

# Health Care Philanthropy


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# About your speaker

- ▶ Thirtieth year in philanthropy
  - ▶ Millions of dollars raised for local initiatives
  - ▶ Church elevators, football and soccer stadiums, workforce training facility, Neonatal Intensive Care Unit, patient rooms, clinical equipment, community outreach programs, scholarships, etc.
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# HSHS St. John's Foundation

- ▶ Imagine Tomorrow Campaign –  
\$20,000,000 goal reached 14 months ahead of schedule
  - Annually, St. John's Foundation will transfer \$3,000,000-\$4,000,000 in contributions to the hospital.
  - 7 FTEs
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# Build a solid foundation

- ▶ Time investment of Senior Leadership
  - ▶ Invest in the fundraising staff, hiring/training
  - ▶ Direction must be strategic
  - ▶ Selection of donor-centric projects
  - ▶ Implement effective administrative processes
  - ▶ Involve Clinicians
  - ▶ Communicate through storytelling
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# What Integrated Philanthropy Looks Like


- ▶ Chief Development Officer serves on senior leadership team
  - ▶ Foundation is part of the planning for capital projects
  - ▶ Partnership between CEO, COO, CFO and Department Leaders
  - ▶ CEO, COO and CFO remove barriers
  - ▶ Community leaders to serve as ambassadors
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# The Foundation is not:


- ▶ the party planning committee
  - ▶ the event planning committee
  - ▶ equipped to fund parking lots, demolitions, leaky roofs, etc.
  - ▶ a savings account
  - ▶ a “slush” fund
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# Managing relationships via natural partnerships

- ▶ Community members who love your hospital
  - ▶ Grateful patients and their families
  - ▶ Vendors, businesses in your community
  - ▶ Community or civic organizations
  - ▶ Community foundations
  - ▶ Church groups
  - ▶ Physicians, all clinical staff, hospital employees
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# Conversation Starters

- ▶ Why are you motivated to give to our hospital?
  - ▶ Would you like to share your story?
  - ▶ Do you remember the first gift you ever made to the hospital?
  - ▶ Do you have an area of interest?
  - ▶ Can I take you on a behind-the-scenes tour?
  - ▶ Can I introduce you to our service line leader?
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# Making the Ask

- ▶ Know your prospect by listening to him/her
  - ▶ Strategically find a project of interest
  - ▶ Articulate the need through storytelling
  - ▶ Practice in advance
  - ▶ Have a back up plan
  - ▶ Bring a high level of interest and energy
  - ▶ Think big and know next steps
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# You get the gift, what's next?

- ▶ Stewardship activities to keep the donor involved
  - ▶ Timely follow up and thank you letters
  - ▶ Thank you calls from the CEO, Foundation board
  - ▶ Invitations to special events
  - ▶ Tours and VIP events
  - ▶ Other activities to keep the donor engaged and interested
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# Fundraising Quotes from “Ask Without Fear”

- ▶ Fundraising is the gentle art of teaching the joy of giving.  
-Hank Rosso
  - ▶ Donors don't give to institutions. They invest in ideas and people in whom they believe.  
-G.T. Smith
  - ▶ In good times and bad, we know that people give because you meet needs, not because you have needs.  
-Kay Sprinkel Grace
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# Questions?

