mid-April, Metropolitan Group has used these developments in the area of media partner cultivation as an opportunity to strategically re-engage conversations with a

handful of key, targeted corporate sponsors, and advertisers with Scholastic, prioritizing a cash or in-kind underwriter for the collateral. They have outreached to contacts at Kraft, Culver's, Big Lots, Land of Nod, Ragu, Allstate Foundation, General Mills, Smucker's, Little Twig, Honest Tea, Dean Foods, International Delight, and others, with hopes that they might serve as pathways/provide referrals.

### **Library Champions**

The ongoing economic situation continues to affect marketing and philanthropic dollars, which has resulted in increased activities to reach out to potential Library Champions. In September, the office reached out to 175 social responsible company prospects and 50 lapsed Library Champions (former Library Champions, who had not been an active member of that group for at least 18 months) via direct mail. In December, the office contacted 33 first-time exhibitors at Midwinter Conference to introduce them to the opportunity of joining our Library Champions. During Midwinter, Development staff followed-up with targeted visits of select first-time exhibitors on the exhibit floor. In April, 326 exhibitors at the ALA 2010 Annual Conference were identified as potential Library Champion prospects and contacted via email and direct mail.

Efforts to reach out to Annual Conference exhibitors so far have resulted in one new Library Champion. Unfortunately, three companies have decided not to renew their membership this year. Two of the companies expressed that loss in income had forced them to reduce overall giving and sponsorship activities, but they are inclined to renew their membership when their economic situation improves. Presently, there are 40 Library Champions.

Ongoing activities with potential members highlight both the value of the sponsorship program to the donor, as well as how their support is impacting ALA's *Campaign for America's Libraries*. Development staff will continue to build on its strategy to pursue existing relationships with ALA conference exhibitors to increase awareness of the Library Champions program. In addition, staff continues to work with our updated list of socially responsible companies to identify potential prospects.

### **Public Library Funding and Technology Access Study**

The Public Library Funding and Technology Access Study is a multi-year project that builds on the longest-running and largest study of Internet connectivity in public libraries. The study assesses public access to computers, the Internet and Internet-related services in U.S. public libraries, as well as the impact of library funding changes on connectivity, technology deployment and sustainability in FY2007-2009. The project is currently made possible by a generous donation from the Bill & Melinda Gates Foundation and the American Library Association.

The Foundation has declined to support a third extension of the study. The grant period ends on 8/31/2012. The Office for Research and Statistics, the external principal researchers to the project, John Carlo Bertot and Charles McClure, and the Development Office have been

developing a case statement and a fundraising plan which seeks \$1 million per annum from a single or multiple funding sources.

### **Planned Giving**

The Development Office continues to work closely with several individuals who have indicated their interest in making a planned gift to the Association or have included one of ALA's divisions, offices or round tables in their estate plans. The office continues to work with divisions to identify and reach out to potential planned giving prospects.

In an effort to raise the awareness of ALA's planned giving program, the ALA Past Presidents Annual Conference Reception includes Legacy Society members in addition to our major supporters and Library Champions. A Legacy Society donor recognition wall is on display at conferences. Members of the ALA Legacy Society are able to add a ribbon to their conference badge, further raising awareness of our planned giving program on a one-on-one basis with other members. ALSC highlights Legacy Society members during the Newbery Caldecott Banquet.

### **Relief Funds for Haiti and Chile libraries**

As of June 8, 2010, the total giving to Library Relief Fund for Haiti was \$18,108. The amount includes a generous gift of \$7,500 from SirsiDynix. The total giving for the Library Relief Fund for Chile was more than \$650. At the 2010 Annual Conference, the Office for International Relations will be sending text messages to encourage donations to the Library Relief Fund for Haiti.

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## **External Activities**

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### **Bill and Melinda Gates Foundation**

In May 2010, the Office for Information Technology Policy (OITP) submitted a proposal for a grant request of \$150,000 in support of a Policy Advocate in its office. This individual will be assigned to carry out advocacy and communication activities to help ensure that the library community is included in national conversations on telecommunications policy. This request is to provide funding for two years after which ALA finances are expected to recover in concert with the general economic stabilization and recovery of the library sector and the national economy.

### **Boeing Company**

In May 2010, the Office for Diversity (OFD) received notification from the Boeing Company that their guidelines for the One Boeing Fund had changed. In 2010, their focus will be projects associated with Saudi Arabia, the Middle East or India. ALA has been encouraged to discuss other partnership opportunities in the fall. In August 2010, Keith Michael Fiels will be meeting with Anne Roosevelt to discuss the possibility of an Advisory Committee meeting for the Spectrum Presidential Initiative hosted by the Boeing Company or the Roosevelt Institute.

### **Carnegie Science Center**

In April 2010, the American Association of School Librarians (AASL) with the support of the Development Office submitted a collaborative proposal with the Carnegie Science Center (Pittsburg, PA) to the Motorola Foundation for a total grant request of \$296,000 of which \$43,975 is allocated to AASL for print and mail reminder notices to school librarians and an additional \$25,000 to cover the implementation, evaluation and administrative costs associated with conducting the survey. The duration of this project is approximately one year.

The proposal centers around the Girls, Math & Science Partnership (GMSP) program of Carnegie Science Center, which aims to encourage girls ages 11-17 to pursue interests, degrees, and careers in science, technology, engineering, and math (STEM). The funding will support the production and distribution of 12,000 toolkits to middle school libraries with a staff school librarian in all fifty states. The Can\*TEEN toolkit is an educational resource that inspires girls to see themselves in STEM careers. It includes the curriculum/resource CDs, activity cards, and a timeline poster of women in science packaged in a media case that is ideal for library shelf storage and circulation.

AASL will develop a tip sheet for school library personnel to promote usage of the Can\*TEEN resource. After the initial roll-out, AASL will survey school librarians who have received the kit via an online survey to help assess the usage of the toolkit at those middle schools.

### **Combined Federal Campaigns-Independent Charities of America**

ALA received notification that our application to join the combined federal campaign was approved. The Development Office continues to work through the various steps with our consultant, Maguire and Maguire, to reach out to Federal civilian, postal and military donors during the pledge campaign season (September 1<sup>st</sup> to December 15<sup>th</sup>). ALA will be listed under Education.

The combined federal campaign is the world's largest and most successful annual workplace charity campaign, with more than 300 CFC campaigns throughout the country and internationally to help to raise millions of dollars each year.

### **Dollar General Literacy Foundation**

In May 2010, the Association for Library Service to Children (ALSC) and Young Adult Library Services Association (YALSA) with the support of the Development Office submitted a joint grant proposal to Dollar General Literacy Foundation. ALSC has asked for activity support which will promote El día de los niños/El día de los libros (Children's Day/Book Day). YALSA has asked for support on the development of Spanish language brochure for teens and specific activities promoting Teen Read Week.

In June 2010, the American Association of School Librarians (AASL) and the Development Office received a grant of \$200,984 for the extension of the Beyond Words Dollar General School Library Relief Fund.

### **Fetzer Institute**

In June 2010, the Public Programs Office will be submitting a development and implementation grant proposal to the Fetzer Institute for a new public library program on spirituality.

### **Institute of Museum and Library Services**

In November 2009, three units submitted grant applications to the Institute of Museum and Library Services (IMLS) for the Laura Bush 21st Century Program.

ALA-APA seeks funding of \$590,110 for the *Recognizing Value - Encouraging Growth: The National Library Support Staff Certification Program*. The goals of the program are to improve the skills of public and academic Library Support Staff (LSS) and the services they provide. This grant will focus on four objectives: 1) disseminate information on the availability, accessibility and value of the Library Support Staff Certification (LSSC); 2) add additional approved courses and competency sets for specializations; 3) collaborate with state libraries and Library Technical Assistant programs to develop reciprocity agreements and promote the LSSC Program; and 4) measure the impact of the program on participants and the services they provide in their libraries.

Office for Diversity seeks funding of \$282,748 for *Discovering Librarianship—The Future is Overdue* which will increase the number of ethnically diverse college and high school students interested in careers in librarianship by assembling a cohort of early career librarians from across the country to participate in the development of effective recruitment materials and messages and serve as in-the-field recruiters at regional career, cultural, and educational events.

YALSA seeks funding of \$728,199 to launch a three-year train-the-trainer pilot program in partnership with three states (Connecticut, New Mexico, West Virginia) to provide training in young adult services to those public libraries who are, for whatever reason, without a full-time young adult services librarian on staff. This project will build greater skills and abilities among 2,075 librarians and library staff in the workforce through the provision of blended learning opportunities that include a combination of face-to-face trainings and web-based mentoring and instruction. Topics covered will include: adolescent development and positive interactions with teens; the role of the library in the lives of teens; and current best practices for serving teens in public libraries (e.g., collection development and teen-centered programming.)

### **McCormick Foundation**

The Office for Diversity (OFD) submitted a proposal to the McCormick Foundation for the support of the Spectrum Presidential Initiative: National Initiative for Inclusivity in America's Libraries. Keith Michael Fiels and Kim Olsen-Clark met with Foundation staff in April 2009 to discuss the initiative and formally submit the proposal.

### **National Endowment for the Humanities**

In April 2010, the Public Programs Office (PPO) received a renewal grant in support of PRIME TIME FAMILY READING TIME®, an award-winning reading, discussion and storytelling series

offered by PRIME TIME FAMILY READING, Inc., an affiliate of the Louisiana Endowment for the Humanities (LEH).

In May 2010, the Public Programs Office (PPO) received a new grant from NEH in support of library programs using the documentary "Louisa May Alcott: The Woman Behind Little Women." In addition, PPO received a supplemental grant from NEH in support of the traveling exhibit, "Lincoln: The Constitution and the Civil War."

### **Verizon Foundation**

In May and June 2010, the Development Office has been working with Verizon Foundation staff to give assistance to their Verizon Thinkfinity Suite at the 2010 Annual Conference in DC. In May 2010, the Verizon Foundation launched its new design and content for Thinkfinity.org. The website provides nine discipline-specific, standards-based Web sites. Each site includes lessons for teachers, activities to use in and out of the classroom, games for young children and teens, adult literacy resources and reference materials for anyone in the education field, as well as for parents and afterschool practitioners. The Verizon Foundation is sponsor of the Opening General Session.

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### **ALA Development Office Operations**

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The office continues to make improvements in gift processing, online giving, and developing policies and procedures to handle cultivation and stewardship in an efficient and effective manner. The ALA Development Office has been reviewing its efficiencies and making changes to help with workflow.



Spectrum Presidential Initiative

Roster

**Spectrum Presidential Initiative Executive Committee**

Camila Alire, ALA President

Betty Turock, Chair

Roberta Stevens, ALA President-Elect

James Rettig, ALA Immediate Past President

Keith Michael Fiels, ALA Executive Director

**Spectrum Presidential Initiative Task Force Members**

Lizbeth Bishoff, Director, Digital and Preservation Services, BCR

Carol Brey-Casiano, Director of Libraries, El Paso Public Library

Greg Calloway, Associate Executive Director, ALA Finance & Accounting

Tracie Hall, Consulting Analyst, Boeing Corporation

Terri Kirk, School Librarian, Reidland High School

James Neal, Vice President of Information Services  
and University Librarian, Columbia University

Patricia Smith, Executive Director, Texas Library Association

Winston Tabb, Sheridan Dean of University Libraries,  
Johns Hopkins University Sheridan's Libraries

**Spectrum Presidential Initiative Honorary Co-Chairs**

Kareem Abdul-Jabbar, retired NBA player, Author, Coach, Actor

Julia Alvarez, author

Rudy Anaya, Author

Tiki Barber, sports broadcaster and author

Kevin Clash, author, voice artist and puppeteer

Rickey Minor, music director, composer, music producer

Walter Mosley, author

Charles Ogletree, Harvard Law Professor

Paula Poundstone, Social Commentator and Comedian

Sharon Robinson, author (daughter of Jackie Robinson)

Luis Rodriquez, author

Richard Rodriguez, Author and Writer

**Spectrum Presidential Initiative Advisory Committee**

Alandra Byrd-Washington, W. K. Kellogg Foundation

Donald Cooke, McCormick Foundation

Lynda James-Gilboe, ProQuest

Jay Jordan, OCLC Online Computer Literacy Center, Inc.

Carroll Joynes, University of Chicago Cultural Policy Institute

Ricardo Millett, Millett and Associates

Karen Proctor, Scholastic Inc.

Monica Rabassa, Univision Radio

Anne Roosevelt, The Roosevelt Institute

Arthur Sussman, John D. and Catherine T. MacArthur Foundation

Denine Torr, Dollar General Literacy Foundation