**TO:** PLA Board of Directors

**FROM:** Lian Drago, Program Officer

**RE:** PLA 75th Anniversary Board Report

**DATE:** January, 4, 2019

**ACTION REQUESTED/INFORMATION/REPORT:** Report

**ACTION REQUESTED BY: N/A**

**DRAFT OF MOTION:**  **N/A**

**OVERVIEW**

On October 13, 2019, PLA will celebrate its 75th Anniversary. Founded in 1944, the Public Library Association has grown from an organization of 1,295 members to nearly 10,000 members from public libraries all over the world. In order to commemorate this momentous occasion, PLA will launch a 75th Anniversary campaign that aims to increase member engagement and awareness of the work that PLA has done and the work that it will be doing in the upcoming years. PLA will also use the anniversary as a fundraising opportunity.

**KEY CURRENT ACTIVITIES/METRICS**

The PLA 75th anniversary campaign will launch on Friday, March 1, 2019, with a commemorative PLA logo, a website with a historical timeline, and a fundraising initiative for scholarships to the PLA 2020 conference. The duration of the anniversary campaign will be one year, ending with a final reception at the PLA 2020 conference.

The fundraising campaign, which will be part of PLA’s Fund for the Future, will aim to raise $7,500 in 75 days for PLA 2020 conference scholarships for members. We will also seek a sponsor to match the amount raised. The scholarships will be divided into three categories – library school student scholarships, early career librarian scholarships, and library support staff scholarships. These scholarships will be in addition to the ten Spectrum Scholar travel grants that PLA currently supports.

During the campaign, in addition to the fundraising initiative, there will be contests for increasing social media engagement, member stories featured on the anniversary website, a special publication of *Public Libraries*, and a special reception at ALA Annual 2019 in Washington D.C. We welcome the PLA Board’s suggestions for other ways to bring excitement and recognition to our 75th anniversary.

**Draft Timeline of 75th Anniversary Campaign Activities\***

**Friday, March 1, 2019** – Launch of 75th Anniversary Campaign

**Sunday, Oct. 13, 2019** – Anniversary Date

**Saturday, February 29, 2020** – End of 75th Anniversary Campaign

**Website – December 2018/January – March 2019**

PLA will update and utilize its digital properties to build awareness of the 75th anniversary, including an updated logo design, a special hashtag, and an anniversary-specific website.

**Fundraising –** **March 1, 2019 – May 15, 2019**

PLA plans to raise $7,500 in 75 days for PLA 2020 conference scholarships. PLA also plans to work with Corcoran to create a matching sponsorship package and seek out matching donors. A possible second round of fundraising will begin on Oct. 13, 2019 pending on the success of the first fundraising campaign.

**Membership Engagement – March 1, 2019 – February 29, 2020**

PLA is planning a number of opportunities to engage members in conversation about PLA. Staff will work with the Board to collect spotlights and success stories.

**Communication – March 1, 2019 – February 29, 2020**

Information about the anniversary and opportunities to participate in the celebration will be shared through PLA’s regular communications channels.

**Events – June 2019 – February 2020**

*Kick-off at ALA Annual – Washington DC, June 20–25, 2019*

* Promotion of the 75th Anniversary celebration
* Announcement of funds raised and application opening for conference scholarships
  + Scholarships for library school student, early career librarians, and library support staff
* Leadership reception with videographer to create 75th Anniversary “Happy Anniversary” short video
* 75th Anniversary swag giveaway

*Wrap-up at PLA 2020 – Nashville, TN, February 25–29, 2020*

* Concluding the 75th Anniversary celebration
* Giant cake at All Conference Reception
* 75th Anniversary swag giveaway

**Publications**– **September/October 2019**

PLA will issue a special publication in the fall to coincide with the actual anniversary date.

\**Activities and timeline subject to change*

**BUDGET**

The cost these activities will be part of the PLA administrative budget, the Legacy Grant, and sponsorships.

**ASSESSMENT**

PLA staff will assess membership and social media statistics to evaluate overall engagement of members. Fundraising goals will be met when funds have been raised.

**PLA STRATEGIC GOAL LINK (check all that apply)**

TRANSFORMATION   LEADERSHIP  ADV. & AWARENESS  E.D.I.S.J.  ORG. EXCELLENCE