

**Society of American Archivists Foundation  
Board of Directors Meeting  
September 14, 2022  
Virtual Meeting**

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

In addition to bi-weekly meetings with the SAAF President, Jackie, and Felicia, work since June has centered on preparations for the Annual Meeting and looking forward to FY22-23 appeals.

**Appeals**

**June 21 Day of Giving: “Be Wicked Generous”**

- Introductory email messages started June 14, with one day appeal on June 21
- \$5,420 raised during the week of June 14-21
- In A/B message testing the “Be Wicked Generous” message had some definite appeal!

**Conference Appeal**

- Focused on Mosaic Scholarships with SAAF postcard and a QR code to go directly to that fund to donate; results to be announced at this meeting.

**Year-end Appeal Preparation**

- Along with Gina Minks and Michele Pacifico from the Development Committee, Jackie, and Felicia, met with Schultz & Williams’ Betsy Murray and Alison Gu to discuss, set up year-end appeals with the following:
  - Tuesday Day of Giving might be dedicated to NDRFA funding given all the recent disasters; we need to build up this funding
  - Utilize campaign of email letters with “signers” representing grant recipients, NDRFA funding recipients, recent travel award recipients; S&W will contact the recipients who agree to be signers, get some information directly from signers on the impact of SAAF funding in their own words, craft a letter/get approval from the signer, and turn over content to SAA staff for visual identity set up and data pulls. All supported with social media postings of the same message and a website lightbox during appeal period.
  - Would like the 2022-23 SAAF Board to agree to matching gifts (up to what level and for what duration during the appeal TBD)

## **Conference**

The Development Committee, SAAF President Margery, Jackie, and Felicia (plus a whole slew of other SAA staff) worked to ensure SAA visibility:

- Registration area table Thursday 8/25-Saturday 8/27 during registration hours at our organization table (and roving ambassadors on Wednesday 8/24 when there are no organization tables)
- Plenary 1 Awards ceremony presenting 2022 SAA Awards
- Foundation Reception Thursday, August 25
- Saturday SAAF Grants Spotlight Forum
- SAAF swag
  - Postcard handouts featuring the Mosaic Scholarships,
  - "Wicked Generous" stickers.
  - Microfiber glasses cleaning cloths branded for SAAF.

## **The Year in Review**

In a year marked with high transitions, not limited to new executive staff leadership, onboarding S&W consultant's report, preparing a strategic plan, and postponing a SAAF staff position to fill other opening SAA staff positions, the Development Committee has done a few things differently this year:

- Our appeals were entirely social media based, and heavily utilized video.
- Identified/started working on messaging around a broad theme of "archivists helping archivists."
- Met monthly to generate ideas for appeals, consider challenges/opportunities, enhance stewardship, enhance board engagement with development.
- Identified donations taking place with society membership renewal as an area where SAAF needs visibility and needs to get into monthly stewardship "thank you" mode in 2022-23 year.
- Focusing our attention on strategic growth fund, Mosaic funding, and NDRFA funding.
- For the upcoming year recommendations to the Development Committee are:
  - continue monthly meetings;
  - invite NDRFA representative to attend monthly development committee meetings so there is more visibility and synergy between the two committees;
  - set expectations of board support throughout the development and stewardship cycle (and use board orientation to start setting those expectations); and
  - continue exploring/using the "archivists helping archivists" messaging.

There is also a compliance issue that was identified during the year that needs to be addressed regarding state registrations where required for charitable fundraising with individuals in that state (this applies to all manner of fundraising—including having a website that is available to individuals in that state.) Currently, per previous SAA auditor guidance, we are only registered in Illinois, but per SAA legal counsel guidance obtained in 2021-2022, we need to start registering in other states. Funding was included in the FY23 budget for this work, and with staff effort, this will start to be addressed this fiscal year.