

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

**Ideas for SAAF Outreach Activities  
(Prepared by Scott Cline)**

**BACKGROUND / DISCUSSION**

From its inception, Foundation Board discussions have focused on development activities aimed at increasing revenue to support and increase program activities, including issuing grants, funding awards, and providing scholarships. A necessary component of a successful development strategy is getting the word out about the Foundation and its mission. Coordinating the Foundation's development strategy with an aggressive outreach program will benefit programming.

This discussion item has two purposes. First is brainstorming ideas for outreach, including discussing those noted below. The second purpose is to support creation of an annual calendar of activities and events so that outreach and development work in tandem to maximize the effect of the SAAF message and, thus, (potentially) maximize our fund-raising capacity. The Board may want to consider creating an Outreach Committee that coordinates its activities with the Development Committee.

The following list of outreach ideas are presented as a starting point for an ongoing discussion.

1. A dedicated Foundation page in *Archival Outlook*. Text would be written by Board members. Discussion with staff indicate that to be a viable opportunity; the Board would need to have six issues worth of ideas to begin implementation.
2. Create a tabletop exhibit. The exhibit would highlight the Foundation mission and activities. If produced in a hard-shell case, it could be mailed to regional association meetings as well as used at the SAA Annual Meeting.
3. Developing our message. This would inform some of the other outreach activities. It includes formulating appropriate language about what the Foundation is and what it does. Elements could include testimonials from grant recipients, scholarship and travel award winners, and those who become legacy or planned givers.
4. Section liaisons. Should Foundation Board members develop liaison relationships with SAA Sections as one way to get our message out and to make fund-raising pitches?