

Fund Development Committee Annual Report: 2010-2011

By Christina de Castell.

The Fund Development Committee focused on two goals in 2010-2011:

- Identifying areas needing research and policy development for BCLA related to fund development
- Putting in place processes to increase revenue in existing areas

Goal 1: Policy Development & Research

- During 2010, members of the Fund Development Committee identified the following areas as
- Direct fundraising for awards and the BCLA Endowment Fund, focused on the website and renewal process
- Improvements to sponsorship opportunities at annual conference and during the year
- Advertising in articles in the online Bulletin

Maggie Hodge Kwon conducted research into fundraising by professional associations, with the conclusion that while revenue generation from association activities is common, traditional fundraising (grants, public campaigns) does not typically take place for operational needs of professional associations. Donors typically see core operating funds as contributing to staff of the organization, rather than the activities that the organization undertakes.

The Fund Development Committee recommends that BCLA focus on revenue generation and expense reduction to balance future budgets. Fundraising requires clear communication of the project or specific activities that will receive funds. At this time, fundraising efforts should be focused on awards, with the potential to fundraise in the future for projects initiated by members that bring a benefit to the broader community.

The Fund Development Committee drafted a Sponsorship Policy that was passed by the Board in September 2010, as well as guidelines for the creation and ongoing support of named awards.

Goal 2: Establishing processes to increase revenue

The Fund Development Committee identified sponsorship as the area with the greatest opportunity for improvement in BCLA's current situation. As Chair of the Committee, Christina de Castell participated in the Sponsorship Committee for the 2011 conference. The Fund Development and Sponsorship committee chairs jointly brought recommendations to the Board in January 2011 to increase the contributions of sponsors to the conference and build stronger relationships with the vendor community. These included ensuring that sponsorship covers an appropriate amount of the cost of an event when offering solo sponsorship, allocating a percentage of the contributions to recognizing the sponsors, and offering new types of opportunities in 2011.

The Fund Development Committee also raised two additional recommendations to the Board, passed in January:

- Initiate fundraising for all awards with less than 5 years of funds available by adding Donate Now buttons to website, including information about donations in renewals and promoting award donations on the mailing list and website
- Initiate advertising in articles in the online journal

The changes to the website and renewal process will be implemented under the direction of the Executive Director in 2011.

Christina de Castell is the Chair of the Fund Development Committee.