

**Society of American Archivists Foundation
Board of Directors Meeting
December 6, 2022
Virtual Meeting**

**2022 Annual Appeal Planning
(Prepared by Lisa Mangiafico, President/Chair Development Committee)**

BACKGROUND

Working with SAA staff and consultants from Schultz & Williams to help develop content, the 2022 annual appeal is under development.

The 2021 appeal relied solely on social messaging, including video posts accompanied. For 2022, with the assistance of Schultz & Williams who are assisting on the content and lightbox features, we will use a slightly more traditional appeal which includes some longer messages by email as well as multi-channel social media posts.

The messages for the early weeks of the appeal have been finalized as of this week (November 14), and start with a Thanksgiving/gratitude message from Jackie the week before Thanksgiving (see Appendix).

Messaging for the final weeks of the campaign has not yet been finalized.

As we move into having a dedicated staff member for the Foundation, it is our hope that we will be able to use some analytics to determine the best times for appeals going forward, the best mix of email/social/video, and begin to target our messaging more precisely among our known donors and those who we hope will make a donation for first time.

Email 1: Thanksgiving Stewardship

Send date: 11/17

Subject Line: My personal thanks

Preview Text: Thank you for being part of this dynamic community

Dear <Salutation/Friend>,

In this season of giving thanks, I want to take this opportunity to extend my personal gratitude for your support of the Society of American Archivists.

Your commitment to the Society embodies our vision to create a community of archivists helping archivists—empowering each other to achieve excellence and innovation in our profession to benefit the greater good.

You are an important part of this dynamic community that's dedicated to providing growth and continued learning amongst colleagues, mentoring the next generation of archivists, and promoting diversity to strengthen and enrich our profession.

I'm grateful for all you have helped us achieve over the last year and look forward to your continued partnership in sustaining this commitment to be archivists helping other archivists.

On behalf of all of us here at SAA and the Foundation, we wish you a Happy Thanksgiving!

Sincerely,

*Jacqueline Price Osafo, MBA, CAE
Executive Director*

Day of Giving (11/29) messaging will start from me with Jackie following.

Email 2: Giving Tuesday

Send date: 11/29 (am)

Subject Line options: This Giving Tuesday, be the spark . . .

Preview Text: Help ignite innovation and growth in our field.

Banner: #Giving Tuesday: Be the spark for innovation & growth

Dear <Salutation/Friend>,

I'm sure your inbox is already filling up with emails from many worthy organizations that you care about, asking for your support this Giving Tuesday.

[That's why I wanted to reach out early and ask that you make the Society of American Archivists Foundation—and helping fellow archivists—one of your giving priorities today.](#)

Your support for the SAA Foundation powers initiatives—like our Strategic Growth Grants—that directly impact important archival work and the archivists leading our profession into the future with passion and innovation.

[BUTTON: GIVE FOR ARCHIVISTS]

On this day of giving, you can be the spark that helps a young archivist get their start in the field, bringing with them new perspectives and relevance that will shape the future of our profession.

Or you can empower an archivist in the midst of their career to enhance their skills with access to the resources they need to strengthen and improve the quality of their collections for the benefit of future generations.

((Salutation)), will you please support this critical work to empower archivists by making a generous gift to the SAA Foundation today?

Your Giving Tuesday donation supports direct grants to colleagues and other resources that give more archivists the chance to advance the impact and relevance of our profession—which ultimately benefits us all.

Please consider a special gift today that can be the spark that ignites innovation and growth in our profession. Your gift, of any amount, is important, valued, and impactful.

Thank you for your generous support.

Sincerely,

*Lisa Mangiafico
Fellow of the Society of American Archivists*

P.S. Please support the SAA Foundation on Giving Tuesday and give your best gift possible today. Thank you in advance for your support!

[BUTTON: DONATE]

Email 3: Giving Tuesday (FWD)

Send date: 11/29 (pm)

Subject Line: This Giving Tuesday, be the spark . . .

Preview Text: Help ignite innovation and growth in our field.

Banner: #Giving Tuesday: Be the spark for innovation & growth

Dear <Salutation/Friend>,

I wanted to make sure you saw this email from my colleague earlier today and had the opportunity to make your gift on this Giving Tuesday.

Your support fuels the power of the SAA and its members to be there for one another and meet the needs of our dynamic community. I hope you'll consider a special gift today to strengthen the archival community and the important work we all do.

Thank you,

*Jacqueline Price Osafo, MBA, CAE
Executive Director*