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# Twenty Things: Archives and Development in Collaboration

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# Twenty Things: Archives and Development in Collaboration

**Kim D. Fill '01, Assistant Director of Development and Donor Relations**

**Caroline J. White, Archives and Manuscript Librarian**

**UMass Amherst** | **Libraries**

# UMass Amherst Libraries

## **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
- Author, “What Is Life Worth?”

# Kenneth R. Feinberg Papers: “What Is Life Worth?” movie



# Kenneth R. Feinberg Papers: “What Is Life Worth?” movie



# Question for Archives

1. Should Development be part of the conversation with a donor from the beginning?



Grace Gershuny Papers



# Archives to Development

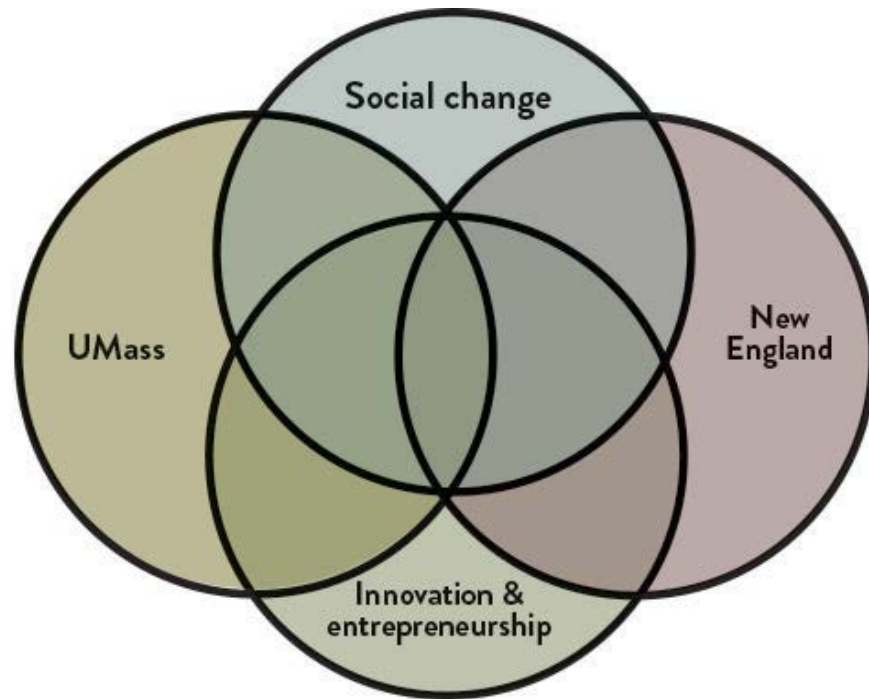
2. Having direct relationships with our donors makes our work with them and their collections more effective.



Winter dance, ca. 1947,  
University Photograph  
Collection

# Archives to Development

3. Advocacy for our collections and for our collections work underlies everything we do.



SCUA's main collecting areas



Diana Mara Henry  
Papers

# Question for Development

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



W. E. B. Du Bois Papers

# Development to Archives

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



Alton H. Blackington Collection

# Development to Archives

6. If it's not in our centralized donor database, then it didn't happen.



Computer Systems Engineering  
Department, University  
Photograph Collection

# Development to Archives

7. We are responsible for reporting large gifts the Chancellor can acknowledge as soon as possible.



President Ralph Van Meter, 1949,  
University Photograph Collection

# Archives to Development

8. Archival appraisal concerns a collection's enduring historical and/or research value/significance.



Jeff Albertson Photograph  
Collection

# 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?



Alton H. Blackington Collection

# Question for Archives

11. How do we use gifts in kind/unique collections as a broader engagement tool to promote these resources?



Massachusetts Governmental Activities  
Exposition Photograph Album, 1930

# Question for Archives

12. Do you ever make promises to a donor, and how are those promises tracked and communicated to Development?



Alton H. Blackington Collection

# 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

# Question for Development

13. What does the university think about a collection built around a “controversial” issue?



Diana Mara Henry Papers

# Question for Archives

14. How do we ensure our broad base of donors, friends, and the campus community has access to gifts in kind/unique collections?

# Archives to Development

15. Digitization projects, done right, take time and money, but we can do a lot with a little (money).



[credo.library.umass.edu](http://credo.library.umass.edu)

**225,000+ digital objects**

**250+ collections (in part or in full)**



W. E. B. Du Bois Papers

# 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.



Diana Mara Henry Papers



# Development to Archives

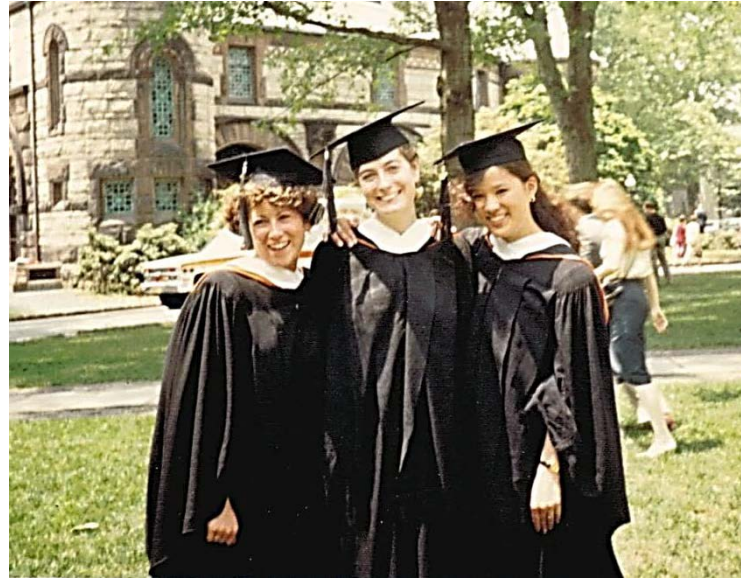
17. SCUA donors can be some of the library's best advocates.



University Photograph Collection

# Jodi Picoult Papers

- Bestselling author
- New England writer
- In-demand speaker
- (old friend)



*Friends of the  
UMass Amherst Libraries*

*12th Annual* DINNER WITH FRIENDS

**JODI PICOULT**

UNIVERSITY OF MASSACHUSETTS AMHERST



# Question for Archives

18. What does your department really need that it doesn't have?



Goodell Library, ca. 1961, University  
Photograph Collection

# Question for Development

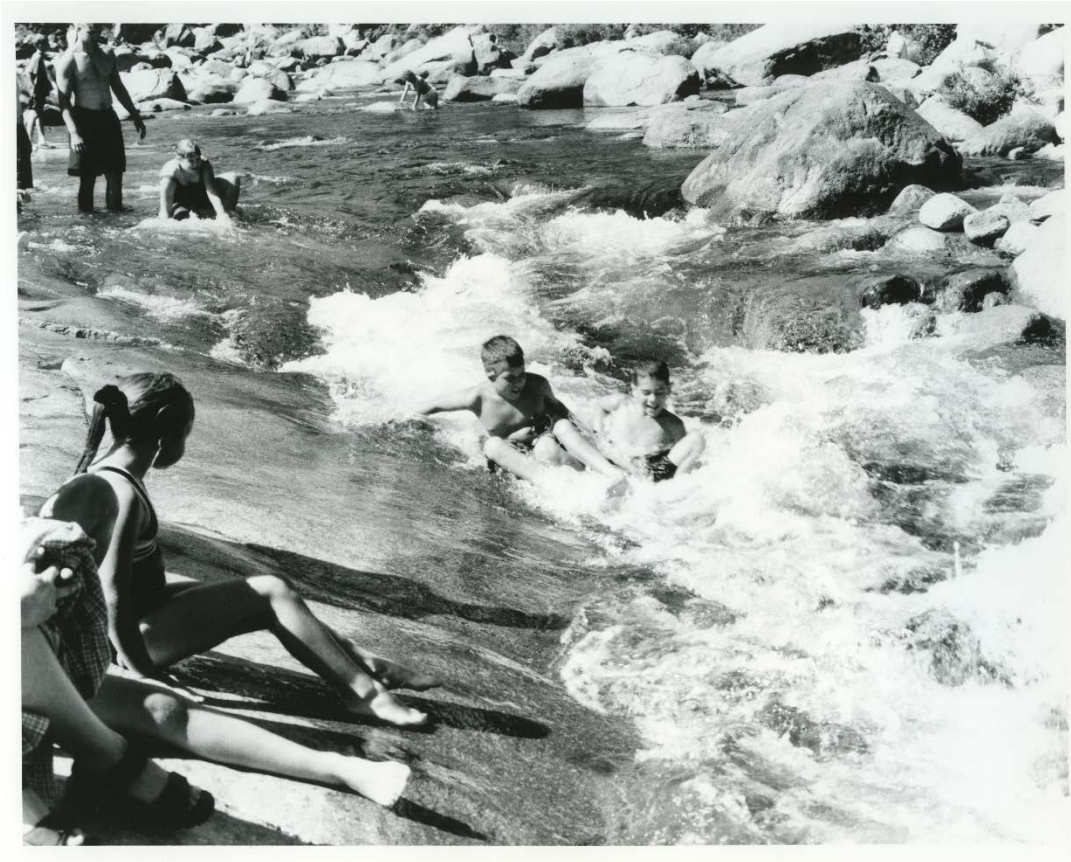
19. What does your department really need that it doesn't have?



Mark Sommer Papers

# Question for Development

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?