

Fundraising & Finance

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The UNIVERSITY *of* OKLAHOMA

12/18/24

Introduction

- USLUA is a 501(c)(3) tax-exempt non-profit that needs funding to support its mission:
 - Travel support for annual HEP DC advocacy trip (see Kiley's talk)
 - Summer party @ CERN (see Steve's talk)
 - Monthly get-togethers @ R1
 - Aspirational goals:
 - Travel support for conferences (EC researchers), outreach events
 - Part-time professional support/consulting
- With in-person events on hold during the pandemic, no real need for fundraising
- We revived the fundraising efforts in 2023, raising over \$58k through:
 - Lab drive
 - Community drive
 - University Research Association (URA) Visiting Scholars Program
 - Travel support for annual meeting @ FNAL

2024

- Repeated the lab and community funding drives
- URA support not available for events at SLAC
- Also tried some new approaches:
 - Hired fundraising consultant
 - Direct request to university group leaders

Lab Drive

- Historically, labs have provided the majority of USLUA financial support
- Some restrictions on usage (varies lab to lab)
- Sent request to lab directors along with a detailed description of USLUA
- Positive response from FNAL, SLAC, LBL, BNL, and ORNL (many thanks!)
- In total, \$36.5k committed (same as 2023)

Community Drive

- Sent general fundraising request to US LHC community (3.2k folks)
- Included ~1.5 pages of details on USLUA activities
- Tried to professionalize our request
 - Sent request using GiveButter, a popular fundraising platform
 - Unfortunately, some spam filters intercepted the mail
- Raised \$1.7k (-\$0.7k wrt 2023)
 - Many thanks to those that donated!
 - These funds are unrestricted and extremely valuable to us
 - Enough to fully support an additional DC trip participant



Dear Jianing,

As you may know, the US LHC Users Association (USLUA) advocates on behalf of all US-affiliated students, scientists, and engineers who carry out research and development using the LHC experiments or accelerator systems, with a focus on how best to enhance scientific participation in the discoveries expected from this research. In particular, USLUA aims to:

- Help the US-based LHC community work effectively with their colleagues at CERN.
- Help US researchers at CERN adapt to working and living in the area.
- Provide communication channels between researchers working on the LHC experiments, US funding agencies supporting this work, and Congress.

If you are not already a member, **please join our egroup** (uslua-general) [here](#) to receive timely information on developments related to the LHC research program and events (in the US and at CERN) organized by USLUA. This is particularly useful for our early-career colleagues, as much of our programming is intended to support this community.

In addition, I am writing to ask senior colleagues to **consider supporting USLUA financially**, which is essential for us to continue our work. Previous activities and future plans for the usage of USLUA funds are explained in the attached PDF.

To donate, please go to paypal.com/us/fundraiser/charity/2245513. USLUA is an IRS tax-exempt 501(c)3 organization, making donations tax-deductible. 100% of the funds donated through this page go to USLUA, without any overhead.

Thank you for considering our request, and for your support.

Best regards,
Harvey Newman
USLUA Executive Committee Chair



Fundraising Consultant

- Hired a fundraising consultant through UpWork in an effort to take our fundraising to the next level
- She suggested/helped us develop a "drip" campaign
 - Goal: introduce ourselves and identify potential donors
 - Targeted members of APS, AAAS, AAS, AIP, and other professional organizations
 - ~30k names/addresses
 - She sent 4 informational emails (over a period of weeks) on our behalf
- Unfortunately, she wasn't reliable and eventually stopped responding
- We sent the final informational email followed by an explicit fundraising request
 - Unsuccessful, but a learning experience



Dear Don,

The [US LHC Users Association](#) (USLUA) is committed to developing the next generation of bright minds who will expand our knowledge of the universe and lead advances in science and technology. Through our programs and initiatives, both domestic and international, the association provides unparalleled opportunities for growth and learning.

In the United States, our flagship event is the annual meeting of the US LHC Users Association, which brings together students and early-career scientists. The meeting provides a platform to present their work, network among themselves and with established researchers, and gain insights into the latest developments in particle physics. In addition, we engage in outreach activities targeting high school and younger students.

USLUA also facilitates participation in global research endeavors at CERN, the European Organization for Nuclear Research. We provide relocation support for students and researchers to directly engage with Large Hadron Collider experiments. This exposure is invaluable as it allows for collaboration with a diverse set of scientists and access to the world's most advanced experimental facilities. By bridging the gap between education and real-world experience, USLUA plays a pivotal role in preparing future generations for a career and leadership in research, science, and engineering.

Do you have a future scientist in your life? Your [support](#) of USLUA will help us to expand educational opportunities for students and the next generation of scientists.

Warm regards,

Harvey B Newman
Professor of Physics, Caltech
USLUA Executive Committee Chair
newman@hep.caltech.edu



We've got some exciting news!

Dear John,

We've just kicked off a new fundraising campaign with a goal to **raise \$2,000**, and we need your help to make it happen.

The quest to understand the universe at its most fundamental level, using the Large Hadron Collider, has already had significant impacts in the fields of medicine and national security. It is inspiring to see how investments in basic research can lead to innovations that enhance our daily lives and safety.

Your donation not only fuels our ongoing projects but also reaffirms the importance of scientific curiosity and its potential to drive practical advancements. It is supporters like you who empower us to continue our journey of discovery and innovation.

To donate, please visit <https://givebutter.com/Hh2xkS>.

Thank you once again for your commitment to scientific progress and for being a part of our community.

Sincerely,

Harvey B Newman
USLUA Executive Committee Chair
newman@hep.caltech.edu
(626)-395-6656

Group Leaders

- Sent a request to group leaders from ALICE, ATLAS, CMS, and LHCb
- DC trip: personpower and financial support
- Discretionary funds are hard to find → raised just a small amount

Dear Group Leader,

I am writing on behalf of the US LHC Users Association (USLUA) to ask for your support to ensure a sufficiently strong contingent on the annual HEP DC advocacy trip [1] the week of April 8th. We hope to be able to meet with all 541 Congressional offices this year, which requires additional personpower and financial support to achieve.

While the trip is paramount to ensure robust funding in challenging times, and the future health of high-energy physics, it is also a unique opportunity for participants to expand their horizons and gain a broader perspective of the field and their place in it. Therefore, we would like to ask if anyone from your group (who would represent a strong addition to the team) would be willing to participate in the trip this year? If so, please ask them to get in touch with the Chair of our Government Relations committee, Kiley Kennedy (kileykennedy@princeton.edu). All career levels from graduate students to faculty are invited to attend. The trip is four days long and requires some preparatory work.

Travel expenses for the trip typically amount to about \$1-1.5k/participant. Since our activities on this trip could be considered lobbying, federal grant money cannot be used to finance the trip, and providing travel support is a perpetual challenge. So, we would also like to ask if your group, department, and/or Vice President for Research has any discretionary funds that could be used to support travel for one or more DC trip participants, which would strengthen the overall contingent and maximize our impact in Washington? If so, these funds can most easily be transferred to USLUA through PayPal [2]. Please contact our Treasurer, David Saltzberg (dvd.sltzbrg@gmail.com), and the Chair of our Fundraising & Finance Committee, John Stupak (johnstupak@gmail.com), for alternative mechanisms, if need be.

We look forward to another highly successful trip, and thank you in advance for your support!

Regards,
Harvey Newman
On behalf of the US LHC Users Association Executive Committee

[1] <https://arxiv.org/abs/2207.00122>
[2] paypal.com/us/fundraiser/charity/2245513

Summary

- Raised over \$38k in 2024 to support the USLUA mission
- Thanks to everyone who donated or contributed to these fundraising efforts!
- Overall, our financial situation is stable
- Of course, additional funds would allow us to do more
- Donations can be made at any time: tinyurl.com/uslua
- Looking for a new Chair of the Committee for next year
- Let me know if you might be interested

Donate here:

