

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20 – 24, 2012

Topic: Board Role in Fundraising & Planned Giving

Background: In September 2011 the Board participated in an e-chat on the Board's role in planned giving and fundraising. Based on that discussion, the Executive Committee discussed some possibilities for moving forward at their October meeting, which are presented below for the Board's consideration

Action Required: Discussion

Some of the possibilities that came up were:

- x Create a toolkit of resources for Board members to use in talking about fundraising and planned giving with members and others. This would include tips on how to get the word out about contributing to YALSA and tips for how to identify and approach potential donors.
- x Implement a targeted mailing of members and others to encourage planned giving and/or contributions to FOY, Leadership Endowment, etc.
- x Assign Board members and/or staff members to have conversations with specific individuals who may be interested in including YALSA in their planned giving.
- x Expand available resources and information about planned giving on the web site.
- x Create a donor stewardship plan or guide that would let possible donors know how they could target their donations, where the money goes, etc.
- x Create policies and/or procedures about gift acceptance, endowment spending, and/or donor stewardship. Note: ALA has a new task force on planned giving (Pam Holley is a member) that intends to create a gift acceptance policy, among other tasks. The Board may want to discuss the advantages/disadvantages of YALSA getting out ahead of this by creating our own.

Possible next steps:

- x The YALSA Board directs the President to appoint an ad hoc subcommittee or standing board committee to create resources (as suggested above) for Board members to use in fundraising and planned giving.
- x The YALSA Board directs the president to work with staff to implement a targeted fundraising and/or planned giving mailing
- x The YALSA Board directs the president to appoint an ad hoc board subcommittee or a member task force to create policies and/or procedures regarding gift acceptance and endowment spending.
- x

x Recording of September 2011 <http://bit.ly/A0ZXgj>