

Your 2017 ATS Assembly Challenge Toolkit

Dear Assembly Leader:

Welcome to the 2017 Assembly Challenge! The ATS Foundation has created this toolkit to help make the 2017 Challenge a success.

What is the Assembly Challenge?

An annual event inviting all ATS assemblies to compete in support of the 2017 ATS Foundation Funds for the Future Campaign (FFF)

The Assembly Challenge taps into the grassroots community of the ATS assemblies.

There are three ways to win the Assembly Challenge:

- Be the assembly with the most dollars raised in the 2017 FFF;
- Be the assembly with the highest member participation rate in 2017 FFF;
- Be the assembly with most first-time donors November 28-December 31, 2017

Why join the Assembly Challenge?

Support the next generation of researchers, clinicians and medical educators in pulmonary, critical care and sleep medicine today.

Your generosity launches promising young investigators in careers dedicated to scientific discovery and better patient care.

When?

We launch on November 28, #GivingTuesday, an international day dedicated to giving. We continue the spirit of giving through **December 31, 2017**.

Which gifts count?

All gifts to the Foundation count toward the challenge.

Assembly recognition:

The winning assembly will be recognized through all communications channels and at ATS 2018.

Your enthusiastic involvement will help drive our assembly to success! Enclosed are:

1. Sample messages and links to resources for #GivingTuesday to give your campaign a strong boost
2. Sample messages to use throughout the month of December—to keep up the momentum
3. Sample communications timeline

Please let the ATS Foundation staff know how your campaign is doing, and how we can help. If you need assistance, please contact Ally Felix at afelix@thoracic.org.

ATS Foundation

Improving the lives of patients with respiratory diseases through research, education, & training

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Sample ATS Foundation Messaging

- Join the 2017 Assembly Challenge and help ensure the next generation of researchers, clinicians and medical educators in pulmonary, critical care and sleep medicine.
- Give to the ATS Foundation Funds for the Future Campaign before December 31. Build a future where we can all breathe better!
- Your gift is not only an investment in the health of our profession—it's an investment in the health of our patients!
- Make #GivingTuesday a focal point of your assembly competition activities. #GivingTuesday is a special day dedicated to the joy of giving, this year on November 28, 2017. Don't forget to continue the spirit of giving throughout December.
- **Since 2004, the ATS Foundation Research Program has awarded \$16 million to 210 investigators who have gone on to secure \$215 million in federal funding. That's a return on investment of \$13 per dollar awarded!**

Sample messages around #GivingTuesday:

- There's "Black Friday." There's "Cyber Monday." And now there's #GivingTuesday—proving the holidays can be about both giving and giving back.
- #GivingTuesday is a powerful social movement that culminates with a global day of giving on November 28, 2017.
- Join the ATS Foundation for #GivingTuesday: Support respiratory research. Save lives.

You can find additional messaging and photos you can use here:

<http://foundation.thoracic.org/ways-to-help/giving-tuesday.php>

#GivingTuesday Social Media Guide

Social media is a great way to share the message of giving, the Society's mission, and your personal stories about why conquering lung diseases is so important to you.

1. Tweet why you give using the hashtags #atsfoundation, #whyigive and #givingtuesday

- Example: I give to #atsfoundation because it's important to support the next generation of lung researchers #whyigive #givingtuesday
2. Follow us on Twitter [@atscommunity](#), retweet us, and tell your network about #GivingTuesday.
 3. Like us on Facebook at [facebook.com/americanthoracic](https://www.facebook.com/americanthoracic) and share your own stories.
 4. Follow us on Instagram [@atscommunity](#)

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Sample Emails from Assembly Leaders to Assembly Members

Pro Tip:

Personal outreach from assembly chairs helps drive giving. Last year's winning assemblies sent personal messages from their chairs.

Sample Email #1

Email Subject Line: Are you up to the challenge?

Dear ATS Assembly Member,

There's "Black Friday." There's "Cyber Monday." And now there's #GivingTuesday—proving the holidays can be about both giving and giving back.

This holiday giving season, let's tap into our generosity and the power of our community by [increasing ATS Foundation giving in our assembly](#).

The ATS Foundation supports core ATS mission-related programs: No matter what program inspires you, **all gifts to the Foundation count toward our Assembly Challenge progress.**

There are three ways [we can win the 2017 Assembly Challenge](#): be the assembly with the most dollars raised in 2017 for the ATS Foundation Funds for the Future Campaign; have the highest member participation rate in 2017; or have the most first-time donors from Nov. 28 - Dec. 31, 2017.

The winning assemblies will be recognized throughout ATS and Foundation publications and during the ATS 2018 International Conference.

Please give back on #GivingTuesday, November 28th, and continue the giving party throughout the end of the year by making a tax-deductible gift to the ATS Foundation.

You can make a gift online at thoracic.org/go/donate.

Thank you for all that you do as an ATS member!

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Pro Tip:

Some of the most effective emails you can send are emails from research awardees in your assembly about why their ATS Foundation Research Program award was so meaningful for them. Last year's winning assemblies sent personal messages from their awardees.

Sample Email #2

Email Subject Line: Join us for the 2017 ATS Assembly Challenge!

Dear ATS Assembly Member,

Our assembly is a powerful grassroots community that helps improve patient health worldwide. This holiday giving season, let's tap into our generosity and the power of this community by increasing ATS Foundation giving in our assembly.

There are three ways **we can win** this 2017 ATS Assembly Challenge:

- Be the assembly with the most dollars raised in 2017 for the ATS Foundation Funds for the Future Campaign;
- Be the assembly with the highest member participation rate in 2017;
- Be the assembly with most first-time donors November 28-December 31, 2017

Your gift supports core ATS mission-related programs. No matter what program inspires you, all gifts to the ATS Foundation count toward our Assembly Challenge progress.

The winning assemblies will be recognized throughout ATS and Foundation publications and during the ATS 2018 International Conference.

A great way to get involved in the giving season is to **join the ATS Foundation for #GivingTuesday**, a social movement culminating in a global day of giving on November 28. Learn more here:

<http://foundation.thoracic.org/ways-to-help/giving-tuesday.php>

Please **make a gift online** today at thoracic.org/go/donate.

Thank you for all that you do as an ATS member to build a future where we can all breathe better!

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Pro Tip:

Different assemblies have different styles. Tailor the sample emails to fit the unique style and voice of your assembly.

Sample Email #3

Email Subject Line: Let's win the 2017 ATS Assembly Challenge!

Dear ATS Assembly Member,

Our assembly is a powerful grassroots community that helps improve patient health worldwide. This holiday giving season, let's tap into our generosity and the power of this community by increasing ATS Foundation giving in our assembly.

Let's win the 2017 ATS Assembly Challenge! There are three ways [we can win](#):

- Be the assembly with the most dollars raised in 2017 for the ATS Foundation Funds for the Future Campaign;
- Be the assembly with the highest member participation rate in 2017;
- Be the assembly with most first-time donors Nov. 28 - Dec. 31, 2017.

Your gift supports core ATS mission-related programs. No matter what program inspires you, all gifts to the ATS Foundation count toward our Assembly Challenge progress.

The winning assemblies will be recognized throughout ATS and Foundation publications and during the ATS 2018 International Conference.

Please make a gift online at thoracic.org/go/donate.

The Assembly Challenge runs November 28 through December 31. Let's make this the best giving season ever!

Thank you for all you do as an ATS member to build a future where we can all breathe better.

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Sample Email #4

Email Subject Line: 2017 ATS Assembly Challenge

Dear ATS Assembly Member,

ATS assemblies are at the heart of the Society's mission. You are part of a powerful grassroots community that helps improve patient health worldwide.

That's why we hope you'll [join the 2017 ATS Assembly Challenge](#) with a generous gift to the **ATS Foundation**. Your support will help launch the careers of young investigators determined to discover the cures and treatments of tomorrow.

Your gift is not only an investment in the health of our profession—it's an investment in the health of our patients!

What can you gift do?

- **\$50** keeps a patient's cultured cells alive for one month
- **\$150** provides one hour of clinical research coordinator support during a clinical trial
- **\$250** funds one procedure to obtain a patient's lung cell sample
- **\$500** funds one chest CT during a clinical trial
- **\$1,000** takes us one giant step toward curing respiratory diseases

No matter which core ATS mission-related program inspires you, all gifts to the ATS Foundation count toward your Assembly Challenge progress.

There are three ways [we can win the 2017 Assembly Challenge](#): be the assembly with the most dollars raised in 2017 for the ATS Foundation Funds for the Future Campaign; have the highest member participation rate in 2017; or have the most first-time donors from Nov. 28 - Dec. 31, 2017.

The winning assemblies will be recognized throughout ATS and Foundation publications and during the ATS 2018 International Conference.

Please **make a gift online** today at thoracic.org/go/donate.

Thank you so much for your commitment to the ATS—and to building a future where patients breathe better.

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Sample Email #5

Email Subject Line: Will you rise to the challenge?

Dear ATS Assembly Member,

The 2017 ATS Assembly Challenge is underway!

This holiday giving season, [please consider a gift to the ATS Foundation](#) during the **2017 ATS Assembly Challenge**.

There are three ways our Assembly can win the 2017 Assembly Challenge:

- Be the assembly with the most dollars raised in 2017 for the ATS Foundation Funds for the Future Campaign;
- Be the assembly with the highest member participation rate in 2017;
- Be the assembly with most first-time donors November 28 - December 31, 2017

The winning assemblies will be recognized throughout ATS and Foundation publications and during the ATS 2017 International Conference.

Your gift supports core ATS mission-related programs including Research Program, MECOR, Medical Education Research, Ziskind Clinical Research Scholar Award, and Assembly Awards and Scholarships. No matter what program inspires you, **all gifts to the ATS Foundation count toward our Assembly Challenge progress.**

Think back to your own **early-career research award** and the role it played in your career. You can share your story here: Thoracic.org/go/your-story

The Assembly Challenge runs November 28 through December 31. [Please make your gift before midnight December 31.](#)

Thank you for all that you do as an ATS member!

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Sample Communications Timeline

November

- Wednesday, November 8: Email your assembly members and let them know about the 2017 ATS Assembly Challenge and #GivingTuesday
- Wednesday, November 15: Email your assembly members and remind them about the 2017 ATS Assembly Challenge and #GivingTuesday
- Tuesday, November 21: Email your assembly members and remind them about the 2017 ATS Assembly Challenge and #GivingTuesday
- Tuesday, November 21: Tweet your followers that #GivingTuesday and the start of the 2017 ATS Assembly Challenge are only a week away
- Monday, November 27: Tweet your followers and email your members that tomorrow is #GivingTuesday and the start of 2017 ATS Assembly Challenge
- Tuesday, November 28: Tweet your followers and email your assembly members to let them know the 2017 ATS Assembly Challenge starts now, on #GivingTuesday
- Tuesday, November 28: Tweet why you give using the hashtags #atsfoundation, #whyigive and #givingtuesday
- Wednesday, November 29: Thank your friends and colleagues for participating in #GivingTuesday and remind your members that gifts throughout December count toward your Assembly Challenge progress
- Wednesday, November 29: ATS Foundation will provide updates on #GivingTuesday results
- Retweet ATS Foundation #GivingTuesday tweets from [@atscommunity](https://twitter.com/atscommunity) all month long
- Share your stories at facebook.com/americanthoracic all month long
- Tweet why you give using the hashtags #atsfoundation, #whyigive and #givingtuesday all month long
- Early-career research grants change lives: Think back to your own early-career research award and the role it played in your career. Share your story at Thoracic.org/go/your-story

December

- Monday, December 4: Remind your members that gifts throughout December count toward your Assembly Challenge progress
- Wednesday, December 27: Make your tax-deductible gift before 12/31. Make your gift online today!
- Sunday, December 31: Last chance to make your 2017 tax-deductible gift. Make your gift online today!
- Early January 2018: ATS Foundation will announce the results of the 2017 ATS Assembly Challenge