

**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

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### **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.