I. January 10, 2022

II. Development Committee

III. Sara White, Chair (2021), Lindsay Hansen-Brown (2021), Steve Landstreet (2021), Terry Lewis (2021), Matthew Vest (2021), Susannah Cleveland (ex-officio), Elizabeth Hille Cribbs (ex-officio), Tracey Rudnick (ex-officio), Liza Vick (ex-officio)

IV. None

- I started a campaign to raise more funds for the Diversity Scholarship Fund. The campaign is titled “Ignite the Spark.” As this campaign goes on, I will report funds raised. This campaign could also transition well into a more ongoing campaign titled “Be the Change” to continue raising funds for this scholarship.

- From MLA’s Emergency Relief Fund, we dispersed 1 more grant ($500 total) to an MLA member, for a grand total of $9,685.00. There are still funds available. Lindsay Hansen Brown recently sent a call out to members to remind them that this fund is still available. The Emergency Relief Fund Committee voted to allow members to apply again if they had previously received a grant.

- I have been working on different donation options for MLA members. I’m looking into QGiv as a platform that would allow different donation formatting such as peer-to-peer, text to give, and donation forms. More to come as I gather information.

- Neil Hughes was a planned giving member and left a bequest to MLA. We are waiting for more information about this. This could be a good time to gently remind the community about planned giving options.

    Submitted by Sara White

I. January 10, 2022

II. Marketing Subcommittee

III. Members


IV. Board Action Required
• In light of the uncertainty of the upcoming annual meeting being moved to all virtual, the Subcommittee would like to plan for an online auction only through Bidding Owl and hopefully resume the Silent Auction at the 2023 annual meeting.
• The Subcommittee would like to begin setting up a campaign with Bonfire rather than Café Press for the 2022 meeting. MLA received a higher percentage of the profits, and more items were sold through Bonfire than Café Press.

V. Brief Summary of Activities

• Membership
  o The Subcommittee would like to welcome Rebecca Hill as our newest member. Even though Rebecca’s official term begins immediately following MLA’s 2022 Annual Meeting, she jumped right in to help with the online auction.

• Giving Tuesday
  o With much help from Liz Cribbs and Tracey Rudnick (thank you!!) who worked with PayPal and Bidding Owl, our account was ready to go. The Subcommittee initially ran an internal auction to test features and get an idea of what to expect. The online auction raised $299.60 for the Diversity Scholarship.
  o Although no donations were made directly to MLA through Bidding Owl, all merchandise sold. We had seven donors who donated a total of a dozen e-gift cards. Although Bidding Owl notifies bidders of winning bids, Subcommittee members contacted and connected winner bidders with donors and sent thank you notes to all donors.
  o The Subcommittee received several positive remarks from members who participated in the auction describing it as ‘fun,’ ‘great for the Silent Auction,’ ‘love this site,’ and ‘seamless.’

• Socks
  o Sockguy has been identified as a possible source for creating MLA socks for the Silent Auction. The Subcommittee is looking into style and material options, lead time, minimum purchase, and initial cost. Many years ago the MLA Shop operated this way, but required lots of shipping and storing of unsold items. Because we’ve received some positive feedback from members about socks, we hope this will be a successful effort.

• Subcommittee Email Account
  o At one time the Subcommittee had an email account at marketing_subcommittee@musiclibraryassoc.org The Subcommittee would like to revive this account if possible to use for contact information at Café Press, Bonfire, and Bidding Owl and to set up a Dropbox account for the Subcommittee. We are now using individual members’ emails for these various accounts.