



Chinese American Librarians Association
Public Relation & Fundraising Committee (PRFC)
2015-2016 Annual Report

Report written by
Xiaoyu Duan & Hanrong Wang, PRFC Co-Chairs

June 3, 2015
Submitted to
Executive Committee
Chinese American Librarians Association

1. Committee Roster:

PRFC co-chairs sent out emails to candidates for confirmation in July, 2015, and co-chairs received the confirmation from every candidate within one day. PRFC currently has 5 members:

Hanrong Wang (Co-Chair), Jacksonville State University; hwang@jsu.edu

Xiaoyu Duan (Co-Chair), University of Oklahoma at Norman;

Sam Suber, The Lewis University;

Xin Xiang, Google;

Zhao Xing, Beijing Normal University.

2. Committee Charges

(1) To accomplish/enhance CALA Public Relation & Fundraising Committee (PRFC)'s responsibilities and functions by preparing promotion materials, advocating fundraising activities, reaching out potential donors (see Action Plan for more details).

(2) The PRFC Committee will also maximize the involvement in strategic development areas proposed in *Striving for Excellence: CALA 2020 Strategic Plan (2015-2020)*, which includes but not limited to: Membership Recruitment, Retention, and Engagement; Leadership Training and Development; Local Chapter Development; Professional Development Opportunities through Training and Mentoring; Professional Networking and Connections through Cutting-edge Technologies; and CALA's Impact on the Local, State, National and International Levels.

(3) The Committee currently sets up the fundraising amount goal for \$15,000 for 2015-2016, though the actual amount could be different.

3. Task Completed

(1) PRFC helped Ms. Dora Ho and developed donation letter templates for the Family Literacy Focus project (FLF) in August. The templates were reviews by PRFC members and then sent to Handbook Committee Co-Chair Jiaxu and Ximin to be included in the revised handbook. Then in Nov. 2015, PRFC sent out call-for-donation letters to CALA members for the FLF project.

(2) PRFC held its first meeting on Sep. 11, 2015. In the meeting, attendees discussed PRFC's main responsibilities, and what the committee should do as the next step. PRFC understands that its members should act as spokesmen of CALA and help CALA to create fundraising events. CALA has over 500 active members now, and CALA has great legacy in raising and keeping

money in place. PRFC members need to work together and develop some general call-for-donation letter templates and send the letters to potential donors.

All CALA fundraising events are on-going processes, and members need to keep an eye in the daily life for fundraising opportunities.

During the meeting, PRFC members also brainstormed some fundraising ideas, including: encouraging members to shop on Amazon through CALA's portal; sending out email/poster reminders to CALA members quarterly or before shopping seasons to promote the Amazon portal; working with CALA Web Committee to add donation buttons on the CALA Banquet registration page.

The meeting was recorded. The recording and meeting minute were distributed to attendees.

(3) PRFC submitted the committee action plan to CALA President Lian Ruan in Sep. 2015. Co-Chair Wang had a phone call with Ms. Ruan and discussed some details about the action plan. The president agreed not set up timelines and fundraising amounts for PRFC for now. Co-Chair Wang also designed a CALA promotion postcard and distributed the template to PRFC members.

(4) PRFC developed 3 templates for fundraising emails in Oct. 2015. One template is for sending emails to general potential donors, one template is for emails to CALA members, and one template for the thank-you letter. The templates were reviewed by PRFC members and sent to CALA EC. EC approved the templates. And EC allows PRFC to make small revisions to the templates to suit different donors without EC's review. Then PRFC sent out call-for-donation letters to 40 potential donors. Up to Dec. 13, 2015, 4 donors replied and none of them is able to make donations to CALA. PRFC also sent out call-for-donation letters to CALA members in November and encouraged members to use CALA AmazonSmile when shopping. PRFC will send out follow-up emails to members later.

(5) From Nov. 2015 to Dec. 2015, PRFC communicated with Ms. Lisa Zhang from OverDrive in Beijing about the OverDrive outreach and potential donation opportunities. Co-Chair Wang set up a WeChat meeting with Ms. Zhang. PRFC also sent communicated with Ms. Zhang using emails. Co-Chair Wang answered Ms. Zhang's questions about Chinese content promotion in the library market. Co-Chair Wang also provided several reading materials to Ms. Zhang for reference. Ms. Zhang appreciated Co-Chair Wang's help. CALA President Ruan will meet OverDrive President, CEO Steve Potash and Lisa on Dec. 16th during the Annual Conference of the Library Society of China. More donation and cooperation details will be discussed then.

(6) According to CALA President Ms. Lian J. Ruan's report, the following donors for the year 2015-2016 has been recognized:

Individuals: Kenneth Carlborg, Yu-Lan Chou, Sharon Hu, Carol Gee, Michael Gorman, Gwen Gregory, Esther Lee, Weiling Liu, Gwendolyn Prellwitz, Lian Ruan, Helen F. Schmierer

Companies: APALA (Asian Pacific American Librarians Association), Beijing Zhenben Technology Co. Ltd., China International Book Trading Corp., New Var Inc., Overdrive, TBMC (Transmission Books & Microinfo. CO), Wanfang Data

(7) During the week of May 16, 2016, Ms. Xiaoyu Duan emailed the related CALA personnel for adding a donation button to CALA online annual conference registration form.

4. Budget requirements or reimbursement Requests (if any): N/A

5. Questions/Comments/Suggestions for the Board (if any): N/A

6. Summary

The CALA Public Relation & Fundraising Committee (PRFC) has accomplished its goals and objectives for the year 2015-2016 by:

(1)Setting up committee meeting for goals and objectives;

(2)Standardizing the donation process through reviewing the donation policy, drafting/recommending donation related letters;

(3)Working closely with other committees, individuals, and potential donors including Overdrive by sending out donation calls via emails, and webpages, phone discussions, networking personnel to provide service opportunities, and etc.