

# Fall Appeal 2023

Bring the Awe and Wonder of a Solar Eclipse to Millions!

Dear Friend of the ASP,

Two solar eclipses will cross the United States within six months of each other on October 14, 2023 and April 8, 2024 – a once in a lifetime event for over 32 million people living inside the path of totality alone.

Fostering a lifelong interest in the cosmos and developing science literacy through the wonder of astronomy has been the core mission of the ASP for almost 134 years. In 1889 a passionate group of amateur photographers and astronomers traveled 100 miles north of San Francisco to witness totality and capture images of the celestial event for the first time. Their profound experience bound the group together, inspiring them to form a new kind of science society – the Astronomical Society of the Pacific (ASP). The group dedicated themselves to sharing their love of astronomy with the public through education and outreach.

**The upcoming April 8, 2024 Total Solar Eclipse offers a rare opportunity to transform how people relate to science and scientists – which in the face of science skepticism and the existential threat of the climate crisis – is more important now than ever.**



*Young children learn how to use safe solar viewers to observe the Sun. Credit: Mark Margolis, Rainbow Symphony*

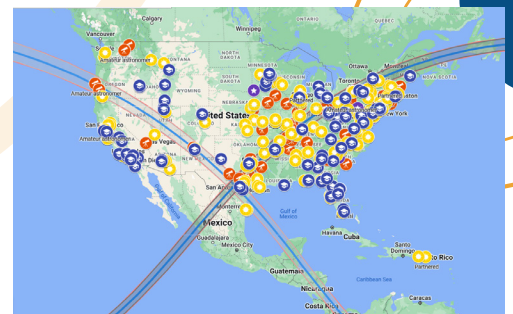
With the same passion as the founders, the ASP is training and supporting astronomy educators and enthusiasts to excite and engage the public in the upcoming Total Solar Eclipse through two major funded public engagement efforts. **NASA Eclipse Ambassadors** pairs astronomy enthusiasts and undergraduate students to create events in underserved communities outside the path of totality, and **NSF Eclipse Stars** connects scientists with communities, and educators with K-12 students within the path of totality.

Both projects will train, support, and provide kits of solar eclipse outreach materials to over 1,300 scientists, amateur astronomers, college students, classroom teachers, and informal educators across the nation serving as solar eclipse ambassadors for communities.

**Your contribution will provide continuous online learning, new education activities, instructional videos, and hosted workshops to hundreds of future astronomy educators.** ASP is committed to maintaining a long-lasting relationship with those whose dedication to education foster scientific curiosity and the advancement of science literacy.



Sincerely,  
Linda S. Shore, EdD  
CEO, Astronomical Society of the Pacific



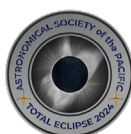
*Map of Graduate Student Eclipse Ambassador Partnerships and Amateur Astronomers*

**P.S. Your monthly donation, no matter how small, makes a difference and gives you the security of knowing you are making a long-term investment in astronomy education. Visit our website to find out how. [astro.society.org](http://astro.society.org)**

*Your donation may be tax deductible as provided by law. The ASP is a 501(c)(3) nonprofit organization, tax ID #94-0294860.*

## Special Thank You Gifts

Donation amounts do not include new or renewal membership fees



Donate \$100 and up to receive a limited-edition 2024 ASP Exclusive 1 1/2" Pin celebrating the 2024 Total Solar Eclipse.



Donate \$500 and up and you will also receive this exclusive, roomy canvas L.L. Bean tote with an embroidered ASP Logo.  
17" w x 6" d x 13 1/2" h; 9" handle drop



Donors of \$1,000 and up also receive a Natural Bamboo Plaid Blanket 50" x 60" with ASP Logo. Perfect for those cold sky observing winter nights.