TO: ALA Executive Board

RE: Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT:

ALA Development Office information report

CONTACT:

Keith Michael Fiels, Executive Director, ALA
Kim Olsen-Clark, Director, ALA Development Office, kolsen-clark@ala.org

DRAFT OF MOTION:

DATE:

March 23, 2011
Executive Summary

The purpose of the Development Office report to the ALA Executive Board Members is to provide an account of the progress made by ALA and its units in their strategic fundraising efforts. As represented by the level of gifts made and actionable next steps developed with various donors, significant progress has been made in the advancement of the fundraising continuum (i.e., identify, qualify, cultivate, solicit, steward) culture within ALA and its units.

The primary focus of the Development Office has been ensuring that our fundraising systems, structures and services fully support ALA-wide goals. Since our last report to the Executive Board in December 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. Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA.

Accomplishments

• As of 3/23/2011, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is $610,097, or 61% of the goal.
• The Office for Diversity submitted a proposal to the Bill & Melinda Gates Foundation for the Spectrum Scholarship Program.
• Letter of inquiries submitted to Hugh Stuart Center Charitable Trust and May and Stanley Smith Charitable Trust on behalf of the Spectrum Presidential Initiative.
• Office for Diversity and Development Office met with the Global Corporate Citizen staff at The Boeing Company in February and received invitation to submit a concept idea for Spectrum Leadership Institute.
• In March, Development Office met with ProQuest staff to discuss follow up steps on the letter sent to conference exhibitors by Marty Kahn and Jay Jordan on behalf of the Spectrum Presidential Initiative.
• ALA President Roberta Stevens and ALA Executive Director Keith Michael Fiels to meet with Jay Jordan, OCLC President and CEO, to discuss the Spectrum Presidential Initiative in April.
• PLA received a grant of $816,862 from the Bill & Melinda Gates Foundation for a planning grant which would contribute to the development, implementation and adoption of Technology Benchmarks for public libraries.
• OITP received a grant of $175,697 from the Bill & Melinda Gates Foundation to fund the development of a set of benchmarks to guide public libraries in sustaining and improving public access technology (PAT).
• PIO and Metropolitan Group finalized a media partnership with Lifetime (cable television media sponsor) in December 2010, granting ALA $38,000 to support the development of :15 and :30 PSAs. Lifetime has also agreed to air the PSAs based on availability across their A&E and Lifetime Networks.
• In April, ALSC, YALSA and Development Office met with Dollar General Literacy Foundation reviewed the Everybody Reads @ your library grant and discussed the
submission of a new proposal which would further support Diá and Teen Read Week programs.

- RUSA received confirmation from the FINRA Foundation that Smart investing @ your library was successful in its submission of a two-year agreement extension of $499,353 for Round V and VI (2011-2013) in March.

- PPO received a grant of $300,000 from the Fetzer Institute to develop resources that will enable public audiences to engage in a meaningful examination of a spectrum of issues related to love, forgiveness and/or compassion and everyday life.


- The Development Office is working with three individuals who have expressed interest in giving an estate gift to the Association.

- Marijke Visser, ALA Washington Office, and Development Office on behalf of the Office of Research and Statistics talked to Pew Internet & American Life Project about future collaborations. Arrangements have been made to introduce the new director of ORS (when hired) to Pew Staff via a site visit to Washington, D.C.

- In May, on behalf of YALSA, the Development Office has arranged to discuss collaboration opportunities with the trustees of the Margaret A. Edwards Trust in Baltimore.

- OITP met with Carnegie Corporation of New York to discuss the Foundation’s plans for their 100th anniversary (November 2011-October 2012). Follow up conversations to be scheduled.

- PPO has submitted a proposal to NEH under their Digital Humanities Start-Up Grants program.

- Following collaboration with ALA President Roberta Stevens, AASL President Nancy Everhart and the Executive Directors of AASL, ALSC and PLA, the Development Office submitted an editorial article highlighting the role of libraries and librarians as they relate to literacy and the needs of the 21st Century learner for MediaPlanet and USA Today.

- Development Office is finalizing a new scholarship with the Washington Office. The ALA/LCA Robert L. Oakley Memorial Scholarship will support research and advance study in intellectual property, public policy, copyright and their impacts on libraries and the ways libraries serve their communities. The first scholarship of $1,000 from the Oakley endowment will be offered in Fall 2011.

- Paul Graller, Conference Services, and Development Office met with staff of the online company, Scribd, to discuss sponsorship opportunities at conference plus ALA Library Champion and Corporate membership.

- For the Library Champion program, ten private foundations were identified and approached in March regarding support to The Campaign for America’s Libraries.

- Two Library Champions, Dollar General and FINRA Foundation, are now supporting The Campaign for America’s Libraries at the $10,000 level.
• Amy McGuigan, Conference Services, and Development Office are in discussions with Focus Features about a private advance screening of a major motion picture for the 2011 ALA Annual Conference in New Orleans.

• Sweepstake and give-away proposal submitted by Development Office and PIO on behalf of atyourlibrary.org to Warner Bros. (Harry Potter DVD 7a release)

• ALA is an alliance partner with America’s Promise. Its goal is to ensure that all young people graduate from high school ready for college, work and life through their Grad Nation Movement.

• The Development Office is exploring an alliance partnership between ALA and the National Civics League. Activities will be linked to their All-American City Award and give support to their new reading campaign.

• The Development Office has been working with the Read it Loud! Foundation on their upcoming launch in April-May of a new reading campaign. ALA is a coalition partner with the Center for the Book in the Library of Congress and the Read it Loud! Foundation.

• Support to ALA President Roberta Steven’s Frontline Fundraising Initiative Committee by managing the production of an interactive pdf of the toolkit for use by library trustees and public library staff.

• Initial strategic discussions between the Development Office and the Office for Intellectual Freedom to develop a fundraising plan for Banned Books Week.

• Development Office will be identifying and soliciting various corporate and foundation prospects on behalf of the coalition between ALA and state library associations for 2012 Snap Day.

• ALA Development Office and the Chapter Relations Office are talking to various Allstate staff about concept ideas focused on financial literacy programs.

• Strategic discussions with the Exhibits Round Table (ERT) about the Hoy Scholarship.

• Ongoing collaborations between the Development Office and Government Documents Round Table (GODORT), International Relations Round Table (IRRT) and Retired Members Round Table (RMRT) on the development of fundraising plans.

• Identification and qualification of prospects for an annual giving drive to The Campaign for America’s Libraries.

• Further strategic discussions for an ALA-wide planned giving campaign. ALA Development Office/Legacy Society will be sponsoring a Retired Members Round Table event at conference.

ALA Fundraising Priorities

Spectrum Scholarship Program and Spectrum Presidential Initiative
As of 3/23/2011, the amount contributed to the Spectrum Presidential Initiative in gifts and pledges is $610,097, or 61% of the goal.

Under the leadership of ALA Presidents, 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. The goal is to raise $1 million in an effort to double the amount of award scholarships, increase the endowment, provide two-$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.

The Dinners for Spectrum Scholars continues to be a popular idea to raise gifts towards the Spectrum Scholarship or the Spectrum Endowment. On the Spectrum Presidential Initiative web site (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.

**Spectrum Task Force and Spectrum Committees**

Members of the Spectrum Task Force continue to reach out to their constituents under their assigned charge.

The committees are State Chapter Coordinating Committee (Chair: Pat Smith), Student Chapter Coordinating Committee (Chairs: Jim Rettig and Courtney Young), Library Education Coordinating Committee (Chair: Tom Wilding), Dinners for Spectrum Scholars Coordinating Committee (Chairs: Em Claire Knowles and Ken Yamashita), Spectrum Proposal and Case Statement Reviewing Committee (Chair, Proposals: Pat Tarin and Chair, Case Statement: Carla Stoffle), Spectrum Scholars Giving Committee (Chair: Mark Puente), Spectrum Fundraising Progress Coordinating Committee (Chairs: Loriene Roy, Nancy Allen), and Outreach to Libraries Coordinating Committee (Chairs: Janice Welburn and Ramiro Salazar).

**Completed under Phase I**

Meetings at 2010 Midwinter Meeting and Annual Conference

- Divisions
- Affiliations
- ALA Board

Tailored donation letters mailed to

- ALA Past Presidents
- Executive directors of public libraries
- Executive Directors (or contact name on file) of state associations
- Presidents and/or CEOs of companies and other library-related businesses
- Spectrum Scholar Alumni

Tailored e-mail messages
• ALA Council

Completed under Phase II
Meetings at 2011 Midwinter Meeting
• Divisions
• Round Tables

Recognition
• Spectrum Scholarship Booth
• Special Recognition Signs
• Distribution of pins and ribbons

Tailored messages
• ALA Council (e-mails and from podium)

Phase III (in development)
• Thought leaders meeting (early fall, possibly Washington DC)
• Integration of Spectrum Presidential Initiative messages into existing planned giving marketing efforts at conference
• Distribution of pins and ribbons at conference
• Challenge match announcement during Opening General Session
• Personal meetings with key exhibitors

Partnership Building for the Spectrum Presidential Initiative
The ALA Development Office continues to reach out to corporate and private foundations to update and engage them on the Spectrum Presidential Initiative.

Recent meetings
Kellogg Foundation (August); Univision Radio (July); Bill & Melinda Gates Foundation (July); American Humanics (July); and Professor James Cash, board of director at Wal-Mart Corporation and GE Corporation (September); Bill & Melinda Gates Foundation (November)

In strategy development
Annenberg Foundation; GE Corporation; May and Stanley Smith Charitable Trust, Carl and Lily Pforzheimer Foundation, Inc. and Lake Placid Foundation

Proposals under consideration
Bill & Melinda Gates Foundation, Institute of Museum and Library Services, Scholastic, Inc.
Spectrum Honor-Roll of Donors

$100,000 – $250,000
Medical Library Association/National Library of Medicine*
Dr. Betty J. Turock and Turock Family

$50,000-$99,999
ProQuest

$15,000-$49,999
ALA Executive Board

$5,000-$14,999
ALA Council
ALA Past Presidents
ALA Spectrum Scholarship Recipients
American Association of School Librarians, a division of ALA
Asian/Pacific American Librarians Association
Association of College and Research Libraries, a division of ALA
Association for Library Services to Children, a division of ALA
Black Caucus of ALA
Gregory Calloway 2009 Chicago Marathon Run
Chinese American Librarians Association
OCLC Online Computer Library Center
Molly Raphael
REFORMA, National Association to Promote Library & Information Services to Latinos and the Spanish Speaking (REFORMA)

Friends and Family of Dr. Betty Turock and Gus Friedrich, in honor of their marriage*
Young Adult Library Services Association, a division of ALA

$1,000 – $4,999
Dr. Camila A. Alire
Lucas Alvarez
American Indian Library Association
American Library Association – Chicago Headquarters Staff
Association for Library Collections and Technical Services, a division of ALA
Bank of America
Kathleen Bethel
Gregory L. Calloway
iSchool at Drexel and Drexel University
Barbara Eschner and Dick Cantley Dinner, in memory of Ron Clowney*
Keith Michael Fiels
Barbara Ford
Honor-Roll of Planned Giving Donors to Spectrum Scholarship Program

William Gordon
Em Claire Knowles*
Dr. Betty Turock

*NEW

@ Your Library E-Magazine
ALA’s e-magazine pilot project, @ your library (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 ALA Development Office and American Libraries Marketing continue to approach several companies about the development of web-based projects/content on www.atyourlibrary.org. Leonard Kniffel and the ALA Development Office will be working on a strategic plan to expand fundraising efforts for the website.

**Campaign for America’s Libraries**

With the guidance of the Metropolitan Group, 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 atyourlibrary.org. Scholastic *Parent and Child* magazine have also agreed to: six print PSAs (Sept 2010-2012), editorial content opportunities, web presence, and other co-branding opportunities with the 2010 August/September issue. The donated ad value of these placements is expected to be at least $275,000 over the two-year period.

A media partnership with Lifetime (cable television media sponsor) was finalized December 2010, granting ALA $38,000 to support the development of :15 and :30 PSAs. Lifetime has also agreed to air the PSAs based on availability across their A&E and Lifetime Networks. They have also given ALA full-use rights of the PSAs. This grant has enabled ALA to hire Parallax, an award winning PSA and commercial multi-media firm, to produce the PSAs, expected out just in time for National Library Week in April. Parallax has developed a concept that is estimated to have the equivalent production value of a PSA with a budget two-to-three times the value of the grant. Lifetime will also provide technical and in-kind support to ensure
that the PSAs are produced to the highest quality. Metropolitan Group is managing the production of the PSAs and providing creative strategy.

On the fundraising side, Metropolitan Group continues to provide strategic counsel in making the case for integrating the initiative into conversations with current ALA funders, such as IMAX and Verizon; and is currently reaching out to new partners, focusing on cause-related opportunities with companies marketing to parents of young children; and foundations interested in making a philanthropic gift to support the child-parent connect aims of the initiative.

Library Champions
For the current year, the Development Office is pursuing a strategy which builds a stronger connection between the support of our Library Champions, ALA’s Campaign for America’s Libraries, and the resulting impact on our communities. A first Library Champions newsletter was sent in December 2010 with another newsletter in the works for spring 2011. At Midwinter in San Diego, donor recognition displays were revised to feature the impact on the Campaign for America’s Libraries more prominently. Donors were also thanked and the Library Champions program was promoted during the ERT reception at Midwinter. Two new members have been added this year: Rowman & Littlefield Publishing and Sisters in Crime, Inc.

Outreach to potential supporters within the library vendor community is being augmented with proposals to foundations and corporations. Through research, ten private foundations were identified and approached in March. An additional thirty non-vendor companies were identified and will receive inquiries or proposals for support this spring.

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 ALA 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. Three individuals have expressed
interest in giving an estate gift to the Association. 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.

In March 2011, planning and implementation discussions about an ALA-wide planned giving campaign were held between ALA President Roberta Stevens, ALA Treasurer James Neal, ALA Executive Director Keith Michael Fiels and the Development Office.

In preparation for the planned giving campaign, expanded donor research is currently in development. New collateral materials for individual distribution and at Annual Conference are being prepared as well as new recognition signs for the Legacy Society. Additionally, ALA leadership and the Development staff are exploring the possibility to add charitable gift annuities as a giving option for our donors.

**Relief Funds for Haiti and Chile libraries**
As of March 23, 2011, the total giving to Library Relief Fund for Haiti was $37,735.72, 47% increase from December 2010. Text messaging received to-date: $1,290 (129 gifts of $10). Support includes a generous gift of $7,500 from SirsiDynix and $1,000 from LexisNexis Academic & Library Solutions. The total giving for the Library Relief Fund for Chile was $1,267, 29% increase from December 2010.

**External Activities**

**AARP Foundation**
Following a meeting in October 2010, ALA President Roberta Stevens and ALA Executive Director Keith Michael Fiels submitted a proposal for a partnership between the American Library Association and the AARP Foundation in December 2010. The planning and implementation grant would increase awareness among AARP members of the many ways in which libraries can contribute to their lives.

**Bill and Melinda Gates Foundation**
With the support of the Development Office, the Office for Diversity submitted a proposal to the Foundation in support of the Spectrum Scholarship Program.

In March 2011, OITP received a grant of $175,697 from the Gates Foundation to fund the development of a set of benchmarks to guide public libraries in sustaining and improving public access technology (PAT). The purpose of the benchmarks is to provide guidance in
technology and management practices necessary to provide up-to-date PAT service and to provide advocacy tools to use with decision-makers and the public in justifying funding requests. The overall initiative will be collaborative, under the leadership of the Urban Libraries Council, and involve many partners from the library and public administration community organized into a formal partnership called the “Roundtable.”

In March 2011, PLA received a planning grant of $816,862 from the Foundation in support of Public Access Technology Benchmarks. From February 2011 through January 2013, PLA will partner with the Gates Foundation and the Benchmarks Roundtable to contribute to the development, implementation, and adoption of Technology Benchmarks for public libraries. The planning grant includes PLA’s participation in the IMLS Digital Inclusion Framework discussion, collaboration with the Roundtable in development of the Benchmarks, and taking the lead on curriculum development and training-the-trainer. Specifically, PLA will create a plan to inform the development of a Benchmarks-based training curriculum addressing a range of library competencies. The plan will guide the development of concrete and specific training objectives, a benchmarks curriculum and a curriculum for training trainers. This train the trainer (TTT) curriculum will be used to train a select group of trainers from Benchmark Roundtable partners at the state libraries of California, Oklahoma and Texas, as well from Lyrasis. Additionally, PLA will work collaboratively with its partners on a plan of communication and outreach.

**Boeing Company**
Office for Diversity and Development Office met with the Global Corporate Citizen staff at The Boeing Company in February and received invitation to submit a concept idea for the Spectrum Leadership Institute.

**Carnegie Corporation of New York**
OITP met with Rookaya Bawa to discuss the Foundation’s plans for their upcoming 100th anniversary and possible ways that ALA and libraries can participate in events. The Foundation’s celebration calendar will be from November 2011 to October 2012.

**Carnegie Science Center**
In April 2010, 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. In August 2010, we received word that the grant was accepted; however, total funding was only approved for $150,000.

Carnegie Science Center has just recently completed a search for a new Executive Director, who stepped into that position in December 2010. Due to the organizational changes at Carnegie Science Center, revisions to the scope and a new roll-out date for the grant have been discussed with Motorola, and a timeline extension has been granted. A revised budget and deliverables will be finalized at the end of March/early April 2011.
Dick and Betsy DeVos Foundation
The Dick and Betsy Devos Foundation declined the proposal in support of the Spectrum Scholarship Program.

Fetzer Institute
PPO received a grant of $300,000 from the Fetzer Institute to develop resources that will enable public audiences to engage in a meaningful examination of a spectrum of issues related to love, forgiveness and/or compassion and everyday life.

H. W. Wilson Foundation
The H.W. Wilson Foundation declined the proposal in support of the Spectrum Scholarship Program.

Institute of Museum and Library Services
In December 2010, YALSA and the Office for Diversity submitted proposals to the Institute of Museum and Library Services (IMLS) for the Laura Bush 21st Century Librarian Program. Announcements will be made in June 2011.

Proposal submitted by YALSA. *Closing the Service Gap: Empowering Public Library Staff to Serve Teens* will work with three state library agencies (Connecticut, New Mexico and West Virginia) to improve the competencies for generalist librarians and library staff who serve teens through a train-the-trainer pilot project that offers coaching and continuing education devoted specifically to adolescent behavior and development, young adult resources, services, and programming, and that allows generalist librarians and support staff in public libraries to gain experience through the trainings they provide to their peers with the support of master trainers and colleagues in a newly-created online learning community.

Proposal submitted by the Office for Diversity. *Technology Transforms Communities: The Spectrum Scholarship Program* will increase the number of Spectrum Scholarships awarded to ethnically diverse students pursuing Master’s degrees in library and information science and provide an enhanced professional development curriculum focused on technology in libraries and its impact on ethnic communities.

Proposal submitted by the Office for Diversity. *The Spectrum Doctoral Fellowship Program: Building Change* will provide tuition and stipends for eight ethnically diverse students pursuing their PhD in library and information science at one of twenty participating academic programs. Funding from IMLS will support Fellows’ first two years of study while participating programs will fund subsequent years of required study.

In February 2011, three proposals were submitted to IMLS for the National Leadership Grants Program. Announcements will be made in September 2011.
Proposal submitted by ACRL. *Building Capacity for Demonstrating the Value of Academic Libraries* will provide funding for ACRL, in partnership with the Association for Institutional Research, the Association of Public and Land-grant Universities, and the Council of Independent Colleges, to convene two national summits that address the need to build the library profession’s capacity to document and communicate library value in alignment with academic institutional goals. The outcomes of these summits will be the basis for a white paper that summarizes findings of the summits and sets a framework for future action. The grant activities will occur October 1, 2011-September 30, 2012. Proposal submitted by ACRL.

Proposal submitted by Office for Research and Statistics. *Libraries Matter: Research on the Impact of Libraries* will develop a comprehensive plan to create an online resource of impact statements from value assessment research conducted for public, school, and academic libraries. Although value assessment research can be retrieved through standard indexing services, no resource currently exists that clearly identifies impact statements. The output of this planning grant will be a comprehensive plan for developing an online resource that focuses on impact statements and meets both the existing and emerging needs of researchers and practitioners. A second output will be a working prototype online resource of impact statements that meets the criteria established by the Working Group for usability and effectiveness. The grant activities will run from October 1, 2011 to September 30, 2012.

Proposal submitted by PPO. *ALA and StoryCorps* proposes a four-month planning grant as the beginning of a multi-year collaboration, making accessible StoryCorps services to public libraries across the country. Drawing on the knowledge of a diverse advisory group of library professionals, ALA and StoryCorps will convene a Board of Advisors to aid in the planning and design of this collaborative national program. In doing so, we will create a replicable model resulting in increased programming opportunities at libraries and collection growth that can benefit institutions of all sizes and their communities. The outcome of the proposed planning grant is a program plan to be submitted as an IMLS National Leadership Project proposal in 2012.

**Medical Library Association and National Library of Medicine**

In December 2010, the Office for Diversity received a 10-year pledge of $13,000 per annum from the Medical Library Association and National Library of Medicine in support of the Spectrum Scholarship Program.

**National Endowment for the Arts**

In July 2010, PPO submitted two proposals to the National Endowment for the Arts for continued support for its poetry showcase at ALA annual conference and to tour authors of Great Stories Club program books.
National Endowment for the Humanities
PPO is working with the Folger Shakespeare Library and the National Endowment for the Humanities on a two-year project for a traveling exhibition, titled “Manifold Greatness: the Creation and Afterlife of the King James Bible.” Details about the project will be announced in Spring 2011.

PPO has submitted a proposal to NEH under their Digital Humanities Start-Up Grants program. The proposal will support the eventual creation of a unique documentary film programming tool to enhance humanities learning for adult audiences. Start-up activities include forming an advisory committee of scholars and filmmakers, surveying programmers, researching films and filmmakers, creating a software framework and identifying desirable custom use modules. The tool will be designed to be a one-stop, easily navigable digital framework for finding documentary films supported by the NEH and other films with humanities themes, indexed by criteria such as humanities topics, humanities experts, and film titles. Filmmaker contacts and comments; articles and video or audio presentations by scholars; film clips; film program ideas; and educational materials such as curriculum and discussion guides will be included.

National Science Foundation
PPO is working with the National Science Foundation on two science traveling exhibitions being developed with the Space Science Research Institute, Boulder, Colorado. Details about the project will be announced in May-June 2011.

NextBook, Inc.
In November 2010, PPO announced three new traveling exhibits focusing on Jewish artists who have contributed to the culture of America and the world through their lives and work. The exhibits were developed by Nextbook, Inc., a nonprofit organization dedicated to supporting Jewish literature, culture and ideas, and the ALA Public Programs Office, with funding from Nextbook. The national exhibit tours have been made possible by grants from the Charles H. Revson Foundation, the David Berg Foundation and an anonymous donor, with additional support from Tablet Magazine: A New Read on Jewish Life.

Open Society Institute
The Office for Intellectual Freedom is discussing concept ideas focused on media transparency and integrity with Institute staff.

Read it Loud Foundation
The Development Office has been working with the Read it Loud Foundation on their upcoming launch in April-May of a new reading campaign. ALA is part of a coalition made up of the Founders (Read it Loud! Foundation and the Center for the Book in the Library of Congress) and an ever-growing group of partners drawn from the public and private sector, community organizations, affinity groups and businesses, literacy and early childhood experts and caring individuals.
Scholastic Inc.
With the support of the Development Office, the Office for Diversity submitted a proposal to Scholastic, Inc. in support of the Spectrum Presidential Initiative.

Target Corporation
The California Library Association and the Development Office discussed marketing opportunities in support of the LA Times Book Festival with Target. Target is the major sponsor of the event. Though a partnership between Target and CLA did not come to fruition, the door was left open for future collaborations.

Other Fundraising Activities and General Operations

The Development 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. Changes range from simple ideas such as arranging a new filing system for grant proposals to more complex tasks such as working with iMIS consultants to improve existing donor reports from the fundraising module.

Frontline Fundraising Presidential Initiative Toolkits
The Development Office continues to support ALA President Roberta Steven’s Frontline Fundraising Initiative Committee by managing the production of an interactive pdf of the toolkit. The eight sections of toolkit cover best practices in donor relationship management and stewardship and will be adapted for use by volunteer and part-time fundraisers in a public library setting. The link to toolkit will be located in Advocacy University under the heading of Frontline Fundraising.

Annual Giving Campaign for The Campaign for America's Libraries
The Development Office has developed a fundraising plan for an annual giving program to The Campaign for America’s Libraries. The first phase includes a targeted mailing to individual donors which will be completed by April 2011.

MediaPlanet Literacy Report in USA Today
Following the collaboration with ALA President Roberta Stevens, AASL President Nancy Everhart and Executive Directors of AASL, ALSC and PLA, the Development Office submitted an editorial article highlighting the role of libraries and librarians as they relate to literacy and the needs of the 21st Century learner. The article was published in a MediaPlanet report on the topic of literacy. The report was published on March 18 and distributed through USA Today, reaching over 1.1 million readers in targeted markets across the United States.

MediaPlanet regularly produces these types of reports for publications like USA Today. Content is developed in collaboration with external organizations and individuals who are recognized as experts on the subject matter. The reports are distributed as a free inclusive through a number of high-profile print and online publications.
Preservation Week
Working with the Development Office, ALCTS will be identifying, cultivating and soliciting various corporate and foundation prospects for Preservation Week 2011 (April 24-30).

Banned Books Week
Working with the Development Office, the Office for Intellectual Freedom will be identifying, cultivating and soliciting various corporate and foundation prospects for Banned Books Week 2011 (September 24–October 1).

SNAP Day
Development Office will be identifying and soliciting various corporate and foundation prospects on behalf of the coalition between ALA and state library associations for 2012 SNAP Day. Snap Day was developed to aggregate stories in various media formats on how libraries provide invaluable services to communities. The compiled stories are showcased at various Library Advocacy Days.

Teen Read Week
Working with the Development Office, YALSA will be identifying, cultivating and soliciting various corporate and foundation prospects for Teen Read Week 2012.

Teen Tech Week
Working with the Development Office, YALSA will be identifying, cultivating and soliciting various corporate and foundation prospects for Teen Tech Week 2012.

AASL Learning for Life
Working with the Development Office, AASL will be identifying, cultivating and soliciting various corporate and foundation prospects for their Learning for Life (L4L) campaign.

ERT/Hoy Scholarship
In September, the Development Office was approached by the Chair of ERT to assist with the Hoy Scholarship. The goal expressed by ERT was to reach a funding minimum for the endowment with a possible transition of future management and fundraising responsibilities to ALA. The Development Office prepared and presented a fundraising model at the ERT meeting in October. ERT ultimately voted to limit fundraising activities at Midwinter to Hoy Scholarship display panels, and conduct more extensive fundraising activities for the Hoy Scholarship at ALA’s 2011 Annual Conference.

GODORT Fundraising Plan
Development Office staff has collaborated with the fundraising committee of GODORT to develop a fundraising plan. The plan covers online and traditional print/mail fundraising approaches for their annual giving campaign. An online giving campaign was launched in February 2011. A regular mail appeal is scheduled for April. The proposed plan has been designed to serve as a blueprint for fundraising assistance for other ALA Round Tables.
IRRT Fundraising Plan
Development Office staff consulted with the IRRT fundraising committee during Midwinter 2011 and discussed fundraising strategies similar to those currently rolled out for GODORT. Next steps are still being considered.

RMRT Fundraising Plan
Development Office staff will be consulting with RMRT to develop a fundraising plan at the 2011 Annual Conference. ALA Development Office/Legacy Society to sponsor a Retired Members Round Table event at conference.

Cultural Communities Fund
The Development Office will be giving support to PPO for their upcoming fundraising campaign to the Cultural Communities Fund in 2011.
Spectrum Presidential Initiative

Roster

**Spectrum Presidential Initiative Executive Committee**

Roberta Stevens, ALA President
Betty Turock, Chair
Molly Raphael, ALA President-Elect
Camila Alire, ALA Immediate Past President
Jim Rettig, ALA Past President
James Neal, Treasurer
Keith Michael Fiels, ALA Executive Director
Greg Calloway, Associate Executive Director

**Spectrum Presidential Initiative Task Force Members**

Lizbeth Bishoff
Carol Brey-Casiano
Tracie Hall
Luis Herrera
Terri Kirk
Patricia Smith
Winston Tabb

**Spectrum Presidential Initiative Committee Chairs**

Pat Smith, State Chapter Coordinating Committee
Jim Rettig and Courtney Young, Student Chapter Coordinating Committee
Tom Wilding, Library Education Coordinating Committee
Em Claire Knowles and Ken Yamashita, Dinners for Spectrum Scholars
Coordinating Committee

Pat Tarin, Spectrum Proposal Reviewing Committee

Carla Stoffle, Case Statement Reviewing Committee
Mark Puente, Spectrum Scholars Giving Committee

Loriene Roy and Nancy Allen, Spectrum Fundraising Progress Coordinating Committee

Janice Welburn and Teri Switzer, Outreach to Libraries Coordinating Committee,
College and University

Ramiro Salazar, Outreach to Libraries Coordinating Committee, Public 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 Rodriguez, 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