**Suggestions for Reducing Costs and Fundraising for APHA**

**Revised June 2015**

We are distributing this information on fundraising to assist community leaders in public health (including youth) in raising funds to attend the American Public Health Association Annual Meeting (APHA). This year, the Community-Based Public Health Caucus does not have funding for travel scholarships from the Kellogg Foundation for community members and youth. So we encourage everyone to start planning on ways to keep travel costs low and fundraise for travel to APHA.

This document provides examples of fundraising activities. We hope it will be particularly helpful to those who have had an abstract accepted for presentation to APHA. Please send us any feedback to let us know what, if anything was helpful to you. With your help, we hope to expand this information into a more complete guide on fundraising for APHA.

**How much does it cost to attend the APHA Annual Meeting**

How much does it cost to attend APHA? The following worksheet is designed to help you determine your costs to attend APHA so you can plan on how much you need to raise.

**Expenses for Attending APHA**

APHA Membership **$\_\_\_\_\_\_\_\_**

to determine your membership cost, go to APHA’s website—

 <http://apha.org/events-and-meetings/annual>

(HINT: Green Discount-Save $20 off your membership dues when you choose online-only access to the AJPH.)

Conference Registration **$\_\_\_\_\_\_\_\_**

to determine your conference registration cost—

<http://apha.org/events-and-meetings/annual>

(HINT: register Early-bird before rates increase significantly)

Transportation (fill in all that apply)

 (HINT: check out APHA negotiated travel discounts –

 <http://apha.org/events-and-meetings/annual>

Airfare $\_\_\_\_\_\_\_\_

Train $\_\_\_\_\_\_\_\_

Cab $\_\_\_\_\_\_\_\_

Shuttle to /from airport $\_\_\_\_\_\_\_\_

Mileage Reimbursement $\_\_\_\_\_\_\_\_

You can calculate based on government mileage rate: <http://www.gsa.gov/portal/content/100715>

Total Transportation = added from above **$\_\_\_\_\_\_\_\_**

Lodging

(HINT: book your room early on the APHA website; check out hostels in the area: (<http://www.hostels.com>; <http://www.hostelbookers.com/hostels>)

Rate per night $\_\_\_\_\_\_\_\_

Room Tax \_\_\_\_\_%

Number of nights \_\_\_\_\_\_\_

Total Lodging = [rate per night x room tax] x number of nights **$\_\_\_\_\_\_\_\_**

Meals

Add up how much you plan to spend on meals. You can determine how many meals covered by conference activities. You can then calculate what you plan to spend on the rest of the meals or you can calculate a per diem rate based on location: <http://www.gsa.gov/portal/category/21287>)

Amount per day $\_\_\_\_\_\_\_\_

Number of days $\_\_\_\_\_\_\_\_

Total for Meals = amount per day X number of days **$\_\_\_\_\_\_\_\_**

(HINT: some hotels/hostels provide breakfast; some receptions at APHA provide food)

Incidentals

Figure $5 allowance per day to cover expenses such as bellhop tips, soda or coffee in the middle of the day, etc.

Total Incidentals (=$5xnumber of days) $\_\_\_\_\_\_\_\_

**YOUR TOTAL EXPENSES TO ATTEND APHA**

= APHA Membership

+ Conference Registration

Total Transportation

+Total Lodging

+Total for Meals

+Total Incidentals **$\_\_\_\_\_\_\_\_\_\_**

**Strategies for reducing costs at APHA**

1. To lower lodging costs:
	* share a room. APHA can help match you with a roommate: <https://show.jspargo.com/apha12asp/roommate/default.asp>
	* consider a lower costing hotel or hostel. You may be able to locate lodging not listed with the conference but close to an APHA hotel where you can get on that hotel’s shuttle. (<http://www.hostels.com>; <http://www.hostelbookers.com/hostels>)
2. To lower travel costs, compare travel options. Special discounted fares have been negotiated with United Airlines, American Airlines, Amtrak and Avis Car Rental for APHA Annual Meeting attendees.
3. To lower food costs, attend receptions and meetings at APHA that provide food to encourage meeting registrants to attend. These will be listed in the APHA program.
4. To lower APHA membership, elect Green Discount-Save $20 off your membership dues when you choose online-only access to the AJPH.
5. Don’t forget to register early-bird to get the lowest registration cost..

HEY! Check out examples of letters in the Appendix A at the end!

**Fundraising strategies**

# Writing donation letters to local foundations or businesses

First do a little research. Make a list of potential local foundations or businesses that might provide all or some funds to support your travel to APHA. Visit their websites to see if there is information about their funding practices and a contact name. How about local clubs? Check with local Rotary Clubs, Elks Club, etc. and offer to make your presentation to them. Also local APHA affiliates might have some small funding. If you are a university student, check to see if your university offers any funding for attending conferences.

Relationships are always key. Do you or someone in your organization know a funder who you could contact first by email or phone to inquire about sending a letter of request? Contact the organization to ask if there is someone you can talk to about a travel fund request. See if they want you to use a specific form or format for making requests.

Send a personal letter to each potential funder. In addition to your letter, if you have had an abstract accepted for presentation, include a copy of your abstract. Also include a letter of support from the organization that you work with signed by someone you work with closely, the executive director, or chair of the board.

Appendix A includes examples of letters that you can personalize. If you have an abstract accepted for presentation at APHA, be sure to include a copy of it along with a letter of support from your organization.

* Template letter for community member,
* Template letter for youth activist, and
* Template letter of support for organization to complete.

*TIP: CBPH Caucus member Wendy Alfsen from California Walks suggests: Kaiser Permanente funds event travel for organizations:* [*http://info.kaiserpermanente.org/communitybenefit/html/index.html*](http://info.kaiserpermanente.org/communitybenefit/html/index.html)

**II. Other fundraising strategies**

# Ask your grandmother!

1. If you are a student, contact your university or department to see if they have conference travel funds

# Contact food chains to ask for coupons for restaurants in San Francisco.

# Hold a fundraiser in conjunction with your organization or church. Here are a few favorite fundraisers recommended by CBPH Caucus members:

* Penny Wars <http://www.hope4.com/notalone/blog/files/notalone_fundraising_pennywar.pdf>
* Bottle Deposit Fundraiser <http://www.fundraiserinsight.org/ideas/deposit-bottle-collection.html>
* Bake Sale <http://www.ptotoday.com/pto-today-articles/article/664-bake-sales-step-by-step>
* Restaurant night <http://edrover.com/Blog/tabid/160/post/34-chain-restaurants-that-offer-school-fundraising-nights/Default.aspx> (check with other businesses and chains like garden stores that might do this as well)
* Healthy Dish – Iron Chef
* Social Media – use FaceBook to let people know that you are holding a fundraising and invite them to attend.

**III. Web resources on fundraising**

* PTO Today <http://www.ptotoday.com/fundraising-strategies>
* Do-It-Yourself Fundraising Ideas, http://www.fundraising-ideas.org/DIY/
* Fundraiser InSight, <http://www.fundraiserinsight.org/>

# Review of Online Fundraising Websites, <http://www.volunteerinfo.net/blog/?p=214>

* Foundation Center, <http://foundationcenter.org>
* Top Ten Fundraising Sites, <http://www.topsite.com/best/fundraising>
* YouCaring.com, <http://www.youcaring.com/>

Got other tips? Send them to us at cbphcaucus@umich.edu

# TIPS from our members:

# *~ Jonathan Lopez says, “Set a fundraising goal – make a list of at least 5 ways to meet that goal and then start doing it!”*

~These tips are offered by Quinton Williams, President of the CBPH Caucus Youth Council. Quinton says, “Hope this information helps as it did me during my High school years!”

* All members and member organization should all be asked to participate in fundraising for APHA.
* Keep in mind that most companies want to donate to have tax breaks.
* I strongly urged people to avoid the following:
* Submitting letters to employees. (Hand deliver letters to managers only.)
* Walking in without warning. (Call ahead or send a letter or email to introduce yourself.)
* Contact companies prior to stopping by. (However, it should be noted that most companies find it hard to say no to a warm smiling face.)

# *~Renee Bayer from the University of Michigan suggests that if you are working with youth, let them be the salespeople. Also, if holding a bake sale, don’t price your baked goods; just have a box or jar for donations. People donate generously for a good cause for youth.*

**Appendix A. Template fundraising letters**

Template letter for community member

Template letter for youth activist

Template letter of support for organization to complete

**Template Letter for Community Member**

I am a community activist or community organizer who is not based in an organization

I am with a resident-led, grassroots organization

I am with a community-based organization

I am with a faith-based organization

I am a college student who works with...

I am employed by a higher educational institution

I am employed by a local or state government agency

I am employed by a non-profit organization

I am employed by a for-profit organization

(NOTE: BE SURE TO PERSONALIZE EVERYTHING WRITTEN IN ***ITALICS***. AND DELETE ALL THE COMMENTS BEFORE SENDING.)

*LETTERHEAD if you have it*

*Funder’s name*

*Organization*

*Address*

*City, State Zip code*

*Date*

Dear *Mr/Ms. Funder*,

I am writing to you to request funding to support my attendance at the American Public Health Association (APHA) 140th Annual Meeting & Exposition which will take place October 27 - 31, 2012 in San Francisco, CA.

I am [*here are some potential choices*]. *Describe the health or social justice issue(s) you are passionate about. Explain your role, what you did, with this project.* I have been involved with [*organization*] for [*number of*] years. [*Add very brief description of your organization.*]

On June 1, we were very excited to receive notice from APHA that our abstract “[*insert title here*]” has been accepted for [*poster OR oral*] presentation on [*date and time of the presentation*]. APHA is the oldest and most diverse organization of public health professionals in the world and has been working to improve public health since 1872. The Association builds a collective voice for public health, working to ensure access to health care, protect funding for core public health services and eliminate health disparities, among a myriad of other issues. The APHA Annual Meeting attracts more than 13,000 national and international public health professionals each year.

Be sure to attach a copy of your abstract

As you can see from our attached abstract, we will be presenting about our work in our community to address [*specific health or social justice issue, i.e. the lack of healthy food and safe places to exercise; HIV/Aids; high school dropout*]. [*List one]* opportunity to share our research results with a national audience and highlight the important work being accomplished in [*city or town*].

In addition to drawing attention to our work at a national level, the APHA meeting will provide in depth time for me to learn more about models, resources, and best practices to address [*your public health issue*] from nationally recognized experts. *[Describe what you hope to gain from being able to participate in the conference*.] I look forward to attending sessions and networking formally and informally with public health professionals. I also plan to spend time in the Exposition - a central gathering point with over 700 exhibitors where I can learn more about public health careers, schools of public health and health-related sciences, health-related government agencies and many other public health service and product-related organizations.

I am committed to bringing back this information to benefit my community. [*In this paragraph, describe ways in which you plan to share what you learn at the conference with others when you return home. For example, you could say, “I am scheduled to make my presentation at my organization in September and will also make myself available to present at other meetings and events hosted by other organizations. Following APHA, I am on the staff meeting agenda in December to discuss what I learned at APHA and distribute contact names, handouts and materials to others in my organization.”]*

I am requesting [*$-*] to help with covering expenses to attend the APHA Annual Meeting. [*Explain why you require external funds to support your participation in the conference, such as you have received $\_\_ from the Community-Based Public Health Caucus, but need additional funding* ]. My expenses will be about [*total $*] and include:

Conference registration –

Travel from [*your city/town*] to San Francisco to include [*pick one of these:* *mileage reimbursement* or *airfare and shuttle]* –

Lodging for [*number of nights*] –

Food –

Incidentals -

As a presenter, I am required to be a current member of APHA and I will be covering my own membership expenses.

Thank you for your consideration of this request. I hope to hear from you soon.

Sincerely,

*[signature]*

*[your name]*

*[address]*

*[city, state, zip code]*

*[email address]*

*[phone number]*

Template letter for Youth Activist

(NOTE: BE SURE TO PERSONALIZE EVERYTHING WRITTEN IN ***ITALICS***. DELETE ALL THE COMMENTS BEFORE SENDING.)

*LETTERHEAD if you have it*

*Funder’s name*

*Organization*

*Address*

*City, State Zip code*

*Date*

Dear *Mr/Ms. Funder*,

I am writing to you to request funding to support my attendance at the American Public Health Association (APHA) 140th Annual Meeting & Exposition which will take place October 27 - 31, 2012 in San Francisco, CA.

I am [*your age, year in school, if in college, list your major*]. [*Describe the health or social justice issue(s) you are passionate about. Explain your role, what you did, with this project.]* I have been involved with [*organization*] for [*number of*] years.

On June 1, we were very excited to receive notice from APHA that our abstract “[*insert title here*]” has been accepted for [*poster OR oral*] presentation on [*date and time of the presentation*]. APHA is the oldest and most diverse organization of public health professionals in the world and has been working to improve public health since 1872. The Association builds a collective voice for public health, working to ensure access to health care, protect funding for core public health services and eliminate health disparities, among a myriad of other issues. The APHA Annual Meeting attracts more than 13,000 national and international public health professionals each year.

Be sure to attach a copy of your abstract

As you can see from our attached abstract, we will be presenting about our work in our community to address [*specific health or social justice issue, i.e. the lack of healthy food and safe places to exercise; HIV/Aids; high school dropout*]. [*List one accomplishment/finding from your abstract*]. Our presentation will give us the opportunity to share our research results with a national audience and highlight the important work being accomplished in [*city or town*].

In addition to drawing attention to our work at a national level, the APHA meeting will provide in depth time for me to learn more about models, resources, and best practices to address [*your public health issue*] from nationally recognized experts. *[Describe what you hope to gain from being able to participate in the conference*.] I look forward to attending sessions and networking formally and informally with public health professionals. I also plan to spend time in the Exposition—a central gathering point with over 700 exhibitors where I can learn more about public health careers, schools of public health and health-related sciences, health-related government agencies and many other public health service and product-related organizations.

I am committed to bringing back this information to benefit my community. [*In this paragraph, describe ways in which you plan to share what you learn at the conference with others when you return home. For example, you could say, “I am scheduled to make my presentation at my organization in September and will also make myself available to present at other meetings and events hosted by other organizations. Following APHA, I am on the staff meeting agenda in December to discuss what I learned at APHA and distribute contact names, handouts and materials to others in my organization.”]*

I am requesting [*$-*] to help in covering travel expenses to the APHA Annual Meeting. [*Explain why you require external funds to support your participation in the conference, such as you have received $\_\_ from the Community-Based Public Health Caucus, but need additional funding*]. My expenses will be about [*total $*] and include:

Conference registration – $

Travel from [*your city/town*] to San Francisco to include [*pick one of these:* *mileage reimbursement* or *airfare and shuttle]* – $

Lodging for [*number of nights*] – $

Food – $

Incidentals – $

As a presenter, I am required to be a current member of APHA and I will be covering my own membership expenses.

Thank you for your consideration of this request. I hope to hear from you soon.

Sincerely,

*[signature]*

*[your name]*

*[address]*

*[city, state, zip code]*

*[email address]*

*[phone number]*

Template for Letter of Support from Organization

(NOTE: BE SURE TO PERSONALIZE EVERYTHING WRITTEN IN ***ITALICS***. DELETE ALL THE COMMENTS BEFORE SENDING. Attach this Letter of Support to the personalized cover letter along with a copy of your abstract.)

***Organization letterhead***

*Date*

**Letter of Support**

Please consider the request for travel funds from [*NAME*] to attend the 140th American Public Health Association Annual Meeting being held October 27 - 31, 2012 in San Francisco, CA.

[*NAME*] will be presenting about our important work to address community health and social justice issues in our community as part of the abstract accepted for presentation, “*TITLE OF ABSTRACT*”.

Sincerely

Signature

*Name*

*Title* (*president/ceo/board chair*)