

EBD # 6.3

2013-2014

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

DRAFT OF MOTION:

DATE:

April 3, 2014

Executive Summary

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. When appropriate, hyperlinks have been included to provide additional information.

Strategic Priorities

- The Office for Literacy and Outreach Services submitted a grant application to the Dollar General Literacy Foundation for the continuation of the American Dream Starts @ your library program in February.
- Under the guidance of Dr. Em Claire Knowles and Dr. Betty Turock, the Office for Diversity will be sending an e-mail annual fund appeal for the Spectrum Scholarship Program in April/May 2014. Since 9/1/2013, nearly 200 individual donors and organizations have contributed more than \$75K through dinners and other events plus annual appeal gifts. The Office for Diversity has created a new webpage to recognize members of the new Spectrum Leadership Circle and ALA Legacy Society who have designated the Program in their estate plans. (<http://www.ala.org/offices/spectrum-leadership-circle>). In addition, ProQuest is reviewing a proposal from the Office for Diversity that will expand the relationship between the company and the scholarship program.
- The Association of College and Research Libraries (ACRL) submitted a proposal to the Gladys Krieble Delmas Foundation to support the attendance of new professionals at the Rare Books and Manuscripts Section (RBMS) 2014 Preconference.
- On April 7, ALA Executive Director Keith Michael Fiels will make closing remarks during the launch of the Consumer Financial Protection Bureau's (CFPB) new financial literacy program at the Federal Reserve of Chicago during Money Smart Week. The Reference and User Services Association (RUSA) and the Public Library Association (PLA) are serving as advisors on the new program. CFPB Director Richard Cordray along with the Gerri Walsh, President of the Financial Industry Regulatory (FINRA) Investor Education Foundation, and Susan Hildreth, Director of Institute of Museum and Library Services (IMLS), will participate in a panel program along with PLA President Carolyn Anthony and Kerwin Pilgrim, Director of Adult Learning at the Brooklyn Public Library.
- ALA and the Social Security Administration will be collaborating on a new library pilot program for the My Social Security website. <http://www.ssa.gov/myaccount/>

- ALA Executive Director Keith Michael Fiels and Kim Olsen-Clark are scheduled to meet with the AARP Foundation and Lifetime Arts on April 17 to discuss a larger campaign that will focus attention on libraries and older adults.
- The ALA Public Programs Office has partnered with the Defiant Requiem Foundation, Washington, D.C., on an implementation proposal to the National Endowment for the Humanities for programs in libraries for the project, “The Terezin Legacy: Resisting the Nazis with Beauty, Wisdom, Courage and Hope.” The application is pending.
- The ALA Public Programs Office has partnered with the Folger Shakespeare Library, Washington, D.C. in an implementation proposal to the National Endowment for the Humanities for “Shakespeare and His First Folios.” The application is pending.
- The ALA Public Programs Office has partnered with the Human Origins program of the Smithsonian’s National Museum of Natural History on a proposal to the John Templeton Foundation for “What Does It Mean to Be Human: Promoting a National Conversation on Human Evolution by touring the Smithsonian’s Hall of Human Origins.” The project will involve a traveling exhibition and public programs in 20 libraries. The application is pending.
- 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 to fund a new phase of the project was submitted to the National Science Foundation in January, and the application is pending.
- The Office for Intellectual Freedom and the Development Office have initiated conversations with SAGE Publications about support for Banned Books Week activities in 2014-2015.
- Pizza Hut Book It! and American Association for School Librarians (AASL) will be exchanging program information through communicational channels.

Fundraising

- The Governance Office received notification from IMLS that ALA’s grant application for the National Summit on the Future of Libraries, President Barbara Stripling’s presidential initiative, was funded at \$35,000. The National Summit on the Future of Libraries will take place in May 2014.
http://www.ims.gov/ims_announces_library_grants_for_continuing_education_the_future_of_libraries_and_digital_youth.aspx
- In April, PLA received notification from IMLS that they were a recipient of a 2014 Laura Bush 21st Century Librarian Program Grant of \$213,682 for the project, “Navigating Change, Building Community: Outward-focused Public Library Leadership Training.” Through the grant, PLA will further refine and implement the PLA Leadership Academy over the three-year grant period (June 2014-May 2017). Additionally, PLA will measure the impact on participants and their libraries and will convene a meeting of leadership training providers to share evaluation results and best practices and further raise awareness and understanding of the PLA leadership model.
- RUSA received additional support of \$20,390 from the FINRA Investor Education Foundation to help expand library training for financial education service delivery plus

support towards the dissemination and promotion of its new IMLS-funded financial literacy guidelines.

<http://www.ala.org/rusa/sites/ala.org.rusa/files/content/RUSASPARKSNarrative.pdf>

- AASL and Penguin Random House partnered together to launch the Roald Dahl's Miss Honey Social Justice Award. <http://www.ala.org/news/press-releases/2014/03/aasl-introduces-roald-dahl-s-miss-honey-social-justice-award>
- The Office for Intellectual Freedom and author Daniel Handler partnered together to launch the Lemony Snicket Prize for Noble Librarians Faced With Adversity Award. <http://www.ala.org/news/press-releases/2014/02/ala-seeking-nominations-lemony-snicket-prize-noble-librarians-faced-adversity>
- With support from the ALA Development Office, the Association for Library Service to Children (ALSC), the Young Adult Library Service Association (YALSA) and the Public Information Office (PIO) successfully secured sponsorship for the 2014 Youth Media Awards from 3M Cloud Library. The sponsorship helped underwrite a portion of the announcement plus an ALSC/YALSA member event. <http://www.ala.org/news/mediapresscenter/presskits/youthmediaawards/alayouthmediaawards>
- ACRL's strategic plan for its upcoming 75th Anniversary includes several fundraising initiatives. Some initiatives are underway via a silent phase in order to reach goals by 2015. <http://www.ala.org/acrl/aboutacrl/directoryofleadership/taskforces/acr-tfanniv>
- The Association for Library Collections & Technical Services (ALCTS) has launched a new fundraising initiative. <http://www.ala.org/news/press-releases/2014/03/new-giveala-opportunities-alcts>
- A targeted annual fund mailing was completed by the ALA Development Office for *The Campaign for America's Libraries* in December, generating \$2,672. In addition, a general email appeal to a large identified cohort of donors is scheduled to accompany National Library Week, at the beginning of April.
- Two targeted direct mailings were completed by the ALA Development Office in April. The first appeal mailing was for the challenge match initiated by Larry Romans and Mike Morgan for the Stonewall Book Endowment during the 2013 Annual Conference in Chicago. The second appeal mailing was for the Robert Oakley Memorial Scholarship which is managed by the ALA Washington Office on behalf of the Library Copyright Alliance (LCA).
- In Q1 FY2014, ALA received an additional \$161.60 from Donation Line, our vehicle donation program. Since 2011, \$16,446.09 has been received from the program. When a donor selects ALA as the designated charity, Donation Line arranges pick-up and sale of the vehicle, with ALA receiving approximately 80% of the proceeds. There is no cost to the Association and contributions are unrestricted.

Building the Profession

- A panel led by Dr. Em Claire Knowles will be presenting a retirement/planned giving program at the ALA Annual Conference in Las Vegas. The Retired Members Round Table (RMRT) will present their annual member award at the beginning of this program.

Organizational Excellence

- In February 2014, Bradley Mueller joined the ALA Development Office as the assistant director. Brad received his Juris Doctorate from the John Marshall Law School and B.A. from the University of Wisconsin-Eau Claire. His responsibilities include managing the Library Champions program plus some aspects of the 15x15 planned giving campaign as well as smaller funding projects. Having realized a productive twenty-five year law practice with *Righeimer, Martin & Cinquino*, Brad decided to change his career direction to non-profit organizations. He has successfully managed a grassroots campaign that required volunteer management, leadership, project management, fundraising, strategic planning, event planning and has written successful grant proposals. He has received professional certification in Nonprofit management from the North Park University's, Axelson Center.

ALA Fundraising Priorities

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. At the recent PLA Conference in Indianapolis, the Development Office met with several people who previously contacted ALA about making a gift to answer specific questions.

ALA welcomes new Legacy Society member: Irene L. Briggs.

<http://www.ala.org/plannedgiving/legacy-society-honor-roll-donors-0>

As of March 22, 34% or more than \$5.1 million of the goal has been reached.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$5,101,608
% of Goal:	34%
Average gift:	\$182,200

Actions:

- In March 2013, the ALA Development Office and ALA Production Services added additional 15x15 campaign ads to the ALA unit toolkit. The toolkit currently contains a unit-tailored campaign video, three print ads, presentations and other online products and is made available to all ALA divisions plus ALA units who are actively engaged in fundraising activities. The Office continues to work with these units to refine marketing strategies that promote planned giving gifts to the Association.
- Working with the 2014 15x15 planned giving campaign co-chairs, Carole Fiore and J. Linda Williams, the ALA Development Office will send an invitation to ALA Legacy

Society members to attend an informal gathering on Friday, June 27 in Las Vegas to determine the level of current satisfaction with the program and its potential to attract new members plus nominate the 2015 15x15 campaign chair(s).

Campaign for America’s Libraries and Library Champions

PIO has been in discussions with Lifetime Networks to cross promote their activities and The Campaign for America’s Libraries. Lifetime Networks has submitted *Connect with your kids @ your library*, the public service announcement that ran from 2012-13 on Lifetime and was funded by the network, for additional airings. PIO recently promoted the airing of Lifetime’s film, the Gaby Douglas Story, on the @ your library web site and through social media to celebrate Black History Month in February. Both organizations are looking for opportunities to support each other’s public awareness goals.

In February 2014, the Development Office introduced the new \$7,500 “Patron” giving level for the Library Champions program. In response to feedback from current library champions, the new level was established to provide an additional option for Library Champions to increase their support to an amount that best fits the company’s budget and goals. Innovative Interfaces, Inc. has become the first Library Champion to generously increase its commitment to the new level for 2014-2015. The Development Office is excited to offer the Patron level to current Library Champions who wish to increase their support, as well as to prospective Library Champions.

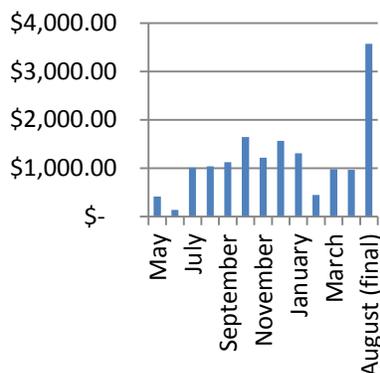
Combined Federal Campaign (CFC) and State Campaigns

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

- Campaign 2012 is open and has generated \$8,823.79; pledge reporting has been finalized, and ALA is projecting revenue at \$15,000.
- Campaign 2011 is closed and generated \$15,466.44 (projected revenue was \$15,000).

The following graphs outline current monthly distribution patterns for the 2011 and 2012 campaigns that ALA has participated in:

Campaign 2011



Campaign 2012

