Dear Friend,

Welcome to the AHIMA Foundation team! I want to thank you for your commitment to the AHIMA Foundation and for supporting our goal of raising $4.5 million by 2020. The AHIMA Foundation is envisioning the future direction of health information and preparing for that future with investments in research, education, and innovative strategies that will advance the HIM profession and ultimately better serve the healthcare community.

Not enough money is being raised for health information research and educational needs, which are significant investments for a vital profession. The goal of the Foundation is to stimulate new and increased giving by focusing on core areas that will innovate and lead the field of health information into the future. These critical funds provide financial security for the long run sustainability for the Foundation and the advancement the HIM profession.

This work will not happen without your support. By participating in fundraising efforts, you play a leading role in the Foundation’s success. We need the entire HIM community to come together—ask your friends, your family, and your colleagues to help support your fundraising. It’s that important.

Your efforts make it possible for us to:

- Initiate and expand vital research
- Develop and implement a Workforce and Leadership Institute
- Support all levels of education through scholarships
- Institute a groundbreaking apprenticeship program

I’m honored to work alongside the HIM leaders of today to invest in the future...together. Your support matters. I look forward to working with you as we reimagine healthcare outcomes.

Sincerely,

AHIMA Foundation Team
Case Statement

Innovators of the Future: AHIMA Foundation
The AHIMA Foundation brings together stakeholders to build collective impact and long-term strategies and to invest in the future of health information through research, education, and strategies to advance the people, technology, and innovation that makes HIM such a vital field.

The AHIMA Foundation:
- Tests and defines industry best practices to make health information more efficient and effective. We discover innovative methods of information management to improve healthcare quality and access to care.

- Equips HIM professionals with the modern toolset they will need to succeed in a rapidly changing and increasingly important field. We ensure that the people handling health records have access to the most up-to-date technology, methods, and practices.

- Allows HIM professionals to give back to the profession that has given them so much and enable the promising students of today to become the dynamic healthcare industry leaders of tomorrow.

The Challenges of Innovation Today
Legislative mandates have redefined the workforce, education, and the HIM profession. The AHIMA Foundation must respond to this ever-changing landscape by:

- Increasing the recognition of data systems roles in disease prevention, predictors of chronic conditions, and the effects of changing technology on access to care. We need to establish a research network in order to more effectively lead and collaborate with other research bodies for the long-term betterment of health universally.

- Provide education and research to develop leaders within the health information profession to be able to lead in the workplace, the local community, and at the national level.

- Addressing the growing gap in the number deserving HIM students who need financial assistance to support their career aspirations.
“Improving lives by supporting leadership in health information governance and informatics through research, education, and life-long learning.”

The AHIMA Foundation is envisioning the future direction of the healthcare industry—and we are preparing for that future with investments in research, education, and innovative strategies that advance the HIM profession and ultimately better serve the healthcare community.

How YOU can help

Our goal by 2020 is to raise more than $4.5 million in new funding and to grow the Foundation’s permanent assets to more than $5 million by engaging our AHIMA members, supporters, and corporate partners.

DONATE TO VITAL RESEARCH
Help us expand health research into vital new areas and establish a Research Network:
Goal $1.5 million

DONATE TO TRANSFORMATIVE EDUCATION
Help us engage national workforce and leadership programs to educate and develop leaders in the profession, healthcare and globally: Goal $500,000

DONATE TO THE PROFESSION
Help us increase the number of scholarships and award amounts to deserving students:
Goal $400,000

DONATE TO SUPPORT ASPIRING LEADERS
Help us provide successful career pathways by pioneering a registered HIM apprenticeship program: Goal $1.5 million

ahimafoundation.org/give
Community Fundraising Toolkit:

Your support makes our work possible. Use this toolkit as a guide to help plan your fundraising effort in your community. There are many tips, tools, and templates to help you succeed.

This toolkit will help you:

- Get ideas and know what to expect when hosting a fundraising event
- Share your personal commitment to the advancement of health information and healthcare
- Promote the AHIMA Foundation through awareness and fundraising activities

Fundraising Checklist:

Based on our experience, completing each of the following steps will help you and your volunteers to reach your CSA’s annual fundraising goal. We hope the topic guides in the Community Fundraising Toolkit will assist you in your fundraising effort.

- Donate yourself—it demonstrates to your donors that you are right there with them
- Engage others in giving and supporting the cause by making a list of family, friends, and colleagues
- Email, send a letter, or write a personal note with a link to your circle of supporters
- Share your progress on Facebook and Twitter directly from your personalized AHIMA Foundation Blackbaud Online Express® page
- Email your circle of supporters at least three (3) times. It can take a few reminders to get donations
- Get matching gifts! Many companies match gifts made by employees. Tell your donors!
- Host an event! Big or small events can raise money
- Ask a local business you frequent for a donation
- Barter! If you have a desirable skill like baking, knitting, gardening, etc offer your time in exchange for a donation
- Don’t discount the small stuff, collect change around the office or house. It adds up!

It’s okay to ask!
“Thank you for your generous scholarship. I was very happy and appreciative to learn that I was selected as a recipient of the AHIMA Foundation Merit Scholarship and CSA Leadership Scholarship. I am a Health Information Management major trying to finish my degree all while juggling work and family life. Thanks to you I am one step closer to that goal. By awarding me these scholarships you have lightened my financial burden, which allows me to focus more on the most important aspect of school, learning. Your generosity has inspired me to help others and give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me.”

Erin Spohn
2013 CSA Leadership Honorary Scholarship Recipient

Plan for Fundraising Success:

1. Make a list of potential donors, then prepare your ask. Why do you care about the HIM profession? Why are you participating by raising money and awareness?
2. Ask for a specific dollar amount. Aim high! You never know unless you ask
3. Use links to share how donations can make an impact on the work of the AHIMA Foundation and the entire HIM profession. For the latest information, visit ahimafoundation.org
4. Keep in mind: the number one reason people don’t give? They were never asked!

About the AHIMA Foundation

The AHIMA Foundation was founded in 1962 as the Foundation of Record Education (FORE). Originally, FORE provided a vehicle for individuals and organizations to donate books to AHIMA. As the HIM community grew, in 1991 FORE responded to the needs of the professionals in the industry by establishing the Merit Scholarship Program.

In 2009, the AHIMA Foundation established with the vision of “Better health information for all.” Today, the AHIMA Foundation is working to be the pre-eminent foundation recognized for excellence in health information leadership and research for the healthcare industry and the public.
E-mail Outreach:

Email is an incredibly effective fundraising tool - you can share personal stories, facts about the work of AHIMA and AHIMA Foundation, and links to your fundraising page. The AHIMA Foundation can assist your CSA with our donor tools including Blackbaud’s Online Express. You or your CSA can set up fundraising goals, work with the Foundation to develop templates, track e-mail and donation responses, and even follow-up with your donors!

Step-By-Step:

1. Decide who you are going to e-mail. The more people you reach out to, the more likely you are to get donations
2. Type out your message or work with the Foundation to develop a template. Include a direct request like “Please donate now to support my efforts”
3. First send your e-mail to a group of people you are sure will donate. This will boost your fundraising total, which excites potential donors. Now that you have raised a little money, send the e-mail to your full list.
4. Thank your donors!
5. Wait a week after your first round of e-mails, and then follow up with those who have not yet given. They will!
6. Share your fundraising success on social media to reinforce and encourage donors

Have questions? The AHIMA Foundation is happy to help!
Social Media:

Facebook and Twitter aren’t the only social media tools, but they are the most powerful for fundraising. On Facebook you can reach family, friends, and co-workers. On Twitter, you can reach the world. Follow us, like us, post, and share.

Facebook:

Use Facebook for outreach to your social network. Use the AHIMA Foundation donation form to link directly to your wall for all to see.

Create an event to invite select Facebook friends to support your fundraising. Post updates, deadlines reminders, and testimonials about why this matters.

Follow AHIMA and the AHIMA Foundation (https://www.facebook.com/AHIMAFoundation) on Facebook and share our posts with your family and friends.

Make a request, like “Donate $25 to support scholarships for deserving HIM students wanting to attain credentialing,” and include your AHIMA Foundation donation form to link.

Thank your donors. Make them feel special and recognized for supporting your goal and our vision, $4.5 million by 2020.

Twitter:

If you have an Online Express fundraising page, be sure to link to personal fundraising page, and the hashtag #ahimafoundation.

Check out sample tweets in our additional resources section. These can be adjusted for Facebook.

Everybody loves pictures! Take pictures of your fundraising, thank your donors, use our infographics to make it more fun.

Tweet out your donation to the silent auction and let your members know you support the Foundation.
Hosting Events:

Events can be big or small and can happen at any time! Be creative and incorporate fundraising into other happenings. Events give you the opportunity to address a group of people and really get them energized around our cause. Help them “be the change” for the HIM profession.

Party for a Cause:

1. Host an event where attendees pay a small amount to attend, or include a raffle, silent auction, or bake sale…you get the idea!
2. Try one these event ideas: House Party, Potluck, Cook Off, and Yard Sale. Get creative…ask the local gym to host a fundraising class like Zumba.
3. Ask local businesses for donations or gift certificates or products that you can raffle off or auction at an event. Use our silent auction solicitation letter as a template for your event.
4. Take advantage of holidays: Take advantage of Memorial Day or Fourth of July weekend and host a barbeque. Host a Mother’s Day Bunco Night for just the girls.
5. Share your events and event pictures on social media. Want more idea or advice? Ask the AHIMA Foundation to promote your event!

“The AHIMA Foundation Merit scholarship is the first scholarship award I have ever received from a collection of visionary leaders. Being the recipient of the Student Merit Scholarship mattered to me on a different level because it confirmed and reinforced my decision to pursue a career in health information management vs. any other profession. Your gift matters because besides advancing my preparation for the RHIA exam and my career, it means the world to me to have the support of the AHIMA foundation and various members of the HIM community. The donors of the scholarship have never met me, yet they believe in me and the potential impact/difference that I could make in this profession and the healthcare industry as a whole. That in and of itself speaks volumes and says to me very loud and clear that your gift matters, more than you may think.”

Denise Coleman, RHIA
2013 Jimmy Gamble Scholarship Recipient
**Ways to Make a Gift:**

AHIMA members, friends of the Association, component state associations (CSAs), and corporate supporters all work and contribute to support the Foundation and its tremendous work in the health information industry. Your funds are immediately put to work to help us conduct critical research, implement academic competency standards, and assist future HIM professionals in accessing educational opportunities.

**Recurring Gift Program:** A monthly gift is a great way to express your commitment to the HIM profession and allows you to make a difference all year long, and the donation process is simple and convenient. Regular monthly gifts are especially important because they provide us with a consistent and reliable source of income and save us fundraising costs. Download our recurring gift [Frequently Asked Questions](#).

**Matching Gifts:** Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. If your company is eligible, request a matching gift form from your employer, and send it completed and signed with your gift. We will do the rest. The impact of your gift to the AHIMA Foundation may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

**Tribute Gifts:**

**Honor Gifts:** Acknowledge a notable milestone for a member such as a promotion, retirement, birthday, or outstanding leadership. When you make a gift in someone’s honor, the Foundation announces your gift to the honoree with a letter. Honor gifts support the annual fund.

**Shooting Star Program:** This is a special honor gift recognizing a member who has gone above and beyond for the profession or your organization. For a minimum donation of $25, you will receive a shooting star pin to present to a special member.

**Memorial Gifts:** Offer a meaningful and lasting way to honor the memory of a loved one. Memorial donations support the Merit Scholarship Program through which awards are made to students annually. When memorial gifts are made, the Foundation sends a letter to a designated family member of the person honored to recognize both the gift and the honoree.

*Want to mail a donation in honor or memory of a member* [download](#) *the in memory/in honor donation form and mail you donation to the AHIMA Foundation.*
Silent Auction:
The **AHIMA Foundation Silent Auction** provides the greatest support to the Merit Scholarship Program each year. The auction takes place annually at the AHIMA Convention and Exhibit. The AHIMA Foundation welcomes in-kind donations in the form of items for the auction, as well as bidding at the auction itself.

How to Use Online Express:

**Fundraising for the Foundation Is Easy with Online Tools!**

When you support the AHIMA Foundation fundraising effort, the Foundation provides resources to successfully achieve your fundraising goals. The Foundation’s Online Express is a system integrated with our donation database. You receive your own customizable fundraising webpage, and the Foundation will take care of the rest. Start now by requesting your/ your organization’s personalized fundraising page, designed with your goals in mind. Members can see what you are doing to advance the HIM profession and healthcare outcomes, and make a donation to an organization you care about.

**Online Express allows you to:**

1. Set an annual fundraising goal for your CSA, which can be tracked on the webpage

![Fundraising Goal Graphic]

2. Personalize your fundraising page by customizing the call for support and thank you message
3. Donation processing, receipts, and acknowledgement letters will be administered by the AHIMA Foundation
4. Provide semi-annual reports to assist you in developing a successful fundraising program for your CSA

Please [click here](#) to request fundraising assistance today.
How to accept donation by mail

Mail-in fundraising forms and donation may be received at any time and will be credited toward your fundraising goal.

Forms should be mailed to:

AHIMA Foundation
233 N. Michigan Ave, 21st Floor
Chicago, IL 60601

Be sure to include your full name and complete contact information on the form so we may inform you of additional donations received on your behalf. Also, please be sure to list the full names and addresses of people who make donations on your behalf so that we may send them their tax-deductible receipt. Download the donation form.
Supporting Apprenticeship

State leaders can learn more about the AHIMA Foundation’s *Managing the Health Information Talent Pipeline* registered apprenticeship program and the benefits for becoming an apprenticeship. Support the registered apprenticeship program by:

1. Invite the Foundation to offer a webinar to educate and inform members about this program
2. Volunteer to present to employers in your state (download the volunteer presented [powerpoint presentation](#) and [script](#))
3. Share the [Apprenticeship Flier](#) at your state meetings
4. Run [an article](#) about the apprenticeship in your newsletters
5. Consider helping the Foundation connect to employers in your states by offering a raffle to generate employer interest.
6. Invite the Foundation to host a virtual roundtable discussion with educators about workforce needs for their programs.
7. Share dates and time of apprenticeship webinars the Foundation offers to members via your state newsletter or social media.
8. Encourage employers in your state to learn more about apprenticeships.
COMING SOON - Workforce and Leadership Institute.

The AHIMA Foundation is creating a Workforce and Leadership Institute, to foster the development of leadership within the health information profession, healthcare sector, and the national workforce at large. This Institute will provide education and research to develop leaders within the health information profession to be able to lead in the workplace, the local community, and at the national level. The Foundation’s Workforce and Leadership Institute will include 3 tracks: Leadership, Research, and Apprenticeship.

With leadership from members of the AHIMA Foundation Board of Directors as well as noted leaders in the profession, the AHIMA Foundation is working to develop world-class curricula and creating the infrastructure to launch this important initiative.
HIRO Fund

In June 2011, AHIMA and the AHIMA Foundation announced the creation of the Health Information Relief Operation (HIRO) Fund, an ongoing recovery source to assist communities of health information professionals whose personal or professional lives have been severely disrupted by a natural or manmade disaster. HIM professionals in areas affected by disasters face a unique challenge as they struggle to piece back together their own lives while working to recover as much of their community’s patient information as possible.

For Members Affected by Disaster

Provided they meet the eligibility requirements, AHIMA members in recently declared disaster areas are invited to submit an application for up to $500 to assist in their efforts to return to work while recovering from the disaster. Only applicants who meet the following criteria will be considered for financial assistance:

• Applicant must live and/or work in a county that has been declared a FEMA-designated disaster area within the past 12 months

• Applicant must have an active registered AHIMA membership prior to the date that the county was declared a FEMA disaster area

• All applications will be verified by the member’s local CSA Eligible applicants can apply for financial assistance by completing and submitting the HIRO Fund Assistance Application as directed on the form.

Upon verification by AHIMA Foundation and the applicant's CSA, financial assistance will be distributed to applicants as available and in as timely a manner as possible.

Note: A special toolkit for the HIRO Fund was developed click here to use the toolkit.
Frequently Asked Questions:

1. **Why the AHIMA Foundation?**

   We want to end structural deficits and languishing research and academia. We strive to provide long-term financial security for your best resource supporting the people, research, and resources that advance the HIM profession. Prepare for the future with investments in research, education, and innovative strategies that advance the HIM profession and ultimately better serve the healthcare community.

2. **What does the AHIMA Foundation Support?**

   - Initiating and expanding vital research
   - Developing a Leadership Institute to foster leadership within the profession and healthcare.
   - Supporting education through scholarships
   - Instituting a groundbreaking apprenticeship program

3. **I can’t afford a big gift. Does my small gift matter?**

   ALL gifts matter! *Please* give. Your participation is far more important than the size of your gift. Why? Because every gift makes a statement!

4. **Since the Foundation solicits donations, is it competing with other organizations?**

   Not enough money is being raised currently for HIM research and educational issues and invested back into the profession. The goal of the Foundation is to stimulate new and increased giving by focusing on core areas that will innovate and lead the field of HIM into the future.

5. **Our CSA needs brochures, flyers, and other items for our annual meeting. Who do I contact to request marketing materials?**

   You can contact Mary Taylor-Blasi, Communications Specialist, at +1 (312) 233-1131 or fundraising@ahimafoundation.org

6. **There’s a lot to know about the Foundation and ways we can support its efforts. Can somebody attend our CSA meeting and do a short presentation?**

   Of course! You can contact Mary Taylor-Blasi, at +1 (312) 233-1131 or fundraising@ahimafoundation.org
7. **Who is responsible for sending out tax acknowledgment letters to my friends and family who donate?**

The AHIMA Foundation is responsible for sending out tax acknowledgment letters to all our generous donors. But please feel free to send your own thank-you as well!

8. **Does the AHIMA Foundation share the names and addresses?**

The AHIMA Foundation is committed to respecting the privacy of donors. The types of donor information it collects and maintains are as follows:

- Contact information: name, address, telephone number, e-mail address
- Giving history and solicitation history
- Information on events attended, publications received, special requests for program information, and other ongoing interactions with the donor
- Information provided by the donor in the form of comments and suggestions

The Foundation uses donors’ information to understand their interests, the desire to support the AHIMA Foundation mission, and to update them on the organization’s plans and activities. Only on a “need to know basis” is donor information shared with senior staff, board members, volunteers, and consultants.

*The Foundation does not sell, rent, or exchange lists.*

9. **My colleague has questions about the Foundation’s finances. Who should they contact?**

A copy of our current financial statement is available upon request by contacting the AHIMA Foundation at +1 (312) 233-1445
Tweets and Status Templates:

Want to Tweet and Facebook your support of the AHIMA Foundation but not sure what to say? No problem! Use the following messages to spread the word.

Scholarships

#AHIMAFoundation provides more than 60 awards and scholarship support to qualified students

#AHIMAFoundation provides the #1 and #2 top 25 Great Scholarships for HIM Majors

#AHIMAFoundation wants to raise $4.5 million by 2020 for research, workforce development, and education—learn how you can help at ahimafoundation.org

Why #AHIMAFoundation? Only with support from donors like you can the Foundation assist promising HIM students in the pursuit of their educational goals

You can help an HIM Student reach their educational goals #AHIMAFoundation–Be What Matters

Why #AHIMAFoundation? We work to bridge the placement gap from graduating students seeking careers and give employers access to qualified career professionals

Health Information Relief Operation (HIRO) Fund

Note: A special toolkit for the HIRO Fund was developed click here to use the toolkit.

The weather may be dangerous in many parts of the US, but you can make it brighter for a member in need https://tinyurl.com/AHIMAHIRO

You can’t predict disasters, but you can ensure there is help for members. Give to the Foundation's HIRO Fund: https://tinyurl.com/AHIMAHIRO

#BeAHIRO to a member affected by the severe weather. Donate now to the HIRO Fund https://tinyurl.com/AHIMAHIRO

Be a HIRO by making a donation to the Health Information Relief Operation (HIRO) fund today. Your donation helps the AHIMA Foundation provide assistance to individual members affected by disasters. Make a donation to assist HIM professionals whose lives and communities have been shattered by natural or man-made catastrophes.

Donate to the relief effort: http://www.ahimafoundation.org/Support/HIRO.aspx

Apprenticeship

#AHIMAFoundation is preparing the next generation of HIM professionals through apprenticeships. Support the program today.
Apprenticeship (con’t)

Why support the #AHIMAFoundation? We are attracting new talent with the right education, skills, and credential to keep pace with healthcare technology

#AHIMAFoundation is mobilizing the HIM workforce with apprenticeships. Donate today to support the future of healthcare outcomes

Research


Why #AHIMAFoundation? We created a collaborative research network to innovate new research in the profession

Why #AHIMAFoundation? We offer research agenda and dissertation support to support cutting-edge research

General

The #AHIMAFoundation and 4,000 donors are investing in your future in HIM. Learn more: https://vimeo.com/125260149

Are you a stakeholder in the #AHIMAFoundation? Find out why I’m a stakeholder. https://vimeo.com/125260149

Are you investing in the future of HIM? 4,000 donors are, thanks to the #AHIMAFoundation. https://vimeo.com/125260149

100 volunteers + 4,000 donors + @AHIMAFoundation = #AHIMA members investing in your future. https://vimeo.com/125260149

Thank you for your donations and support, we could not do it without you. https://vimeo.com/125260149
Resources

Videos:
Stakeholders Investing in the Future of HIM–AHIMA Foundation
https://vimeo.com/125260149

AHIMA Foundation: Investing in your Future
https://vimeo.com/128610123

Website Resources:
AHIMA Foundation—ahimafoundation.org
AHIMA Foundation Research Community—engage.ahima.org
AHIMA Foundation Board of Directors—ahimafoundation.org/about/directors.aspx
Donate—ahimafoundation.org/give
AHIMA Foundation Team

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