

TO: Core Board of Directors

TOPIC: Strategic Fundraising

ACTION / INFORMATION / REPORT: ACTION / INFORMATION / REPORT (pick one)

ACTION REQUESTED BY: Joseph Yue and Tabatha Farney, Fundraising and Sponsorships Committee Co-Chairs

SUBMITTED: June 13, 2023

SUMMARY

The Fundraising and Sponsorships Committee seeks a strategic fundraising discussion by the Core Board.

BACKGROUND

Bigger context

- ALA major fundraising will start 2024; we should set goals as part of and piggybacking on the ALA fundraising effort
- All divisions are developing fundraising plans in concert with the upcoming ALA fundraising effort.
- ACRL, PLA and AASL have national conferences and have large endowments due to the income from the conferences
- Jim is on the search committee for the new development officer.

Core related concerns

- Moral opposition to seeking funds from certain corporations by those who might be concerned with vendor relationship
- Core Board support and prioritize, set goals, determine the “what”
- FSC focus on the “how”
- We need a good story to share with potential donors and current members
- Cultivate individuals

We identified five areas that we think that the Core Board should consider:

Initiative 1

Core members: encourage involvement and commitment through:

- annual giving
- friends of Core group

Initiative 2

Rebuilding contacts with corporate donors

- need new vendors and outside of the traditional ones in the industry

Personal relationship is very important

Initiative 3

A special event with a popular speaker and/or social activity

Members and others would pay/contribute to attend

Such as Freedom to Read event which included:

- author with banned books
- individual who are against censorship

Initiative 4

Grants (through ALA as it needs to be a legal entity, on behalf of Core)

- Topic on leadership (new approach, innovative) that many solicit funding

Core has discussion of a grant for leadership development but needs more work.
Support for people who want to pursue leadership opportunities or liaison opportunities such as IFLA without institutional support.

- research study
- multiple year on topics of interest to membership

Initiative 5:

Estate planning. Often annual gifts by members will lead to estate gifts.

Legacy society in ALA

ACTION REQUESTED

The Core Board is asked to determine the prioritization of initiatives from the 5 presented.