

2005 Annual Report
Resource Development Committee

Submitted by Sydel Silverman, Chair
January 31, 2006

Members

Sydel Silverman, Chair
Linda Basch
Don Fowler
Ernestine Friedl
Bill Heaney
James Peacock

Incoming Member

Geoffrey Clark (incoming December 2005)

Ex-Officio Members

Elizabeth Brumfiel (outgoing December 2005)
Alan Goodman
Setha Low (incoming December 2005)

AAA Staff

Sandy Berlin
William Davis
Sandra Detwiler

Spring 2005

In March, the Resource Development Committee met at the AAA office in Arlington, Va. This meeting was the first to be held under the new charge to the RDC approved by the Executive Board in 2004. The Committee began by reviewing past fund-raising efforts of the AAA, then discussed the "case for giving" that could be presented to the membership. Several strategies for fund-raising were proposed, and the following were approved:

- * Revised solicitation letters, including different letters to past and prospective donors (implemented in the fall of 2005).
- * A monthly column in *Anthropology News* titled "Your Money Matters" to cover selected topics (implemented Fall 2005).
- * A quasi-membership category of "Friends of the AAA", non-anthropologists who have an interest in anthropology (approved by the Executive Board at their May meeting).
- * Panels at the AAA meetings (the first one was held at the 2005 meeting).
- * Changes in the gift acceptance policy, recommended by consultant, submitted to the Executive Board (approved in November).

Richard Barrett, the AAA planned giving consultant, gave a presentation on types of "planned gifts" that could be made to the AAA and the income and estate tax benefits they carry. He also presented a plan to market planned giving to AAA members. The Committee invited him to provide this information to the membership in a session at the Washington meeting, "Securing Our Future".

In May, a donation solicitation sent to 12,000 anthropologists resulted in 87 gifts totalling \$8,460. The most frequent gift amount was \$100 (24 gifts); the largest gift was \$1,000.

In July, the Committee was joined by a new Director of Development, Sandra Detwiler.

Fall 2005

The new "Your Money Matters" column appeared in the September, October and November issues of *Anthropology News*, written by Sydel Silverman, James Peacock, and Richard Barrett, respectively.

In November, a donation solicitation was sent to 11,500 anthropologists. The letter was segmented into three versions to target 1) people who already donated in 2005, 2) people who donated in 2004 and earlier, and 3) people who had never donated. We are hopeful that tailoring the letters will help boost fundraising results.

Also in November, the AAA Executive Board adopted revisions to the AAA Gift Acceptance Policy recommended by the RDC. Several items were added to keep up with economic trends, and one item that could potentially place AAA in a conflict of interest was eliminated.

The Resource Development Committee met on December 2nd at the AAA Annual Meeting in Washington to consider plans for 2006. Among the topics discussed were: appropriate means of recognizing corporate sponsors; categories of donors recognized on the "wall"; and an assessment of efforts initiated by the RDC this year.

Committee members staffed the resource development booth in the exhibit hall, which featured AAA's donor wall; the booth yielded \$1,500 in donations and \$2,500 in pledges.

The RDC also hosted a session titled "Securing Our Future" to explain the benefits of planned giving to AAA members and to offer private consultations with Mr. Barrett. Unfortunately, the session attracted virtually no audience despite mentions in *Anthropology News*, AAA E-news, personal invitations mailed to past and present AAA leaders and members of the Association of Senior Anthropologists, and a flyer in the meeting registration area.

Fund-Raising Results

General year-to-date fundraising results are up this year from \$59,794 in 2004 to \$72,048 in 2005 – an increase of 20% (includes all membership and organizational giving except NSF grant monies).

Three corporations supported AAA's annual meeting with cash sponsorships: Intel, Atypon and McGraw-Hill. Intel and Atypon are new contributors this year. Their support is encouraging for our intention to develop the corporate sponsorship program.

There is a substantial amount of institutional in-kind support that is not reflected in the numbers above, which is well worth mentioning. In 2005, institutions contributed more than \$558,000 in support of editors of AAA and section publications. This support, which has included salary, employee benefits, office space, memberships and travel to professional organization meetings, is critical to AAA's publications budget.