

APA Legacy in Action Capital Campaign Talking Points

HOW TO USE THIS GUIDE

This is a confidence tool, not a script. Use these prompts to ground your conversation in shared purpose and collective impact. Adapt the language to your voice and relationship with the donor. When we lead with mission, the financial conversation becomes purposeful rather than uncomfortable.

START WITH PURPOSE: Anchor in Mission

- What could our collective legacy be? What should be left behind for the next generation of academic generalists?
- Giving is a direct way to continue shaping our field.
- We have a responsibility to those entering — and who will enter — pediatrics.
- There's never a perfect time to give, and this is a critical moment for child health.

NORMALIZE THE CONVERSATION: Address the Discomfort

- Money can feel uncomfortable to discuss — focusing on mission makes it easier.
- We know academic pediatrics faces greater financial pressure than many specialties.
- Individual asks can feel difficult; imagining our collective impact helps overcome that hesitation.

BUILD MOMENTUM: Emphasize Collective Impact

- Anything that is doable is meaningful.
- Smaller, predictable gifts from all of us will make this campaign successful.
- When we act together, modest gifts become transformative.

HIGHLIGHT URGENCY & MATCH: Explain Why Now

- 2026 is a vital year to participate.
- Gifts will be doubled through a match from Dr. Latha Chandran
- Matching funds increase the impact of every gift — especially modest ones.

MAKE THE ASK CLEARLY: Be Specific

- I hope you will consider a gift of \$_____ to Legacy in Action.
- Would you be willing to join me in participating this year?
- I consider this an invitation to engage in our shared purpose.



**Legacy
in Action**

Shaping Tomorrow's Leaders
- Serving Today's Children



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