

Society of American Archivists Foundation
Board of Directors Meeting
November 19, 2021
Virtual Meeting

Report of the Vice President / Development Committee
(Prepared by Lisa Mangiafico, SAA Foundation Vice
President and Development Committee Chair)

Development Committee

The following agreed at the August 2021 Board meeting to serve on the Development Committee for the 2021-2022 term: Gina Minks, Michele Pacifico, Beth Myers, Bob Clark, Angelique Richardson, and JoyEllen Williams.

Joined by SAAF President Margery Sly, SAA/SAAF Executive Director Jacqueline Price Osafo, and Governance Manager Felicia Owens, the committee met on October 11, 2021, to begin discussing the following:

- End of year appeals (messaging, communication channels, timing, and staff assistance);
- Post-donation stewardship, and stewardship in general;
- Building out a calendar of appeals for the year;
- Building the longer haul messaging for the case for support for internal and external audiences; and
- Planning calendar to sync SAAF and Development Committee with the budget preparations for FY22/23.

The committee determined to move forward with a **Year-End Appeal** focusing on the Strategic Growth Fund, kicking off—but not exclusive to—Giving Tuesday, and to focus on electronic delivery and use of video assets for the appeal: member (why I give, what SAAF supports) and grant and other recipients (how I was helped). Angelique, Beth, and Bob volunteered to join with Jackie to develop this aspect of year-end, and subsequent, appeals.

Additional conversation focused on the SAAF acquiring its own social media presence to assist with social media donations—especially Facebook appeals, and a possible a “takeover” of the existing SAA social media and website assets for appeals.

The video subcommittee reports that:

- Found producer to create 6 videos at \$2500 total.
 - T-shirt sales will cover this cost and then some!

- Three videos from Board members, three videos from recipients. Individual videos as well as two compiled videos (Board members and recipients)
 - Self-recorded, ideally on iPhones and within their offices/archives.
 - Modeled after JoyEllen's 2020 video that was recorded in the work setting. Per the video consultant the work environment created a story versus recording in one's office.

Appointments and Resignations

National Disaster Recovery Fund for Archives (NDRFA) Review Committee: The Society of Southwest Archivists (SSA) confirmed Rebecca Elder for reappointment to the committee. Two other committee members whose term expired in 2021, Richard Cameron and Julie Yamashita, also were willing to stay on the committee, and all three were reappointed. This appointment process fell behind the normal reappointment schedule, which Felicia and Lisa are committed to addressing in a more timely manner for the two committee positions with terms expiring in 2022.

Unfortunately, JoyEllen Williams has had to resign her position on the Development Committee as of October 21, 2021.

Attendance at Meetings

9/3/2021—Schultz & Williams findings review

9/20/2021—Schultz & Williams SAAF board findings workshop

10/11/2021—Monthly meeting SAAF officers and executive staff

10/11/2021—Development Committee meeting

10/25/2021—Prep for 11/19/21 SAAF Board meeting-strategic planning with SAAF officers and executive staff