

# ECS Launches A Centennial Campaign

by Troy M. Miller

**T**he Electrochemical Society (ECS) will launch its most significant fundraising campaign ever in September 2002. The ECS Centennial Campaign is significant for many reasons including its purpose, its scope, and the manner in which it was initiated. It is appropriate that a campaign of this magnitude, charged with ensuring the future of this Society and the fields it covers, is beginning in the Society's centennial year. A successful campaign will propel ECS into its next 100 years as a more useful tool for its members and all scientists working in related disciplines.

The purpose of the ECS Centennial Campaign is to raise funds and awareness so the Society can better meet its stated objectives and the needs of its constituents. Ensuring the future of the Society, and improving its ability to meet its objectives, is the best reason to raise funds.

"I believe The Electrochemical Society is a star among professional societies," ECS President Karl Spear said. "I am particularly committed to our strong interdisciplinary nature and our expanded efforts to attract more students and a broader spectrum of scientists and engineers from around the world. We cannot accomplish these and our other Society goals without expanding our resources. This is why I have made a pledge to financially support our Society."

Several months ago, ECS began surveying its members to determine their overall satisfaction, discuss the future of the organization, and recommend improvements to ensure the Society will continue to be viable. The most surprising aspect of the survey was, despite the diversity of those surveyed, the responses and vision of what ECS should be was remarkably similar. This process provided a blueprint ECS will use to improve and become even more important to its members and friends.

This blueprint is the Society's "Case for Support," and is the driving force behind the Centennial Campaign. It provides the rationale for supporting the organization with time and money by touting the Society's worth, outlining a series of opportunities, designing a plan to meet these opportunities, and measuring the success of the plan. What is vitally important is that the Case for Support was not developed by ECS staff, the Executive Committee, or even the Board of Directors, but was created by the members themselves.

Why is The Electrochemical Society the organization best suited to meet the needs of the solid-state and electrochemical community? Because for 100 years ECS has adapted to change and continued to succeed. Our history is our standard. We are and have been solid-state and electrochemical science and technology's premier technical society in the world. By continuing to be diverse, relevant, efficient, and accountable; by continuing to provide a forum for high quality technological exchange and enhancement of profession; and by continuing to look toward the future, we have proved our unique worth.

The Case for Support describes many diverse opportunities within the Society, a plan to meet these opportunities, a budget for determining how much it will cost to meet the opportunities, and a system to measure the success of the plan. Opportunities include:

- Advocating research and careers in solid-state and electrochemical science and technology,
- Increasing educational and training opportunities,
- Maintaining and enhancing an online archive of technical content,
- Continuing to enhance the relationship between the many diverse groups within ECS,
- Increasing participation from all interested scientists, regardless of geographic location or access to financial resources,

- Improving membership opportunities and increasing participation,
- Promoting a better prospect of success for students in the field,
- Supporting, and further developing, rapid, dynamic, and interactive journals, and
- Understanding and responding to the changing requirements for successful meetings.

Bill Brown, the Society's immediate past treasurer, had this to say, "It is really exciting to be embarking on a development effort at ECS, because it is an effort that originated with the membership of the Society and it will allow the Society to accomplish things that otherwise would not be possible. Unlike university development programs with which I have been associated in the past, the ECS effort, both fund raising and dispersal, is under the control of the ECS membership through a committee of ECS members and the Board of Directors, which consists of elected ECS officers. This makes it very special. I am really excited about the long term benefits of a successful development program. To date, the program has been very fruitful and is being run quite efficiently. I am hopeful that all ECS members will recognize the importance of the development program to the general health of the Society and will support it with the same enthusiasm as they support the technical program."

The Case for Support is a sophisticated document. It is beyond the scope of this article to describe all of the particular Case opportunities. In the coming issues of *Interface*, we will highlight one opportunity, or facet of the plan, in each issue. Please visit the Centennial Campaign section of the ECS website ([www.electrochem.org](http://www.electrochem.org)) to see for yourself where your generous donation can do the most good.

The Centennial Campaign will run for five years and will be launched this fall to coincide with the traditional renewal period for members. Many of ECS's most engaged members have already contacted ECS and have made significant contributions to the campaign. Donors that invest \$1,000 or more annually are recognized as Centennial Club members and their generosity is highlighted on the ECS website and will be recognized in upcoming annual reports.

The Centennial Campaign goal is \$6,500,000, and is a needs-based goal, *i.e.*, the goal is based solely on how much is needed to meet the objectives and not on how much the Society feels can be raised. If donors contribute the full amount, ECS will meet all of the objectives laid out in the Case for Support. If the full amount is not raised, the Development Funds Management Policy will regulate where each gift can do the most good. Undesignated gifts will be dispersed based on the recommendations of the Finance Committee, and final approval will come from the Board of Directors. Therefore, there is significant peer accountability for dispersal of gifts based on the greatest needs of the Society.

Why should you give? Your donation to ECS is your gift to the solid-state and electrochemical community. It's your way of reaching out and sharing your good fortune with others. You are giving your peers a better chance to succeed, and your science a better opportunity to flourish. A gift to the ECS Centennial Campaign demonstrates that you understand the importance the Society has in the field. It recognizes ECS's past success, enables the Society to succeed in the future, and identifies that the opportunities expressed by your fellow members and friends are important.

Dr. Robert Frankenthal, Society Past President, Chair of the Centennial Committee, and recent contributor, supported ECS at the Centennial Club level for one main reason. "ECS, through its meetings, publications, and other activities, has afforded me the best opportunity to advance my knowledge of electrochemistry and the solid-state sciences, to meet and interact with colleagues, and to be an active participant in my field and in the Society."

Investing in ECS is not a new idea. Every year, hundreds of members donate to the Society, secure in the fact that their donations are meeting the diverse needs of the international solid-state and electrochemical communities. There are many different ways to give to ECS, but all bring satisfaction to the donor and improve the careers and research ability of Society members and friends.

Gifts of cash are the easiest and most direct way to support the Centennial Campaign and gifts are fully tax-deductible to the extent allowed by law. International contributors should discuss charitable gifts with their financial advisors to determine the deductibility of their gifts. Cash contributors enjoy seeing the immediate results of their generosity in Society programs. To make a gift of cash, please visit our online giving page at [www.electrochem.org](http://www.electrochem.org); call

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## The Society's First Bequest

In 1927, The Electrochemical Society received its first bequest. It came from Carl Hering (pictured above), who was instrumental in the founding of the Society in 1902, together with E. F. Roeber, C. J. Reed, and J. W. Richards. Dr. Hering served in all the Society's principal offices and was continuously on the Society's Board of Directors until his death on May 10, 1926.

The Society was first made aware of the generous planned gift during an annual meeting. According to an excerpt from the Society's first technical publication, "*Transactions of the American Electrochemical Society*" (Vol. LIII, 1928), "On January 19, 1927, the secretary received notification from the Provident Trust Company of Philadelphia, that according to the will of Dr. Carl Hering, one of the founders of the Society, the Society is heir to a small fund."

The small fund was valued at \$89,000 in 1997. The balance as of December 31, 2001 was \$118,193. This one generous bequest provided over \$29,000 in income in only 5 years, and the income from the gift enabled the many special events held in conjunction with this year's Centennial Celebration. It is appropriate then, as the Society looks back on its 100 years of success, and plans to make the next 100 even more successful, that the gift principle from Carl Hering's bequest is the lead gift of the new ECS Endowment. Dr. Hering's generosity will remain in perpetuity, and will continue to bolster important programs for years to come. That is the power of an investment in the ECS Endowment.

For more information about the ECS Endowment, or how you can make a planned gift to ECS, please contact Troy M. Miller at 609.737.1902, ext. 126 or by e-mail at [troy.miller@electrochem.org](mailto:troy.miller@electrochem.org).



## First Planned Gift of the Centennial Campaign

The Electrochemical Society's planned giving campaign got off to a good start this spring when Dr. and Mrs. Keith Johnson of Regina, Saskatchewan, Canada informed the Development Office that they had made a significant bequest to the Society. Dr. Johnson, (pictured above) a 42-year member of ECS, is a member of the Canadian Section and Physical Electrochemistry Division.

"Electrochemistry has been part of my life since 1956," Dr. Johnson stated. "I wanted to see its promotion among future scientists and engineers and believe ECS offers the best route to accomplish this goal."

The Johnsons have designated their bequest of 1/10th of their estate for ECS educational efforts. One of the main goals of the Society's new Centennial Campaign is to increase educational and training opportunities like the Summer Fellowship and Short Course programs.

"We are very pleased to learn of the Johnsons' commitment to our campaign and our future," Executive Director Roque Calvo said. "With ECS, you can partner with a prestigious organization that has a track record of success, and be positive that your investment will have impact and measurable results."

Dr. and Mrs. Keith Johnson will be recognized as part of a special Planned Giving Acknowledgment Club, along with annual givers, on the ECS website and annual report. For more information on how you can make a gift to the Centennial Campaign, or how you can make a gift that will provide lifetime income or pass income to your family, please contact Troy M. Miller at 609.737.1902, ext. 126 or [troy.miller@electrochem.org](mailto:troy.miller@electrochem.org).

## Centennial Campaign

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609.737.1902, ext. 126 and talk to Troy M. Miller; or send a check payable to ECS at 65 S. Main Street, Bldg D., Pennington, NJ, 08534-2839, USA.

Many members own stock, bonds, and/or mutual fund shares. The best securities to consider as a charitable gift are those that have highly appreciated in value since they were first acquired. Many thoughtful donors review their securities portfolio carefully and give securities instead of cash because they can stretch their giving power by giving the appreciation and sometimes saving on capital gains tax.

ECS welcomes gifts of real estate, whether the gifts are land, buildings, or both. These gifts are unique and are handled on a case-by-case basis. Please consult the Gift Acceptance Policy on our website, or contact Troy M. Miller for guidelines. In all cases, you must acquire an independent qualified appraisal of your gift if you are to take advantage of any accompanying tax deductions.

Typically, our supporters invest in ECS in response to the membership renewal notices they receive every November. There are gifts that not only support the Society but also improve a family's financial stability and help avoid costly estate taxes. Many planned gifts provide a safe return on your investment, an opportunity to unlock appreciated assets, substantial income tax reduction, and guaranteed life income for the donor, the family, and the reduction of estate taxes. Any planned gift should be carefully discussed with your family and financial advisor. Typical planned gifts include charitable gift annuities, charitable remainder trusts, bequests, and charitable lead trusts.

Another way you can take a leadership role and leave a legacy is through a gift to the ECS Endowment. An endowment gift remains in perpetuity, and only its income is used for the current needs of the Society. A significant Endowment ensures the future of ECS, and you can count on The Electrochemical Society, as you have for 100 years, to anticipate and respond to the most critical needs, and to assist members and friends in creating a vibrant and healthy future.

Support The Electrochemical Society's Centennial Campaign and you have the opportunity to partner with a prestigious organization that has a track record of success, and be positive that your investment will have impact and measurable results. You have benefited from the existence of ECS, and now your gift can ensure others will have the same opportunities.

For more information on the Centennial Campaign or how you can make a gift, please contact Troy M. Miller at 609.737.1902, ext. 126 or [troy.miller@electrochem.org](mailto:troy.miller@electrochem.org). Together, we have the opportunity to strengthen the field of solid-state and electrochemical science and technology, and ensure your Society continues to be the world's premier technical society in the field. ■

*Troy M. Miller is the Society's Director of Development.*