Hello!

Governing Council
Mid-Year Meeting:
Development Committee

June 16, 2022
Dr. Bryan O. Buckley
Chair, Development Committee | Executive Board Member
Current State

• Challenge 100% of Governing Councilors to participate in leadership giving by the annual meeting

• Leadership Giving YTD (July 1, 2021 – June 1, 2022)
  – 34.9% (98/281) of GCs contributed $30,449
  – 100% (24/24) of Executive Board members contributed $23,467
What this presentation is not

SHUT UP AND TAKE MY MONEY
"I have found that among its other benefits, giving liberates the soul of the giver" ~Maya Angelou
Development Challenge

Financial
Support
Relationships
Media
Financial

• **Donate to APHA** before June 30, 2022

• Give the **gift** of APHA membership

• **Sponsor** a Student to attend an APHA event
Relationships

• Seek a matching gift from your company/organization

• Share contacts and facilitate introductions to prospective individuals, corporations, foundations, or governmental funders

• Personally ask Non-APHA Friends to Donate to APHA

• Suggest and introduce APHA to potential sponsors for 2023 (Atlanta)

Email connections to development@apha.org
Create and publish social media (e.g., Facebook, Instagram, LinkedIn, Twitter, etc.) fundraiser in support of the Association
- NPHW
- Your Birthday
- APHA Membership Anniversary
- Annual Meeting
- Giving Tuesday and Holiday Year-End

Forward fundraising appeal email to non-APHA people in your social media network
Support

• Submit a <1 min Fundraising Video on why you give your time and finances to support APHA

• Advocate for APHA by sharing its mission and why it is personally important with contacts

• Shop @AmazonSmile when using Amazon. This will make a donation 0.5% of your purchase to APHA

Email videos to development@apha.org
New Donation Platform

apha.org/donate

APHA champions the health of all people and all communities. Your tax-deductible donation makes you part of Generation Public Health — APHA’s movement to create the healthiest nation in one generation — and helps fund APHA’s work. Thank you for your investment in public health and APHA.

APHA General Fund

Donation Amount *
- $5
- $25
- $50
- $100
- $250
- Other Amount

Recurring *
- One Time
- Weekly
- Monthly
- Yearly

Your gift will start today, or set a future date.
Your gift will continue until canceled, or set number of gifts.

☐ Make my gift go further by adding 3% to cover processing fees.

☐ Make this a Tribute Gift

Total $0.00
Thank you for donating your Time, Talent, and Treasure to public health and APHA.

Development Committee
Bryan O. Buckley (Chair), Emily Bartlett, Donna Beal, Georges Benjamin, Danielle Campbell, Tom Doker, Sarah Gareau, Benjamin Hernandez, Haley Moss, David Reyes, and Hope Rollins,