



World Space Week Association
Board Meeting
October 1, 2014

Development Presentation

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Development Presentation

What is Development?

- Typically associated with Fund-raising; the ways nonprofit organizations supplement their earned income with donations, grants, sponsorships and gifts-in-kind.



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...but it is also...

- Growing the Network of the organization
- Growing the Partnerships of the organization
- Growing the Programs of the organization
- Growing the Presence of the organization



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Fund-raising

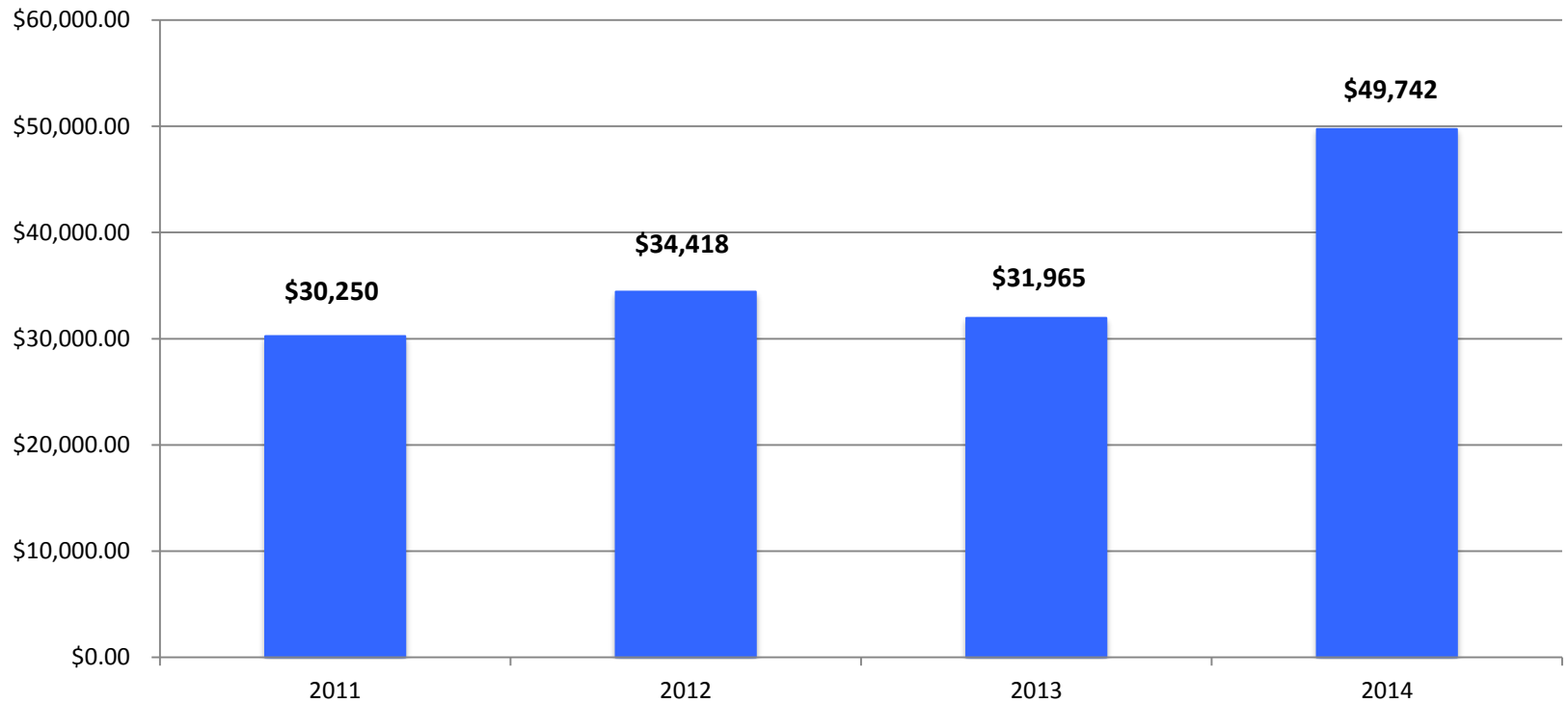
- Grant seeking (Heinlein Prize Trust)
- Special Events (Washington Reception)
- Major Gifts (Lockheed Martin, etc.)
- Annual Appeals (Airbus, Turksat, etc.)
- Special Campaigns (Youth Inspiration Project)
- Gifts in Kind (CNES)



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Chart of total donations 2011, 2012, 2013 & 2014

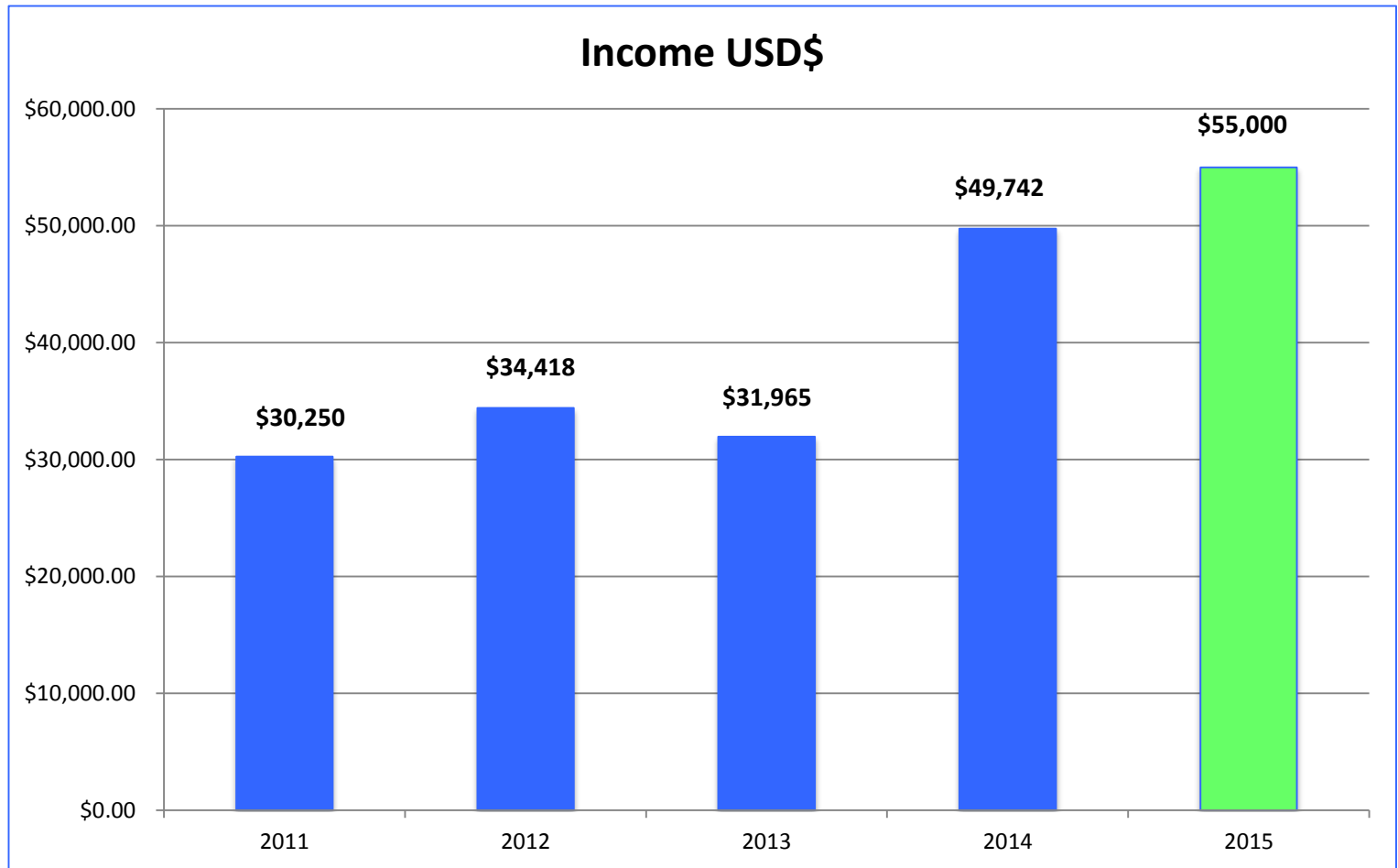
Income USD\$





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Chart of total donations 2011, 2012, 2013 & 2014 Projected 2015





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Other strategies to build the organization in years to come

- Board Engagement
- Conference Attendance
- Social Media and Marketing Materials
- Business Plan
- Co-branding & Advertising
- Partnerships
- Engagement with Educators (Universities, Primary Education, etc.)
- Merchandising & Licensing