

# Advancing Philanthropy for Physicians and Clinicians

## Program Summary

Philanthropic support for healthcare organizations holds the promise and potential to accomplish what few other gifts can – saving lives. Hospitals and academic medical centers today must embrace philanthropy with the same passion and commitment as patient care.

This program is designed for frontline medical staff, including doctors, researchers, clinical staff, nurses, and others whose work can truly inspire the generosity of donors. The content is designed for large-format delivery to teams of 25 to 50, or even larger groups of 100 or more. The program duration can be designed for 1.5 to 3 hours or more to accommodate your scheduling needs. Following the session, arrangements can be made for the GG+A instructor(s) to conduct one-on-one meetings with select participants who would benefit from coaching on key topics such as major gift solicitation strategies, engaging grateful patients, or building a volunteer advisory board.

## Program Syllabus

### **Understanding Philanthropy and Donor Motivation**

Using the latest research in philanthropic studies, the session begins by exploring the minds of high net worth donors to provide context on why individuals choose to support certain organizations or causes.

### **Developing Your Case for Support**

Why would a donor give to your program or department? How do you start the conversation with a grateful patient, their family, or other individuals? Participants will learn how to create a compelling narrative that appeals to a donor's passion or emotional connection in ways that help advance your research or the care you provide.

### **Partnering with Your Advancement Team**

Successful fundraising is a team effort. Advancement staff can help physicians and other hospital staff understand how to effectively utilize advancement tools that help cultivate major gifts, including volunteers, events, and publications. They can also be strategic advisors in navigating approaches to grateful patients and identifying other sources of potential new donors including foundations and corporations.

### **Case Studies**

The session concludes with an examination of real major gifts donated to similar medical institutions with an emphasis on understanding the donor's motivation and the physicians or other medical staff who played a role in securing the gift.

All participants receive a binder containing the presentation materials, useful supplemental readings, and information about other helpful web-based resources on philanthropy and fundraising.

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