

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

Topic: **Planned Giving**

Background: **A strong and effective planned giving program has been identified as a way to provide YALSA with funds to help guarantee the association is sustainable over the long term, and have the resources it needs to support members. The Board’s Fund and Partner Development Committee was asked to develop a list of recommendations for embedding Planned Giving in YALSA’s fundraising plan so that it becomes a continuous, rather than sporadic, project. Sandra Hughes-Hassell, as chair of the committee, provided the information below for the board’s review. The board approved the proposal presented below via an online vote on 12/12/16. Including it in the Midwinter agenda ensures it will be entered into the official record of the organization.**

Action Required: **Consent**

“...every non-profit should be focused (in part) on finding benefactors to leave them planned gifts because there is no better way to plan for the future growth and strength of your organization.”

www.thefundraisingauthority.com/planned-giving/launch-planned-giving/

In the past 10 years, YALSA has secured commitments from four individuals for planned giving. These individuals, and any others who participate in planned giving to YALSA, are recognized via ALA's [Legacy Society](#). As a member of the ALA Legacy Society, donors receive a personalized welcome package, commemorative pin, and invitations to conference and meeting events.

In 2012, YALSA’s President sent a letter to all YALSA Past Presidents asking them to consider planned giving. For anyone who expressed an interest, an existing YALSA Legacy Society member followed up with that person by phone, and ultimately passed them along to ALA Development if they chose to take action. In addition to the letter campaign, YALSA’s Board periodically reviews a list of members, supporters, and other library advocates who meet industry markers as good candidates for planned giving, and then work with YALSA’s Executive Director (ED), ALA Development Office and existing YALSA Legacy Society members to talk one-on-one with individuals to begin a dialogue and gauge interest.

Recommendations

1. To embed planned giving into YALSA and the work of the staff and board via:
 - a. Planned giving should be included as a financial responsibility of the Executive Board in the Executive Board Duties and Responsibility statement

**YALSA Board of Directors – Midwinter 2017
Planned Giving**

- b. The YALSA Executive Board should receive training on planned giving, how it works, and the role of nonprofit boards in maintaining a planned giving program. Included in this training should be how to build relationships and communicate with potential donors, and how YALSA's planned giving program can be supported by the ALA Development Office.
 - c. Planned giving should be included as one of the roles of the YALSA ED in their job description.
 - d. The YALSA ED should work with the ALA Development Office to develop and periodically update a Case Statement that includes what makes YALSA unique, what its value is to the community, why YALSA needs planned gifts, what YALSA would do with the amounts received, and talking points to use with potential donors.
 - e. The YALSA ED and Executive Committee should, on an annual basis, brainstorm potential new people, including former and current members, YALSA partners & supporters, and other library advocates, to reach out to for planned giving. For each person:
 - i. Add them to the current list of candidates for planned giving.
 - ii. Work with ALA Development Office, existing YALSA Legacy Society members, the YALSA ED, and/or a designated member to follow up with each person by phone or in person.
 - iii. Develop a stewardship plan for each candidate based on what they are interested in (e.g. what YALSA work excites them), and reach out to them periodically in a personalized way to share specific highlights, successes, etc. Send an impact report (see below) each year
 - f. Periodically, the YALSA staff and ED should send planned giving outreach materials (postcards, brochures, or personal letters) to our members, and other supporters or library advocates, who have already demonstrated an investment in YALSA. This could include people who have served on the board and/or on multiple committees, past presidents, and more. For anyone who expresses an interest:
 - i. Add them to the current list of candidates for planned giving.
 - ii. Work with ALA Development Office, existing YALSA Legacy Society member, the YALSA ED, and/or a member of the YALSA Executive committee to follow up with each person by phone or in person.
 - iii. Develop a stewardship plan for each candidate based on what they are interested in (e.g. what YALSA work excites them), and reach out to them periodically in a personalized way to share specific highlights, successes, etc. Send an impact report (see below) each year.
2. To increase awareness of planned giving as an option:
- a. YALSA staff should include planned giving as an option on all materials requesting donations/gifts. Link to <http://www.ala.org/yalsa/givetoyalsa/plannedgiving>
 - b. YALSA staff should create promotional materials on planned giving that focus on why & how. The purpose of the promotional materials is to convey

to potential donors what they need to know about planned giving and the role it plays in the financial health of YALSA.

- c. The YALSA staff should work with YALSAblog manager and editor of *YALS* to feature planned giving on the YALSAblog and in *YALS* at least 1 time per year. The format might include interviews with current YALSA Legacy Society members that reveal what motivated them to make the gift and how their gift will be used, an advertisement for planned giving, etc. The message must be tailored to the specific publication since they serve different audiences.
3. To communicate the impact of gifts (planned giving and others), YALSA ED, should:
 - a. Develop a yearly donor (gift) impact report that contains financial information (i.e. how much money was donated), describes how the money was used, contains short testimonials from members who have received benefits from donations, and contains information about giving options. This report needs to be visually appealing and stand out from the usual e-news mail or blog posts.
 4. YALSA should recognize and continue to build relationships with YALSA Legacy Society members. As part of this effort, YALSA's ED can consult with the Legacy Society members to see which of the following is a good fit for them and their desired level of privacy
 - a. send out a personalized welcome package
 - b. regularly distribute invitations to conference and meeting events
 - c. profile them in *YALS* or on the YALSAblog (if the member is comfortable with this)
 - d. add their name to the list of Legacy Society members on the web site
 - e. seek out ways to engage them in YALSA fundraising and/or in the particular work of YALSA that interests them the most
 - f. add them to the holiday card distribution list

Financial Impact

- There will be member leader and staff time involved in each of the recommended steps for making Planned Giving a regular part of YALSA's fundraising plan.
- There will be costs associated with creating and distributing planned giving outreach materials and the yearly impact report, recognizing YALSA Legacy members, and communicating on a regular basis with potential donors.

The Board will need to discuss viable options for freeing up member leader and staff time to take on these increased roles.

Recommended Action

The Board agrees to its responsibility to include Planned Giving as a regular part of YALSA's fundraising plan and directs the Executive Director to work with staff and member leaders to promote Planned Giving as outlined above beginning in February 2017.

Related Resources

- Planned Giving information on YALSA's website:
<http://www.ala.org/yalsa/givetoyalsa/plannedgiving>
- Fiscal Officer Report, 2016 Annual, Board Document #26
http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/FiscalReport_AN16.pdf
- Simple Low or No-Cost Ways to Promote Planned Giving
<http://www.thefundraisingauthority.com/planned-giving/ways-to-promote-planned-giving/>
- Planned Giving: A Toolkit for NonProfits
[https://www.ncnonprofits.org/sites/default/files/public_resources/Planned%20Giving%20\(A%20Toolkit%20For%20Nonprofits\)%20-%20Final.pdf](https://www.ncnonprofits.org/sites/default/files/public_resources/Planned%20Giving%20(A%20Toolkit%20For%20Nonprofits)%20-%20Final.pdf)
- ALA Planned Giving Brochure
<http://www.ala.org/plannedgiving/sites/ala.org.plannedgiving/files/content/Planned%20Giving%20Brochure.pdf>