SLA Loyalty Project
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/
History of Effort

- Jan. 2010 – James Kane ‘rocks’ SLA Leadership Summit
- May 2011 – Call for Loyalty Project Chapter Proposals
- June 2011 – Chapters selected and loyalty survey results posted
- Aug. 2011 – Jim started working with each chapter individually
- Dec. 2011 – All six chapters meet virtually for first time
- Jan. 2012 – Status report presented at Summit
- July 2012 – Status report presented at Annual
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

- Loyal
- Predisposed
- Transactional
- Antagonistic
Loyalty @ SLA

- Loyal: 45%
- Predisposed: 6%
- Transactional: 43%
- Antagonistic: 6%
Loyalty Components

Trust

Belonging

Purpose
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
Community Engagement - SoCAL

How do we broaden our appeal beyond librarians?

• Looking for natural overlap areas like attorney retreats or project management conferences

• Engage community to look for opportunities to mingle with local businesses to learn their needs

• Outreach to iSchools successful

• Convincing related associations
How do you continue to develop leaders while also protecting from burnout?

- Burnout Mitigation
- Recognition of Past Leaders
- Restructuring Committees and Leadership Positions – implementing restructured board in 2013
Burnout - MN

- Feedback from James Kane
- 4-year track for Presidents
- Past-Presidents disappear after their terms
  - Retirements? Career? Family? Burnout?
- Most active members were board members
- Delegate more work
Recognition - MN

- Past-Presidents interview responses
  - Boutonnières or corsages
  - Leadership Lunch
  - Announce Past-Presidents at events/meetings
    - Recognition
    - Want to be asked for input or help
Restructured Board - MN

- Many committees of one
- Make more connections, attract new people
- Assign tasks to people who want to be actively engaged but not in a leadership position
- 3 Committees
  - Events
  - Communication & Technology
  - Outreach
What’s Next - MN

• Restructured Board
  – What’s working and what isn’t?
  – End of year feedback
  – Are 3 committees too few?
  – Do people want to be advisory board members?
    • Attendance, Contributions, Development

• Communication to other Chapters
• Leadership Lunch (every 2-3 years)
• Free meetings or events?
• Leadership training?
• Patience?
For a better Member experience, how do we get to know our members better?

- Exploring a relationship management tool to assist with information gathering
- Exploring recommendations to HQ regarding current member info
- Used “pecha kucha” at chapter meetings to introduce Board
- Personal Outreach to Members – with intros and open-ended questions
- Webinars
- Masters Classes
- Mini Conference
- Happy Hours
Remote Member Engagement - FL

How do you encourage engagement when members are spread so far?

• Creating smaller regions within chapter

• Recruiting regional contacts to coordinate events and communication

• Mail merge of messages
Sponsor Relations – MD & DC

How do we foster vibrant and two-way relationships with current and potential sponsors?

• Change mindset from ‘fundraising’ to ‘relationship’

• DC and MD created a ‘lessons learned’ document

• Posted it to the new loyalty site http://loyalty.sla.org/
A presentation for “Loyalty and Retention- Building Leaders for Your Unit’s Future”
SLA Conference, San Diego, CA
June 9, 2013
Annette Haldeman,
SLA Maryland Chapter President
- Create and maintain relationships (phone calls, e-mails, formal letters)
- Sponsorship can include both formal and informal opportunities
- Gauge interest and track responses
- Does not have to be “all or nothing.”
- Think “outside of the box” in terms of opportunities and incentivizing companies.
# EVENT SPONSORSHIPS - A BASIC MODEL

<table>
<thead>
<tr>
<th></th>
<th>Level 1 - $500</th>
<th>Level 2 - $250</th>
<th>Level 3 - $150</th>
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</thead>
<tbody>
<tr>
<td>Registration/Check-in desk</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program – back page</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Event web page</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Acknowledgement during opening remarks</td>
<td>x</td>
<td>x</td>
<td></td>
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<tr>
<td>Email announcements</td>
<td></td>
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</tr>
<tr>
<td>Cash wine bar</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Table tents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking area</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Food/Buffet area</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic registration form</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard mailing</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>VIP Guest Passes</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>VIP Guest Passes</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>1</td>
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</tr>
</tbody>
</table>
# Event Sponsorships—Going Beyond the Basics

<table>
<thead>
<tr>
<th>Sponsorship funds defray event costs.</th>
<th>Gold Circle Sponsor (A full table of 10 seats) $1,200</th>
<th>Program Friend Seat Sponsor (A split table of 5 seats) $650</th>
<th>Wine Service Sponsor (Wine poured during dinner) $2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on:</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>- All PR and promotion announcements and materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Event web site &amp; FB page with link to company website</td>
<td></td>
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<td></td>
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<tr>
<td>- Easel display signs during event</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Front cover of program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Dinner table tents &amp; signs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship acknowledgement in electronic messages</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement during opening remarks.</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary VIP registration ticket(s) (Includes cocktail reception, dinner, and program)</td>
<td>X (2)</td>
<td>X (1)</td>
<td>X (3)</td>
</tr>
<tr>
<td>$25 cash card drawing prize made in your company's name</td>
<td>X</td>
<td>X (2)</td>
<td>X</td>
</tr>
<tr>
<td>Preliminary registration list 3-4 weeks before event</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Purchase additional table seats at discounted Member rate</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Reserved seating at sponsored table(s)</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Table locations begin at front of room (assignments based on commitment dates)</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Final registration list with contact information of all attendees.</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>60 second ad spot in video shown at cash bar during reception</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>60 second ad spot posted to Chapter YouTube channel</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Sponsorship funds defray event costs.</td>
<td>Line Item Sponsor</td>
<td>Line Item Sponsor</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Program Printing</td>
<td>2 Angel Seats</td>
<td></td>
</tr>
<tr>
<td>Contribution</td>
<td>$300</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Logo and acknowledgement in event program</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement during opening remarks.</td>
<td>X</td>
<td>X</td>
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</tbody>
</table>
Giant Food is a local grocery store chain, headquartered in Landover, Maryland.

We are having a Special Libraries Association/American Libraries Association joint event and we are in need of additional sponsors.
EVENT SPONSORSHIPS - INVESTIGATE NON-TRADITIONAL OPPORTUNITIES (OR, "YOU’LL NEVER KNOW UNLESS YOU TRY.")

- Would this be a good fit....?
EVENT SPONSORSHIPS - INVESTIGATE NON-TRADITIONAL OPPORTUNITIES (OR, “YOU’LL NEVER KNOW UNLESS YOU TRY.”)

- A great fit!
- Representation at a local venue, with local attendees and support of an educational mission
- Visibility for both Giant and other sponsors through another “unconventional opportunity.”
ENGAGING REMOTE MEMBERS-
MARYLAND STATE
GEOGRAPHY AND TRAVEL
CHALLENGES
What are Crab Points?

- Chapter Reward Activity Bonus = one year free paid membership, paid by the SLA Maryland Chapter

How can you earn Crab Points?

- Register for events using Survey Monkey and pay using PayPal
- Earn one Crab Point for each Maryland Chapter event that you attend

How do you win a free membership?

- Your Crab Points will be tallied throughout the year and will be converted into tickets, to be placed in the “Crab Pot” for a drawing at the Chapter Holiday event
- The winner will be reimbursed by the Chapter after presenting proof of 2014 SLA membership.

Legal Claws:
- Executive Board members not eligible.
- Entrants need not be present at the holiday event to win.
QUESTIONS?
Contact: Annette Haldeman
Annette.haldeman@mlis.state.md.us
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)