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**ADVANCING MEDICAL RESEARCH, HEALING & EDUCATION**

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**RE: Associate Engagement in the Regions**

Dear Region Presidents:

Let me first introduce myself to you. I am Sherryl Kaufman, the National Associates Chair for 2016. I just finished my 3-½ year term as a Region President for Hadassah Southern New Jersey and I applaud your commitment to Hadassah and to your Region.

The purpose of my letter to you is to help your Region's fundraising efforts by making you aware of the great potential of Associate fundraising, and to encourage you to energize Associate activity in your Region to your advantage

**How well do you know our Hadassah Associates?** I bet that many of you may not know much about this special group of men who have dedicated their time and resources in support of Hadassah's many initiatives.

- Associates, although not members of HWZOA, are an officially recognized support group of Hadassah. They comprise the National Committee of Hadassah Associates (NCHA), and are almost **35,000** strong nationwide. They have been tagged as "**Men With a Mission,**" making a vital impact in men's health by educating the men in local communities, supporting Hadassah's fundraising opportunities throughout the year and developing new resources through innovative activities and events.
- Associates are celebrating their **50<sup>th</sup> Golden year** of combined Hadassah affiliation which began in 1966, and then chartering as the NCHA in 1995.
- Like all of Hadassah, Associates have been rebranded with the new "**H**" logo and tagline "**Advancing Medical Research, Healing & Education.**"
- Their current project three-year project is the **Men's Health Initiative**, which in its first year focused on Cardiology [the #1 cause of death for men in the US]; in its second year on Prostate Cancer [the #1 most common cancer in men] and now in its third year, focusing on Lung Cancer [the #1 cause of cancer death for men and women in the US]. Our 2016 **MHI flyer** will be available to you very soon.
- At the National level, the Associates Leadership Team consists of a President (Fred Safer), Executive Vice-President (Jim Rotenberg), Associate Chair (Sherryl Kaufman), and Team Member (Laura Schiff).
- We are a strategic part of the **Development Division** - yes, fundraising! The National Associates have a Fundraising Goal. I was so impressed to find that the Associates **met and exceeded** their annual goal of \$100,000 in each of the past few years! Our goal for 2016 is **\$125,000**. Additionally, we know that there are many other donations that originate from family giving of which Associates are an integral part in the decision-making process.
- Regions and their units receive **full Fundraising Goal credit** for all monies donated by Associates and designated to the MHI.

We realize that you are very busy, especially those of you who have just started your terms, and we appreciate the constraints on your time. Our goal is to increase the potential of Associate activity throughout the Regions, by harnessing the power of Associate giving, and thereby increasing your unit's fundraising. **Your Region**, and the Associates Men's Health Initiative, are the winners!

We know that Associate activity and visibility around the country varies (from no activity, chairs but no activity, inactive chairs, small events, and, some with large events such as Golf Tournaments, Poker Tournaments, Walk-a-thons, Associate Keepers of the Gate, general donations by Associates, etc).

We can give you information and the tools needed for you to initiate successful Associate fundraising events around the country. For example, in 2015 Nassau Region Associates participated in a Region Stem Cell Region Walk-a-thon and their separate fundraising brought in over \$10,000 towards the total fundraising for the event. In Southern New Jersey, the Annual Associates Golf Outing has net over \$30,000 for each of the past few years. Smaller events, such as Theater parties, and Poker Nights, are a great way to get Associate activity rolling. We plan to make templates for these events and more that will be available to you in the near future.

**Here is what you can do, to make Associate giving a strategic priority in your Region and part of your fundraising plan.**

- Contact me or Associate President Fred Safer directly. See our contact info below.
- Talk with us one-on-one re Associate activity or non-activity in your Region.
- Collect information on Associates in your Region. Your Region may have more Associates than you think! As Region Presidents you have access to the list for your Region on the Hadassah Reports. Check it out now. Collect current emails and have them entered into the National database so your Associates can receive national mailings
- Check your Region Board and PIFS to determine if there is a designated Region Associates Chair(s). Is the information current? Be sure to obtain emails, snail mails and telephone numbers. Send this information to us, give this letter and our contact info to your Region Chairs and Chapter/Group Chairs, and let us know who they are. We want to connect with you and them.
- Read h-News, which you receive monthly via email as a Hadassah leader on the first Sunday of the month, which contains a message from the Associates President and articles about successful Associate events throughout the country.
- Check us out at the National Convention in Atlanta, and encourage Associate attendance.
- **Most importantly, make Associate activity on some level part of your Region Annual Plan.**

Fred and I look forward to talking to you soon, so that, in the words of National President Ellen Hershkin, *Kulanu B'Yachad, We together will make a difference.*

*Sherryl Kaufman*

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