

**TO:** ALA Executive Board

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

**ACTION REQUESTED/INFORMATION/REPORT:** Development Office report

**CONTACT PERSON:**

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**DATE:** January 24, 2020

**BACKGROUND:** The purpose of the ALA Development Office report to the ALA Executive Board Members is to provide an overview of the progress made by the American Library Association (ALA) and its units in their strategic fundraising efforts. The Office of ALA Development and ALA units expend significant effort in identifying, cultivating and soliciting major and planned gifts; participating in donor activities for purposes of relationship building, cultivation, and stewardship; drafting proposals and meeting with individuals, foundation, and corporate donors for cultivation and solicitation purposes.

**ATTACHMENTS:**

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## Fundraising Accomplishments

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The following are highlights of ALA's Fundraising Activities, and Organizational Excellence since September 2019:

### *Fundraising*

- **Public Policy and Advocacy Office.** PPA received the significant support from Google since the last report. In addition to the \$2,000,000 contribution from Google for their Entrepreneurship Initiative reported in Development's October 2019 Fundraising Report to the Executive Board, Google also contributed \$150,000 in support of CS Education Week, a \$30,000 supplement for Grow with Google, \$150,000 for Hour of Code and \$150,000 for the Tribal Digital Skills Initiative.
- **Association of College and Research Libraries.** Between September 27 and December 26, 2019, ACRL received \$20,225 from 95 donors, including 12 first-time donors and 8 former donors. ACRL participated in the ALA 2019 Giving Tuesday campaign with a matching gift challenge of \$7,750 and, as of today, we have received matching gifts totaling almost 72% of that amount. Raising additional funds for ACRL 2021 Conference scholarships has been the focus of the campaign.
- **Association for Library Service to Children.**  
An anonymous donor pledged up to \$10,000 in matching funds designated for ALSC through ALA's Annual Fund. ALSC developed a robust communication plan, which included a social media toolkit, and was able to successfully raise \$10,236 from 77 donations made between November 6 – December 3, 2019. Another anonymous donor has stepped forward contributing \$5,000 in matching funds for ALSC.
- **Office for Diversity, Literacy and Outreach Services.**  
ODLOS saw major success in fundraising for the Spectrum Scholarship Program. More than 45 individuals donated from Thursday, November 28 until Wednesday, December 4. During this period, the Spectrum Scholarship Program collected \$4,300 with over \$3,000 coming from Giving Tuesday. These Giving Tuesday donations will be matched by anonymous donors. To prepare for Giving Tuesday, ODLOS staff targeted key Spectrum community members to promote Spectrum through a combination of social media posts and email messaging. ODLOS staff also created a social media and email campaign that highlighted stories from Spectrum alumni.  
  
In its 50<sup>th</sup> year, the Coretta Scott King Book Awards received a generous anonymous donation of \$25,000. ODLOS and the Coretta Scott King Book Awards community will use this funding to promote programming surrounding the Coretta Scott King Book Awards.
- **International Relations Office and Chapter Relations Office.**  
ALA, through IRO and CRO, is currently assisting several libraries in the Bahamas that were damaged by Hurricane Dorian on September 1<sup>st</sup>. Working with the Bahamas National Library Service and the University of Bahamas, laptops, tablets, and books requested are being delivered. This initial donation through the contributions to the ALA Disaster Relief Fund totals \$6,000. ALA will provide additional resources in 2020.

- **Public Library Association.**  
 PLA is actively securing sponsorships for the PLA 2020 Conference (February 25-29, 2020 in Nashville, TN). PLA and Corcoran Expositions have confirmed approximately \$56,000 in sponsorship funds from 12 companies for the conference, with an additional \$36,600 raised from the National Network of Libraries of Medicine – Pacific Southwest Region to support inclusion of StoryCorps in the conference through presentations and story recording. In addition, PLA secured sponsorship funds for its Space Planning: Reinventing your Library Space workshop held in Jacksonville, Florida on December 12, 2019. The \$1,500 sponsorship was supplied by Engberg Anderson Architects.
- **Association of Specialized, Government, and Cooperative Library Agencies.**  
 ASGCLA has begun promoting a travel opportunity to Southern Scotland and Northern Ireland planned for May 2020. ASGCLA will need 20 travelers by April 1 to be able to sponsor the trip and receive income from the activity. ASGCLA has not historically had an organized program for seeking funds from sponsors but this fall ASGCLA is beginning to draft information sheets to use in seeking sponsors for their awards program and other ASGCLA programs and events.
- **Public Programs Office and Communications and Marketing Office.**  
 In September 2019, Oprah’s Book Club, Apple and Harpo (Oprah’s production company) announced a \$500,000 gift to ALA, to be paid out over two years. The gift will support the advancement of literacy through America’s libraries by supporting two existing ALA assets – the Public Programs Office’s Cultural Communities Fund and the Libraries Transform public awareness campaign, managed by CMO.
- **Public Programs Office.**  
 Capital One Bank provided \$294,000 in December to fund the first two years of PPO’s *Connect & Grow: Hotspots & Financial Literacy Tools for Rural Libraries*. Capital One has promised to provide the additional funds to round out the third year of the project. The project team will select 20 rural public libraries, or libraries that serve that role in rural communities, through a competitive application process. Each selected library will receive a resource package to support financial literacy and internet access, including the ability to lend out Wi-Fi hotspots, during a two-year library program implementation period.

The Public Programs Office partnered with the Space Science Institute (Boulder, Colorado) to submit a \$310,000 grant proposal to the National Science Foundation / Advancing Informal STEM Learning in November. If funded, *Collaborative Research: Measuring the Construct of STEM Program Readiness in Public Library Settings* will begin in July 2020.

In November, PPO worked with Development to secure a \$75,000 gift from Acton Family Giving.

### *Organizational Excellence*

- After the Development Office’s inaugural Banned Books Week campaign in September 2019, PPA and Development worked together on a successful #eBooksForAll fundraising campaign. This campaign was the first of its kind in that it solicited the more than 100,000 opted-in advocates who signed the #eBooksForAll petition in lieu of solely reaching out to our member base. The open rate for this email was almost double our average (39% vs 22%) and the campaign raised close to \$10,000.

- The new Philanthropy Advisory Group (PAG) met in Chicago on November 19 and 20 to identify how PAG can better inform, engage and encourage philanthropy among our member colleagues and increase contributions and gifts to ALA. The retreat led to the creation of four PAG working groups -1876 Club & Legacy Society, Stewardship and Ongoing Fund, Communications, and Philanthropy Policies, Procedures, and Protocol.
- In January, Genevieve Hix joined the Development Office as Assistant Director of Development, Major Gifts.

### *Salesforce*

The Development Office continues to meet weekly with ALA's IT Office to further expand the use of Salesforce in Development activities and address any Salesforce issues as they arise. Development's Remigio Torres and Autumn Ni are heading up the Office's efforts to integrate Salesforce and iMIS capabilities.

### *BARC Investment Metrics*

The Development Office has begun using Salesforce to quantify the investment metrics currently under consideration by BARC. To that end, the Development Office is currently working with ALA's IT Office to establish procedures that will harness Salesforce's ability to gather and organize data that will illuminate the BARC-identified metrics. Although this effort has been slowed by issues related to iMIS data, including excessive duplicate records and other structural issues which were uncovered as a part of this project, the great news is that the transition to Salesforce has allowed us to visualize and understand certain kinds of data limitations we are facing. Given these challenges, it will likely be a staged process for us to address these metrics.

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## **ALA Fundraising Priorities**

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Giving Tuesday performed similarly to last year, raising \$41,414, with only a slight drop off that can be attributed to last year being the 20<sup>th</sup> anniversary of the Spectrum Scholarship program. Development worked with offices and divisions around ALA to coordinate efforts, promoting influencer outreach and a new-to-this-year social media toolkit available to ALA supporters on Development's website. The Annual Fund, which is wrapping up, consisted this year of a paper letter and an email/social media campaign organized around ALA's four strategic directions.

### **Planned Giving**

The Development Office rolled out a new planned giving brochure at Annual Conference 2019. This refreshed document uses Libraries Transform branding to encourage planned gifts. We did a mailing to prospects in Summer 2019 and will incorporate ongoing marketing efforts to encourage planned gifts.

### **Legacy Society and 1876 Club**

The Legacy Society is the overall giving society for those who have made a planned gift to ALA. The 1876 Club is a donor circle within the Legacy Society, targeting individuals who are under 50 when they indicate their intention to make a planned gift to ALA.

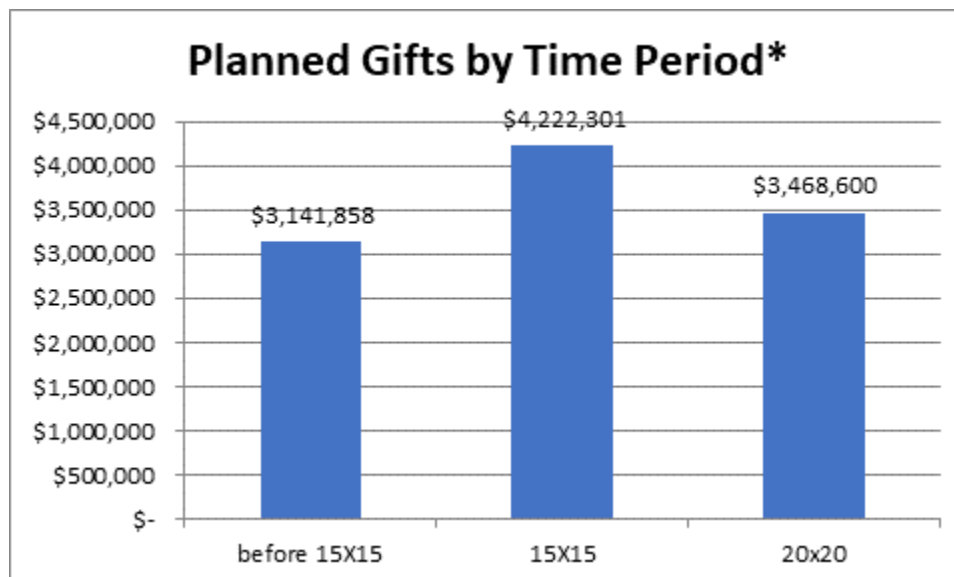
Planned Giving Activities in FY20 – FY21 include:

- An assessment of the impact of the 2019 planned giving mailing and any spike in planned giving donors or contacts to the Development Office.
- Present Legacy Society Luncheon at Annual Conference 2020 to steward current Legacy Society members and 1876 Club Cocktail hour at the 2020 Midwinter Meeting.
- Revamp the 1876 Club reception at Annual 2020 into a sneak peek happy hour at the new ALA Office.
- Identify prospects to approach for major and planned gifts.
- Create solicitation documents to be used during donor meetings.
- Place ads in *American Libraries* promoting the Legacy Society and 1876 Club.
- Onboard new Assistant Director of Major Gifts to assist with the planned giving pipeline and stewardship.

### 20x20 Campaign

The goal of the 20x20 Campaign is to bring our major and planned gift fundraising to a total of \$20 million by the end of 2020. This means a little more than \$10 million in new planned and major gifts. So far, we have received close to \$4 million in planned giving pledges to count towards the 20x20 campaign.

More information about planned giving by time period:



Planned Gifts before 15x15 (prior to June 2012):	\$3,141,858
Planned Gifts during 15x15 (June 2012 – February 2016):	\$4,222,301
Planned Gifts to-date 20x20 (March 2016 – ongoing):	\$3,468,600

Additional detail about the pledges reflected above:

<b>New Planned Giving Pledges to ALA, March 2016 – December 2019</b>		
	<b>Approximate Pledge Amount</b>	<b>New Members</b>
<b>1876 Club</b>	\$1,306,900	16
<b>Legacy Society</b>	\$2,161,700	14
<b>Total</b>	<b>\$3,468,600</b>	<b>30</b>

**Libraries Transform Campaign - Library Champions**

The Development Office continues to investigate low or no-cost benefits which may be offered in addition to the current benefits Library Champions receive as part of a restructuring of the program. Development has met with several ALA Units including Membership, National Network of Advocates, International Relations, Accreditation Office, ALA Editions, American Library, Roundtables, eLearning, Booklist, ODLOS, CMO and Conference Services to identify potential benefits. One change under discussion is to schedule a more intimate meet and greet between Library Champions and ALA Leadership at Midwinter, as well as clarifying the aim and guest list for the VIP Reception at Annual.

In response to a Library Champion member survey given to the Library Champions last Spring, the Development Office has added new benefits to the Library Champion program at the Member Level, including a Library Champions webpage, Library Champions and Corporate Members *ALA Connect* and a targeted version of the ALA Libraries Transform newsletter. The webpage will appear on ALA’s I Love Libraries website. The Library Champion webpage section will open with a Library Champion landing page, which will link viewers to separate pages dedicated to each Library Champion. Each Champion’s page will be an opportunity for the Champion to highlight their story, mission, and values to ALA members and the public and will include links to their social media, such as Facebook, Twitter or Instagram. The Connect channel will be an online platform for discussion and collaboration between Library Champions and ALA Corporate Members. It will be a platform for Library Champions and ALA Corporate Members to connect and communicate with each other. Going forward, Library Champions will also receive a corporate-focused version of the ALA Libraries Transform newsletter. The newsletter reports on the Libraries Transform program and will provide up-to-the-moment examples of the programs and activities the Library Champions dollars support.

The Development Office continues to review corporate giving through its Corporate Member Working Group. The Development Office is working with ALA’s IT office and PPA to understand how to best utilize Salesforce to help “map” corporate giving across the association. Harnessing this information in a usable format will be important as the Development Office works to better understand the relationship between corporations and ALA Units. Development also continues to work with Membership to identify paths to increase corporate membership and extend corporate giving beyond those Corporate Members who currently contribute to ALA.