

Teen Tech Week 2008 Budget (based on \$60K sponsorship fee from Dungeons & Dragons)

Targeted Area	Investment	Approximate Cost
Advocacy: educate the general public and Congresspersons about the importance of YA librarians and YA services, especially in the area of teens and technology, so that they will support funding such as LSTA & ILTSL	Co-host a media event in DC with the Federal Trade Commission w/ focus on social networking.	\$5,000
	Print and insert YALSA's Social Networking Toolkit and insert in March issue of American Libraries	\$10,000
PR: extend reach into the library & education community and increase awareness of TTW among the general public	Hire a publicist to get media attention for TTW	\$8,000
	Create and distribute print PSAs	\$500
	Purchase ad space in trade journals	\$10,000
	Email blasts, rent mailing lists, etc.	\$500
	Create & distribute freebies & collateral to raise awareness	\$3,000
Member Benefits: provide members who register for TTW with extras	Prizes for avatar and TTW contests	\$500
	TTW Mini Grants	\$10,000
	Create and insert Recommended Games for Libraries poster in winter issue of YALS	\$2,500
Research	Collect information from libraries about the types of technology related materials, services and programs they offer teens	\$4,000
Overhead	The portion of the sponsorship fee YALSA keeps to cover administrative costs, staff time, etc.	\$6,000

YA Lit Symposium 2008 Proposed Use of Selected Interest from Morris Endowment

Targeted Area

Suggested Investment

Approximate