

# Guidelines for Recognizing Program Donors



The Texas Medical Association Foundation is able to fund TMA's Be Wise – Immunize<sup>SM</sup> program in 2020 thanks to major gifts from H-E-B and Permian Basin Youth Chavarim.

Physician members, county medical and specialty societies, alliances, and medical students who participate in TMA's program are asked to recognize TMA Foundation and Be Wise – Immunize program funders in publicity and other promotional materials. (See Name Recognition section below for proper wording.)

## Name Recognition

In printed articles, posters, or other promotional copy about the program, TMA Foundation and Be Wise – Immunize program funders should be credited. Listing should read: "Be Wise – Immunize<sup>SM</sup> is funded in 2020 by the TMA Foundation, thanks to major support from H-E-B and Permian Basin Youth Chavarim."

## Logo Use

If participating county medical societies, specialty societies, or alliances opt to use the TMA Foundation logo on any printed materials, they are asked to call the TMA Foundation for logo sheets and for specifications about size and color.

*If you have any questions about proper recognition of TMA Foundation and its program donors, call Lisa Stark Walsh, executive director of TMA Foundation, at (800) 880-1300, ext. 1666.*



Be Wise – Immunize is a service mark of the Texas Medical Association.

\*Be Wise – Immunize<sup>SM</sup> is a program of TMA that is made possible with a grant from TMA Foundation, the philanthropic arm of TMA. Credit for the program should be given to TMA, while funding for the program should be credited to TMA Foundation.