



# **Supporting YALSA: A Fundraising and Gift Giving Toolkit**

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## I. INTRODUCTION

YALSA understands that members often want to support the fundraising endeavors of the association. This publication was developed as a way to help YALSA members learn how they can raise funds for the association and provide tips and tools for being successful with fundraising activities, including when asking for monetary donations. Best of all, many of the tips here can be integrated into existing activities, are a great way to engage teens in a project, or are simple actions that can make a huge difference.

### **Why Fundraise for YALSA?**

YALSA's mission is to expand and strengthen library services for teens, aged 12-18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empower teens. When members raise funds for YALSA, they ensure that there will be monies available for a variety of projects that will help libraries across the country better meet the needs of teens.

Did you know that dues from members makes up about 30% of YALSA's budget? The rest of the budget comes primarily from product sales, continuing education, conference events, donations and occasionally grants. In order to continue to provide the existing level of support to members as well as to fund key initiatives, YALSA relies on donations. Member fundraising is also a good opportunity to support YALSA outside of traditional member groups. It gives members around the country the opportunity to advocate for and inform others about the value of library services to teens and the role that librarians and library workers play in preparing teens to be successful, productive adults.

### **What YALSA Projects can Members Raise Money For?**

#### **Books for Teens (BFT)**

Books for Teens' mission is to empower the nation's at-risk teens to achieve more by providing them with free high quality, new, age-appropriate books. BFT has a Facebook page and anyone can donate to the cause via that page. A Books for Teens Task Force manages BFT projects including evaluating applications from libraries who would like to receive BFT funds. More information is available on the Facebook page, <http://www.facebook.com/booksforteens>

#### **Friends of YALSA (FOY)**

The Friends of YALSA (FOY) supports YALSA initiatives and services that have an impact on the profession and on teens. Donations to FOY support five key areas: advocacy, research, continuing education, teen reading and YA literature, and planning for the future. In the past, monies raised by FOY have funded Spectrum Scholars, Emerging Leaders, Library Advocacy Day stipend winners and Teen Read Week resource packets. FOY's past fundraising efforts include the 2012 Michael L. Printz Calendar, the Give \$10 in '10 campaign, and the 2011 Midwinter Meeting Silent Auction. Visit <http://www.ala.org/yalsa/givetoyalsa/foy>

**YALSA's Leadership Endowment** The primary purpose of the YALSA Leadership Endowment is to generate income to support the development of future leaders both

within the association and throughout the profession in order to ensure the future growth of YALSA and the field of young adult librarianship. Established in 2009, this endowment is currently at about \$40,000. The fund needs to grow before there is adequate annual interest from it that can be used for leadership-focused offerings such as scholarships, leadership institutes, mentoring programs and more. Visit <http://www.ala.org/yalsa/givetoyalsa/leaderendow>

## II. FUNDRAISING IDEAS & ACTIVITIES

### Getting Started Ideas for Getting the Word Out

Spreading support for YALSA beyond your immediate network of friends and colleagues has the potential to not only raise funds YALSA can use to support librarians, library workers and libraries, but also to increase awareness of the value of YALSA and its mission. You might consider:

- Posting on local, state, and regional education and library listservs about YALSA, the value of the association to you personally as well as to educators, librarians, parents, and teens, and ways in which to support the association monetarily.
- Speaking about YALSA and its value at local events such as PTA, Junior League and Kiwanis meetings and informing attendees about how they can learn more and support or donate to the association.
- Writing an article for a local newspaper or education related newsletter about YALSA and teen services or school librarianship and including a web link that points to where people can go to support the organization.

### Getting Started Planning and Implementing

It's possible that you have a lot of time for your fundraising endeavor but you might also not have much planning and implementation time at all. The following section of this guide gives you some activity ideas within the context of the amount of time you have to plan and implement.

#### 5 Minute Activities

##### Promote YALSA to Friends and Colleagues

One of the simplest ways to raise awareness of YALSA and to increase support for its mission, is to tap into your network of friends and colleagues whether through face-to-face activities or through social media. For example Facebook and Google+ enable posts to go to specific subgroups among your followers, which enables you to easily communicate to your library and book-loving friends and colleagues. Friends who work with teens (or whose children are teens) along with those in the library, publishing, education and youth organization fields will likely be receptive to your invitation to learn more about YALSA, Books for Teens, Friends of YALSA and the Leadership Endowment. Simple things you can do include:

- Consider asking for a donation from those who participate in an event that you or your social group organizes.

##### Publicize

Use local media to get out the word about the YALSA fundraising event you are hosting. Don't forget:

- Local Newspaper
- Local access TV
- High school newspaper
- Radio station
- Community blogs and websites
- Community Facebook pages
- Local Twitter feeds

If there is a local TV station or newspaper, why not ask a reporter to interview you before the event and ask that same reporter to attend.

- "Like" Books for Teens on your own page
- "Share" when you donate through the Cause button, re-post interesting statuses
- Tweet about your activities and interest in YALSA's mission.

Of course not everything has to go through social media. Are you a member of a book club? Perhaps when you read and discuss that great YA crossover book or Alex Award winner, you could talk about YALSA to your book group. And, maybe, your group could donate to YALSA or host a fundraising activity.

## 15 minute activities

- **Celebrate Milestones:** Graduating from library school? Celebrating a 30th, 40th, 50th birthday? Getting married or having a baby? If so, instead of receiving gifts from friends and family, why not ask those who want to honor your celebration to make a donation to YALSA in lieu of a gift?
- **Give a gift** of YALSA membership to library school students or new librarians.
- **Give a subscription** to *YALS*, the official magazine of the association, to someone who is not a member. A teacher or community member who works with teens might appreciate having a membership to the magazine.
- **Purchase items** in YALSA's CafePress store for yourself or for gifts. Visit <http://www.cafepress.com/yalsa>
- **Buy YALSA publications** and materials available from the ALA online store (<http://tinyurl.com/yalsaalagraphics>) and Neal-Schuman, a YALSA publishing partner. (Visit <http://neal-schuman.com/> and search for yalsa.)
- **Donate to the Leadership Endowment**, Books for Teens, or Friends of YALSA in someone's name. Consider it as a thank you for a mentor's assistance or in memory of a colleague.

## 2+ hours (includes planning & implementation)

### Brown Bag Lunch

Do you ever go to meetings and then go out to lunch with colleagues who are also at the meeting? If so, why not instead arrange for a brown bag lunch? The way this works is that you still have lunch with others, but instead of going out to a restaurant, each person brings their lunch with them. Then, the people who have lunch together donate the dollars they would have spent on a lunch out to either FOY or BFT.

## 5+ hours (includes planning & implementation)

### Host a Table or Booth

If your community is having a festival, fair, or other event at which groups setup tables or booths you might sign-up and host a YALSA FOY or BFT fundraising table. You could take donations at the table, or host a raffle with all of the funds raised from the raffle going to a YALSA endeavor. Raffle prizes could include a selection of books or a coupon for dollars off for library fines, or free photocopying at the library.

## Tips for Staffing a Table, Display or Booth

### Do:

- Know all about the initiative for which you're collecting donations
  - Brush up beforehand (see section V for talking points)
  - Be familiar with the content of all the brochures and information in the booth
- Practice asking for donations (see section III for tips)
- Show up on time.
- Dress professionally (but wear comfy shoes, since you'll be standing).
- Stand in front of or next to the booth, not behind.
- Greet everyone who passes by the booth.
  - Have something in your hand to pass out, like bookmarks, pens or mints
- Interact with everyone who approaches you
- Hand out the brochures and freebies.
- Be enthusiastic and confident.
- Be ready to talk, demonstrate, and most important, listen to questions or concerns.
- Share personal stories when appropriate. For example, tell someone why you've donated to YALSA.
- Be nice to everyone!

### Don't:

- Ignore any attendee.
- Drink or eat.
- Read.
- Sit.
- Leave the booth during your shift.
- Be rude or overly aggressive.
- Stand in front of or block another exhibitor's space or display.
- Tell someone "I don't know."
  - Instead, tell them, "I don't know but I will find out for you." If you can't find out, have them write their question on the back of their business card. Let them know that you'll pass this on to staff who will get in touch with the answer.

For more tips go to: [www.canadaone.com/ezone/nov06/trade\\_show\\_exhibiting.html](http://www.canadaone.com/ezone/nov06/trade_show_exhibiting.html)

## **Lead a Tour**

Do you live in a community which provides the setting for a few teen books? If so, then you can work with your colleagues to put together a tour of those book locales. You can sell tickets to the tour and have funds raised go to FOY or BFT. If the library director gives their approval, your participants can meet at the library before the event starts and join for refreshments at the library once the tour is over. Make sure to have copies of the books in which the book events take place, available for purchase or check-out, before and after the tour.

If you don't live in a community in which teen books take place, is there a museum or other site that community members would be interested in having the chance to be a part of a special tour? If so, work with the location to setup a tour just for a library group. Sell tickets with all monies from ticket sales going to FOY or BFT.

## **Lead a Library Tour**

One great way to let people in the community know about what happens in the library for teens and how libraries help teens to connect to reading material is by giving tours and hosting special events inside the library. Consider the library you work in or that is nearby. Does the library boast:

- .An overall great teen collection?
- .A specific collection worth looking at - manga and graphic novels, games, digital content, etc.?
- .Set up technology access for teens in a way that is unique?
- .A space that is an example of high-quality teen space?
- .Library staff that have something unique or compelling to say on the topic of teen services?
- .Integrated a whole library approach to teen services?
- .Made strides in incorporating youth participation into teen services?
- .Been successful in advocating for teen services?
- .Other?

These are perfect possibilities for a library tour.

## **8+ hours (includes planning & implementation)**

### **Host a Special Event**

There are a number of events you might host in your community, in your state, or in your region, that would provide opportunities for raising funds for YALSA. Fundraising events are a good way for you to get the word out about YALSA, Friends of YALSA (FOY), and projects like Book for Teens (BFT) to a group of people. They also give people a chance to talk about a topic of interest and network in a comfortable, relaxing, and entertaining atmosphere.

As you plan for a YALSA-focused fundraising event make sure to:

- **Be clear about the professional goal** of the event. Know exactly why you are raising the funds and how they will be used by YALSA. This will help you to market the event to your audience.

- **Be clear about the fundraising goal** for the event. How much do you hope to raise once expenses are deducted and exactly what will the funds be used for? Those in your fundraising audience will want to know what this goal is and what they can do to help achieve it.
- **Know your audience** for the event. Is it librarians in the area? Parents of teens? Teachers? Businesses and organizations in the community? Identify who you would like included in the event as likely donors to FOY or BFT.
- **Solicit help from others.** Will you work with other YALSA members in the area? Will you be asking teens to help you plan the event? You don't have to put all of the pieces together on your own, gather a team who can help put everything together.
- **Select a project manager.** Know who is in charge of the planning and who is responsible ultimately for making sure that all of the pieces are in place. If working with others, it's likely that you want to have someone act as the project manager for the fundraising event.
- **Plan registration.** It's likely that you'll want to take registration for the event. One way to do that is with the site Eventbrite, <http://eventbrite.com>. This is a free, easy to use, service for posting events and taking registration. You can add details about the event, set a maximum number of registrants, and issue tickets to those that register.

# Tips for Putting Together an Event

## Planning Your Event

Choose a location (obtain advance permission if necessary, especially if you have a large group going to a restaurant or coffee shop)

- Your home
- Library meeting room
- Coffeehouse
- Restaurant/bar
- Other

Decide on what activities will take place:

- Potluck supper
- Happy hour
- Party
- Coffee klatch/high tea
- Tour
- Other

Advertise your event.

- Think about whom you'd like to attend: school librarians, public library staff, classmates, faculty, other YALSA members in your area, etc. The YALSA Office can help you connect with the members in your area.
- Contact Letitia Smith, YALSA Membership Coordinator, for assistance at [lsmith@ala.org](mailto:lsmith@ala.org) or 1.800.545.2433 x4390
- Decide if you want people to RSVP
- Choose a method that's the best fit for you:
  - Send out an e-vite
  - Post information on relevant listservs, Facebook pages, Twitter, etc.
  - Post fliers
  - Create paper invitations and distribute

- Download or request free handouts and swag from YALSA by visiting [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts). Based on the topic the event will be focusing on, choose appropriate materials from YALSA to hand out at your event. Please be sure to give the YALSA Office ample time (7-10 days) to process your request.

For further tips, visit [www.wikihow.com/Organise-an-Event](http://www.wikihow.com/Organise-an-Event).

## **Carry Out Your Event**

- Arrive early, set up, then mingle when people arrive.
- Consider having name tags available, especially if most of the attendees do not know each other well.  
Be available to answer any questions that people may have about YALSA. If something comes up that you can't answer, keep a journal or pad of paper where people can list their questions so you can pass it on to YALSA staff or YALSA leadership
- Personally hand out swag and materials instead of letting it sit on tables.
- When appropriate, talk to people about how you have benefited from being a YALSA member.
- Stay until the very end to gather up leftover materials, take down, signs, etc.
- Be sure to thank any helpers.

## **A Week Before the Event**

Don't forget that you want to check-in with the venue where you are going to have the event. A week or so before the event:

- Contact the venue and make sure that they are all ready for your event
- Let the venue know how many you expect to attend.
- Check-in about the setup of the space, is there networking space available if you need it, is there space for takeaways and other materials?
- Confirm the time that the event planners will arrive and where the planners should go to check-in at the venue.
- Find out if you need to bring directional signage in order to help those attending know where they should go to participate.
- Ask if there is anything else you should know in order to be ready for a successful event.

## **The Day of the Event**

In order to help guarantee that the event goes smoothly :

- Make sure that the event planners arrive early.
- Check in with the venue staff that and make sure that everything is set.
- If you need space to put out takeaways and other materials make sure that space is setup before people arrive.
- If you need to put up directional signage do that before the first tour participant arrives.

## **Possible events you might sponsor include:**

### **Booze for Books**

Booze for Books is a happy hour or cocktail party that you can host as a YALSA fundraiser. YALSA is encouraging supporters to hold Booze for Books events nationwide on Thursday April 12, 2012 to celebrate Support Teen Literature Day. You can make the event as simple or elaborate as you want. You might have the event in your own home or at a venue that is popular in the community, region or state. If you go outside your home to a local business, ask the owner for a discount on the cocktails or appetizers. Along with librarians and library workers, consider inviting key stakeholders in your community – the school reading coordinator, mayor, city councilperson, public library director, school superintendent, high school English teachers, leaders of agencies and businesses, and others.

There are several different ways in which you can turn the cocktail party into a fundraiser. You might:

- Charge an admission fee or have each person purchase a ticket for the event.
- Ask people to make a donation at the door. It can be as simple as putting a donation jar by the door with a note to what the funds will support.
- If this event will take place in your home, put up a cocktail menu with prices for each drink and collect the fees at the bar.
- Pass a hat around. At a certain point in the evening, ask for everyone's attention and explain what you're raising funds for and tell a brief story about how past donations have helped teens, libraries, etc. If you're not comfortable doing this, recruit an outgoing friend who will.
- If this event will take place in your home, put a tip jar at the bar with a sign that indicates all tips will be donated to FOY, BFT or YALSA's Leadership Endowment.
- Host a 50/50 raffle. Let individuals purchase raffle tickets where 50% of the funds collected will go to a lucky winner and the other 50% will go to YALSA.

Before the event, be sure to line up one or two good friends who will attend and agree to make a donation in front of on-lookers. Sometimes people will be hesitant to donate, but if they see others doing it, they will follow the example.

Think about what might draw members of the community to the event. Are there some local teens who can put on some sort of brief musical or dramatic performance at the event? Can you get a local author or two to speak about teens and reading? Is there a celebrity in the community who would draw an audience? Maybe you can raffle off something that attendees would like to have? Ask for donations from the community and local businesses for raffle items that will help draw people to the event and the cause.

For more tips on planning a cocktail party or happy hour, visit <http://bit.ly/uuTxFk>. If you'd like to get donations from local businesses to offer as prizes, you'll find some good tips about how to do that here: <http://bit.ly/uMmMaS>.

### **Family Gaming Night**

Host a gaming night at the library. Teens and their families can purchase a ticket, make a donation at the door, or purchase a book from a wish list for a specific teen in their community. If possible the event could be an overnight event with gaming competitions going on throughout the evening and early morning hours and breakfast provided by a local business.

#### **YALSA Swag**

Don't forget that the YALSA Office has material they can send you as raffle items and give-aways at your event. Simply fill out the online form to request free materials by visiting [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts). You can also request donation envelopes from this web page.

#### **Dining by Genre**

What about a twist on a progressive dinner party? Each course can have a specific book attached to it and along with enjoying food and company attendees can talk about the book associated with each course. Consider using a genre theme. For example, perhaps you can

have a steampunk progressive dinner. Place settings at the dinner can include booklists and information about YALSA and the book genre. Those that participate in the dinner party can make a donation to FOY or BFT at the end of the event.

### **Book Trivia Night**

Publicize this as a team event and invite community groups, organizations, and businesses to sponsor teams. Perhaps the high school English teachers will participate as a team and a group of firefighters will enter the competition together. Teams enter to play and pay a small registration fee.

The Trivia Night could be theme oriented with a focus on award-winning young adult books or books within a particular genre of teen literature.

The prize for the winning team would be something donated by a local business or organization. Refreshments could also be sponsored by a local business or you could ask audience members to purchase refreshments - these might include bake sale goods made by teens in the area.

### **Events with Teens**

There are many ways in which you can get the teens in your library community to help you with YALSA fundraisers. Teens often raise funds in school with bake sales, candy drives, car washes and more. The same types of activities can be initiated for YALSA fundraising events. When you get teens involved in fundraising for a project like Books for Teens, they have the opportunity to help others who may not have the same advantages they do. Teens can help to get books into the hands of peers in other communities. They can earn service credits. Some possibilities for teen involvement include:

## **Teen Read Week™ Read-a-Thon**

Teen Read Week is a perfect opportunity to incorporate activities that help promote and support Books for Teens and YALSA. Many teens need community service hours and are looking for leadership opportunities. Combine both needs by recruiting teens to spearhead a pledge or fundraising effort such as a Read-A-Thon.

For the Read-A-Thon teens can ask their friends, teachers, family and community members to sponsor their participation in the event. Sponsors can agree to donate a particular amount for each hour or page a teen reads during a defined Teen Read Week Read-a-Thon period.

The Read-a-Thon can also be a good way to get local businesses involved. For example, perhaps a local business will give a dollar for every page that teens read during the event, or \$10 dollars for each hour that teens participate in the Read-a-Thon.

When working with teens on a Read-a-Thon:

- Assign specific jobs -- publicity/marketing, graphic design, logistics, and coordinator.
- Give teens as much ownership as possible. Have them design and plan the event.
- Have a joint school/public library event if possible to broaden the pool of participants.
- Reach out to the community for sponsorship of snacks, prizes, t-shirts, etc.

## **Teen Tech Week Gaming Competition**

As you celebrate Teen Tech Week, host a gaming competition. This event shows community members the positive aspects of gaming for teens, raises awareness of YALSA, and gives you a chance to raise funds for Friends of YALSA.

At a gaming competition you can sell tickets at the door so that family members, colleagues, and friends can watch the teens play each other through gaming rounds until one teen is the final winner.

Have teens select the game that they think is the best for this type of event. Help them think about what games are good to play when there is an audience watching. As with a Read-A-Thon, teens can work on the marketing and publicity for the competition and can work with local businesses who can supply refreshments and prizes.

Setup the gaming station to projection so that those in the audience who aren't able to get close to the screen can see the action. Also, have the teens create brackets that audience members can fill in as they watch the gaming take place. The teens might also want to have one or more of them act as an MC of the event announcing how the game play is going, and providing commentary.

## **Club Service Project**

Many school clubs sponsor service projects during the year. Why not ask teens in your community involved in one of these clubs to make Books for Teens their selected cause? The teens can then host fundraisers and earmark the funds for Books for Teens. Another option is sponsoring a book purchasing campaign at their school for teens in need throughout the community.

### III. ASKING FOR DONATIONS

It's not unusual to feel uncomfortable asking for money. It's not an easy thing to do to walk up to someone and say, "Hi, will you donate to this cause?" Don't be afraid to ask. Remember that people do give to people they know. Try these tips as you get started with your fundraising efforts.

- **Be well-versed** in what you are asking for and why. For example, if you are going to raise funds for YALSA's Books for Teens project, be familiar with its mission and goals. Since BFT is devoted to getting reading material into teen hands, you also want to be able to talk about the importance of reading in teen developmental and educational growth. Let people know that any size donation is welcomed and can make an impact.
- **Share a story** when you ask for a donation. If you are asking for support for Friends of YALSA from members of your community, have stories at the ready about how an association like YALSA has had an impact on the lives of librarians and the teens that they serve. This is one of the most powerful ways to inspire donations.
- **Know something about the person or organization** that you are seeking a donation from. Learn about the connections you can make between the person or organization, teens, reading, youth development, or YALSA. For example, perhaps a member of the City Council that you would like to invite to a YALSA fundraiser has teenage grandchildren. Knowing that, you can connect being a grandparent and teenaged grandchildren to the work that FOY does or what can be accomplished with BFT.
- **Practice** in the mirror, with friends and in front of family. Try out a few different ways of asking for money from a potential donor and ask others which they think works the best. Don't go in cold. Be well-informed and well-practiced.
- **Partner up.** Don't think you have to do it alone. Go out and ask for money with a colleague. You can work together to come up with a list of people you want to ask to donate to a YALSA initiative. You can support each other as you make phone calls, send emails, or ask for a donation in person.
- **Be prepared** for someone to turn you down in your fundraising effort. Be gracious when you hear an answer of "no." Thank the person for their time and mention that you might come back when the timing is better. Don't let a "no" answer stop you in your tracks. It might mean that you have to develop a different strategy, or that you just need to wait until there is a new opportunity to ask for funds.
- **Show Enthusiasm.** Make sure that when you do ask for money that you show that you are enthusiastic about the cause for Books for Teens and/or YALSA. Your passion and energy will be visible to those you are asking money from and can spark interest in the project and the association.
- **Provide incentive:** inform donors that their donations are tax-deductible as YALSA is a 501(c)(3) organization.

- **Make it easy:** if you're hosting an event, put up a sign that indicates how people can donate (cash? check? credit card?). If you will accept checks, indicate on the sign exactly who the check should be made out to:
  - Friends of YALSA
  - Books for Teens
  - Leadership Endowment

Be sure to request donation envelopes from YALSA by visiting [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts) so you have an official method for gathering funds. Have the donors fill out their name and contact on the envelope so they can be mailed a receipt. This is a very important step, otherwise their donation won't be tax deductible.

## IV. SUBMITTING DONATIONS & SAYING THANK YOU

### Turning in Donations

- Make sure to gather information from your donors - name and email address - and then forward that information to Letitia Smith at [lsmith@ala.org](mailto:lsmith@ala.org) or 50 E. Huron St., Chicago, IL. She will make sure that the Chair of the YALSA Financial Advancement Committee receives the information so that the committee can send a thank you letter to all of your donors.
- Be sure to request donation envelopes from YALSA by visiting [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts) so you have an official method for gathering funds. Have the donors fill out their name and contact on the envelope so they can be mailed a receipt. This is a very important step, otherwise their donation won't be tax deductible. Return the donations to Letitia Smith at YALSA, 50 E. Huron St., Chicago, IL 60611.

### Thank You Messages

When you host a fundraising event for Friends of YALSA or Books for Teens, YALSA will say thanks to those who donated to the event. See the appendices for a sample thank you letter.

- You may also want to send a personal thank you to those who donated dollars to YALSA. You can do this via an email or hand-written note.
- You might send a short article to a local newsletter that describes the event and thanks those who supported it with funds.
- Remember to thank those who helped you to put the event together. This may include those who worked on planning with you as well as businesses and organizations that supported the endeavor. The YALSA Financial Advancement Committee Chair can also send thank you letters to those who supported the event. You can send the Letitia Smith at [lsmith@ala.org](mailto:lsmith@ala.org) information so that the FAC can send thanks directly from YALSA.

## v. YALSA, FOY, and BFT Talking Points

Here are some important facts you might mention as you contact potential donors to invite them to a YALSA-related fundraising event. For each fact, you can mention how YALSA and librarians serving teens help to support the needs brought up in each item. You might say something like, “These statistics indicate that there is an urgent need for school librarians and young adult specialists to be prepared to meet the needs of today’s growing teen population. Librarians of all kinds, regardless of specialization, will need all the help they can get, and the place to find that help is YALSA!”

### Did You Know?

- Did you know that at least 23% of all the patrons who walk into the public libraries are teens between 12 and 18?
- Did you know that only 51% of the public libraries in the country employ full time young adult specialists?
- Did you know that there are approximately 42 million teenagers in the US today and that their generation is second in size only to the Baby Boomers?
- According to the National Assessment of Educational Progress, 26% of 8<sup>th</sup> graders scored below the basic level in 2007.
- According to a recent study by the Nielsen Norman Group, teens are less proficient than adults at navigating the Internet. Teens performed poorly due to insufficient reading skills, less sophisticated research skills, and less patience.

### Important YALSA facts:

- YALSA offers six annual awards for young adult literature
  - Michael L. Printz Award for Excellence in Young Adult Literature
  - Margaret A. Edwards Award for significant contribution to young adult literature
  - Alex Awards for the top 10 adult titles with teen appeal
  - Odyssey Award for best audiobook production for youth (co-administered w/ ALSC)
  - Morris Award for best YA book by a first-time author
  - Nonfiction Award for best factual book for teens
- YALSA is the fourth largest division in the American Library Association and has members in all 50 states and several foreign countries.
- YALSA administers over \$90,000 in grants and awards for its members each year.
- YALSA launched an online research journal in the fall of 2010.
- YALSA unveiled a new YA literature blog, The Hub, in January 2011.

### Important Friends of YALSA facts:

- In the first five years of FOY, donors gave more than \$25,000 to support YALSA initiatives that have an impact on teens and the librarians that serve them.
- FOY monies have been used to sponsor Spectrum Scholars to increase diversity in the field to sponsor Emerging Leaders to develop the next generation of library leaders, and to send YALSA members to ALA’s Library

- Advocacy Day which advocates for the importance of libraries and libraries in teen lives. <http://www.ala.org/ala/issuesadvocacy/advleg/nlld/index.cfm>
- Those who donate to FOY get a special listing on the YALSA website, a subscription to the FOY e-newsletter, a FOY conference badge, and special seating at select YALSA events.

### **Important Books for Teens facts:**

- Books for Teens' mission is to empower the nation's at-risk teens to succeed by giving them free high quality, new, age-appropriate books.
- Research shows that the biggest factor in determining the level of education a young person attains is the number of books in the home. However, multiple studies also have shown that thousands of families in poverty-stricken parts of the country have few or no books in the home.
- Funds raised through Books for Teens will be distributed to libraries in communities with a high level of poverty, where teen services librarians will purchase and distribute new books, encourage teens to get library cards and provide teens with reading-focused events and activities.

### **Facts for Potential YALSA Members:**

- When you join YALSA, you become eligible for YALSA and ALA's scholarships to help you pay for your MLS or PhD degree.
- YALSA members receive two YALSA publications (Young Adult Library Services, the association's print journal, and the YALSA E-News, a monthly web-based newsletter) the American Libraries Direct weekly e-newsletter, and one ALA print publication. All of these publications can help you with school assignments or your job.
- YALSA's networking opportunities via its discussion & interest groups, social networking sites, conference programs, and more provide members with a chance to explore possible career options and interact with potential employers. YALSA members also have full access to ALA's career resources and placement services.
- YALSA is a well-known and respected organization within the field. Joining the association and including it on your resume will catch the eye of potential employers.

## VI. FIND OUT MORE

YALSA Website

<http://www.ala.org/yalsa>

Books for Teens on Facebook

<http://www.facebook.com/booksforteens>

Friends of YALSA

<http://www.ala.org/yalsa/givetoyalsa/foy>

YALSA Leadership Endowment

<http://www.ala.org/yalsa/givetoyalsa/leaderendow>

Membership in YALSA

<http://www.ala.org/yalsa/membership/benefitsmembership>

Get Involved and Support YALSA

<http://www.ala.org/yalsa/getinvolved/support>

Direct questions to:

Financial Advancement Committee Chair

[www.ala.org/yalsa/workingwithyalsa/committees/committeechair](http://www.ala.org/yalsa/workingwithyalsa/committees/committeechair)

Letitia Smith, YALSA Membership Coordinator

[lsmith@ala.org](mailto:lsmith@ala.org)

800.545.2433.4390



# Donation Form

**PLEASE PRINT CLEARLY**

YALSA will use this information to send you a receipt. Your information will **not** be shared beyond ALA/YALSA.

**NAME** \_\_\_\_\_  
(as it appears on credit card or check)

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_

**ZIP CODE** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

**THIS DONATION IS FOR:**

- Friends of YALSA
- Books for Teens
- Leadership Endowment

**DONATION AMOUNT** \_\_\_\_\_

**PAYMENT METHOD:**  Check# \_\_\_\_\_  Cash

- MASTERCARD
- VISA
- AMERICAN EXPRESS

**CREDIT CARD NUMBER** \_\_\_\_\_

Expiration date \_\_\_\_\_ Signature \_\_\_\_\_

***Thank you for your generosity!***

YALSA is a division of the American Library Association, which is a 501(c)3 organization. Your donation is tax deductible to the full extent of the law. Your generosity enables us to expand and improve library services for teens. It is encouraging to our organization that advocates such as you are not only generous, but also confident in the work being done by YALSA. To learn more about YALSA, visit [www.ala.org/yalsa](http://www.ala.org/yalsa).





**SAMPLE THANK YOU LETTER: Please adapt to your needs**

Date

Name

Company

Address

Dear \_\_\_\_\_:

As a member of the Young Adult Library Services Association (YALSA), I wanted to thank you for your generous donation of [insert amount of monetary donation or describe in-kind donation and state its cash value] to [choose one: Books for Teens, Friends of YALSA, YALSA Leadership Endowment]. Your generosity helped us raise XXX, which will be used by YALSA to connect more teens to libraries and reading.

YALSA's mission is to expand and strengthen library services for teens, aged 12-18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empower teens. YALSA is a division of the American Library Association, which is a 501c3 organization. We depend on gifts such as yours to help us work towards our mission.

Thank you once again for your support of YALSA and libraries, and please don't hesitate to get in touch if you would like any additional information about YALSA or its fundraising efforts. You can also learn more about YALSA at [www.ala.org/yalsa](http://www.ala.org/yalsa).

Sincerely,

Your Name

Your Role in YALSA (e.g. volunteer, committee member, blogger, etc.)

# Booze for Books Cocktail Recipes

Compliments of mixologist Dan Perrigan

## For the 21 & over crowd

### ***Tequila Mockingbird (or Are You There, God? It's Me, Margarita)***

2 oz (optionally Jalapeño-infused) Tequila\*

½ oz Cointreau

1 oz Fresh squeezed Lime Juice

¼ to ½ oz Agave Nectar

(Shake with ice. Strain into your favorite glass. Garnish with a lime wedge)

\* To make Jalapeño -infused tequila, slice 2 or 3 jalapeños and put them in a bottle of tequila for 3 hours. Strain into new or original bottle. Lasts indefinitely.

### ***Catcher in the Rye (or Something Wicked Awesome This Way Comes)***

1 ½ oz Rye Whiskey

1 ½ oz Cynar

1 oz Sweet Vermouth

1 dash Orange bitters

(Stir with ice. Strain into cocktail glass. Garnish with three Luxardo Cherries on a pick)

### ***Hops in Pops***

1 oz Irish Whiskey

1-2 oz of your favorite beer

½ oz Simple Syrup (or 3 tsp sugar)

½ oz Fresh Lemon Juice

1 dash Angostura Bitters

(Shake all except beer with ice. Strain into tall glass. Top with beer. Enjoy)

### ***War and Pisco***

2 oz Peruvian Pisco

¾ oz Fresh Lemon Juice

½ oz Cocchi Americano (or Lillet Blonde)

½ oz Simple Syrup

2-3 drops Vanilla Extract

(Shake with ice. Strain into cocktail glass)

### ***HP and the Goblet of Firewater***

2 oz Light Rum

¾ oz Fresh squeezed Lime Juice

½ oz Simple Syrup (or Blackberry Habanero Syrup\*)

Fresh mint

(Add rum, lime, and syrup to your favorite goblet. Add ice and stir. Garnish with a sprig of fresh mint)

\* Blackberry Habanero Syrup: This is delicious, and so totally worth making. Squish 16 blackberries in a saucepan. Add two sliced habaneros, 1 ¼ cup sugar, and ½ cup water. Stir on low heat until it simmers. Turn off heat and let sit for 20 minutes. Strain into clean bottle and store in fridge. Lasts about a month.

### ***Gin of Green Gables (serves 6-10)***

10 oz Ransom Old Tom Gin

3 oz Fresh Lemon Juice

3 oz Sugar

¼ tsp Orange Blossom Water (optional, but yummy)

32 oz Club Soda or other sparkling water

(Stir sugar with gin, lemon, and orange blossom water in large punchbowl until dissolved. Add ice then soda water. Stir. Ladle into cups)

### ***YALSAtini***

2 parts Stoli Orange

1 1/2 parts Blue Curaçao

1 part White Cranberry Juice

Shake with ice, strain into a martini glass and garnish with an orange slice.

### **Notes on Ingredients**

Tequila: Look for something other than the usual mass-produced brands. It should say "100% Blue Agave."

Cointreau: This is an orange and orange-peel flavored liqueur from France. You need it for a margarita. Don't skimp.

Rye Whiskey: Bulleit, Rittenhouse, High West, Wild Turkey – it's hard to go wrong with Rye. It's all good.

Cynar: An Italian *digestivo* – an after-dinner drink. It's delicious by itself with ice. It's also inexpensive, and worth having. So what are you waiting for?

Sweet Vermouth: If you can find Carpano Antica Formula or Cocchi Vermouth di Torino then get them.

Otherwise, any should do.

Bitters: Angostura bitters tastes like cinnamon and other yummy spices. Orange bitters taste like – well, Orange.

Luxardo Cherries: The real deal. Not the glow-in-the-dark corn syrup “maraschino” cherries you're used to. Google them. They're out there.

Simple Syrup: This is just equal parts sugar and water shaken together in a bottle and stored in the fridge. It's easier to use than sugar because it's pre-dissolved. Nice.

Fresh Juice: Lemon or Lime – Get some lemons and limes and squeeze them. Your guests will love you.

Rum: Look for Ron Metusalem, Flor de Cana, or Cruzan Light – three good light rums. Avoid the flavored rums.

Pisco: Pisco is from Peru, and is distilled grapes. It's smooth and delicious. Please don't get a Chilean “Pisco” – it's not the same.

Cocchi Americano and/or Lillet Blonde: These are lovely aperitivos (or aperitifs) – before-dinner drinks.

Again, delicious over ice on their own. Inexpensive and yummy.

Old Tom Gin: An old (1800's) style of gin. Malty, delicious. You can also use any standard London Dry (Beefeater's, Tanqueray, etc)

Orange Blossom Water: Look for this at a gourmet or Middle Eastern ethnic store. A little goes a long way.