Submitted By:

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Question 1

Please list your Committee, Commission, or Task Force Objective 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

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Question 2

Please identify one or more of the AAA Long Range Plan (LRP) 12 main objectives, that your Group is organized to support.
Describe your Group's activities and accomplishments/products for the designated period, and how they support the achievement of LRP objectives. Account for any ways in which your Group has fallen short of supporting the achievement of these objectives. Activities of your Group that do not relate to the LRP objectives should also be mentioned and indicated as such.

LRP 12. 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. Financial goals and funding decisions will be based upon articulated objectives and priorities of the Association, the size and diversity of our membership, and costs to members and others consumers of AAA's services.

**Goal 1.**

Continue to raise funds through the Annual Campaign to fund our projects

**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).

There were three subcommittees that planned for each of our three projects.

**Accomplishments:**

The first subcommittee, led by Yolanda Moses, is dedicated to enhancing online curricular materials that support the RACE project. Yolanda and Catherine Emihovich conducted a session at the San Francisco AAA meetings “The Race Project and Public Education: Outreach Across School/University Borders. Yolanda and her subcommittee are formulating plans to utilize the funds raised by the RDC in 2013 (The balance remaining is $20,000). These might include working with Graduate Schools of Education to incorporate the exhibit’s on-line materials into teacher training and working with museums to evaluate the RACE Project and discuss ways to utilize the on-line materials in future years.

The second, chaired by Maria Vesperi, set up and selected our second set of two interns in the Washington, D.C. area during the summer 2012. There were 45 completed applications. The committee selected Susannah Poland, from Stanford University, who interned at the National Museum for African Art (part of the Smithsonian) and Eric Rodriguez, University of Pittsburgh, who worked with the Underwater Branch of the Naval History and Heritage Command (NHHC).

The RDC also began to reach out to sections to see if they would section funds to the Internship Program.

The third sub-committee, chaired by Robert Hahn and assisted by Oona Schmidt, continued 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.

**Goal 2:** to launch projects funded by our members through the Annual Campaign
Accomplishment:

Oona Schmidt worked with Director Greg Gordon to put together an agreement and during fall 2012, the SSRN launched the Anthropology and Archaeology Resource Network (AARN). Greg Gordon attended meeting with the RDC at our meeting on November 15, in San Francisco to give us details of how the research network is organized and what it’s benefits to AAA members will be.

Question 3

Provide plans for the coming year in relation to existing or recommended new goals/activities and relationship to the Objective in the committee, commission, or task force Charge and Long-Range Plan (if not self-evident). Identify if they represent significant changes or elaborations on existing goals, objective activities, charge etc.

In Spring 2013, the RDC decided to focus primarily on funding the Internship Program. There will again be two interns, one with the National Museum for African Art and one for the Naval History and Heritage Command (NHHC). The RDC will need to raise $8000 to fund these. Past donors to the Internship Program are being sent a letter about the success of the program and asking for continued support. As a result of RDC’s outreach to sections, the committee decided to partner with the AFA for a third internship. The Intern will work with AFA President and officers to utilize the AFA archives at the Smithsonian to write a history of the section as part of its 25th Anniversary celebration. AFA will fund this internship from some section funds and donations from AFA members. The RDC will analyze this experience and evaluate whether it makes sense in the future to partner with other AAA sections to offer internships.

In the Fall the RDC will evaluate the program and decide whether new internship opportunities should be investigated or whether we should stick with the agencies we have worked with in the past. The committee will also look at our criteria to see if they need revision now that we have been through three cycles of funding this program.

Early in Fall 2013, the RDC will discuss whether one or two new giving options need to be added to our list. The committee no longer fund raises for the Portal since the AARN has been launched and the RACE Project still has funds it can spend on 2013 projects.

A new RDC Chair should be appointed and efforts to rebuild the committee and think through plans for 2014 and beyond will begin.

Question 4

Identify and upcoming requirements for additional resources and explain how these funds would be used if approved. (Please note that formal requests for funding must be included in the annual budget proposal, to be considered with all other requests.)

Resources on Hand

Internship Program $6,169
RACE Project $20,248
Gray Literature and Tech Portal Project- $4,741 ($4000 was due to SSRN in January 2013
If the RDC wants to engage in a more specific campaigns (Planned Giving, Capital Campaign), funds will be necessary to hire a consultant to help the RDC raise funds in this context.

**Question 5**

*Do you propose any changes to the Charge (Objective, Responsibilities, or Products/Outcomes) of your Committee, Commission or Task Force? If so, list the proposed changes, the rationale for the change, and additional funding that may be needed.*

No

**Question 6**

*Are there issues you would like raised or recommendations you would like to make to the AAA Executive Board related to the work of your Committee, Commission, or Task Force?*

Leadership is absolutely critical to this committee. A new Chair for the committee is an absolute must. It needs to be someone with energy and commitment who is willing to fundraise and to get others on the committee to do likewise. Committee members are great at setting up a program or choosing interns or planning for spending money on special projects. But they are not good at asking for donations from members. However, if personal contacts with members are not continued and donations are not personally requested, the amount of money raised will continue to fall.

Five 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. During 2012 the number of members of our Leadership Circle declined from 32 to 26 and we still only have 47 $100 gifts. The number of donors is holding steady at 324 in 2012 compared to 300 in 2011. 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.