WIN FREE CME &
SPEAKER FEES FOR 2027

2026 RSL CHALLENGE TOOLKIT

Regional, State & Local Societies
Fundraising Competition

FOUNDATION
American Academy of Allergy, Asthma & Immunology Foundation

FOUNDATION

Welcome to the 2026 RSL Challenge!

We know that our annual **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 spark some friendly regional competition.

Funds raised from the 2026 RSL Challenge will help fund our Faculty Development Awards in 2027. Thank you in advance for your generous support of the AAAAI Foundation!

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2026 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 2026 will receive free certification for a 2027 CME course and up to $1,500 in speaker fees.

Reasons to Compete

1. 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!

2. To support allergy and asthma research that leads to improved patient care.

3. To show off your regional pride – the winning Region will be highlighted at the upcoming 2027 AAAAI Annual Meeting and on the AAAAI Foundation's website.

Challenge Outline

Every gift directed to the AAAAI Foundation in **November and December 2026** will be tracked towards 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 2027. The winning Region will be notified in February of 2027.

RSL Region Breakdown

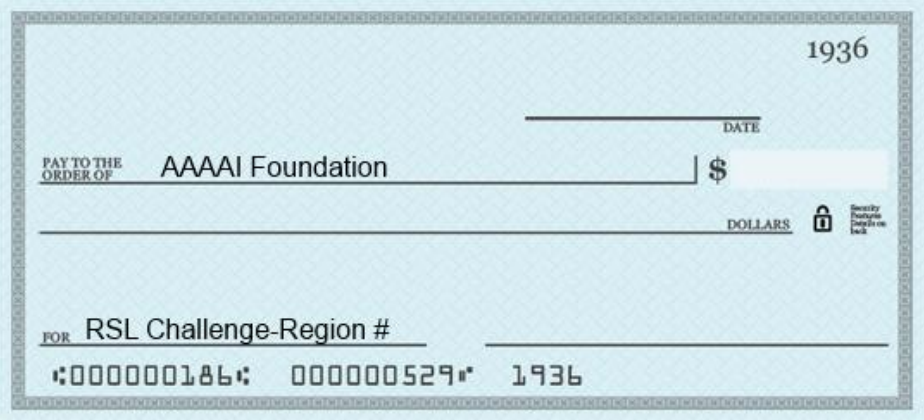
- Region 1, Northeast (CT, MA, ME, NH, NY, RI, VT)
- Region 2, Mid-Atlantic (NJ, PA, DE, MD, VA, WV, OH and Washington, DC)
- Region 3, Southeast (AL, FL KY, GA, NC, TN, SC)
- Region 4, Midwest (IA, IN, IL, ND, NE, MI, MN, SD, WI)
- Region 5, Mid-South (AR, KS, LA, MO, MS, OK, TX)
- Region 6, Rocky Mountain (AZ, CO, NM, NV, UT)
- Region 7, Western (CA and HI)
- Region 8, Pacific Northwest (AK, ID, MT, OR, WA, WY)

HOW TO DONATE

It's quick and easy to donate online by visiting **aaaaifoundation.org/give**.

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 for you to 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 2026 will receive a **free CME certification for a local course in 2027 and $1,500 in speaker fees**. That's a $4,000 value!

To donate, please visit aaaaifoundation.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 and celebrated with signage and announcements at the 2027 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 spark some friendly competition.

To: all constituents
Subject: AAAAI 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.

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.aaaaifoundation.org/give.

Thank you,

(your signature)

#3 End-of-November Email
Use this email to remind your constituents to consider donating for their RSL region.

To: all constituents
Subject: Requesting your support

Dear (use first name) –

It's almost the end of November, but there's STILL TIME to ensure we win the AAAAI Foundation's 2026 RSL Challenge! Though the midway point has almost passed, there is still time to contribute now through the end of December. We can win free CME certification for a course in our Region and $1,500 in speaker fees – and most importantly we can help research that leads to better patient outcomes.

The RSL Board of Governors will review the donation tallies at the end of December and the winning Region will be notified in early 2027. The winning Region will be highlighted with signage and announcements at the 2027 AAAAI Annual Meeting.

It's quick and easy to donate, just visit aaaaifoundation.org/give

Your Regional pride is showing – please donate today. Thanks so much 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 personally donated and why you support the AAAAI 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:

- Throughout 2026, the AAAAI Foundation will support 15 grants totaling nearly $2 million. The support for these multi-year awards is only possible through continued support from our donors.

- 2025-26 Grant Impact Study Results – Almost $13 million granted as a major award since 1993. $142,956,727 more granted to our awardees after Foundation provided initial support.

- 96% of our major awardees have achieved permanent Allery/Immunology faculty positions.

RSL Messaging Coordinated by Foundation Staff and Leadership:

The RSL Challenge will also be featured in AAAAI's JACI, Impact, News at a Glance, Practice Matters and email blasts. We encourage you to share these various communications with your Region for additional motivation.

Please let AAAAI Foundation staff know how your campaign is doing and how we can help. Questions? Email Nick Ouchie, AAAAI Development Manager, at foundation@aaaai.org.