

**Society of American Archivists Foundation
Board of Directors Meeting
February 20, 2023
Virtual Meeting**

**Report of the Development Committee
(Prepared by Lisa Mangiafico, Development Committee Chair)**

Committee Leadership

Now that A*CENSUS II is wrapping up, Beth Myers and I will be transitioning leadership in the committee as originally discussed last September.

Annual Appeal

Thank you to everyone on the SAA Foundation Board who made a donation during the Annual Appeal. Your support is greatly appreciated.

The Annual appeal was conducted from November 29th through December 31, 2022. We utilized email and social media messages developed by Schultz & Williams, built partly around the general theme of archivists helping archivists. The appeal brought in donations from 76 individuals, some of whom made contributions to more than one of our funds. A total of \$13,366 was contributed during the annual appeal period. Several notes:

- We need to define/document our appeal reporting periods and stick with that definition from year to year.
- Need to tag the email appeals when individuals get to the donation page of the website. We can't be 100% sure some of the funds were not related to regular annual dues renewals with contributions—yet! We'll get there!
- Thank you to Felicia and everyone on the staff who made receiving the contribution reports in early January possible!
- The committee agreed that we would acknowledge every donor.

Relationships and Stewardship

One of the sticking points for the committee, and perhaps the Board in general, is a lack of data that could help us determine the who, what, when, where, and why of our donors. Deepening our relationships with those who donate now and building our donor base of new donors (both individual and corporate/foundation) will be important work over the short and long term to increase our resources. We have big ideas, and we need the resources to make them work. We know Astoria will be a huge asset for the Foundation as we dig deeper into our data.

Upcoming Appeals

Based on a discussion by the Development Committee at its January meeting, we are currently looking at an early May appeal around May Day and focused on disaster recovery and the NDRFA funds. In just the first week of January, one development committee member noted

receiving three emails from different groups focusing on climate change and disasters in their programming in the upcoming year. Expanding the funding for NDRFA provides some synergy with the rising concerns among the professional community.

- How—emails, social media/video
- Consider targeted messaging to previous NDRFA donors, especially Preservation Section silent auction donors.
- Testimonials from previous NDRFA recipients. Grow into short video testimonials.
- Miriam Meislik to notify NDRFA Review Committee and share any thoughts/comments.

2023-2024 Appeals General Calendar

We want to begin looking at a build-out of next year's appeals calendar and other development work. Some things to remember:

- September is disaster preparedness month. As well as May Day and Preservation Week. Consider NDRFA campaigns during this time. Or simply rely on the increased disaster resource awareness campaigns already slotted by SAA communications staff, which include a donation option.
- Annual Meeting Awards are in high demand. Consider (long-term) high-level sponsors/donors who can support this program at a higher level.
- Mosaic Scholarships – Fall to tie with education, the start of the school year?

2023 conference

As discussed at the December meeting, we plan for high visibility again at the SAA annual conference.

A potential fundraiser opportunity was presented to the SAA Foundation in December when I talked with Rory Grennan from Florida State University. He has been part of the archival professionals' bands performing at SAA conferences and/or sponsored events connected to the SAA conference (sponsored some years by AV Preserve). He approached Terry Baxter about the possibility of doing "something" at SAA this year and/or next, and Terry suggested Rory talk with the Foundation about using some "concert" or appearance by the musicians of SAA as a potential fundraiser for the Foundation. This would likely be an on-site opportunity at the hotel, with the proceeds going to SAA Foundation. We would determine if the funds go to a specific fund or use (Mosaic, Annual Meeting Awards, etc.)

In place of a Foundation reception, this could be a great way to bring people together, link the Foundation to a fun event, a "party with a purpose," and raise some funds to help with the sustainability of funding for causes we know are extremely important among the members.

The SAA Foundation staff will investigate all costs associated with this event.

Thanks, Terry, for considering this opportunity as a great way to bring folks together for good music and a good cause.