



2003 ILA Membership Proposal

Submitted by Anne Abrams, November 21, 2003

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ILA Benefits

ILA enjoys a stronger membership AND increased revenue:

1. Incentives attract new individual members for stronger conference attendance, advocacy
2. Institutions sustain advocacy efforts while ensuring new/continuing trustee membership
3. Corporate rates guarantee annual conference attendance and/or revenue while giving corporate sponsors special recognition.
4. Statewide library visibility through "Access to All" license plate frames

Member Benefits

Individual:

1. Substantial discount to conferences and pre-conferences
2. Posting and access to the password-protected membership directory
3. "Access To All" license plate frame
4. New-member ribbons at regional and annual conferences
5. Trustees & Friends can be paired up with a conference mentor

Institutional:

1. Special recognition on web site
2. 2 free memberships for non-staff--trustees, friends, deans, faculty, foundations, etc.
3. Access to password-protected directory
4. License plate frame (3)

Corporate:

1. Special recognition on web site
2. Annual conference exhibit space, including lunch opening day
3. Advertising space in the conference pre-registration and program
4. Access to password protected directory
5. License plate frame

Membership Dues

1. Retain current membership fee structure
2. Continue year two of three-year new member pilot program

Goals

The goals of this year's campaign will be to:

1. Increase general paid membership by 12 percent (50 members) from 372 to 422.
 - We have 441 paid members
2. Recruit 50 new members.
 - We have 71 new members
3. Launch a marketing campaign to increase Trustee/Friends conference attendance from 7 to 20.
 - 16+ Trustee/Friends attendess
4. Increase institutional revenue by 12 percent (3 members) from \$1700 to \$1800.
 - Increased membership from 20 to 28 and revenue from \$1700 to \$2100
5. Sell five corporate memberships with projected revenue of \$2500.00.
 - Sold 6 memberships with Exhibit Committee help; kept \$900 for membership line item.
6. Report to the board on results November 2003.

ILA Strategic Plan, 2003-2004

Goal 1: Encourage and maintain a vital and active organization and membership

Objective 1: Increase general paid membership by 12% (50 members)

To further this objective the Membership Committee, in conjunction with ILA board members and committees will

1. Ask people to join or renew .
2. Send 4 pieces of direct mail (membership brochure, membership card and purpose brochure, license plate holders, and postcard with the password on it.). Three mailings: membership flyer; membership card, purpose brochure, and license plate holder; password postcard
3. Release announcements on LIB-IDAHO.
4. Do a direct mailing targeted to new members (77) thanking them for their support and asking them to renew. Not done.
5. Provide a free membership for the person and/or institution that recruits the most new members. Not done.

Objective 3: Launch a marketing campaign to increase trustees and friend's conference attendance from 7 to 20

To further this objective the Membership Committee will

1. Send a direct invitation to library boards and friends members in Northern Idaho. Sent to 26.
2. Host a warm-up session on Friday of the ILA Conference. 10 people attend.

Objective 4: Increase institutional membership revenue by 12% (3 members)

To further this objective the Membership Committee will

1. Send a letter to library directors asking them to join.
2. Include all public libraries in the mailing.

Objective 5: Sell five corporate memberships

To further this objective the Membership Committee will

1. Use a targeted direct mailing and follow up with phone calls.
2. Add advertising space in the conference pre-registration booklet and program.

Objective 6: Report to the board on results November 2003