

**Society of American Archivists Foundation  
Board of Directors Meeting  
November 4-5, 2017  
Chicago, Illinois**

**2017-2019 Development Plan**

**(Prepared by Development Committee Members, Margery Sly [Chair],  
and SAA Staff Members Nancy Beaumont and Peter Carlson)**

**INTRODUCTION TO THE PLAN**

**Background**

The SAA Foundation is the nation's leading source of nonprofit funding dedicated solely to the interests of archives and archivists. Its mission is to provide resources to enhance the work of the archival community. To that end, the SAA Foundation will support:

- Research and reporting about the profession, its practice, and its practitioners;
- Development of professional growth opportunities;
- Recognition of archivists via scholarships, travel assistance, and awards;
- Programs to enhance the performance of repositories; and
- Efforts to persuade influential external organizations to create or promote archives.

In addition, the SAA Foundation will seek to strengthen itself by enhancing its accountability, development, and governance. These areas of support were developed and approved in 2014.

The SAA Foundation, in conjunction with the Society of American Archivists, makes a number of awards that recognize excellence in archival work and assists those entering and practicing in the profession.

**Overall Goal of the Foundation's Development Efforts**

The overall goal of the Foundation's development efforts is to foster a culture of giving tied to the most innovative and challenging initiatives of archivists. The Foundation aims to draw archivists, SAA leaders, and staff into a vision for the profession with a long horizon of accomplishment. Projects mentioned in this plan do not preclude the selection, by donors, of projects that interest them and that they wish to fund.

## **THE DEVELOPMENT PLAN**

The Development Committee has identified activities for generating income that will fund an ambitious future for the profession.

<b>Fiscal Year</b>	<b>Number of Donations</b>	<b>Total Amount of Donations</b>
2018 (YTD)	229	\$13,312
2017	843	\$66,653
2016	556	\$62,715
2015	304	\$41,741
2014	210	\$55,680
2013	189	\$34,960

**Fund Balance as of August 31, 2017:**      **\$1,425,124**

### **ACTIVITY 1: CONTINUE ANNUAL APPEALS**

**Annual Appeal letters (November 2017; November 2018)**

**Priority: Strategic Growth Fund**

FY 2017 (November 2016) ~ \$26,943

**Day of Giving campaign (Tuesday, November 28, 2017; Tuesday, November 27, 2018)**

**Priority: Strategic Growth Fund**

FY 2017 ~ (Combined with Annual Appeal)

**May Day (May 1, 2018)**

**Priority: NDRFA**

FY 2017 (May 1, 2017) = 29 gifts / \$1,193

**Summer Solstice/Day of Giving (Thursday, June 21, 2018)**

**Priority: Mosaic Scholarships**

FY 2017 (June 20, 2017) = 61 gifts / \$5,412

## **Proposed Time Line for 2017-2018**

### **October 2017**

- Select priority/focus for Annual Appeal (Development Committee)
- Create mailing lists for Annual Appeal. (Staff)
- Submit copy to *Archival Outlook* for Foundation's annual report in November/December issue. (Development Committee)
- Draft of Annual Appeal letters to Board for review and suggestions. (Development Committee)

### **November 2017**

- Annual Appeal letters approved (SAAF Board)
- Incorporate #GivingTuesday into the end-of-year appeal. *November 2017*
- Send Annual Appeal letters/communications. (Staff)
- Personalize website for Annual Appeal. (Annual Appeal Committee, Staff)
- **At November 2017 annual meeting, review prospects for personal contact by Board members and divide all letters among board members for addition of personal notes**

### **November and Early December 2017**

- Personal follow-up calls. (SAAF Board)

### **January 2018**

- Annual Appeal thank you letters completed and mailed. (SAAF Board, Staff)

### **April 2018**

- Initiate spring appeal in conjunction with MayDay. Work in conjunction with SAA (Development, Staff).

### **June 2018**

- Summer solstice Day of Giving Refresh (June 21)

## **ACTIVITY 2: STEWARDSHIP**

Stewardship is both the management of the Foundation's resources and of its relations with the actual donors who contribute resources to the Foundation and with prospective donors who are cultivated to enlarge both the donor base and the resources available for investment. Stewardship activities include development of specific giving opportunities, tracking the expenditure of gifts to ensure they are used in accordance with donor intent, recognition of donors in a variety of ways often keyed to the level of gifts received, and preparation and distribution of regular reports to donors on the impact of their contributions to the Foundation's mission.

It's equally important to develop both a capacity within the Foundation and a culture more generally within SAA that embraces and supports fundraising activities to enhance the work of the archives community.

Initially, the SAA Foundation's major stewardship activities should be directed to outreach to the profession: increasing knowledge of the Foundation's existence, mission, and plans for the immediate and longer term future.

**Goals:**

Create traveling exhibit

Place advertisements in Outlook (and regional newsletters?)

Hold a thank you event at annual meeting

Have Board members attend section meetings and speak briefly about the foundation, its work, and express appreciation for the support

Have a Board member speak briefly at Leadership Orientation

Send targeted messages to new members, or those between 1 and 5 years

**ACTIVITY 3: FUND the MOSAIC FUND**

SAA has adopted as a core value and central mission the creation of a diverse profession and an inclusive historical record. The Mosaic Scholarship Fund is the primary way in which SAAF promotes diversity in the American archives profession.

Each Mosaic Scholarship is funded at \$5000.

**Goals:**

Summer Solstice Day of Giving focus

Identify other sources of funds and apply/solicit

**ACTIVITY 4: SOLICIT FUNDS FOR THE NATIONAL DISASTER RECOVERY FUND FOR ARCHIVES**

Established by the Society of Southwest Archivists and SAA to address archival repositories' stabilization and recovery needs support has been broadened to provide grants for recovery of archival collections from major disasters, regardless of region or repository type. SSA and SAA's Preservation Section and other groups have been instrumental in raising money for this Fund.

**Goals:**

Increase outreach advertising: regionals, other?

Increase amount of awards?

Fiscal Year	Number of Donations	Total Amount of Donations
2018 (YTD)	105	\$4,751
2017	169	\$7,113
2016	112	\$7,024
2015	51	\$2,719
2014	68	\$5,306
2013	92	\$6,966

**Fund Balance as of August 31, 2017:** **\$73,523**

## **ACTIVITY 5: DEVELOP A PLANNED GIVING PROGRAM**

A very accessible giving vehicle for SAA members is planned giving through a will or a bequest, in which the donor commits to give a share of her or his estate/insurance proceeds/account. This activity should encourage archivists to leave a legacy beyond the important contributions of their professional work and their individual donations.

**Goals:**

Provide compelling text regarding planned giving for publication on the Foundation website.

Identify cohort (fellows, past presidents, etc.) who should be encouraged to remember SAA in their wills.