



## SAR DEVELOPMENT PLAN

2019-2020

(7/30/19)

### WHAT WE DO (Mission)

Advance creative thought and innovative work in the social sciences, humanities, and Native American arts.

### WHY WE DO IT (Vision)

To become the preeminent institution that fosters understanding of humankind.

### HOW WE DO IT (Brand Promise)

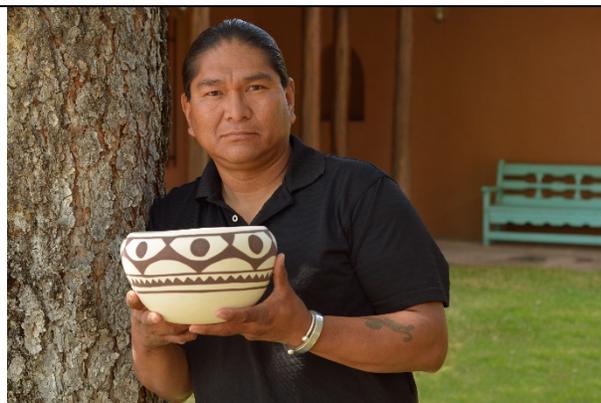
By inspiring scholarly and artistic creativity.

### HOW WE DO IT DIFFERENTLY (Unique value proposition)

Through a unique learning environment designed to inspire intellectual risk-taking and unleash creativity.

### WHO WE SERVE

- Adult Learners
- Native American Communities
- Artists/ Scholars
- Donors



(Right: Ray "Duck" Garcia, San Felipe Pueblo)

### WHERE WE ARE HEADED (2030 ROADMAP GOALS)

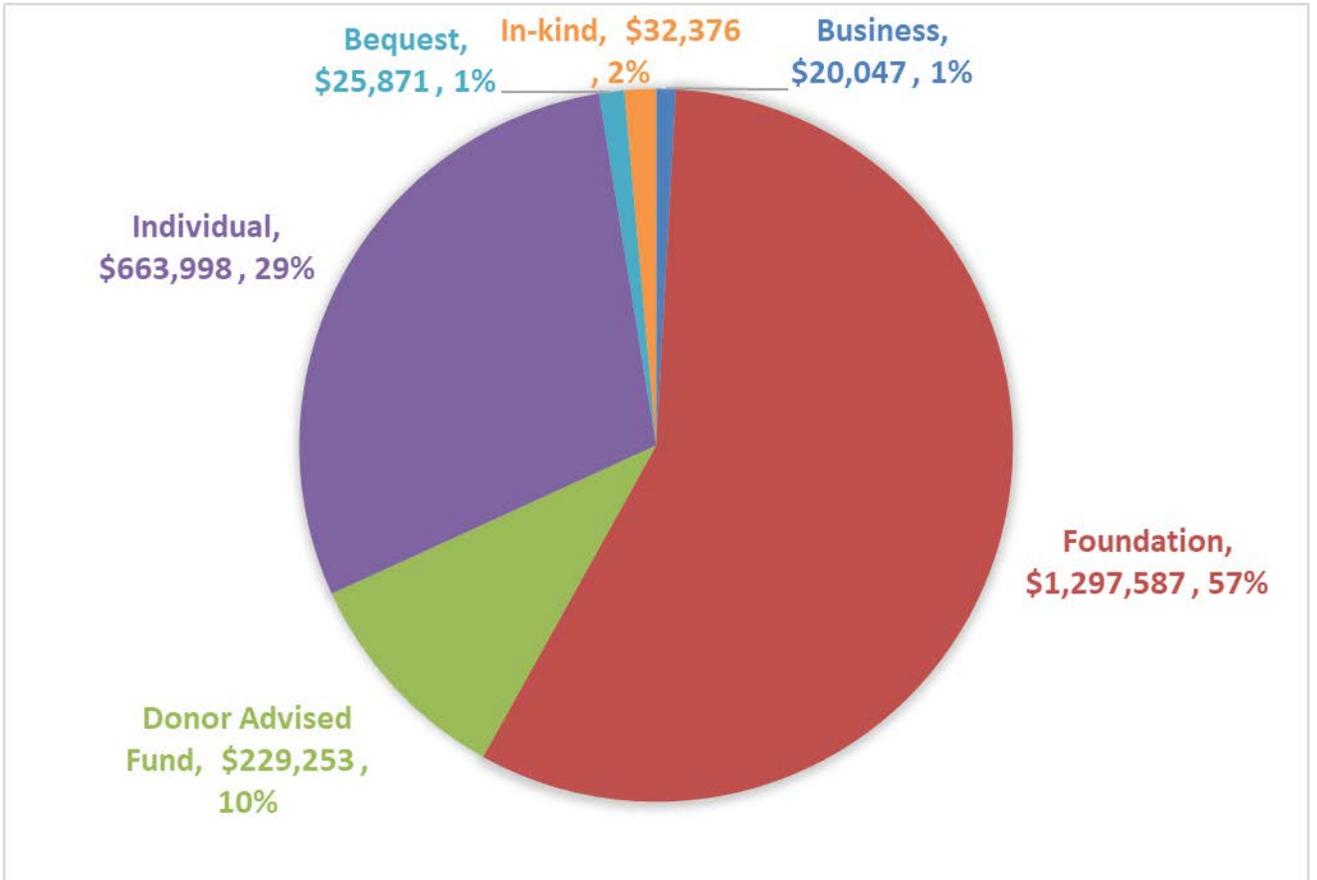
1. Lead intellectual and creative inquiry by building capacity for scholars and artists.
2. Foster and promote Native American cultural heritage.
3. Engage the public around critical social issues.
4. Preserve a place where ideas flourish.

### WHAT YOU CAN DO

You can play an influential role in helping knowledge flourish by supporting SAR's current and future programmatic initiatives, much needed capital projects, and endowment for sustained growth.

## HOW WE GENERATE REVENUE

FY19 Results



## DEVELOPMENT GOALS

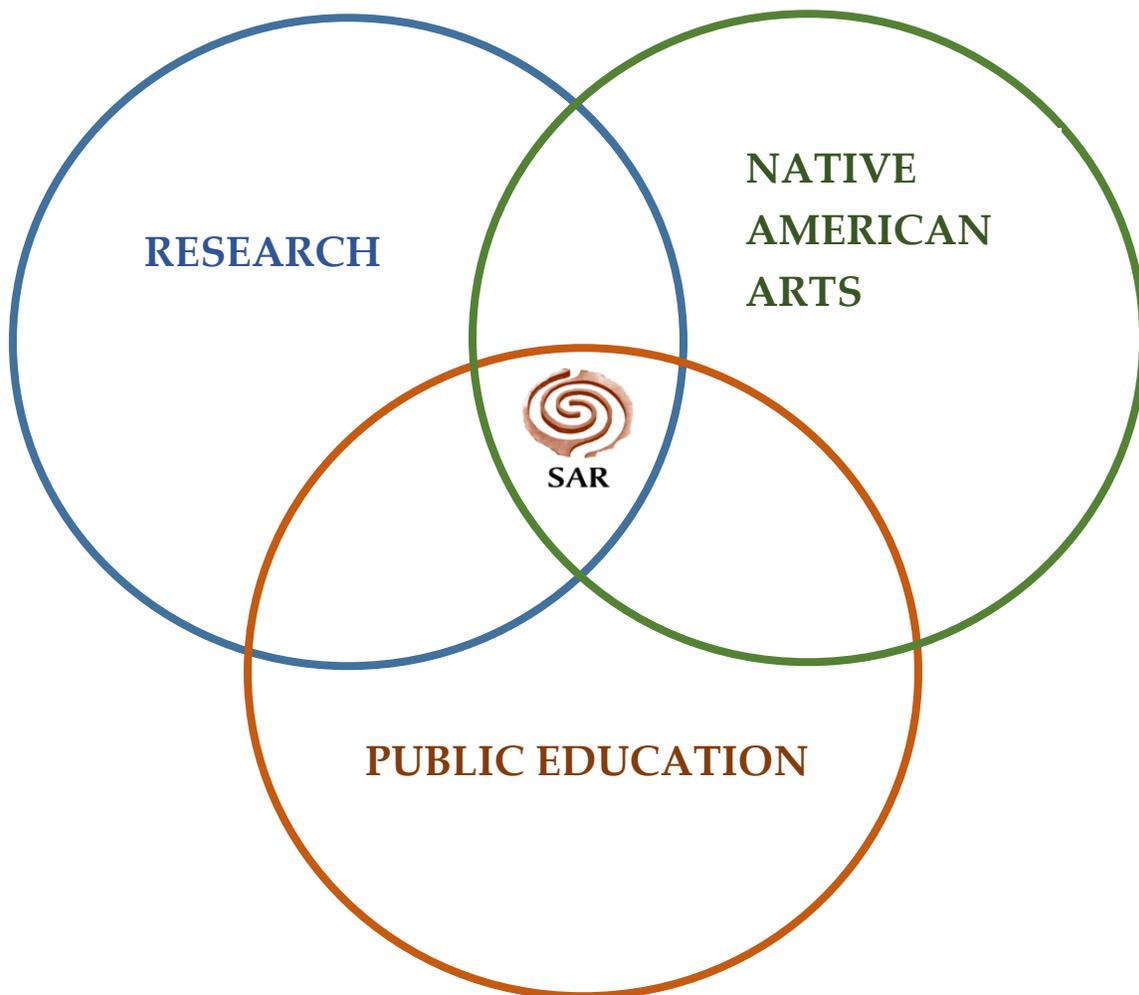
1. Lay the groundwork for a comprehensive campaign (capital, endowment, and programmatic).
2. Increase revenue from annual fund and membership.
3. Strengthen major gifts and legacy giving programs.
4. Raise visibility of SAR as an important center of learning where issues of critical social concern are addressed.
5. Increase grant support from foundations, corporations, and government sources (work with VP of Administration and Finance/ Grants Manager).

## WHAT WE DO (continued)

SAR advances creative thought and innovative work in the social sciences, humanities, and Native American arts.

**RESEARCH**—We support leading-edge research in anthropology and related disciplines through our resident scholar program, academic seminars, and SAR Press.

**NATIVE AMERICAN ARTS**—We offer resident fellowships to Native American artists and, working collaboratively with descendant communities, steward one of the nation’s finest collections of Native American art from the Southwest at the Indian Arts Research Center.



**PUBLIC EDUCATION**—We provide our members and the public with access to informed discussions on topics of broad social concern through lectures, salons, classes, artist studio talks, scholar colloquia, and field trips. Join SAR.

## WHY SAR?

Because our world needs creative social and artistic thought to lend meaning to its accomplishments and aspirations.