

Stewardship Committee: December 2021 Report to Policy Council

What we have done:

The Stewardship Committee has been working for a year. In October, we completed two rounds of interviews culminating with sixteen one-hour interviews with people involved with the former Legacy Fund. As part of these interviews, we prepared documents describing the project and our objectives. We spoke, in general, about the formation of the Stewardship Committee, and introduced the idea of a major gift campaign to support core operations to be launched with a pilot project 2022. The impression by interviewees is that a large campaign is a good idea, but the idea of giving the SDS money in general support for core salaries and operations is not attractive, rather respondents felt strongly about giving to a more specific effort. Although the goal of a major gift campaign to support core operations fund has not been abandoned, the approach has changed from this single focus to a structure of funds for general and targeted purposes, supported by different types of campaigns. These ideas are currently under discussion by the committee.

Although the purpose of our interviews was to gather information, some persons have already donated to this project, and we are in the process of generating and sending out Pledge Fulfillment paperwork. We have decided to move forward with a scaled down effort using the \$43,309¹ in cash and pledges currently in-hand. Instead of planning for a full year with paid staff, we will work for at least six months with paid staff, and the Stewardship Committee will not request further funding from the System Dynamics Society nor make any expenditures from our current line-item budget authorization that is not covered with cash-in-hand. We will continue and ramp up activities if fund raising expectations are exceeded.

We have many interesting ideas that we plan to follow up on and we recognize that the path forward will evolve as we go. We will ramp up if expectations are exceeded or if not, we will put the campaign into a passive mode making sure that easy to implement and sustain mechanisms are in place. We will engage with Rebecca Niles, Executive Director, for her ideas through all phases and projects, without creating new work for her.

Summary of Planned Activities for 2022:

(1) **Complete Set Up of Scaled Down Campaign.** Set up an in-house operation that can easily accept funds and lower the barriers to supporting the Society. Engage Rebecca to get information to support creation of the new Executive Director's Fund. Create attractive literature to support the campaign.

(2) **Continue Fund Raising in a Time-limited "Active" phase.** Once procedures are in place, spend six months making calls with a goal of booking \$250,000 in pledges and cash. We expect that a significant portion of these funds will be in the form of future donations through long term, planned giving.

(3) **Decide:** The Stewardship Committee will continue to meet through mid-year when we will discuss how the fund raising has gone. If fund raising is going well, activities will be increased, otherwise:

(4) **Sunset to Passive Phase.** We will "mothball" the operation and put the Stewardship Committee campaign in "passive mode" if the prospects for continuing success in pledges and cash donations are not strong. However, the fund-raising capabilities of the SDS will be in better shape by being able to accept and monitor long-term, possibly one-time planned giving donations.

Stewardship Committee Members, Laura Peterson, David Andersen, Warren Farr, Birgit Kopainsky, Jorgen Randers²

Notes: 1.	Opening hard cash balance (approximately)	\$16,109
	Stewardship Committee Members Contributions	20,200
	Interviewee Contributions (approximately)	7,000
	Available funding for 6+ months in 2022	\$43,309

2. Once we have gotten the next steps underway, Jorgen Randers will step down from the Stewardship Committee.