

EBD # 6.1.1

2014-2015

TO: ALA Executive Board

RE: Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT:

Development Office information report

CONTACT:

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DRAFT OF MOTION:

DATE:

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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 Public Library Association (PLA) submitted a proposal to the Bill & Melinda Gates Foundation in September. Support from the Foundation would accelerate the recommendations by the [Performance Measurement Taskforce](#) (PMTF) on performance measurements for service and programs in public libraries. The first year of the program will focus on developing reliable measures through an iterative pilot phase. The second and third years will push for broad adoption of the measures, training and support tools, and start the work of incorporating measurement into everyday library activity. Information collected through this process will be useful for strategic decision making, planning, and advocacy activities, providing libraries hard data to back up anecdotal success stories.
- The American Association of School Librarians (AASL) has submitted a National Leadership Grants preliminary proposal to the Institute of Museum and Library Services (IMLS) in October. The project's goal is to extend and build upon the 2013 planning grant, [Causality: School Libraries and Student Success \(CLASS\)](#), and the [School Library Research Summit](#) held in April 2014.
- PLA submitted a Laura Bush 21st Century Librarian Program proposal to IMLS in September. The project would allow PLA to enhance the existing [DigitalLearn.org](#) site and resources and to accelerate efforts to add more resources for mobile learners, mid-level learners, and Spanish speakers. The new grant will result in 35 new courses, increased functionality, and greater outreach to foster increased engagement among the digital literacy trainer community.
- The Young Adult Library Services Association (YALSA), along with its partner the [Association for Rural & Small Libraries](#) (ARSL), has also submitted a proposal to the Laura Bush 21st Century Librarian Program. The project brings together key stakeholders in order to develop and deliver a curriculum and supplementary materials as well as create an online community of learners aimed at librarians and library workers in small and rural libraries that will enable them to better help teens prepare for careers and college.

- In addition, the American Library Association's Office for Literacy and Outreach Services (ALA OLOS), along with [ProLiteracy](#), proposed the Adult Literacy: Libraries in Action Project (ALL In Action Project) to the Laura Bush 21st Century Librarian Program. The project's goal is to develop an online training and supporting resources to better equip librarians and library staff to serve adult learners, utilizing recommendations set forth in our recent [Adult Literacy through Libraries \(ALL\) National Library Literacy Action Agenda](#). The development of the Action Agenda was funded by an IMLS National Forum Grant.
- The ALA Public Programs Office and the ALA Development Office has submitted a planning and pilot implementation proposal to the AARP Foundation. The project would support the convening of library experts to advise the Foundation on a new older adult-library service model developed by the AARP Foundation. Four pilot libraries will test and evaluate the service mode and serve on the advisory committee. AARP Foundation will announce the decision in October.
- The ALA Public Programs Office has submitted a proposal to the National Endowment for the Humanities (NEH) to re-launch the [Great Stories Club](#) project. The proposal is in cooperation with the Association of Specialized & Cooperative Library Agencies (ASCLA). NEH will announce the decision in April 2015.
- The ALA Public Programs Office and the American Bar Association have submitted a proposal to NEH to bring *U.S. Citizenship in the 21st Century* programming to 12 libraries. The award decision will be announced in April 2015.
- ALA has submitted a proposal to NEH to create a central archive for the [Awards, Grants and Scholarships Collection](#), with intention to expand to affiliate organizations other library-related groups.
- The [Office for Information Technology Policy](#) and [YALSA](#) submitted separate ideas to the [Knights News Challenge for Libraries](#).

Fundraising

- In FY2014, more than \$150,000 has been given by individuals, ALA divisions, ALA round tables and organizations to the Spectrum Scholarship Program. ProQuest supported 8 scholarships, including the Ron Clowney Memorial Scholarship. Four ALA units—ALSC, AASL, ACRL and YALSA—supported a division-named scholarship. Fifteen individuals were recognized as the [2013-2014 Spectrum Leadership Circle](#). Dr. Em Claire Knowles and the Development Office met with several individuals during annual conference to discuss planned giving. Irene Briggs joined the ALA Legacy Society following her notification to ALA that she included the program in her estate. Questions about the Spectrum Scholarship Program can be directed to [Gwendolyn Prellwitz](#).
- The American Association for School Librarians (AASL) received a grant of \$258,297 from the Dollar General Literacy Foundation for the continuation of the *Beyond Words: the Dollar General school library relief* fund in August.
- The Dollar General Literacy Foundation has awarded a Youth Literacy grant in the amount of \$246,806 to the Association for Library Service to Children (ALSC) and the Young Adult Library Services Association (YALSA) in August. The Everyone Reads @

your Library grant allows [ALSC](#) and [YALSA](#) to support important literacy programs across the country.

- In August, ALA received a \$250,000 planning grant from NEH to support activity related to a new cooperative agreement with the agency, titled *Bridging Cultures: Latino Americans*. The project has been developed to support the American public's exploration of the rich and varied history and experiences of Latinos, who have helped shape the United States over the last 500-plus years and have become, with more than 50 million people, the largest minority group in the U.S. In November, ALA and NEH will present a cooperative agreement for support of the project's implementation phase to the NEH Council on the Humanities. It is anticipated that applications for small grants to libraries and other organizations will be available beginning in February 2015.
- The Public Programs Office, in partnership with StoryCorps, has been selected for a National Leadership Grant to Libraries by the Institute of Museum and Library Services (IMLS). The funding will extend *StoryCorps @ your library* programming to 10 additional sites in 2015. Applications will open in January, and programs will take place from May to October 2015. Complete information about the grant opportunity will be provided in January at www.programminglibrarian.org/storycorps.
- The Public Programs Office has received NEH funding for a project to supplement [ALA's Bridging Cultures: Muslim Journeys](#) project. The project, supported by the Carnegie Corporation of New York, would provide a case study evaluation of the overall initiative. A third-party evaluation team at New Knowledge Organization will publish results of this evaluation in spring 2015.
- The Public Programs Office, in partnership with the Human Origins program of the Smithsonian's National Museum of Natural History, has received funding from the John Templeton Foundation for the traveling exhibition [Exploring Human Origins](#). The grant amount to ALA was \$491,260. The exhibit is now in the design stages and an RFP has been issued to public libraries with a deadline of November 19.
- The Public Programs Office, working with the National Center for Interactive Learning at the Space Science Institute, has received funding from the National Science Foundation to extend the tours of current traveling exhibitions [Discover Earth and Discover Tech](#) to a large number of public libraries. The grant amount to ALA is \$480,734. The project will commence in October 2014.
- The Office for Intellectual Freedom and SAGE collaborated on a free webinar, [Regional Issues for Banned Books](#) during the 2014 Banned Books Week. In this one-hour webinar, attendees "traveled" from London, to South Carolina, to Texas, to California, to talk with three activists about the problems they face and their efforts to un-ban books as well as Congresswoman Linda Sanchez (CA 38th District) about why their efforts are so important.
- 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>

Building the Profession

- The Retired Members Round Table (RMRT) and the ALA Development Office will present a joint annual conference program in San Francisco. RMRT will present Norman Horrocks-Rowman & Littlefield Conference Award at the beginning of this program.

Organizational Excellence

- The ALA Development Office and ALA ITTS have created a new landing page for giveALA.
- Michael Gallego, Development Associate, left ALA on October 3. The position has been posted.

ALA Fundraising Priorities

15x15 Planned Giving Campaign

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 marketing and member outreach efforts.

ALA welcomes new Legacy Society members: Dr. Ken Haycock and William Turner.

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

As of October 2014, 35% or more than \$5.2 million of the goal has been reached. Since the launch of the campaign, 83 individuals have been asked to join the ALA Legacy Society, of which 19 have joined, 50 are still considering, and 14 have declined. More than 82% of ALA Legacy Society members have designated a unit or a program as the recipient of their gift.

15x15 ALA Planned Giving Campaign	
Total Goal:	\$15,000,000
Achieved:	\$5,234,724
% of Goal:	35%
Average gift:	\$186,954

Actions:

- Working with the 2015 15x15 planned giving campaign co-chairs, Robert Banks and Barbara Ford, the ALA Development Office will implement a multi-channel marketing plan to improve member awareness of the ALA Legacy Society program. In addition, the co-chairs, ALA Development Office, and key unit executive directors will schedule meeting with Association members at the 2015 YALSA Symposium, 2015 Midwinter Meeting, 2015 ACRL, 2015 Annual Conference and 2015 AASL Conference.

- In September, the ALA Development Office met with key units to identify ways to advance the campaign to their members. Next steps include creating additional 15x15 campaign ads for their member communications (print and electronic) to the ALA unit toolkit. The toolkit currently contains a unit-tailored campaign video, three print ads, presentations and other online products. The Office continues to work with these units to refine marketing strategies that promote planned giving gifts to the Association.
- In FY2015, the ALA Development Office plans to complete two direct mailings to targeted ALA members on the ALA Legacy Society. One of the mailings will be a packet of information that include several new brochures: *ALA Legacy Society* (print, PDF), *Heard You Need A Will? Here's Why.* (print, PDF), *Estate planning for Women* (print, PDF), *Probate and Trust Planning: A Guide* (print, PDF), *Planning Your Estate Toolkit* (print, TBD PDF), and *Gifts of Life Insurance: Is This Gift Right for You?* (print, TBD PDF).

Campaign for America's Libraries and Library Champions

On December 2, 2014, the seventh [I Love My Librarian Awards](#), administered by ALA's The Campaign for America's Libraries program, generously supported by The Carnegie Corporation of New York and promoted/hosted by The New York Times, will be held in New York City. The Carnegie Corporation of New York granted more than \$600,000 over 7 years in support of the *I Love My Librarian Awards*. ALA is very grateful to The Carnegie Corporation of New York and the New York Times for supporting the *I Love My Librarian Awards* since 2008.

ALA, including ALSC and Katherine Trouern-Trend, Youth Services Librarian, Hartford Public Library and Chair of Ethnic and Multicultural Information Exchange Round Table (EMIERT), collaborated with Scholastic and Sony Pictures on [educational resources](#) and a related website for [Annie](#) (release date December 25, 2014). Other partners on the project include National Education Association (NEA) and Reading is Fundamental (RIF).

The Development Office and PIO continue to explore opportunities for Library Champions to engage with The Campaign for America's Libraries. For example, in collaboration with the Development Office and PIO, [Candlewick Press](#) donated five give-a-way bags as drawing prizes at The Campaign for America's Libraries/ALA Press Office site during the 2014 Annual Conference in Las Vegas to further support The Campaign for America's Libraries. The Development Office now offers Library Champions the opportunity to purchase customized "I ♥ [Company Name], Library Champion" badge ribbons for distribution to Annual Conference attendees.

The Library Champions welcomed the opportunity to interact with two MLIS student interns assigned to the Development Office through the [Student-to-Staff Program](#) during the 2014 Annual Conference. The Development Office plans to utilize interns at future Annual Conferences to enhance effectiveness and efficiency in stewarding ALA's Library Champions.

Combined Federal Campaign (CFC) and State Campaigns

The American Library Association has been accepted by the U.S. Office of Personnel Management for inclusion in the Fall 2014 Combined Federal Campaign (CFC) as a member of the Educate America! federation.

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

- Campaign 2013 is open, and has generated \$2,014.56; preliminary reports show \$18,795.93 in CFC pledges and \$2,922.91 in State pledges to ALA. ALA projects a total revenue of \$16,000.
- Campaign 2012 is closed and generated \$15,800.10 (projected revenue was \$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, 2012 and 2013 CFC campaigns that ALA has participated in:

