

EBD #6.1
October 2021

TO: ALA Executive Board

RE: Report of the ALA Development Office

ACTION REQUESTED/INFORMATION/REPORT: Development Office report

CONTACT PERSON:

Tracie D. Hall, Executive Director, ALA

Anne Manly, Assistant Director of Corporate and Foundation Relations, amanly@ala.org

DATE: January 4, 2022

ACTION REQUESTED: None

DEVELOPMENT OFFICE FUNDRAISING REPORT TO THE EXECUTIVE BOARD BACKGROUND:

The purpose of the ALA Development Office report to 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 Development Office 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.

Fundraising Accomplishments

The following are highlights of ALA's Fundraising Activities, and Organizational Excellence since October 2021:

ACRL: ACRL received 102 donations from 94 donors totaling \$11,079. The median donation was \$50, and the average donation was \$108.62. Of that amount, 54% (\$5,937) was received during the Giving Tuesday campaign (November 23 – December 22, 2021).

Of those donating, 16.2% were first-time donors (15), 51.1% were continuing donors (48), and 30.2% were reinstated donors (26). Contributions by fund: ACRL Advancement Fund received \$5,562 (50%), ACRL Conference Scholarship Fund received \$2,320 (21%), and the RBMS Scholarship Fund received \$885 (8%).

In addition to the above, ALA's Development Office worked closely with multiple ALA units to support of their fundraising efforts, including prospect research, prospect identification, developing engagement strategies, drafting correspondence and proposals, conducting negotiations, drafting, and reviewing agreements, and reporting.

ALA Fundraising Priorities

Libraries Transform Campaign - Library Champions: The Library Champions program has shown great stability throughout the pandemic. In the past three months, we added two new Library Champions, the New York Times and Sinking Ship Enterprises. Both joined at the \$10,000 Investor level. This is particularly good news, as Capital One, whose Library Champion membership came about as part of a two-year PPO grant, has confirmed that it will no longer participate in the program with the conclusion of the grant period.

Philanthropy Advisory Group: The Philanthropy Advisory Group (PAG) welcomed new members Nancy Davenport and Julia Gelfand. PAG is at work planning an event for LLX that will encourage early and mid-career librarians, workers, and stakeholders to create their own philosophy of philanthropy.

Development Office, Personnel: The Development Office currently consists of Tracie Hall, Anne Manly and Remigio Torres. ALA recently secured funding from the MacArthur Foundation to hire a consultant to advise on Development Office strategy.

Contributed Income, Budget: ALA's Contributed Income projection for FY22 is \$3.8M, an increase from \$2.5 in FY21. ALA has realized \$1,840,000 since September 1, which is approximately 47% of the total. The calculation for this year's total includes general operating contributions which have contributed \$1,000,000 towards the goal and represents well over half of the total raised so far. This is similar to last year, in which ALA benefitted from a small number of large donations.

While Contributed Revenue continues to be largely defined by a small number of significant gifts, Development is committed to increasing the overall pool of donors. A positive trend this year recognized by Development is the increase in number of sources for Contributed Revenue over last year, with this year's funding coming from a

larger pool of donors. We are presently involved in a number of conversations with donors and continue to work towards achieving our revenue goal.

We note that a significant difference from last year's Development Office capacities is the number of Fall activities, such as the October 6 Fall Gathering, Giving Tuesday and Year-End campaigns, Annual Reports, Member Relations, and internal and external partner collaborations, which in the past had been handled by now-open positions. Although these activities are important and essential activities of any Development Office, they serve to limit Development's ability to focus primarily on prospecting and direct fundraising. Efforts to fill open positions are being prioritized through the end of FY22.

Erroneous charges. ALA is working to rectify incidents of erroneous charges on and about Giving Tuesday (November 30, 2021). These erroneous charges included double or incorrect billing and did not represent a single pattern of errors. Development and F&A teamed up with IT to address the issues. As of today's date, most issues have been resolved. Such incidents often coincide with e-giving process and has resulted in the creation of preemptive measures to support future campaigns.

Giving Tuesday and Year End: After adjusting for erroneous charges, we are pleased to report that we raised a total of \$30,222 on Giving Tuesday this year, more than \$10,000 than last year, showing an improvement of 43%.

Giving Tuesday 11/30/21: \$20,110

Giving Tuesday Week Before, Week of (11/22/21-12/3/21): \$30,222

AF2021 Physical Mailer: \$5,240

Endowment. Pursuant to Executive Director Tracie Hall's direction, Development has made contributions to ALA's Endowment Fund a priority going forward.

Data Fellows. The Development Office was pleased to assist in the interviewing and selection of two Data Fellows from the Applied Data Fellowship program of the University of Chicago, Harris School of Public Policy. Funding for these positions was made possible through the Andrew Mellon grant, which ALA received last year.