RESOURCES DEVELOPMENT COMMITTEE

2010 ANNUAL REPORT

Submitted by Louise Lamphere
February 2011

Members

Louise Lamphere (Chair 2007-2011)
Linda Basch (Vice-Chair)
Linda Bennett (resigned September 2010)
Geoff Clark (resigned April 2010)
Catherine Emihovich
Mark Goodale
Judith Goode
Robert Hahn
Sally Merry (resigned September 2010)
Mary Moran
Yolanda Moses
Jim Peacock
Paula Sabloff
Mari Lyn Salvador
Maria Vesperi

Ex-Officio
Virginia Dominguez
Leith Mullings

Staff
Elaine Lynch

Overview

During 2010 we made some changes to the operations of the committee. Given the difficulty of administering two volunteer groups we made the decision to sunset the Annual Campaign Committee (ACC), a sub-group of the RDC. Members of the ACC who were interested in continuing their fundraising service were brought onto the RDC as seats became available. We continued our efforts to create a culture of giving through an active Resource Development Committee (RDC) who initiated phone calls to potential donors. We sent two giving letters (spring and fall) to members to emphasize the Leadership Circle as a group of AAA supporters who share our vision of anthropology and help fund our initiatives. We also emphasized that all gifts of any amount were welcome. Our members found through the members that they spoke with that the recession
was still having an effect on people’s ability to give. Despite the economic issues the Campaign did well raising almost $61,000 ($9,000 less than in 2009).

We continue to send out two giving letters, although we have moved them to earlier in each semester (September rather than December and March rather than May). We also altered our calendar this year so that committee members made calls to potential donors and Leadership Circle members in October (following up on the September letter) rather than after the Annual Meetings. In the Spring, calls are made in April, (following the March letter) rather than in May. In this way we are calling members in the middle of the term rather than during the busy finals/grading period (and the run-up to Christmas or Graduation). Our end of year campaign is now done by e-mail and notices on the AAA website homepage.

Last year we funded the Syllabus Project (2009). Oona Schmid has worked with a group of AAA members to pilot the project and she hopes to launch it some time during the Spring of 2011. With the completion of this project and the full funding of the Minority Fellowship, we added a Race Project Educational Outreach initiative (development of new K-12 materials to complement the museum exhibit) and revamped our Gray Matter Repository so that it would be a portal on the AAA Web-site. We also added a program to bring summer interns to DC to work with the AAA staff and other agencies or universities on outreach projects, (see details below).

On a more negative note, the number of Leadership Circle members has dropped to 34, about the same level as 2008, but seven fewer than 2009. This reflects the difficulty we have had in getting our committee members to call potential donors. The total of donations from RDC members has dropped as well.

One issue that must be mentioned is the effect that the removal of “science” from the long range plan has had on our campaign efforts. Some RDC members have reported that when they made calls to members who are actively involved in areas of anthropology relating to science have declined to contribute because of the action taken by the Executive Board on this issue.

Continuing and Strengthening Our Campaign infrastructure

During 2010 we sought the expertise of fundraising counsel from Kim Hawkins of Raybin Associates. Kim worked with the RDC in 2008 to help develop a fundraising plan. She suggested that we decrease the number of calls we ask RDC members to make so that they will have time to concentrate on follow-up with colleagues they consider most likely to support specific giving initiatives. We made this change in the fall of 2010 and will continue it in 2011. We also added three new members to replace outgoing members. The development assistant left AAA in the fall and the decision was made to seek administrative
support for Elaine Lynch, RDC staff liaison, from current staff rather than hiring a specialized development assistant. This will give Elaine more time to concentrate on higher level development activities and support to the RDC. The data entry tasks that took up much of the development assistant's time will now be done by membership using the new more efficient association management system. In the spring phase two of the new AMS will provide a streamlined mechanism to help track solicitors and prospects.

**Ongoing Initiatives**

Fundraising initiatives typically take 1-3 years to fund and for 2010 we continued our efforts to raise funds for three continuing projects. During 2010 we developed a new approach to raising funds that emphasized our three giving initiatives. The RDC created three work groups to develop specific processes for each program. Each workgroup will concentrate on raising fund for their chosen initiative through their network of colleagues and possibly through reaching out to segments of the association who would be interested in one of the three projects (educational anthropologists, advisors in undergraduate colleges, archaeologists and practicing anthropologists).

The RACE initiative will raise funds for new educational resources to be used in K-12 classrooms, workplaces, and NGO sites to assist students and adults in learning about race and valuing human variation from an anthropological perspective. To date we have raised $11,310 for this effort. Some funds will be used during the summer 2011 to convene a group of teachers in conjunction with the Science Museum of Minnesota to begin critiquing and revising the curricular materials now on the RACE project web-site. We hope to continue raising money for additional steps in this outreach initiative during 2011 and 2012.

The next project is an internship program. The objective of the program is to provide anthropology students with an opportunity to work with AAA staff and other agencies within the DC metropolitan area on projects that are aligned with their areas of interest within anthropology. The internship will be based in the AAA offices but offer the possibility of working with a participating governmental office, local university or other organization. Target groups will be anthropology majors in their junior or senior undergraduate years or graduate students. The workgroup is in the process of identifying external agencies to partner with for these intern opportunities and will be promoting this program to members and departments in the spring. We have raised $6,631 to date which will support two interns this summer.

The new Gray Literature and Technical Report Portal is our third project. The workgroup is exploring ways in which we can provide electronic access to gray literature and technical reports. The RDC subgroup working on this project
has recruited two members of COPAPIA (Shirley Fiske and TJ Ferguson) to help us think through how this project might be realized. Oona Schmid has provided staff support. Several phone meetings are being held, some in discussion with others who are developing databases, research networks, and e-journals. It will probably take until at least mid-2011, to develop a plan that we can use to get feedback from AAA Committees, Section Officers and Section members. Our goal is to increase access to archaeological site reports, governmental technical reviews, social impact studies, grant reports, data sets, text collections, and similar products that are useful in the research and professional work of many anthropologists and graduate students.

The Annual Donors’ Reception

Our annual donor’s reception was a celebration of our past successes (fully funding the Minority Dissertation Fellowship Fund and launching the Syllabus Project) and a reminder of our ongoing and new (Internship Program) projects. We toasted these projects and heard from Felecia Gomez the 2010-2011 Minority Fellowship Award winner, who told us how important the fellowship had been in her professional life. Maria Vesperi, 2009 AAA/Oxford University Press Award for Excellence in Undergraduate Teaching of Anthropology winner, spoke about the new Internship Program and her efforts to recruit her fellow award winners to support this project. Yolanda Moses spoke about the RACE Project and how new workshop and curricular material would enhance its impact. The Leadership Circle members were introduced and thanked for their support. The reception was well attended, and everyone enjoyed the food.

Changes in Membership

During 2010 we added Robert Hahn, Maria Vesperi, and Mari Lynn Salvador to the committee to replace the three resignations by Linda Bennett, Geoff Clark, and Sally Merry. In 2010 we still had difficulty getting members to make phone calls, though this continues to be the best way to recruit new donors and stay in touch with previous donors. The committee, however, has been energized in terms of doing specific planning around our three projects. At our meeting in New Orleans we broke up in to three sub-groups and brainstormed how to make concrete progress on each of our three projects. Out of this came the resolve to start the Internship Program (under the leadership of Maria Vesperi) during the summer of 2011 and to convene a group of teachers around the task of evaluating and revising curricular materials also during the summer 2011 (under a sub-group lead by Yolanda Moses). Robert Hahn agreed to head the sub-group on the Grey Literature and Technical Support Portal.

Relevance of RDC Activities to the Long Range Plan
The RDC has contributed to the objectives of the Long Range Plan in a number of specific ways. First, as part of Objective 8 to improve and maintain support for the professional development of practicing anthropologists in all sub-fields and better integrate them into the Association by initiating the Gray Literature and Technical Report Portal, the RDC hopes to support practicing anthropologists and foster their integration into the AAA. The portal will be particularly useful for applied/practicing anthropologists and archaeologists who often produce “gray literature” or professional reports but have few resources to make them widely available.

Additionally, the Intern Program relates to objective 7.3. to provide a venue for informal networking and interaction both within and across sections and interest groups, for all members at all stages of their careers and objective 7.4 to promote the professional development of its members.

And finally, as part of Objective 12 the RDC contributes to the AAA’s development of long-term financial plans and goals. We have continued to target a goal of about $70,000 for the Annual Campaign and will continue to raise funds for our giving initiatives as well as the AA Endowment fund.

Activities for 2011

The RDC looks forward to the 2011 Annual Campaign with our three workgroups assigned to a specific giving initiative. As the economy continues to improve and with three attractive projects we are hoping to increase both the number of Leadership Circle members and the amount raised through the donor letters and RDC calls. There will be two campaigns, spring and fall, and we will continue our activities at the annual meeting in Montreal including volunteering at the annual campaign booth and producing a donor reception that is both informative and enjoyable.
January 11, 2011

To: Resource Development Committee
From: Elaine Lynch
Subject: 2010 Annual Campaign Status Report - Final

I am pleased to present a report of the annual campaign funds raised to date. The following information is as of the above date.

Total campaign goal for 2010: $TBD
Total funds raised to date: $60,972

Funds were raised for the following activities

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
<th># of Donors</th>
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<tbody>
<tr>
<td>AAA Endowment</td>
<td>5,752</td>
<td>83</td>
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<tr>
<td>Current Operations-Unrestricted</td>
<td>29,896</td>
<td>148</td>
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<tr>
<td>Minority Dissertation Fellowship Fund²</td>
<td>1,614</td>
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<td>Race Project</td>
<td>8,748</td>
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<td>Syllabus Project</td>
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<td>Internship Program</td>
<td>6,531</td>
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<td>Gary Lit &amp; Tech Portal Project²</td>
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<td>AAA Award</td>
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*The final balance as of 12/31/2009 was $254,790 which includes a grant of $50,000 from the Institute for Intercultural Studies. Current balance is $256,404.

**Leadership Circle** – We currently have 34 Leadership Circle donors for 2010

**Resource Development Committee (RDC) Activity Report for 2010**

# of donations received (all) 60
# of Leadership Circle donations pledges outstanding | 0
# of Leadership Circle donations received | 14
Total donations generated | $13,913
Total RDC Member Donations | $8,810

| Total number of donors | 334 |
| Average Gift Amount | 183 |
| Number of $100 Gifts | 68 |

1 - Donors may have given to more than one fund, thus the total of this column may exceed actual total.

2 - Formerly noted in report as “Repository Project”.