

ASSOCIATES INFORMATION - 2017

Who we are, What we do, and How you can harness the Power of Associate Fundraising

Hadassah Associates are men enrolled as affiliates of Hadassah, who for over 50 years have lent their support to the organization by advancing medical research, healing and education. They have raised millions of dollars for projects including stem cell research, gene therapy, cardiac surgical suite, the Sarah Wetsman Davidson Tower medicine room and double patient room and for the recent Men's Health Initiative focusing on Cardiology, Prostate Cancer and Lung Cancer. We are proud to introduce our new Associates initiative for 2017, focusing on research into the causes of and cure for Alzheimer's disease, which affects 1 in 20 adults between the ages of 65-85.

SOME BASIC FACTS

- Associates were recognized in 1966, and formally incorporated in 1995, with bylaws, a board and a President. There is also a National Associates Chair and Leadership Team
- Associate enrollment has increased from 10 in 1966 to 33,000 in 2016.
- Men (and male children) can enroll or be gifted for a one-time enrollment fee of \$250 (Hadassah Magazine is included with enrollment)
- Associates and others can donate directly to the Associates' 2017 Initiative focusing on Alzheimer's Disease research.
- Annual Giving - There is an Associate Keepers of the Gate Program and Associates can donate as part of the Chai Society Annual Giving program. They can designate their donations to the Associates project.
- Special Associate Annual Giving Opportunities - 50th Anniversary/\$50 or greater per donation with Honor Roll Recognition for 2016-2017.

All donations for the Associates 2017 project must be coded with AMHD17 on the Donation Form or Remittance Form for credit to the new 2017 initiative focusing on Alzheimer's. Annual Giving can also be designated to the Associates Project.

Chapter/Regions get the fundraising credit toward their quotas too.

WHY you should include Associate Events and Promotions as part of your unit's fundraising plan

- Men are part of the Fundraising decision-making mix in many families.
- Associate Initiatives and Projects appeal to men.
- Couples Events are appealing to many members, and many couples feel comfortable supporting the same organization.

HOW to Harness the Power of Associates

- Clean up Associate Lists – Eliminate those moved/deceased.
- Appoint an Associate Chair [may be male or female; couples].
- Make sure Chair(s) are on PIFS (Portfolio Information Forms), emails, so that they receive Associate mailings.
- Raise awareness of Associates – mention at all events, write about in bulletins.
- Start Slow – plan an intro event; invite couples; include Hadassah and Associate Education.
- Encourage Associates to join; donate; take ownership of an event. Include Associate enrollment forms at all events.
- Recognize new Associates whenever you recognize new members.
- Recognize Associates at events with name tags.
- Make your Associates visible – Ask them to serve as bartender/waiters, assisting with event set up, registration etc. and recognize them at events with Associate designation on their name tags.
- Make resources of the Region available to assist with Associate events – promos, bulletins. Fundraising VP, office staff.
- Subscribe to the monthly hNews containing an Associates section with ongoing updates.

Connect with our National Associates Leadership Team as your “go to” resource for information, our new templates of successful events, encouragement, and outreach. We are here to help and support you!

ASSOCIATE RESOURCES from National

- Direct Outreach to the Region Presidents (and to Chapters) and Associate Chairs
- Grassroots Toolbox - on *myHadassah*
- Flyer for the 2017 Associates' project focusing on Alzheimer's research
- Flyer for the 50th Golden Anniversary of the Associates \$50 or greater donation - Honor Roll Recognition
- Event Templates, one-on-one discussions with Team members (available to distribute)
- National Annual Giving Associates liaison.
- National Associates Team
- Associate website: www.hadassah.org/associates

CONTACT INFORMATION – We hope to hear from you!

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