

Dear [Researcher Name],

As you well know, research is the heart of the American Heart Association. In fiscal year 2005-06, AHA funded 162 Texas researchers with \$8,727,105 for heart disease and stroke related research grants. As significant as that number is, there were many worthy grants left unfunded this year. In fact, less than 50 percent of the applications deemed fundable were able to be awarded.

One of the challenges AHA staff face on a daily basis is explaining to donors the value of that research. "How will you use my money? How does that money come back to me and my community?" As a research scientist, no one is in a better position to answer those questions than you.

You were personally recommended by a fellow member of the AHA research community or by an AHA staff member as someone who could help us "connect the dots" for our supporters. If we can explain the impact that research has on the health of our communities, we can see to it that even more viable and crucial grants get the funding they need.

What can you do? Here are just some of the opportunities for you to share your time and expertise:

- Give an educational presentation to your local or Affiliate board of directors,
- Go with AHA staff to meet philanthropists to request their support,
- Conduct a research breakout session at your city's Go Red For Women luncheon,
- Provide a tour of your facility for key volunteers or top fundraisers,
- Act as an AHA scientific media spokesperson in your area, or
- Educate AHA staff about research at their annual conference or special office events.

Why should you help? First of all, it's a chance to speak on a topic near and dear to your heart. You can share your research, and you can also show others the importance of that research by illustrating how your work and the work of other researchers benefit everyone. It's also a chance to give back: to your community, to future researchers, and to the AHA.

It's easy to get involved. Just let us know which opportunities you would be interested in and how best to contact you. We will share your contact information with your local AHA staff, who may occasionally call on you to speak on AHA's behalf, if your schedule permits.

How to share your information:

E-mail: texresearch@heart.org

Phone: 512-433-7108

Fax: 512-433-7260

Please let us know your contact information (e-mail, phone, fax) and which opportunities you would be interested in. We would like to hear from you by Friday, April 28, 2006.

Thank you very much for your support of the American Heart Association – now and in the future.

Sincerely,

Brent Fields
Vice President of Research