



STRATEGIC PLAN FUNDRAISING CAMPAIGN

NEW CENTURY - NEW PRIORITIES

Our strategic plan sets the stage for AAVSO's future. Over the past two years, we listened to our members, studied the needs of today's astronomy community, identified key ways our data support professional research and looked at new ways we can assist members interested in telescopes and observing technology. We focused on three objectives: membership satisfaction, organization impact, and long-term financial stability.

This fundraising campaign will provide the resources needed to implement our plan, allowing us to enhance current programs and start new initiatives critical to future growth. Our goal is to raise \$200,000. A third of this is already pledged! We hope you can help us raise the remainder amount, enabling us to fully implement the plan.



INCREASED ORGANIZATION IMPACT

- We continue to increase our impact on the research community by expanding the number of professionals we work with and increasing their feedback to observers.
- Significant improvements planned will enhance cybersecurity and data protection of our website, tools and databases.
- A website redesign and a new home page will be released by year-end. Additional investments will strengthen communication with members and increase program effectiveness.
- We established a new IT Steering Committee composed of volunteers, staff, and Board members to prioritize resources on the website enhancements and new tool development.
- We are creating new programs to grow membership and expand our outreach to a young, diverse community of individuals interested in astronomy.

HIGH MEMBERSHIP SATISFACTION

- Strengthened observing sections by having staff work closely with our volunteer section leaders and bring them together to share and implement ideas.
- Increased observing section online presence, identifying exciting projects, and conducting a very successful webinar series.
- Created new Instrumentation and Equipment section.
- Increased involvement of professional colleagues's actively participating in sections, providing feedback to observers, and teaching CHOICE courses.
- We are developing new entry-level material to introduce variable star observing to new observers.
- We started new programs to grow our membership by reaching out to a young, diverse community of individuals interested in astronomy, making them aware of the AAVSO's work.
- We are increasing our scientific impact through improvements to the Journal of the AAVSO (JAAVSO) by connecting databases to key manuscripts and ensuring wider distribution to the community.

LONG-TERM FINANCIAL STABILITY

We must reduce our reliance on the endowment withdrawal to ensure the long term financial viability of the organization. Specific plans include:

- Reducing this year's endowment withdrawal to less than 5 percent.
- Expanding our efforts to identify new opportunities for federal grants.
- Developing a comprehensive fundraising program with better marketing materials, and a plan designed to identify foundations and private donors who support science research.

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