Microsoft GIVE Campaign

Dr. Shawna McBride
National Space Grant Foundation, Chair
National Space Grant Foundation

• Primary goals

  • Provide **support services** to the Space Grants
  
  • Provide long-term **funding** for Space Grants
  
  • Serve as the **National Face** for Space Grant programs
National Space Grant Foundation

- Provide support services to Space Grants
  - Support for meetings and events
  - Facilitate award funding (fellowships, scholarships, stipends)
  - Purchases and payments
    - Process payments, including credit card payments
    - Accept payments and donations
    - Receive affiliate dues
    - Invoice vendors
    - Assist with purchasing difficult items: promotional items and office equipment
    - Provide staff bonuses
    - Help with problem-solving
    - Serve as an interface between Space Grants and outside organizations
National Space Grant Foundation

- Provide long-term **funding** for Space Grants
  - Fundraising and donations

- You can use these funds in ways you can’t use NASA funds
  - Alliance dues, staff incentives, swag
  - Non-US citizen student participation
  - Support for students and faculty
What is Microsoft GIVE?

Microsoft employee giving program
To support our employees' passion for giving, Microsoft matches employee donations of time and money to nonprofit organizations. Each October, our fun and spirited employee Giving Campaign—a tradition since 1983—makes a significant annual impact in addition to generous giving year-round.

Maximize employee engagement (PDF) ▶

Employee giving by the numbers
In fiscal year 2022, US employees rallied together to provide:

$255M  720K+

Our employees donated $255 million (inclusive of company match) to over 32,000 nonprofits
Over 29,000 Microsoft employees volunteered more than 720,000 hours
Microsoft GIVE connection

Marcello Benati
Chief Architect
## Fall 2022 Results: Auction Items

<table>
<thead>
<tr>
<th>Auction Item/Experience</th>
<th>Winning Bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Stargazing Program with Wyoming Stargazing</td>
<td>$820.01</td>
</tr>
<tr>
<td>Zoom Call with Emily Calandrelli aka The Space Gal, host of Emily’s Wonder Lab</td>
<td>$403.00</td>
</tr>
<tr>
<td>Your Choice of Astrophotography Print from Wyoming Stargazing</td>
<td>$375.00</td>
</tr>
<tr>
<td>Behind the Scenes Tour at the Green Bank Observatory</td>
<td>$699.00</td>
</tr>
<tr>
<td>An Afternoon with Jacki Klancher: Scientist, Teacher, and Explorer</td>
<td>$650.01</td>
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<tr>
<td>An Evening Guided Tour of the Wyoming Infrared Observatory (WIRO) including dinner and stargazing with Dr. Chip Kobulnicky</td>
<td>$2,500.00</td>
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</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>$8,597.03</strong></td>
</tr>
<tr>
<td><strong>Microsoft Match</strong></td>
<td><strong>$8,597.03</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$17,194.06</strong></td>
</tr>
</tbody>
</table>
WY Auctions Items completed

- A tour of the Wyoming Infrared Observatory (WIRO) including dinner with Dr. Mike Brotherton
- Camping with Jacki Klancher: Scientist, Teacher, and Explorer
- *Private Stargazing Program with Wyoming Stargazing – Rained Out!*
WY Auctions Items completed
Fall 2022 Auction Items

- Astrophotography print from Wyoming Stargazing
- Private Stargazing Program with Wyoming Stargazing
- Zoom call with Emily Calandrelli - aka The Space Gal
How can you participate in Microsoft GIVE?
Ways to participate

• Submit information for
  • Causes
  • Auction Items

• Look for e-mails from Kevin and Shirley
  • Templates
  • Examples
  • *Info due mid-July*
Example of Causes

• Great Lunar Expedition for Everyone (GLEE)
  • Student stipends and technical support

• National Eclipse Ballooning Project (NEBP)
  • Travel funding and streaming support

• Science Kitchen Outreach Lab
  • Funding for supplies
Causes Template

- Title
- Pictures
- Description
- Request
  - Funding ($500-$2,500 increments)
  - Resources (hardware, software, website development, technical assistance)
- Point of Contact
Examples of Auction Items

• Stargazing with Wyoming Stargazing

• Astrophotography print from Wyoming Stargazing

• Zoom call with Emily Calandrelli
Auction Items Template

- Title
- Pictures
- Description
  - What type of event is it
  - How is it unique
  - Location of the event
  - Who is involved
- Minimum Bid/Fees
- Point of Contact
Ideas for Auction Items

• Tour of a scientific/engineering facility
• Lunch or dinner with a scientist, educator, or astronaut
• Connect with Affiliate institutions
  • Science Center or Museum
  • Planetarium
  • Observatory
Example of a Combo Approach

- The Embedded Teacher Program onboard the ZERO-G aircraft
- Cause: $6,000 teacher sponsorship
- Auction Item: $10,0000 – sponsor flies with the teacher on the parabolic flight
What is your responsibility and time commitment?

- Generate ideas and submit information
- Serve as Point of Contact for Causes and Auction Items
- Facilitate connections
- Participate as needed and desired
How is funding distributed?

Auction Items

• 80% of funding goes to the Space Grant submitting the item
• 20% of funding goes to the National Space Grant Foundation
• After event is completed

Causes

• Specific Causes: 80% Space Grant/20% National Space Grant Foundation
• General Causes: 80% split between all Space Grants/20% NSGF
Improvements in the works

- Getting information to Microsoft earlier
- Minimum bids/fees
- Better communication
For more information please contact:

• Kevin Freese: kdfreese@aol.com, cell: 440-477-7937

• Shirley Campbell: campbell@spacegrant.org

• Shawna McBride: smcbride@uwyo.edu
Thanks all!

Questions?

Have a great summer!