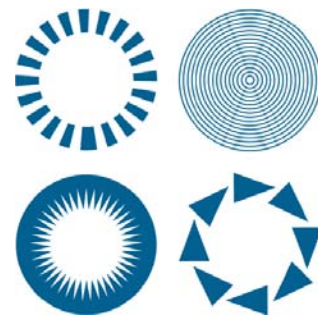


# 2012 AudioVisual Preservation Solutions YADA! Scholarship for Education in Fundraising Application Instructions

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On World Day for Audiovisual Heritage 2009, AudioVisual Preservation Solutions announced the Your Archive Deserves Advocacy! initiative (YADA!), an effort focused on promoting the people and stories behind archives as well as providing resources that support advocacy. AVPS is offering three annual awards to help offset the cost of attending Foundation Center training classes.

## How does Fundraising Relate to Advocacy?

The activities involved in caring for audiovisual collections extend well beyond daily efforts such as arrangement, cataloging, reformatting, and providing access. These other activities involve an equally extensive set of endeavors that can roughly be defined as advocacy, including:

- acquisition of funding
- communication with administration and other organizational departments
- public promotion and outreach
- planning
- community involvement, and more

Becoming an effective advocate for archival collections means becoming a proactive participant in the management and planning of all aspects of their preservation and long-term maintenance. This includes the ability to articulate the importance, needs, and goals of the collection to a broad audience, including potential funders.

## The Scholarship

Three applicants per year will receive registration to onsite or online Foundation Center classes plus actual travel cost reimbursements, up to \$1000 total combined per award.

The Foundation Center is a national nonprofit service organization whose mission is to strengthen the nonprofit sector by providing information and resources that enable improved knowledge and access to philanthropic organizations. Their in-person and web-based workshops offer guidance and resources to help organizations obtain grants and other funding opportunities. The Foundation Center has regional centers for resources and training in Atlanta, Cleveland, New York, San Francisco, and Washington DC.

## The Criteria

The selected candidates will demonstrate that they:

- Have thought critically about collection management
- Are able to articulate the importance, needs, and goals of their collection
- Have developed a plan of action (informally or formally), enabling them to move forward quickly once funding is in place

Submission is open to employees of non-profit institutions who work with audio, video, or motion picture film collections. While the award is managed through the Association of Moving Image Archivists (AMIA) Awards Committee, applicants do not need to be an AMIA member. No preference will be given for the applicants' institution, collection type or make up, or experience level.

### **Application Process**

Applicants must complete the Application form and include – on separate sheets – the Application questions.

**Please note: Do not staple or bind submitted documents in any way. Submitted documents will not be returned. *Only the above mentioned requested materials will be forwarded to the selection panel.***

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**Applications must be received no later than June 1, 2012.**

Additional application forms may be downloaded from the AMIA web site at [www.amianet.org](http://www.amianet.org), or may be obtained by contacting the AMIA office at

YADA! Scholarship  
1313 North Vine Street  
Hollywood, CA 90028  
(phone) 323-463-1500  
(fax) 323-463-1506  
[kkersels@amianet.org](mailto:kkersels@amianet.org)

You may submit the application electronically to [kkersels@amianet.org](mailto:kkersels@amianet.org).

# The 2012 YADA! Scholarship for Education in Fundraising

1. Name: \_\_\_\_\_  

Last
First
Middle
2. Institution: \_\_\_\_\_
3. Job Position: \_\_\_\_\_
4. Address: \_\_\_\_\_  

Street
  

City
State/Prov.
Country
Zip/Postal Code
5. Phone (Daytime): \_\_\_\_\_ Phone (Evening): \_\_\_\_\_  
 Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_
6. Foundation Center location you will attend \_\_\_\_\_

## APPLICATION QUESTIONS

**ON A SEPARATE PAPER** – Provide written statements to the four questions listed below. Do not mark the response pages with your name, institution, or email. In the header section of each page, type your initials, followed by a dash, and then your phone number ( ie. ABC – 222.666.9999).

Submission should be single-spaced with 12-point Times New Roman font and 1" margins. Written responses should total no more than 2 pages, not including the cover sheet.

### Applicant Questions

1. Which Foundation Center class interests you the most? Why? How will taking the class contribute to caring for your collections?
2. Briefly discuss your top three priorities for funding and how attainment of funds would be used to address current challenges.
3. Describe a project or initiative that is an inspiration to you in your work.
4. At its base, advocacy is about communication and stories. What's your advocacy story? Describe a time you used advocacy skills or other creative approaches to help achieve a goal in collection management, or describe a goal you have in mind and what strategies you have in mind and what strategies may help contribute to its successful completion.