

“Can we count on contributions?”

ESA Annual Fund for the Millennium

Katherine S. McCarter

Executive Director

Ecological Society of America

The Ecological Society of America

- 9,000 members from the US and 90 countries
 - Researchers
 - Educators
 - Resource managers
 - Policy makers
 - Students
- \$5.4 million budget

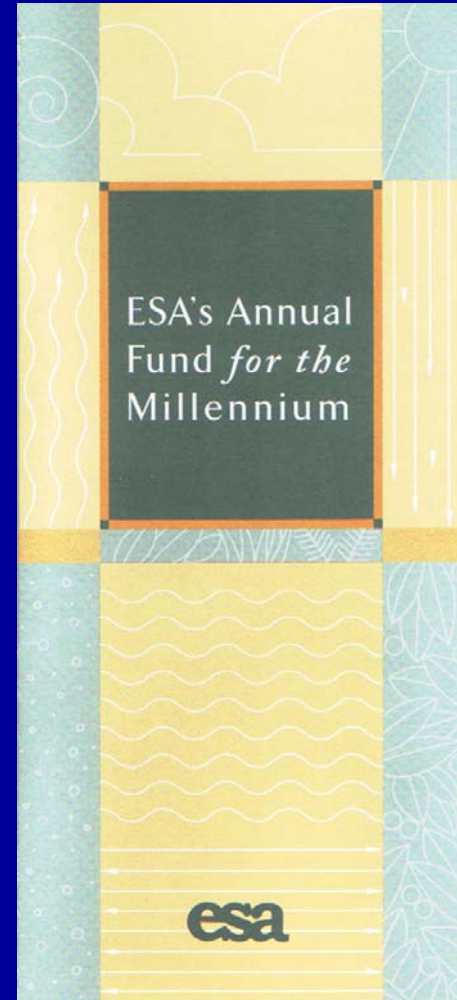


Why?

- Need to seek additional support
- Not ready to establish development function
- No experience with fund-raising from individual members
- No base of donors

Getting Started

- Brochure ties fund to strategic plan
- Appeal to targeted members
- Mailing to all members
- Check off on membership forms
- Yearly letters to all donors (3+ reminders)
- End of year appeal



Saying Thanks

- Recognition and Thanks
 - Roster of Donors in Annual Report
 - Millennium Reception Annual Meeting



Use of Funds

- \$75,000
- Used to fund special initiatives
 - Manuscript tracking system
 - Congressional briefing
 - Launch of new publication/match for fundraising
 - Meeting of the Americas
 - Translations of three publications into Spanish
 - Contribution to Congressional Fellow
 - Update a women and minorities in ecology report

Future

- Now reliable part of operating budget
- Success led to decision to hire development staff in 2005-2006

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