Successful Special Collections Fundraising

During the Pandemic
Speakers:

Tanya Zanish-Belcher (Director-Special Collections & Archives, Wake Forest University)

Mika Payden-Travers (Advancement Officer, Wake Forest University)

Houck Medford (Donor/Documentary Photographer/Founder of the Blue Ridge Parkway Foundation)
A Snapshot: March 2020

Active and Engaged

Heavy Student Use

Growing Outreach Programs

Donor Development
SCA Development BC (Before Covid)

New SCA Fund
SCA Prospects & Projects
Outreach & Events
From the Special Collections Side:

Impact of the Pandemic:
Halted relationship-building with donors
Halted programs (as in the day of)
Halted planning
Then Came Covid - The Development Side

- No face-to-face meeting with donors for a year
- No more travel
- Outreach Strategy - No visits and no events
- University wide focus on emergency fund
- Advancement Budget Cuts
At the Same Time: Opportunities for Collaboration

Online Programming

New Ways to Build Community

The Ideas Are Still There
Some Things Remain the Same, No Matter What

Time: Matching Donor Interests with Needs

Effort: Maintaining Consistent Communication and Connection

Publicizing Impact: What Can Donor Funding Do For You?
Introduction and Questions for Houck

What have you learned about Special Collections as part of this donation process?

Why did you decide to financially support the collection?

What is the difference between being a donor and being in development and fundraising?

Were there ways this experience was different due to the pandemic?

What are your hopes for your donation?
Questions?

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