# Health Care Philanthropy

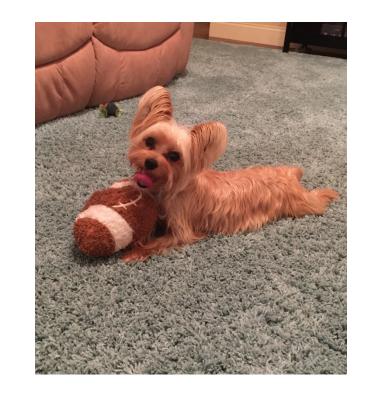
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## About your speaker

- 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.





### **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

### **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

## 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

### 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

# 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

## **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?

## 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

## 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

### 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

# Questions?