



September 14, 2011

Dear fellow ASOR member:

As we enter the fall season, I write to provide a brief update on ASOR, as well as to request that you make a gift or pledge for the 2011–2012 fiscal year. This past year was a successful one for ASOR. We awarded 38 dig scholarships, saw the annual meeting grow, expanded annual meeting scholarships, and (once again) had a balanced budget. All of ASOR's journals are up-to-date, and our archives project continues to grow and to attract more and more researchers. In short, despite the economic turbulence, ASOR is not only accomplishing its mission, but we are thriving. The annual fund is crucial to this success. **Since our membership and subscription income only accounts for 37% of our overall budget, these accomplishments would not be possible without your support.**

With your continued help, we are poised to carry out our mission and support the field. In addition to our ever-expanding scholarship programs, ASOR has some important new initiatives. We will move our journals (both current and past issues) to JSTOR starting January 1. This platform will provide seamless access to *BASOR*, *JCS*, and *NEA* from 2012 back to 1920. We also plan to print *BASOR* in color beginning with the February 2012 issue. This move will assure that *BASOR* keeps its place as the flagship journal in the field. Its new look will better facilitate the dissemination of archaeological and historical data. Other initiatives include the archives project and a database-driven archaeological resource for ASOR's website. ASOR will also continue to support an ever-growing annual meeting and other membership programs.

As you consider a donation or pledge, I am pleased to report that we had 100% participation from the ASOR Board last year. We also expanded our overall donor base by 20%—235 donors compared to 188 donors in FY10 and 118 donors in FY09. Last year 235 donors contributed \$103,000 to the Annual Fund or Archives Project and \$160,000 in overall gifts.

Our goal for FY12 is to continue 20% growth in donor participation—or 280 contributors.

While this is an ambitious goal, our ambitious initiatives need your support. If you contributed last year, please consider giving at the same or higher level. If you did not contribute last year, please consider a gift to the annual fund or one of the other initiatives named above.

Additionally, if you buy Dumas cards from our archives (see the enclosed brochure), 100% of your purchase (while not tax-deductible) will benefit ASOR because a generous donor has underwritten the production costs. Your support will enable ASOR to continue building on our positive progress. I thank you in advance.

Yours sincerely,

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