



# Twelve Months of Fundraising

## January

- Report results of your holiday fundraiser for national visibility and sharing with other Alliances.
- Plan a “Welcome to the Neighborhood” event and fundraiser for incoming residents and spouses following Match Day.
- Begin plans for Doctors Day.

## February

- Organize a phone-a-thon to call all members who have not yet renewed their membership and ask them to do so before the end of March.
- Follow-up the AMA Foundation Scholars Fund mailing to medical schools with a personal phone call to discuss fundraising goals.

## March

- Celebrate Doctors Day: March 30 with a fundraiser.
- *Note deadline.* Dues must be postmarked by **March 31** in order to secure the state’s delegate count for the AMA Alliance.

## April

- Check your fund balance for school scholarships:  
[www.amafoundation.org/go/scholarsfund](http://www.amafoundation.org/go/scholarsfund)

## May

- Plan to attend the Alliance Annual Meeting in June—Fundraising year begins! Awards presented.
- Plan an event with your local medical society that includes both physicians and spouses, members and non-members to recruit members and raise funds.
- Deadline for County donations.

## June

- Begin plans for two fundraisers during the year: holiday and Spring. Create planning teams and assign tasks. Look for ways to include non-members and use your events to recruit new members and raise funds.
- Place dates on Web site and calendars. Promote dates.

## July

- July 1 is deadline for contributions to AMA Foundation Scholars Fund.

## August

- Look for Alliance Fundraising Guide—distributed in August to all state fundraising chairs. To report your chair status and receive a link to the guide, contact Nancy.Battaglia@ama-assn.org
- Register for the Alliance Chicago Conference for state and county leaders. [www.amaalliance.org](http://www.amaalliance.org).

## September

- Plan a community outreach event and fundraiser with your medical society.
- Leaders Digest links and tips for Alliance leaders

## October

- Plan an Alliance holiday card promotion to former and prospective members.
- Attend Alliance Chicago Conference for state and county leaders.

## November

- Create Match Day fundraiser planning calendar and make assignments.
- Mail holiday donor card.

## December

- Deadline for all contributions to the AMA Foundation in order to be countered toward Scholarships.
- Send Sharing Card.
- Host a holiday reception and fundraiser—invite nonmember physicians and spouses. Recruit new members and raise funds.