2008 Annual Report
Resource Development Committee

Submitted by Louise Lamphere and Elaine Lynch
February 2009

Members

Louise Lamphere (Chair 2007-2010)
Linda Basch (Vice-Chair)
Cathleen Crain
Linda A. Bennett
Geoff Clark
Paul Doughty
Bill Heaney
Ernestine Friedl
Elizabeth Brumfiel
Jim Peacock
Mary Moran
Yolanda T. Moses
Sydel Silverman

Ex-officio
Virginia Dominguez
Setha Low

Staff
Elaine Lynch
Willliam Davis

Overview

The RDC used the first few months of the year to implement decisions made during the committee’s meeting at the AAA meetings, November 29 in Washington, D.C. We received permission to expand the committee’s membership to 15 members, and we asked five new members to join us: Linda Bennett, Cathleen Crain, Paul Doughty, Mary Moran, and Yolanda Moses. Members began contributing $1000 to the annual giving campaign; those who felt they could not give at this level generally gave $500. Committee contributions to the annual campaign totaled?

We started a Leadership Circle for those members who contributed $500 or more to the annual campaign. In the fall we began by calling past Executive Board members and committee chairs, award winners and others who had demonstrated a commitment to the AAA. (Not all
those on our lists were contacted, since each member chose only 10 to call and we allowed members to add others they thought could be potential donors). Through these efforts the Leadership Circle now has 36 members (including the 7 members of the RDC).

We revised the bi-annual giving letter in Fall 2008 to emphasize our new efforts to create a cultural of giving among AAA members to support projects that could not be initiated with our dues and annual meeting income. The letter and our phone calls emphasized three projects we have targeted: fully funding the minority fellowship, establishing a web-based syllabus exchange, and studying the feasibility of an on-line “gray- matter” repository for cutting edge unpublished research and reports. Louise Lamphere also wrote a column for the November AN that announced our new efforts to build a culture of giving, the Leadership Circle, and our target projects.

Our efforts, including the two giving letters and calls during the late spring and again after the AAA meetings, contributed to the $71,000 raised through the Annual Campaign, a new high. The RDC and the Annual Campaign Committee (ACC) calls netted $13,152 of this total, but more importantly put in place an infrastructure that will help us to expand the amount raised over the next few years.

Creating an Annual Campaign Infrastructure

The RDC focused on creating an annual campaign infrastructure that is based on personal contacts and phone calls to members. This supplemented the two Annual Campaign letters which continue to be sent out in May and December to all members. To help us, the AAA hired Kim Hawkins of Raybin Associates in New York City. She gave a training session for the RDC in Washington DC at the AAA offices on Saturday, April 26, 2009. We spent the morning talking about the importance of the AAA to members, our goals as a committee, and potential projects we might want to fund. She emphasized that we each needed to give before we asked any one else; she outlined how we should approach donors, gave us tips on what to say during phone calls, and led us through several practice calls with RDC members playing both the caller and the recipient. At the end of the day we began selecting a list of 10 names for each of us to call. Most RDC members were able to contact their list before the summer vacation began. Committee members added up to 10 names during the fall that they were supposed to call between the AAA meetings and the end of the year. In sum, 180 names were selected and 91 contacts made. Fifty-eight donations were received and thirteen members joined the Leadership Circle. The list of donors continued to be published in the AN twice a year.

In the fall, we decided that we needed an additional Annual Campaign Committee of at least 10 members who would make donations themselves (amount unspecified) and then call 10 members between the Annual Meeting and Christmas. We put together a group of 9 volunteers (Marta Achino-Loeb, Peter Allen, John Bowen, Bill Beeman, Melissa Checker, Ed Liebow, Fran Mascia-Lees, Jeff Maskovsky, and Susan Seymour). Kim Hawkins conducted a workshop and training session for them on Wednesday afternoon of the Annual Meeting. She also met with a group of RDC members to help us learn how to conduct training sessions ourselves. This group had a difficult time making the calls at the end of the semester with exams, grading and Christmas activities. Of 118 names selected, 30 contacts were made and 15 donations
The net result of the calling was an additional $13,152 for the Annual Campaign. Although this was an excellent amount for our first attempts, we are considering working out an Annual Campaign calendar which places the fall calls in late September or early October and not at the busy end-of-semester/holiday season and making the spring calls in April instead of during the end-of-semester/graduation rush in May.

**Annual Donor Reception**

We inaugurated a donor reception at the annual AAA meetings in San Francisco. It was well-attended by many who had joined the Leadership Circle. Those in the Circle were recognized and received complementary canvas totes with AAA Leadership Circle printed on the side. We also emphasized the projects that would be funded through the Annual Campaign. Two former recipients of the Minority Fellowship (add names) told the audience what the Fellowship had meant to them and _____? spoke about the importance of the gray matter repository and the syllabus exchange. The food was superb and the RDC was very appreciative of all the effort that Elaine Lynch expended in order to make the reception a success.

RDC members also volunteered at the Annual Campaign section of the AAA booth in the exhibit hall during the Annual Meetings.

**Changes in Membership**

At the end of 2008, we received resignations from Ernestine Friedl, Elizabeth Brumfiel (for health reasons), and Bill Heaney. Gwen Mikell has agreed to join the committee in Spring 2009. The RDC is now looking for four additional members to bring the total membership up to fifteen.

**Plans for 2009**

We consider our renewed energy and new structure a success in terms of beginning to build a reliable annual donor base for the AAA. Over the next year we hope to strengthen this by changing our schedule so that RDC and AOC members will make more contacts, adding names to our list of potential donors to solicit, and turning our schedule into a routine. Our aim is to continue to add members to the Leadership Circle and outreach to older, more established members of the AAA (retired, members of the Senior Anthropology Section, life members). We hope to within the next year or so reach the goal of routinely contacting 400 members of the AAA and build them into members who annually contribute. Kim Hawkins reminded us that annual giving for organizations like the AAA comes from people’s checkbook and is not necessarily curtailed during a downturn in the economy.