



# 2004 ILA Membership Proposal

Submitted by Membership Chair 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. Corporations sustain advocacy efforts
4. Member public relations through "gift" bookmark, postcards and new member orientation meeting

## Member Benefits



Individual:

1. Substantial discount to conferences and pre-conferences
2. Posting and access to the password-protected membership directory
3. "2004" commemorative bookmark
4. New-member ribbons at regional and annual conferences
5. New members & trustees receive special conference invitations

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. "2004" commemorative bookmark (3)

Corporate:

1. Special recognition on web site
2. Access to password protected directory
3. "2004" commemorative bookmark

## Membership Dues

1. Retain current membership fee structure for general and trustees & friends
2. Continue year three of three-year new member pilot program
3. Drop corporate dues to \$200 without annual conference exhibitors discount

## Goals

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

1. Increase general paid membership by 9 percent (21 members) from 209 to 230
2. Recruit 50 new members. Send thank you letter to 2003-new members.
3. Increase Trustee & Friends membership by 5 percent (9 members) from 161 to 170
4. Increase Trustee/Friends annual conference attendance from 16 to 25
5. Launch a marketing campaign to increase new member annual conference attendance
6. Increase institutional revenue by 6 percent (2 members) from \$2100 to \$2250
7. Sell/renew five corporate memberships with projected revenue of \$1000.00
8. Increase membership revenue by 9 percent from \$16,769 to \$18,415
9. Report to the board on results November 2004