

**ALA Philanthropy Advisory Group (PAG)
Report to ALA Council on January 2, 2020 as of January 2, 2020
By Lenore England, PAG Chair - 2019-2020 -- FINAL**

The ALA Philanthropy Advisory Group (PAG) is an advisory committee formed by volunteer leaders to increase member engagement, deepen the culture of philanthropy of the American Library Association (ALA), and help raise more money for ALA. Membership on PAG is by a competitive application process with appointments by the Finance and Audit Committee of the ALA Executive Board. PAG will consist of a representative group of individuals who share in the ALA vision and can work with the ALA Development Office (DO) to help guide, advise, and assist ALA leadership as they advance their development efforts to meet the growing needs of the organization. Members of PAG will also commit to supporting ALA with a meaningful annual gift. Later on, PAG members will be leaders in engaging the membership about ALA's development goals and the various opportunities members have to support ALA.

Key Benchmarks 2019 to 2020

The key benchmarks achieved and in process by PAG are:

- Evaluate recognition levels

Future two to three years

- Strategic direction
- Coordinated stewardship
- Thank you ideas: For instance, thank you video emails

Ongoing Funding

Ongoing

- Advocacy
- Share samples within networks
- Feedback on messages
- Assist with case statements
- Includes helping build Major Gifts initiative

Near Term By / 0/21

- Evaluate and clean-up Membership renewal packet
- Change solicitation strategy around the end of year
- Develop Employee Giving Strategy
- Establish a formal major gifts program
- Emphasize that leadership to take the lead

Future two to three years

- Coordinated solicitation schedule
- Partner with Membership to have a stronger member survey
 - Matching gifts from employers, including spouse's employer
 - Updated contact information
- Reframe Annual Giving: Classic focus on recurring giving and planned giving not tenable for future
- Integrate giving with registration

Communications

Ongoing

- Institutional communications schedule
- Keep track of new forms of communications

Near Term / 0/21

- Article for AL Direct
- Review Development Office's Survey Monkey survey

- Focus on four key areas
- Beyond four key areas: Vision
- Experience and giving through experience
- Social justice, EDI, community
- Create a vision statement, change the motto
- Individual empowerment
- Integration/cohesion

Nominating Committee

Ongoing

- Background of Committee
- Timeline development
- Keeping track of current members
- Criteria for recruiting members and other documents