This is your opportunity to relay your interest in speaking on a certain topic and seek collaborators for your session. After the Early Topic period closes, we will post the proposals on the National Air and Space Museum’s website and notify the MC community so submissions can be reviewed and discussed. Ultimately, we hope submitters will find help from others who can collaborate or speak on their topics and transform ideas and partial proposals into complete, well-rounded sessions that are strengthened by different individuals and museums joining together to approach a topic. Any sessions developed through this process should be submitted as a **Full Proposal by the June 1 deadline.**

*Please type.*

**Proposed Topic:** Forming a One-Person Development Shop, (especially where that one person is likely also the CEO or Senior Program Officer)

**Description:** A session somewhat like this was conducted around 2007 in San Diego.

Unfortunately, many of the attendees were from larger institutions with full-time development staff. Q. & A. time became skewed and largely irrelevant for small or start-up museums. The panel/lecture presentation mode never effectively encouraged nuts-and-bolts levels of engagement. What’s proposed here entails a session admission policy wherein attendees reflect only those institutions with no full-time, paid development personnel. Our team would meet to address specific institutional issues.

After collecting brief checkpoint condition statements a 20-minute Power Point presentation would ensue. Thereafter, team members will cluster around topics in breakout formats, rotating every 10-12 minutes. At work stations the Big Six development challenges will each be highlighted: membership, annual giving, major gifts, planned gifts, grants, special event fundraising. We urge that this session be slated early in the conference, so that follow-on, one-to-one appointments might be made.

Panel members are all experienced fund raisers, each with start-up, staff- and program-launching backgrounds.

**Subject Area:**

- [ ] Museum Administration  
- [ ] Collections Management  
- [ ] Restoration/Conservation  
- [ ] Exhibition Design  
- [ ] Education and Programming  
- [x] Development & Marketing
Topic Submitter:

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Submission deadline is April 20, 2015
Please email completed form to nasmmutualconcerns@si.edu