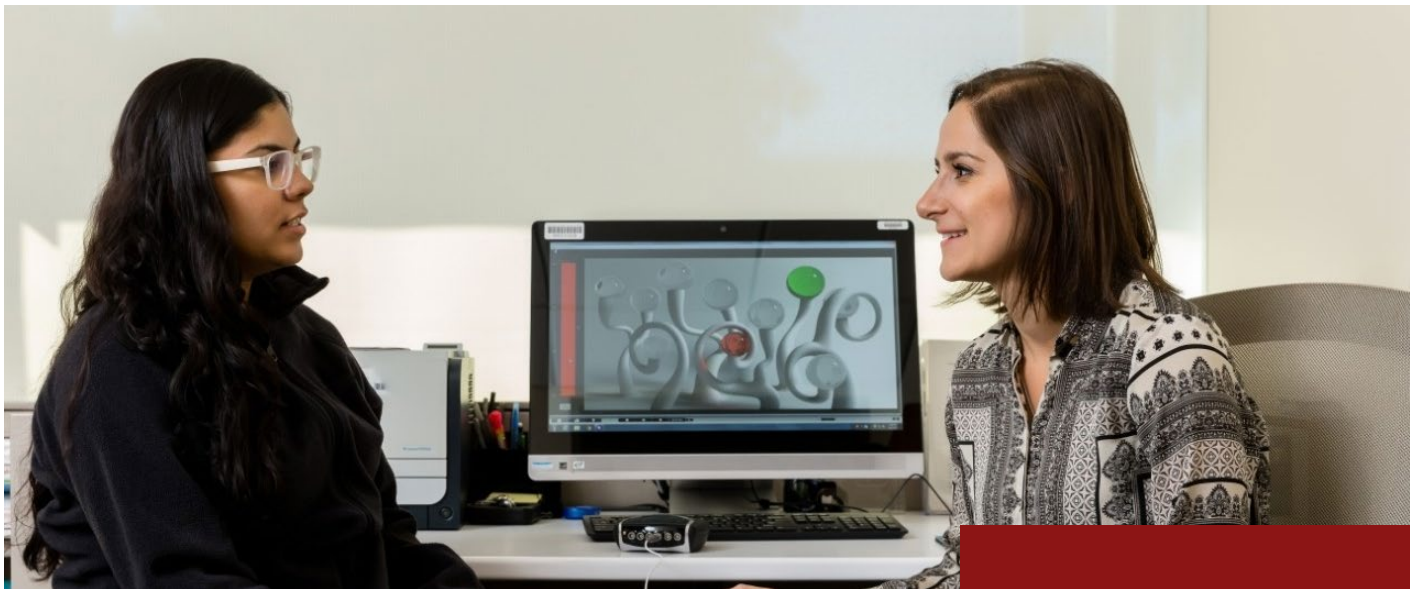


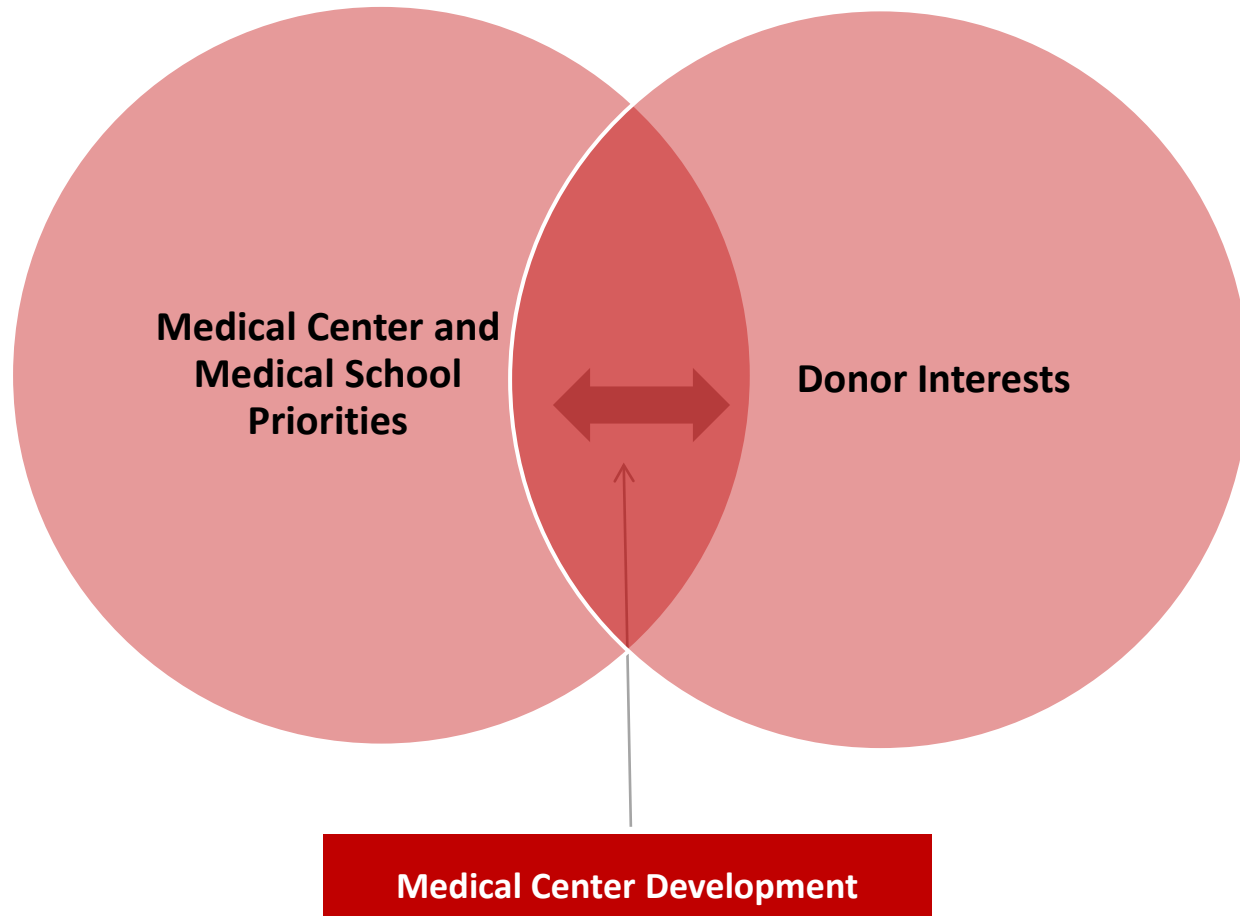
The Medical Center Development and Clinician Partnership



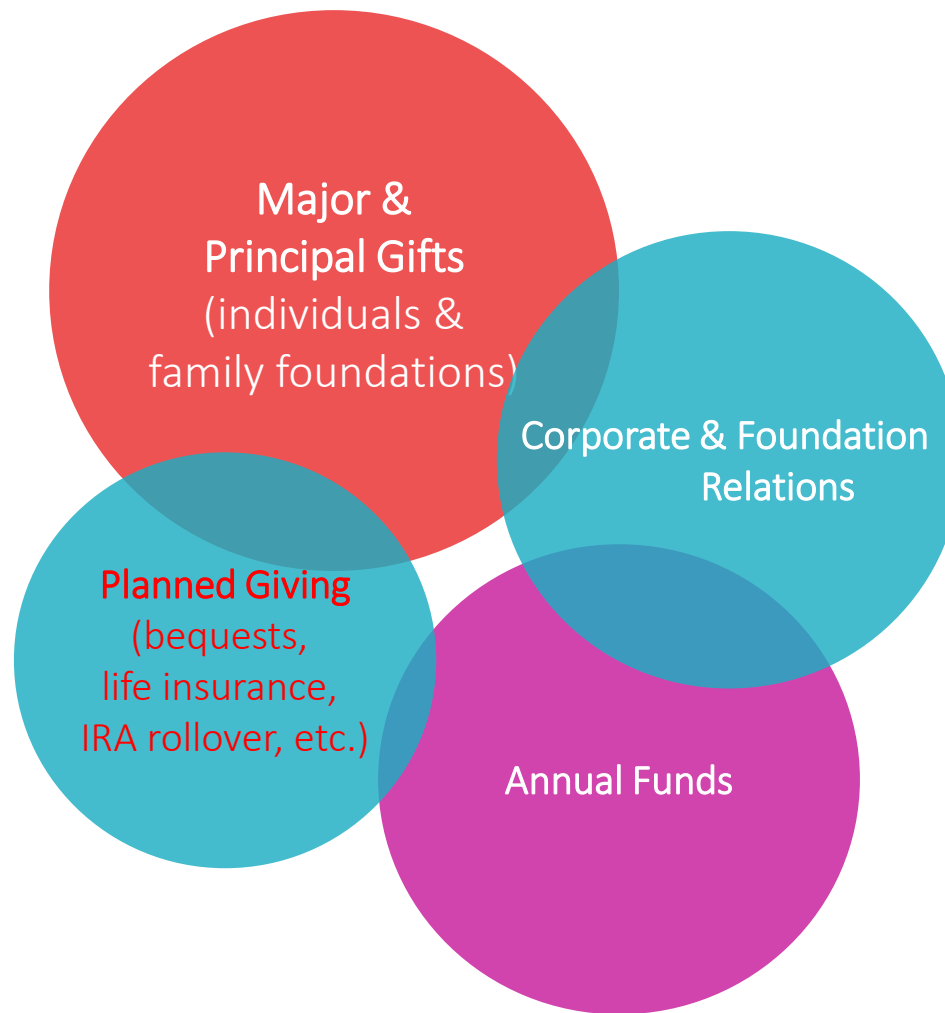
WE ARE ALL PART
OF THE
EQUATION

Facilitating the Intersection of Priorities

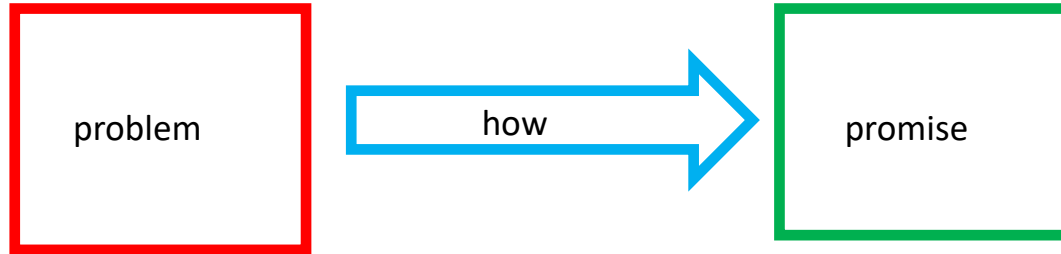
Philanthropy's Role in Health Care Organizations



Development Office Fundraising Roles



Tips for Crafting Your Vision



- **Problem**
 - STORIES (Start with a great first line or anecdote)
 - Who?
 - Statistics
 - Human suffering
- **Promise**
 - How could things be better?
 - What could the future look like?
 - Consider using a METAPHOR
 - What opportunity can we leverage?
- **How**
 - How will we accomplish this?
 - What resources and people are needed?
 - Why is this team the right team?
 - How can donors help?

Common Motivations for Medical Philanthropy



“

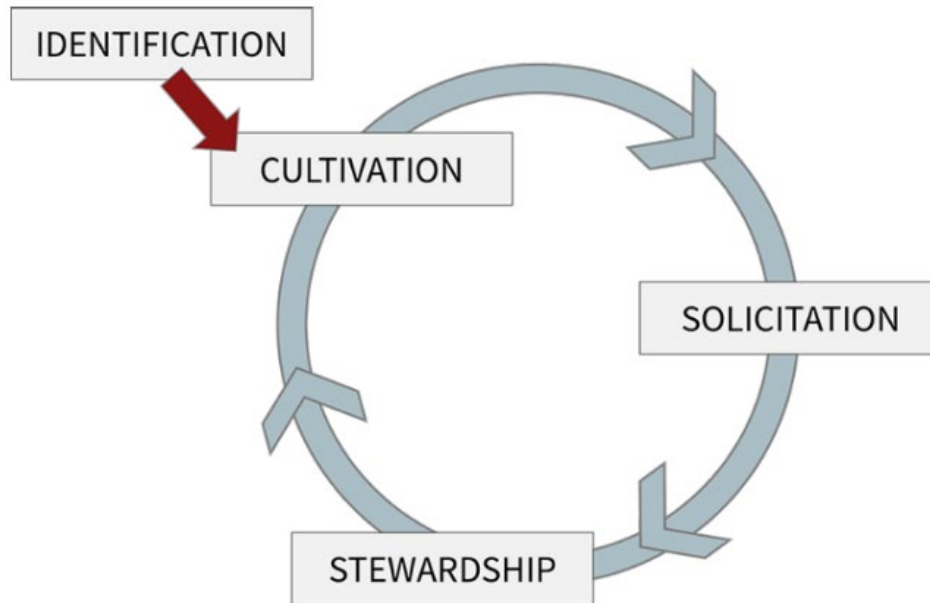
I believe in the importance of what my gift can accomplish, both at Stanford and for the world. I am honored to gift it in my parents' names.

—Tho Nguyen

Donor to The Campaign for Stanford Medicine

- Expressing **gratitude** to providers
- **Healing** from the trauma of illness or loss
- **Making an impact** on care or research of a certain medical condition
- **Leaving a legacy** for future generations
- **Making an investment** in something they believe in
- **Bringing meaning** to the wealth they have created
- **Philanthropy as a tool** to right the wrongs of the past (responding to injustice or tragedy)

The Development Cycle



IDENTIFICATION

Recognizing a prospective donor, based on gratitude, interest, wealth.

CULTIVATION

A two-way educational process. The prospects learns about the work and we learn about the their interests and philanthropic goals.

SOLICITATION

Presenting specific giving opportunities to the prospect and asking for a gift.

STEWARDSHIP

Thanking the donor and conveying the impact of their philanthropy. When done compellingly, *this can serve as cultivation for a future gift.*

When We Partner With You

When you provide names of prospective donors, or we identify prospects through HIPAA-compliant list review, we work with you to engage them. The first priority for a prospect that you refer is to secure a gift in support of your research or an approved gift opportunities of great interest to you.

We run names through our wealth estimating process and determine if they have other philanthropic relationships at Stanford. We will then report back and collaborate with you on a strategy.

We know that many donors have multiple interests within Stanford Medicine. Our philosophy is to always follow the donor's wishes.

Factors Determining Level of Follow-Up Outreach

- Referral information from physician
- Giving history
- Wealth screening rating or prospect research profile
- Available development resources



Signs of a Grateful Patient

Look for Signs of Wealth, Meaningful Care Experience

Wealth Indicators

- Occupation
- Relationship with hospital trustee or administrator
- Traveled for care
- Vacations or extensive travel
- Additional homes
- Children's schools
- Notable hobbies

Experience Considerations	What a Patient Might Say...
☐ Particularly good treatment outcome	<i>"I recovered so much faster than I expected!"</i>
☐ Close relationship to medical staff	<i>"I'm so grateful that I've received such personal attention from my caregivers."</i>
☐ Expressed interest in research	<i>"Can you tell me more about your work?"</i>
☐ Expressed gratitude for care	<i>"I wish there was something I could do to thank you for all you've done for me."</i>
☐ Asked how they could help or give back	<i>"I'm so pleased with my care and want to help. What can I do?"</i>

Source: Philanthropy Leadership Council interviews and analysis.

Clues and Cues

"I am so frustrated by the lack of treatment solutions."

"I can't tell you how much we appreciate what you and the hospital have done for our family. How can I show my gratitude?"

"How can I show my appreciation?"

"What can we do to help fight this disease?"

"How can I support your work?"

"Thank you so much for your great work."

"I wish there was something we could do to thank you."

The Pivot

“I share your frustration and this is why I have dedicated my research to this area... Would you like to learn more about how you might help?”

“Thank you, that means a lot to me. There are many ways you could choose to help. May I introduce you to my colleague in development for more discussion?”

“Thank you, that means a lot to me. Our clinical relationship is most important to me. May I ...

“Thank you for asking. Research is so important and we are making progress. May I....?”

“Thank you for asking. Philanthropy is critical right now. May I....

“Thank you. That means a lot. Would you be interested in learning how you can help...”

“Thank you. Many people find philanthropy a gratifying way to help. Would you like to learn more? May I.....”

Thank you!



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