



AMGA Foundation



Ambassador Work Group **Toolkit**

[Talking Points – FAQs – Sample Appeals – Contacts]

Talking Points

Face-to-face solicitations/conversations

Why give to AMGA Foundation?

[AMGA Foundation](#) is helping providers, medical groups, and health systems tackle chronic conditions and preventable illnesses. AMGA Foundation provides members with the resources, tools, and data they need to improve their quality programs and directly impact the health of patients with chronic conditions and preventable illness.

By being a connector, convener, and catalyst for our 440 medical group and health system members, AMGA Foundation brings together the best minds in healthcare to share best practices and solve pressing health care challenges.

Our vision is an America with 100 million healthier patients by 2025.

Through AMGA Foundation initiatives, we share best practices based on quantitative data generated by our members and translate what works best in everyday practice.

- Our national health campaign, Together 2 Goal® is improving care for patients with Type 2 diabetes.
- Best Practices Learning Collaboratives create learning environments to explore critical topics such as Medicare Advantage, bundled diabetes measures, obesity, adult immunizations, heart failure, and COPD.
- The Acclaim Award honors organizations exhibiting healthcare excellence and disseminates their best practices.

***I'd like to ask you to consider a contribution to AMGA Foundation so that AMGA Foundation can sustain and grow these vital initiatives and make them available to all of AMGA membership.

Where does this money go?

The funds raised will go to support the sustainability and growth of AMGA Foundation's programs to identify and elevate best practices for chronic and preventable conditions.

Examples of these programs are Together 2 Goal®, The Adult Immunization Best Practices Learning Collaborative, the Obesity Care Model Collaborative, and more.

How much should I give?

Whatever amount you are comfortable with. First-time donors often give anywhere between \$100 and \$1,500. In addition, you can make a larger pledge and pay it off over a period of months or even years. I will send you a form with all the different options outlined.

What do I receive in return for this gift?

All gifts to AMGA Foundation are tax deductible to the fullest extent of the law. You will also receive recognition on AMGA Foundation's website and in the annual stewardship report, as well as through other venues.

Phone follow-up sample script

- I hope you are well. I am just following up on a request I sent you recently to support AMGA Foundation.

- Do you have time for a quick conversation?
 - *If no - ask when a better time to connect would be and thank them for their time. If they say they do not want to have a conversation then thank them for their time and all the work they do.*
 - *If yes - then proceed.*

- Recently I increased my involvement with AMGA Foundation by joining a group of individuals who are committed to sustain and grow programs such as: (Together 2 Goal®/The Adult Immunization Best Practices Learning Collaborative/the Obesity Care Model Collaborative, etc.)

- Our organization benefits from these programs, as do other health systems across the country. So far, patient outcomes resulting from these programs have been phenomenal, including:
 - 540,000+ patients with better hypertension detection and control
 - 5.5 million+ influenza or pneumococcal vaccinations administered
 - Improved care for 1 million+ people with Type 2 diabetes

- Decreased heart failure readmission rates for patients to below the national average

Through these and other programs, AMGA Foundation has reached more than **30 million patients**.

- Would you be interested in joining me to support these programs? Your support enables AMGA Foundation to continue to collaborate with (name of medical group/health system) and our peers to identify and elevate best practices benefitting patients and communities?
 - *Depending on your familiarity with the colleague, you can also bring up that there is a friendly competitive element to your work as an ambassador, with a free IQL registration awarded to the Ambassadors who raise the most money and who get the most number of pledges.*
- If so, I can send you a link to donate or a pledge form if you want to pledge now and pay later. Any amount counts. The primary goal is to get more individuals engaged in the Foundation's work as collaborators and donors.
- Thank you!

Voicemail follow-up script

Hi, this is _____. When you have a chance, please call me back. I just want to quickly discuss a request I sent your way. Thanks so much.

Frequently Asked Questions *(Donation and Other Logistics)*

How can someone make a donation?

- [Online](#)
- Check
 - Payable to: AMGA Foundation
 - Write Ambassador's name on notes line
 - Checks can be sent either individually or in a bundle to:
AMGA Foundation
Attn: Johonna Nuby
One Prince Street
Alexandria, VA 22314

Are donations tax-deductible?

Yes. After an individual makes a donation, they will receive an official thank you letter with tax-deductibility language.

Are honorariums acceptable?

Yes! If you or a colleague wishes to contribute an honorarium, please contact Lane Falcon (lfalcon@amga.org) who can provide next steps. Honorariums from anyone at your medical group are counted toward your campaign totals and a wonderful way to show support.

What is the timeline for the campaign?

- May-August 2020 – Secure gifts from Ambassadors
- September-October 2020- Secure early gifts from individuals at Ambassador groups
- November, 2020 - Launch individual year-end campaign
- November-December 2020 – Duration of Ambassador year-end campaign
- December 31, 2020 – Tally results and award prizes!

Can we share via social media?

Of course, if you are inclined, you can utilize the copy below to promote awareness on either Facebook or LinkedIn. This is a great way of expanding your efforts to non-members.

Facebook:

Do you want to help millions of patients live their best, healthiest lives? As an Ambassador for AMGA Foundation, I am happy to introduce you to the great work we are doing to combat chronic and preventable diseases and improve health care in America. Already, AMGA Foundation has improved health care for more than 30 million patients with chronic and preventable conditions, including cardiovascular disease, obesity, and Type 2 diabetes. With your support, we can impact millions more. Please consider making a contribution today at <http://www.amga.org/donate>.

LinkedIn:

Do you want to help millions of patients live their best, healthiest lives? Already, AMGA Foundation has improved health care for more than 30 million patients with chronic and preventable conditions, including cardiovascular disease, obesity and Type 2 diabetes. With your support, we can impact millions more. Join me today in creating a healthier America and make a contribution to AMGA Foundation at <http://www.amga.org/donate>.

Sample Appeal and Email Follow Up

Sample fundraising appeal



AMGA Foundation



Dear Joe,

As Chief Quality Officer at Premier Medical Associates, I have participated in a number of the programs [AMGA Foundation](#) programs at various medical groups and health systems, and I have experienced first-hand the excellence and effectiveness of these initiatives.

Recently, Premier participated in the Together 2 Goal[®] Innovative Cardiovascular Disease (CVD) Cohort. Already, our provider adherence to evidence-based guidelines has dramatically improved, especially in determining the proper intensity of statin and choosing medicines that have recently improved cardiac outcomes in patients with diabetes and CVD. I don't believe these changes would have occurred if we hadn't focused on these topics through the AMGA Foundation program. Given these results, I am very hopeful that, in the long run, Premier's patients with diabetes will have improved clinical outcomes and reduced overall cost of care.

Because of positive experiences like this, I am confident the Foundation will reach its goal of improving 100 million lives by 2025. I personally donate to AMGA Foundation to help them achieve this impressive goal, and I encourage you to do the same! [Will you make a contribution today to help us reach this goal?](#)

Best,

Francis R. Colangelo, M.D., M.S.-HQS, FACP
Chief Quality Officer, Premier Medical Associates
AMGA Foundation Ambassador
Campaign Advocate Donor

Email follow up to fundraising appeal

Dear _____,

I am writing to follow up on a request I recently sent regarding becoming more involved with AMGA Foundation. I recently joined AMGA Foundation as an Ambassador for their incredible programs and want to spread the word throughout Premier Medical Associates on the impact that our collaboration with AMGA Foundation continues to have on patient outcomes.

Premier Medical Associates has benefitted from many of AMGA Foundation's programs including Together 2 Goal[®], the CVD Cohort of the Innovator Track, the Adult Immunizations Best Practices Learning Collaborative, the Best Practices in Managing Patients with Heart Failure Collaborative and, most recently, the Medicare Advantage Collaborative and the Collaborative for Performance Excellence. We are also the 2016 Acclaim Award Recipient, based on our ongoing commitment to creating the ideal health system. Some results from these programs include:

- **540,000+ patients with better hypertension detection and control**
- **5.5 million+ influenza or pneumococcal vaccinations administered**
- **Improved care for 1 million+ people with Type 2 diabetes**
- **Decreased heart failure readmission rates for patients to below the national average**

AMGA Foundation and participating groups, like Premier, have changed the course of chronic disease for more than 30 million patients.

For these reasons, I hope you will make a first time contribution in support of these vital programs. Any amount helps. You can donate online [here](#).

All donors receive recognition on the AMGA Foundation webpage and in the annual stewardship report, which is distributed each year at Annual Conference. I hope to see your name there! Thank you so much for taking the time to consider this request.

Best,

Frank

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