

**YALSA Board of Directors Meeting
Conference Call
February 25, 2010**

Topic: Request for Board Action: Financial Advancement Committee

Background: The charge of the Financial Advancement Committee is to “provide oversight and continued enhancement of the Friends of YALSA program, including fundraising and donor recognition. Work with the Board to create and implement regular fundraising campaigns based on fiscal priorities identified by the Board. Implement fundraising opportunities approved by the YALSA Board.” The current Chair of the committee is presenting a fundraising plan for 2010 for Board approval.

Action Required: Action

NAME: Pam Spencer Holley, FAC Chair

REQUEST: The FAC would like the Board to review our proposed fund-raising projects for 2010/2011 and decide on which they feel are appropriate.

The Financial Advancement Committee proposes the following projects for 2010/2011:

1. Give \$10 in 10 [Give ten dollars in 2010] – The idea here is to use a catchy slogan to generate interest in the Friends of YALSA to increase the FOY membership. We would like to make lots of money, of course, but it would be sensible to begin building a larger base of Friends who, in years to come, will be more likely to increase their yearly contributions. In addition, we’ll build up a list of names of potential donors for other projects.
2. Raffle [or save for silent auction] a jewelry set from Cindy Dobrez [Dobrez Designs]. Suggested raffle price is \$1 a ticket or \$5 for 6 tickets.
3. A Silent Auction at Midwinter 2011 to be a fund raiser. The FAC would like additional help from a planning and implementation task force, though they would want to remain in close contact with these people. Anyone on the task force should be someone with creative ideas and contacts with people who could offer items for the silent auction. The committee would like to see the Silent Auction follow the Exhibits Reception on Friday night and strongly encourages as many YALSA members as possible attend the exhibits. The event would replace the gaming/tech event that YALSA held at the same time in years past. The rationale for is that the gaming event was getting a bit stale and attendance was lagging. Also, YALSA only made a small amount of revenue from the event, in part because of the cost of the AV needed and also because ALA takes overhead

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on ticketed events. Donations gathered at a fundraising event are not subject to ALA overhead, so YALSA could keep 100% of the proceeds.

4. A brochure for FOY that could be used by members who present at non-YALSA and non-ALA events. Attendees who might not be interested in ALA/YALSA membership, but who benefit from YALSA products such as the various selection and award lists, might be willing to make a small donation.

For what will the money collected be used?

- The FAC strongly supports the use of the money for advocacy efforts, including:
 - Printing advocacy toolkits and sending them to members
 - Travel stipends to bring teens and librarians to future Library Legislative Days
 - The development of a free e-course or webinar on how to be an effective advocate for teen services
- There was also mention of using the funds collected for research, so that might be a focus for the following year, especially as that is one of the five goal areas in YALSA's strategic plan.

RATIONALE: The Board needs to approve all FAC projects.

OTHER ACTION: This year the FAC wants to earmark all FOY funds raised this year for YALSA advocacy programs. The feeling among the FAC members is that the focus should be on YALSA programs.

Additional Resources:

- 20 Ways to Make Your Auction More Effective:
<http://nonprofit.about.com/od/fundraisingauctions/a/auctsugg.htm>
- Check Out Your Organization's Fundraising Readiness:
<http://www.raise-funds.com/a98forum.html>
- Fundraising Good Strategies, Best Practices and Useful Resources:
<http://volunteer-connections.org/express/nccenteronfundraising.pdf>
- General Guidelines for Fundraising:
http://www.managementhelp.org/fndrsng/np_raise/fndraise.htm