

GAMG 2010

Georgia Association of Museums and Galleries Newsletter

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Susan Mays
Museum of Arts & Sciences

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Brockington Associates

Bruce Smith
Port Columbus
Civil War Naval Center



President's Message

Brent Tharp

At our most recent conference in Cartersville, Georgia, the membership elected two new board members to the Georgia Association of Museums and Galleries. Please welcome Ms. Susan Mays, Curator of Education at the Macon Museum of Arts and Sciences and Mr. Andrew Scarr, Marketing Coordinator for Brockington and Associates. Please thank them for their commitment to GAMG and agreeing to serve. The board looks forward to a new year of planning and work that culminates in the annual meeting in January.

At next year's meeting, the Board for GAMG will have four openings. It is important that we fill these slots with individuals dedicated to providing the leadership and organization to keep GAMG vital and relevant to our membership. **Are you interested in serving?** Over the next year, the nominations committee, chaired by Fran Harold will be seeking individuals from across the state representing the diversity of our membership.

We are seeking candidates that are dedicated to serving the needs of our statewide membership by developing the annual conference and other programming and services to promote professionalism in our field. Our board members reach out to and increase our membership and serve as advocates for museums and galleries in Georgia. The term of office is two years and the board meets quarterly and at the annual conference.

There are no prerequisites for service. It is our intention to ensure that the board members represent the diverse size, nature and locations of our membership and bring unique skills and interests that will assist the Director in managing the organization. If you are interested or would like more information or make any recommendations for the committee, please contact the GAMG Director Michele Rodgers or Committee Chair Fran Harold.

GAMG AWARDS AND RECOGNITION FOR 2011

**Museum Exhibition,
Category 1 (Over \$100,000) Winner**
USS Water Witch Exhibit

National Civil War Naval Museum at Port Columbus



**Museum Exhibition,
Category 2 (Under \$100,000) Winner**
Voices Across the Color Line:

The Atlanta Student Movement 50th Anniversary
Atlanta History Center



Institution Winner

Jimmy Carter Presidential Library and Museum



Honorable Mention

Jack Hadley Black History Memorabilia Inc.



Honorable Mention

Ansel Adams: A Legacy
Booth Western Art Museum



Special Projects

*Corpus of Early Italian Paintings in North
American Public Collections: The South*
Georgia Museum of Art

Honorable Mention

Echoes from the Continent:
Franco-Germanic Chairs in Georgia
Georgia Museum of Art



GAMG AWARDS AND RECOGNITION FOR 2011

Volunteer

Betty R. Myrtle
Georgia Museum of Art



Lifetime Achievement

Mrs. Frances DuBose
Westville



Patron

Mr. Robert F. Hatcher Jr.
Museum of Arts and Sciences



Business/Corporation

Vulcan Materials Company
Nominated by Tellus Science Museum



Education Program

Art Adventures
Georgia Museum of Art



Museum Professional

Cecelia B. Hinton Warner
Georgia Museum of Art



Photography - Joe Schulman

THE FOUR KEY PEOPLE YOU NEED ON YOUR BOARD

by Aaron Berger, CFRE



One primary duty of a good Governance committee is to increase the diversity on the Board. Because the work is varied, it benefits the organization to have a varied group conducting that work. Traditionally committees evaluate their current Boards and then aim to expand the representation of ages, races, and professions of those on the Board. Unfortunately, that's usually as far as diversity efforts go.

More often than not, Governance Committees do not aspire to increase the fundraising diversity on the Board. The truth is most people feel uncomfortable asking for money. They see it as begging or presumptuous or just plain rude. So the job of raising money is left to the executive director, the staff and possibly one or two on the Board who are at ease with asking. Of course, it's foolish to think every nonprofit can have a Board teeming with people asking for contributions for their organizations. But an entire Board engaged and actively participating in the fundraising process can be a reality.

To make it happen your Board should be made up of Marketeers, Bridge-Builders, Cultivators, and Closers.

The Marketeer is someone who is willing and eager to sing the praises of your organization. They are those Board members who attend almost every function and actively participate in a variety of programs. Some marketeers write letters to the editor touting recent successes, while others may recruit friends to join them for your next opening reception. Marketeers welcome potential supporters with open arms and provide an insightful, positive look into your organization.

The **Bridge-Builder** is a person who is capable of introducing the organization to a potential funder. They're connected in the community and well-liked. They may arrange a meeting between a local CEO and your development director, or have a connection to key member of the Board for an area Foundation. Bridge-Builders not only use their connections to expand your organization's sphere of influence, but also provide an endorsement of your good works.

Cultivators pick up where the Marketeers leave off. While a Marketeer invites someone to join in an activity that interests the Marketeer, the Cultivator wants to know more about the interests of the prospective donor. They are warm, hospitable people who might take someone to lunch or host a dinner in hopes of getting to know the potential donor, and their interests, better. Good Cultivators know that once they can uncover a supporter's interests, those interests can then be married to your organization's needs.

Up until now not one Board member has asked for a contribution, but the Marketeers, the Bridge-Builders and the Cultivators have each played important roles in preparing the organization for a solicitation.

It's now time to send in the **Closers**. These are the select few who are comfortable saying, "we would like to ask you to contribute \$10,000 to this cause." Closers are direct, not aggressive, when asking. They are patient and consider the donor's feelings before their own. They are optimistic and positive as they answer questions and address any concerns. Above all else, Closers are appreciative and say thank you; whether the donor decides to give now or not.

After reading the descriptions of the Marketeers, the Bridge-Builders, the Cultivators, and the Closers, take a quick assessment of your current Board. How many of each do you have? Many Boards find 60% to 80% of their members fall into just one category. A Board of nearly all Marketeers and two Bridge-Builders will not satisfy the needs of your organization. Neither will a Board that has no Closers. Increase your fundraising success by achieving a more balanced Board. Your Governance Committee should strive for equal representation from each category when identifying new recruits for the Board. This will also help start a dialogue when a prospective Board member says, "I want to serve on the Board, but just don't make me ask someone for money."

Note: Portions of this writing were adapted from Gary Stern's, Mobilizing People for Marketing Success, which is a terrific workbook for nonprofits looking to increase their volunteer marketing efforts.

GAMG



2010

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Marietta, GA 30061

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NEW AND RENEWING MEMBERS SINCE DECEMBER 2010

Institutional

Bulloch County Historical Society
Colquitt County Arts Center
Congregation Mickve Israel Museum
Currahee Military Museum
Elberton Granite Association
Fort Valley DDA/Main Street
Georgia Radio Hall of Fame
Museum of Aviation
Museum of Colquitt County History
Thomas County Historical Society
Tifton Terminal Train Museum
Troup County Archives

Sponsor

Creative Company
Exhibitus
Inox Design
Soft Intelligence
The History Workshop
TurnKey Education
VenuLex

Individual/Student

David Dundee
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Cindy Horton
Connie Huddleston
John Johnson
Lynn Meyer
Kristy Richardson
Margaret Sommer
Jack Wynn