



### ***Dental Education: Our Legacy – Our Future Communications Checklist***

***Dental Education: Our Legacy – Our Future*** was created to raise awareness of the challenges the dental education system is facing. As of August 15, 2008 we're proud to boast a network of 117 partners.

To help you further leverage and maximize your organization's own fundraising efforts, we've created this checklist of ways in which you can incorporate *Our Legacy – Our Future* into your own outreach. As a result, your organization and programs have the support of a nationwide initiative AND you help spread the word about *Our Legacy – Our Future*.

Check  
[Here](#)

- www.OurLegacyOurFuture.org** – Visit the site to familiarize yourself with, and review the tools available for use during this initiative. Add a link from your organization's Web site to the official *Our Legacy – Our Future* Web site.
- Report Donors** – A special tool on the Web site allows you to report your donor names so that we can thank them for their generous donation to dental education with an *Our Legacy – Our Future* premium. If you choose not to share names, order those same premiums online and you can send them to your donors.
- Report Your Fundraising Information** – To better help us track dollars raised for dental education, share your fundraising dollars raised on the secure partner-only partner portal. We'll ask you to share this information twice a year.
- "I am a Dentist, I am a Doctor" Brochure** – Include the official brochure in your fundraising campaign packets. This piece outlines the needs in dental education and the role it plays in securing the integrity of the profession.
- Videos** – In the past two years, two videos have been produced to explain the needs in dental education and illustrate how this national effort hopes to secure the dental education system. Choose to link or download the videos to your organization's Web site.
- Dr. Arthur Dugong's ADA News Article** – Approved for reprints, include this article in your organization's newsletter, magazine or online e-news. A piece published by *ADA News* adds instant credibility and validates the current needs.
- Spokespersons** – Using quotes from highly respected leaders in dentistry, such as Dr. Richard Haught, ADA past president, and legendary dean, Dr. Arthur Dugoni, in your communications will convey a sense of importance and national support for your efforts. If you're interested, please contact Lisa Vernal at 412-562-1212 to schedule an interview.



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- Broadcast Your Involvement** – Mention the effort and your partnership in communication pieces from your organization. Talk about being a partner and what it means to the future of the dental education system. Include this information in printed materials along with speeches and any additional outreach.
- Boilerplate** – Include the *Our Legacy – Our Future* boilerplate at the end of your organizations press releases.
- Logo** – Use the logo on printed materials.
- Share YOUR News** – Send us your latest news, so we can help you get additional media coverage and publicity for your cause and your successes.

We hope this clearly demonstrates why your support of *Our Legacy – Our Future* is so important and how this effort can benefit and complement your organization’s fundraising efforts.

Thank you for your support and enthusiasm during this groundbreaking, nationwide partnership. If you have additional questions, contact Jenny Ulvestad and (312) 587-4716.