

WIN FREE CME &  
SPEAKER FEES FOR 2023

# 2022 RSL CHALLENGE TOOLKIT

Regional, State & Local Societies  
Fundraising Competition



## **Welcome to the 2022 RSL Challenge!**

We know that our **new, two month-long** challenge can be an even bigger success than previous years' and YOUR involvement can make that possible.

Foundation staff created this toolkit 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 2022 RSL Challenge will help fund our Faculty Development Awards in 2023. Thank you in advance for your support of the AAAAI Foundation!

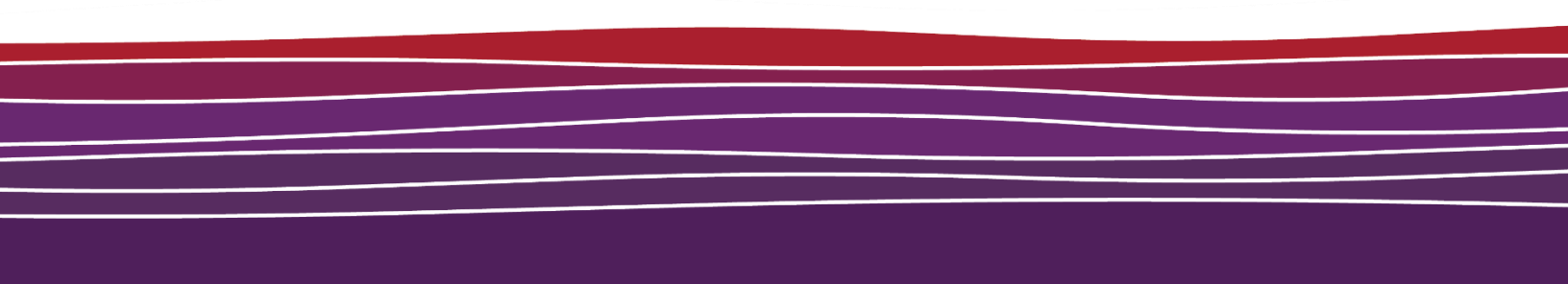
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# 2022 RSL CHALLENGE TOOLKIT

## 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 2022 will receive free certification for a 2023 CME course and up to \$1,500 in speaker fees..

### Reasons to Compete

- Because your Region can win free CME certification and fees for a speaker of your Region's choosing - that's up to \$4,000 in 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 2023 AAAAI Annual Meeting and on the Foundation's website.

### Challenge Outline

Every gift made in **November and December 2022** 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 early 2023. The winning Region will be notified in February of 2023.

### 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 (AZ, CO, NM, NV, UT)
  - Region 7, Western (CA and HI)
  - Region 8, Pacific Northwest (AK, ID, MT, OR, WA, WY)
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## HOW TO DONATE

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

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



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DATE

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FOR RSL Challenge-Region #

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## 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 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 November and December 2022 will receive a **free CME certification for a local course in 2023 and \$1,500 in speaker fees**. That's a \$4,000 value!

To donate visit [aaaafoundation.org/give](http://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 2023 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 – it's not too late to join

Dear (use first name),

The competition for free CME certification and speaker fees is heating up between the RSL Regions, and it's not too late for you to get involved.

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.

Remember, the RSL Region that donates the most will win free CME certification for one of our courses and \$1,500 in speaker fees from the AAAAI. That's a \$4,000 value!

I know I can count on you to help support this effort and make our region proud! Please donate today - [www.aaaafoundation.org/give](http://www.aaaafoundation.org/give).

Thank you,

(your signature)



### **#3 End-of-November Email**

Use this email to remind your constituents to tag their #GivingTuesday Foundation gifts with their RSL region.

**To:** all constituents

**Subject:** a personal favor

Dear (use first name) –

It's almost the end of November, 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 and \$1,500 in speaker fees – but mostly we can help research that leads to better patient outcomes.

The RSL Board of Governors will review the donation tallies at the end of the month and the winning Region will be notified in early 2023. The winning Region will be highlighted with signage and announcements at the 2023 AAAAI Annual Meeting.

It's easy to donate, just visit [aaaifoundation.org/give](http://aaaifoundation.org/give) and under Gift Designation and select our region in the RSL Challenge pulldown menu.

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

(your signature)



### **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 2022, the AAAAI Foundation will support 12 grants totaling nearly one million dollars. The support for these multi-year awards is only possible through continued support from our donors.
- 2021 Grant Impact Study Results - \$9.04 million granted as a major award since 1993. \$101.99 million more granted to our awardees after Foundation provided initial support.
- 97% 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.

Please let AAAAI Foundation staff know how your campaign is doing, and how we can help. Questions? Email Michael Clouthier at [mclouthier@aaaai.org](mailto:mclouthier@aaaai.org) or call (414) 272-6071.