

A Day for BSA 2024 Report

Amelia Neely - Membership and Communications Manager

BSA Development Committee - met to help organize and chaired by Jenny Cruse-Sanders

The inaugural “A Day for BSA” was on August 27, 2024. It celebrated the 129th anniversary of the first foundational meeting of the organization back in 1895.

Goal: \$10,000

Final Donation Total: \$14,060

Number of Gifts: 78

Focus: Endowment Giving

Theme: The endowment supports Students / Journals / Botany Conference

Boarding Giving: 7/12 (58%) gave to the campaign, *Thank you!*

The following was done in preparation for, and launching of, this year’s “A Day for BSA”

- A new logo and website were created for the event: <https://day-for-bsa.botany.org/2024>
- A special event-specific [endowment donation page](#) was created
- Member stories were highlighted in each theme category
- Heather reached out to BSA leadership and past leadership to personally ask to give
- 7 emails were sent to members before, during, and after campaign, and 2 mentions were made in BSA newsletters
- A total of 18 items were posted on each social platform (Facebook, IG, Twitter (X), Bluesky, and the BSA Slack) including before, during, and after the campaign

The Poll Results:

- 29 responses
- People were asked to sort the three main categories (student support, journal support, and conference support) in order of importance to them or they could also choose that they had the same importance
- About a third of the respondents chose that all three were equally important, with student support being in the lead, followed by journal support, and then conference support for those that ranked them. Overall it was close.
- We also collected responses to the following questions:
 - Why did you put the above options in this order?
 - Several people mentioned that students are the future of the Society
 - Several people mentioned the importance of the conference on career development, sharing ideas and results of research and teaching, and connecting to colleagues across countries
 - Several people mentioned that the journal is important for advancement for all career levels and brings income into the Society
- Amelia’s Comments:
 - Planning for next year’s “A Day for BSA,” especially since it is the 130th anniversary, needs to happen very early in the year, maybe even January or February, so there is time to implement any new ideas.
 - We need to get a set of stories from a broader group of BSA members

- The poll was an interesting concept for this first year, but I don't think we need to repeat it in the future.
- I think the \$10,000 goal for the first year was reasonable. I think we can possibly increase it to \$20,000 next year.
- I think it would be very powerful if we had 100% participation by the board before the campaign launches. This could be just \$5 or \$5000, it doesn't matter the size of the gift.