VISION

Optimal periodontal health for all.

MISSION

The mission of the American Academy of Periodontology Foundation is to improve the periodontal and general health of the public through increasing public and professional knowledge of periodontal diseases and their therapies, stimulating basic and clinical research to generate new knowledge, and enhancing educational programs at all levels to create opportunities in periodontal education and practice.

GUIDING LIGHTS

- Acts as a trusted steward of its charitable contributions and will use them effectively to support and fund meaningful programs that improve the public’s periodontal health.
- Recognizes that strengthening and improving the specialty of periodontology is important for everyone.
- Supports science-based research and its transfer into practice.
- Advocates life-long learning, scholarships and other initiatives that promote and sustain excellence in periodontal education.
- Believes that good periodontal health improves people’s overall health and quality of life.
- Seeks synergistic partnerships to generate and leverage resources.
- Actively solicits within and outside the dental community to support its research and education programs.
GOAL #1: PROFESSIONAL EDUCATION

Address the professional education needs of the specialty of periodontology, to include pre-doctoral, post-doctoral, and lifelong learning.

TACTIC 1:
Provide funding for scholarships that support vetted post-doctoral residents that are committed to a career in periodontal education and scientific research.

TACTIC 2:
Provide funding for fellowships that support vetted new educators in their efforts to continue their careers in full time tenure track faculty positions at accredited U.S. dental education institutions.

TACTIC 3:
Fund training in teaching methodologies for periodontists who seek to transition from private practice into academia.

TACTIC 4:
Support the recruitment of qualified predoctoral students into the specialty of periodontics.

TACTIC 5:
Support efforts to reach out to other dental professionals about the importance of optimal periodontal health.

GOAL #2: SUPPORT CLINICAL AND BASIC RESEARCH

To strengthen the scientific basis of the specialty of periodontology.

TACTIC 1:
Support American Academy of Periodontology-identified research priorities.

TACTIC 2:
Partner with private and/or public institutions to solicit financial support for the American Academy of Periodontology research initiatives.

GOAL #3: OPERATIONS

Promote and sustain the public’s periodontal health by building the Foundation’s leadership and financial wherewithal.

TACTIC 1:
Provide for future AAPF leadership by recruiting directors, ambassadors, and committee members from among interested individual and institutional benefactors, including from outside the dental community.

TACTIC 2:
Perform a comprehensive review of the AAPF’s By-Laws and policies.
TACTIC 3:
Utilize information technology and volunteer resources to identify, solicit, and renew lapsed donors.

TACTIC 4:
Implement stewardship and major giving programs to continually engage and upgrade existing donors.

TACTIC 5:
Expand and protect the Foundation’s corpus by considering long-term asset goals and prudent investment strategies.

TACTIC 6:
Investigate vehicles such as for-profit subsidiaries, unrelated business income activity and international affiliates to supplement traditional development activities.

TACTIC 7:
Enhance donor profiles and demographics to better track donor metrics, provide more personalized donor experiences and enhance donor retention.

GOAL #4: MARKETING

To inspire and expand the allegiance of periodontists, allied professionals, and strategic partners to support the Foundation as the champion of the public’s health.

TACTIC 1:
Celebrate the AAPF’s 25th anniversary in 2015, develop a 25th anniversary brand, leverage the anniversary to expand the donor base, and host a donor lounge at the American Academy of Periodontology annual session.

TACTIC 2:
Target selected individuals, corporations, organizations, foundations, and appropriate government agencies within and beyond organized dentistry to increase visibility, revenue, and interest in periodontal health issues.

TACTIC 3:
Recruit and utilize Ambassadors and Student Ambassadors to promote and execute the mission of the AAPF.
• Develop “graduation” programs that can track potential ambassadors within a two year window of completing a residency.
• Develop a comprehensive strategy for communicating with ambassadors and for ambassadors to communicate with actual and potential benefactors.

TACTIC 4:
Explore new ways to celebrate the success of AAPF award recipients for the purpose of inspiring individual and corporate donations.
• Investigate the possibility of an award recipient showcase at the annual meeting.
• Publish award specific publications that highlight the accomplishment of award recipients.
• Produce a video featuring award recipients giving testimony to the impact that AAPF scholarships and fellowships have made on their lives and professional careers in
academia. These videos can be disseminated at regional meetings and posted on social media vehicles such as Facebook and YouTube.

**TACTIC 5:**
Utilize technology to increase access to AAPF information.
- Improve and integrate traditional and digital media to continue consistent dissemination of the Foundation’s brand and messaging.
- Continue to enhance the Foundation e-newsletter.

**TACTIC 6:**
Explore donor boards and other forms of donor recognition at the Annual Meeting and other venues.

**TACTIC 7:**
Explore the possibility of grateful patient and grateful colleague programs.

**GOAL #5: PUBLIC EDUCATION & SERVICE**

*Promote knowledge of, and access to, periodontal care.*

**TACTIC 1:**
Consider funding and deploying community-based access and impact initiatives that provide replicable models.

**TACTIC 2:**
Whenever requested by the Academy, assist in disseminating public messaging on periodontal care and issues.

**TACTIC 3:**
Leverage corporate and other institutional partnerships to assist in this promotion of, and access to, periodontal care.