

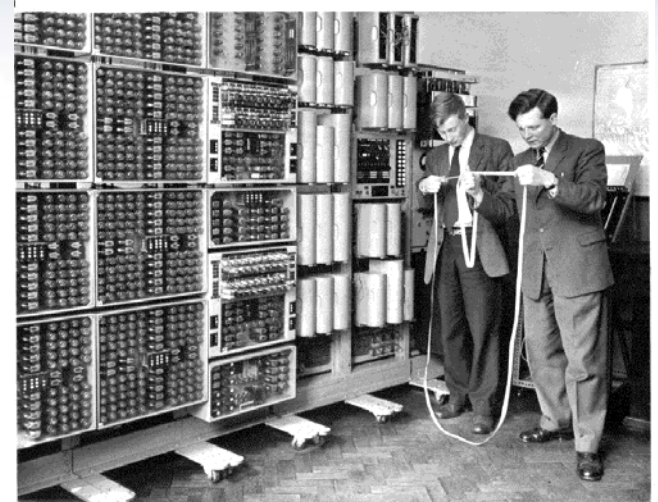


# Why Solicit Contributions?

John Ewing  
American Mathematical Society

# History

- Donations w/ dues for long time
- new ED in 1988 ... ambitions
- wanted to expand AMS activities
- hired dev officer
- created strategic plan



# Grandiose Plans

- annual appeal
- planned giving (Fiske Society)
- new funds (prog dev fund)
- capital campaigns?



Giving to the AMS

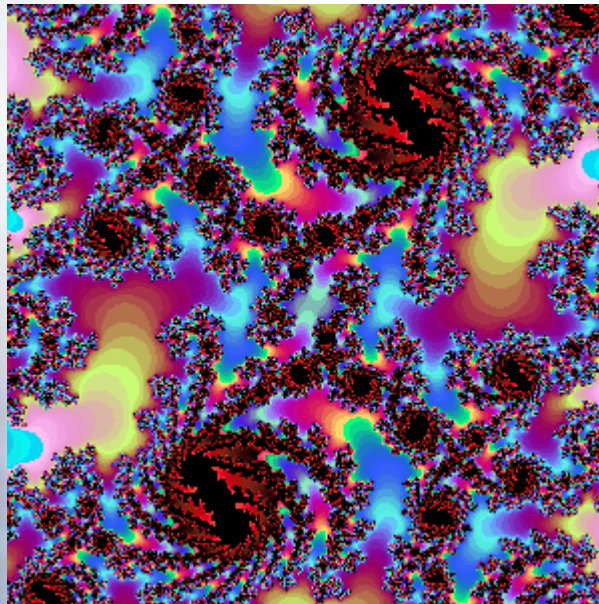
Planned Giving

# Misalignment (to culture)

- didn't understand culture (math)
- misunderstanding went both ways
- dev officer left in 1998
- distributed work: deputy + me



# Neat and Tidy Program



- three kinds of contributions:
  - dues (sug \$30)
  - annual appeal
  - sporadic gifts (including bequests and CGAs)

# Focused Program



- go to three funds
  - General
  - Centennial Fellowship
  - Epsilon
    - (goal = \$2M)



# Past 5 Years

- average about 550K per year (1999-2003) in about 4000 gifts
- BUT ... most in large donations (including gift annuities)
  - 100K dues ← DRUDGERY
  - 100K appeal ←
  - rest in the big gifts (up to \$1M)
- why bother?



# Why We Solicit Donations

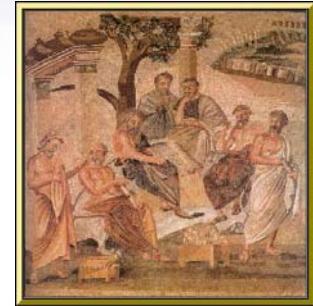


- cultivates those few big donors: builds trust for future
- REAL value is to promote the image of AMS,
  - as an organization worth supporting
  - same idea behind membership...
  - ... “people value what they support”
- gives focus to the image of the Society (important for marketing)

# Development:

- less to do with collecting money...
- ... more to do with building image

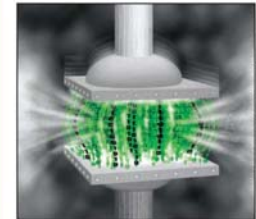
ἀγεωμέρητος  
μηδεις  
εισιτω



## Compressing Data

Through digitization, films that require 10,000 feet of tape now fit on a disk less than five inches in diameter. An important part of digitization is data compression, which involves converting a large file to a smaller version, from which the original (or a close approximation) can be recreated. Linear algebra, probability, graph theory and abstract algebra are among the areas of mathematics at the foundation of various compression algorithms that make modern technologies such as DVDs, HDTV and large databases, possible.

For More Information: Introduction to Data Compression, Khalid Sayood, 1996.



**AMS**  
American Mathematical Society

The Mathematical Moments program promotes appreciation and understanding of the role mathematics plays in science, nature, technology, and human culture.

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