

**Society of American Archivists Foundation
Board of Directors Meeting
August 15, 2014
Washington, DC**

**Report of the Development Committee
(Prepared by Committee Chair Carla Summers)**

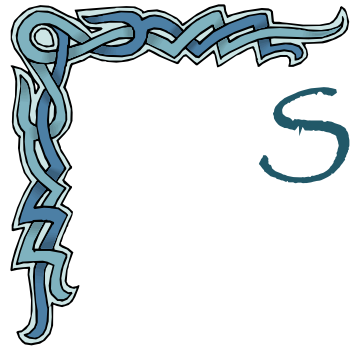
The Development Committee (Nancy Beaumont, Jim Fogerty, Brenda Gunn, Larry Hackman, and I) met in Chicago June 2-3. We worked with consultants Sandy Macnab and Cheryl Kartes on the first day. They facilitated our work on the Foundation's mission and vision. The day was long and we were focused. I am attaching the document that we created that day (Appendix). My hope is that you will review and discuss the attached.

Approval: A New Mission Statement. Sandy advised us to come up with something that could fit on the back of a business card. You may remember that our current mission was created in 2006 at the Foundation's very beginning. It has an introductory statement, three lines and a support statement. Our proposed mission has __ words! The Committee feels it is more focused and meaningful. It will be useful in our communications going forward. (See Agenda Item II.B.1.)

Approval: Vision Statements. A list of vision statements will help us to generate the case statements, the content of what we want to do with donors' money. The vision statements helped us brainstorm and then select tasks and projects going forward. These projects can be found in the attached document. We want people to see what is in it for the profession and for them if they give. These need your approval as well and it might help you to know we developed these statements in the context of the Council's strategic plan. (See Agenda Item II.B.1.)

Approval: Annual Appeal. We devised a plan for the annual appeal which requires a deadline for all copy of October 1. Nancy has a Council meeting in November this year and we want everything available so we can kick off the appeal in the Nov/Dec *Archival Outlook*. We are looking at a tip-in with an annual report for the Foundation and a list of donors. As usual, we will need your input on the appeal letters. This kick-off element is the only thing that is added to the annual appeal for 2014, everything else stays the same.

Refer to Finance Committee: The Development Committee reviewed the Foundation balance sheet and recommended clarifications which will lead to a full picture of what the Foundation is really worth and what are the restricted and unrestricted funds. We also discussed SAA's investment policy and a budget for the Foundation. These last items will be referred to the Finance Committee.



Society of American Archivists Foundation

Development Planning Process

Participants: Carla Summers, Brenda Gunn, Jim Fogerty, Larry Hackman, Nancy Beaumont

Agenda June 2, 2014

- Context and Focus for Planning
- Mission page 2
- Practical Vision page 4
- Case Statement page 5
- Action Plan page 6
- Implementation Calendar page 8
- 90 Day Implementation Steps Worksheet page 9

Mission

January 5-8, 2006

The SAA Council approved the following mission statement for SAA's 501(c) (3) Special Funds Foundation:

The Society of American Archivists (Foundation) is the nation's leading source of nonprofit funding dedicated solely to the interest of archives and archivists.

The Mission of the SAA (Foundation) is to enrich the knowledge and enhance the contributions of current and future generations by championing efforts to preserve and make accessible the evidence of human activity and records of enduring value.

The Foundation achieves this mission by funding public and professional education initiatives through programs and scholarships. Other activities include research, publications and awards.

June 2, 2014

The SAAF Development Committee met to begin planning for its role to raise funding for the SAAF. The following Mission Statement for the Development Committee was developed.



The SAA Foundation provides resources to enhance
the work of the Archival Community.

Vision Quotes

The starting point for a better world is the belief that it is possible.

Margaret Mead

One of the hallmarks of a successful organization is that they have vision – they know where they're going. Larry Wilson / Co-author of *The One Minute Sales Person*

The vision of an organization is held in part by all of its members; it is a shared picture of the future. The practical vision is the responsive statement of hope within the given environment. It provides a sense of the destination of the effort. It tells us where we are going, what the accomplishments, outcomes, changes and results are that we are seeking by our efforts.

Institute of Cultural Affairs

Society of American Archivists Foundation Development Committee

PRACTICAL VISION - What do we want to see in place in 3 – 5 years as a result of our efforts?					
Research & Reporting about the Profession, it's Practice and its Practitioners	Development of Professional Growth Opportunities	Recognition of Archivists by Scholarships, Travel Assistance and Awards	Programs to Enhance the Performance of Repositories	Efforts to Persuade Influential External Organizations to Create or Promote Archives	Strengthened Foundation by Enhancing Accountability, Development & Governance
<ul style="list-style-type: none"> • Archives Salary/ Employer Survey • Sustained data gathering • Define fundable research agenda • PhD fellowships/ research • Research: ROI methodologies for archives • Define future capacities needs • Periodic omnibus surveys • Periodic “State of America’s Archives” surveys (institutional and individual) • Resource Allocators Survey • Continuing Survey /Analysis and Reporting on e.g. State of the profession, of archival conditions in U.S.A. and opinions of Archivists • State of Profession 	<ul style="list-style-type: none"> • Enhance “Trends in Archives Practice” series (written modules of continuing education offerings) • Create new curriculums / certificates (e.g. A & D) for management, leadership awareness • create emerging leader series • Teach management skills at middle-management levels • Continuing opportunities for education and advice on leadership, advocacy and fundraising 	<ul style="list-style-type: none"> • Diversity focus • Larger profession, more diverse • “What are Archives” diversity awareness begins in K-12 career days • Increase robust Mosaic Program (scholarships, mentoring, fellowships, travel assistance awards) 	<ul style="list-style-type: none"> • Continuing Assistance to Archives for self-study, evaluation and planning • Disaster responsive-ness • Improving the performance of repositories through consulting services 	<ul style="list-style-type: none"> • Engagements of Archive Associations with broad range of professional and trade associations or Archives and Records / Information issues • Project Design and Manager (corps) • Industry / Sector focus (corps) • Reporting to profession (corps) 	<ul style="list-style-type: none"> • Build/maintain relationships (retired, senior, mid-level) • Culture of Giving • A Foundation that is highly effective, respected, accountable, and rich • Effective grant application process • “Making the Ask” training • Development Officer • Foundation presents to Council on Giving • Work through sections, roundtables, committees • Engage student chapters

SAAF Case Statement

The SAAF will support:

Research & Reporting about the Profession, it's Practice and its Practitioners	Development of Professional Growth Opportunities	Recognition of Archivists by Scholarships, Travel Assistance and Awards	Programs to Enhance the Performance of Repositories	Efforts to Persuade Influential External Organizations to Create or Promote Archives
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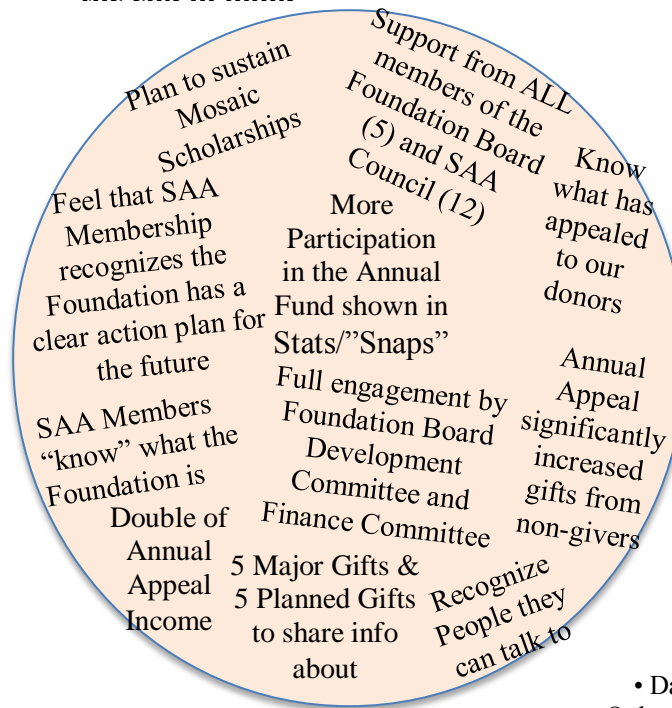
*In every instance of a flowering culture
there has been a positive image of the
future at work.
..... Fred Polak / Dutch Futurist*

SAAF Action Plan

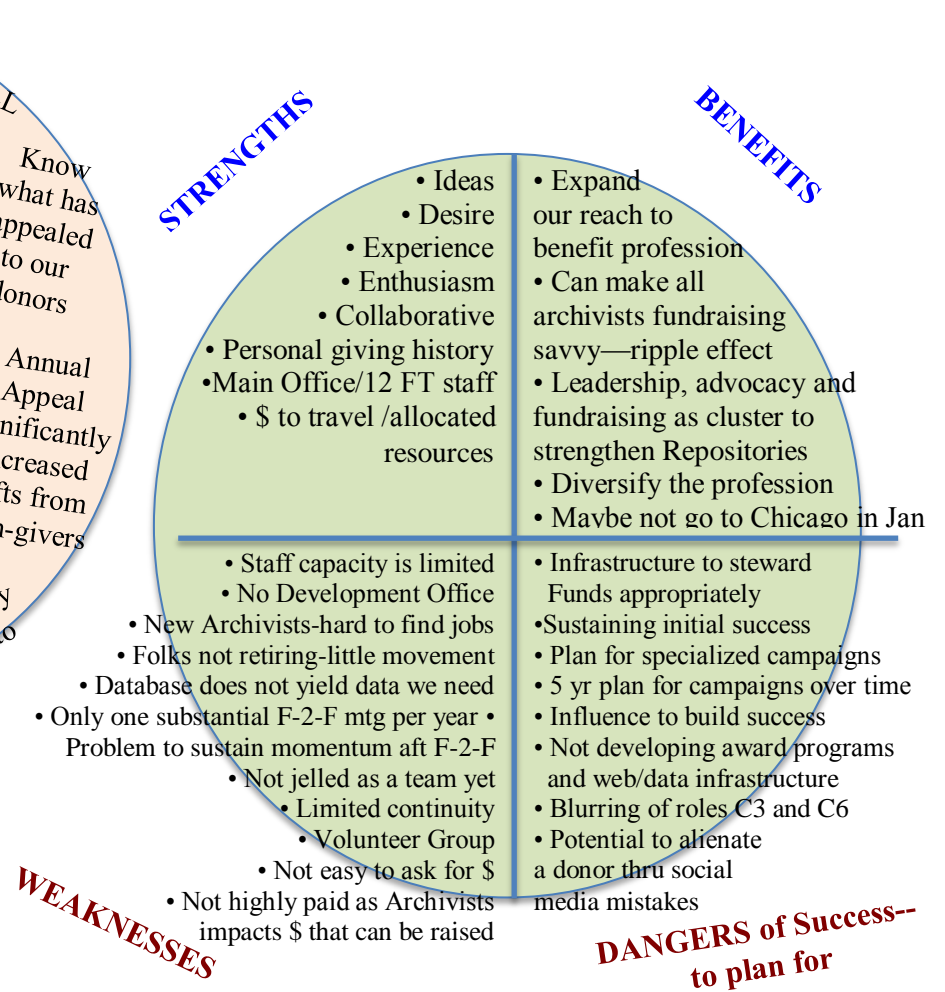
What is in Place as we begin our planning?

- Annual Appeal (letters, email, phone calls has brought in \$45,000 — \$74,000 +/-)
- Personal contacts have been broadened
- “Donate Now” button on website, “Opt-In” renewing online has been increasing
- Recognition Program – List of Donors by Category, “Meter” panels of donors
- “Stick-on” on nametags
- “Office hours” table to meet/talk at Annual Conference
- Preservation “Disaster Relief Fund”
- Website re-design—> expansion for foundation aspects

Our Victory – Beginning with the end in mind



Our Current Reality



SAAF Development Committee is Committed to:

Raising the awareness of the SAAF's mission and intentions of supporting the Archival Community, through:

Communicating enthusiastically and frequently about the initiatives and successes of SAAF, using a variety of mechanisms to reach our audiences, including:

- Annual Reports
- Case Statement
- Items for "Outlook"
- Research and Reports on the Profession
- Impact of the Fund
- Comments from Donors
- Especially major gifts and planned giving

Building a Culture of Giving

- Encouraging 100% participation of increased donations by Board and Committees
- Bolstering the Annual Appeal
- Double the Annual Giving

Enhance the Recognition Program signaling support from the Board and Council

- Pins for giving above \$_____
- Display system for the annual meeting

Plan to roll-out major gifts and planned giving programs

- Target and develop relationships with 5-10 prospects to facilitate large asks

Society of American Archivists Foundation

First Year Implementation Calendar – What and when will each accomplishment be completed

Coordination: Review documents and invite other Board Members to participate Carla will serve as the overall coordinator, with Nancy’s involvement
Slogans: “An Appeal to Reason and Responsibility” “Go Team!”

Action Arenas	Quarter One			Quarter Two	Quarter Three	Quarter Four	Victory	Budget
Case Statement	Launch						Increased Giving to Specific Case Statements	<ul style="list-style-type: none"> • Printing / • web design • Volunteer + Staff time
Recognition	Define initial recognition 6.3.14						Plans complete Nancy has order to place	\$ — TBD
Solicitation #1 & #2	<ul style="list-style-type: none"> • Make “giving recommendation” to Board + Council • Develop info for membership on planned giving—ask for home addresses • Defer major gift solicitation plan to next year 	<ul style="list-style-type: none"> • Create way to promote Board giving • Launch Annual appeal through Outlook article and “In the Loop” 	<ul style="list-style-type: none"> • Draft Annual Appeal workplan (audiences, messages mediums, timelines, assign) + eval component, revise each yr 	<ul style="list-style-type: none"> • Implement plan • Brain-storm enhanced annual appeal components +Implement 		<ul style="list-style-type: none"> Solicit feedback on communication efforts as baseline • Draft Planned Giving Program Work Plan (research FY15 evaluation + refine FY16+) 	<ul style="list-style-type: none"> • 100% Board Participation 25% increased gift • Double Giving, Double Participation • 10 member bequests to SAA • 75% of home addresses 	<ul style="list-style-type: none"> • “0” • “?” • Printing \$ • Membership forum • Membership form • Stewardship Events
Communications	Draft plan 6.3.14	Distribute Annual Report Sep/Oct AO+		Profiles / testimonials (each issue of AO+)			<ul style="list-style-type: none"> • Increase in donations • Increased engagement * Seek feedback re awareness (?) 	Volunteer and Staff Time to write articles, etc Annual Rpt print /insert

SAAF 90 Day Implementation Steps Worksheet

Action Arena:		Accomplishment/ Action Title (what)		
Intent: (why)		Start Date	End Date	
Implementation Steps (how)		Who	When	Where
<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 				
Coordinator:	Collaborators/ partners	Evaluation Measures	Budget	Next Meeting Date:
Team Members:				Place:
				Time: