

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

**Development of SAA Foundation Annual Timeline/Calendar
(Prepared by Vice President Carla Summers)**

BACKGROUND

It has been recommended that the SAA Foundation Board develop a timeline/calendar to facilitate the effectiveness of the volunteer leadership, including the training of new members. One excellent precursor of this work is Nancy Beaumont's Communication Plan for 2014-2015. It contained extensive details about annual appeal mailing and content and is attached (Appendix A).

DISCUSSION

Annual Timeline/Calendar

In the past, the tasks associated with the Annual Appeal have been done in a rush at the end of the year. This is an attempt to program the Appeal, a traditional fundraising effort for SAAF. To provide enough time for the Board to make personal calls prior to the holiday season, the timeline should focus on completing required tasks before the first of December.

Other deadlines for the Foundation include the Annual Meeting in August and the mid-year meeting in Chicago, usually with the Council to provide travel costs savings. There is also a feeling that quarterly conference calls may be important for keeping our momentum.

The timeline proposed in Appendix B is focused on 2015 and 2016 to build on our immediate knowledge and facilitate our brainstorming on the actions needed by the Board. It is meant as a draft to support that brainstorming and is in no means complete.

Responsibilities are also listed and staff involvement is assumed unless they are totally responsible for the activity. Dates for the mid-year meeting of the SAA Council and the SAA Foundation Board are estimates.

For Discussion: The Foundation's Fiscal Year

The Foundation's current fiscal year is July 1 to June 30. I would like to discuss changing the Foundation's fiscal year to the calendar year. A calendar year would allow donors an enhanced understanding of their giving as it is based on income tax requirements. It would also provide delineation for reporting to donors and for creating fundraising plans. Changing to the calendar year will require a change in the bylaws and will impact staff.

I propose that 1) the 2015-2016 timeline/calendar (Appendix B) be adopted as a roadmap for Board activity and 2) creation of an annual timeline/calendar be included among the responsibilities of the Foundation Vice President.

The Board timeline is a dedicated calendar to make transparent the requirements of Board participation and action. Future use will be facilitated by our ongoing experience. This action would have no fiscal impact.

Appendix A.

Communication Plan for 2014-2015 SAA Foundation Annual Appeal

Audience	Message	Medium	Timing	Notes
SAA Past Presidents (personalized salutation)	Appreciate commitment; importance of strengthening SAAF; Strategic Growth Fund.	[A] USPS letter signed and notated by SAA President (SAA letterhead).	Mailed by HQ on Monday, December 1.	Q = 39
SAA Fellows ("Dear SAA Fellow," de-duped for SAA Past Presidents and 2014 donors)	Exciting year for SAAF; 100% participation of Fellows; Strategic Growth Fund.	[B] USPS letter signed by SAAF President, personalized by NPB (SAAF letterhead).	Mailed by HQ on Tuesday, December 2.	Q = 125
2013 donors of \$100 or more ("Dear Colleague," de-duped for previous)	Demonstrated interest with previous donation; exciting year for SAAF; Strategic Growth; \$25-\$100.	[C] USPS letter signed by SAAF President, personalized by NPB (SAAF letterhead).	Mailed by HQ on Tuesday, December 2.	Q = 24
Current or recent SAA leaders (Leader List +) (personalized salutation, de-duped for previous)	Demonstrated loyalty as leader; exciting year for SAAF; Strategic Growth; \$25-\$100.	[D] USPS letter signed by SAAF President (SAAF letterhead).	Mailed by HQ on Wednesday, December 3.	Q = 484
Members in ID6 or ID7 who have not given to SAAF in 2012, 2013, 2014 (personalized; de-duped)	Long-time member loyalty; exciting year for SAAF; Strategic Growth; \$25-\$100.	[E] USPS letter signed by SAAF President (SAAF letterhead).	Mailed by HQ on Wednesday, December 3.	Q = 687
All remaining SAA members (de-duped for previous)	Member loyalty; exciting year for SAAF; Strategic Growth; \$25-\$100.	[F] Email message from SAA and SAAF Presidents.	Emailed on morning of Thursday, December 4.	

Appendix B.

ACTUAL TIMELINE

DATE	ACTIVITY	RESPONSIBILITY
8-Feb-15	Last funded Mosaic Scholarship application opens	FYI
13-Mar-15	Appoint Annual Appeal Committee	Board
13-Mar-15	Discussion of Possible New Members	Board
13-Mar-15	Election of Officers	Board
13-Mar-15	SAAF Winter Meeting	Board and Staff
1-May-15	Approach newly elected president for fundraising priorities	Board President
1-May-15	Form Stewardship Committee for annual meeting	Board President
1-May-15	New Council members contacted by Board members	Board
1-May-15	New Council members receive links to Foundation website	Staff
15-Jun-15	Development Committee meeting	Development Committee
25-Jun-15	Draft 2015 Case Statement Due to Board	Development Committee
1-Jul-15	Approval of 2015 Case Statement(s)	Board
1-Jul-15	Board Conference Call	Board President
15-Jul-15	Print Foundation Brochure for Annual Meeting	Staff
15-Jul-15	Update Website with Case Statements	Website Committee
16-Aug-15	Distribute Foundation Brochure at Annual Meeting	All
16-Aug-15	SAA Annual Meeting	Council and Staff
16-Aug-15	SAAF Annual Meeting ¹	Board
16-Aug-15	SAAF Budget Approved	Finance Committee and Board
16-Aug-15	SAAF New Members first attend	Board
16-Aug-15	SAAF Officers Term Begins	Board
16-Aug-15	SAAF Officers Term Expires	Board
30-Aug-15	Approach past presidents for developing match for annual fund	Board President
1-Oct-15	Board Conference Call	Board President
1-Oct-15	Create mailing lists for annual appeal	Staff
1-Oct-15	Deadline for Nov/Dec Outlook -- submit copy for annual report	Annual Appeal Committee
1-Oct-15	Draft of Annual Appeal Letters to Board	Annual Appeal Committee
15-Oct-15	Annual Appeal Letters Approved	Board
1-Nov-15	Annual Appeal Letters Go Out	Staff
1-Nov-15	Personalize website for annual appeal	Annual Appeal Committee
5-Nov-15	Board Retreat/fundraising training	Board
5-Nov-15	SAA Winter Meeting	Council
5-Nov-15	SAAF Winter Meeting	Board
5-Nov-15	Schedule Meeting to Define Prospects	Executive Committee

¹ Staff Note: The Foundation Board's Annual Meeting actually occurs outside the cycle of the SAA annual meeting. Previously it occurred in conjunction with the SAA Council's winter meeting; in 2015 it is occurring in March. Officers' terms begin and end at the Foundation Board's Annual Meeting.

1-Dec-15	Annual Appeal Calls	Board
1-Dec-15	Board Conference Call	Board President
15-Jan-16	Annual Fund Thank You letters completed as appropriate	Board
15-Jan-16	Development Committee Winter Conference Call	Development Committee
1-Mar-16	Deadline for May/June Outlook -- submit copy	Board
31-Jul-16	SAA Annual Meeting	Council and Staff
16-Aug-16	SAAF Officers Term Expires	Board
5-Nov-16	SAA Winter Meeting	Council
5-Nov-16	SAAF Winter Meeting	Board
23-Jul-17	SAA Annual Meeting	Council and Staff
As Needed	Disaster Recovery Grants Review	Grant Review Committee
Bi-Monthly	Outlook Deadlines	Board and Development Committee
Bi-Monthly	SAAF Executive Committee Conference Calls	Executive Committee
Quarterly	Financial Reports to Board	Staff
Quarterly	SAAF Conference Calls	Board
XXX	Closed for SAAF Applications	Board
XXX	Final Report, SAAF Grants	Recipients
XXX	Live Date for Website	Website Committee
XXX	Notify recipients of SAAF Grants	Board
XXX	Open for SAAF Applications	Board