

**TO:** ALA Executive Board

**RE:** Report from the Philanthropy Advisory Group (PAG)

**ACTION REQUESTED/INFORMATION/REPORT:** PAG report

**CONTACT PERSON:**

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**DATE:** January 24, 2020

**BACKGROUND:** The purpose of this report is to provide an update on the activities of the new Philanthropy Advisory Group.

**ATTACHMENTS:**

**ALA Philanthropy Advisory Group (PAG)**  
**Report to the ALA Executive Board on January 24, 2020, as of January 6, 2020**  
**By Lenore England, PAG Chair - 2019-2020 -- FINAL**

The ALA Philanthropy Advisory Group (PAG) is an advisory committee formed by volunteer leaders to increase member engagement, deepen the culture of philanthropy of the American Library Association (ALA), and help raise more money for ALA. Membership on PAG is by a competitive application process with appointments by the Finance and Audit Committee of the ALA Executive Board. PAG will consist of a representative group of individuals who share in the ALA vision and can work with the ALA Development Office (DO) to help guide, advise, and assist ALA leadership as they advance their development efforts to meet the growing needs of the organization. Members of PAG will also commit to supporting ALA with a meaningful annual gift. Later on, PAG members will be leaders in engaging the membership about ALA's development goals and the various opportunities members have to support ALA.

**Key Benchmarks, 2018 to 2020**

The key benchmarks achieved and in process by PAG since June 2018 are noted below.

- June 2018 - June 2019 - Development of PAG
- November 2018 – January 2019: Receive Applications for PAG
- April 2019: Present Applicants to ALA Executive Board Finance and Audit (F&A) Committee for review and approval
- May 2019: PAG members sent foundational and other procedural documents
- June 2019: First quarterly in-person meeting of PAG, discussion of organization and election of Chair (voted on by the group)
- September 2019: Second quarterly online meeting
- November 2019: PAG Retreat in Chicago at ALA Headquarters: Set out working group projects and the election of other PAG officers
- Spring 2020: Third quarterly online meeting
- June 2020: Fourth quarterly in-person meeting of PAG

**PAG Members, 2019-2020**

John P. Culshaw  
Lenore England, *Chair*  
Barbara J. Ford  
Edward Garcia  
Joyce Garczynski, *Secretary*  
Mary Hastler  
Rod Hersberger  
Karlene Noel Jennings, *Vice Chair*  
Christina McClelland  
Robert Randolph Newlen

Blynn Olivieri  
Lorelei Rutledge  
ALA Development Office *Liaison*: Sheila O'Donnell, Director

## **PAG Working Groups and Nominating Committee**

The PAG working groups and nominating committee were established during the PAG retreat in November 2019. Key projects are noted for each for the next two to three years. Additional projects may develop as the groups and nominating committee begin their work this year.

## **1876 Club & Legacy Society**

### **Ongoing**

- Regular meetings online, Development Office will host
- Regular reports for the ALA Council
- Building pool of ambassadors/member leaders

### **Near Term (By 6/30/21)**

- Input in communication strategy for these groups
- Aspirational goals for membership in 1876 Club/Legacy Society
- Training plan for members
- Attend 1876 Club and Legacy Society receptions at Midwinter/Annual
- Develop an ongoing video strategy
- Meeting with the ALA Council to discuss estate giving
- Develop blended gift strategy

### **Future, two to three years**

- 100% membership in 1876 Club/Legacy Society
- 100% of ALA knows about planned gifts
- Booth at Midwinter/Annual

## **Stewardship**

### **Ongoing**

- Call ALA donors and thank them
- Hand sign thank you letters
- Personal notes

### **Near Term (By 6/30/21)**

- Develop a thank you protocol
- Evaluate recognition levels

### **Future, two to three years**

- Strategic direction
- Coordinated stewardship
- Thank you ideas: For instance, thank you video emails

## Ongoing Funding

### Ongoing

- Advocacy
- Share samples within networks
- Feedback on messages
- Assist with case statements
- Includes helping build Major Gifts initiative

### Near Term (By 6/30/21)

- Evaluate and clean-up Membership renewal packet
- Change solicitation strategy around the end of year
- Develop Employee Giving Strategy
- Establish a formal major gifts program
- Emphasize that leadership to take the lead

### Future, two to three years

- Coordinated solicitation schedule
- Partner with Membership to have a stronger member survey
  - Matching gifts from employers, including spouse's employer
  - Updated contact information
- Reframe Annual Giving: Classic focus on recurring giving and planned giving not tenable for future
- Integrate giving with registration

## Communications

### Ongoing

- Institutional communications schedule
- Keep track of new forms of communications

### Near Term (6/30/21)

- Article for AL Direct
- Review Development Office's Survey Monkey survey
- Overall communications for the Philanthropy, Policies, and Procedures working group (PPP)
  - Survey of the landscape
  - Donor/member "touches"
- Promote philanthropy through Divisions' materials
- Make sure people know about PAG

- Provide input on donor newsletter
- Elevator speech

### **Future, two to three years**

- Public-facing online donation portal
  - Ability to make automated monthly donations
  - Publicized so everyone knows to go there
- Everyone knows they can support ALA
- All leadership knows about the elevator speech

## **Philanthropy Policies, Procedures, and Protocol (Philanthropy PPP)**

- Discovery of existing PPP and research what's out there
- Make enhancements to existing PPP
- Development Office vets and makes recommendations; PPP to review and make suggestions
- May recommend the creation of Gift Acceptance Committee
- Figure out a way to bridge the divisions
- Dollar value threshold: Conference sponsorship values, look at conference services
- Solicitation policy
- Develop legal review policies

### **Future, two to three years**

- Fill in missing demographics
- Grow unrestricted donations: Good opportunity for graph
- Develop organic giving culture
- Thriving major gifts program
- Single, robust, and centralized governance structure
- Unified marketing strategy tied to ALA goals
- ALA Endowment to \$100M - double it!
  - Invert earnings vs. gift source
  - Unrestricted funds growth
- Member conversion: Increase from 2% to 25%
- Thriving, public-facing campaign
- Younger donor strategy: Venture philanthropy
  - Focus on four key areas
  - Beyond four key areas: Vision
  - Experience and giving through experience
  - Social justice, EDI, community
- Create a vision statement, change the motto
- Individual empowerment
- Integration/cohesion

## **Nominating Committee**

### **Ongoing**

- Background of Committee
- Timeline development
- Keeping track of current members
- Criteria for recruiting members and other documents