

# Development Office records

Collection ID: RG.05.02

Finding Aid prepared by Hoang Tran

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PENNSYLVANIA ACADEMY  
OF THE FINE ARTS

The Pennsylvania Academy of the Fine Arts  
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215-972-2066

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## Summary Information

<b>Repository</b>	The Pennsylvania Academy of the Fine Arts, Dorothy and Kenneth Woodcock Archives
<b>Creator</b>	PAFA
<b>Title</b>	Development Office records
<b>Date [bulk]</b>	
<b>Date [inclusive]</b>	1861-2000s
<b>Extent</b>	7 document boxes
<b>Location note</b>	
<b>Language</b>	English
<b>Language of Materials note</b>	English
<b>Abstract</b>	Documentation generated from the Development Office. Largely consists of Membership records that include marketing materials, ephemera, monthly reports, membership lists, and related materials.

### **Preferred Citation note**

[identification of item], Title of Collection, Collection ID#, Pennsylvania Academy of the Fine Art Archives, Philadelphia, PA.

## **Historical note**

The Development Office was created as a separate department about 1970 and was run by the director of development. In 1989, the position of vice president for development was created to supervise the functions of membership, fundraising, grant writing, as well as marketing and public relations. The Archives houses printed matter and a few other records for development. General office files of this department are retained in the department offices.

### Director of Development

Elaine Breslow	1979–1988
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### Vice President for Development

Victor Chira	1989–1992
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Maynard (Chip) Poole	1993–1996
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Theodore (Mike) Green	1996–1998
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Mary Anne Dutt Justice	1999–2001
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John H. Hewitt	2003–2005
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Louisa Hanshew	2006–
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Memberships, paid annually and entitling free admission to exhibitions and other events, can be traced to the earliest years of the institution, when purchase of stock in the Academy carried this perquisite. As early as the 1830s, exhibition catalogues informed the public that a share of stock purchased for thirty dollars allowed visitation of “the Academy during all public exhibitions, and ... tickets of admission thereto for ...immediate family, or in lieu thereof, tickets of admission for two ladies whom they may designate.” In 1847 an alternative to the concept of stockholder-member was introduced with an annual ticket for two dollars, or a life ticket “for a Gentleman and one Lady” at ten dollars.

By the 1880s, the Academy actively promoted annual memberships at a cost of ten dollars. The price of a basic membership stayed at this level through the 1950s. After that date prices began to rise, and graduated levels of membership contribution and privileges were introduced. Shares of stock, carrying membership privileges, were sold until about the late 1960s. In 1974 all outstanding shares were cancelled when the Academy was re-organized as a non-stock corporation.

### Honorary Membership Certificates, ca. 1850 (oversize)

Early in the Academy’s history the board began awarding honorary memberships in the institution to artists, administrators, and collectors. This was sometimes accomplished by mail and at other times through personal visits from board members traveling in Europe and Britain. The engraved certificates, carrying the image of the second building, are similar to those used for membership to the Pennsylvania Academicians. Only a few honorary memberships were awarded after 1870.

## **Scope and Contents note**

Printed Brochures, 1960– (2 boxes; promotional, fundraising, and capital campaign materials)

Commemorative Opportunities, 1974–75 (1 folder)

Scholarship Endowment Campaign, 1986–87 (1 folder)

Peale Club (private dining club), 1964–88 (1/2 box)

Members' Tickets and Membership Brochures, 1861– (2 boxes)

Membership Lists, 1944–71 (2 boxes)

Membership Reports, 1947–64 (1 box; also see board minutes and Academy newsletters)

Volunteers for Membership 1979–81 (1 folder)

Charles Willson Peale Society, 1979– (1 folder)

Young Friends, 1984– (1 folder)

Collectors' Circle, 1984–2005 (1 folder)

Potamkin Collectors Society, 2006– (1 folder)

## **Arrangement note**

Arranged chronologically.

## **Administrative Information**

### **Conditions Governing Access note**

Collection is open for research.

The archives reserves the right to restrict access to materials of sensitive nature. Please contact the department for further information.

### **Conditions Governing Use note**

The collection is the physical property of the Pennsylvania Academy of the Fine Arts, Archives. The Museum holds literary rights only for material created by Museum personnel or given to the Museum with such rights specifically assigned. For all other material, literary rights, including copyright, belong to the authors or their legal heirs and assigns. Researchers are responsible for obtaining permission from rights holders for publication and for other purposes where stated.

**Immediate Source of Acquisition note**

**Provenance note**

**Processing Information note**

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**Controlled Access Headings**

**Person(s)**

**Corporate Name(s)**

**Genre(s)**

**Geographic Name(s)**

**Subject(s)**

**Physical Characteristics and Technical Requirements note**

**Collection Inventory**

<b>Date</b>	<b>Item Title</b>	<b>Box #</b>	<b>Folder #</b>
January 1927 - May 1934	Membership book	1	1
1953	Membership book	1	2
1944, 1947	Membership book	1	3
circa 1970s	Membership list - Patrons	1	4
circa 1970s	Membership list - Fellows	1	5
circa 1970s	Membership list - Contributing member	1	6
circa 1970s	Membership list - Benefactors	1	7
1898 - 1906, 1949 - 1973	Membership list - Individual	1	8
2000	Membership list - various	1	9
1947-1964	Monthly reports	2	1
1965-1978	Monthly reports	2	2
1979-1980	Monthly reports	2	3
1969-1971	Membership list - new members	2	4
1990s-2000s	Collector's Circle - Invitations	2	5
1984-1995	Collector's Circle - Membership list	2	6
1984-1994	Collector's Circle - Committee minutes	2	7
1996-1998, 2004	Collector's Circle - Committee minutes	2	8

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2006-2009	Potamkin Collectors Society - marketing materials	2	9
1995, 2006	Peale Circle - marketing materials	2	10
1980s	Young Friends of PAFA - marketing materials	2	11
2003-2005	200th Anniversary - Planning and Implementation meetings and final reports	3	1
1994-1996	Fundraising letters	3	2
1986-1987	Scholarship Endowment Campaign (Talent is a Rare Gift) - marketing materials	3	3
1986-1987	Scholarship Endowment Campaign (Talent is a Rare Gift) - marketing materials	3	4
1981	Members gift	3	5
1861 - 2000s	Members' tickets	3	6
1979-1981	Volunteers for membership in PAFA	3	7
1998	PAFA Contemporaries Steering Committee	3	8
1979-1991	Marketing materials - Charles Wilson Peale Society	3	9
1992-2007	Marketing materials - Charles Wilson Peale Society	3	10
1990	Third Century Fund - marketing materials	4	1
1990s	Marketing materials - corporate	4	2
2000s	Marketing materials - corporate	4	3
2015	Marketing materials - General	4	4
undated	Marketing materials - General	4	5
1890-1919	Marketing materials - General	4	6
1920-1929	Marketing materials - General	4	7
1930-1949	Marketing materials - General	4	8
1950-1959	Marketing materials - General	4	9
1960-1969	Marketing materials - General	4	10
1960s	Marketing materials - General	4	11
1970s	Marketing materials - General	5	1
1970s	Marketing materials - General	5	2
1980s	Marketing materials - General	5	3
1988	Marketing materials - Future Fund	5	4
1990s	Marketing materials - General	5	5
2000s	Marketing materials - General	5	6
1970s	Marketing materials - Centennial Fund	6	1
1970s	Marketing materials - Centennial Fund scrapbook	6	2
1919	Membership solicitation	6	3
1974	Commemorative Opportunities at PAFA (1974 restoration)	6	4
1987-1988	Peale Club - Closure	6	5
1965	Peale Club - liquor license	6	6
1972	Peale Club - menus	6	7
1984-1986	Peale Club committee minutes	6	8
circa 1970s	Peale Club - article	6	9
1964-1988	Peale Club - marketing materials	6	10

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2012	Marketing materials - General	7	1
2015	Marketing materials - Peale Circle	7	2
2015	Marketing materials - Corporate	7	3
2015	Marketing materials - General	7	4
2014	Adopt a painting	7	5
2001-2005	Campus Capital Campaign - letterhead	7	6
2001	Marketing materials- Campus Capital Campaign	7	7
2003	Marketing materials- Campus Capital Campaign	7	8
2016	Marketing materials- Capital Campaign PAFA First	7	9