

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Atlanta  
January 20-24, 2017

**Topic:** FAC Fundraising Plan for 2017

**Background:** Each year YALSA’s Financial Advancement Committee is tasked with raising \$13,095 to support those member grants, scholarships and awards that do not have a sponsor or otherwise fundraising plan for 2017. Jane Gov, FAC Chair, has provided the information below for the Board’s consideration.

**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: 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?
- Does the plan incorporate strategies on the new Organizational Plan?
- Other: are there other considerations that should be addressed?

Grants, scholarships and awards funded by Friends of YALSA:

Award	Number of awards given	Total annual amount
Advocacy Travel Stipend	1	\$1,000
Board Fellow	1	\$1,500
Emerging Leaders	1	\$1,000
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 - \$16,605</b>

**Proposed 2017 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.

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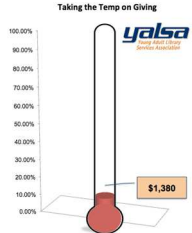

Provide oversight and continued enhancement of the Friends of YALSA program, including promotion, fundraising, donor recognition, and updating the Fundraising Toolkit.					
<b>Timeframe</b>	<b>Theme</b>	<b>Activity</b>	<b>Target Audience</b>	<b>Responsibility Of</b>	<b>Goal &amp; What</b>
Jan-Apr (Virtual)	Demonstrating Impact	Collect stories and photos from members who've benefited from grants and awards funded by FOY for use w/future messaging and fundraising efforts.	Past recipients of FOY funded grants and awards who have not yet shared their story	FAC with support from Member Marketing Manager	<b>\$1,000;</b> Share via YALSA blog, e-news, & social media
Jan-Apr (Virtual)	Fundraising Toolkit	Update Fundraising Toolkit. Serve as example/mentor for members who are looking for effective/proven fundraising strategies through our own fundraising.	Members	FAC	<b>\$500;</b> Update online toolkit and share with members; fundraiser on behalf of YALSA
May-June (Virtual)	Fundraising evaluation	Evaluate fundraising efforts so far; if they are not meeting targets, plan an end-of-the-fiscal-year push.	FAC & Board	FAC	FAC meeting
June (ALA Annual)	Coffee Klatch Raffle	Nichole O'Connor acquires and raffles off books from the attending authors	Coffee Klatch attendees	FAC members will advertise and Nichole will coordinate on-site.	<b>\$1,000;</b> Social media; share photos of raffle items
Aug (Virtual)	End of Fiscal Year	Share stories from past scholarship/grant winners who have not shared a story yet and share via YALSA blog, e-news, & social media	Members	FAC with support from Member Marketing Manager	<b>\$1,500</b> Share via YALSAblog, e-news, & social media
Sept (Virtual)	Nonmember Outreach	Use stories & photos gathered in April & May to reach out to nonmembers who use YALSA resources, and appeal to them to support an organization who has	TTW, TRW & summer learning community members; Listserv subscribers;	FAC with support from Member Marketing Manager	<b>\$500</b> social media, ning, personal letters

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		supported them in their work; use the \$10 text donation	social media		
Sept-Oct (Virtual)	Symposium Raffle items	Reach out to friends and family to donate items for silent raffle.	FAC & Friends of FAC	FAC with support from Nichole O'Connor	Personal letters, emails, phone calls
Nov (at Symposium)	Symposium Silent Raffle	Raffle off donated goods and services from members, vendors, etc.	Attendees at Symposium	FAC with support from Nichole O'Connor	<b>\$4,000</b> Ticket sales at Symposiu m
Nov/Dec – Tues after Thanksgiving (Virtual)	Giving Tuesday	In addition to ALA's Giving Tuesday outreach, reach out to members and nonmembers to donate to a specific YALSA grant, scholarship, or award.	Past donors & new potential donors	FAC, Fiscal Officer and Executive Director will evaluate possibilities for the focus of 2017 Giving Tuesday	<b>\$3,500</b> Social media, listserv
Dec (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. Include an offer of a publisher sponsorship of FOY for a term of 1-3 years for a specific sum. Their name and note of sponsorship will appear in all communications from Friends of YALSA.	Select publishers	FAC Chair & Fiscal Officer will oversee the process with support from Program Officer for Conferences & Events	<b>\$1,000</b> Personal letters

<p>Dec (Virtual)</p>	<p>Year End Giving</p>	<p>In addition to ALA’s End of Year fundraising outreach to members, FAC will send out a selection of messages to targeted supporters and nonmembers highlighting the value of giving a gift of YALSA either 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.</p>	<p>Past donors including donors from 2016 who have not yet made a donation for 2017; Past YALSA Presidents; Individuals who may be a possibility for planned giving; YA authors; Vendors</p>	<p>FAC, Fiscal Officer and the YALSA Communications Specialist</p>	<p><b>\$2,000</b> Personal letters from FAC, post on blog &amp; e-news</p>
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Evaluating 2016 FAC tasks:

Financial Advancement Committee					
Provide oversight and continued enhancement of the Friends of YALSA program, including promotion, fundraising, donor recognition, and updating the Fundraising Toolkit.					
Timeframe	Theme	Activity	Estimated \$\$ raised	FAC's evaluation	Recommendation for 2017
Year-round	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.	??	Not effective. We could include this on the FOY giving webpage so that donors will always see the progress—but in that case, this would become a staff task rather than a FAC task.	Remove from task list
Jan (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.	X	On recommendation from Linda Braun, move task to after Annual instead of after Midwinter, since the publishers have already been approached for donations by Nichole O'Connor in Jan.	On further recommendation from Beth, combine this task with End of Year appeal.
Feb – Oct (Virtual)	Sweet 16 	Online donors get a virtual cupcake badge (similar to the example on the left) to celebrate their donation and spread the word. On a monthly basis FAC members will share out via social media, listservs, eNews, blog, from a list of 16 reasons to give in 2016.	\$137	Not very effective for the length of effort. We focused on National Library Week in combination with Demonstrating Impact.	Remove from task list

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Apr – May (Virtual)	Demonstrating Impact	Collect stories and photos from members who've benefited from grants and awards funded by FOY for use w/future messaging and fundraising efforts.	\$347	We can share stories during National Library Week.	Move to earlier in the year so we can use stories during National Library Week.
June (ALA Annual)	Coffee Klatch Raffle	Nichole O'Connor acquires and raffles off books from the attending authors	\$800		Keep
Jul - Aug (Virtual)	End of Fiscal Year	Evaluate how fundraising efforts are going and, if they are not meeting targets, plan an end-of-the-fiscal-year push	X	Evaluation should be done before term ends in July.	Move to May-June so we can capture comments made by outgoing committee members.
Sept (Virtual)	Nonmember Outreach	Use stories & photos gathered in April & 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; use the \$10 text donation	Text donations reported at end of year	Hard to track text donations, but we hear from friends that they've donated.	Keep
Oct (Virtual)	Online badge – like Sweet 16	Online donors get a virtual badge to celebrate their donation and spread the word. FAC members will share out via social media, listservs, eNews, blog, etc. from a list of <i>16 reasons to give in 2016</i> .	See above	See above	Remove from task list; focus on getting donations for Symposium Raffle.
Nov (at Symposium)	Symposium Silent Raffle	Raffle off donated goods and services from members, vendors, etc.	\$3600	Need earlier reminder to gathering raffle item donations.	Keep & add task to gather item donations in Sept-Oct.
Nov/Dec – Tues after Thanksgiving (Virtual)	Giving Tuesday	Reach out to members and nonmembers to donate to a specific YALSA grant, scholarship, or award.	\$3317	Most profitable single day fundraiser	Keep

Dec (Virtual)	Year End Giving	FAC will send out a selection of messages to targeted supporters and nonmembers highlighting the value of giving a gift of YALSA either 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.	Since 12/30: \$2050	Keep, add publisher appeal
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For the year 2016, over \$17,500 has been donated to FOY & Leadership Endowment.

**Additional Resources**

- Best Nonprofit Fundraising Blogs and Websites of 2016, <http://www.thefundraisingauthority.com/fundraising-resources/best-fundraising-blogs/>
- “Best Practices for Fundraising Success” (.pdf), <http://ow.ly/lxSxN>
- FOY infographic, <http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/FOY%20Infographic.png>
- FOY page, <http://www.ala.org/yalsa/givetoyalsa/foy>
- Fundraising, <https://www.councilofnonprofits.org/tools-resources/fundraising>
- Midwinter 2017 Board Document #48, “2016 YALSA Donors,” [http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/Donors\\_MW2017.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/Donors_MW2017.pdf)
- YALSA donations page, <http://www.ala.org/yalsa/givetoyalsa/give>