**TO:** PLA Board of Directors

**FROM:** Lian Drago, Program Officer

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

**DATE:** March 18, 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 recognize PLA milestones and accomplishments and members’ contributions to those; 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 had a soft launch on March 1; the current PLA logo was replaced with a commemorative PLA logo on PLA’s main website and social media account. Due to some technological delays in the development of the website, the website launch has been pushed to the end of March.

The fundraising portion of the campaign will begin on April 10, and will aim to raise $7,500 in 75 days, ending on June 23 at Annual Conference. Anyone who donates to PLA during this period will have a chance to win a free PLA2020 registration. A total of two PLA2020 registrations will be given out during this campaign.

Money raised from the fundraising will go toward PLA2020 scholarships that will be divided into three categories – library school student scholarships, early career librarian scholarships, and library support staff scholarships. Each scholarship winner will receive free registration to PLA2020 and a $250 stipend. A total of 15 scholarships, 5 in each category, will be given out.

During the 2019 ALA Annual Conference in Washington, D.C., the 75th anniversary will be recognized at both the PLA member breakfast and the PLA leadership reception. The duration of the anniversary campaign will be one year, ending with a final reception and other activities at the PLA 2020 conference.

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

**Website – 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 –** **April 10, 2019 – June 23, 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 2019 – February 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 2019 – February 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
* 75th Anniversary swag giveaway
* Other activities TBD

**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 covered from PLA administrative budget 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 [x]  E.D.I.S.J. [x]  ORG. EXCELLENCE