

# ADHA Institute for Oral Health

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*Created for  
you...*



*By you...*

## *Liaison Fundraising Guide*





## Mission Statement



*To advance the profession of dental hygiene through scholarships, research and service in collaboration with the American Dental Hygienists' Association.*

## Vision Statement



*Leading the way through professional excellence in dental hygiene education and research.*

## Values Statement



- *We treat our donors, employees, and recipients with respect, dignity, honesty, and compassion.*
- *We value new ideas, innovations and a positive response to change.*
- *As good stewards of the resources entrusted to us, we value integrity and observe the highest ethical standards and obey all laws and regulations governing a not-for-profit organization.*
- *We are committed to dental hygiene education, research and professional excellence and the highest standard of quality in administering our activities.*
- *We understand that the success of our organization relies upon the building and maintenance of effective teams. We value collaboration and innovation.*
- *We will manage our resources to preserve the future of dental hygiene education and research.*

# Introduction to Fundraising

*A brief description of the fundraising process for ADHA Institute Liaisons*

## Solicit Donations



The three identifiable roles of the Institute Liaison are: **1) to solicit donations, 2) to expand and reinforce name recognition of the Institute, 3) and to recognize donors for their contributions.**

Because the main responsibility of the Liaison is to raise funds for Institute programs, she or he must be able to identify the persons or groups to be solicited. All ADHA members should be solicited. However, it is the task of the Liaison to decide which members to solicit individually.

The typical methods of solicitation for individuals are by letter, phone or meeting. Each method provides a different level of personalization, and can be tailored to the individual. Generally, a Liaison will group her or his fundraising in this order:

- 1. Will receive a letter - Individuals who are likely to donate a small amount (\$25-75) and require little personal attention;*
- 2. Will receive a phone call - Individuals who are likely to donate a larger amount (\$75-250) and should get more personal attention; and*
- 3. Will meet personally - Individuals who are likely to donate a large amount (\$250+) and should receive the most personal attention.*

The past giving history of donors will provide a hint into which category an individual will fall. Additionally, all Constituent and Component Board members should receive either a phone call or personal visit.

The concepts to stress in any solicitation should be: 1) the ADHA Institute is a non-profit organization dedicated to advancing and improving the dental hygiene profession; 2) donations are tax-deductible; and 3) whenever possible, highlight the scholarship, research grant or community service grant recipients from their area.

When soliciting potential donors it is important to stress that the Institute is a non-profit organization dedicated to advancing the dental hygiene profession; that donations are tax-deductible. It is also a nice touch to point out the Research Grant and Scholarship recipients from the area.

When soliciting a prospective donor on-on-one, it would be helpful to have a monetary amount in mind. Utilize the donor's past giving history or an average of what other donors are currently giving. By suggesting an amount, you enable the donor to picture something that is concrete rather than an abstract donation which they may or may not make.

One final suggestion for individual solicitations is to begin by setting goals. For example, "I will obtain 25 new donors, and increase total individual giving by \$2,000". This will enable you to more easily decide who to solicit and how to accomplish it. Further, it provides you with another incentive for donors: "Please help us to achieve our goal for this year."

## Name Recognition



Whenever a company or organization wants a product or service to be well-known, they advertise. As a volunteer fundraiser, Liaisons are also responsible for creating and promoting public awareness of the Institute. Promote the Institute by setting up an informational booth at each meeting you attend. Use Institute publications as handouts and advertisements. Presentations at Constituent and Component meetings, fundraising letters help to advance this process as well as Liaison-sponsored events.

Because individuals who recognize the name and purpose of the Institute are also much more likely to donate, name recognition is an important responsibility of the Liaison, and one which makes fundraising much easier.

## Donor Recognition



The most important way to retain donors is to make sure that they are recognized for their contribution. The saying "A happy donor is a thanked donor" is particularly relevant. All donors, and particularly those at the higher giving levels, should be thanked both by the Liaison and the Institute.

Staff members of the ADHA Institute automatically send out confirmation and thank you letters for gifts that are received throughout the year. Because of the total amount of gifts,

each letter cannot be fully personalized. Thus, the job of thanking donors in a more personal way becomes that of the Liaison.

To assist the Liaison in adding this personal touch, the Institute has designed official "Thank You" cards. These cards are to be signed by the Liaison and sent to Institute donors as the second level of the recognition process. For donors who either require or deserve special consideration, such as a large gift donor, further personalization of the thank you card or a phone call are logical next steps.

The key to proper donor recognition is to find out why an individual gave and then to thank her or him in a manner that reflects that reason. Thus, if a person gives to the scholarship fund because she or he believes in education, enclosing a listing of the scholarship recipients in her or his region with a personal recognition letter can go a long way toward getting the person to repeat as a donor and even increase her or his gift.

Furthermore, by coming to understand why certain individuals donate to the Institute, you will also learn how to better solicit future donors.

The role of the Institute Liaison is very important to the success of the organization. As the Institute grows, and donations to its funds increase, the Liaison will assume an even more vital role in helping to manage a donor base of thousands of dental hygienists. The future of the Institute is bright, thanks to the fundraising efforts of a set of dedicated volunteers: the Institute Liaison.

# Fundraising Activities

*Liaison fundraising events and solicitation ideas*

## Event Suggestions



1. Raffle or Silent/Live Auction - Used by many Liaisons, a raffle or silent/live auction is an easy and quick way to raise a considerable amount of money. Held at constituent annual sessions or component meetings, raffles and auctions provide Liaisons with a solicitation approach that doesn't sound like "fundraising". By asking members to donate an item rather than money, you increase your chances of securing a donation. Further, people are often more willing to bid on an item or purchase a raffle ticket than to sign a check for a donation.
2. 50/50 Drawing - The fundraising event which requires perhaps the least preparation and time is the 50/50 drawing. The drawing may be held at any dental hygiene event which you attend, and requires only tickets or small slips of paper and a container from which to draw. Tickets may be purchased for a set amount, such as \$1.00. When the pot of money reaches the desired amount, a ticket is drawn, and the money is split between the winner and the Institute.
3. Dinner Reception - A mini-gala, cocktail reception, dessert event, and continental breakfast are all events which have been held by Liaisons to raise awareness of the Institute while gaining donations. By charging for tickets to the event and personally soliciting attendees, a Liaison

## Additional Event Details



*Examples of items donated include: jewelry, wreaths, baskets, wine, trips or vacations, quilts, dental supplies, electronic items, and tickets to shows or theme parks. Theme raffles (i.e Christmas, Summer) are wonderful ideas that may help to increase donor participation.*

*Just remember to bring your own hat or box and tickets. Often, these can be hard items to find on the spur of the moment.*

*If your Constituent's Annual Session schedule permits, holding an event of this nature can be both fun and profitable.*

son can raise thousands of dollars while spreading the name and mission of the Institute.

4. ADHA Marketplace - Convince your constituent organization to organize a booth for the annual session Marketplace and to donate a percentage of its profit to the Institute. Or, organize a Marketplace event for your Constituent annual session.
5. Business Luncheon - In much the same vein as the Dinner Reception, you can organize a business luncheon that involves a speaker and door prizes. By having the speaker pick from topics relevant to the dental hygiene profession, such as how to improve profit in your office or how to start your own business, you can create an educational event that hygienists will want to attend. And, by charging for tickets, you can raise funds for the Institute at the same time.

*Items that have been sold include: mouse pads, pins, books, t-shirts, member directory, calendars, Christmas ornaments, etc.*

*Could be held at Constituent Annual Session or any large component meeting. The event is both social and educational in nature, and provides attendees with the opportunity to network as well.*

## Component, Constituent & Member Fundraising Strategies



- Challenge Constituent and Component organizations to donate \$1.00 per member to the Institute.
- Challenge members to donate at least one hour's salary to the Institute
- Petition Constituent and Component organizations to include the Institute as a line item in their annual budgets.
- Ask your Constituent organization to donate a percentage of its profits from CE courses.

## Materials Available Upon Request

*Materials produced by the Institute for Liaison use in fundraising*



**Liaison Business Cards** - Available to all Liaisons are 2-color business cards with personal information on the front and a fundraising message on the back. These can act as a personal solicitation every time they are handed out.

**Liaison Newsletter** - A monthly newsletter available through email that offers a summary of discussion held during the Liaison Roundtable conference calls. It provides Liaisons with timely information on the status of the Institute and tips for successful fundraising.

**Foundation FAQ** - This easy to read tool is a great tool for the beginning Liaisons as a quick reference guide to Institute history programs.

**Benefactor Newsletter** - This semi-annual donor newsletter is designed to provide supporters of the Institute with personal examples of how their contributions are affecting the dental hygiene community.

**Annual Report** - The Institute annual report contains the annual financial information for the Institute, such as amounts of donations. It also includes a Donor Honor Roll and listing of Scholarships and Research Grant recipients.

**Informational Brochure** - A three-panel informational brochure, its purpose is to briefly describe the mission of the Institute for Oral Health to those who have little or no understanding of the organization.

**Institute Buckslip** - The Institute buckslip is a pre-printed form for donors with suggested giving amounts.

**Gifts By State** - Liaisons are provided with monthly listings of contributions and donors in their state in the current fiscal year. A similar report for the previous fiscal year is also available year-round. Reports that provide a 3-5 year giving history are available upon request.

**Website** - The Institute website, located at [www.adha.org/institute](http://www.adha.org/institute), is a perfect resource for explaining the purpose of the Institute to potential donors. It includes scholarship and grant application downloads and a secure online donation form.

**Thank You Cards** - These cards are to be signed by the Liaison and sent to Institute donors as the second level of the recognition process.

**Donor Gifts** - A variety of items are available as a token of appreciation for Institute donors. Items include: "I Gave" ribbons, key chains, pins, lunchbags, padfolios, and pens.



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