

Philanthropy Matters

We Share Your Passion! March 2018



Dear Colleagues,

As we prepare our monthly newsletter, for it to have relevance for you, it should feature materials that help you grow as a professional and that help your organization achieve philanthropy success. So with that in mind, we will continue to provide a variety of materials that reflect these two things.



Five Factors to Ensure Your Amazing Success with Major Donors

- 1. Mission**
Your mission should drive every decision and activity of your organization. Most organizations are more active and serving more people than ever before. I'm sure that's where your organization stands today.
- 2. Board of Directors/Organization or Foundation**
Is your board the strongest and most influential in the community? The stronger the board of directors, the stronger the organization. You should not settle for anything other than the very best. Remember you do not elect people for this job, you select them.
- 3. Innovation**
You need to continually reinvent yourself. You need to be an incubator of new ideas. What was good enough yesterday will not be good enough today. What you are doing today will not be good enough for tomorrow. The rate of acceleration is frightening, demanding, and challenging. Donors give to your organizations to create change. No one gives to maintain the status quo. Donors want to give to bold and dazzling programs that are transformative.
- 4. Planned Giving**
Some organizations talk about adding a planned giving person, but don't because they can't afford the added cost. I (Jerold Panas) tell them raising funds is expensive, but what is truly expensive is not raising funds. If planned giving is shared in the portfolio of a major gifts officer, planned giving is neglected like over-ripe cheese.
- 5. Stewardship**
Most organizations do not do a good job of effectively thanking their donors. We need to let them know how important their gift is and how their gift performed miracles (no matter what size gift). Practice the **BOY** rule. **B**ecause **O**f **Y**ou. "Because of you, we were able..." Let your donors know you couldn't have done it without them.

And finally, four powerful messages to guide what you do every day:

***Always have a bold vision.
Be passionate about what you do.
Act confident, even when you're not.
Be proud of what you do. (DV)***

Institute for Charitable Giving
Jerold Panas



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A number of you have asked the value of conducting a feasibility or planning study prior to your campaign. As we know, there are many things that should be in place prior to implementing a campaign. The Association for Healthcare Philanthropy recently published a comprehensive book highlighting a number of performance factors for fundraising success within the hospital environment. I thought their chapter on campaigns featuring this segment on conducting a feasibility study has relevance for all types of organizations. What do you think?

Conduct a Feasibility Study – Conducting a feasibility study is an absolutely essential step in campaign preparation. Most hire a consulting firm to conduct a study, but that is not always the case. The principal value of hiring a firm is that community leaders, physicians, grateful patients, and donors who are interviewed for the study will often be more comfortable and forthright in talking with an “objective third party” than with a hospital staff member. A good study will assess the likelihood of success for a campaign, identify strategies and specific individual givers, determine how the hospital is viewed in the eyes of prospective donors, determine the community’s understanding of the importance of the proposed investments, determine whether the hospital has access to financial resources sufficient to reach its campaign goal, assess hospital infrastructure and ability to handle all particulars of a campaign, and help set a realistic campaign goal and timeline.

Redefining Healthcare Philanthropy
Betsy Chapin Taylor

We’re proud of our association with these two organizations



About JCC Association of North America:

JCC Association of North America strengthens and leads over 250 JCCs, YM-YWHAs and camps throughout North America. As the convening organization, JCC Association partners with JCCs to bring together the collective power and knowledge of the JCC Movement.

JCC Association offers services and resources to increase the effectiveness of JCCs as they provide community engagement and educational, cultural, social, recreational, and Jewish identity building programs to enhance Jewish life throughout North America. By supporting the 25,000 Jewish communal professionals who connect with two million JCC participants each year—JCC Association encourages engaged lives of purpose and meaning.



Premier Health is a health care network of five hospitals in the Greater Dayton region. Premier Health, which employs 14,000 workers, is the second-largest employer in the Dayton region and ninth-largest employer in Ohio. They contribute about \$2 billion a year in positive economic impact

Four vibrant foundations serve the Premier Health hospitals and communities. Each functions as an important ambassador of Premier Health’s mission, values and services within their local communities. Their daily presence through campaigns, meetings, events, seminars, and community functions strengthens the health system’s brand and impact.

Annually, the foundations raise more than \$5 million with a 14-member development staff.

Your comments and suggestions are always welcome. Let us know.



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Dawn Hensley, Editor

