

limited time only offering and on certain products. Offering a discount on membership is a challenge because all of YALSA's membership is processed through ALA's Member & Customer Service Dept., so we'd need their ok and compliance. Also, in FY09 dues accounted for 35% of YALSA's revenue, which is a significant revenue stream to potentially reduce.

- Multiple times in the past ALA has considered the idea of combined memberships for various combinations of divisions. Each time it was determined that it was not economically feasible to do this without a reduction in revenue to the involved divisions and/or ALA. The same scenario would be the same for state organizations.
- Charitable donations, such as giving to Friends of YALSA, are only tax deductible if the donor isn't receiving something in return that is worth the equivalent or more of their donation. If YALSA offered discount memberships to FOY donors, then the majority of donors would not be able to claim the donation on their taxes.

Re-Packaging or Expanding Existing Resources:

- Market YALSA gift memberships - give a gift to library school graduate, retiring staff member, staff member moving on to a new job, etc. (
 - This was rolled out by YALSA's Membership Coordinator in November
- Expand number of possible winners for things like Great Books Giveaway
 - Typically we get between 15 and 30 applicants for this program. Over the past two years we did expand the number from 1

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- Some facets of this already under way on the blog and on the wiki.
- Create a physical version of the new member toolkit- a notebook with web addresses, resources lists, explanation of awards, grants, etc.
 - It's not clear how this idea will help members who are struggling with the recession.
 - A physical toolkit that gets snail-mailed to members would have a significant price tag that would include postage, the design & printing of materials, and staff time at an estimated cost of \$4,000 per year. If the Board feels it's a priority for YALSA to have a physical toolkit for members, the Board will want to decide where the funds will come from to cover this new expense.
- Promote virtual committee and IG/DG opportunities as an enhanced member benefit (when those decisions are made)...not everyone can go to conference and reduction on conference registration is a well-publicized benefit...new members perhaps only when registering for conference, drop off after.
 - IG/DGs, as well as other virtual opportunities for engagement, are already being promoted as a member benefit

Information & Resources:

- Publish resource lists on the YALSA blog
 - Not sure what this means. What type of resources?
- Develop a 31 days of saving for the YALSA blog (already in development)
 - This is occurring during the month of Dec.

Contests & Incentives:

- Some kind of raffle each year for memberships...each member renewal gets entered into a drawing for something YALSA...free YALSA swag, free pre-conference, free ticketed event at ALA or Lit Symposium, etc...this also then markets the different YALSA initiatives and events
 - Not clear how this will help members with financial problems, although this might be something to consider for member recruitment and retention

Other: (Some of these are perhaps more suited for the member recognition piece where some of e

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