

ADHA Institute for Oral Health

Liaison ~ A Monthly Newsletter for the Grassroots Fundraiser

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Institute Fundraising Booth

This year, the Institute Booth will be open Friday and Saturday during the hours of the Exhibit Hall, in the the ADHA Community Center. This year, the Community Center will be located in the middle of the show room floor. The silent auction preview will also be located in this same area.

We will be looking for volunteers to staff the booth. In the coming weeks, we will be sending out an email with a

sign-up sheet for you to let staff know your availability during the meeting to assist in staffing the booth to solicit donations during the meeting.

We will again, utilize locked drop boxes located in the Staff Office and in the Registration Area to make it more convenient for members to donate outside of the Exhibit Hall hours.

Silent Auction *(continued on next page)*

This year the IOH Benefit/President's Reception, themed, A Night in Ancient Rome, will be held on Friday, June 25 from 7PM - 11PM. This combined will be FREE to all attendees and is where the Silent Auction and Raffle drawing will take place.

Institute staff will be sending a letter out to all Constituent and Component Presidents requesting their continued support by donating an item for the silent auction. I'd like for each of you to encourage your constituent as well as your components to donate items for the silent auction.



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Annual Session:

- IOH Fundraising Booth
- Silent Auction
- 2010 Raffle
- Liaison Networking Session



Silent Auction *(continued from previous page)*

If you are interested in soliciting local businesses, start by creating a target solicitation list, you'll want to start with businesses that provide core items because they are used to being asked for donations, often have regular procedures in place to donate and generally already understand the value of participating in silent auctions.

Core Silent

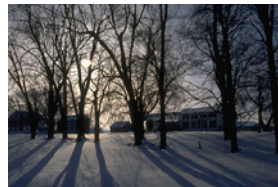
Auction Items:

- 1. Hotel Stays**
- 2. Restaurant Donations**
- 3. Retail Donations**

Core Silent Auction Items

These are the basic items attendees will be expecting, they are generally easy to request and create the core of your auction offerings.

Hotel Stays – local hotels, which we tend to think have limited appeal, are still worth requesting (think "In-Town Getaway" or "Romantic Escape"). For example, 3 years ago, the Institute auctioned two hotel stays in DC and a hotel stay in Chi-



cago...combined these auctioned for more than \$2,000! Each was won by members who did not live in those cities.

Restaurant Donations

- This is a great way to ask to local businesses to support the Institute. Dining out items always sell well at auctions. Chain restaurants (or their multi-chain parent companies) with locations throughout the United States are accustomed to being solicited for gift cards for auctions, but you'll need to give them significant lead time.

And of course....

Retail Donations

- Local boutiques, gift stores, grocery stores, independent toy or drug stores – really anyone who sells goods can be asked to donate actual items and/or gift certificates.



In addition to these core items, we are also looking to solicit in more creative ways. I encourage you, when trying to decide on an item to donate for the auction, to think outside of the box. This year, I'd like to broaden what we offer beyond the traditional jewelry and handbags, so that we can appeal to more attendees, and add some color and variety to the auction. One-of-a-kind items from local artisans and craftsman are always hugely popular items during auction.

The description form for any items being donated to the silent auction can be found on the website under "EVENTS".

As with Institute auctions in the past, we are requesting items from a range of price points. Please have all auctions items sent to Central Office no later than June 1, 2010.

Fundraising Update

The third fundraising activity we have during annual session is the raffle drawing. We started distributing tickets early this year and already have significant sales results! So far we have dispersed 9120 tickets and received 1115 tickets and proceeds back. Please send any and all tickets and checks to Central Office as you receive them. This way we can accurately track sales and order more tickets as needed.

Please contact Star Abernathy or Ashley Smith if you'd like to request more tickets to sell in your area.

So far the Institute has raised \$51,441.61! We are 70% to our year end goal!



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Institute Program Update

The 2010-2011 Scholarship application was posted on the Institute website since October 1 and is due February 1, 2010. The Financial Need portion of the application is due March 31, 2010.

The 2010-2011 Research Grant application was posted on the Institute website since November 1 and is due February 28, 2010.

The ADHA/NCOHF (National Children's Oral Health Foundation)

Toothfairy Grant recipient has been selected... congratulations to the University of New Mexico Department of Dental Hygiene!

Registration is now open for the 87th CLL at Annual Session! In response to feedback from last year's liaisons, this year's ***Liaison Networking Session at Annual Session will be held on Thursday, June 24, 2010 at Caesars Palace in Las Vegas, Nevada.***

Please plan accordingly if you would like to attend.



ADHA INSTITUTE
FOR ORAL HEALTH

444 N Michigan Ave
Suite 3400
Chicago, IL 60611

Phone: 312/440-8944
Fax: 312/467-1806
E-mail:
institute@adha.net



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professional excellence in
dental hygiene and
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Announcements

- The new Institute website launched in early December. New liaison login:
 - Username: "ioh"
 - Password: same as before
 - Liaison Networking Session at 2010 Annual Session will take place Thursday, July 24, 2010
 - 2010-2011 ADHA Institute Scholarship applications are currently being processed for the Scholarship Review Committee.
 - 2010 Research Grant applications are currently being processed for the Research Grant Review Committee
 - The next Liaison Conference Call will take place: **Wednesday, March 10 at 7:15pm (CST).**
- We hope you all can make it!

