

2020 Campaign Status Report to Board

Dennis Stone, President

February 6, 2020



- Before WSW (80s/90s) we had experience with high-visibility fund-raising campaigns
 - Industry CEO serves as Honorary Chair and makes lead donoration
 - Solicits peers (other industry CEOs) for donations
 - Recognizes top donors at an awards event
- Given the growth of WSW and the need for WSW Association to grow accordingly, a year ago the Board agreed to try this approach in 2020, and link the Chair to the 2020 theme
- If successful, this could be used annually

2020 Campaign

- With our 2020 satellite theme, we recruited SES CEO Steve Collar as 2020 Honorary Chair
- SES gave 20,000 EUR lead gift
- We developed CEO lists and drafted the letter with SES
- In August, SES began mailing the letters
- We have followed up many
- Award ceremony March 11 at Satellite 2020 in Washington



World Space Week 2020 Honorary
Chair Steve Collar, CEO of SES

Two Mailings



- List 1
 - 46 larger space companies
 - Each received letter signed by Mr. Collar and a 2018 annual report in August
 - Focus of our follow up efforts
 - 4 new donors so far totaling \$40,000
- List 2
 - About 150 smaller companies
 - Letter plus a fact sheet mailed in the fall
 - So far no follow up or donors

Summary of Results



• SES Lead Gift	20,000 EUR	
• New donors		
• Elon Musk Foundation	\$10,000	} \$10,000 was the minimum to receive a plaque from Mr. Collar at the awards event
• Northrop Grumman	\$10,000	
• Thales Alenia Space	\$10,000	
• United Launch Alliance	\$10,000	
• Existing donors		
• Lockheed Martin	\$20,000 (same level)	
• Astrax	\$10,000 (increase)	
• Total to Date	approx. \$92,000	

Nearly *double* what WSWA has raised in past years

2020 Campaign Was Successful



- **Next Steps**

- Continuing follow up
- Hold awards event next month
- SES will provide satellite information for us to disseminate during WSW 2020
- We propose using this same approach in 2021
 - Recruitment of 2021 Honorary Chair is beginning

- This gives WSWA a new level of resources that was needed
- Enables us to further expand celebration of WSW and better support the growing global network of WSW participants