

**EBD # 6.3**

**2012-2013**

**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:**

**DATE:**

April 8, 2013

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## Executive Summary

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The purpose of the ALA Development Office report to the ALA Executive Board Members is to provide an account of the progress made by the American Library Association (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 continues to be made in the advancement of the fundraising continuum (i.e., identify, qualify, cultivate, solicit, steward) culture within ALA and its units.

### Accomplishments

Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA.

### *Strategic Priorities*

- As part of the Digital Content Working Group's work, ALA President Maureen Sullivan, President-Elect Barbara Stripling and ALA Executive Director Keith Michael Fiels met with the J.P. Morgan Chase Foundation to explore common interests.
- In March, Immediate-Past President Molly Raphael participated in a panel discussion at ASA's 2013 Aging in America Conference in Chicago. The ALA Public Programs Office and the Reference and Users Services Association (RUSA) gave assistance to Ms. Raphael on her presentation.
- ALA President Maureen Sullivan, Keith Michael Fiels, Mary Ghikas, Sr. Associate Executive Director, and the ALA Public Programs Office continue to have discussions with the Bill & Melinda Gates Foundation on *The Promise of Libraries Transforming Communities*.
- The ALA Public Information Office submitted a formal three-year grant proposal to the Carnegie Corporation of New York for the I Love My Librarian! Award.
- The Office for Information Technology Policy (OITP) has been invited to submit a proposal to the Bill & Melinda Gates Foundation for the enhancement of its capacity to develop national technology policy for the next generation of public libraries.
- OITP has been invited to submit a proposal to Google for a paper and the project management of a special convening to mark the 10<sup>th</sup> anniversary of CIPA's Supreme Court decision.
- The ALA Public Programs Office partnered with the Space Science Institute, Boulder, CO, and the Lunar and Planetary Institute, Houston, TX, on a proposal to the National Science Foundation for an expansion of the existing NSF-funded project, STAR Net: Science-Technology Activities & Resources for Libraries.
- The ALA Public Programs Office partnered with The HistoryMakers, Chicago, on a proposal to the National Science Foundation for a project that will create programs in libraries which use The HistoryMakers digital archive of the oral life histories of the nation's top African American scientists and other science-oriented educational materials.

- The ALA Public Programs Office and the Development Office continue to work closely with the AARP Foundation to craft a demonstration proposal which would be implemented in late 2013.
- In February, ALA submitted three grant applications to the Institute for Museum and Library Services' (IMLS) National Leadership Grant program and one grant application to the IMLS Sparks! program.
- The Office for Literacy and Outreach Services (OLOS) submitted a grant application to the Dollar General Literacy Foundation for the continuation of *American Dream Starts @ your library®* program.
- In a special mailing in March, the Development Office sent letters to 256 division-identified ALA members about the 15x15 planned giving campaign. The mailing included the informational brochure, "Heard You Need A Will?, Here's Why." This brochure was designed to encourage estate planning and highlighted the potential tax benefits of planned gifts.
- In June, the Public Information Office (PIO) will be hosting a planning meeting to discuss the future goals, objectives and outcomes of ALA's Campaign for America's Libraries. Members of the Public Awareness Committee, the Campaign for America's Libraries subcommittee, selected Library Champions and other stakeholders will be invited.

#### *Fundraising*

- In April 2013, RUSA and the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation announced the continuation of the *Smart investing @ your library®* program from March 2013 through February 2015. The agreement amount was \$538,846.
- In January 2013, YALSA announced a funded partnership with Best Buy to administer donations that will expand programs and improve digital services for teens in libraries across the country.
- The Office for Intellectual Freedom and Development Office have initiated conversations with SAGE Publications about support for Banned Books Week activities at annual conference, as well as exploring other opportunities with local Chicago businesses to promote the program.
- The ALA Development Office supported the following year-end annual fund drives:
  - GODORT reached out by mail to 1,664 members; \$3,790 raised.
  - NMRT sent an email appeal to 1,611; \$1,175 raised.
  - Campaign for America's Libraries sent a letter appeal; \$4,599 raised, a 33% increase from the 2011 appeal (no appeal in 2012).

### *Building the Profession*

- The Development Office will be presenting a panel at Annual Conference discussing ways to use images for community engagement and effective storytelling. One of the objectives of this program is to engage more libraries and ALA members in Library Snapshot Day which is managed by the Office for Library Advocacy (OLA).
- A retirement/planned giving program request has been submitted to the Black Caucus of ALA by Dr. Em Claire Knowles for their August 2013 conference. If accepted, the program will be facilitated by Kim Olsen-Clark and include panelists Dr. Knowles, Cynthia Vivian, director of ALA Human Resources, and a representative from TIAA-CREF.
- The ALA-wide Top Prospect meetings will be scheduled as a quarterly initiative to support ongoing donor relationship management, proposal development, and information sharing and coordination within the units.

### *Organizational Excellence*

- The ALA Development Office is completing its testing of grant management and grants financial tracking reports, and working with the Finance Office on streamlining grant record keeping and tracking procedures. These new reports and procedures will better support project management, donor relationship management, grant reporting and provide dashboards of current fundraising activities.

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## **ALA Fundraising Priorities**

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### **15x15 Planned Giving Campaign**

The ALA Development Office continues to work with several individuals who have indicated their interest in making a planned gift to the Association in their estate plans, and continues to provide reports, resources and staff expertise to ALA units to assist with marketing and member outreach efforts.

With the Task Force for Planned Giving having fulfilled its purpose of helping define and launch the campaign, the ALA Executive Director Keith Michael Fiels and the Development Office will be working with President Maureen Sullivan on appointments to the new ALA Advisory Fundraising Committee. Jim Neal, chair of the Task Force, will transition to serving as chair of the ALA Advisory Fundraising Committee.

As of April 1, 2013, 21%, or more than \$3 million of the \$15 million goal has been reached.

<b>15x15 ALA Planned Giving Campaign</b>	
Total Goal:	\$15,000,000
Achieved:	\$3,099,000
% of Goal:	21%
Average gift:	\$119,192

#### Actions:

- Using a division-tailored version of the planned giving message from Chair Jim Neal to ALA members (January/February 2013 issue of *America Libraries* magazine), the following divisions will be including Jim Neal's 15x15 message in their upcoming print or online journals:
  - AASL (May/June issue of Knowledge Quest, with a follow-up ad scheduled for September/October),
  - ACRL (April issue of CHOICE),
  - ALSC (April issue of Children & Libraries),
  - PLA (April issue of PLA Magazine, with a follow-up ad scheduled for June)
  - YALSA (April issue YALSA Magazine).
- In January 2013, the Development Office sent a targeted email update to 452 potential planned giving prospects ages 70½ and above. Prospects in that age bracket were eligible to take advantage of a one-time IRS rule change offering significant tax benefits when designating a charity as the beneficiary of a personal IRA.
- In March, the Development office mailed 256 letters to strategically identified ALA members, sharing the newly developed "Heard you Need a Will? Here's Why" brochure with them.
- The Development Office will be attending 2013 ACRL in Indianapolis, Indiana in April to meet with ACRL members to discuss the 15x15 campaign.
- The Development Office is working with ALA Production Services to deliver print and online campaign collateral to ALA divisions. Divisions provided image customization to allow tailoring of the ads for specific member demographics.
- The Office is also working with an outside creative team to refresh the current campaign video and create multiple versions, offering a more personalized message to members of ALA divisions and round tables.

#### **Campaign for America's Libraries and Library Champions**

The Public Information Office 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.

In March 2012, PIO and the Development Office secured additional television placement of the PSA, *Connect with your kids @ your library*, from Lifetime across their A&E and Lifetime networks. Additional conversations are planned to discuss editorial content opportunities, web presence, and other co-branding opportunities. In December 2010, Lifetime granted ALA \$38,000 to support the development of 15 and 30 second PSAs, now available for viewing at [atyourlibrary.org](http://atyourlibrary.org) and partner libraries.

ALA Development staff visited with ten current Library Champions and two potential Library Champions during the ALA Midwinter Conference in Seattle to gauge their overall

satisfaction with the program and determine pathways for increased support. Overall, Library Champions expressed satisfaction with the program, but also their reluctance to move to higher sponsorship levels. They indicated a strong interest in more direct member outreach opportunities (i.e., programming or panel participation).

AL Magazine created a promotional advertising package for Library Champions, granting \$5,000 Champions a 25% discount on AL Magazine ads, and granting \$10,000 Champions a 50% discount. The rate structure was promoted to current Champions and exhibitors in February.

The Development Office and PIO collaborated with past ALA presidents Patricia Glass Schuman and Richard Dougherty to develop a timeline display of the Association's advocacy efforts that eventually grew into the *Campaign for America's Libraries*. The display was unveiled at the Past Presidents' reception at Midwinter and will be updated for Annual Conference this summer. It will continue on as a regular element for donor stewardship and promotion for the *Campaign for America's Libraries*.

The Office sent Library Champions membership information via an email blast to a targeted list of 362 non-Champion exhibitors in February. An additional follow-up mailing with more detailed information about donor benefits was sent via regular mail to the top 58 non-Champion exhibitors in March. Development staff will be making follow-up phone calls in April and May.

#### **International Relief Funds for Haiti, Chile and Japan libraries**

As of April 2013, the total giving to various international disaster relief efforts is:

- Haiti: \$68,132, .7% increase since January 4, 2013.
- Chile: \$1,760, 1.2% increase since January 4, 2013.
- Japan: \$5,322, 1% increase since January 4, 2013.

#### **Combined Federal Campaign (CFC) and State Campaigns**

All CFC funds received are unrestricted, and currently have been allocated to United for Libraries.

- Campaign 2011 is open and thus far has generated \$10,925.27 (projected revenue for Campaign 2011 is \$15,000).
- Campaign 2010 is closed and generated \$9,576.37 (project amount was \$9,600)

The Development Office continues to file all available state campaign applications for unrestricted funds with a target participation of 24 state campaigns for the 2013 campaign season.

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## External Activities

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### **American Society on Aging (ASA)**

In March, Immediate-Past President Molly Raphael participated in a panel discussion at ASA's 2013 Aging in America Conference in Chicago. On the panel with Ms. Raphael were Tony Sarmiento (Senior Service America, Inc.), Dr. Mary Alice Ball (IMLS), Charles Benton (CEO, Benton Foundation), Maura O'Malley (CEO, Lifetime Arts), and Barbara Mates (library practitioner, consultant). The presentation, *Combating and Preventing Social Isolation Among Older Adults: The Role of Libraries*, updated conference attendees on the multi-level series of programs offered at libraries and how grants from ALA with financial support from our partners can create or sustain older adult services at the local library. The video recording of the 90-minute workshop is available on YouTube:

<http://youtu.be/XCZSWZRNXA>

### **Best Buy**

During the 2013 Midwinter Meeting in Seattle, the Young Adult Library Services Association (YALSA) announced a funded partnership with Best Buy to administer donations that will expand programs and improve digital services for teens in libraries across the country. Best Buy's giving focus is to provide teens with access to opportunities through technology. This partnership will allow YALSA to direct resources towards closing the digital divide for teens. YALSA will also create an online community for the selected libraries to receive training and support on how to best utilize these funds for their unique needs. The online community will also allow for interaction between fellow recipients to share knowledge and best practices.

The program module is the following: when Best Buy Mobile –specialty stores offering smartphones, tablets and services – opens new locations in the United States, YALSA will identify a nearby public or school library to receive a \$2,000 donation from Best Buy to fund digital library resources for teens. The recipient library will have an opportunity to participate in a community celebration to promote this collaborative partnership.

### **Carnegie Corporation of New York**

In April, PIO submitted a three-year grant proposal to the Carnegie Corporation of New York for the continuation of the I Love My Librarian! Award. ALA should receive grant status notification from Carnegie Corporation by June 2013.

### **Consumer Financial Protection Bureau**

RUSA and the Development Office are currently exploring a potential partnership with the Office of Financial Education, a division of the Consumer Education and Engagement at the Consumer Financial Protection Bureau. The area of focus is the Bureau's new financial literacy campaign.

### **Dollar General Literacy Foundation**

- In February, the Office for Literacy and Outreach Services (OLOS) submitted a grant application to the Dollar General Literacy Foundation for the continuation of *American Dream Starts @ your library®* program. At the invitation of the Dollar General Literacy Foundation and on behalf of Dale Lipschultz, Literacy Officer and project director for the *American Dream Starts @ your library®* program, Michele Harrell Washington, Director, Office for Diversity and Office for Literacy and Outreach Services, and Mary Ghikas attended a special planning meeting to create a sustainable literacy initiative in the Ardmore, Oklahoma area.
- In May, ALSC and YALSA with the support of the Development Office will be submitting a grant proposal for the continuation of *Everybody Reads @ your library®*. This grant provides mini-grants to libraries interested in starting or expanding their English as a second language services to children and teens.

### **Financial Industry Regulatory Authority (FINRA) Investor Education Foundation**

In April 2013, RUSA and the FINRA Investor Education Foundation announced the continuation of the *Smart investing @ your library®* program from March 2013 through February 2015. The agreement amount was \$538,846. To date, *Smart investing @ your library®* has awarded \$6.96 million grants to libraries and grown a national network of 94 grants representing more than 900 library facilities that reach a service area population of over 31 million.

### **Institute for Museum and Library Services**

In February, RUSA submitted a grant application through the IMLS Sparks! program to create *National Guidelines and Best Practices for Financial Literacy Education (FLE)* in libraries nationwide.

Also, in February, ALA submitted three grant applications to the IMLS National Leadership Grants program.

#### *Causality: School Libraries and Student Success (CLASS)*

American Association of School Librarians (AASL) applied for an IMLS National Leadership Planning Grant in the Research category to host a national forum focusing on the causal relationship between strong school library programs and student academic achievement. The time frame for the project is from December 2013 through November 2014, with the CLASS Forum planned for April 2014.

#### *Bringing Home Early Literacy: Determining the Impact of Library Programming on Parent Behavior*

Public Library Association (PLA) and Association for Library Service to Children (ALSC) proposed a research project that will examine how library programming about early literacy development affects parent behavior and engagement. The project will use the second edition of *Every Child Ready to Read @ your library®*



(ECRR) as the parent education model to be studied. Research will be conducted in rural, suburban and urban settings over a three-year period beginning in October 2013. Parents of children from birth to five years old will participate.

#### *Assessing the National Impact of Library Public Programs*

ALA Public Programs Office proposed a planning grant project to support the one year (October 2013-September 2014) development of a comprehensive research agenda and five-year implementation plan to understand and document the characteristics, audiences, outcomes, and value of public programming in libraries. The funding will support strategic long-term advancement of understanding of how library programs increase broad public access to knowledge and foster support for lifelong learners across diverse geographic, cultural, and socioeconomic backgrounds, including those with special needs or those underserved by services in their communities.

ALA divisions and offices are determining their interest in submitting a grant application to the IMLS Laura Bush 21<sup>st</sup> Century Library Program. The grant application deadline is September 2013. In 2012, IMLS awarded several Laura Bush 21st Century Librarian Program grants to ALA.

#### **National Endowment for the Humanities (NEH)**

The following grants were submitted by the ALA Public Programs Office:

- *Bridging Cultures Bookshelf on Muslim Journeys*  
A revised cooperative agreement for the “Bridging Cultures Bookshelf on Muslim Journeys” was approved by the NEH Council in July. The amendment provides an additional \$1 million for the project, bringing total funding to \$1.8 million. New funds will provide additional resources for the 1,000 libraries selected to receive the Bookshelf in January 2013, including three documentary films, and access to Oxford Islamic Studies Online, which will allow libraries to bring primary source documents and current works of scholarship into their programs.

The “Bridging Cultures” amendment also provides funding for a second round of grants, tentatively titled “Let’s Talk About It: Muslim Journeys.” This second round of grants will support scholar-led reading and discussion programs focusing on five project themes: American Stories, Literary Reflections, Connected Histories, Pathways of Faith, and Points of View. A total of 125 libraries participating in the Bookshelf will be selected to receive cash grants of up to \$4,500, and access to a national orientation session for librarians and local scholars. Applications will be accepted January 15 – March 29, 2013, awards announced in June 2013, and programs implemented September 2013 – August 2014.

- *It’s a Small World After All: Global Citizenship Education in the 21st Century*  
In September 2012, the ALA Public Programs Office was notified that it received a sub-grant of \$10,000 from the Louisiana Endowment for the Humanities (LEH), to support

partnership activities related to implementation of “It’s a Small World After All: Global Citizenship Education in the 21st Century.” Funded by a grant from NEH, “It’s A Small World” will focus on implementation of PRIME TIME programming at four sites in each of five states that have been pre-selected to participate: Arizona, Illinois, Kentucky, Louisiana, and Washington. Based on illustrated children’s books, PRIME TIME is designed to help educationally and economically vulnerable families bond around the act of reading and talking about books. It encourages family reading and discussion of humanities topics, aids parents and children in selecting books, and promotes active public library patronage. Programs will take place in libraries through July 2014.

- *Listening to America*  
The Cypress Performing Arts Association and the ALA Public Programs Office submitted an implementation grant application to the NEH program, America’s Historical and Cultural Organizations for the proposed project, *Listening to America*.
- *Shakespeare in His World*  
ALA Public Programs Office is a partner with the Folger Shakespeare Library in a \$75,000 planning project funded by NEH titled “Shakespeare in His World.” The full project will involve a major exhibition at the Folger Shakespeare Library, and a traveling version of the exhibition which will tour libraries nationwide. A special feature of the traveling exhibition will be the presentation of original Shakespeare folios owned by the Folger at the host libraries. An implementation proposal will be submitted to NEH for this project in August 2013.
- *The Dust Bowl*  
ALA Public Programs Office is a partner with the Oklahoma State University Libraries and the Mount Holyoke College Library in a proposal to NEH for a traveling exhibition and public programs in libraries about the Dust Bowl, based on oral history collections at both partner libraries. The project will also feature Ken Burns’s new film, “The Dust Bowl.” An implementation proposal was submitted to NEH in August 2012.
- Currently under consideration is the establishment of a new cooperative agreement with NEH for grants to libraries to present public programs focused on a set of five films. The project would provide cash grants to libraries, several online orientation sessions, and streamed audio and video supporting content.

### **National Institute on Aging**

At the 2013 Annual Conference, ALA will partner again with the National Institute on Aging (NIA) to help promote their Go4Life exercise and physical activity campaign for the older adults by distributing free booklets and DVDs to 5K participants and conference attendees interested in expanding their physical activity services to older adults in their service area.

### **National Museum of Natural History at the Smithsonian**

The ALA Public Programs Office is a partner with the National Museum of Natural History in a project to develop and tour a traveling exhibition to libraries based upon the permanent NMNH exhibition, "Human Origins." Fundraising is ongoing for the project.

### **National Science Foundation**

- The ALA Public Programs Office partnered with the Space Science Institute, Boulder, CO, and the Lunar and Planetary Institute, Houston, TX, on a proposal to the National Science Foundation for an expansion of the existing NSF-funded project, STAR Net: Science-Technology Activities & Resources for Libraries. The project features traveling exhibitions and professional development opportunities for public librarians in STEM (Science, Technology, Engineering, Math) topics.
- The ALA Public Programs Office partnered with The HistoryMakers, Chicago, on a proposal to the National Science Foundation for a project that will create programs in libraries which use The HistoryMakers digital archive of the oral life histories of the nation's top African American scientists and other science-oriented educational materials.
- The ALA Public Programs office is working with the National Center for Interactive Learning at the Space Science Institute to extend the tours of current traveling exhibitions "Discover Earth" and "Discover Tech" to a large number of public libraries. A proposal will be submitted to the National Science Foundation in early 2013.

### **Open Society Foundations**

Barbara Jones, director, Office for Intellectual Freedom, and Mick Weltman, Weltman Consulting, are in discussions with OSF on the continuation of the News Know-how program.

### **Rotary Foundation of Rotary International (RI)**

The Development Office facilitated an initial exploratory conversation between The Rotary Foundation and the ALA International Relations Office (IRO) to discuss the possibility of collaborating on international literacy projects. Rotary has shared an overview of grants and models currently supported. ALA is currently exploring the possibility of a health literacy partnership with Rotary, focusing on two key areas of interest for Rotary.

### **Tommy Hilfiger USA**

The Association for Library Services to Children (ALSC) is currently in discussions with Tommy Hilfiger on a potential collaboration for El día de los niños/El día de los libros (Children's Day/Book Day).