

ALA-APA

**ALA-APA Board of Directors
Midwinter Meeting
January 2006**

TOPIC: 2006 Fundraising Campaign

ACTION REQUESTED: Discussion and appointment of a special Board Fundraising Committee

PROPOSED MOTION: The ALA-APA Board of Directors approves and nominates two board members to work with the staff of ALA-APA on the 2006 Fundraising Campaign

ACTION REQUESTED BY: Keith Michael Fiels, Executive Director, ALA-APA
Jenifer Grady, Director, ALA-APA

DATE: 20 January 2006

ALA-APA 2006 Fundraising Campaign

Goals:

1. \$20,000 in corporate donations for operational funding for FY06
2. \$10,000 in individual donations for operational funding for FY06
3. Corporate advertising in newsletter
4. Sponsors/grants for special projects

Needs:

- Tailorable case statements and letters to potential funders
- Potential funders, within and outside of the library community
- Strategic plan

Opportunities for funders

- "Proud sponsor of ALA-APA" or "Our company supports the people who work in libraries" to use in promotional materials
- Name and/or logo featured in ALA-APA promotional materials, Website
- Contest give-away with sponsorship
 - o Hide a word or answer a question and have readers of newsletter mail in response
 - o Free financial analysis

Projects to be funded

1. National Library Workers Day paraphernalia
2. Certification Research Projects – *EXAMPLES*
 - a. Qualitative and quantitative measures for impact of credentialed librarians
 - b. Research on the impact of certification in other professions
 - c. Nursing and teacher studies on salary improvement and importance of certification
3. Sponsored Salaries and Status Research – fund research that ALA-APA repurposes into tools/products/workshops - *EXAMPLES*
 - a. Quantitative and qualitative research on *Why* our salaries are low
 - b. Comparison of library workers responsibilities/requirements with other professionals with similar responsibilities
 - c. Comparison of librarianship with other female dominated professions, e.g. gender proportion, salaries, compensation trends
 - d. Comparison of Library directors with city department heads, academic leadership and corporate CEOs
 - e. Urban vs. suburban vs. rural skill sets
 - f. How libraries expand economies
 - g. Return on investments for salaries paid in libraries
 - h. Benefits Surveys
 - i. Qualitative look at who applies for directorships and other managerial positions

LETTER GIVEN TO EXHIBITORS AT ANNUAL 2005

Dear Friend of Libraries:

You do so much for libraries – but what about the people who work in them?

The American Library Association-Allied Professional Association (ALA-APA) was created by ALA to focus on advocating for the people who work in libraries. ALA-APA concentrates its work in two areas: creating tools that will help to elevate the salaries and status of library workers and offering certification programs in specializations in librarianship. ALA-APA works on behalf of librarians and support staff.

Support the *people* who work in libraries Support ALA-APA

I wanted you to be aware of ALA-APA as you plan your development and marketing efforts. With ALA-APA, even a small contribution can make a huge difference. There are several ways you can help ALA-APA fulfill its mission to promote the mutual professional interests of librarians and other library workers. Here are some project ideas and approximate costs. In-kind donations are also welcome.

Project	Approximate Cost
– Sponsor an ALA-APA Conference Program	– \$500
– Purchase a tri-fold traveling exhibit	– \$1,000
– Purchase advertising in Library Worklife: HR E-News for Today's Leaders	– \$1200 per year for 12 issues
– Sponsor a Webcast	– \$5,000 to \$10,000
– Sponsor a publication to assist library workers in improving salaries and status	– \$10,000
– Create a marketing campaign for a certification program	– \$25,000
– Make a contribution and give <i>Working @ Your Library: For Love or Money?</i> DVDs or VHSs to customers	– \$25 per video
– Purchase a year's subscription to Library Worklife: HR E-News for Today's Leaders for your customers (ALA member institutions already receive the newsletter as a benefit)	– \$35 per ALA member, \$60 per non-ALA member, \$100 per non-ALA institution;
– Sponsor scholarships for certification applicants. ALA-APA is developing certifications in specializations in librarianship. The first will be the Certified Public Library Administrator Program.	– \$600 per applicant
– Sponsor an award	– Open
– Sponsor research in the salary and status arena	– Open
– Donate to the Speakers Bureau for travel expenses to conferences. ALA-APA is raising awareness of the mission of the organization.	– Open
– Sponsor advertising for ALA-APA in local, regional, and national journals	– Varies

As you can see, your contribution would be welcome for one of these projects or one you might propose. Please contact me to discuss the possibilities.

Sincerely,

Jenifer Grady, MSLS, MBA
Director, ALA-APA