



# 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

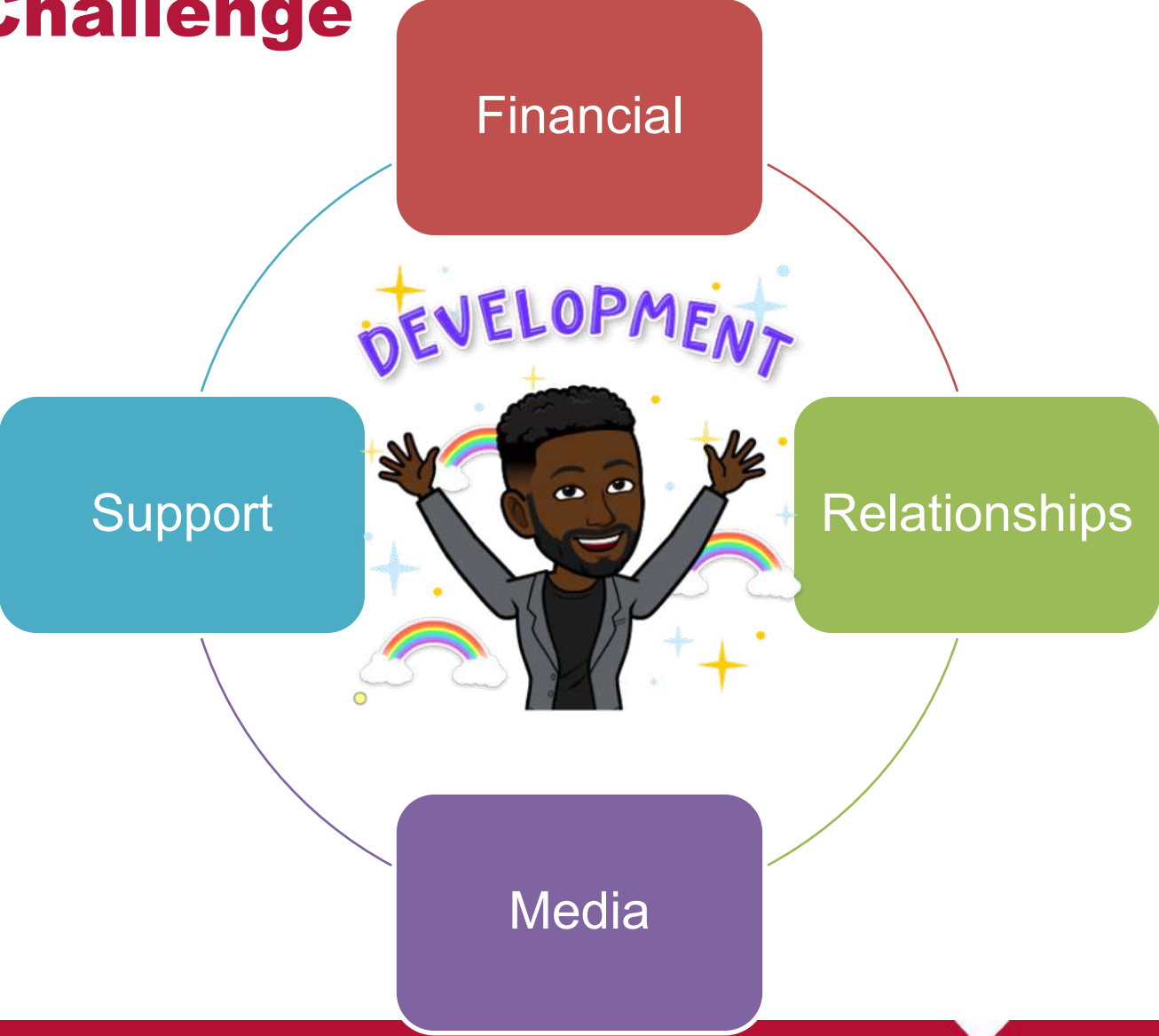
**SHUT UP AND  
TAKE MY MONEY**



"I have found that among its other benefits, giving liberates the soul of the giver" ~Maya Angelou



# Development Challenge



## Financial



- [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](mailto:development@apha.org)



## Media



- 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](mailto:development@apha.org)

# New Donation Platform



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.org/donate](https://apha.org/donate)

## APHA General Fund

Donation Amount \*

- \$5
- \$25
- \$50
- \$100
- \$250
- Other Amount

(Select Fund) ▾

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**



# Many Thanks!

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,*

