

THE ARMA INTERNATIONAL EDUCATIONAL FOUNDATION

A NEW, SHARED VISION FOR MAKING A DIFFERENCE FOR THE FUTURE

The ARMA International Educational Foundation (AIEF) is at an exciting and challenging crossroads in its history. Over its thirteen year history, the Foundation has seen great challenges and equally great opportunities. Through this period, our endowment has grown significantly, the awareness of what the Foundation has to offer the profession has expanded, the level of experience and professionalism of the Foundation's Trustees has grown and mutually beneficial partnerships have been forged with The International Records Management Trust and The International Council on Archives.

Yet, as the Foundation has achieved a high degree of success over the past several years, future success rests on how well we weather the current global economic downturn. While the challenges in front of the Foundation are significant, they can be overcome if the Foundation and those who believe in our mission work together with passionate determination to create equally great opportunities for our profession and the professional community we serve.

The work will not be easy, nor will it be completed quickly. It will however, be dependent upon a forward-focused vision, one that is clearly articulated and shared by all who support and engage in the work of the Foundation. This new and exciting vision for our Foundation is focused on **making a positive impact on our *global community* through supporting research, education and scholarship in records and information management**. We, as Trustees of the Foundation, and indeed as trustees of our profession, must now be committed to **providing means for effecting positive change in how people access, use and understand records and information**.

ACHIEVING A SUSTAINABLE FUTURE TO SUPPORT THE FOUNDATION MISSION

The mission of the ARMA International Educational Foundation is to provide ongoing funding for *research, education and scholarship* to support the future of our profession.

It is critical that we seek means to grow our ability to fund and expand the availability of the key components of our mission. In order to raise the level of funding we can generate, we must expand the awareness and visibility of our mission. Expanding the visibility of our mission is directly linked to expanding the value and accessibility of the products of the key components of our mission. The expanded value of our mission products will not only increase the credibility of the Foundation, but will further expand the awareness of our mission and further create opportunities for funding. Constant attention to managing and successfully maintaining this 'cycle' by the Board of Trustees will allow the Foundation to grow our endowment into a self-sustaining funding source.

In the following sections, new concepts which relate to each of the three key components of our mission are presented. This is not meant to be an exhaustive list, nor is a timeline designated for the implementation of these ideas, since it will be critical to properly discern each idea among a wide cross-section of those who we serve and the community of records and information management professionals at-large. After this discussion has taken place, we can

then determine priorities, taking into account the Foundation's resource situation and the need of the community.

A SHARED VISION TO PROMOTE AND FUND RESEARCH WHICH ADDRESSES CRITICAL ISSUES IN RECORDS AND INFORMATION MANAGEMENT

- Expand awareness of availability of research funding through partnering with and communicating through established and expanding networks of RIM academics globally.
- Promote research targeted to specific industries and/or topical areas in tandem with the creation and promotion of sponsorship opportunities for specialized and/or industry-specific research projects.
- Develop a mentorship program where leading RIM research academics provide advisory and/or oversight assistance for students enrolled in RIM-related educational programs. Increase awareness and audience for research papers through implementation of marketing and publicity efforts tied to the Foundation's Marketing and Fundraising Strategy and Plan.
- Introduce programs which broaden access to research reports and their authors through use of webinars and online blogs via the AIEF website and Facebook.

A SHARED VISION TO PROVIDE FUNDING IN THE FORM OF EDUCATIONAL SCHOLARSHIPS WHICH STRENGTHEN THE CAPACITY OF INDIVIDUALS TO PURSUE SUCCESSFUL CAREERS IN RECORDS AND INFORMATION MANAGEMENT

- Scholarship Enhancement Program: Some chapters and regions raise funds for collegiate scholarships; however donations may not be deducted for tax purposes. The objective: Provide a means for scholarship donations to be tax deductible while preserving Chapter/Region control of their scholarship programs.
- Scholarship Endowment Opportunities: Leveraging the success of the Mavis Eppes Scholarship, seek donors to endow specific scholarships
- Develop specific scholarship areas, i.e. information science, technology management, to market to top-tier potential corporate donors for endowed scholarships. One example might be the "Corporation XYZ Scholarship in Information Management" funded specifically for students pursuing coursework towards a degree in information management.
 - A targeted goal here is to raise at least \$200,000 for this type of scholarship in FY2011, of which a minimum of \$10,000 would be distributed.

A SHARED VISION TO PROMOTE AND PROVIDE SUPPORT OF EDUCATIONAL PROGRAMS IN RECORDS AND INFORMATION MANAGEMENT

- Expand support of educational programs through mutually-beneficial partnership efforts, such as with IRMT.
- Partnership in the development of the Centers for Excellence in Records Management with IRMT.

- Fund development and delivery of RIM educational programs in partnership with ARMA, ILTA, SAA, ICA and other RIM partners.
- Develop an academic –focused partnership program with RIM educators, consultants and other academics in an effort to foster expansion of RIM-related studies and programs in under-graduate, graduate and post-graduate educational programs.
 - Opportunities exist via our already expansive network to offer online education to a broad cross-section of new and existing professionals.
 - Targeted goal for funding of such ventures is \$ 25,000 for FY2011, of which a minimum of \$5,000 would be utilized to initiate these efforts.

FUNDRAISING

Relationship building through focused and dedicated donor cultivation is critical to the on-going success of the Foundation, the growth of our endowment and fulfillment of the Foundation's mission. The simple fact is that most non-profit foundations lose 50-60% of newly acquired donors between the first and second donations and 33% year on year thereafter. Additionally, the majority of foundations routinely lose 30% of their regular or sustained giving donors from one year to the next. In order to sustain the growth the Foundation requires and to maximize opportunities for funding the programs of the Foundation, we must broaden our marketing and fundraising strategy to include appeals to a wider cross-section of individuals and to like-minded corporations. As such, the Foundation's fundraising program must seek both ongoing financial support and program-based support. These programs appeal for funds which are usually unrestricted (available for any use) and may ultimately represent a large percentage of the Foundation's annual income. In order to achieve this goal, it will be critical to continue programs which have been successful and eliminate or modify those which have had little or limited success. It will also be necessary to develop and implement new, broader fundraising efforts, particularly with a focus on the corporate arena. The ultimate goal however, will be to raise a total sum of **\$2M over the next two fiscal years.**

Individual Donor Programs and Campaigns

According to Giving USA, 75% of donations to non-profits come from individuals. The Foundation's individual funding programs are critical to our success, but need to be constantly monitored, managed and honed to ensure that they provide the maximum benefit to the Foundation's growth. Our current donor programs primarily focused towards individuals include:

- Annual Raffle
- Silent Auction
- Evergreen Society Funding Campaign (Annual Giving Campaign)
- Memorial and Honorarium Gifts
- Annual Golf Tournament
- Individual Gift Pledges
- Leave Your Legacy Planned Giving Campaign

While each one of these programs have been successful in their own right, and should be continued, the reality is that most have garnered only a modest funding return in relation to the amount of time and effort involved in managing the campaign.

Organizational and Corporate Donor Programs

The vast majority of the Foundation's funding from organizations (non-individuals) comes from ARMA Chapters and Regions. This funding has been essential in providing directed assistance for such programs as the African RIM Book Project and assistance to the IRMT for educational module delivery. The good news is that organizations typically are able to fund at a reasonably high level, i.e. \$ 5,000 at one time for a specific project or program. The downside for us is that we have been limited in our outreach to organizations, mainly staying within ARMA's own network and structure, where funds may be limited in scale and competition from other local and regional programs remains high.

Current Programs for Organizations

- Scholarship Funding
- Educational Book and Resources Funding
- Annual Golf Tournament

In order to grow the level of organizational funding for the Foundation's programs, it is essential that we develop a focused *Corporate Funding Program* as well as a program to *solicit grant monies* from grant-giving Foundations and other organizations.. In doing so, we will need to understand that, while corporations may benefit directly from the activities they choose to fund, they also give in order to get exposure, publicity, community respect and market share. Additionally, corporate funding is typically episodic, revolving around particular campaigns, events, and projects. Our *Corporate Funding Program* and corporate marketing strategy must include such essential elements as a *case statement*, *corporate donor identification*, *specialized meeting plan*, and *funding appeal scripting*. Corporate funding and grant solicitation offer the Foundation exciting new opportunities to form partnerships to support research projects, educational sponsorships and cause-related educational endeavors at levels we have never before imagined.

New Fundraising Programs

For the Foundation to have a solid and successful fundraising plan, we must include a balance of funding techniques and sources. While expanding our unrestricted, ongoing funding programs should be our first priority, development of new and broad-reaching funding vehicles that will help grow our endowment, broaden awareness of our mission and expand the benefits of our profession-focused programs must commence. Over the next three years, the Foundation will embark on the development and implementation of the following funding programs.

- "Chairman's Circle" Capital Campaign
- Endowed Scholarship Program (by individual and corporate funding)
- Corporate Funding and Grants Program (towards specific projects/programs)

- Vendor and Partner Funding Program (for endowment growth/capital growth)
- Planned Gift Annuities (expansion of Planned Giving Campaign)

By stepping up to this challenge, we will be able to ensure a successful future for the Foundation and solidify our impact on the future of the RIM profession and on global society as a whole.

MARKETING AND PUBLICITY

As with any Foundation, the key to successful fundraising is a defined and solid marketing and publicity program. In 2008, our Vice Chair, Gary Lewis, began development of a comprehensive Marketing Plan for the Foundation. The Plan offered many visionary ideas, some of which I have included in this document. Unfortunately due to Gary's untimely passing, the Plan was not carried forward with diligence at that time. However, now with tribute to Gary's dedication and efforts towards the Foundation's future success, Gary's plan will come to fruition. Key elements of this Plan include:

- Foundation Awareness Brochure and Appeal Package
- Foundation Advertising in IMJ, online websites (ARMA, others)
- Annual Giving Appeal Package
- Planned Giving and Annuity Package
- Appeal Scripting for Trustees
- Marketing and availability of AIEF papers and information on 'partner' websites.

By focusing on the implementation of our Marketing and Publicity Plan as a collaborative effort by the Board of Trustee, our strategic partners and our dedicated supporters and donors, we will be able to lay a solid and long-lasting foundation for achieving our fundraising goals which in turn will promote achievement of the objectives which support and promote the Foundation's mission and raise awareness of the benefits the Foundation brings to bear.

If all of us, Trustees and supporters of the Foundation alike work together in achieving this exciting vision, we will be able to help create positive change in how people access, use and understand records and information.

Respectfully,

Larry Eiring, CRM, FAI

Chairman of the Board of Trustees