

Communication Plan for SAA Foundation Appeals, 2016 – 2017
[DRAFT]

Calendar Year 2016				
Audience	Message	Medium	Timing	Notes
SAA Past Presidents (personalized salutation)	Join in supporting SAAF goals; Strategic Growth (grants program); Board to donate?	[A] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Monday, November 28.	Q = 38
SAA Fellows (personalized salutation, de-duped for SAA Past Presidents and 2016 donors)	Join in supporting SAAF goals; Strategic Growth (grants program); Board to donate?	[B] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Monday, November 28.	Q = 116
2015 donors (personalized salutation, de-duped for Past Presidents, Fellows, 2016 donors)	Demonstrated interest with previous donation; Strategic Growth (grants program); Board to donate?	[C] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Monday, November 28.	Q = TBD
Retired members (personalized salutation, de-duped for previous)	Long-time member loyalty; Strategic Growth (grants program) to carry on legacy; Board to donate?	[D] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Monday, November 28.	Q = TBD

Members in ID6-ID8 who have not given to SAAF in 2015 or 2016 (personalized; de-duped for previous)	Long-time member loyalty + giving back; Strategic Growth (grants program); Board to donate?	[E] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Monday, November 28.	Q = TBD
Current or recent SAA leaders (Leader List +) (personalized salutation, de-duped for previous)	Demonstrated loyalty as leader; Strategic Growth (grants program); Board to donate?	[F] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Monday, November 28.	Q = TBD
All SAA members (de-duped for annual appeal communication)	Strategic Growth (grants program); Board to donate?	[G] Email message from SAA and SAAF Presidents.	Emailed on morning of Wednesday, December 7.	Q = TBD
All SAA members	Strategic Growth (grants program); Board to donate?	<i>Archival Outlook, In The Loop</i> , social media, website.	AO: Nov/Dec. ITL: Nov 23 to Dec 21 (3X). Social Media: Nov 23 to Dec 31.	
All SAA members	#GivingTuesday: Strategic Growth (e.g., "Growing Forward" or "Giving TueSAAday").	Social media and website.	Begin publicity on Friday, November 25. Implement on Tuesday, November 29.	

Calendar Year 2017

Audience	Message	Medium	Timing	Notes
All SAA members	#MayDay: Slogan and message TBD.	Website; social media; ITL.	Begin publicity on Wednesday, April 26. Implement on Monday, May 1.	
All SAA members	#DayofGiving: Strategic Growth (e.g., “What a Difference a Day Makes”).	Website; social media; ITL.	Begin publicity on Thursday, June 15. Implement on Tuesday, June 20.	
Annual Meeting attendees	Join in supporting SAAF goals; focus TBD.	Event at 2017 Annual Meeting in Portland	July 23 – 28.	Q ~ 1,650
Annual Meeting vendors	Join in supporting SAAF goals; focus TBD.	USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Tuesday, August 15.	Q ~ 60
SAA Past Presidents (personalized salutation)	Join in supporting SAAF goals; focus TBD.	[A] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Friday, November 24.	Q = 39
SAA Fellows (personalized salutation, de-duped for SAA Past Presidents and 2017 donors)	Join in supporting SAAF goals; focus TBD.	[B] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Friday, November 24.	Q ~ 120

2016 donors (personalized salutation, de-duped for Past Presidents, Fellows, 2017 donors)	Demonstrated interest with previous donation; focus TBD.	[C] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Friday, November 24.	Q = TBD
Retired members (personalized salutation, de-duped for previous)	Long-time member loyalty; focus TBD.	[D] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Friday, November 24.	Q = TBD
Members in ID6-ID8 who have not given to SAAF in 2017 (personalized; de-duped for previous)	Long-time member loyalty; focus TBD.	[E] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Friday, November 24.	Q = TBD
Current or recent SAA leaders (Leader List +) (personalized salutation, de-duped for previous)	Demonstrated loyalty as leader; focus TBD.	[F] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Friday, November 24.	Q = TBD
All SAA members (de-duped for annual appeal communication)	Join in supporting SAAF goals; focus TBD.	[G] Email message from SAA and SAAF Presidents.	Emailed on morning of Wednesday, December 6.	Q = TBD
All SAA members	#GivingTuesday: Join in supporting SAA goals; focus TBD (e.g., "Growing Forward" or "Giving TueSAAday").	Social media and website.	Begin publicity on Friday, November 24. Implement on Tuesday, November 28.	