



THE AGA RESEARCH  
FOUNDATION

# Strategic Plan

## Our Mission

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To raise money to support young researchers in gastroenterology and hepatology.

## Our Vision

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To be the pre-eminent foundation that supports young researchers in gastroenterology and hepatology.

# **Giving Goal:** Expand the AGA Research Foundation endowment to \$20 million by 2020 in order to fully support AGA's goal of promoting and funding basic and clinical research.

## Target Audience: Individual Donors and Foundations

- ➔ **Strategy 1:** Increase annual member contributions to the AGA Research Foundation to support the Foundation's endowment.
  - **Objective A:** Conduct multi-year membership giving campaign to garner new donors and increase contributions from prior donors.
- ➔ **Strategy 2:** Increase major gifts from individuals and foundations.
  - **Objective A:** Secure major gifts for named awards and endowment.
  - **Objective B:** Increase membership in AGA Legacy Society.
  - **Objective C:** Increase planned gifts from AGA members and other individuals.

## Target Audience: Industry/Corporations

- ➔ **Strategy 1:** Expand industry support for Foundation research awards program.
  - **Objective A:** Expand and involve AGA members on the AGA Foundation Industry Panel to solicit companies for research award support.
  - **Objective B:** Promote the AGA Corporate Roundtable.
  - **Objective C:** Maximize revenue from the AGA CME Company.
  - **Objective D:** Investigate “new models” of industry support for AGA research such as a partnership with another pharmaceutical company, i.e., support that differs from a simple grant for a research award such as matching grants.

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*\*Approved by the AGA Institute Governing Board, November, 2010*



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