

**ILA Committee and Forum Reports**

This form is to be completed by committee chairs/forum managers in collaboration with board liaisons. The ILA Executive Board will meet on the following dates in 2020-21: 9/24/20, 12/3/20, 3/25/21, and 5/20/21. Reports should be submitted **two weeks before each board meeting** to the board and staff liaison (liaisons are listed on rosters at <http://www.ila.org/about/committees> or <http://www.ila.org/forums>) and the ILA office (email: ila@ila.org).

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Committee or Forum: Fundraising

Report completed by: Heidi Smith Date: 5/20/2021

Activities underway or completed since the last report:

The Committee has been working on branding for the new donor acknowledgement initiative. The team has taken a deeper dive into the reasons donors give to ILA and how funds have been/might be used in future to ensure the branding and future messaging will work hand in hand.

Projected activities/initiatives during the upcoming months:

The Committee will meet again to finalize the name and elements of the program to create marketing and messaging for the annual ILA conference this fall.

Intended outcome/goals of project(s):

* Growing recognition and giving to ILA including the Endowment through annual, recurring support.
* Building a more inclusive and diverse ILA community, sending a message that every contributing member is valued for their support, at every dollar amount.
* Defining ILA Awards Committee as the rightful home for continued or even expanded recognition of the leading lights in our field, which could include a revised Luminaries program.

Anticipated timeline(s) and completion date(s) for each project:

Launch at 2021 annual conference

Activities should be designed to advance the ILA Strategic Plan. Which strategic goal areas are best addressed by the activities above? Check all that apply and describe briefly how the activities will advance the goal(s). View the full plan at <http://www.ila.org/about/strategic-plan>.

Goal area: A Culture of Diversity and Inclusion—In the Association

Questions or concerns that need to be addressed by the ILA Executive Board (**please discuss with your board or staff liaison first. Board liaisons can help with strategic, programmatic, policy-related and content-related questions; staff liaisons can help with procedural or business-related questions**):

None currently.

**THANK YOU for your service to ILA and Illinois librarianship!**