

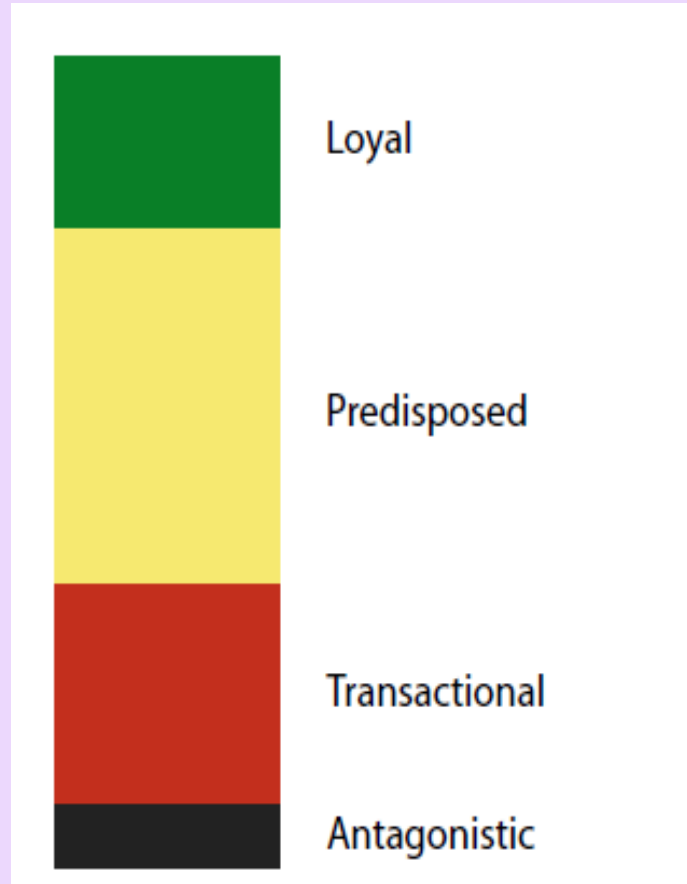
Loyalty Project Team Members

- **FLORIDA/CARIBBEAN** - Dee Baldwin, Joy Banks, Liz Bumgarner
- **MARYLAND** - Ashley Conaway, Annette Haldeman, Cindy Sheffield, Diane White
- **MINNESOTA** – Molly Dinneen, Dru Frykberg, Karen Mackey, Rachel Wangerin
- **ROCKY MOUNTAIN** – Julie Cavender, Recca Larson, Jason Youngstrom
- **SOUTHERN CALIFORNIA** – Robin Dodge, Drea Douglas, Michele Fricke, Richard Hulser, Bill Lee
- **WASHINGTON, DC CHAPTER** – Lois Ireland, Marie Kaddell, James King, Victor Monte, Mary Talley, Chris Vestal
- **James Kane** - <http://jameskane.com/>

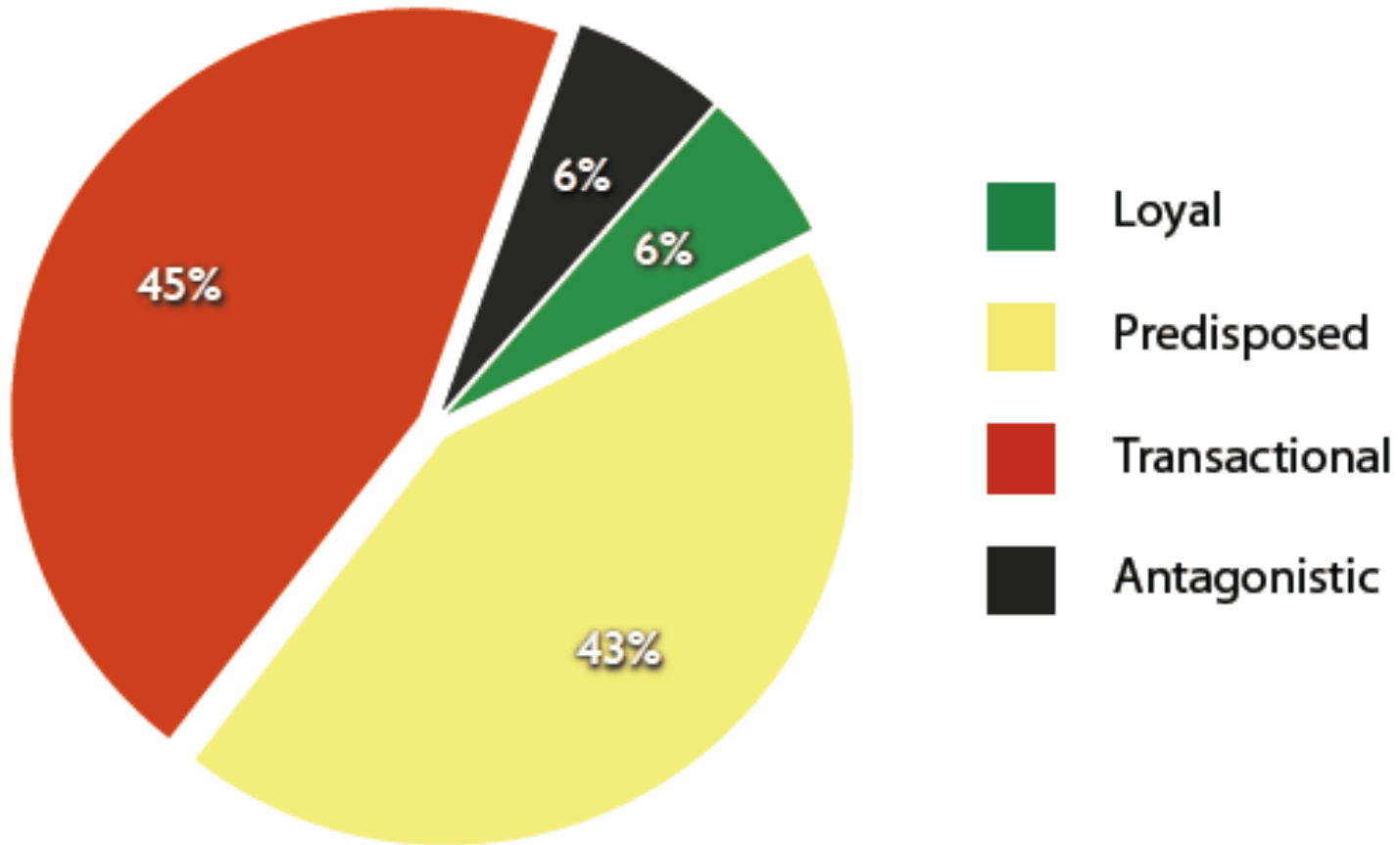
Benefits of Loyalty

- Increased engagement/participation
 - as a leader, volunteer, and/or contributor to events/activities
- Forgiveness
 - for mistakes and missteps made by the organization and individuals
- Advocacy
 - to peers, employers, stakeholders, media
- Retention
 - of membership

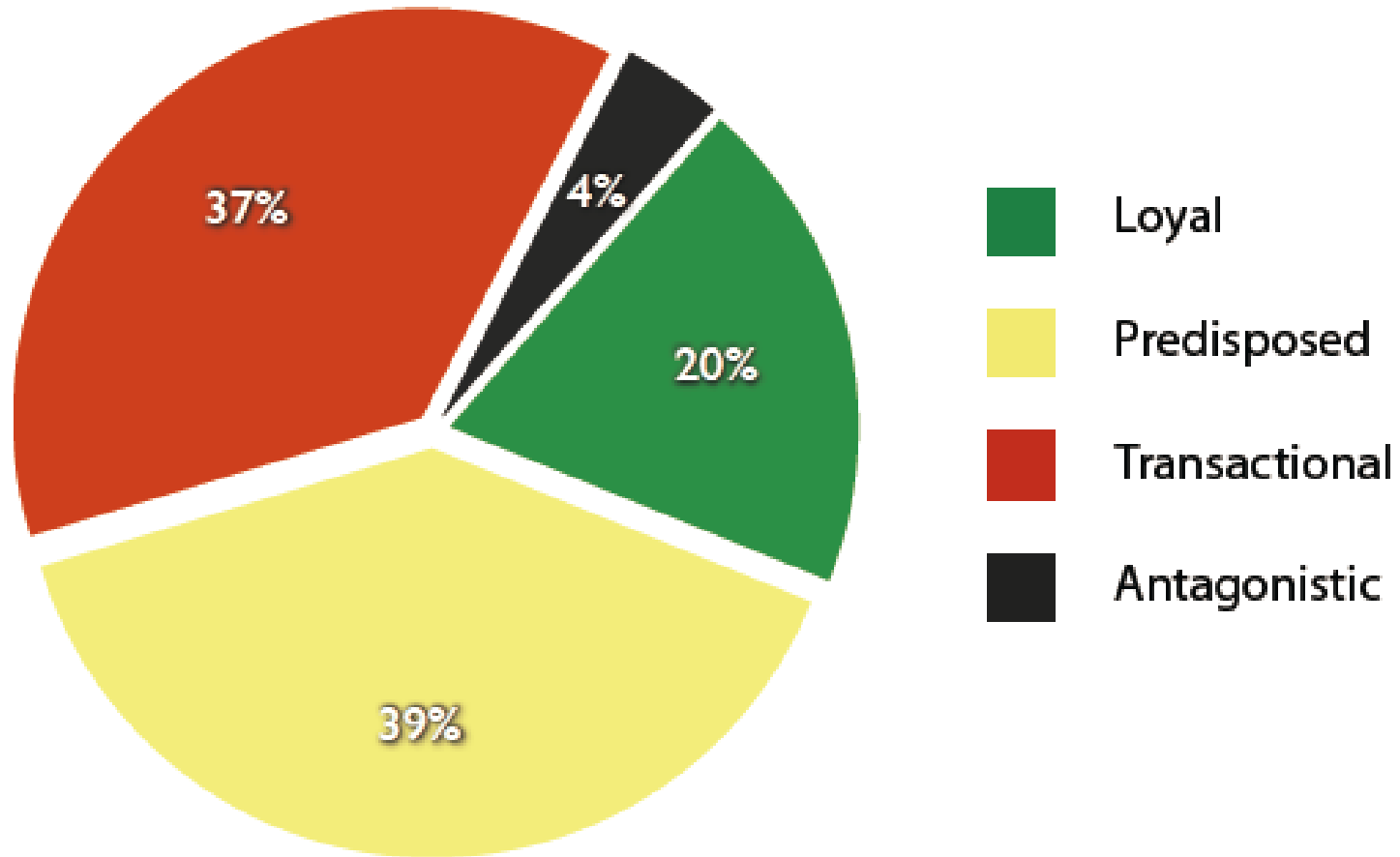
Stages of Loyalty



Loyalty @ SLA



SLA Loyalty Distribution Target



Loyalty Components



Project Focus Areas

- Community Engagement – Southern California
- Leadership - Minnesota
- Member Relations – Rocky Mountain
- Remote Member Engagement – Florida and Caribbean
- Sponsor Relations – Maryland and Washington, DC

We Need You!



Partners Needed:

- Individuals to help with specific focus areas
- Chapters/Divisions to experiment/share lessons learned
- Recommend change in scope for membership & fundraising chairs

Coming next week to the Loyalty web site (loyalty.sla.org)

