

**Society of American Archivists Foundation  
Communication Plan for Appeals, 2017 – 2018**

Calendar Year 2017				
Audience	Message	Medium	Timing	Notes
<b>SAA Past Presidents</b> (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 27.	Q = 38
<b>SAA Fellows</b> (personalized salutation, de-duped for SAA Past Presidents and 2017 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 27.	Q = 116
<b>2016 donors</b> (personalized salutation, de-duped for Past Presidents, Fellows, 2017 donors)	Demonstrated interest with previous donation; Strategic Growth (grants program); Board to donate?	[C] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead). Personal notes from board members.	Mailed by HQ on Monday, November 27.	Q = TBD
<b>Retired members</b> (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 27.	Q = TBD

<b>Members in ID6-ID8</b> who have not given to SAAF in 2016 or 2017 (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 27.	Q = TBD
<b>Current or recent SAA leaders</b> (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 27.	Q = TBD
<b>All SAA members</b> (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 6.	Q = TBD
<b>All SAA members</b>	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.	
<b>All SAA members</b>	#GivingTuesday: Strategic Growth (e.g., "Growing Forward" or "Giving TueSAAday").	Social media and website.	Begin publicity on Friday, November 24. Implement on Tuesday, November 28.	

**Calendar Year 2018**

<b>Audience</b>	<b>Message</b>	<b>Medium</b>	<b>Timing</b>	<b>Notes</b>
<b>All SAA members</b>	#MayDay: Slogan and message TBD.	Website; social media; ITL.	Begin publicity on Wednesday, April 25. Implement on Tuesday, May 1.	
<b>All SAA members</b>	#DayofGiving: Strategic Growth (e.g., "What a Difference a Day Makes").	Website; social media; ITL.	Begin publicity on Thursday, June 14. Implement on Thursday, June 21.	
<b>Annual Meeting attendees</b>	Join in supporting SAAF goals; focus TBD.	Event at 2018 Annual Meeting in DC	August 12 - 18.	Q ~ 1,650
<b>Annual Meeting vendors</b>	Join in supporting SAAF goals; focus TBD.	USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Tuesday, September 5..	Q ~ 60
<b>SAA Past Presidents</b> (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 23.	Q = 39
<b>SAA Fellows</b> (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 23.	Q ~ 120

<b>2017 donors</b> (personalized salutation, de-duped for Past Presidents, Fellows, 2018 donors)	Demonstrated interest with previous donation; focus TBD.	[C] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead). Personal notes by board members.	Mailed by HQ on Friday, November 23.	Q = TBD
<b>Retired members</b> (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 23.	Q = TBD
<b>Members in ID6-ID8</b> 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 23.	Q = TBD
<b>Current or recent SAA leaders</b> (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 23.	Q = TBD
<b>All SAA members</b> (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 5.	Q = TBD
<b>All SAA members</b>	#GivingTuesday: Join in supporting SAA goals; focus TBD (e.g., "Growing Forward" or "Giving TueSAAday").	Social media and website.	Begin publicity on Friday, November 23. Implement on Tuesday, November 27.	