

AMERICAN THORACIC SOCIETY

2016 ATS Assembly Challenge in Support of the ATS Foundation

Helpful Hints

December 7, 2016



We help the world breathe®
PULMONARY • CRITICAL CARE • SLEEP

www.thoracic.org

Assembly Challenge Overview

- Runs Nov. 29 (#GivingTuesday) through Dec. 31
- Invites all ATS assemblies to **compete in support of the ATS Foundation**
- **Toolkit** for assembly leaders includes sample emails and messaging:
 - <http://foundation.thoracic.org/what-we-do/assemblies/assembly-challenge.php>
- Three ways for an assembly to win:
 - Most dollars raised in the 2016 Funds for the Future Campaign
 - Highest member participation rate in 2016
 - Most first-time donors Nov. 29-Dec. 31

Last Year's Assembly Challenge Results

Primary Assembly	Total 2015 Giving	Active Member Participation %	First Time Donors in Dec.
Allergy Immunology & Inflammation	\$94,914	10.34%	5
Behavioral Science and Health Services Research	\$9,939	16.57%	3
Clinical Problems	\$70,028	7.51%	5
Critical Care	\$39,888	5.73%	12
Environmental, Occupational and Population Health	\$14,154	10.39%	2
Microbiology, Tuberculosis & Pulmonary Infections	\$26,268	8.12%	3
Nursing	\$2,518	17.46%	4
Pediatrics	\$32,344	8.55%	8
Pulmonary Circulation	\$31,939	5.80%	4
Pulmonary Rehabilitation	\$6,675	9.30%	1
Respiratory Cell & Molecular Biology	\$95,741	15.55%	37
Respiratory Structure & Function	\$31,293	7.41%	5
Sleep Respiratory & Neurobiology	\$23,313	9.03%	3
Thoracic Oncology	\$8,022	7.53%	0

Email Outreach: The Primary Driver for Giving

- **Personal emails** from assembly leaders
- **Emails from Research Program awardees** about why their award was so meaningful for them
- Tailor the sample emails to fit the **unique style and voice of your assembly**
- Run a **special giving campaign**

Be sure to include links:

- An awardee on foundation.thoracic.org
- The donation page thoracic.org/go/donate
- Tool for creating short versions of web addresses. Very useful for social media! <http://ow.ly/url/shorten-url>

Sample Special Giving Campaigns

- **Giving Day:** “Let’s raise \$5,000/\$10,000 on [this day]!”
- **Giving Week:** “Let’s raise \$10,000/\$25,000 [this week]!”
- **Assembly Chair Match:**
 - “[Assembly Chair] will donate \$5 for every member who makes a first-time gift in Dec.!”
 - “[Assembly Chair] will donate \$5 for every member who makes a gift in Dec.!”

Ways to Give:

- [Give online now](#): Build a future where patients breathe better
- [Honor your mentor](#): Thank one of the most influential figures in your life
- Reimbursement forms: A convenient way to give—contact your assembly staff member for a form
- [ATS 2017 Registration](#): Gifts made with your registration in Dec. count
- [Gifts of Stock](#): Make a gift of appreciated securities

Social Media: Using Twitter

- Tweet **@atscommunity** using the hashtag **#atsfoundation**
- Sample topics:
 - Early-career research grants change lives: Think back to your own early-career research award and the role it played in your career.
 - Why conquering lung diseases is important to you
 - Highlight Research Program awardees from your assembly
 - Remind your members that gifts throughout Dec. count toward your Assembly Challenge progress
- Be sure to **include links**:
 - An awardee on foundation.thoracic.org
 - The donation page **thoracic.org/go/donate**

Reminders

- Gifts to all Foundation programs count
- Reimbursement forms are a convenient way to give
- Many members make their gifts in Dec.
- Be sure to include links
- **Outreach from assembly leaders makes all the difference!**