

AprilAire, Lung Association are 'Proud Partners' Helping Families Improve Indoor Air Quality



Partner Overview

AprilAire has a long history of helping families improve their comfort and health by controlling their indoor air quality. The company designs, manufactures, and distributes professional-grade solutions that improve the indoor air of homes.

AprilAire’s goal for partnering with the **American Lung Association** and joining the Proud Partner licensing program is:

- To work with the nation’s leading lung health organization to educate families on the importance of healthy indoor air and how indoor air quality can be improved.

Backstory

Making a partnership commitment to a national nonprofit was a big step for AprilAire.

“We had only done local partnerships,” said David Carlson, Director of Marketing at AprilAire. “This was our very first national partnership and we wanted to do it right.”

Partnering with the Lung Association wasn’t a foregone conclusion. All of the organizations AprilAire considered for partnership, including the Lung Association, were put through a vigorous selection process.

“There were a lot of internal conversations about who would be the best partner, and that was followed by a deep-dive into each organization,” said David. “We also conducted interviews with each potential partner to get to know them better.”

Ultimately, AprilAire chose the American Lung Association for two important reasons.

“First, we chose them because they were the most recognized group in the lung health space and they were obviously doing the most good,” said David.

“Second, we really felt AprilAire could complement the work they were doing because while the Lung Association was mainly focused on outdoor air, we were focused on improving air quality inside the home. The partnership was a good fit for both organizations.”



Strategic Approach

AprilAire's partnership with the Lung Association includes:

- After a thorough company and product review by the Lung Association, AprilAire uses the Proud Partner logo on its 4-inch residential air filters.
- AprilAire is a sponsor of the Wisconsin Fight For Air Climb in Milwaukee. They also participate in the Climb with multiple teams that encourages some friendly competition.
- As part of the Lung Association's Stand Up For Clean Air campaign, AprilAire hosted the #MyCleanAirStory contest, which invited people to submit their #MyCleanAirStory to earn a chance to win a variety of prizes.
- Dale Philippi, President & CEO of Research Products Corporation, AprilAire's parent company, sits on the Lung Association's Wisconsin Leadership Board.

Results

AprilAire joined the Lung Association's Proud Partner program near the start of the pandemic and is hopeful they'll be able to better evaluate the effectiveness of the partnership in the coming year.

With the greater focus on air quality in homes and businesses since the start of the pandemic, AprilAire is confident the Proud Partner logo on its 4-inch filters will have a positive outcome for the company.

Other benefits of the partnership include:

- It reflects AprilAire's commitment to the community and confirms that they are a purpose-driven company.
- It demonstrates AprilAire's national commitment to clean indoor air across the country, and not just in its home state of Wisconsin.
- Feedback on the partnership from customers, employees, and other key stakeholders has been overwhelmingly positive.

The image shows a product label for an AprilAire Air Filter. On the left, there is a logo for the American Lung Association National Proud Partner, with the text 'We Support Healthy Air | Lung.org' and 'aprilair.com'. The main brand name 'AprilAire' is prominently displayed in white, with 'Air Filter' underneath. To the right of the brand name is a 'MERV 13 RATING' badge. Further right, the text 'Healthy Air 13+' is written in a light blue font, followed by 'Removes Most Common Allergens + Odors*'. Below this text are seven small icons representing different pollutants: Pollen, Mold Spores, Bacteria, Dust, Dust Mites, and Odors. On the far right, the number '213' is displayed in a large white font, with 'CBN' underneath it. At the bottom of the label, a teal banner contains the text 'Removes Odors and Captures VOCs with Activated Carbon'.



Partner Insights

For other companies that are considering a partnership with a national nonprofit, AprilAire had this advice.

1. **Get into the weeds.** “Learn everything you can about the organizations you’re considering,” said David. “Do your research, discuss them internally, meet with and talk with them, and ask them what they think of each other. Leave no stone unturned.”
2. **Be clear on the benefits for both partners.** “We knew that the Lung Association had a powerful brand that would deliver us a competitive advantage,” said David. “But, in turn, AprilAire was confident that we could add to the Lung Association’s educational efforts on indoor air quality. Knowing the relationship was a win-win was motivating to both partners.”
3. **Go all in.** “AprilAire is part of the Lung Association’s Proud Partner program, which means that their logo appears on some of our products, but that’s just one part of how we support them,” said David. “Our employees participate in their Fight for Air Climb, our digital channels support their campaigns, and our leadership sits on their boards. The more you engage yourself in the partnership, the more you’ll get out of it.”

“With the Lung Association you get the best of both worlds. On the one hand, they are a national organization with a strong brand. On the other, they are hands-on like the best kind of local organization would be. Everything we do with them is very buttoned up so it feels like a turnkey partnership.”

— David Carlson, AprilAire



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