



Ambassador Work Group ***Toolkit***

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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 member medical groups 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 AMGA's 440 medical group and health system members, AMGA Foundation brings together the best minds in health care to share best practices and solve pressing healthcare 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:
 - **750,000** patients with improved diabetes care thanks to Together 2 Goal[®];
 - **540,000** patients with better high blood pressure management thanks to Measure Up Pressure Down[®];

- **Over 5 million** patients received vaccinations through our Adult Immunizations Best Practices Learning Collaboratives.

Through these and other programs, AMGA Foundation has reached a total of **26 million patients**.

- Would you be interested in joining me to support these programs, so AMGA Foundation can continue to help health systems like *(name of your medical group)* collaborate with our peers 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!

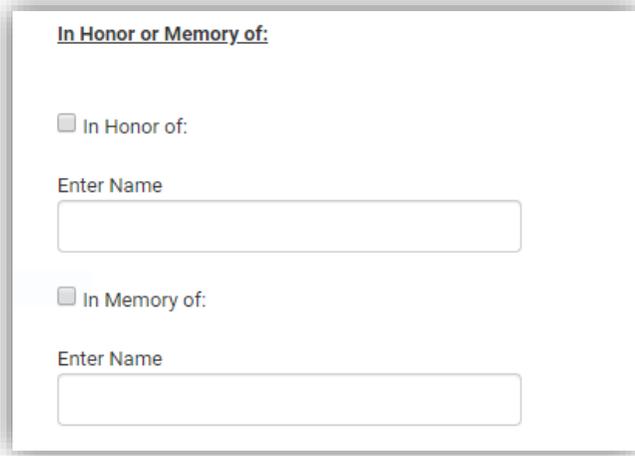
Voicemail script

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](#)
 - Make sure to list Ambassador's name in "In honor of" field



The image shows a screenshot of a donation form. At the top, it says "In Honor or Memory of:". Below this, there are two options, each with a checkbox and a text input field. The first option is "In Honor of:" with a checkbox and a text input field labeled "Enter Name". The second option is "In Memory of:" with a checkbox and a text input field labeled "Enter Name".

- 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 2019 – Secure gifts from Ambassadors
- September 2019 – Secure early gifts from individuals at Ambassador groups
- November 1, 2019 – Launch individual year-end campaign
- November-December 2019 – Duration of Ambassador year-end campaign
- December 31, 2019 – 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 26 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, which can be designated in honor or memory of someone in your life. <http://bit.ly/contributetothecause>

LinkedIn:

Do you want to help millions of patients live their best, healthiest lives? Already, AMGA Foundation has improved health care for 26 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. <http://bit.ly/contributetothecause>

Sample Appeal and Email Follow-Up

Sample fundraising appeal



AMGA Foundation



Dear Lane,

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

Recently, Premier participated in the Together 2 Goal[®] Innovator Track – Cardiovascular Disease (CVD) Cohort. Already, our provider adherence to evidence-based guidelines has dramatically improved, especially when determining the proper intensity of statin and choosing medicines that have recently improved cardiac outcomes for patients with diabetes and CVD. I don't believe these changes would have occurred if we hadn't focused on these topics through the Foundation program. Given these results, I am very hopeful that, in the long run, Premier's patients with diabetes and CVD 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 American lives by 2025. I personally donate to AMGA Foundation to help them achieve this impressive goal, and I encourage you to join me!

[Will you make a contribution today to help us reach this goal?](#)

Donate

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:

- **750,000 with improved diabetes care**
- **540,000 patients with better high blood pressure management**
- **More than 5 million patients who received vaccinations as a result of the Adult Immunizations Best Practices Learning Collaboratives**

AMGA Foundation and participating groups, like Premier, have changed the course of chronic disease for 26 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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