



SLA

Connecting Information
Professionals

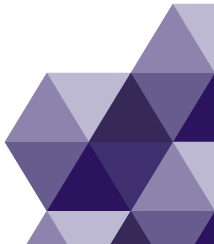


ONE  SLA

Connecting Information Professionals



SLA Restructure Initiative Sponsorships & Fundraising Edition



Who Are We



Jill Konieczko
Division Cabinet Chair
Board of Directors

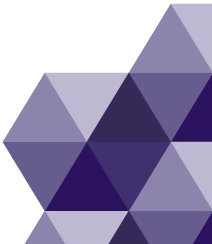


Shaughna Giracca
Director, Exhibits,
Sponsorships &
Integrated Media



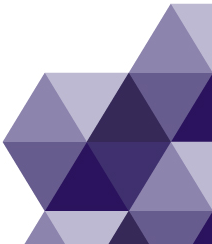
Today's Goals

- Review the Sponsorship and Fundraising Process
- Discuss getting started for successful collaboration
- Review FAQ
- Answer your questions



Keep doing what you're doing

One SLA with tools, resources and processes to support all communities and drive greater value to industry partners.



Sponsorship & Fundraising Process



Communities compile calendar of activities, events with sponsorships support, scholarships, fundraising goals and budgetary needs



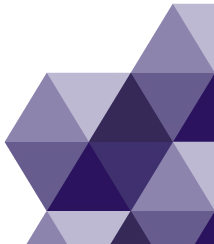
Collaborate with SLA Sales Team on best outreach approach to Industry Partners



Develop action items and implement strategy

Tools and Resources

- Standardized online sponsorship contract template
- SLA will accept credit cards, wire transfers and checks for payments from industry partners
- Suggestions for sponsorship benefits to offer industry partners at different levels
- Invoicing and billing support
- Promote through Connect Community Calendar



Connect Community Calendar

Upcoming Events

Status of Event Listings

Checkout our upcoming events listed at [Eventbrite](#).

Archived [list](#) of events at Internet Archive (Saved: 12 February 201

Show Filter Filtering On: Community

1 to 4 of 4 events

February 2020

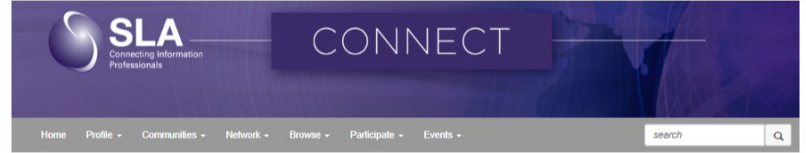
[DCSLA Event Promotion: The Art of Professor](#)

When: Feb 19, 2020 from 6:30 PM to 9:30 PM (E)
Where: 40Plus of Greater Washington, 1325 G St
Community: [Washington, DC - Open Community](#)

[Register Now](#)

[Trivia Night! DC Librarians Meetup](#)

When: Feb 26, 2020 from 6:30 PM to 8:30 PM (E)
Where: Irish Channel Restaurant & Pub, 500 H St
Community: [Washington, DC - Open Community](#)



SLA Webmasters

[Join Community](#)

Community Home Discussion **1.4K** Library **57** Events **0** Members

37 Entries

[Create New Library Entry](#)

Folders

- SLA Webmasters
 - Procedures (New wiki)
 - SLA Connect - Higher Logic
 - CSS
 - Microsite Training Recording

Folder Contents

- New View
- As webmaster unable to see the side navigation bar - SLANE
- Bandwidth Limit Exceeded problem
- Community Discussion Widget-- Instructions to Open to Public
- Connect Configuration and
- connect settings has chapter name incorrect
- Event Manager Webinar
- Event Registration Assistance
- Final proposal to the board
- Help with WP backup using UpdraftPlus - receiving error on one folder
- Page Deleted? Help!! Attachments
- RE: DC's Event Manager is STILL not Working
- RE: http://taxonomy.sla1.org is blocked by Web Reputation Filters
- RE: I want site Community Discussions to be viewable when not logged on
- RE: Immediate change to ALL unit websites!
- RE: Immediate change to ALL unit websites!
- RE: Instructions to Archive old WP site
- RE: Job Boards/Job Listings
- RE: Security error when accessing chapter website
- RE: Status report of unit websites
- SLA Connect Video Tour
- Toronto Connect Group Upgraded to Higher Logic Already
- unit sites appear funky in firefox
- Webmaster/Connect meet-up 6-19-17 meeting notes
- Webmasters' Wiki

Sponsorship Sales Process

SLA Community sells a sponsorship

Submit details through an online form to sales team to process payment

Acknowledgement to Community Leader with 48 business hours from sales team

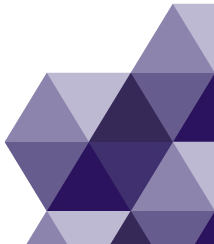
Sales team confirms sponsorship with industry partner and Community Leader with dates, deadlines, what they can expect and next steps within 72 business hours, invoicing to follow within 30 days

Event, sponsor and all benefits entered into tracking system for timely delivery

30 days prior to event, Community Leader receives detailed confirmation of event sponsors, benefits and next steps on fulfillment

Thank you to industry partner post event within 5 business days from Community Leader and SLA

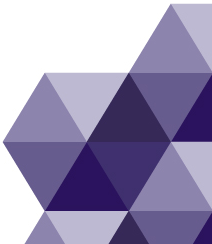
FREQUENTLY ASKED QUESTIONS





How will Communities move forward with current relationships?

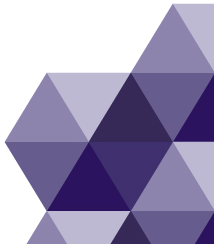
As one SLA, we will work collaboratively together to maximize each relationship. There will be times it makes more sense for the Community Leaders to continue with their relationship and SLA will provide the invoicing infrastructure. Other times, SLA may take the lead. This will be a collaborative discussion around the event and industry partner.



Do I turn over my contacts?

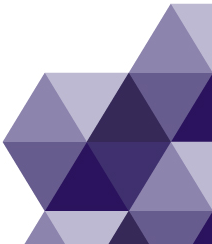
As one SLA, we will work collaboratively together to maximize each relationship. If you have a relationship with an industry partner, we want you to keep it and work in tandem with SLA.

We encourage you to create your 2020 calendar of events and we can begin to strategize together the best approach and next steps to support your programming.



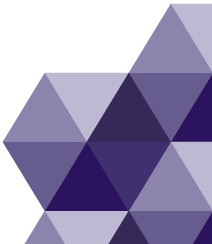
Will Community programming funds be kept separate from general programming funds?

SLA will continue to honor commitments, scholarships and programming that Communities have offered over 2019 and 2018. Funds secured for specific activities will be used towards those activities. Funds going forward are centralized.



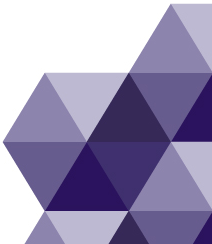
How should communities handle fundraising for local charities?

If you are planning a fundraising activity in support of a local charity, please place the event on the SLA calendar and reach out to Shaughna Giracca, Director, Exhibits, Sponsorships & Integrated Media at sgiracca@sla.org. The SLA team can work with your community directly on acknowledging supporters, invoicing, and collections for the charity.



How will the new banking/reimbursement model work for scholarship fundraising?

SLA will continue to honor existing scholarships and commitments within SLA Communities. Communities will submit the [SLA Online Expense Request Form](#) to process payment to recipients. Please discuss these opportunities during our planning call.



What is the advance payment procedure?

- All reimbursements will be submitted through **SLA's online Expense Request Form**.
- Community members will be provided with training on how to submit via **a pre-recorded tutorial**.
- SLA has moved its financial processes **completely online** and will no longer issue paper checks. All reimbursements go through **Bill.com**. Those seeking reimbursement, will need to provide an email to SLA in order to receive the automated email to set up the electronic transfer.





Bill.com Automated Email

----- Forwarded message -----

From: **Angela Parker on behalf of SLA - Special Libraries Association** <invites@hq.bill.com>

Date: Fri, Dec 13, 2019 at 10:12 AM

Subject: SLA - Special Libraries Association wants to pay you

To: jkonieczko@gmail.com <jkonieczko@gmail.com>



Hi SLA Government Information Division,

Please accept this invitation from SLA - Special Libraries Association to start receiving electronic payments directly to your bank account. This is our preferred method for making payments, and it's completely free to you.

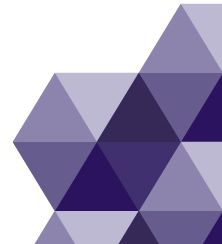
This way, SLA Government Information Division gets paid much faster, and all invoice details will be available online in your free account for quick and anywhere access, helping you cut down on paperwork.

And don't worry, your account information will be secure, protected with end-to-end encryption, and not visible to SLA - Special Libraries Association. If you have any questions, please send me an email at angela.parker@mci-group.com or call me at 7035063260.

Ready to get started?

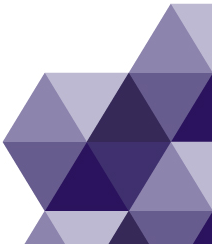
Accept Invitation

If the button above doesn't work, copy and paste the following link into your web browser:



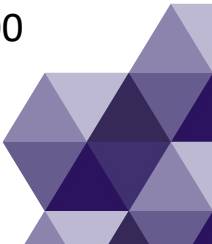
What is the process when a credit card is needed to secure an event?

SLA is able to provide a credit card and can work directly with event venues. Submit the **SLA's online Expense Request Form** and tell us what is required in the details.



How will funding for events or other items work?

- Community members will submit a request for payment through **SLA's online form**
- Expenses will be reviewed for reasonableness and history of recent past community expenses and a community officer will be copied on expense confirmations.
- Payment types include:
 - Reimbursement to individual
 - Payment to individual for award/scholarship or SLA conference attendance
 - Payment or deposit to vendor or speaker
 - Advance payment (pilot) to individual for upcoming expense (for expenses over \$100 only)



Your Next Steps



**Communities compile calendar of activities
needing sponsorship support for 2020**



Schedule strategic approach call with SLA

Shaughna Giracca

Director Exhibits, Sponsorships and Integrated Media

703-935-8563

sgiracca@sla.org

YOUR QUESTIONS

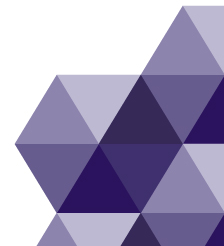
Please continue to send us your questions!

Shaughna Giracca, Dir, Exhibits, Sponsorship & Integrated Media, sgiracca@sla.org

Kathy Bradley, VP, Operations, kbradley@sla.org

Amy Burke, Executive Director, Aburke@sla.org

Tara Murray, President, tem10@psu.edu



Stronger Together. All In.

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