



Your 2020 ATS Assembly Challenge Toolkit

Dear Assembly Leader:

Welcome to the 2020 Assembly Challenge! The ATS has created this toolkit to help make the 2020 Challenge a success.

What is the Assembly Challenge?

An annual event inviting all ATS assemblies to compete in support of the 2020 ATS Funds for the Future Campaign (FFF)

The Assembly Challenge taps into the grassroots community of the ATS assemblies.

There are **three** ways to win the Assembly Challenge:

- Be the Assembly with the most dollars raised in the 2020 FFF;
- Be the Assembly with the highest member participation rate in 2020 FFF;
- Be the Assembly with most first-time donors December 1-December 31, 2020

Why join the Assembly Challenge?

Support the next generation of researchers, clinicians and medical educators in pulmonary, critical care and sleep medicine today.

Your generosity launches promising young investigators in careers dedicated to scientific discovery and better patient care.

When?

We launch on December 1, #GivingTuesday, an international day dedicated to giving. We continue the spirit of giving through **December 31, 2020**.

Which gifts count?

All gifts to the ATS count toward the challenge.

Assembly recognition:

The winning Assembly will be recognized through all communications channels and at ATS 2021.

Your enthusiastic involvement will help drive our Assembly to success! Enclosed are:

1. Sample messages and links to resources for #GivingTuesday to give your campaign a strong boost
2. Sample messages to use throughout the month of December—to keep up the momentum
3. Sample communications timeline

Please let the ATS Development staff know how your campaign is doing, and how we can help. If you need assistance, please contact Melinda Garcia at mgarcia@thoracic.org.



Your 2020 ATS Assembly Challenge Toolkit

Sample ATS Messaging

- Join the 2020 Assembly Challenge and help ensure the next generation of researchers, clinicians and medical educators in pulmonary, critical care and sleep medicine.
- Give to the ATS Funds for the Future Campaign before December 31. Build a future where patients can breathe better!
- Your gift is not only an investment in the health of our profession—it is an investment in the health of our patients!
- Make #GivingTuesday a focal point of your Assembly competition activities. #GivingTuesday is a special day dedicated to the joy of giving, this year on December 1, 2020. Don't forget to continue the spirit of giving throughout December.
- **Since 2004, the ATS Research Program has awarded \$19.3 million to 263 investigators who have gone on to secure \$330 million in federal funding. That's a return on investment of \$17 per dollar awarded!**

Sample messages around #GivingTuesday:

- #GivingTuesday is a powerful social movement that culminates with a global day of giving on December 1, 2020.
- Join the ATS for #GivingTuesday: Support respiratory research. Save lives.

#GivingTuesday Social Media Guide

Social media is a great way to share the message of giving, the Society's mission, and your personal stories about why conquering lung diseases is so important to you.

1. Tweet why you give using the hashtags #atsgiving, #whyigive and #givingtuesday

- Example: I give to #atsgiving because it is important to support the next generation of lung researchers #whyigive #givingtuesday
2. Follow us on Twitter [@atscommunity](#) and [@ats_assembly](#), retweet us, and tell your network about #GivingTuesday.
 3. Like us on Facebook at facebook.com/americanthoracic and share your own stories.
 4. Follow us on Instagram [@atscommunity](#)



Your 2020 ATS Assembly Challenge Toolkit

Sample Emails from Assembly Leaders to Assembly Members

Pro Tip:

Personal outreach from Assembly chairs helps drive giving. Last year's winning assemblies sent personal messages from their chairs.

Sample Email #1 – Leading up to Giving Tuesday

Email Subject Line: Are you up to the challenge?

Dear [Salutation] [Last Name],

On December 1, 2020, people all around the world are coming together to tap into the power of human connection and strengthen communities and change our world. Will you be one of them?

2020 ATS ASSEMBLY CHALLENGE | **3 ways to win!**

Be the Assembly with:

- The most dollars raised
- The highest member participation rate
- Most first-time donors in Dec. 2020

GIVING TUESDAY

This holiday giving season, let's tap into our generosity and the power of our community by [increasing ATS giving in our Assembly.](#)

Your gift supports core ATS mission-related programs: No matter what program inspires you, **all gifts to the ATS count toward our Assembly Challenge progress.**

The winning assemblies will be recognized throughout ATS publications and during the ATS 2021 International Conference.

[Please give back on #GivingTuesday, December 1st, and continue the giving party throughout the end of the year by making a tax-deductible gift to the ATS.](#)

You can make a gift online at thoracic.org/go/donate.

Thank you for all that you do as an ATS member to build a future where we can all breathe better!



Your 2020 ATS Assembly Challenge Toolkit

Pro Tip:

Some of the most effective emails you can send are emails from research awardees in your Assembly about why their ATS Research Program award was so meaningful for them. In previous year's winning assemblies sent personal messages from their awardees.

Sample Email #2 – Leading up to Giving Tuesday

Email Subject Line: Join us for the 2020 ATS Assembly Challenge!

Dear [Salutation] [Last Name],

In this time of uncertainty, there is a fundamental truth that gives us hope - that together we can do extraordinary things.

Our Assembly is a powerful grassroots community that helps improve patient health worldwide. This holiday giving season let's tap into our generosity and the power of this community by [increasing ATS giving in our Assembly!](#)

The winning assemblies will be recognized throughout ATS publications and during the ATS 2021 International Conference. No matter what program inspires you, all gifts to the ATS count toward our Assembly Challenge progress.



Join the ATS for #GivingTuesday, the global day of unity and giving on December 1.

Please **make a gift online** today at thoracic.org/go/donate.

Thank you for all that you do as an ATS member to build a future where we can all breathe better!

Your 2020 ATS Assembly Challenge Toolkit

Pro Tip:

Different assemblies have different styles. Tailor the sample emails to fit the unique style and voice of your assembly.

Sample Email #3

Email Subject Line: Let's win the 2020 ATS Assembly Challenge!

Dear [Salutation] [Last Name],

Our Assembly is a powerful grassroots community that helps improve patient health worldwide. This holiday giving season let's tap into our generosity and the power of this community [by increasing ATS giving in our Assembly.](#)



2020 ATS ASSEMBLY CHALLENGE | **3 ways to win!**

Be the Assembly with:

-  The most dollars raised
-  The highest member participation rate
-  Most first-time donors in Dec. 2020

Your gift supports core ATS mission-related programs. No matter what program inspires you, all gifts to the ATS count toward our Assembly Challenge progress.

The winning assemblies will be recognized throughout ATS publications and during the ATS 2020 International Conference.

Please make a gift online at thoracic.org/go/donate.

The Assembly Challenge runs December 1 through December 31. Let's make this the best giving season ever!

Thank you for all you do as an ATS member to build a future where we can all breathe better.




Your 2020 ATS Assembly Challenge Toolkit


Sample Email #4


Email Subject Line: 2020 ATS Assembly Challenge


Dear ATS [Salutations] [Last Name],


2020 **ATS ASSEMBLY CHALLENGE**
What can your gift do?

 **\$50** keeps a patient's cultured cells alive for one month

 **\$150** provides one hour of clinical research coordinator support during a clinical trial

 **\$250** funds one procedure to obtain a patient's lung cell sample

 **\$500** funds one chest CT during a clinical trial

 **\$1000** takes us one giant step toward curing lung diseases

You can build a future where we can all breathe better.

ATS Assemblies are at the heart of the Society's mission. You are part of a powerful grassroots community that helps improve patient health worldwide.

That's why we hope you'll [join the 2020 ATS Assembly Challenge with a generous gift to the ATS](#). Your support will help launch the careers of young investigators determined to discover the cures and treatments of tomorrow.

Your gift is not only an investment in the health of our profession—it's an investment in the health of our patients!

No matter which core ATS mission-related program inspires you, all gifts to the ATS count toward your Assembly Challenge progress.

There are three ways [we can win the 2020 Assembly Challenge](#): be the Assembly with the most dollars raised in 2020 for the ATS Funds for the Future Campaign; have the highest member participation rate in 2020; or have the most first-time donors from Dec. 1 - Dec. 31, 2020.

The winning assemblies will be recognized throughout ATS and publications and during the ATS 2021 International Conference.

Please **make a gift online** today at thoracic.org/go/donate.

Thank you so much for your commitment to the ATS—and to building a future where patients breathe better.



Your 2020 ATS Assembly Challenge Toolkit

Sample Email #5

Email Subject Line: Will you rise to the challenge?

Dear ATS Assembly Member,

The 2020 ATS Assembly Challenge is underway!

This holiday giving season, [please consider a gift to the ATS](#) during the **2020 ATS Assembly Challenge**.

The winning assemblies will be recognized throughout ATS publications and during the ATS 2021 International Conference.

Your gift supports core ATS mission-related programs including Research Program, MECOR, Medical Education Research, Ziskind Clinical Research Scholar Award, and Assembly Awards and Scholarships. No matter what program inspires you, **all gifts to the ATS count toward our Assembly Challenge progress.**

Think back to your own **early-career research award** and the role it played in your career. You can share your story here:

Thoracic.org/go/your-story

The Assembly Challenge runs December 1 through December 31. [Please make your gift before midnight December 31.](#)

Thank you for all that you do as an ATS member!

2020 ATS ASSEMBLY CHALLENGE | 3 ways to win!

Be the Assembly with:

-  The most dollars raised
-  The highest member participation rate
-  Most first-time donors in Dec. 2020



Your 2020 ATS Assembly Challenge Toolkit

Sample Communications Timeline

November

- Wednesday, November 4: Email your Assembly members and let them know about the 2020 ATS Assembly Challenge and #GivingTuesday
- Wednesday, November 11: Email your Assembly members and remind them about the 2020 ATS Assembly Challenge and #GivingTuesday
- Tuesday, November 17: Email your Assembly members and remind them about the 2020 ATS Assembly Challenge and #GivingTuesday
- Tuesday, November 24: Tweet your followers that #GivingTuesday and the start of the 2020 ATS Assembly Challenge are only a week away
- Monday, November 30: Tweet your followers and email your members that tomorrow is #GivingTuesday and the start of 2020 ATS Assembly Challenge
- Tuesday, December 1: Tweet your followers and email your Assembly members to let them know the 2020 ATS Assembly Challenge starts now, on #GivingTuesday
- Tuesday, December 1: Tweet why you give using the hashtags #atsgiving, #whyigive and #givingtuesday
- Wednesday, December 2: Thank your friends and colleagues for participating in #GivingTuesday and remind your members that gifts throughout December count toward your Assembly Challenge progress
- Wednesday, December 2: ATS Giving will provide updates on #GivingTuesday results
- Retweet ATS #GivingTuesday tweets from [@atscommunity](#) and [@ats_assembly](#) all month long
- Share your stories at facebook.com/americanthoracic all month long
- Tweet why you give using the hashtags #atsgiving, #whyigive and #givingtuesday all month long
- Early-career research grants change lives: Think back to your own early-career research award and the role it played in your career. Share your story at research.thoracic.org/impact/your-story.php

December

- Monday, December 7: Remind your members that gifts throughout December count toward your Assembly Challenge progress
- Monday, December 28: Make your tax-deductible gift before 12/31. Make your gift online today!
- Thursday, December 31: Last chance to make your 2020 tax-deductible gift. Make your gift online today!
- Early January 2020: ATS will announce the results of the 2020 ATS Assembly Challenge