I. September 6, 2022

II. Development Committee

III. Sara White, Chair (2021), Lindsay Hansen-Brown (2021), Steve Landstreet (2021), Terry Lewis (2021), Matthew Vest (2021), Paula Hickner (ex-officio), Elizabeth Hille Cribbs (ex-officio), Steve Mantz (ex-officio), Serena Vaquilar (ex-officio), Liza Vick (ex-officio)

IV. N/A

V. Summary of Activities

1. The Development Committee and members of the Board met with a QGiv representative to have a demonstration of QGiv’s Text-to-Give Platform.
   a) After the demo, committee members were unsure if QGiv is the best platform for MLA, and if it would be worth the cost to try this product. This is mostly because of the cost of donation transfers, which are individually charged each day that donations are made.
   b) This would be a good option for MLA if there is a work around regarding transaction fees. A monthly trial might show that QGiv works, but it depends on the amount of donations received through text and if we can eliminate the transaction fee.
   c) Sara will be looking into other platforms that offer text-to-give options that might work better for MLA.

2. Liz Hille Cribbs, Paula Hickner, Serena Vaquilar, Liza Vick, and Sara White met to discuss different options for conference registration donations.
   a) Liz outlined two specific options for donations
      (1) How to provide funds privately to offset conference costs for a specific MLA member
      (2) How to donate to a general conference registration fund (communal fund)
   b) We will submit this to the Board for review in the near future.

VI. Alignment with the 2022-2030 Strategic Plan Goal Areas

1. Goal Area 2: Develop and Retain Membership
   a) Conference Registration Donations
      (1) Give members the option to donate funds privately to offset conference costs for a specific MLA member
      (2) Give members the option to donate funds privately to a general conference registration fund
      (3) This will allow more members to attend the annual conference and be more involved in the organization.
b) Text-to-Give Option
   (1) Allow members a different way to donate to MLA
   (2) This might be a more enticing option for younger MLA members

2. Goal Area 3: Cultivate Inclusivity
   a) Diversity Scholarship campaign
      (1) Ignite the Spark: A campaign to encourage donations for the Diversity Scholarship, allowing for more members to be involved in MLA.
      (2) Transition the Ignite the Spark Campaign into a more ongoing campaign called “Be the Change” to continue growing funds for the Diversity Scholarship

3. Goal Area 4: Strengthen Communication
   a) Be transparent with the larger MLA community about Development and how funds are being designated and used.
   b) Give options like Text-to-Give to members, allowing for more ways to be involved and donate.

Submitted by Sara White
I. August 26, 2022

II. Marketing Subcommittee

III. Members

IV. Board Action Required: None

V. Brief Summary of Activities
The Subcommittee is seeking new members and a chair. Hickner will rotate off the Subcommittee after the 2023 annual meeting.
There have been no sales at the MLA Shop on Café Press this calendar year.
Funds were approved at the Spring Board meeting to purchase custom socks from the Sock Guy for sale at the Silent Auction in St. Louis in 2023.

Submitted by Paula Hickner