

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Boston  
January 8 – 12, 2016**

**Topic:** FAC Fundraising Plan for 2016

**Background:** Each year YALSA’s Financial Advancement Committee is tasked with raising enough funds to support those member grants, scholarships and awards that do not have a sponsor or otherwise dedicated funding source. The 2015 – 2016 Committee was tasked with drafting a fundraising plan for 2016. Linda Braun, Fiscal Officer, and Jane Gov, FAC Chair, have provided the information below for the Board’s approval. Based on the Executive Committee’s input in Nov., FAC refined the draft document before sharing it with the Board here.

**Action Required:** Action

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**Questions to consider when reviewing the draft plan**

- Are the outcomes explicitly stated and are adequate plans in place to measure progress and impact?
- How much effort and resources should be put toward retaining past donors versus securing new ones? What is the optimal balance, and does the plan achieve that?
- Does the plan have opportunities built in to engage past donors in a way that can move them up the engagement/commitment ladder?
- Does the plan adequately leverage existing opportunities and resources to raise funds (for example: resources such as text donations, and opportunities such as National Library Week)
- Is the plan focused and targeted, and doesn’t take a scattershot or one-size-fits-all approach to fundraising activities, messages and audiences
- Other: are there other considerations that should be addressed?

**Additional Resources**

- “Best Practices for Fundraising Success” (.pdf), <http://ow.ly/lxSxN>
- Fundraising information from the National Council of Nonprofits, [www.councilofnonprofits.org/tools-resources/fundraising](http://www.councilofnonprofits.org/tools-resources/fundraising)
- YALSA’s donation page: [www.ala.org/yalsa/givetoyalsa/give](http://www.ala.org/yalsa/givetoyalsa/give)
- Grants, scholarships and awards funded by Friends of YALSA

<b>Award</b>	<b>Number of awards given</b>	<b>Total annual amount</b>
Advocacy Travel Stipend	Varies from 1 - 3	\$1,000 - \$3,000
Board Fellow	1	\$1,500

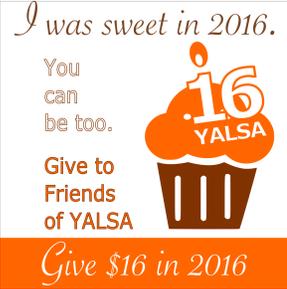
**YALSA Board of Directors – Midwinter 2016**  
**Topic: FAC Fundraising Plan for 2016**  
**Item #22**

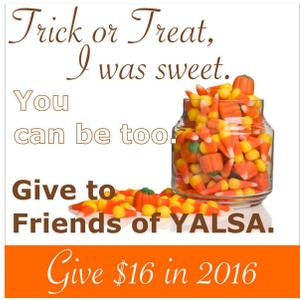
Emerging Leaders	Varies from 1 - 2	\$1,000 - \$2,000
Midwinter Paper Presentation	1	\$1,500
Spectrum Scholar	1	\$6,500
Volunteer of the Year Award	Up to 18	\$195 - \$3,510
Writers' Award	4	\$1,400
	<b>TOTAL</b>	<b>\$13,095 - \$19,410</b>

## Proposed 2016 Activities

This plan is meant to be an overall guide and, supplements not replaces, the monthly timeline of committee tasks in the FAC Chair Manual.

Timeframe	Theme	Activity	Target Audience	Responsibility Of
<b>Year-round,</b> virtual	Taking the Temp on  Giving	Using various YALSA communications channels including the blog, eNews, Twitter, YALS, and so on, let readers know how YALSA is doing toward our annual goal of \$13,095 with an infographic, such as the one to the left.	<ul style="list-style-type: none"> <li>• Members</li> <li>• Donors</li> <li>• Potential donors</li> </ul>	<ul style="list-style-type: none"> <li>• FAC will oversee the creation of the infographic</li> <li>• FAC with support of Communications Specialist will share out messages</li> </ul>
<b>Jan.</b> virtual	Publisher appeal	Reach out to publishers whose titles have won one of six YALSA book and media awards and encourage them to make a donation to the Leadership Endowment, as in years past	Select publishers	<ul style="list-style-type: none"> <li>• FAC Chair &amp; Fiscal Officer will oversee the process with support from Program Officer for Conferences &amp; Events</li> </ul>

<p><b>Feb. thru Oct.</b>, virtual (between Valentine's Day &amp; Halloween)</p>	<p>Sweet 16</p> 	<p>Online donors get a virtual cupcake badge (similar to the example on the left) to celebrate their donation and spread the word.</p> <p>On a monthly basis FAC members will share out via social media, listservs, eNews, blog, etc. from a list of <i>16 reasons to give in 2016</i>.</p> <p>Donors at conferences get badge sticker</p> <p>Make a special emphasis around Valentine's Day, YALSA's birthday and Halloween</p>	<p>New/potential donors from within and without the library community</p>	<ul style="list-style-type: none"> <li>• FAC will coordinate message distribution with the Communications Specialist.</li> <li>• FAC will work with Fiscal Officer to create the 16 reasons.</li> <li>• Membership Marketing Manager will update the "Give YALSA" web page based on content provided by FAC.</li> <li>• Communications Specialist has virtual badge made</li> <li>• Program Officer for Conferences &amp; Events orders stickers</li> </ul>
<p><b>April-May</b> virtual</p>	<p>Demonstrating Impact</p>	<p>Collect stories and photos from members who've benefited from grants and awards funded by FOY for use w/ future messaging and fundraising efforts</p>	<p>Past recipients of FOY funded grants and awards</p>	<p>FAC members (once photos and stories are collected, pass on to the Membership Marketing Manager for storing on the YALSA office e-files)</p>
<p><b>June</b> ALA Annual</p>	<p>Coffee Klatch</p>	<p>As in years past, Nichole O'Connor acquires and raffles off books from the attending authors</p>	<p>Coffee Klatch attendees</p>	<p>FAC members will advertise and Nichole will coordinate on-site.</p>
<p><b>July – Aug.</b>, virtual</p>	<p>End of Fiscal Year</p>	<p>Evaluate how fundraising efforts are going and, if they are not meeting targets, plan an end-of-the-fiscal-year push</p>	<p>2015 donors who have not yet donated for 2016</p>	<p>FAC with support from Membership Marketing Manager</p>

<p><b>September</b> virtual</p>	<p>Nonmember Outreach</p>	<p>Use stories &amp; photos gathered in April &amp; May to reach out to nonmembers who use YALSA resources, and appeal to them to support an organization who has supported them in their work</p>	<ul style="list-style-type: none"> <li>• TTW, TRW &amp; summer learning community members</li> <li>• Listserv subscribers</li> </ul>	<p>FAC with support from Membership Marketing Manager</p>
<p><b>October</b> Virtual</p>	 <p><i>Trick or Treat, I was sweet. You can be too.</i> <b>Give to Friends of YALSA.</b> <i>Give \$16 in 2016</i></p>	<p>Online donors get a virtual badge (similar to the example on the left) to celebrate their donation and spread the word. FAC members will share out via social media, listservs, eNews, blog, etc. from a list of 16 reasons to give in 2016.</p>	<p>New/potential donors</p>	<p>FAC members will get the word out with support from the YALSA Communications Specialist. Communications Specialist has virtual badge made.</p>
<p><b>November 4-6,</b> Symposium</p>	<p>Symposium Silent Raffle</p>	<p>Raffle off donated goods and services from members, vendors, etc.</p>	<p>Attendees at Symposium</p>	<p>FAC with support from Nichole O'Connor</p>
<p><b>November</b> Virtual</p>	<p>Giving Tuesday</p>	<p>We recommend that the 2016 pick a topic other than Spectrum Scholarship for their focus, as that was the 2015 focus</p>	<ul style="list-style-type: none"> <li>• Past donors</li> <li>• New/potential donors</li> </ul>	<p>FAC, Fiscal Officer and Executive Director will evaluate possibilities for the focus of 2016 Giving Tuesday</p>
<p><b>December,</b> virtual</p>	<p>Year End Giving - Give the Gift of YALSA</p>	<p>At the end of 2016 FAC will send out a selection of messages to targeted supporters and members highlighting the value of giving a gift of YALSA either</p>	<ul style="list-style-type: none"> <li>• Past donors including donors from 2015 who have not yet made a</li> </ul>	<p>FAC, Fiscal Officer and the YALSA Communications Specialist</p>

		as a holiday present to those who they know are not already members or for themselves. This will include a reminder of the tax donation implications of a gift of YALSA	donation for 2016 <ul style="list-style-type: none"><li>• Past YALSA Presidents</li><li>• Individuals who may be a possibility for planned giving</li><li>• YA authors</li><li>• Vendors</li></ul>	
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