

**YALSA Board of Directors Meeting
Conference Call
1:00 – 2:30 PM (Eastern) August 8, 2007**

Topic: Funding Teen Read Week™ Projects

Background: YALSA received \$50,000 from Mirrorstone Books for a corporate sponsorship for TRW 07. The Board will want to provide direction to the Executive Director on how to spend the funds for maximum impact. A suggested budget is provided below.

Action Required: Action

Targeted Area	Suggested Investment	Approximate Cost
Research: gather some information about the impact TRW is having in local communities so we can use it as an advocacy tool (and also to recruit future corporate sponsors) and as a means for providing some direction for future TRWs and/or YALSA initiatives.	Hire a researcher to survey TRW registrants (librarians and educators) pre and/or post TRW and/or survey teens then publish the results.	\$10,000
Advocacy: educate Congresspersons about the importance of YA librarians and YA services, especially in the area of adolescent literacy, so that they will support funding such as LSTA & ILTSL	Host a media event for/with Congresspersons on the Hill during TRW w/ focus on adolescent literacy.	\$10,000
PR: extend reach into the library & education community and increase awareness of TRW among the general public	• Hire a publicist to get media attention for TRW and YA lit related issues	\$8,000
	• Plan & implement media events, like Teen Lit Day & TRW Kick-Off	\$6,000
	• Create and distribute print PSAs,	\$4,000

	<p>purchase ad space in trade journals, email blasts, rent mailing lists, etc.</p> <ul style="list-style-type: none"> • Create & distribute flyers, freebies, downloadable resources, etc. to raise awareness • Contract w/ an event planner to carry out events • Create teen portion for TRW site 	<p>\$1,000</p> <p>\$3,000</p> <p>\$3,000</p>
<p>Member Benefits: provide members who register for TRW with extras</p>	<ul style="list-style-type: none"> • Free downloadable resources • Best TRW Program Contest • Other 	<p>\$5,000</p>