

***2007 Annual Report  
Resource Development Committee***

Submitted by Sydel Silverman  
January 31, 2008

Members

Sydel Silverman (chair 2005-2007)  
Linda Basch  
Elizabeth Brumfiel  
Geoffrey Clark  
Don Fowler  
Ernestine Friedl  
Bill Heaney  
Louise Lamphere  
James Peacock

Ex-Officio

Alan Goodman (through November)  
Setha Low (as of annual meeting)  
Virginia Dominquez (as of annual meeting)

AAA Staff

Elaine Lynch  
William Davis

***Status of the Committee***

The recommendations of the committee drafted at its meeting in San Jose on November 18, 2006, concerning the future status of the RDC, were approved by the Board at its Spring 2007 meeting. Pursuant to those recommendations, the committee will continue to exist, operating at minimal cost. This cost-saving allowed for only one face-to-face meeting in 2007, at the meetings in Washington. Communication among the committee members at other times were by email and telephone.

***Development Activities during 2007***

1. There were two mailings of campaign solicitations, in April (Spring Annual Giving Campaign) and December (Year-end Giving Campaign).
2. Two articles were published in the March issue of Anthropology News, "Your Money Matters" by Sydel Silverman and an article on the David H. French bequest.
3. A list of donors was published in Anthropology News (April and November issues) and in the AAA annual report. (At its meeting, the committee recommended that in the future the donors' list also be published in the annual meeting program.)
4. The Donor Wall plaque and a development booth (staffed by the AAA development assistant) were displayed at the annual meeting in Washington. However, an unfortunate placement outside of

the exhibition hall limited their visibility. (The committee recommended that at future meetings these be displayed adjacent to the AAA booth in the main exhibition hall, and that the past practice of having members of the RDC staff the booth for specified time slots be reinstated.)

### *Annual Meeting*

The full committee met on November 29 in Washington. The agenda for the meeting was the future of the RDC: whether continuation of the committee is justified; if so, what its role should be in the future; what realistic expectations there are for fund raising from the membership; and what approaches might be undertaken, both those that have been used in the past and new ideas that can be tried.

After discussion, the members of the committee agreed unanimously that the committee has a valuable function and should continue. The following decisions/recommendations were made:

1. The RDC should be expanded by an additional five members, taking into consideration geographical spread and diversity. A list of possible new members was drawn up. (Subsequent to the meeting four individuals agreed to serve. Their formal appointment will be made in 2008.)
2. Members of the RDC will be asked to kick-start a giving campaign with commitments of donations (with a target of \$1,000) for each of the next five years.
3. It was proposed that a potential Leadership Circle of 50-100 individuals be identified, made up of past presidents, past Executive Board members and committee chairs, award winners, and others who have demonstrated leadership in and commitment to the AAA. The RDC would contact these individuals and ask them to join in the five-year commitment made by the members of the committee.
4. It was recognized that the primary need for AAA development was to build a culture of giving among the members, most of whom (like professionals in general) readily support mission-oriented organizations and the institutions they attended but do not think of their professional association as a recipient. It was recommended that the first step should be a workshop for members of the RDC to educate them on ways of approaching their colleagues and other potential donors. Possible facilitators of such a workshop, times and places, and sources of funding were discussed.
5. In line with AAA members' preference for giving to specific projects rather than organizational costs, it was recommended that the RDC in conjunction with AAA staff draw up a list of specific funding needs that could be presented in solicitations (in addition to those already included in the solicitation letter).
6. Several suggestions were made for immediate and low-cost ways of bringing the case for giving to the membership.

Sydel Silverman informed the committee that because of family obligations she could not continue to serve as chair. Louise Lamphere agreed to assume the chair, with Linda Basch to serve as vice-chair. (Their appointments were formalized by the president after the meeting.)