



Development Presentation for Regional/State Presidents

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Overview



-
- Advancement Definition
 - Development
 - Annual Fund
 - Planned Giving
 - Action

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Advancement:

- *Advancement is a systematic, integrated method of managing relationships in order to increase an institution's support from its key outside constituents, including members and friends, government policy makers, the media, members of industry, the community and philanthropic entities of all types. Air Force Association advancement includes the development office, policy and communications, government relations, membership and AF Magazine.*

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Development:

- Comprised of a growing program of annual giving, major gifts, and planned giving. Sources of funding include members, friends, corporations, trustees, and staff. Currently annual philanthropic income is roughly \$1.5 million dollars. The goal is to increase annual unrestricted dollars to \$2 million dollars as well as to increase the Thunderbird Society (the planned gift society.)



What is Annual Giving?

- Provides support to the operating budget which allows AFA to reach out to thousands of United States Air Force military and civilians each year
- Currently achieved by:
 - Direct mail appeals- calendar, labels lapel pin, and window decals as premiums
 - Fellowships
 - Memorial and In Honor of gifts
 - Personal solicitations



Why Give?

- To ensure the financial stability needed to carry out the Associations' mission to **educate** the public about the critical role of aerospace power in the defense of our nation; to **advocate** aerospace power and a strong national defense; and to **support** the United States Air Force, the Air Force family, and aerospace education.
- AFA does not operate on membership dues alone.
- To be part of a collective voice in our nation's capital

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Ways to donate

- Donors draw on their assets to make major gifts. They receive a proposal for support, determine their interest, and when they decide to give they consider various gifting options. The following are the types of major gifts individuals can make:
 - **Outright Gifts**
 - **Cash**
 - A check is the best because you can put it to use right away.
 - **Securities**
 - Donor receives tax credits for stocks that have appreciated. Work through bank or broker; very convenient.
 - **Real Estate**
 - This may be a simple outright gift or a planned gift.
 - **Gifts-in-Kind**
 - A donor may give valuable items or a partial interest in those items. Such things might include art, antiques, coin collections or jewelry. Must have been appraised independently.



Individual Giving and the 21st Century Legacy of Flight Wings Club



Legacy Wings Club	\$15,000 and above
Diamond Wings Club	\$10,000 +
Platinum Wings Club	\$5,000 +
Gold Wings Club	\$2,000 +
Silver Wings Club	\$1,000 +
Bronze Wings Club	\$500 +
Wings Club	\$150 +
Friends of AFA	Up to \$150

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Honorary Fellowships

AFA fellowships were created as a way for chapters or individuals to give a special award while helping AFA support its programs.

H.H. Arnold Fellow- \$5,000

General Bernard A. Schriever Fellow- \$2,500

Jimmy Doolittle Educational Fellow- \$1,000

Ira Eaker Historical Fellow-\$1,000

Fellow of the Association- \$500

Association Fellow of the Association \$250

Presentation Fellow- \$100

Scott Associate \$50

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Air Force Memorial Foundation



- Working to harmonize efforts
- Combined data
- Distinct set of donors
- Inclusion of recognition and cultivation
- Working together on efforts

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Still raising funds for Memorial?



Yes and here's why:

- Operational support and upkeep of memorial
- Heritage preservation

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AFMF Airman's Society



Established in 2008, The Airman's Society recognizes the Air Force Memorial Foundation's dedicated supporters. This annual program recognizes cumulative giving at specific levels.

We would like to thank the more than 600 individuals named to the Airman Society during the inaugural year.

Names can be found in the Annual Report as well as on the AFA web-site

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Planned Giving

- A basic definition: planning to make a difference both for yourself and for a cause that you believe in through a charitable gift.
- Planned giving is often described as “leaving a legacy” because many are created to make an impact for future generations.



Planned Giving

A planned gift can:

- give you a tax advantage (often the tax benefits are quite substantial)
- fit appropriately with your estate plans and concerns for heirs
- complement your lifestyle goals
- match your wish to leave a legacy to the Air Force Association



Planned Giving

Wording:

Unrestricted bequest

"I give (_____ dollars) (a specific asset) or (___percent of the rest, residue, and remainder of my estate) to the Air Force Association (AFA), the charitable, tax-exempt organization located in Arlington, Virginia, for its general purposes."

Bequest for a specific purpose

"I give (_____ dollars) (a specific asset) or (___percent of the rest, residue, and remainder of my estate) to the Air Force Association (AFA), the charitable, tax-exempt organization located in Arlington, Virginia, to be used for the following purpose: (state the purpose)."

NOTE: If you wish to restrict your bequest to a specific purpose or program at the Air Force Association (AFA), please contact the Office of Planned Giving in advance to make sure the language you use will accomplish your wishes and aligns with the Air Force Association (AFA)'s needs.



Thunderbird Society

Charter Members

Timothy Brock

Jim and Bonnie Callahan

David and Marguerite Cummock

Gordon Jackson

Bob and Becky Largent

Glenn Schaffer

Loren and Randy Spencer

Ray and Carole Turczynski

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Thunderbird Society

- **Craig and Connie Allen**
- **Boyd Anderson**
- **John E. Appel**
- **Tutt Bradford**
- **Michael and Patricia Bolton**
- **Judy Church**
- **James Corbett**
- **Ollie Crawford**
- **Mike and Pam Dunn**
- **Edward and Marilyn Garland**
- **Kenneth A. Goss**
- **Harold and Rose Henneke**
- **Robert D Hudson, Jr.**
- **R. J. Iacino**
- **Thomas J. Kemp**
- **Bob and Virginia Kershaw**
- **Steve and Susan Lundgren**
- **Jack Miller**
- **Bill and Kathy McGuth**
- **Ransom Meriam**
- **Herman Nickel**
- **Adam P. Ohl**
- **John Redigan**
- **Don Rice**
- **Jerry Riley**
- **Jack N. Rothaus**
- **Nora Ruebrook**
- **Sandy and Patricia Schlitt**
- **Joseph Shriber**
- **Joe and Geri Sutter**
- **Charlie Thomas**
- **Jerry and Mary White**
- ***Deceased: Josephine Bass Ferretti***

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Thunderbird Society Induction 2009



- **John Appel**
- **Tutt Bradford**
- **James Corbett**
- **Ollie Crawford**
- **Thomas Kemp**
 - **Jack Miller**
 - **Adam Ohl**
- **Donald Rice**
- **Jack Rothaus**
- **Nora Ruebrook**
- **Charlie Thomas**



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AFMF Legacy Society



Announcing The Legacy Society

The Legacy Society was established in 2009 to recognize those individuals who have invested into the future of the Air Force Memorial through a living legacy of commitment. These friends have made provisions for planned gifts which include life income arrangements, bequests, and provisions in their wills or trust, or life insurance policies in which the Memorial is a beneficiary.

**Jane Colgan
Wayne Jessup
Nora Ruebrook**

Abraham L. Hankin Trust (realized estate)

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