

WIN FREE CME FOR 2020

2019 RSL CHALLENGE TOOLKIT

Regional, State & Local Societies
Fundraising Competition



Welcome to the 2019 RSL Challenge!

We know that our fourth annual challenge can be an even bigger success than last year's and YOUR involvement can make that possible.

Last year, our goal was to raise \$50,000, but through personalized appeals from RSL Governors and Presidents the challenge raised over \$72,000 for research! Our 2018 winner, Region 3 Southeast, raised over \$33,000 largely due to personal outreach.

Foundation staff created this tool kit to provide all regions with the materials needed to create tailored messages for your constituents to help stir up some friendly regional competition.

Funds raised from the 2019 RSL Challenge will help fund FOUR Faculty Development Awards in 2020. Thank you in advance for your support of the AAAAI Foundation!

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2019 RSL CHALLENGE TOOLKIT

OVERVIEW

What is the RSL Challenge?

The RSL Challenge is a friendly fundraising competition between the regional, state and local societies where the region that donates the most to the AAAAI Foundation in 2019 will receive free certification for a 2020 CME course.

Reasons to Compete

- Because your region can win free CME certification – that’s a \$2,500 value!
- To support allergy and asthma research that leads to improved patient care.
- To show off your regional pride – the winning region will be highlighted at the upcoming 2020 AAAAI Annual Meeting and on the Foundation’s website.

Challenge Outline

Every gift made in 2019 to the AAAAI Foundation, can be counted toward the RSL Challenge. Gifts must be designated to a specific region at the time of donation – either online or via check.

The RSL Board of Governors will review the donation tallies at the end of the year. The winning region’s Governor will choose the specific society to earn the CME certification in February of 2020. The winning region will be notified in March of 2020.

RSL Region Breakdown

- Region 1, Northeast (CT, MA, ME, NH, NY, RI, VT)
- Region 2, Mid-Atlantic (NJ, PA, DE, MD, VA, WV, OH and Washington, DC)
- Region 3, Southeast (AL, FL KY, GA, NC, TN, SC)
- Region 4, Midwest (IA, IN, IL, ND, NE, MI, MN, SD, WI)
- Region 5, Mid-South (AR, KS, LA, MO, MS, OK, TX)
- Region 6, Rocky Mountain (AK, AZ, CO, ID, MT, NM, NV, OR, WA, WY, UT)
- Region 7, Western (CA and HI)

HOW TO DONATE

It's easy to donate online, just visit aaaaifoundation.org/give and make sure to select your region in the RSL Challenge drop-down menu.

Gift Designation

Lectureship (Please select Lectureship type)

Area of Greatest Need
In 2019, all donations to this fund will be designated to the GAIN Campaign - which aims to fund three Faculty Development Awards in 2020.

RSL Challenge funding for the GAIN Campaign

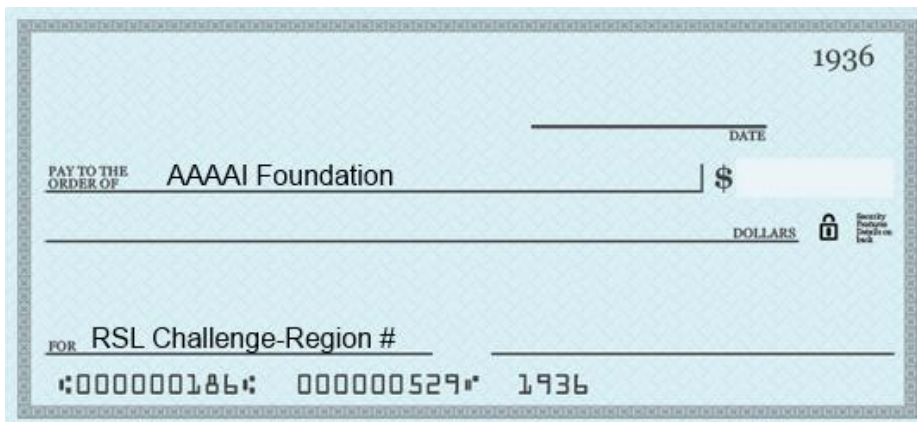
Other:

Regional, State and Local Societies Challenge

Select type

To donate via check, please designate your RSL Region on the check or enclose a note with this information. Please make all checks payable to the AAAAI Foundation.

Mail to: AAAAI Foundation, 555 East Wells Street, Suite 1100, Milwaukee, WI 53202



PERSONAL OUTREACH

The key to getting your region and societies involved is personal outreach. To make these efforts easier we have crafted three email templates that you can copy, edit and share.

#1 Introductory Email

Use this email to notify your constituents of the RSL Challenge, how it works and its impact on allergy/asthma research.

To: all constituents

Subject: Are you ready to win?

Dear (use first name),

The AAAAI Foundation's 4th Annual RSL Challenge is underway and this year our region will win! The RSL Challenge is a friendly fundraising competition between the regional, state and local societies where the region that donates the most to the AAAAI Foundation in 2019 will receive a **free CME certification for a local course in 2020**. That's a \$2,500 value!

To donate visit aaaafoundation.org/give. Remember that all donations to this challenge will support research that leads to better patient outcomes.

The RSL Board of Governors will review the donation tallies at the end of the year and the winning region will be notified in February. Our region will be celebrated with signage and announcements at the 2020 AAAAI Annual Meeting.

I hope I can count on you to help support this effort and make our region proud!

Thank you,

(your signature)

#2 Checking-In Email

Use this email to check-in with your region and stir up some friendly competition.

To: all constituents

Subject: RSL Challenge – we're in (insert ranking) place!*

Dear (use first name),

The competition for free CME certification is heating up between the RSL regions. We are currently in (insert current ranking).

We want to make sure our region is on top, so every time you donate online make sure to select your region in the RSL Challenge pull-down menu. Visit aaaaifoundation.org/give

Remember, the RSL region that donates the most will win free CME certification for one of our courses from the AAAAI. That's a \$2,500 value!

I know I can count on you to help support this effort and make our region proud! Please donate today - www.aaaaifoundation.org/give.

Thank you,

(your signature)

*Check out the [RSL Challenge page](#) for region rankings.

#3 End-of-Year Email

Use this email to remind your constituents to tag their end-of-year Foundation gifts with their RSL region.

To: all constituents

Subject: a personal favor

Dear (use first name) –

It's getting close to end of year, but there's still time to make sure we win the AAAAI Foundation's RSL Challenge! We can win free CME certification for a course in our region – but mostly we can help research that leads to better patient outcomes.

Right now these regions are in the lead:*

- 1.
- 2.
- 3.

The RSL Board of Governors will review the donation tallies at the end of the year and the winning region will be notified in February. The winning region will be highlighted with signage and announcements at the 2020 AAAAI Annual Meeting.

It's easy to donate, just visit aaaifoundation.org/give and under Gift Designation, indicate RSL Challenge and select our region in the RSL Challenge pulldown menu.

Your regional pride is showing – please donate today!
Thanks for your support!

(your signature)

*Check out the [RSL Challenge page](#) for region rankings.

Additional Materials:

- Region rankings are available for download on the [RSL Challenge webpage](#). Use the rankings to encourage involvement from your constituents or to thank your region and encourage donations to help keep your first place position.
- Visit our [RSL Challenge Drop Box Folder](#) to download presentation slides and script, and the Foundation video for you to present and share with your region.

Messaging Tips:

- Re-work the emails above to fit the style and voice of your society
- Include wording about why you donated and why you support the Foundation
- Give your region a donation goal to reach
- Offer to match each gift up to a certain amount or the number of donations, i.e. "I will donate \$5 for every member who donates to the RSL Challenge".

Quick Donation Facts:

- During 2019, the AAAAI Foundation will support 11 grants totaling over \$680,000. The support for these multi-year awards is only possible through continued support from our donors.
- 2018 Grant Impact Study Results - \$4.7 million granted as a major award since 1993. \$66 million more granted to our awardees after Foundation provided initial support.
- 90% of our major awardees have achieved permanent Allergy/Immunology faculty positions.

RSL Messaging by Foundation Staff and Leadership:

The RSL Challenge will also be featured in AAAAI's JACI, Impact, eNews, Practice Matters and email blasts. Share these pieces with your region for additional motivation.

Between April and November of 2019 AAAAI and Foundation leaders will be presenting on the RSL Challenge at local RSL Annual Meeting.

Please let AAAAI Foundation staff know how your campaign is doing, and how we can help. Questions? Email Anne Koenings at akoenings@aaaai.org or call (414) 272-6071.