



**Revenue Goals for FY '09 in Key Areas**

The figures provided below are before expenses

Desired Revenue for FY '09	Source	Details
\$94,450	Annual & Midwinter ticketed and registered events	<ul style="list-style-type: none"> <li>§ Continue to control costs by seeking sponsors and keeping on budget</li> <li>§ Expand marketing efforts</li> <li>§ Continue with two preconferences</li> <li>§ Continue with YA Author Breakfast</li> </ul>
\$32,000	Publications	<ul style="list-style-type: none"> <li>§ Excellence, 5<sup>th</sup> ed. published in June 08</li> <li>§ YALSA Award Book, published in June 08</li> <li>§ Best of YALSA-BK expected to publish in FY09</li> <li>§ Quick &amp; Popular Reads could publish in FY09 or FY10</li> </ul>
\$37,125	E-Courses	<ul style="list-style-type: none"> <li>§ Continue to phase in new courses</li> <li>§ Step up marketing, especially to large libraries and state libraries</li> </ul>
\$22,500	Licensed Institutes	<ul style="list-style-type: none"> <li>§ Two new institutes launched in FY 08</li> <li>§ Step up marketing</li> </ul>
\$5,240	Friends of YALSA	<ul style="list-style-type: none"> <li>§ About \$1 per member</li> <li>§ Work with FAC Committee on fundraising and planned giving efforts</li> </ul>
\$42,600	Seals	<ul style="list-style-type: none"> <li>§ Up to 5 new Printz books each year is beginning to build a healthy back list</li> <li>§ Invest in a publicist to raise awareness of the award</li> </ul>
\$105,000	Teen Read Week	<ul style="list-style-type: none"> <li>§ Build on successful relationship with Wizards of the Coast</li> <li>§ Continue to invest in publicity</li> </ul>
\$60,000	Teen Tech Week	<ul style="list-style-type: none"> <li>§ Build on successful relationship with D&amp;D</li> <li>§ Launch new products</li> <li>§ Continue to invest funds in publicity</li> </ul>
\$197,640	Dues	<ul style="list-style-type: none"> <li>§ Growth rate has slowed to 2%</li> <li>§ Last year of ALA dues increase phase-in</li> <li>§ Continue working w/ ALA Membership Marketing Director on recruitment</li> <li>§ Expand recruitment efforts at Library Schools and continue to have a presences at state and regional conferences</li> </ul>

