

Aerospace Medical Association



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Dear AsMA colleagues, Constituent and Affiliate Members, and Corporate Sponsors:

Tremendous strides have been made in the past year to address the **#1 Strategic Goal** of the Aerospace Medical Association, the **"Modernization of the AsMA Website."** This recommendation arose directly from you, the members, as emerged from prior surveys to identify AsMA priorities. The Executive Committee and Council took your feedback to heart, and moved forward to implement this needed change.

This letter serves as an introduction and an appeal letter for the AsMA **"Website Capital Campaign."**

Although we now have a "world class website", there is much more we could do. Our website's whole new look including excellent visuals, features like the "Aeromed Question/Answer of the Day", "Ask the Expert" forum, and a rolling calendar of activities could greatly benefit from enhanced integration and standardization of our membership database. These improvements could simplify updating personal information by members, meeting registration and history of members' Association activities. Describing these generic aspects of our membership for potential new members could yield gains in membership.

But such a continuing modernization effort does not come without great effort and expense. Improvement of the website has involved significant volunteer hours by various committees along with strong leadership and deep engagement from our Headquarters personnel. Much work has been done already to begin integration of databases and redesign of the website functionality. The expenses to date total more than \$30,000. While funding has come from AsMA assets to modernize the website, we estimate an additional \$25,000-\$30,000 to complete this initiative and further enhance our capabilities.

The "Website Capital Campaign" has been established to fund this important project.

We are seeking donations from across all facets of our organization, including: individuals, Constituent and Affiliate groups, and Corporate Sponsors. Donations are tax-deductible. In an effort to jump start the Campaign, members of the Executive Committee personally donated \$300 each for this initiative. Realizing the importance of this effort, several Constituent and Affiliate groups also provided donations. Please help AsMA to improve services, grow, and communicate more effectively. Donations can be made at the [AsMA website](#) or by completing the information below and mailing or faxing your donation to us.

Thank You - AsMA Executive Committee, Council, and Headquarters Staff

Name: _____ Date: _____ Country: _____

Address: _____ City: _____ State: _____ Zip Code: _____

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Alexandria, VA 22314-3579

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*The Aerospace Medical Association is registered as a 501(c)(3) non-profit organization.
Contributions to the Aerospace Medical Association are tax-deductible to the extent permitted by law.
The Aerospace Medical Association's tax identification number is 30-0697646.*