



LITERACY™  
RESEARCH  
ASSOCIATION

# 2020

*a Clear Vision of Success*

**What is it?** *This initiative is a push to get everyone involved with the success of LRA both financially and by donating their time.*

By the year 2020, LRA will: **GOAL #1: ACHIEVE FINANCIAL SUSTAINABILITY**  
**GOAL #2: REACH 100% MEMBER PARTICIPATION AS ANNUAL CONTRIBUTORS**  
**GOAL #3: REACH 100% MEMBER VOLUNTARY INVOLVEMENT**

## Why donate?

**LRA 2020** helps move our organization closer to priorities established in the Strategic Plan. We realize that everyone will not make the same contributions. **The driving philosophy behind LRA 2020 is that we NEED everyone to participate.**

Aside from just wanting to give, perhaps you wish to donate in honor of someone? Or perhaps you wish to donate in memory of a colleague? What better way to honor an individual than to make a donation in their name!

## Where do our funds go?

You decide! There are several designations for you to choose from. Whether it be for a particular award, to help offset an Annual Conference expense, mentorship program, specific standing committee or Innovative Community Group, one of the flagship journals or even just the general LRA operations account, your funds in any amount will be put to good use! And remember, all contributions are tax deductible! For a full list of designations, please turn over to the back-side of this flyer.

## How do we donate?

### Monetarily:

- Contributions can be made on the LRA website by clicking the Donate button OR send a check to LRA, P.O. Box 3105, LaGrange, GA 30241.
- For those of you who are thinking long-term, why not consider adding LRA as a residual beneficiary in your estate planning process?
- Make a contribution directly from your IRA to LRA. For your contribution to qualify: you must be 70 ½ or older, the transfer must go directly from your traditional or Roth or IRA to the charity, and your total IRA contributions cannot exceed \$100,000.

### Donate Your Time/Expertise:

How can I volunteer?	What are the key prerequisites/expertise?
Become a proposal reviewer	Expertise in program area; past LRA proposal acceptance as first author
Become an Area Chair	Expertise in program area; strong LRA review experience; record of publication in program area
Serve on a Standing Committee	Skills/knowledge related to committee's charge
Serve on an Award Committee	Skills/knowledge related to purpose of award
Chair a Standing Committee	Prior service on that committee; long-term relationship with LRA
Chair an Award Committee	Prior service on that committee; long-term relationship with LRA
Serve on the Field Council	Willingness to commit to member recruitment

How can I volunteer?	What are the key prerequisites/expertise?
Become the Field Council Chair	Service on Field Council
Serve on the Nominations Committee	Strong record of scholarship and leadership & long-term relationship with LRA
Become the LRA Historian	Knowledge of historical record-keeping & long-term relationship with LRA
Become the LRA Treasurer	Knowledge of financial management & long-term relationship with LRA;
Become the LRA Secretary	Strong organizational and record-keeping skills & long-term relationship with LRA
Become the LRA Parliamentarian	Knowledge about <i>Roberts Rules of Order</i> & long-term relationship with LRA