

**Society of American Archivists Foundation  
Board of Directors Meeting  
November 11, 2020  
Virtual Meeting**

**2020 Annual Appeal Planning  
(Prepared by Sharmila Bhatia and Nancy Beaumont)**

**BACKGROUND**

At its October 2020 meeting the Foundation Board discussed the [Development Plan](#) and asked for the opportunity to provide feedback on the 2020 Annual Appeal message and communication plan. Those draft documents are provided below. The communication will be “tweaked” depending on the intended audience and the medium chosen to reach that audience. Comments welcome!

**\*DRAFT\***

**2020 Annual Appeal Message**

November 2020

Dear [Name]:

Archivists are up for any challenge! This year we’ve pivoted to working from home, documenting a pandemic, diversifying our collection content and our profession, holding virtual conferences, and navigating a serious economic downturn.

Through your past generosity to the SAA Foundation’s Strategic Growth Fund and other initiatives, you’ve helped the profession meet those challenges as well. In this season of giving, we’re asking you to recommit to supporting our work together.

The Foundation used Strategic Growth funds to provide \$21,000 in seed money to start the **Archival Workers Emergency Fund**, which provides grants of \$1,000 to assist archivists experiencing acute, unanticipated financial hardship due to the COVID-19 pandemic. Since April 15, you’ve donated an additional \$80,000--and helped more than 160 of our colleagues through an especially difficult time. As one AWEF recipient noted:

*I would like to express my heartfelt gratitude for your generosity. Last month I lost my job due to budget cuts from the COVID-19 pandemic....I graduate in August and while entering into this field during a recession is a scary and difficult time, I am hopeful for the future and am encouraged by the incredible community of archivists that makes up SAA. This gift has made such a difference for me and I would like to thank each and every one of you from the bottom of my heart for the incredible work you are doing.*

SAA's re-envisioned, innovative virtual annual meeting meant that the **Travel Grants**, also funded from your donations to the Strategic Growth Fund, had to be reframed. The funds were re-purposed to support reduced and free meeting registrations for students and those who were unemployed or precariously employed due to COVID-19. Anne Cox of Columbia, Missouri, one of **81** recipients, shared her gratitude:

*The value of my complimentary registration to ARCHIVES\*RECORDS 2020 is immense.... I was laid off from my job in mid-July and the conference was an excellent opportunity to engage with the field in the early stages of my job search.... I took full advantage of the career center and participated in both a mock interview and a general career coaching appointment. The feedback I received was immediately useful. I am deeply appreciative of the SAA Foundation's choice to support conference attendance through the Travel Award, especially in this tumultuous year. Please accept my gratitude.*

**The Strategic Growth Fund also enables the Foundation to continue to support the work of our colleagues by funding research and project grants.** The past year saw the awarding of five additional grants, bringing our total to \$84,255 in awards for 21 grants since the program was established in FY 2015. Tempestt Hazel of *Sixty Inches from Center* had this to say about the difference a Foundation grant made for her organization:

*[Quote to come from Tempestt Hazel of Sixty Inches from Center, with link to the [Loss/Capture program page.](#)]*

**The Foundation is committed to supporting SAA's goal of ensuring the diversity of its membership and leaders, the profession, and the archival record.** Your generous support of the Mosaic Scholarship Fund provides financial and mentoring support to students of color pursuing graduate education in archival science. Eighteen individuals have benefitted from a Mosaic Scholarship since the program began in 2009--and here's what 2018 recipient Alexis Recto (Skirball Cultural Center and Museum, Los Angeles) has to say about her experience:

*Applying to the Mosaic Scholarship really encouraged me to consider the ways in which I can amplify my heritage as a first-generation Filipino-American and empower my community through archives. Thanks to the significant monetary support provided by this scholarship, I was able to hone in on my research on and practice with community-based archives without the looming worry of rising student debt. I now continue to engage with community-based archives and focus my endeavors on how communities are seen and understood through their archives.*

Are you up to the challenge of supporting the profession and archivists in 2021? As we look to a future committed to a strong, active, and agile profession, we look to you for support at any amount that is comfortable for you. Thank you!

Wishing you a safe, healthy, and happy new year,

Margery N. Sly  
SAA Foundation President, 2020-2021

Rachel Vagts  
SAA President, 2020-2021

**P.S. Donations to the SAA Foundation, a 501(c)(3) organization, are tax-deductible. See [www.archivists.org/foundation](http://www.archivists.org/foundation) for more information about the Foundation—and to donate!**

**\*DRAFT\***  
**2020 Annual Appeal Communication Plan**

<b>Audience</b>	<b>Message</b>	<b>Medium(s)</b>	<b>Timing</b>
<b>SAA Past Presidents</b> (Q = 37)	Join in supporting SAAF goals; many choices.	[A] USPS letter signed by SAAF/SAA presidents; hand notated by Sly.	Sent to Sly on 11/17 for posting on 11/24.
<b>SAA Fellows</b> (personalized salutation, de-duped for past presidents) (Q = 155)	Join in supporting SAAF goals; many choices.	[B] USPS letter signed by SAAF/SAA presidents; hand notated by Sly and/or BOD volunteers. [C] Email message from SAAF/SAA presidents.	Sent to Sly/volunteers on 11/17 for posting on 11/24.  Sent by HQ via email in December.
<b>2019 donors</b> who have not yet donated in 2020 (personalized salutation, de-duped for previous and 2020 donors) (Q = TBD)	Thank you for past support; join in supporting SAAF goals; many choices.	[D] Email message from SAAF/SAA presidents.	Sent by HQ via email on 11/24.
<b>Retired members</b> (personalized salutation, de-duped for previous) (Q = TBD)	Long-time commitment; make choice to carry on legacy. Add planned giving?	[E] Email message from SAAF/SAA presidents. [F] Second email message.	Sent by HQ via email on 11/24. Sent by HQ via email on 12/16.
<b>All SAA members</b> (Q = TBD)	#GivingTuesday: Strategic Growth (e.g., “Growing Forward” or “Giving TueSAAday”).	[G] Social media, website, personalized email.	Begin publicity on Tue, 11/24; implement on Tue, 12/1.
<b>All SAA members</b> (Q = TBD)	Join in supporting SAAF goals; many choices; whatever level fits your circumstances.	[H] <i>ITL</i> : 11/18, 12/2, 12/16 (3X). Social media: 11/22 to 12/31.	[See to the left.]
<b>Members in ID6-ID8</b> who have not given in 2020 (personalized; de-duped for previous) (Q = TBD)	Long-time member loyalty + giving back; many choices; etc.	[I] Email message from SAAF/SAA presidents.	Sent on morning of 12/5.
<b>Current or recent SAA leaders</b> (Leader List +) (personalized salutation, de-duped for previous) (Q = 450)	TY for your demonstrated commitment as leader; many choices to support SAAF; whatever level suits you.	[J] Email message from SAA president.	Sent on morning of 12/9.
<b>Members + Supporters</b>	Join in supporting SAAF goals; many choices (incl AWEF); whatever level fits your circumstances.	[K] Facebook post.	TBD.
<b>All past and prospective donors</b> (“Dear Friends”; de-duped for donors since 9/20) (Q = TBD)	Last chance to give! Many choices—and opportunity to honor/acknowledge colleague or mentor.	[L] Email message from SAAF/SAA presidents.	Sent on afternoon of 12/29.