

**Society of American Archivists Foundation
Board of Directors Meeting
March 23, 2022
Virtual Meeting**

**Report of the Vice President / Development Committee
(Prepared by Lisa Mangiafico)**

VP Attendance at Meetings

Biweekly meetings of SAAF President and Vice President with SAA staff.
Additional meetings with S&W regarding potential consulting services.
Monthly meetings of the Development Committee.

Development Committee

(Gina Minks, Michele Pacifico, Beth Myers, Bob Clark, and Angelique Richardson)

Annual Appeal-focusing on the Strategic Growth Fund

- Conducted November 26-December 31, 2021
- All virtual—social media and email, no hard-copy mailings
- Featured four current/past members of SAA Board and 1 grant recipient on self-shot videos with additional production—why I give, why I'm involved, impact of grant
 - It was difficult to get recipients to agree to be involved. This needs to become an expectation for grant recipients—written and/or video testimonials that can be used going forward.
- 107 donors
- \$16,215.32 raised (an additional planned giving distribution for the Ham Fund also received in this period for \$25,000)
- Post-donation stewardship involved members of the development committee writing thank you notes to all donors (excepting development committee members).
 - Donor report received early February, all thank you correspondence sent by February 14
- Review of the appeal and discussion about post-donation stewardship reveals need to establish monthly donor stewardship as some donations come in during the periods between appeals.
 - Post-donation stewardship should be timely
 - May want to institute various levels of stewardship outreach based on the fund and/or the level of donation

General Stewardship

Since stewardship is a cyclical continuum that starts with knowledge of and engagement with the

purposes for which SAAF raises money in a prospective donor, the development committee had several conversations on moving beyond some of the past activities of the SAAF especially in conjunction with the annual meeting. Some of these ideas were expressed during the Board's strategic planning session in January 2022.

- During appeals, thank you in some form to everyone no matter the size of the donation.
- Reinstigate challenge/matching campaigns, ask key vendors to sponsor/support the challenge
 - This may also be useful for any annual meeting to help those who can't attend
- At annual meeting:
 - Sponsor a program session that focuses on grant recipients, their work and impact as a result of SAAF funding
 - Application submitted to 2022 program committee, Bob Clark leading
 - Reception/open house with food/beverage at the hotel.
 - Open to all attendees
 - SAAF board members as ambassadors
 - Grant recipients as "advisors" for groups interested in applying
 - On-site donation opportunities
 - SAAF "ambassadors" near registration desk
 - Badge ribbons or "collector" pins for lanyards for donors

Future Appeals

Spring- At its February and March meetings, the Development Committee verbally agreed in principle to hold a Spring Appeal, focus on Strategic Growth Fund/Travel Awards for upcoming conferences (reaching community members most in need).

- Messaging responsibility of Development committee and SAA staff
- General messages, as little time available for targeting communications
- Timing to be determined but focused on mid-Spring

FY 2022/2023

- Fall-Planning for appeal in late Summer/early Fall (possibly related, amplified at annual meeting), probably focused on Mosaic
- Annual/Year End, focused traditionally on Strategic Growth Fund
 - Utilize S&W consultants to assist with building messaging that can be repurposed over several years for both appeals
 - Likely to employ targeted/segmented audiences with SAAF staff in-house utilizing multi-channel communication streams as in past years, based on prior giving patterns

On Horizon

- Budgeting and more in-depth planning/analysis for FY 2022/2023, build out of development plan in conjunction with SAAF staff