

**Society of American Archivists Foundation
Board of Directors Meeting
August 13, 2020
Virtual Meeting**

**Report of the Vice President / Development Committee
(Prepared by Margery Sly, SAA Foundation Vice President and
Development Committee Chair)**

Development Committee Members: Sharmila Bhatia, Michele Pacifico, Waverly Lowell, Michele Hagen, and Tawny Ryan Nelb.

Sharmila Bhatia is representing the Development Committee on the Archival Workers' Emergency Fund (AWEF).

Special thanks to Waverly Lowell, whose Board term is ending. We will miss her energy and enthusiasm. And we are grateful for the opportunity to extend early-career member Michele Hagen's time with us to a second year.

Planning Meeting: The Development Committee met in Chicago on October 21, 2019. The agenda included building out the planned giving program, messaging for the annual appeal, *Archival Outlook* article content and schedule, and development plan for the year. (See below for additional information.)

Annual Appeal: In December 2019, the Annual Appeal mailings and Day of Giving (December 6) promotion proceeded as planned. Results were impacted, we believe, by ongoing discussions in the profession and possibly Day of Giving fatigue, as member email in-boxes filled up with many solicitations.

Donor Calls: Scott, Michele, Waverly, and Margery's calls to thank donors of more than \$100 were suspended in late March.

Development Calendar: Discussions during the October 21, 2019, in-person meeting and a January conference call prompted the Development Committee to change some of the development calendar for this year:

- Work was suspended in March on planning for targeted spring fundraising for the Travel Awards, even as development of AWEF proceeded.
- A September "back-to-school" solicitation is planned to focus on the Mosaic Scholarships.

- Annual Appeal/Day of Giving to support Strategic Initiative Fund is scheduled for November-December.

Preservation Section: The Preservation Section's silent auction at the Annual Meeting was cancelled for 2020. They are exploring other options to raise funds to support the NDRFA.

Annual Meeting: Activities suspended.

Archival Outlook Articles: For the first half of the fiscal year, we had an article or promotion about the Foundation in every issue of *Archival Outlook*, which had included announcement of grant deadlines, celebration of award winners, planned giving pieces, etc. At the Development Committee's October 2019 meeting, we developed a schedule and assigned authors. This plan was suspended in March 2020.

Exhibit: Work was suspended on the traveling exhibit, drafted by early-career member Maggie Hoffman during spring 2019, to promote Foundation funding opportunities at regional meetings as well as the SAA Annual Meeting.

Looking to the Future

After receiving several "no's" from possible members of the Outreach Committee, we suspended work on that. A committee that promotes the Foundation and its programs, building awareness prior to any kind of funds solicitation, continues to be a goal.

The funds set aside for a development consultant were re-directed to the AWEF seed money. Hiring a consultant nevertheless feels even more important in this climate, when uncertainty around the best messaging for funds development is strong. Other hopes for consultant input continue to include building a more robust Foundation representation on the website and creating a planned giving program.