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
- Practical Vision
- Case Statement
- Action Plan
- Implementation Calendar
- 90 Day Implementation Steps Worksheet

Page 1 of 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 it’s 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
## Practical Vision - What do we want to see in place in 3 – 5 years as a result of our efforts?

<table>
<thead>
<tr>
<th>Research &amp; Reporting about the Profession, it’s Practice and its Practitioners</th>
<th>Development of Professional Growth Opportunities</th>
<th>Recognition of Archivists by Scholarships, Travel Assistance and Awards</th>
<th>Programs to Enhance the Performance of Repositories</th>
<th>Efforts to Persuade Influential External Organizations to Create or Promote Archives</th>
<th>Strengthened Foundation by Enhancing Accountability, Development &amp; Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Archives Salary/ Employer Survey</td>
<td>• Enhance “Trends in Archives Practice” series (written modules of continuing education offerings)</td>
<td>• Diversity focus</td>
<td>• Continuing Assistance to Archives for self-study, evaluation and planning</td>
<td>• Engagements of Archive Associations with broad range of professional and trade associations or Archives and Records / Information issues</td>
<td>• Build/maintain relationships (retired, senior, mid-level)</td>
</tr>
<tr>
<td>• Sustained data gathering</td>
<td>• Create new curriculums / certificates (e.g. A &amp; D) for management, leadership awareness</td>
<td>• Larger profession, more diverse</td>
<td>• Disaster responsiveness</td>
<td>• Project Design and Manager (corps)</td>
<td>• Culture of Giving</td>
</tr>
<tr>
<td>• Define fundable research agenda</td>
<td>• create emerging leader series</td>
<td>• “What are Archives” diversity awareness begins in K-12 career days</td>
<td>• Improving the performance of repositories through consulting services</td>
<td>• Industry / Sector focus (corps)</td>
<td>• Effective grant application process</td>
</tr>
<tr>
<td>• PhD fellowships/ research</td>
<td>• Teach management skills at middle-management levels</td>
<td>• Increase robust Mosaic Program (scholarships, mentoring, fellowships, travel assistance awards)</td>
<td>• Reporting to profession (corps)</td>
<td>• Reporting to profession (corps)</td>
<td>• “Making the Ask” training</td>
</tr>
<tr>
<td>• Research: ROI methodologies for archives</td>
<td>• Continuing opportunities for education and advice on leadership, advocacy and fundraising</td>
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<td></td>
<td>• Development Officer</td>
</tr>
<tr>
<td>• Define future capacities needs</td>
<td></td>
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<td></td>
<td>• Foundation presents to Council on Giving</td>
</tr>
<tr>
<td>• Periodic omnibus surveys</td>
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<td></td>
<td>• Work through sections, roundtables, committees</td>
</tr>
<tr>
<td>• Periodic “State of America’s Archives” surveys (institutional and individual)</td>
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<td></td>
<td></td>
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<td>• Engage student chapters</td>
</tr>
</tbody>
</table>
## SAAF Case Statement

**The SAAF will support:**

<table>
<thead>
<tr>
<th>Research &amp; Reporting about the Profession, its Practice and its Practitioners</th>
<th>Development of Professional Growth Opportunities</th>
<th>Recognition of Archivists by Scholarships, Travel Assistance and Awards</th>
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<th>Efforts to Persuade Influential External Organizations to Create or Promote Archives</th>
</tr>
</thead>
</table>

*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—>

Our Victory – Beginning with the end in mind

- Annual Appeal
  - Mosaic Scholarships
  - Support from ALL members of the Foundation Board (5) and SAA Council (12)
  - 5 Major Gifts & 5 Planned Gifts to share info about
  - Full engagement of Development Board & Finance Committee
  - Double of Annual Appeal Income

Our Current Reality

- STRENGTHS
  - Ideas
  - Experience
  - Enthusiasm
  - Collaborative
  - Personal giving history
  - Main Office/12 FT staff
  - $ to travel /allocated resources
- WEAKNESSES
  - Staff capacity is limited
  - No Development Office
  - New Archivists-hard to find jobs
  - Folks not retiring-little movement
  - Database does not yield data we need
  - Only one substantial F-2-F mtg per year
  - Problem to sustain momentum aft F-2-F
  - Not jelled as a team yet
  - Limited continuity
  - Volunteer Group
  - Not easy to ask for $ – Not highly paid as Archivists

- BENEFITS
  - Expand our reach to benefit profession
  - Can make all archivists fundraising savvy—ripple effect
  - Leadership, advocacy and fundraising as cluster to strengthen Repositories
  - Diversify the profession
  - Maybe not go to Chicago in Jan

- DANGERS of Success—
  - to plan for
  - Infrastructures to steward Funds appropriately
  - Sustaining initial success
  - Plan for specialized campaigns
  - 5 yr plan for campaigns over time
  - Influence to build success
  - Not developing award programs and web/data infrastructure
  - Blurring of roles C3 and C6
  - Potential to alienate a donor thru social media mistakes

Sandy Macnab, Alexander Macnab & Co. 312-642-1239 alexandermacnab.com and Cheryl Kartes, CTF Institute of Cultural Affairs / Technology of Participation® Methods 612-788-2107
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!”

<table>
<thead>
<tr>
<th>Action Arenas</th>
<th>Quarter One</th>
<th>Quarter Two</th>
<th>Quarter Three</th>
<th>Quarter Four</th>
<th>Victory</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Case Statement</strong></td>
<td>• Rough-out Case Statement (preliminary draft)</td>
<td>• Present our recommendation for Approval by Foundation Board</td>
<td></td>
<td></td>
<td>Increased Giving to Specific Case Statements</td>
<td>• Printing / web design • Volunteer + Staff time</td>
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<tr>
<td><strong>Recognition</strong></td>
<td>Define initial recognition 6.3.14</td>
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<td></td>
<td>Plans complete Nancy has order to place</td>
<td>$ — TBD</td>
</tr>
<tr>
<td><strong>Solicitation #1 &amp; #2</strong></td>
<td>• 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</td>
<td>• Create way to promote Board giving • Launch Annual appeal through Outlook article and “In the Loop”</td>
<td>• Draft Annual Appeal workplan (audiences, messages, mediums, timelines, assign) + eval component, revise each yr</td>
<td>• Implement plan • Brainstorm enhanced annual appeal components +Implement</td>
<td>Solicit feedback on communication efforts as baseline • Draft Planned Giving Program Work Plan (research FY15 evaluation + refine FY16+)</td>
<td>• 100% Board Participation 25% increased gift • Double Giving, Double Participation • 10 member bequests to SAA • 75% of home addresses</td>
</tr>
<tr>
<td><strong>Communications</strong></td>
<td>Draft plan 6.3.14</td>
<td>Distribute Annual Report Sep/Oct AO+</td>
<td>Profiles / testimonials (each issue of AO+)</td>
<td></td>
<td></td>
<td>• Increase in donations • Increased engagement * Seek feedback re awareness (?)</td>
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</table>
# SAAF 90 Day Implementation Steps Worksheet

<table>
<thead>
<tr>
<th>Action Arena:</th>
<th>Accomplishment/ Action Title (what)</th>
</tr>
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<tbody>
<tr>
<td>Intent: (why)</td>
<td>Start Date</td>
</tr>
<tr>
<td>Implementation Steps (how)</td>
<td>Who</td>
</tr>
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<td>1.</td>
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<td>5.</td>
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<thead>
<tr>
<th>Coordinator:</th>
<th>Team Members:</th>
<th>Collaborators/ partners</th>
<th>Evaluation Measures</th>
<th>Budget</th>
<th>Next Meeting Date:</th>
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<tbody>
<tr>
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<td></td>
<td>Place:</td>
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<td>Time:</td>
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