

**EBD # 6.4**

**2013-2014**

**TO:** ALA Executive Board

**RE:** Report of the ALA Development Office

**ACTION REQUESTED/INFORMATION/REPORT:**

Development Office information report

**CONTACT:**

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**DRAFT OF MOTION:**

**DATE:**

June 9, 2014

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## Executive Summary

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The purpose of the ALA Development Office report to the ALA Executive Board Members is to provide an account of the progress made by the American Library Association (ALA) and its units in their strategic fundraising efforts. As represented by the level of gifts made and actionable next steps developed with various donors, significant progress continues to be made in the advancement of the fundraising continuum (i.e., identify, qualify, cultivate, solicit, steward) culture within ALA and its units.

### Accomplishments

Following the list of accomplishments, further information about specific fundraising activities is listed to highlight the expanding role and reach of ALA. When appropriate, hyperlinks have been included to provide additional information.

### *Strategic Priorities*

- The American Association for School Librarians (AASL) submitted a grant application to the Dollar General Literacy Foundation for the continuation of the *Beyond Words: the Dollar General school library relief* fund in May.
- The Association for Library Service to Children (ALSC) and the Young Adult Library Services Association (YALSA) submitted a joint grant application to the Dollar General Literacy Foundation for the continuation of *Everybody Reads @ your library* in May.
- The Public Programs Office and the ALA Development Office submitted a planning grant preproposal to the AARP Foundation in May. The planning grant will support the convening of library experts to advise the Foundation on a new older adult-library service model under development by the AARP Foundation.
- In August, the Public Programs Office will submit a proposal to the National Endowment for the Humanities (NEH) to re-launch the *Great Stories Club* project. The proposal is in cooperation with the Association of Specialized & Cooperative Library Agencies (ASCLA).
- The Public Programs Office is partnering with StoryCorps on a National Leadership Grant to Libraries proposal to the Institute of Museum and Library Services (IMLS) to extend *StoryCorps @ your library* programming to 10 additional sites in 2015. ALA is a subcontractor on the project.
- The Public Programs Office has partnered with the Human Origins program of the Smithsonian's National Museum of Natural History on a proposal to the John Templeton Foundation for *What Does It Mean to Be Human: Promoting a National Conversation on Human Evolution by touring the Smithsonian's Hall of Human Origins*. The project will involve a traveling exhibition and public programs in 19 libraries. The application is pending.
- The Public Programs Office is working with the National Center for Interactive Learning at the Space Science Institute to extend the tours of current traveling exhibitions *Discover Earth* and *Discover Tech* to a large number of public libraries. A proposal to fund a new

phase of the project was submitted to the National Science Foundation in January, and the application is pending.

- The Public Programs Office and the American Bar Association will partner on an NEH Implementation Grant proposal to bring *U.S. Citizenship in the 21<sup>st</sup> Century* programming to 12 libraries. The proposal will be submitted in August.
- NEH is tentatively planning to present an NEH/ALA cooperative agreement to the NEH Council on the Humanities in July. The project would focus on Latino-American history.

### *Fundraising*

- Since 9/1/2013, more than \$100,000 has been given by individuals, ALA divisions, ALA round tables and organizations to the Spectrum Scholarship Program. ProQuest is reviewing a proposal from the Office for Diversity that will expand the relationship between the company and the scholarship program. Dr. Em Claire Knowles has agreed to lead planned giving efforts for the program and will work with the ALA Development Office to create a strategy. Ellen Fader, Sara Kelly Johns and Courtney Young are recent members to the [2013-2014 Spectrum Leadership Circle](#) along with Irene Briggs who will support the program through a planned gift. Questions about the Spectrum Scholarship Program can be directed to [Gwendolyn Prellwitz](#).
- In May, the Office for Research and Statistics received a supplemental grant of \$81,656 from the Institute of Museum and Library Services (IMLS). The supplement will conduct a national sample study of broadband connectivity to and within U.S. public libraries that leverages and complements data collected in fall 2013 through the [Digital Inclusion Survey](#).
- The Office for Literacy and Outreach Services received notification from the Dollar General Literacy Foundation that their grant application for the *American Dream Starts @ your library* was funded at \$327,512. The grant will provide up to 25 new grants to libraries. To date, more than 100 libraries have participated in the *American Dream Starts @ your library* program.
- The NEH has awarded the Folger Shakespeare Library an award for [Shakespeare and his First Folios](#). ALA's Public Programs Office is a partner on the project, which will bring an original Shakespeare folio to all 50 states and three territories in 2016.
- With support from NEH, the Public Programs Office has provided a second round of [Let's Talk about It: Muslim Journeys](#) grants to three state humanities councils and 16 libraries. The grantees will present a second Muslim Journeys during the 2014 calendar year.
- The Young Adult Library Services Association has received support from Best Buy for the continuation of the Digital Library Services to Teens program. When Best Buy Mobile opens new locations across North America, YALSA will identify a nearby public or school library to receive a \$2000 donation from Best Buy to fund digital library resources for teens. The recipient library will have an opportunity to participate in a community celebration to promote this collaborative partnership.
- The Public Programs Office and NEH are developing two projects as supplements to ALA's *Bridging Cultures: Muslim Journeys* project. The first, supported by the Carnegie Corporation of New York would provide a case study evaluation of the overall initiative.

The second, funded by the Doris Duke Foundation for Islamic Art, would bring additional film programs to libraries, focusing on selections from the Sundance Film Forward program.

- The Association of College and Research Libraries (ACRL) received notification from the Gladys Krieble Delmas Foundation that they will fund travel support to new professionals at the Rare Books and Manuscripts Section (RBMS) 2014 Preconference.
- The Association for Library Service to Children and Chipotle will be collaborating on the creation of Chipotle's Summer and Winter Reading Lists.
- Google is supporting the Library and Information Technology Association's (LITA) president's program in Las Vegas.
- On Saturday, June 28 and Sunday, June 29, from 9am to 5pm, ALA's Office for Intellectual Freedom and SAGE are collaborating on a [Banned Books Readout Booth](#) at the 2014 ALA Annual Conference. Readings will be video recorded and will be featured on the [Banned Books Week YouTube channel](#) during Banned Books Week, September 21-27, 2014. The booth will be located at the entrance to the exhibit hall (look out for a red carpet and cameras).
- ACRL's strategic plan for its upcoming 75<sup>th</sup> Anniversary includes several fundraising initiatives. Some initiatives are underway via a silent phase in order to reach goals by 2015. <http://www.ala.org/acrl/aboutacrl/directoryofleadership/taskforces/acr-tfanniv>
- The Association for Library Collections & Technical Services (ALCTS) has launched a new fundraising initiative. <http://www.ala.org/news/press-releases/2014/03/new-giveala-opportunities-alcts>
- Two targeted direct mailings were completed by the ALA Development Office in April. The first appeal mailing was for the challenge match initiated by [Larry Romans and Mike Morgan](#) for the Stonewall Book Endowment during the 2013 Annual Conference in Chicago. The second appeal mailing was for the [Robert L. Oakley Memorial Scholarship](#) which is managed by the ALA Washington Office on behalf of the Library Copyright Alliance (LCA).
- In Q2 FY2014, ALA received an additional \$108.00 from Donation Line, our vehicle donation program. Since 2011, \$16,554.09 has been received from the program. When a donor selects ALA as the designated charity, Donation Line arranges pick-up and sale of the vehicle, with ALA receiving approximately 80% of the proceeds. There is no cost to the Association and contributions are unrestricted.

### *Building the Profession*

- A retirement/planned giving program at the ALA Annual Conference in Las Vegas will be held on Saturday, June 28 from 3:00 pm to 4:30 pm. The panel includes Dan Hoppe, Interim Director for ALA Human Resources Office, Irene Briggs, Assistant Director for Baltimore County Public Library, Carolyn Caywood, Jordan Curtis, Wealth Management Advisor for TIAA-CREF and Kim Olsen-Clark. The Retired Members Round Table (RMRT) will present Norman Horrocks-Rowman & Littlefield Conference Award at the beginning of this program.

*Organizational Excellence*

- The ALA Development Office and ALA ITTS will be creating a new landing page for giveALA.

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**ALA Fundraising Priorities**

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**15x15 Planned Giving Campaign**

The ALA Development Office continues to work with several individuals who have indicated their interest in making a planned gift to the Association in their estate plans, and continues to provide reports, resources and staff expertise to ALA units to assist with marketing and member outreach efforts.

ALA welcomes new Legacy Society member: Katharina Blackstead.

<http://www.ala.org/plannedgiving/legacy-society-honor-roll-donors-0>

As of June 9, 33% or more than \$5 million of the goal has been reached. Since the launch of the campaign, 55 individuals have been asked to join the ALA Legacy Society, of which 15 have joined, 26 are still considering, and 14 have declined.

<b>15x15 ALA Planned Giving Campaign</b>	
Total Goal:	\$15,000,000
Achieved:	\$5,006,997
% of Goal:	33%
Average gift:	\$178,821

**Actions:**

- Working with the 2014 15x15 planned giving campaign co-chairs, Carole Fiore and J. Linda Williams, the ALA Development Office will host an informal gathering to ALA Legacy Society members on Friday, June 27 in Las Vegas to survey the current satisfaction with the program and its potential to attract new members plus potentially nominate the 2015 15x15 campaign chair(s).
- In March 2013, the ALA Development Office and ALA Production Services added additional 15x15 campaign ads to the ALA unit toolkit. The toolkit currently contains a unit-tailored campaign video, three print ads, presentations and other online products and is made available to all ALA divisions plus ALA units who are actively engaged in fundraising activities. The Office continues to work with these units to refine marketing strategies that promote planned giving gifts to the Association.
- In FY2015, the ALA Development Office plans to complete several mass direct mailings on how to join the ALA Legacy Society to identified ALA members.

## **Campaign for America's Libraries and Library Champions**

The Campaign for America's Libraries, working with The Disney Book Group, has secured the services of legendary comic book creator and former chairman of Marvel Comics, Stan Lee, as the Honorary Chair of Library Card Sign-Up Month in September. Mr. Lee is the co-creator of Spider-Man, the Incredible Hulk, the Fantastic Four, Iron Man, X-Men and many other popular fictional characters. Print PSA materials featuring Stan Lee will be made available and PIO is exploring other ways to feature Stan Lee to promote Library Card Sign-Up Month.

The Development Office, PIO and Candlewick Press, a Library Champion, recently discussed various opportunities for Candlewick Press to further support The Campaign for America's Libraries. Among the opportunities underway is the distribution of various donated Candlewick Press materials, including signed books, as give-a-ways at The Campaign for America's Libraries/ALA Press Office site at the ALA 2014 Annual Conference in Las Vegas. The Candlewick Press give-a-ways will provide conference attendees with a tangible reminder of the important work that ALA and Candlewick Press are doing through The Campaign for America's Libraries.

In February 2014, the Development Office introduced the new \$7,500 "Patron" giving level for the [Library Champions](#) program. In response to feedback from current Library Champions, the new level was established to provide an additional option for Library Champions to increase their support to an amount that best fits the company's budget and goals. Innovative was the first Library Champion to generously increase its commitment to the new level for 2014-2015. In May 2014, SirsiDynix, a Library Champion since 1997, increased its commitment to the Patron level in support of The Campaign for America's Libraries. The ALA Development Office is excited to offer the Patron level to current Library Champions who wish to increase their support, as well as to prospective Library Champions.

## **Combined Federal Campaign (CFC) and State Campaigns**

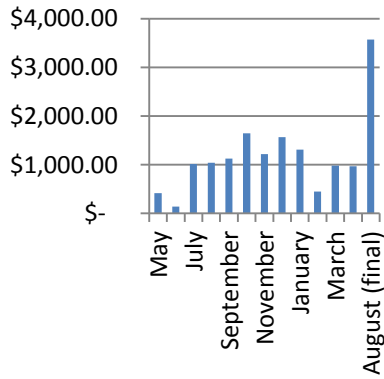
The American Library Association has been accepted by the U.S. Office of Personnel Management for the inclusion in the Fall 2014 Combined Federal Campaign (CFC) as a member of Educate America! federation.

All CFC funds received are unrestricted, and currently have been allocated to United for Libraries.

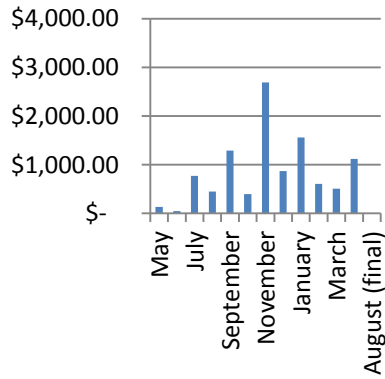
- Campaign 2013 is open, and has generated \$137.85; preliminary reports show \$19,134.71 in pledges to ALA. Revenue projections will be finalized when all pledges are reported in September 2014.
- Campaign 2012 is open and has generated \$10,450.91; pledge reporting has been finalized, and ALA is projecting revenue at \$15,000.
- Campaign 2011 is closed and generated \$15,466.44 (projected revenue was \$15,000).

The following graphs outline current monthly distribution patterns for the 2011 and 2012 campaigns that ALA has participated in:

### Campaign 2011



### Campaign 2012



### Campaign 2013

