Creating messaging for greater impact

In the past, the Foundation Board of Trustees has deliberated on how to strategically broaden the Foundation’s development activities to include external stakeholders who are currently not aware of the Foundation or its fundraising efforts. Reaching out to those who do not know us without clear mission and vision statements makes fundraising challenging. Foundation President Lalit Verma appointed a subcommittee tasked with developing these statements and a set of values that guide the Foundation for soliciting funds and selecting initiatives for support. Chaired by trustee Brahm Verma, the subcommittee consists of representatives from both the Society and Foundation boards and the membership.

The specific charge of the subcommittee is to develop a succinct message for communication within ASABE and with external entities not familiar with ASABE and our profession. Specifically, the messaging will include mission and vision statements for articulating the impacts of agricultural and biological engineers and the profession, and values that guide the Foundation for soliciting funds and selecting initiatives for support. The subcommittee met numerous times and will have a report and recommendations for the Foundation Board of Trustees to act on by Fall 2019.

Fundraising drive results in Nye Fellowship Fund endowment

The John C. Nye Graduate Fellowship Fund was started in 1999 by family, friends, and colleagues as a way to remember John following his untimely passing. John was an exceptional person, and he was dedicated to expanding the diversity of our Society. This annual $1,500 graduate fellowship is designed to encourage participation in ASABE of underrepresented minority PhD students and help them reach their goals through a graduate degree in agricultural and/or biological engineering. Through generous donations from John’s widow Gloria and an outreach effort to those who knew and respected John, we are thrilled to report that the fund is now endowed and will be awarded for the first time in 2019.
Gaining insight on members in industry

Your donations allowed a subcommittee appointed by ASABE President Maury Salz to build on last year’s member satisfaction survey results and recommendations, and hire McKinley Advisors to delve deeper into how we might better engage members working in industry. The research team gained valuable insights at the 2019 AETC meeting through focus groups and one-on-one interviews with the industry-focused attendees. The subcommittee plans to work on implementing McKinley’s report and long-term recommendations for increased industry member engagement.

Your donation matters—thank you!

Your donations enable us to support ASABE and the profession. While too numerous to list here, the names of all 2018 donors can be found at https://asabe.org/Donate-to-the-ASABE-Foundation/The-Future-Begins-Today.

Help us make an impact

Please consider making a gift or increasing your giving this year, choosing from a variety of options including a donor-advised fund, a year-end gift, or a bequest in a will or living trust. Visit https://asabe.org/Donate-to-the-ASABE-Foundation to donate today.