

The Campaign for Tomorrow

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As we embark on a new century as an association, SLA plays a significant role in demonstrating the value information specialists bring to organizations--and the high price organizations pay for doing without them. As the only global organization for information professionals and their strategic partners, it is our responsibility to join together to serve the needs of information professionals for many more years. SLA has initiated the "Campaign for Tomorrow" in order to ensure the continued financial stability and longevity of this historic professional association that benefits members throughout the world.

YOUR SPECIFIC CONTRIBUTION WILL HELP PROVIDE:

- SLA's Innovation Lab can continue to allow you a safe place to play with Web 2.0 technologies.
- SLA can help members master and embrace emerging technologies as we have with the "23 Things" toolbox.
- Information Outlook can realize its potential as the authoritative source on trends and practices in the information industry.
- Click University can offer an ever-widening curriculum of the courses information professionals need the most today and tomorrow.
- Our Member Benefits portfolio can grow as we partner with other organizations.
- SLA's Advocacy Program can energize efforts to promote the value of information professionals and the profession to shape public policies that affect our members.
- SLA can explore new ways to showcase the profession to employers, the public and others as we did in our recent Wall Street Journal Advertisement.

January 2009 – December 2009

_____ Yes, I want to support the SLA Professional Development Endowment Fund-raising Campaign

_____ I have enclosed a check in the amount of \$_____.

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