2020 Campaign Status Report to Board

Dennis Stone, President
February 6, 2020
Genesis

• Before WSW (80s/90s) we had experience with high-visibility fund-raising campaigns
  • Industry CEO serves as Honorary Chair and makes lead donation
  • 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
  - 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