

APA Legacy in Action Capital Campaign Handling Objectives

Fundraising conversations are rarely about persuasion — they are about clarity. Colleagues may have thoughtful questions about dues, timing, priorities, or personal capacity. These responses are not resistance; they are opportunities to provide context and reinforce why Legacy in Action matters. The guidance below equips you with clear, mission-centered language to respond confidently, keep the conversation constructive, and move toward a next step without pressure.

Common Response	What It Usually Means	Suggested Response
“I already pay dues.”	Doesn’t see distinction between dues and philanthropy	Dues sustain operations. This campaign builds long-term investment income that protects our programs, future academic pediatricians, and child health.
“I can’t give much.”	Worried amount won’t matter	“Your gift in 2026 will be doubled by a match. Anything that is doable is meaningful.”
“Why not fund this through grants?”	Thinks philanthropy isn’t necessary	“Grant funding is episodic. This creates predictable annual and ongoing support.”
“I need to think about it.”	Avoiding decision	“Of course. May I follow up next month?”
“I’m stretched right now.”	Cash flow issue	Would a multi-year pledge or monthly option be easier? You can also give through a nontraditional gift such as an insurance policy or estate planning. Anything that is doable is meaningful.

