



What's In It For Me?

The One Question That Must be Answered Before Action Happens



*Why
Do
People
Give?*



2/1/20XX



***How
Do We
Communicate
WIIFM?***



2/1/20XX

EAA's educational programs, through the EAA Aviation Foundation, have a broad impact. We help aspiring pilots earn their licenses. We provide pilot proficiency activities such as Proficiency 365, simulator training, and the Pilot Wellness Widget. EAA's Sport Pilot Academy, the Flying Start program, Homebuilder webinars and workshops, and so much more all serve to educate pilots nationwide.

When you give to EAA's educational programs through the EAA Aviation Foundation, your gift has a broad impact. You help aspiring pilots earn their licenses. You provide pilot proficiency activities such as Proficiency 365, simulator training, and the Pilot Wellness Widget. Your gift also funds EAA's Sport Pilot Academy, the Flying Start program, Homebuilder webinars and workshops, and so much more.

The excitement of a
challenge or match

*"Your gift may be matched
dollar for dollar thanks to
this challenge."*



Helping people

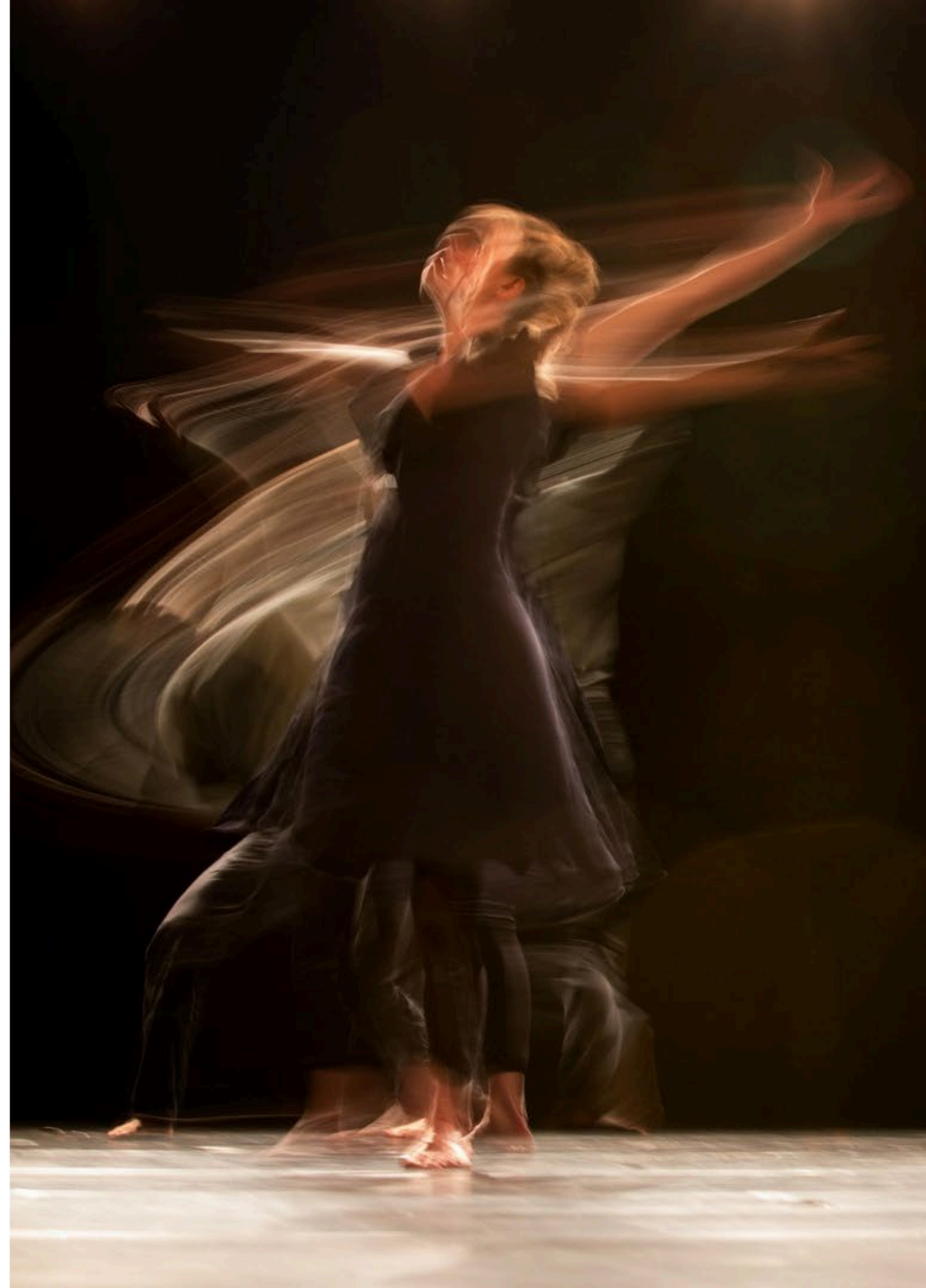
How often can you say that you are responsible for changing a life?

The education these students receive at Albion College, the ideas they embrace, the relationships they forge – all of those are made possible in part by your financial donations.



Building a better community

When we care about our community, we want to invest in it. We plant trees and create parks. We build a community center. We take care of our schools. We also make sure that our community has access to the arts. In short, we invest in things that educate us, entertain us, and make our lives richer.



Helping future generations

The impact of your gift stretches across generations. From pilots completing a lifetime of flight proficiency to those just beginning the journey, the extensive programs offered by EAA serve those of all ages.



Belonging to a status group

Each year, we invite some of our most passionate and highly committed donors to become members of EAA's President's Circle. These visionaries form a committed group of donors whose leadership level giving makes possible the programs that build "The Spirit of Aviation."



To honor a favorite person

Char handed the torch to me. I hand it to my daughter. And my daughter hands it on to another generation. I could not imagine going to school and remaining on the sidelines while the men played sports. Your gift helps to honor Char Duff, and to inspire other young women to carry on her lead.



Because “it’s the right thing to do”
***I’m proud of the work our journalists
have done and continue to do,
especially in the face of so much
uncertainty and upheaval. I hope
you will reconnect with us as a
contributing member in support of
award-winning local journalism.***



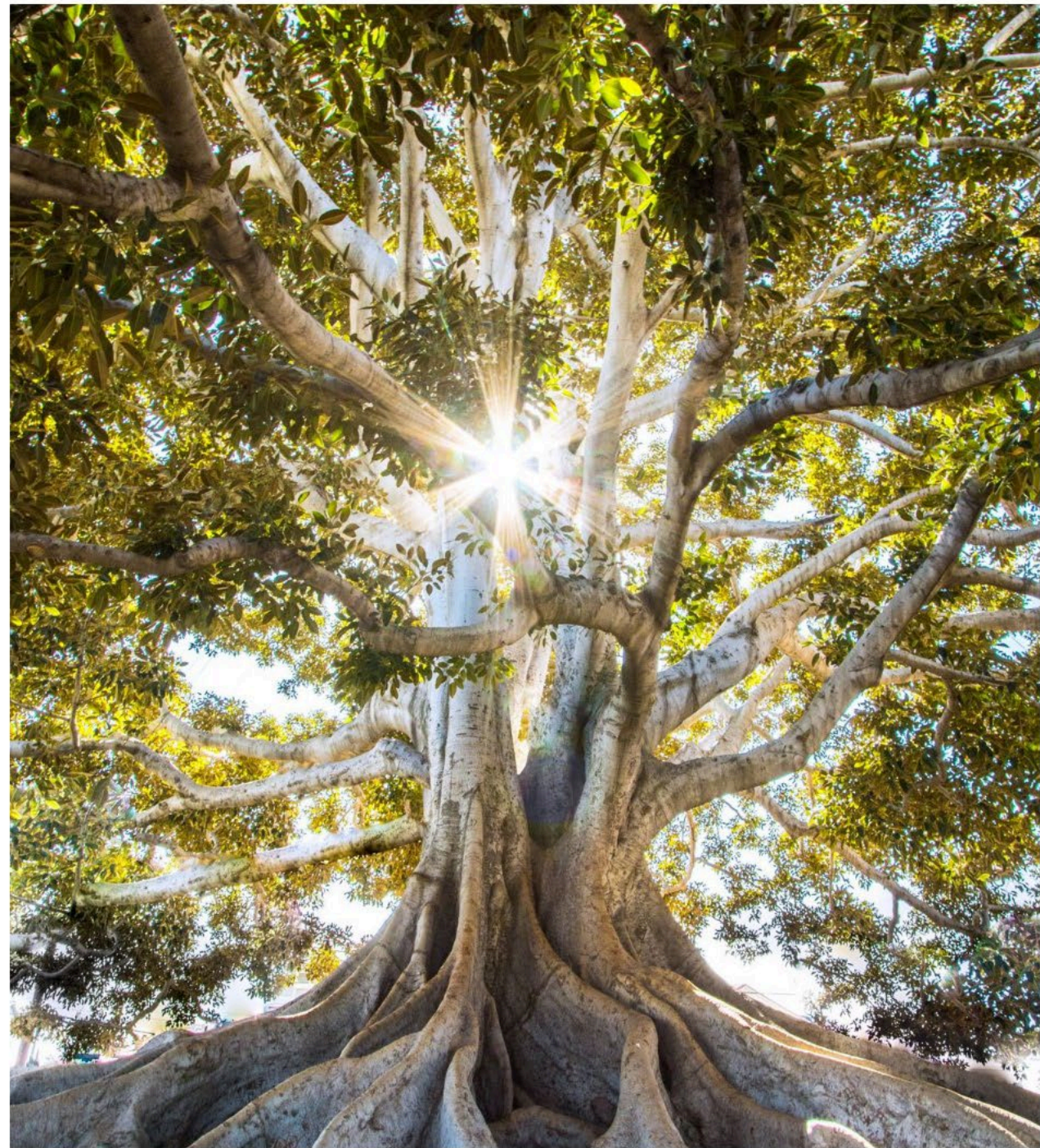
"Our First Wing pledge is a culmination of everything we lived, loved, and believed in all these years of our lives. It is a good decision for us. I hope it will also be one for you."

DAVID KLEINE, EAA DONOR AND FIRST WING MEMBER



**"Introduce your hero, get
him up a tree, throw
rocks at him, then get
him out of the tree."**

ATTRIBUTED TO GEORGE M. COHAN





*How
Do We Use
WIIFM in
HR?*



Anything Else About Implementing WIIFM?

For more discussion –

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