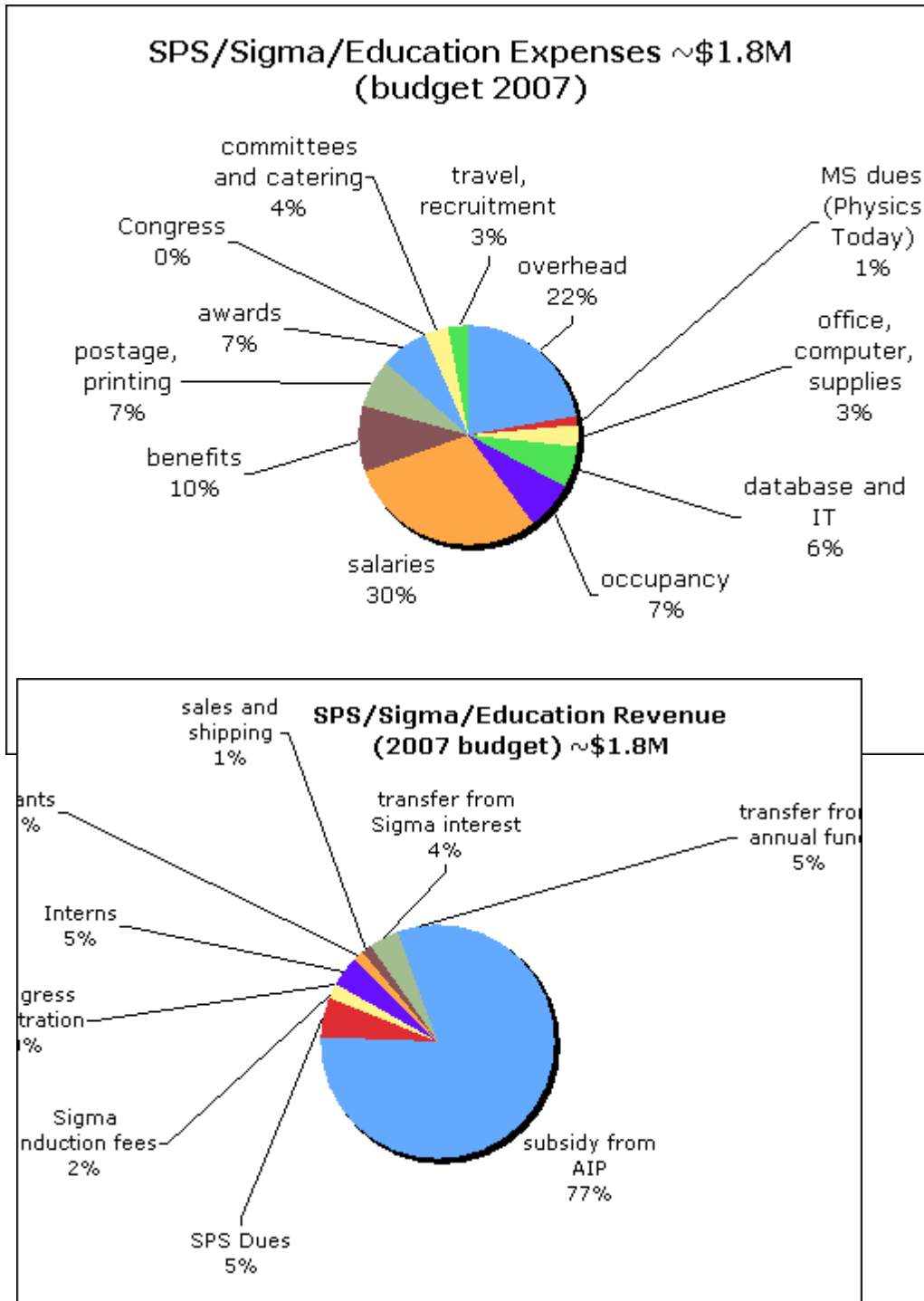


AIP publishing brings in about \$70M in revenue annually, mostly from library journal subscriptions and publishing services and has about \$60M in expenses.

The \$10M left over helps subsidize the Physics Resource Center (AIP-PRC), including its History Center, the Niels Bohr Library, the Media and Relations Division, its Physics Career Network, its Statistics Division, as well as SPS, Sigma Pi Sigma and the Education Division



Development Report
Sigma Pi Sigma and Society for Physics Student Council Meeting
September 28, 2007

- As shown in the first graph and spreadsheet, in 2006, Sigma Pi Sigma donors provided \$118,040 in direct mail gifts. This is a slight increase from 2005, and represents all gifts postmarked by December 31, 2006. Note that just under \$20,000 was donated by the end of January, 2007, and since these gifts were not solicited, it can be assumed that these are 'late' 2006 gifts from the previous mailing.
- Sigma Pi Sigma members have donated \$73K so far this year. A bequest for \$10K was received from the estate of Richard Stutzke.
- The 'Found Member' project: current address information was needed for over 14,000 members who were marked 'Bad Address' in the data base. Through a screening program, we were able to identify 6,000 very good addresses, others with updated birthdates and death dates. Letters with short surveys were sent to the good addresses. Over 1,400 responded, with about 120 members indicating that they would be interested in volunteering.
- Through an initiative started by the Development Committee, we are contacting inactive Sigma Pi Sigma Chapters, and active SPS Chapters who do not yet have a Sigma Pi Sigma Chapter to see if we can increase the total number of active Sigma Pi Sigma chapters and more to the point, new Sigma Pi Sigma members who may become donors. We are collecting data in Zone 18 and Zone 10 to see if we can model a good approach strategy to encourage greater activity. More on this later.
- Major donors are responding well to thank you letters that they have received from scholarship recipients. We are testing what happens when donors receive thank you notes from Development Committee members.

Dear Mr./Mrs./Ms. Last name,

Greetings! I am the Director of Sigma Pi Sigma, the physics honor society, and I am writing to confirm that you were inducted into the society in years past. I regret that we lost contact with you over the years, but I am sending this short note with a response form to make sure that we have found the correct person and that our records are current regarding your Sigma Pi Sigma chapter and induction dates. Please verify the information on the attached form and indicate if you would like to still hear from us.

Sigma Pi Sigma (www.sigmapi sigma.org) is the national physics honor society which offers life-long membership. Members of this prestigious honor society are typically inducted as undergraduates because of their distinction in academic accomplishments and interest in physics. To qualify for induction, undergraduates must rank in the upper third of their class and have completed at least three physics courses that can be credited towards a physics undergraduate degree.

Today, Sigma Pi Sigma directly benefits hundreds of undergraduate physics majors through a variety of activities, some of which are detailed in the enclosed brochure and on our Web site. If you haven't been in contact with us recently, please take a moment to skim the brochure to gain an understanding of our work. I also would greatly appreciate your taking a minute (no more is needed) to complete and send back the attached member preference form so we know what types of mail or contact you prefer.

Your response to this letter will result in the following actions:

- * If you would like to remain an active member, we will send you the following: a biannual copy of *Radiations*, the official magazine of Sigma Pi Sigma, containing news and physics applications; updates on our programs; local and national opportunities to become involved in Sigma Pi Sigma activities; and opportunities to help undergraduates in physics programs. To see recent issues of *Radiations* and details of our programs, go to www.sigmapi sigma.org.
- * If you prefer to be an inactive member, we will contact you at most once a year with updates. You will still remain on our roll of distinguished Sigma Pi Sigma members.

Either way, please contact us with your preference. Thank you for your attention to this matter.

Sincerely,

Gary White
Director, Sigma Pi Sigma and Society of Physics Students

Sigma Pi Sigma Member Preference Form

Please respond to the following questions and return in the enclosed envelope, or fax to 301-209-0882, or send an e-mail to sigmapisigmafriends@aip.org.

1. Please review the information below –

Name	Sigma Pi Sigma Chapter	Induction Year
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Is this correct? yes no

If no, please provide correct information to the best of your recollection or explain error:

2. Would you like to receive an occasional letter, no more than three a year, along with the free semi-annual magazine, *Radiations* (<http://www.sigmapisigma.org/radiations/>), updating you on Sigma Pi Sigma activities?

yes no

3. Would you like to be on our e-mail update list? You will receive invitations to local meetings, other activities in your area, and news updates, no more than six per year.

yes, no

here is my e-mail: _____

4. Are you interested in volunteering on the local and/or national level?

yes no

Sigma Pi Sigma 10 YEAR GIVING TOTALS

PROJECTS	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2007 GOAL
Direct Mail (Annual Giving)	74,116	79,543	71,174	76,217	91,496	86,218	103,205	115,430	118,040	73,244	120,000
Bequest			437,500	112,314						10,000	
Totals	74,116	79,543	508,674	188,531	91,496	86,218	103,205	115,430	118,040	83,244	

