

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:**  
Development Office information report.

**CONTACT:**

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**DATE:** June 3, 2016

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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 overview of the progress made by the American Library Association (ALA) and its units in their strategic fundraising efforts. The Office of ALA Development and ALA units expend significant effort in identifying, cultivating and soliciting major and planned gifts; participating in donor activities for purposes of relationship building, cultivation and stewardship; drafting proposals and meeting with individuals, foundation and corporate donors for cultivation and solicitation purposes.

### 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*

- In May of 2016 the Office for Intellectual Freedom submitted a proposal to the Chicago-based CTU Foundation for its New Voices Initiative. The New Voices Initiative is designed to support local authors of diverse content and bring that content to libraries. The grant to the CTU Foundation would support a pilot partnership in Chicago between writers of diverse content and school libraries. Ultimately, New Voices is about discovering, celebrating, and making widely available those diverse voices that have been too long absent from our libraries and classrooms.
- Skip Dye, the VP, Director, Sales Operations, at Penguin Random House (PRH) recently joined the United for Libraries board of directors. As such, he has been ramping up PRH's existing support of \$10,000 per year with thousands of free board books for our Books for Babies program, onesies for the kits, and is sponsoring a special free author luncheon at the annual conference in Orlando that will enable us to send out invitations to those who are not already members of our organization. We plan to send these invitations to state librarians, members of LLAMA, corporate leaders, and to the individuals who volunteered for our focus groups at the PLA conference this spring. We will be using this opportunity to promote United for Libraries and to share with the audience the vast array of services and resources we have for members.
- PPO will submit a proposal to NEH for another Great Stories Club implementation grant for the August 2016 deadline. This request is likely to be in the range of \$350,000-400,000.
- From 2006 to 2012, ALA made more than 1,000 grants to libraries for program implementation with funding from Oprah's Angel Network. Participants included 700 libraries in 49 states, and more than 30,000 young adults (ages 12 to 21). In 2015, the ALA Public Programs Office received a grant from the National Endowment for the Humanities (NEH) to support an updated version of the Great Stories Club. Under three application deadlines in 2015-2016, the ALA is making 225 grants to implement the program with a new, more intellectually focused set of themes and discussion questions.

- Based on a preliminary proposal submitted to IMLS in January 2016, PPO was invited to submit a full proposal for the June 1 deadline. If funded, the requested \$250,000 will support **Libraries Transform: Community Engagement Models for Change**, a two-year project providing web-based and in-person workshops; scholarship opportunities for library professionals from libraries serving small and rural communities; and recognition of skills development in this expanding area of library service. The goals are to provide relevant and accessible opportunities for librarians to build needed skills and abilities that they will use to understand and forge stronger community relationships and to communicate the opportunities and outcomes to the field to spread and support the practice. PPO will collaborate with the National Coalition on Dialogue and Deliberation (NCDD), Everyday Democracy, World Café, National Issues Forums, Public Conversations Project, Future Search and Conversation Café. Internal partners include the ALA Center for the Future of Libraries; the Public Library Association; the Association of College and Research Libraries; and the Office for Research and Statistics. ALA's Libraries Fostering Community Engagement Member Initiative Group and the ALA Public and Cultural Programs Advisory Committee will comprise the standing advisory group to the project.
- The ALA Public Programs Office will be holding a training day for the Thinking Money libraries and librarians during the 2016 Annual Conference in Orlando on June 24<sup>th</sup>. The training will include how to set up the large traveling display, which is scheduled to tour the country through 2018, and how to present the Thinking Money program. Thinking Money is a partnership with the Financial Investor Regulatory Authority (FINRA) Investor Education Foundation.
- AASL submitted a grant proposal to the Dollar General Literacy Foundation for the continuation of Beyond Words: the Dollar General School Library Relief Fund. The Association for Library Service to Children (ALSC) and YALSA submitted a grant proposal to the Dollar General Literacy Foundation for the continuation of Everybody Reads Round 7. ALSC, after successfully celebrating 20 years of Día programming, seeks to expand and enhance the reach of community engagement by bringing community programs back into the library. YALSA will continue to fund Teen Top Ten collection and their interactive mobile app, as well as a new competition during their 2016 Symposium which will highlight best practices in literacy programs and services for underrepresented youth populations.

### *Fundraising*

- In May 2016, PLA received a \$10,805,701 grant for June 2016 to June 2026 from the Bill and Melinda Gates Foundation as part of the wind down of the Global Libraries (GL) initiative. In May 2014, The Gates Foundation announced it would end the GL initiative over the next four years and created the legacy partnership as a catalytic way to exit the field and continue the foundation's goal of leaving the library field stronger and more resilient. PLA was honored to be invited to apply for funding as a legacy partner, along with the Technology and Social Change Group at the University of Washington's Information School (TASCHA), and the International Federation of Library Associations and Institutions (IFLA). The legacy partnership aspires to improve the ability of public libraries to improve lives around the world by positioning libraries as engines of development that are funded as key

community assets. After all three organizations have received legacy grants in 2016, these three partners will work together to create and scale new models of research, training, and practice; use a collective impact approach to make collaboration work across library organizations; and support a globally-connected field. PLA will use the opportunity presented by the legacy grant to deepen, expand, and transform its engagement in areas where it has previously demonstrated success and to ensure that success filters out to the broader library field, first in the U.S but ultimately throughout the world. PLA will expand its work in leadership training, outcomes measurement, and advocacy while also supporting efforts in research and innovation. The legacy grant also includes programs to strengthen PLA capacity as an organization such as board and staff training and better integration of association best practices. PLA's legacy work will sustain the gains of existing GL programs while significantly advancing PLA's own mission, core programming, and capabilities.

- In April of 2016 YALSA, in partnership with the [Association for Rural and Small Libraries](#) (ARSL), received a grant of \$305,000 over three years from IMLS to support efforts to implement an innovative project that will build the capacity of small, rural and tribal libraries to provide college and career readiness (CCR) services for and with middle schoolers. YALSA and ARSL will work with library staff to build needed skills while also developing, testing and refining turn-key resources, which other libraries can adapt for their own use. The project is aimed at library staff in libraries with a service population of 15,000 or fewer, as well as libraries that are 25 miles or more from an urbanized area. For more information, read the full [grant proposal](#) (.pdf) or the [press release](#).
- In early May, 2016, ODL0S submitted a final report to Dollar General Literacy Foundation for Round 4, part 2 of the American Dream Starts @ Your Library adult literacy initiative. The report details the many accomplishments of our 21 grantee libraries, including services for adult English Language Learners in digital, health, and financial literacy, ESL and citizenship classes, recruitment of 740 volunteers, and partnerships formed with more than 50 community-based organizations. In late May, 2016, ODL0S received notification from DGLF that they are fully funding our grant proposal for \$327,512 for Round 5 of American Dream.
- PPO has been notified that ALA will receive \$50,000 in funding from the Ford Foundation through their IIE Global Travel and Learning Fund to support an in-person workshop for [Great Stories Club](#) grantees. The funds will support in-person training for new discussion facilitators (for the third round of the club) in January 2017. The Great Stories Club is a reading and discussion program that targets underserved, troubled teen populations through literature-based library outreach.
- PPO has received a \$25,000 gift from American Express to help promote Small Business Saturday Neighborhood Champion Program. The Neighborhood Champion program is an effort of American Express to promote shopping at small and local businesses on the Saturday following Thanksgiving.
- RUSA and Booklist have received a \$15,000 sponsorship from NoveList to support the 2016 and 2017 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction Annual Conference Reception, and the 2017 Midwinter RUSA Book and Media Awards as the premier sponsor.

### Organizational Excellence

- The Development Office is working with Peter Pearson and Sue Hall from Library Strategies to put together a one-day planning retreat. The morning session will include representatives from across units in ALA, Executive Board leadership (invited) and the Endowment Chair (invited), working together to build consensus around three primary priority areas: 1. Building a centralized annual fund that will include every division or office unless they opt out of participation; 2. The next step of a comprehensive, institution-wide planned giving campaign; 3. Encouraging giving at the Executive Board and Division Board level; 4. Launching an employee giving campaign. The afternoon session will include a core group working to create a plan based on the morning's findings.
- ALA Development Office is closely working with ITTS on the pending launch of the new e-commerce/online giving platform. The new platform removes substantial barriers to online giving and allows individuals who aren't members to make an online gift to ALA, increasing the likelihood of gifts from the general public. The new platform is scheduled to launch in July 2016.

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### ALA Fundraising Priorities

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#### Planned Giving

The ALA Development Office continues to work with 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 their marketing and member outreach efforts.

#### Wrapping up the 15x15 Planned Giving Campaign

ALA is in the process of wrapping up the 15x15 Planned Giving Campaign and will launch a new campaign to support planned giving in FY17. To date, the ALA Legacy Society includes 75 total members. <http://www.ala.org/plannedgiving/legacy-society-honor-roll-donors-0>

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$7,179,309
% of Goal:	47.9%
Average gift:	\$256,404

We are scheduling a few asks to occur at Annual Conference and will continue to reach out to donors in an ongoing way in an effort to cultivate those who were initially identified as a part of 15x15.

In addition to ongoing asks and wrapping up the 15x15 Campaign, the Development Office worked with Executive Board members to flesh out the idea of the 1876 Club. This led to some discussion

about the Legacy Society as a whole, and the need for different avenues to bring people into the Legacy Society. The Legacy Society is the umbrella under which all planned giving at ALA falls.

Within the Legacy Society, there is space for multiple giving circles or clubs, which primarily describe how an individual enters. Currently, there are several existing circles: Charter Member, 15 x 15, and 1876 Club. At the Board meeting in April 2016 there was discussion about a proposed Futures Fund, which could also be a circle within the Legacy Society.

Members are encouraged to give through a variety of planned giving vehicles: including ALA in their will; naming ALA as a beneficiary of their retirement plan or life insurance policy; making a gift of stock; or other planned gift vehicle, subject to the ALA gift acceptance policy. The primary philosophy is to encourage planned giving for everyone, regardless of the size of the gift. The critical piece is participation, and valuing gifts of every size.

Currently, there is substantial energy around the 1876 Club. Leading up to a bold launch at Midwinter 2017, Executive Board members who are working on the 1876 Club agreed to the following timeline:

- Prepare a flyer for distribution at Annual, with an explanation of 1876 Club and information about how to get engaged in the 1876 Club
- 1876 Club steering committee members give materials to their friends and colleagues in a soft launch of the Club at Annual Conference
- During and after Annual, recruit leaders to participate in the Club
- Core leaders commit to make a planned gift, filling out a form that confirms their plans and passing it to staff by late October 2016
- Have a fun cocktail party at Midwinter for members and prospects of 1876 Club;
- Send out a letter to 1876 Club prospects in spring of 2017 with photos from the Midwinter cocktail party.

**Other activities associated with the Legacy Society will include:**

**Annual Conference:**

- Legacy Society Luncheon, Friday, June 24, ALA Annual Conference;
- Meetings with Legacy Society Prospects (Rob Banks, Barbara Ford, Sheila O'Donnell)
- Full page ad in *American Libraries* (Conference Issue)

**FY17 Activities**

- Holiday card mailing (co-chairs)
- ALA Legacy Society coffee break (bring a friend), at ALA Midwinter Meeting.
- ACRL 2017, booth and scheduled meetings
- Full page ad in *American Libraries* (Fall Issue)

### **Libraries Transform Campaign and Library Champions**

Libraries Transform has taken off: April 10<sup>th</sup> – 15<sup>th</sup> was National Library Week, when ALA celebrated the importance of libraries and library workers. ALA would like to thank our celebrity spokesperson, Gene Luen Yang, for helping to show how libraries transform. As of the end of May, over 3000 libraries have registered to be a part of the campaign on the Libraries Transform website, and more join every day. During Book Expo America on May 12<sup>th</sup> and 13<sup>th</sup>, ALA sponsored a pop-up coffee café in Millennium Park to promote Libraries Transform, at which time nearly 550 cups of coffee were given out. Over the summer and through the fall, more fun Libraries Transform activities are being planned, leading up to National Library Card Sign-Up Month in September, when Snoopy will once again act as the spokesperson.

During Annual Conference, a VIP Reception will be held on June 23<sup>rd</sup> to honor and thank Library Champions, as well as other special VIP guests, for their contributions and support to ALA and the Libraries Transform Campaign. During the Reception, ALA will welcome new Champions and recognize the on-going support of others, as well as the 140<sup>th</sup> anniversary of ALA itself.

National Readathon Day was Saturday May 21<sup>st</sup>, 2016, and was a partnership with Penguin Random House (PRH), which sought to shine a light on youth literacy and advocate for libraries in communities across the country. PRH helped to heavily promote National Readathon Day through national channels and during PLA in Denver, as well as helped establish a “Donate” button on ALA’s Facebook page.

The Development Office and PAO continue to explore opportunities for Library Champions to engage with the Libraries Transform Campaign. Unfortunately, Lexis Nexis and Thomson Reuters have decided not to continue their participation in the Library Champions program due to budget restraints this year. Development, along with the Membership Development and Relations, will continue to steward their relationships, and have reached out in regards to general ALA corporate memberships. However, the Development Office is reaching out to new contacts with interest in the Library Champions program, and will work with ERT Board and Membership Development and Relations to identify potential new Champions.

Two students from the Student-to-Staff Program have volunteered to work with the ALA Development Office during the 2016 Annual Conference in Orlando. Library Champions will have an opportunity to meet and engage with these students.

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

ALA has been accepted by the U.S. Office of Personnel Management for inclusion in the Fall 2016 Combined Federal Campaign (CFC) as a member of the Educate America! Federation.

All CFC funds are unrestricted and have currently been allocated to United for Libraries. All State Campaign funds are allocated unrestricted.

- Pledge data for Campaign 2015 is being compiled by ALA’s 3<sup>rd</sup> party vendor.
- Campaign 2014 is open and has generated \$5,518; preliminary reports show \$14,788 in CFC pledges and \$255 in state pledges. ALA projects revenue of \$15,000.

- Campaign 2013 is closed and has generated \$13,925 (projected revenue was \$16,000).
- Campaign year 2012 is closed and generated \$15,800.10 (projected revenue was \$15,000).

The following graphs outline current monthly distribution patterns for the 2012, 2013, and 2014 CFC campaigns that ALA has participated in:

