

**Fall Executive Committee Meeting  
October 21-22, 2011, Chicago**

**Topic:** Board Role in Planned Giving

**Background:** In September the YALSA Board participated in an e-chat on the Board's role in Planned Giving and Fundraising. The Executive Committee may want to discuss possible options for following up on this chat and keeping Board members active in their role as supporters of the association.

**Action Required:** Discussion

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Possible issues for the Executive Committee to advance via the board:

- Creating policies and/or procedures about gift acceptance, endowment spending and donor stewardship.
  - There is a new ALA Task Force for Planned Giving being established that will, according to Treasurer Jim Neal, create a gift acceptance policy among other tasks (Pam Holley is serving on the TF).
  - Procedures could be adapted from the National Council of Nonprofit's resources found here: [www.councilofnonprofits.org/resources/resources-topic/fundraising](http://www.councilofnonprofits.org/resources/resources-topic/fundraising), especially from within the sections called:
    - Accountability Practices in Fundraising
    - Acknowledging Gifts and Contributions
    - Ethical Practices in Fundraising
- Creating an ad hoc Board committee to come up with a list of resources to help Board members be more involved in planned giving, including tips on how to get the word out about opportunities to contribute to YALSA and on how to identify and approach potential donors.
- Direct the President to work with staff to implement a targeted mailing for planned giving prospects.
- Other?

**Additional Resources:**

- The Stelter Company has 2 free webinars on planned giving: <http://tinyurl.com/22tfk3n>