



# Liaison A Monthly Newsletter for the Grassroots Fundraiser

## Message from the Chairperson

As we approach the end of the first quarter of the 2009-2010 fundraising year, I am pleased with the progress that we have made toward reaching our fundraising goals. In three short months we have made great strides but there is still so much to do. I would like to take this opportunity to offer my sincere thanks and appreciation. The position of Liaison for the ADHA Institute for Oral Health requires dedication to the profession and as well as your time. I respect

and admire your commitment!

A primary focus for this year is to promote volunteer development and so I encourage each of you to participate in our monthly roundtable discussions. These calls provide the opportunity for us to touch base with you and gain valuable feedback from the local level; offer an open forum for liaisons to network with one another and share their liaison experiences; and last but not least, it gives us an opportunity to empower you with the necessary support for a successful

fundraising year.

For over *twenty* years the ADHA Institute for Oral Health has worked to achieve its mission---“to encourage and promote professional excellence through scholarship and research.” As a vital part of the organization’s primary fundraising body, *you* continue to be a large part of our success.

Thank you, and hope to talk to you all soon!

*Liann Borkamp*

## The Three “C”s of Fundraising

The three C’s of fundraising are specific attributes that will determine the level of motivation of a donor to give to a nonprofit organization. In fundraising, it is always important for any campaign to identify and qualify the prospective donors of your organization. As part of this process you will be searching for information about the interests, the giving histories, relationships and financial assets of those you are soliciting. This information will allow you to group people that you can then segment for different cultivation activities and types of solicitations.

The three C’s are Connection, Concern and Capacity:

1. Connection: is a tie to a specific organization and is often the strongest factor in determining the likelihood of a gift
2. Concern/Commitment: is an emotional link between the person/company/foundation and the mission of the organization; it is inspired by values
3. Capacity: is the financial assets of the prospective donor; this is very important when determining the size of the gift to request, they type of gift to request (i.e. monetary, in-kind, raffle

ticket), but it is the weakest factor when predicting the prospects inclination or desire to give.

As liaisons your primary audience will be ADHA members, and as such you already have prospective donors who relate to “the cause”, so to speak. As members of the profession of dental hygiene and as members of the association there is, to a certain extent, a connection already established. However the way in which you appeal to members may vary depending upon your audience.

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## ANNOUNCEMENT!

- Liaison Networking Session at the 2010 Annual Session will be held on a new day/time:
- Thursday, June 25; 12-2pm
- Please plan accordingly if you would like to attend.

## The Three “C”s of Fundraising continued...

### Connection

Members who are actively involved with the profession and/or association on a local or national level are perfect examples of individuals who will donate to the Institute because of a sense of connection. For example, members of your Constituent or Component Board for a donation will rely primarily on appealing to their desire to contribute to the future of the profession, providing an example as leaders and the understanding they have of the value in the work that the Institute does.

### Concern/Commitment

Members who will give to Institute that are motivated by concern will be members who are emotionally connected to the mission of the Institute and believe in the work that the Institute does. This is where your donor history from the previous year will prove helpful. Often you can measure an individual's concern or commitment by the work that they do or the frequency of their donations. If someone donates throughout the year or donates a large amount of money to the Institute, there is a commitment to the Institute. Alternatively, targeting members who have a particular interest/commitment in community service, research or education can be an-

other strategy because the Institute's mission aligns itself with what that prospective donor cares for, thus, increasing the odds that the member would be interested in supporting the Institute.

### Last, but certainly not least, there is Capacity:

The most important measure is a potential donor's capacity to give. As Diann and I indicated in our last conference call, this year we're taking a different approach to fundraising, by building a larger donor base, wherein we hope to increase the number of ADHA members who donate to the Institute at varying levels. It is important throughout the year as you're engaged in your fundraising activities that we convey the message that every donation counts no matter how small. Donors don't have to be wealthy, just willing.

For the most part individuals who donate to foundations use their disposable income to do so. So it isn't always about how much money a potential donor has, but whether the person is able to give away what they have, preferably to the Institute,

of course.

The raffle tickets are a perfect way for a member to donate to the Institute if they feel uncomfortable about donating at smaller amounts.

It is always important to inform members that donations to the Institute can come in varying forms. If an individual is able to give a monetary gift to the Institute, we will certainly accept that. But, individuals

who cannot give a cash donation can also be encouraged to donate an item to the silent auction. We all have things that we've received as gifts over the years or purchased something we thought we'd have use for, but it's been sitting in the attic/

basement/or garage; items like these (that are of course in good condition) can certainly be donated to the Institute and you can still receive the tax-deduction for an in-kind donation.



**Connection, Concern, Capacity**

## Fundraising Update

As of October 22, 2009, the Institute has raised \$20,049.20. Our year end goal is \$73,984.72. So not even a full four months into the fiscal year, we have reached 27% of our goal! The year is only going to get busier with more state meetings and preparations for the 87th CLL at Annual Session in Las Vegas.

A quick reminder: state goals and YTD progress reports are available on the Institute website and updated by the 15th of every month. October reports are up!

Raffle ticket sales have been outstanding! We've already sold through our initial

stock and are currently waiting on the arrival of our second order of tickets. As soon as they arrive I will be sending out tickets to all new liaisons and anyone who has put in a request for more tickets. If you would like to request more, please email Ashley Smith, Administrative Assistant at: ashleys@adha.net.



Donation forms and remittance envelopes have been updated. The donation form is used to display all donations you collect.

We do discourage mailing in cash so oftentimes someone will write one check to cover all cash donations. By using the updated donation form, it helps us keep a

more accurate list of all donors. The newer form and the updated remittance envelope have both been updated to list out the different programs that donations can be distributed to. So even if someone is donating \$5, they still have a say in what that donation will be used for. In the previous conference call, Diann and Star outlined a new approach to fundraising; to encourage smaller donations from a larger group of donors. Going along with this, I think that providing a list of programs it should help encourage more donations, no matter the size. It gives the donor a more active role in donating by choosing which program to fund instead of directing donations to one large pot. If anyone needs this new form, please let

## 2009-2010 Scholarship Recipients

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### **Cadbury Adams Community Outreach Scholarship**

Dixie S. Loyd  
University of Oklahoma Health Sciences Center

Michelle J. Schultz  
University of Nebraska Medical Center

Natalie J. Wilson  
Utah College of Dental Hygiene

### **Wilma Motley Memorial California Merit Scholarship**

Nicole S. Colella  
Western Career College

### **Colgate "Bright Smiles, Bright Futures Minority Scholarships"**

Luke S. Burroughs  
Raymond Walters College – University of Cincinnati

Alice Keosann  
Old Dominion University

### **Crest Oral-B Laboratories Dental Hygiene Scholarships**

Kathryn J. Brown  
University of Michigan

Sarah A. Deakins  
Oregon Institute of Technology

### **Alfred C. Fones Scholarship**

Afton C. Buton  
Utah College of Dental Hygiene

### **Karla Girts Community Outreach Scholarship**

Jessica R. Poole-Johnston  
Century Community and Technical College

### **Dr. Harold Hillenbrand Scholarship**

Monica K. Mathusek  
Utah College of Dental Hygiene

### **Hu-Friedy/ Esther Wilkins Instrument Scholarship**

Carla N. Rivers  
Delaware Technical and Community College

### **Johnson & Johnson Scholarship**

Lacey N. Haas  
Louisiana State University Health Sciences Center

Helly N. Patel  
New York University

Andrea R. Souder  
Palm Beach Community College

Peini Zhu  
University of Pittsburgh

Shalyce Harrison  
Weber State University

### **Irene E. Newman Scholarship**

Ashley N. Taylor  
University of Oklahoma

### **Part-Time Scholarship**

Courtney J. Mullikin  
University of Bridgeport

### **ADHA/Sigma Phi Alpha Undergraduate Scholarship**

Alejandra M. Mosquera  
The University of Texas Health Science Center – Houston

### **Margaret E. Swanson Scholarship**

Dana P. Blanco  
Western Career College

### **ADHA Institute Merit Scholarships**

Leah K. Casper  
Lane Community College

Brittney A. Ellert  
Raymond Walters College – University of Cincinnati

Tiffany C. Saxton  
Chabot College

Erin F. Bailey  
Utah College of Dental Hygiene

Alyse K. Laneri  
Weber State University

### **ADHA Institute General Scholarships**

Amanda M. Barnes  
Lane Community College

Amanda M. Bartell  
Seattle Central Community College

Lindsey R. Cobb  
North Dakota State College of Science

Detra R. Early  
University of Texas Health Science Center – Houston

Amanda S. Hogan  
Midlands Technical College

Andrea J. Leach  
Yakima Valley Community College

Lawrence P. McCarthy  
Erie Community College

Amanda K. Messer  
Bluegrass Community and Technical College

Sheryl L. Neckritz  
Montgomery County Community College

Renee B. Ohland  
Western Career College

Joni J. Puffinbarger  
University of Oklahoma Health Science Center – TCTC Site

Kathryn B. Shepherd  
West Los Angeles College

Mahima Shrestha  
Bergen Community College

Bethany S. Yoch  
Creighton University

Anissa M. Champeau  
Ferris State University

Sierra J. Engesser  
The University of South Dakota

Holly M. Haldeman  
West Virginia University

Kara K. Hall  
Weber State University

Kelli C. Hansen  
Utah College of Dental Hygiene

Anna M. Hatcher  
University of Arkansas for Medical Sciences

Kelly A. Hubbard  
Utah College of Dental Hygiene

Nancy Huckvale  
Utah College of Dental Hygiene

Marla G. Jensen  
Utah College of Dental Hygiene

Marissa A. Schenk  
Utah College of Dental Hygiene

Michelle K. Washburn  
University of Michigan

## Institute Program Update

- **Scholarship:** As of October 1 the 2010-2011 Scholarship Application is available on the Institute website.
- **Research Grant:** As of November 2, all 2010-2011 Research Grant Applications are available on the Institute website.
- **Community Service Grant:** As of November 2, all 2010-2011 Community Service Grant Applications are available on the Institute website.

obtain the Institute Bio-Data form to be completed and returned back to ADHA Central Office.

### **2010 Institute Raffle:**

Every year the Institute hosts a raffle. All tickets are sold for \$2 each and all the proceeds go to support the IOH scholarship program. Each liaison is responsible for selling 200 tickets.

**Bright Idea: Encourage components to buy raffle tickets! If selected as a winner, prize money can fund component programs!**

The raffle is open to the public and the winners need not be present to win! The drawing takes place at the IOH Benefit/

President's Reception at the ADHA CLL at Annual Session. There are three winners: First place wins \$1,500; Second place wins \$1,000; Third place wins \$500. You may enlist others

to help sell tickets if you wish. Simply call/email Star or Ashley with the names of the individuals responsible for selling extra

## Next Conference Call...

- **Volunteers Needed:** We are currently in the process of accepting Bio-Data forms from anyone interested in serving on the Scholarship and/or Research Grant Review Committees. If you or anyone you know are interested please email Ashley Smith to



The next conference call will take place on Thursday, December 3, 2009 at 7:15pm (CST). Dial-in information will be available in a reminder email one week prior to the call. If you have any questions please feel free to contact Star Abernathy or Ashley Smith.

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**ADHA INSTITUTE FOR ORAL HEALTH**