

***2006 Annual Report
Resource Development Committee***

Submitted by Sydel Silverman, Chair
January 31, 2007

Members

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

Ex-Officio

Alan Goodman

AAA Staff

Elaine Lynch (partial)
William Davis

Status of the Committee

With the departure of Sandra Detwiler early in the year, the RDC was left without staff support. By common agreement of the committee members and Davis, we did not hold a Spring meeting. Subsequently, the committee was left without a charge and was essentially nonfunctional. Efforts of the chair to ascertain the status of the committee eventually resulted in a communication from Davis to the effect that the Executive Board had decided to discontinue the committee. He explained that financial constraints had led to a decision to cut back on the AAA's development program, including cancellation of the plan to hire a staff person to cover this area. It was also felt that the costs of a separate RDC could not be justified. Instead, only a minimal fund-raising effort will be maintained, probably limited to twice-a-year mailed appeals, and Lynch will include this area of activity among her many responsibilities.

The members of the RDC decided to meet in San Jose and discuss the status of the committee and of the AAA's development program. Four members attended that meeting, on November 18, 2006, along with Davis and Lynch.

Report of Meeting and Recommendations

The RDC members present expressed a strong and unanimous opinion that it would be a great mistake to abandon the development efforts that have been under way for the past few years. Although results to date have been disappointing, revealing the difficulty of raising funds for a membership organization (as opposed to a specific mission), we believe that progress has been made toward the goal of developing a "culture of giving" among the AAA membership. We also recognize that significant results can be expected only in a longer time

frame than year-to-year. Only by maintaining a sustained development effort and keeping it visible to the membership can progress be made.

The RDC members at the meeting (and several AAA leaders with whom we consulted informally) agreed that it is important that the RDC be continued; indeed, disbanding it would be a concession of the futility of fund-raising within the AAA. We believe that the committee can continue to function at minimal cost, specifically by limiting face-to-face meetings to one a year during the Annual Meetings, asking members to serve without reimbursement for any travel expenses (since most will be attending the Meetings in any case), and scheduling a Spring meeting by conference call. Some staff support will still be necessary, but we believe this can be accommodated within what we understand to be the assignment of responsibilities to Lynch and an assistant to be hired.

The Committee's specific recommendations are as follows:

1. All current and new members of the RDC will be asked to agree to the condition of volunteer service, as outlined above.
2. We recommend that Louise Lamphere and Elizabeth Brumfiel be added to the RDC. (Ernestine Friedl will now cycle off the committee. Other members will continue, if they agree to do so.)
3. The RDC will serve as advisory to the President and Executive Board, with both a reactive and proactive role -- responding to any requests for RDC input and advice, and proposing ideas for fund raising.
4. The RDC will focus on individual (as opposed to foundation and corporate) giving, especially among the AAA membership,
5. The RDC will meet once a year during the Annual Meetings. Contact will be maintained throughout the year, as needed, by email, and a formal conference-call meeting will be held during March or April.
6. The agenda for the annual meeting will consist of: a) items under discussion by the Executive Board for which RDC advice is requested; b) consideration of ideas for fund-raising efforts to be pursued.
7. Development activities that are relatively low-cost should be continued, including: a) listing donors in the newsletter and annual reports; b) using the AAA booth at the Annual Meetings to call attention to development, including a prominently displayed donor board and coverage of the booth by RDC members; c) publishing articles in the newsletter (regularly, but not every month), especially reprinting the article on planned giving by Richard Barrett; d) maintaining the twice-a-year mail appeal, segmented according to different categories of past and potential donors.

We also discussed briefly some new approaches that might be pursued, among them a plan to approach selected individuals one-on-one and a reconsideration of areas of AAA activity to be targeted for giving (such as human rights and international outreach).

Subsequent to this meeting, Silverman and Goodman revised the letters for the end-of-year mail appeal.

Further activity by the committee awaits the Board's response to these recommendations.