

TO: ALA Executive Board

RE: Small and Very Small Library Promotion for FY15

ACTION REQUESTED/INFORMATION/REPORT:

To review and approve the a special FY15 limited time “come-back” promotion targeted to lapsed small and very small libraries (organizational members) at a 50% off rejoin rate.

ACTION REQUESTED BY: Kay Cassel, Chair, ALA Membership Committee
Cathleen Bourdon, ALA AED, Communications & Member Relations
Ron Jankowski, ALA Director, Membership Development

CONTACT PERSON: Ron Jankowski, ALA Director, Membership Development,
rjankowski@ala.org

DRAFT OF MOTION:

That the Executive Board approves in principle a special FY15 promotion to encourage small and very small libraries with lapsed organizational membership members to rejoin ALA, subject to review and recommendation by BARC.

DATE: May 20, 2014

BACKGROUND:

The retention of small and very small libraries as ALA organizational members continues to be a challenge. As of April 2014 ALA’s very small library membership is 943 compared to 1,014 in 2013 (down 6.9%). Our April 2014 small membership is 502 compared to 532 the previous year (down 5.6%). Increasing retention of small and very small libraries builds ongoing relationships, shows support during challenging economic conditions, and positively grows dues revenue. **See attachment on next page.**

Attachment:

**ALA Membership Committee
Small and Very Small Library Promotion for FY15**

ACTION: #AC2014-06

Background:

The retention of small and very small libraries as ALA organizational members continues to be a challenge. As of April 2014, ALA's very small library membership is 943 compared to 1,014 in 2013 (down 6.9%). Small membership is 502 compared to 532 last April (down 5.6%). This single year-to-year drop represents a combined loss of 100 organizational members and approximately \$25,000 in dues revenue. Lapsed small and very small libraries account for the vast majority of lost organizational members. Our medium and large library membership is up and our very large library membership is down by 11 members.

Past Results:

In FY12 and FY13 ALA launched similar promotions. The FY 12 promotion resulted in 239 small/very small libraries rejoining, representing net dues revenue of \$24,000. The FY13 promotion resulted in 98 small/very small libraries rejoining, representing net dues revenue \$12,000. The FY12 promotion went to a larger group of about 1,500 former organizational members and was printed/mailed twice. The FY13 promotion went to a group of about 900 and was printed/mailed once and emailed once via Informz. There was no FY14 small/very small library renewal promotion.

Objectives of FY15 Proposed Campaign:

Increase retention of small and very small library organizational members to build ongoing relationships, show support during challenging economic conditions, and incrementally grow dues revenue.

Based on FY13 results, the net revenue goal is \$11,000, representing 10% of the potential lapsed member dues revenue, at the 50% rate. This represents approximately 100 renewed small/very small libraries.

Tactics:

- Communicate via direct mail/email that ALA understands the economic challenges of small/very small libraries. Re-build relationships and reintroduce the ALA organizational member value proposition.
- Promote a 50% off renewal rate for very small/small libraries, whose memberships lapsed during the last 60 months (approximately 1,000 libraries). This group represents lost revenue of \$220,000 if all had renewed at the regular dues rate; or \$110,000 if all had renewed at the promotional rate. The reduced rate for small libraries will be \$150. The reduced rate for very small libraries will be \$87.50.
- Offer the program for a 60-day period (to encourage action), launching September 15, 2014 and ending November 15, 2014 (to avoid bumping up against the Thanksgiving holiday).
- Provide the options of renewing by telephone or by returning a printed renewal form (mail/fax). An online option will not be available.
- Pay for the marketing with FY15 membership marketing funds. Anticipated costs for printing/postage are \$2,200, which currently exists in the FY15 membership marketing budget. No additional marketing funds are being requested.

Membership Committee Action Requested:

That the Membership Committee approves offering a special limited time "come-back" promotion targeted to small and very small libraries with lapsed ALA memberships at a 50% off rejoin rate.