



Fundraising Toolkit: Supporting YALSA through Fundraising and Gift Giving

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I. INTRODUCTION

YALSA understands that members often want to support the fundraising endeavors of the association. This publication was developed as a way to help YALSA members learn how they can raise funds for the association and provide tips and tools for being

II. FUNDRAISING IDEAS & ACTIVITIES

Getting Started Ideas for Getting the Word Out

Spreading support for YALSA beyond your immediate network of friends and colleagues has the potential not only to raise funds YALSA can use to support library workers, libraries, and teens, but also to increase awareness of the value of YALSA and its mission. You might consider:

- Posting on local, state, and regional education and library listservs about YALSA, the value of the association to you personally as well as to educators, library staff, afterschool providers, parents, and teens, and ways in which to support the association monetarily.
- Speaking about YALSA and its value at local events such as PTA, Junior League and Kiwanis meetings and informing attendees about how they can learn more and support or donate to the association.
- Writing an article for a local newspaper or education related newsletter about YALSA and teen services or school librarianship and including a web link that points to where people can go to support the organization.

Getting Started Planning and Implementing

It's possible that you have a lot of time for your fundraising endeavor but you might also not have much planning and implementation time at all. The following section of this guide gives you some activity ideas within the context of the amount of time you have to plan and implement.

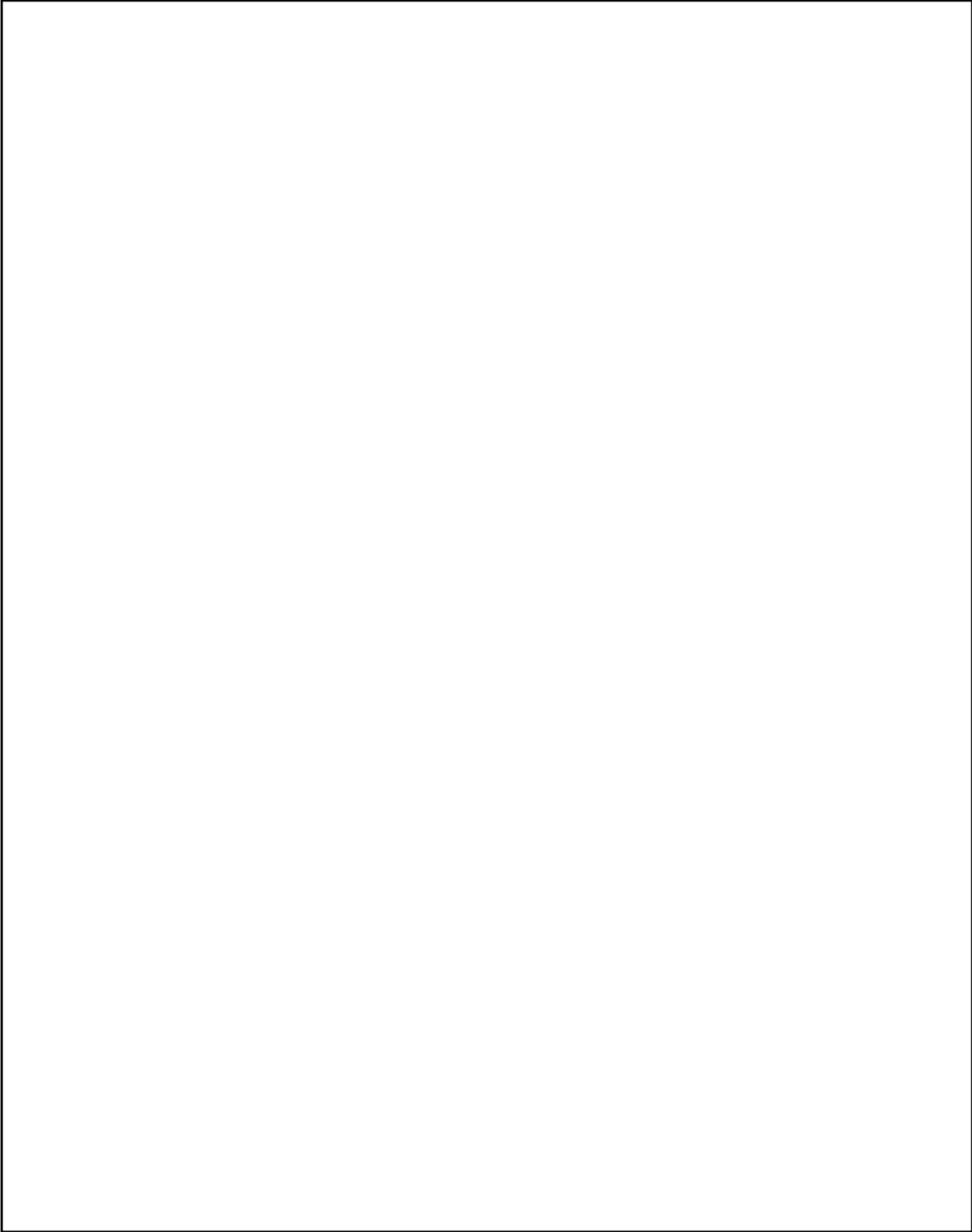
5 Minute Activities

Promote YALSA to Friends and Colleagues

One of the simplest ways to raise awareness of YALSA and to increase support for its mission, is to tap into your network of friends and colleagues whether through face-to-face activities or through social media. For example Facebook and Google+ enable posts to go to specific subgroups among your followers, which enables you to easily communicate thro o07072(n)-5.4e-5.07194()194(e)4.94719(t)-2.53536

as a thank you for a mentor's assistance or in honor of a colleague.

Note: Before starting your plans for the fundraising activities below, please make sure to check state and local laws regarding non-profit fundraising activities. Some resources you might explore are:



Lead a Tour in Your Community

Do you live in a community which provides the setting for a few teen books? If so, then you can work with your colleagues to put together a tour of those book locales. You can sell tickets to the tour and have funds raised go to FOY. If the library director gives their approval, your participants can meet at the library before the event starts and join for refreshments at the library once the tour is over. Make sure to have copies of the books in which the book events take place, available for purchase or check-out, before and after the tour.

If you don't live in a community in which teen book

help you to market the event to your audience.

Be clear about the fundraising goal for the event. How much do you hope to raise once expenses are deducted and exactly what will the funds be used for? Those in your fundraising audience will want to know what this goal is and what they can do to help achieve it.

Know your audience for the event. Is it library staff in the area? Parents of teens? Teachers? Businesses and organizations in the community? Identify who you would like included in the event as likely donors to FOY.

Solicit help from others. Will you work with other YALSA members in the area? Will you be asking teens to help you plan the event? You don't have to put all of the pieces together on your own; gather a team who can help put everything together.

Select a project manager. Know who is in charge of the planning and who is responsible ultimately for making sure that all of the pieces are in place. If working with others, it's likely that you want to have someone act as the project manager for the fundraising event.

Plan registration. It's likely that you'll want to take registration for the event. One way to do that is with the site Eventbrite, <http://eventbrite.com>. This is a free, easy to use, service for posting events and taking registration. You can add details about the event, set a maximum number

Tips for Putting Together an Event

Planning Your Event

Choose a location (obtain advance permission if nec

Carry Out Your Event

- Arrive early, set up, then mingle when people arrive.
- Consider having name tags available, especially if most of the attendees do not know each other well.

Be available to answer any questions that people may have about YALSA. If something comes up that you can't answer, keep a journal or pad of paper where people can list their questions so you can pass it on to YALSA staff or YALSA

- If you need to put up directional signage do that before the first tour

and local businesses for raffle items that will help draw people to the event and the cause.

If you'd like to get donations from local businessse

drives, car washes and more. The same types of activities can be initiated for YALSA fundraising events. When you get teens involved in fundraising for a project like Teen Read Week™ or Teen Tech Week™, they have the opportunity to help others who may not have the same advantages they do. Teens can help to get books into the hands of peers in other communities. They can earn service credits. Some possibilities for teen involvement include:

Teen Read Week Read-a-Thon

Teen Read Week is a perfect opportunity to incorporate activities that help promote and support YALSA. Many teens need community service hours and are looking for leadership opportunities. Combine both needs by recruiting teens to spearhead a pledge or fundraising effort such as a Read-A-Thon.

For the Read-A-Thon teens can ask their friends, teachers, family and community members to sponsor their participation in the event. Sponsors can agree to donate a particular amount for each hour or page a teen reads during a defined Teen Read Week Read-a-Thon period.

The Read-a-Thon can also be a good way to get local businesses involved. For example, perhaps a local business will give a dollar for every page that teens read during the event, or \$10 dollars for each hour that teens participate in the Read-a-Thon.

When working with teens on a Read-a-Thon:

- Assign specific jobs -- publicity/marketing, graphic design, logistics, and coordinator.

- Give teens as much ownership as possible. Have them design and plan the event.

- Have a joint school/public library event if possible to broaden the pool of participants.

- Reach out to the community for sponsorship of snacks, prizes, t-shirts, etc.

Teen Tech Week Gaming Competition

As you celebrate Teen Tech Week, host a gaming competition. This event shows community members the positive aspects of gaming for teens, raises awareness of YALSA, and gives you a chance to raise funds for Friends of YALSA.

At a gaming competition you can sell tickets at the door so that family members, colleagues, and friends can watch the teens play each other through gaming rounds until one teen is the final winner.

Have teens select the game that they think is the best for this type of event. Help them think about what games are good to play when there is an audience watching. As with a Read-A-Thon, teens can work on the marketing and publicity for the competition and

III. ASKING FOR DONATIONS

Show Enthusiasm. Make sure that when you do ask for money that you show that you are enthusiastic about the cause for YALSA. Your passion and energy will be visible to those you are asking money from and can spark interest in the project and the association.

- **Provide incentive:** inform donors that their donations are tax-deductible as YALSA is a 501(c)(3) organization.
- **Make it easy:** if you're hosting an event, put up a sign that indicates how people can donate (cash? check? credit card?). If you will accept checks, indicate on the sign exactly who the check should be made out to:

Friends of YALSA

YALSA Leadership Endowment

You can request donation envelopes from YALSA by visiting www.ala.org/yalsa/handouts so you have an official method for gathering funds. Have the donors fill out their name and contact on the e

- Remember to thank those who helped you to put the event together. This may include those who worked on planning with you as well as businesses and organizations that supported the endeavor. The YALSA Financial Advancement Committee Chair can also send thank you letters to those who supported the event.

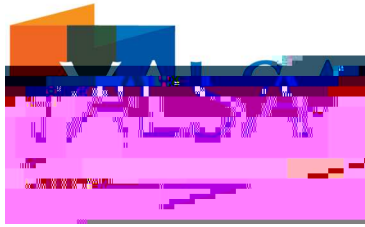
year.

Important Friends of YALSA facts:

In the first ten years of FOY, donors gave more than \$71,000 to support

VI. FIND OUT MORE

ALA Donation Site



Donation Form

PLEASE PRINT CLEARLY

YALSA will use this information to send you a receipt. Your information will **not** be shared beyond ALA/YALSA.

NAME _____
(as it appears on credit card or check)

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

EMAIL _____

THIS DONATION IS FOR:

Friends of YALSA

Leadership Endowment

DONATION AMOUNT _____

PAYMENT METHOD: Check# _____ Cash

MASTERCARD

VISA

AMERICAN EXPRESS

CREDIT CARD NUMBER _____

Expiration date _____ Signature _____

Thank you for your generosity!

YALSA is a division of the American Library Association, which is a 501(c)3 organization. Your donation is tax deductible to the full extent of the law. Your generosity enables us to expand and improve library services for teens. It is encouraging to our organization that advocates such as you are not only generous, but also confident in the work being done by YALSA. To learn more about YALSA, visit www.ala.org/yalsa.

Donor List
your receipt will be emailed to you

Name	Email	Donation	Circle One
			Friends of YALSA Leadership Endowment
			Friends of YALSA Leadership Endowment
			Friends of YALSA Leadership Endowment
			Friends of YALSA Leadership Endowment
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Sample social media posts

You can end each tweet or post with “Attend [fundraiser name]” or “Donate today,” if it’s a virtual fundraiser. Don’t forget to add the appropriate link at the end.

Support libraries and teens. Donate today <https://ec.ala.org/donate/projects>

Attend Coffee for a Cause to benefit libraries and teens. RSVP to [email or fundraiser link]

Join me in supporting @yalsa and attend Coffee for a Cause on [date] + [link w info]

Make a gift to @yalsa today to support teen library leaders
<https://ec.ala.org/donate/projects>

SAMPLE THANK YOU LETTER: Please adapt to your needs

Date

Name

Company

Address

Dear _____:

As a member of the Young Adult Library Services Association (YALSA), I wanted to thank you for your generous donation of [insert amount of monetary donation or describe in-kind donation and state its cash value] to [choose one: Friends of YALSA or YALSA Leadership Endowment]. Your generosity helped us raise XXX, which will be used by YALSA to help libraries better serve teens.

YALSA's mission is to support library staff in alleviating the challenges teens face, and in putting all teens especially those with the greatest needs on the path to successful and fulfilling lives. Through its member-driven advocacy, research, and