

MINUTES OF THE JULY 20, 2011, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“the Committee”) of the Board of Regents conducted a teleconference meeting on July 20, 2011. Participating were Committee Chair Alan G. Spoon, and Committee members Travis Engen, Robert Kogod, Adrienne Mars, and Paul Neely; Committee member Sakurako Fisher and ex officio member Patricia Q. Stonesifer were unable to participate. Present in the Secretary’s Parlor in the Smithsonian Castle in Washington, D.C., were staff members Smithsonian Secretary G. Wayne Clough, Director of Advancement and Philanthropic Giving Virginia B. Clark, Chief of Staff to the Regents John Lapiana, General Counsel Judith Leonard, Director of Communications and External Affairs Evelyn Lieberman, Campaign Director Jenine Rabin, and Director of Individual Giving Noel Salinger; guests included SteegeThomson President Carol Thomson and SteegeThomson Senior Vice President Patricia LePera .

The agenda consisted of the approval of the June 15, 2011, Committee meeting minutes, a report from the Secretary, a report on the Campaign Visual Identity, and a report on the campaign Gift Opportunity Inventory. Agenda materials were provided in advance of the meeting.

Welcome and Call to Order

Mr. Spoon called the meeting to order at 3:31 p.m. He welcomed members and staff and outlined the meeting’s agenda. Ms. Clark introduced Mr. Salinger, the new Smithsonian Director of Individual Giving.

Approval of Minutes

The minutes of the meeting of June 15, 2011, were sent to members in advance of the meeting. Mr. Spoon asked for comments or changes. There being none, Mr. Neely moved that the minutes be approved. Mr. Kogod seconded the motion. The minutes were approved by unanimous vote.

Secretary’s Update

Secretary Clough updated the Committee on Smithsonian matters since the Committee’s June 15 meeting. The Smithsonian has been involved in ongoing discussions with members of Congress and congressional staff about the Smithsonian’s fiscal year 2012 Federal budget. The Secretary and staff have made several visits to Capitol Hill. They have discussed with lawmakers the Smithsonian’s budget, as well as Federal support for the National Museum of African American History and Culture. The Secretary answered questions from Committee members. Mr. Spoon asked Secretary Clough to pass on to members of Congress how the Smithsonian’s private support leverages federal support.

Campaign Visual Identity

Committee Members were sent a first look at options for the Campaign’s Visual Identity. This consisted of options for the campaign image and name and examples of how these would be

applied. Mr. Spoon asked for members' thoughts and reactions. In a lengthy discussion, members raised a number of points, which included the purpose of the campaign visual identity; how the campaign visual identity intersects with the Institution's brand and branding efforts; who are the Smithsonian's audiences and stakeholders; and how materials will be marked using the campaign identities. As part of this discussion, Ms. Clark and Ms. Lieberman drew distinctions between the Institution's brand and its campaign messages and described how each supports the other. Mr. Spoon described the campaign as a "vector" for achieving the Institution's goals. Ms. Thomson noted that the campaign name should give donors something to which they feel they can belong. Committee members contributed a number of specific comments on the campaign identity examples and the examples of applied visual identities, all of which were included in the meeting materials. Ms. Thomson thanked the Committee, and said SteegeThomson will incorporate the Committee's feedback and continue to refine the campaign visual identity concepts.

Campaign Gift Opportunity Inventory

Committee members were sent a first look at the Campaign Gift Opportunity Inventory. Mr. Spoon noted that this inventory is evolving and not complete. Ms. Clark called the inventory a backbone that the units can use. The goal is to have these gift opportunities tie to campaign messages and campaign case statements so that they will "sing" when potential donors hear about them. The inventory was assembled by analyzing the needs units identified by gift levels; number of opportunities; people, places, and programs; unit; theme; and from a high level to consider what might be pan-Institutional programs. Ms. Rabin noted that giving levels for opportunities were established using benchmarking, and Smithsonian policies were adjusted accordingly. Committee members discussed the inventory and posed a number of comments and questions. Discussion touched on the need to build programmatic opportunities and opportunities at levels less than \$1 million; setting prices associated with opportunities so that the Smithsonian may be able, if needed, to adjust them over the course of a long campaign; how to work with a donor who might propose a substantial gift but one short of the gift amount identified by the inventory; establishing endowments for Smithsonian staff, some of whom are Federal employees; and attracting and keeping talented staff. Mr. Spoon asked that the inventory be updated for the September 2011 Committee meeting. He suggested that staff develop and circulate a non-binding statement about making future adjustments to gift opportunity donation amounts.

Adjournment

Mr. Spoon thanked members and staff for their participation. There being no further business, the meeting was adjourned at 4:36 p.m.