Twenty Things: Archives and Development in Collaboration

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Twenty Things: Archives and Development in Collaboration

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Library Development and Communication
• W. E. B. Du Bois Library
• Science and Engineering Library
• Mount Ida Wadsworth Library
• Fundraising
• Publicity: website, social media, press releases
• Publications: magazine, newsletters, brochures
• Events
• Donor relations
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Special Collections and University Archives (SCUA)
• Department within Du Bois Library
• Unique collections: university history, social change, New England, etc.
• Collection development
• Reference services, research help
• Instruction/teaching, exhibits
• Collections processing
• Digitization projects
• Donor relations
Kenneth R. Feinberg Papers

- UMass Amherst class of 1967
- Attorney
- Agent Orange settlement
- 9/11 Victims Compensation Fund
- BP oil spill
- Virginia Tech
- One Fund Boston
Question for Archives

1. Should Development be part of the conversation with a donor from the beginning?
2. Having direct relationships with our donors makes our work with them and their collections more effective.
3. Advocacy for our collections and for our collections work underlies everything we do.

SCUA’s main collecting areas
Question for Development

4. When do you need to know we are working with a new donor?
Development to Archives

5. Development can assist with crafting a forward-looking donor relations strategy. What do your donors want their legacy to be?
Development to Archives

6. If it’s not in our centralized donor database, then it didn’t happen.
Development to Archives

7. We are responsible for reporting large gifts the Chancellor can acknowledge as soon as possible.
8. Archival appraisal concerns a collection’s enduring historical and/or research value/significance.
Archives to Development

9. Our users and potential users are as important as our donors.

Alton H. Blackington Collection
Question for Development

10. How do you answer a donor who asks you about donating gifts in kind to the Archives?
Question for Archives

11. How do we use gifts in kind/unique collections as a broader engagement tool to promote these resources?
12. Do you ever make promises to a donor, and how are those promises tracked and communicated to Development?
NORML Records

• National Organization for the Reform of Marijuana Laws
• Founded 1970
• Records arrived 2013
• Drug Policy Archive Symposium held at UMass Amherst, 2014

Founder Keith Stroup (l.) and Hunter S. Thompson, NORML annual conference, 1977
13. What does the university think about a collection built around a “controversial” issue?
14. How do we ensure our broad base of donors, friends, and the campus community has access to gifts in kind/unique collections?
15. Digitization projects, done right, take time and money, but we can do a lot with a little (money).

225,000+ digital objects
250+ collections (in part or in full)
Development to Archives

16. SCUA’s head is a significant fundraiser for the libraries but doesn’t always communicate with us about his interactions with donors.
17. SCUA donors can be some of the library’s best advocates.
Jodi Picoult Papers

- Bestselling author
- New England writer
- In-demand speaker
- (old friend)
18. What does your department really need that it doesn’t have?
Question for Development

19. What does your department really need that it doesn’t have?
20. What can we do to ensure relations between our departments are smooth?
Top 5 tips for Archives-Development collaboration

1. Trust each other
2. Ask each other
3. Listen to each other
4. Don’t assume
5. Educate each other
6. Bonus tip: Find the fun!

“A Midsummer Night’s Fantasy,” April 25, 1936, University Photograph Collection
Thank you! (Find the fun!) Questions?

Daniel A. Brown
Photograph Collection