1) Please list your Committee, Commission or Task Force Objectives and Responsibilities as stated in your group’s charge:

Objectives
To actively support AAA’s development program through the formulation of strategies and activities that will serve to increase member and/or corporate contributions and/or gifts. Directly cultivate, solicit, and provide stewardship of AAA members through education, annual giving, planned giving, and other such efforts.

Responsibilities
1. Recommend policy to the Executive Board on all matters related to development (e.g., annual giving, planned giving, major gifts, corporate solicitations)
2. Formulate development plans to support the AAA goals and objectives and present them to the Executive Board for approval (e.g., annual giving, planned giving, major gifts, corporate solicitations)
3. Review development activities to ensure progress toward achieving annual and long-range funding goals
4. Encourage AAA’s leadership and members to make financial contributions to the Association.
5. Develop a communications strategy that will increase member donations to AAA programs and activities
6. Accept direct development assignments related to the cultivation, solicitation and stewardship of donors.
7. Identify and recruit leadership and members to participate in raising pledges and member donations, and other AAA development activities or special development committees
8. Educate the Association’s leadership on the techniques of planned giving, and member and corporate solicitations.

2) Please list your Group’s goals, activities and accomplishments/products for the designated Period in relation to the AAA’s long range plan:

Goal 1:
To launch projects funded by our members through the Annual Campaign

Activity:
During 2009 and 2010, the RDC raised over $2,000 funds for a syllabus exchange

Accomplishment/Product:
During the Fall 2011 AAA launched a Teaching Materials Exchange (TME) at: www.aaanet.org/customcf/syllabi/search_form.cfm. The resource is a place where anyone can upload their course syllabi and where they can view and download course reading lists and
other teaching materials for a wide range of anthropology classes. AAA staff worked with an advisory panel of anthropologists who provided invaluable assistance in naming, testing and developing the website. As of mid-December 2011, the site already contained nearly 100 items. There are a number of reading lists that cover introductory courses and that have been used to teach students at a wide variety of programs.

**Explain any Gaps or Lack of Accomplishment Product:**
None

**Relevant Objective in Long-Range Plan:**
The AAA will develop and periodically revise its long-term financial plans and goals, including but not limited to its investment policy, its targets for annual fundraising, and the growth and size of the endowment.

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**Goal 2:**
Continue to raise funds through the Annual Camapaign to fund our proejcts

**Activity:**
Letters sent twice yearly to members about the annual campaign, projects. Calls from RDC members to past donors and potential new ones (Each member is supposed to call six members in the Fall and six in the Spring). A subcommittee was created for each of our three projects

**Accomplishment/Product:**
The first subcommittee, led by Yolanda Moses, is dedicated to enhancing online curricular materials that support the RACE project. During 2011 Yolanda and museum staff led workshops at the Minnesota Museum of Science and the Smithsonian Institution to evaluate teaching materials on the Web-site. The second, chaired by Maria Vesperi, set up and selected our first two interns in the Washington, D.C. area this past summer. The program was a resounding success according to Juliana Bennington, a senior at Wheaton College, who interned with the International Center for Research on Women (ICRW) and Melissa Campbell-McIntosh who worked with the Underwater Branch of the Naval History and Heritage Command (NHHC). The third, chaired by Robert Hahn and assisted by Oona Schmidt explored possibilities for a web-based vehicle for members to upload their own unpublished reports, papers and other research materials. In addition they formulated a plan to devote a portion of the AAA web-site where interested sections could select links to important data bases their members and students would use in the course of research on such topics as medical anthropology, environmental anthropology, educational issues, practicing anthropology, etc. The Committee began discussions with the Social Science Research Network about hosting an Anthropology section where AAA members and others could upload papers and find anthropological research of interest to them.

**Explain any Gaps or Lack of Accomplishment Product:**
None

**Relevant Objective in Long-Range Plan:**
The AAA will develop and periodically revise its long-term financial plans and goals, including but not limited to its investment policy, its targets for annual fundraising, and the growth and size of the endowment.
3) Provide any additions or proposed changes to goals, activities, products or outcomes for the designated period:

    Goals:
        1. Not applicable

    Proposed Changes:
        None

    Activities:
        None

    Proposed Changes:
        None

    Products/Outcomes:
        None

    Proposed Changes:
        None

4) Provide plans for 2012 in relation to existing or new goals/activities and relationship to the Objective in the Committee's or Commission's Charge and Long-Range Plan Objective (if not self-evident). Identify if they represent significant changes or elaborations on existing goals, objective activities, charge etc:

    Committee/Commission Objective 1:
    Identify and recruit leadership and members to participate in raising pledges and member donations, and other AAA development activities or special development committees

    LRP Objective 1:
    The AAA will develop and periodically revise its long-term financial plans and goals, including but not limited to its investment policy, its targets for annual fundraising, and the
growth and size of the endowment

**New Goal and or Activity 1:**
The Committee will replace three members this spring and an additional four at the end of 2012. The Committee will seek a new Chair, as Louise Lamphere, the Present Chair has agreed to serve until the end of 2012

**Committee/Commission Objective 2:**
Review development activities to ensure progress toward achieving annual and long-range funding goals

**LRP Objective 2:**
The AAA will develop and periodically revise its long-term financial plans and goals, including but not limited to its investment policy, its targets for annual fundraising, and the growth and size of the endowment

**New Goal and or Activity 2:**
With the implementation of the Grey Literature Portal, hopefully with a collaboration with the Social Science Research Network and with a series of links to data sources useful to anthropologists on the AAA Web-site fundraising has concluded for this project. We will choose a new project for Fall 2012. In the summer 2012, we will offer two more internships, one with the Underwater Branch of the NHHC and a second with the National Museum of African Art where AAA member Dr. Johnnetta B. Cole is Director. As of February 2012, two hundred students had already expressed an interest in applying for summer 2012 and 40 completed applications were completed by the deadline (more than twice last year's number)
We need to raise $4,000 per intern to continue this exciting new program to encourage the next generation of anthropologists. In Fall 2012 we will begin to raise funds for the summer 2013 internships. We will continue to raise funds for the RACE project. During 2012, materials will be revised and additional meetings with teachers will be held. The goal is to create a national network of teachers who will use these materials long after the exhibit has left their city

**Committee/Commission Objective 3:**
Develop a communications strategy that will increase member donations to AAA programs and activities

**LRP Objective 3:**
The AAA will develop and periodically revise its long-term financial plans and goals, including but not limited to its investment policy, its targets for annual fundraising, and the growth and size of the endowment

**New Goal and or Activity 3:**
We are implementing strategies to reach out to small donors through twitter, facebook. We have signed up for donations through Facebook and will explore other options to use social media to increase awareness of our annual campaign
5) List financial and other resources in hand to complete the proposed work of the Committee, Commission or Task force for the coming year and explain any additional resources. Please list separately:

a. Resources in hand or being sought independent of the AAA:

This year the total raised for the annual campaign was $103,123. Of this amount, $10,000 was from a bequest from the estate of Norma Diamond and $39,442 came from the write-off of author fees accrued during our arrangement with the University of California Press. Remaining funds were raised through contributions from our members as follows:

Endowment $14,115, Unrestricted $17,845, Minority Dissertation Fellowship $500, Race project $8,019, Moses Fund $500, Internship Program $5,079, Gray Literature and Technical Reports Portal $2,623, and AAA Awards $5,000

Funds expended during 2011 as follows:

Race Project - Total raised all years: $17,335. Expended $4,645 on a collaborative meeting for teachers in 2011 and have $12,690 remaining

Internship Program - Total raised all years: $11,710. Expended $7,720 for the 2011 interns, and have $3,990 remaining.

Gray Literature and Technical Reports Portal - Total raised all years: $8,300. We are in discussion with SSRN to provide a portal for member materials and anticipate expending all funds for this purpose.

b. Requests for additional resources from the AAA. Specify clearly which specific goals/activities etc. require additional resources from each source:

With the change in leadership of this committee expected for 2013 we will be requesting funds to train new members and help us devise new ways to build contributions to the Annual Campaign. Anticipated cost for this is $4,000 - $6,000.

6) Have there been or do you propose any changes to the Objective or the Responsibilities of your Committee, Commission or Task Force If so, what are they and what is the rationale for them:

Current Objective 1:
Not applicable

Responsibility:
Not applicable

Proposed Change:
Not applicable

Rational for Change:
Not applicable
7) Are there issues you would like raised or recommendations would you like to make to the AAA Executive Board related to the work of your committee commission or task force?

Three years ago we thought it would be possible to build a donor base of about 100 leadership circle members and perhaps 200 members who contribute $200 annually and 300 who contribute $100 annually. This has been more difficult than expected, possibly because of the economic downturn but also because creating a “culture of giving” in a professional organization is very difficult. We have only 32 members of the Leadership Circle, 360 donors during 2011 and only 48 $100 gifts. Members are not giving consistently, giving one year and then dropping the amount or not giving the next year. We need more support from the Board and the Leadership in terms of both giving and encouraging the membership to give.