

June 30, 2022

**BOSWELL ADDENDUM TO PROPOSAL TO THE ASSOCIATION FOR THE STUDY OF
AFRICAN AMERICAN LIFE AND HISTORY (ASALH)
FOR FUNDRAISING PROJECTS FOR
THE ANNUAL CONFERENCE**

Boswell Communications, LLC (“Boswell”) is honored to provide the following addendum to our proposal for fundraising for services in support of the Association for the Study of African American Life and History (“ASALH”) 107th Annual Meeting and Conference in Montgomery, Alabama.

I. Background

At the request of Executive Director Sylvia Cyrus, Boswell is submitting an addendum to our proposal of June 29, 2022. The addendum will seek to clarify the items ASALH may provide to assist in the assessment period at the initial stage of the fundraising engagement.

These items will allow for a more expedient assessment of ASALH’s current financial standing and provide direction as to the development of the fundraising plan.

II. Documents

The items and documents requested are as follows:

- A listing of the prior funders of the conference
- A listing of the entities who have committed for 2022, inclusive of the amount of proposed funding, and contact information
- A listing of entities from which funding has been requested for this year
- A listing of declinations for this year
- A wish list of ideal funders - if any

The submission of these documents can be in any form - including handwritten. Please do not feel the need to engage in further organization of these documents. We seek to serve as an addition to your efforts, and am happy to work with which ever form you can provide this information.

The initiation of our engagement ***is not*** dependent on the acquisition of these items. Boswell is prepared to begin to provide services immediately. Further, if there is a discovery of additional information, items or funders (both potential or actual) throughout the course of the engagement, Boswell is happy to receive and incorporate such information into the fundraising plan.

III. Timeline

For clarity, we will be actively engaged throughout the entirety of the engagement - including holidays, weekends and throughout the month of August. Our view is that time is of the essence, and in an effort to maximize the support for ASALH and the 107th annual conference, we must incorporate all of the time available.

We thank you again for your consideration and the opportunity to work with you in support of ASALH's fundraising campaign and 107th Annual Meeting and Conference.

Boswell Communications, LLC