

**Society of American Archivists Foundation  
Board of Directors Meeting  
March 13 – 14, 2015  
Chicago, Illinois**

**Development of the Foundation's Website  
(Prepared by Board Member Waverly Lowell)**

On February 18 I met via phone with SAA Web and Information Services Administrator Matt Black to discuss development of the Foundation's website. Our very productive conversation led to the following discussion questions for this Board meeting. Matt and I will proceed with development based on the Board's feedback.

**DISCUSSION QUESTIONS**

- **What do we want the website to do? What do we want it to be about?**
  - Is the website fundamentally an online brochure?
  - What social media options would benefit the Foundation's communication?
  - For example, should we do a blog? If so, who would do it?
- **How should we approach branding?**
  - Should the Foundation have its own unique logo or should our identity remain closely tied to SAA?
  - Should we share the SAA logo? (Color? Font?)
  - Current logo:



- **Who makes web changes? How often might they happen?**
- **Grant applications: What will this look like?**
  - Online submission?
  - Download and email or mail?
- **How should the navigation be organized?**

***Example:***

**About**

- Mission and Vision
- Annual Report
- Quotes from Donors
- Tax Status

**Donate**

**Grants** (or Grants and Awards?)

- FAQ
- How to Apply
- Application

**Awards** (or is this under Grants?)

- Quotes from Recipients

Please feel free to bring with you printouts of, or links to, foundation or fundraising websites that you find to be particularly effective. I look forward to a lively discussion!