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# **Successful Special Collections Fundraising**

**— During the Pandemic —**

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## **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

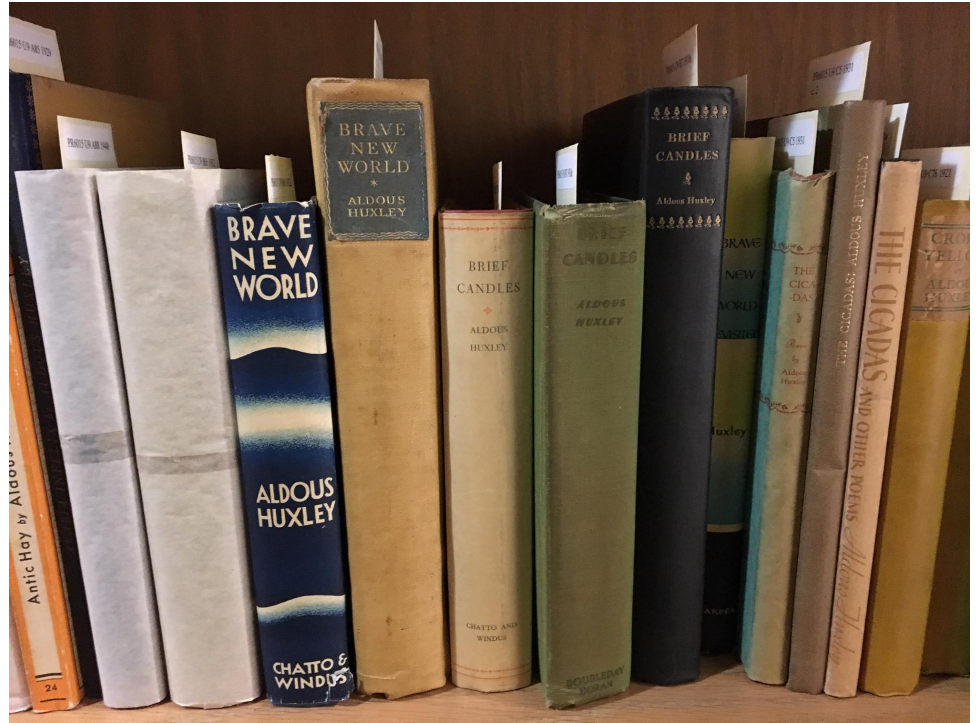


# SCA Development BC (Before Covid)

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?

## Contact Emails:

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