



American Society of Plant Biologists

Cultivating a better future through plant biology research

ASPB Centennial Challenge Committee (CCC) Charter

Background. The American Society of Plant Biologists (ASPB), originally called the American Society of Plant Physiologists (ASPP), will be celebrating its Centennial at Plant Biology 2024. The Society was established in 1924 by a group of plant physiologists, including Drs. R.B. Harvey, Charles Shull, Burton Livingston, William Crocker, and J.B. Overton. At that time, they were members of the Physiological Section of the Botanical Society of America, and they split off that Section into an independent society, ASPP. Since then, the Society has grown to become the leading international society of plant biologists.

In 2016 ASPB established the Legacy Society (LS). The LS is comprised of members dedicated to the long-term goal of providing advice and support to the ASPB, with a special focus on maximizing ASPB investments to ensure long-term financial stability. The contribution to join the LS was set at \$5,000, and the initial call to recruit Founding Members resulted in 135 individuals who contributed over \$635,000 in permanently restricted donations to ASPB. In 2019, ASPB formally chartered the Legacy Society Leadership Committee (LSLC) with the responsibility of representing the Legacy Society and to lead fundraising efforts, including The 2024 Centennial Challenge. Because of the diversity and complexity of fundraising activities associated with the Centennial Challenge, ASPB hereby establishes an ad hoc sub-committee of the LSLC, the 2024 ASPB Centennial Challenge Committee (CCC), dedicated solely to promotion of the campaign for the 2024 Centennial Challenge. The LSLC will continue to be involved in long-term fundraising strategies for ASPB and also to serve as a voice for The Legacy Society in providing advice and support on broader societal issues to help ASPB continue to thrive for the next 100 years.

This document defines the CCC's roles in continuing fundraising efforts started by the LSLC.

Charter

- 1. Committee Charge:** Continue the work begun by the LSLC to develop and implement a fundraising campaign as part of the ASPB's Centennial celebratory agenda. The Centennial campaign should be an integral part of the ASPB's overall fundraising strategy. The Committee's primary responsibility is to develop and, upon approval of the Board of Trustees (BoT), implement a comprehensive strategy for the Centennial Challenge campaign. Specific activities are to:

 - a) Develop the guiding principles for the Centennial Challenge campaign;
 - b) Define the scope of the Centennial Challenge campaign by identifying specific fundraising programs to be included, such as the Pioneers program and the promotion of estate giving
 - c) Set the monetary goal for the Centennial Challenge to be raised in donations and pledges;
 - d) Work with the ASPB staff to develop flyers, personalized letters to solicit donations to be signed by appropriate people, the campaign web pages, and other activities to raise publicity for the campaign;
 - e) Work with the ASPB staff and leadership to develop an easy and efficient way to accept donations and efficiently generate receipts for those donations; and
 - f) Periodically report to the LS, the BoT, and the broader membership about the status of CCC's activities
- 2. Committee Term:** The CCC will operate for four years, from October 1, 2020 until the end of 2024.
- 3. Committee Composition:** The CCC is comprised of 4-6 individual ASPB members, at least 2 of whom should be LS members, and the ASPB Treasurer, who serves as an *ex officio* member. The inaugural members shall include the current 2020 LSLC members, one of whom serves as the Chair. Staff liaisons include the CEO and the CFO. Members are recommended by the LSLC Chair and appointed by the current President-elect in consultation with the BoT. They will serve staggered two-year terms, and the inaugural CCC members will be sequentially replaced. The number of members may be increased at the request of the CCC chair, subject to approval by the LSLC and the BoT.

- 4. Committee Meetings:** The committee will function through frequent tele/videoconferencing and will meet in person if necessary. CCC meeting(s) should be scheduled in such a manner to allow the chair to formally report to the LSLC and at the BoT and BoD meetings in order to obtain timely feedback. Committee members will be reimbursed for expenses associated with their travel and other activities related to committee obligations.

- 5. Review of Activities:** The ASPB leadership and staff will review CCC programs and this charter prior to Plant Biology 2022, and make any adjustments as appropriate. The Society will continue to assess strategies for fundraising beyond the Centennial based on the lessons learned from the CCC activities.

Approved by the ASPB Board of Directors on November 12, 2020