

**Ad Hoc Revenue Generating Committee
Preliminary Report
Submitted by Héctor L. Delgado
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Committee Members:

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In August of 2010 at the Society's annual meeting in Atlanta, the Board created a Revenue Generating Committee to explore ways in which the SSSP could lessen its heavy dependency on its journal and compensate for losses incurred every year with its annual meetings. Given what is happening with the journal, this task is even more urgent now than it was when we formed the committee. By pulling the journal from ProQuest, we hope to at least stop the bleeding.

The following are suggestions that came out of an e-mail conversation that the committee will continue to discuss and on which the Board can comment in Las Vegas.

- Offering online courses and certificates
- A service similar to newspaper services that provide electronic versions of papers for teaching purposes -- with licenses granted to course
- Foundation support. The question is: What foundations and will they fund? Some fund programs on PBS - What is their rationale for this kind of funding? How would we have to 'pitch' to access funding from the corporations that fund 'liberal' agencies like SSSP? The competition for funds is intense, so we need to find out what gets funded and by whom.
- As the Society for the Study of Social Problems, we are uniquely positioned to restore an important sociological agenda and possibly offer something tangible to funders. In 1997 the Society published a piece "Working Toward A Just World: Visions, Experiences and Challenges," which appears on our website and was edited by Pamela Roby, that addresses the issue of social problems from the vantage point of our social problems divisions. A similar framework, albeit updated to the present, which discusses existing/future research could serve as a platform for approaching funders such as Soros' Open Society and other progressive entities.
- Justice 21 Project
 - Distribute the booklets electronically, concentrating on emailing notices and copies to our intended audience of progressive policy makers, journalists, activists, and politicians. Also, we will email copies to the SSSP members and conference attendees. We request the assistance of the SSSP office to send these.

- e-publish the text on Amazon, so folks can buy it with their kindles and other devices. Propose a nominal fee TBD (say \$3 or \$5) for the volume, and those who are interested will pay the fee (70% of which is retained as royalties, which we can designate to the SSSP). We will have to study how technically we can do this, but this is our intention.
- Here is a website about publishing: <http://www.amazon.com/gp/seller-account/mm-summary-page.html?topic=200260520>.
- There are also books about e-publishing: <http://www.amazon.com/ePublish-Self-Publish-Profitably-Kindle-CreateSpace/dp/0977240657>; http://www.amazon.com/EPUB-Straight-Point-Creating-ereaders/dp/0321734688/ref=pd_sim_b_1.
- “Branding” what SSSP has to offer – namely applied research for the resolution of social problems – is an important foundation for any revenue generating effort. At the risk of sounding too corporate, we have a unique product to offer, which I believe would attract funders. Disseminating Justice 21 through a revenue-generating mechanism is a great idea and we should think of similar initiatives.
- Engage a fundraising firm, but only if it is willing to work with us for a percentage of the funds it helps us to raise. We cannot pay a firm without a guarantee that we will recoup and then some of what we pay them to help us raise funds.
- Perhaps it would make sense for the Society's Board to discuss vision/mission/strategic plan at our upcoming annual meeting. While our web page indicates reasons for joining the Society, I think we might first need to do some homework in these areas before we can effectively engage an outside firm.
- It's interesting to note that my college's foundation, after what was a rather lackluster presentation, decided that it might be best to first do some of this work internally by utilizing existing expertise on campus (marketing/business faculty and students). Given the research expertise of SSSP members, perhaps we can/should do something similar?
- Dr. Greg Reed, Associate Vice Chancellor for Research at the University of Tennessee, has offered us access to the resources of his office to pursue funding opportunities. I will write to him to see what, if any assistance they can provide.
- Someone suggested getting advice from a reputable fund-raiser, noting that we don't need to hire them to do the fundraising; and adding that we know the playing field very well.
- Are there foundations / corporations / individual wealthy people who support the mandate of the SSSP? Would it be too much to name an award after them? What is our record of getting publicity for SSSP initiatives? Certain kinds of publicity - typically 'good works' - can be media friendly. Do we want to coordinate our fund raising with community groups, e.g. those groups we have given awards to each year at the conference might be willing to support, even if in name only, a fund raising campaign. Or do we have services / people that we can 'offer' as resources for communities on a fee-paying basis?

This is where we are at this juncture. New ideas are welcomed.