

Fundraising Procedures

AAPS has established a Business Development Team to build high-level business relationships with our corporate partners. Placing the care of the organization's relationships with its biggest supporters in the hands of a dedicated team makes it easier for both these partners and AAPS to communicate their needs and develop mutually beneficial strategies for fulfilling them, while relieving volunteer leaders of the burden of fundraising. Centralizing funding requests will streamline communications, improve offerings, and advance AAPS' strategic plan by strengthening corporate relations, support, and involvement.

Historically, various internal and external AAPS groups have solicited corporations for a variety of programs. Going forward, fundraising efforts will be handled by the Business Development Team. **Section, focus group, and committee leaders are to refrain from directly requesting funds from supporters on behalf of AAPS and their programs.** This includes funding requests for awards, travelships, forums and other in-person programs, and the Foundation.

Instead, member leaders should connect potential supporters with the Business Development Team.

What to do for the donors you have been relying on:

Provide your business contacts who have or are currently interested in supporting AAPS. At minimum, tell us:

1. Contact's name
2. Company
3. Phone and/or email
4. Details about historical support or new support inquiry

Additional information you may have about the supporter is very helpful and encouraged.

What to do when you find a new potential donor or sponsor:

Provide Jeff Sproehnle as the point of contact for anyone who is interested in learning more about opportunities for corporate partners within AAPS.

We understand that these are your business relationships, a part of your network, and they are important to you personally and professionally. The Business Development Team has been working with AAPS' partners for a combined 12+ years through the annual meetings, and will respect their time and interest level. Contact Jeff directly at 703.248.4788 or sproehnlej@aaps.org if you'd like to chat about your concerns or a business relationship you'd like to help the team to pursue for AAPS.

With your support and our team's dedication, we are confident our corporate partners, AAPS members, and industry professionals will further benefit from their involvement with AAPS. Thank you for your continued support of AAPS and we look forward to working with you to strengthen our corporate relationships.

Business Development Team:

Jeff Sproehnle, Director, Business Development

Direct: 703.248.4788

Email: sproehnlej@aaps.org

Kate Hawley, Business Development Manager

Direct: 703.248.4785

Email: hawleyk@aaps.org

Sara Schwartz, Business Development Coordinator

Direct: 703.248.4743

Email: schwartzs@aaps.org