



Governing Council Mid-Year Meeting: Development Committee

June 10, 2024

Dr. Bryan O. Buckley

Chair, Development Committee | Executive Board Member



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

Current State



- Challenge 100% of Governing Councilors to participate in leadership giving by the annual meeting
- Leadership Giving time period (July 1, 2023 – Oct. 30, 2024)
- Any amount counts! (One-time, Monthly)
- Give before June 30 to be included in the Donor List of the APHA 2024 Annual Report

What this presentation IS NOT



What this presentation is

As the governance of APHA, how we support and nourish:

- Strategic initiatives
- Staff
- Member affiliations e.g., component sections

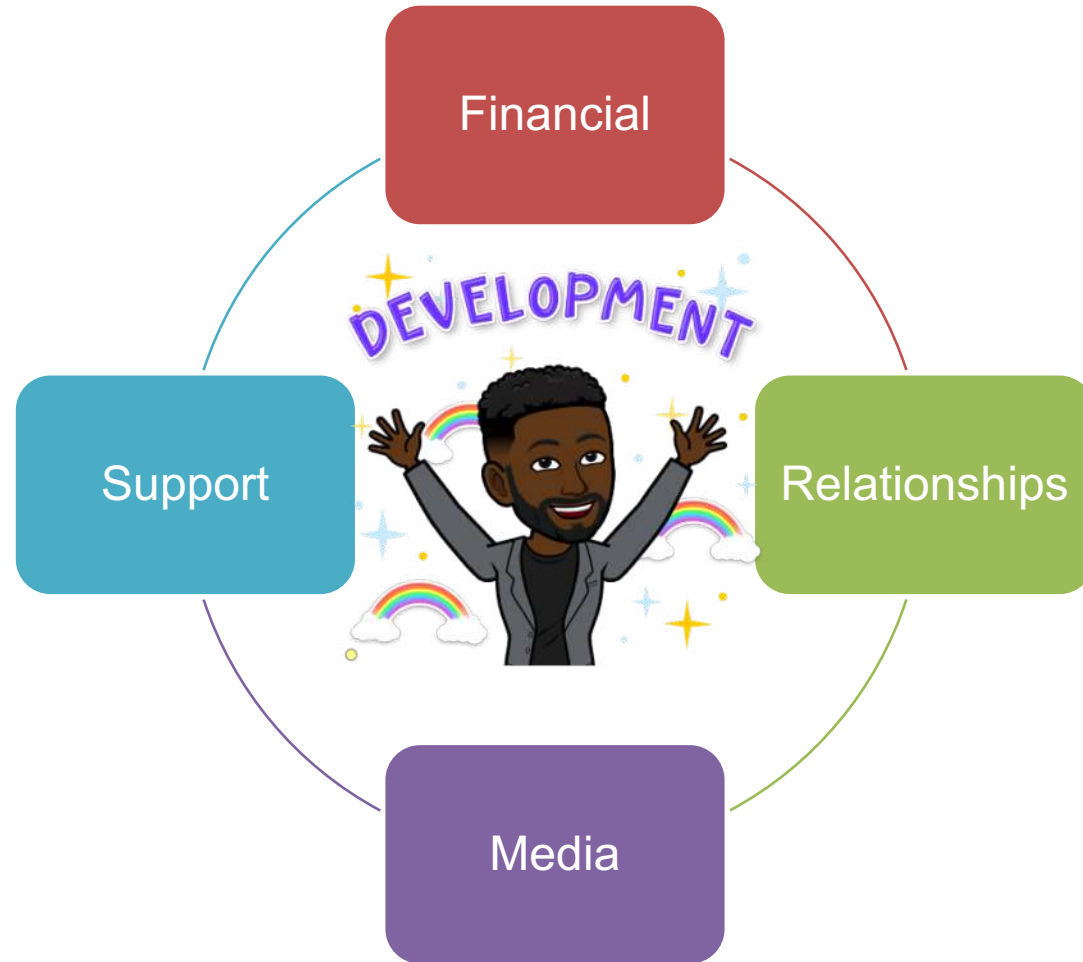
i helped.



"I have found that among its other benefits,
giving liberates the soul of the giver" ~Maya
Angelou



Development Challenge



Financial



- [Donate to APHA](#) before June 30, 2024
- Give the [gift of APHA membership](#)
- **Sponsor** a Student to attend an APHA event

Relationships



- Seek a **matching gift** from your company/organization
- Share contacts and facilitate **introductions** to prospective individuals, corporations, foundations, or governmental funders
- Personally **ask non-APHA Friends to Donate** to APHA
- **Suggest** and introduce APHA to potential sponsors for 2025 (Washington, DC)

Email connections to development@apha.org

Media



- Create and **publish social media** (e.g., Facebook, Instagram, LinkedIn, Twitter, etc.) fundraiser in support of the Association
 - NPHW
 - Your Birthday
 - APHA Membership Anniversary
 - Annual Meeting
 - Giving Tuesday and Holiday Year-End
- Forward **fundraising appeal** email to non-APHA people in your social media network

Support



- Submit a <1 min **Fundraising Video** on why you give your time and finances to support APHA
- Advocate for APHA by **sharing** its mission and why it is personally important with contacts
- **Donate your vehicle** to APHA. Get free towing & a tax deduction. Call 855-500-7433 or visit <https://careasy.org/apha>.

Email videos to development@apha.org



Give Online!



apha.org/donate



APHA champions the health of all people and all communities. Your tax-deductible donation makes you part of Generation Public Health – APHA’s movement to create the healthiest nation in one generation – and helps fund APHA’s work. Thank you for your investment in public health and APHA.

APHA All Funds

Donation Amount *

- \$5
- \$25
- \$50
- \$100
- \$250
- Other Amount

(Select Fund) ▼

Recurring *

- One Time
- Weekly
- Monthly
- Yearly

Your gift will start today, or at a future date.



More Ways to Give!



Leave Your Legacy



Donor-Advised Funds



Will or Trust



Retirement Accounts



Stock and Investment
Accounts



Donate a Vehicle

Questions? Email development@apha.org

Thank you for
donating your **Time,**
Talent, and **Treasure**
to public health and
APHA.



2023-2024 Development Committee

Members: Bryan O. Buckley (Chair), Oscar Alleyne, Jessica Boyer, Amy Lee, Mini Murthy, David Reyes, and Veena Thamilselvan

Ex-Officio Members: Georges Benjamin and Benjamin Hernandez

APHA Staff Liaison: Torrey Wasserman

