

Create a Successful Fundraising Campaign

Tips to Reach the Next Generation of Healthcare Philanthropists



Today, philanthropy plays a massive role in funding advancements in medical research and patient care. Marketers and fundraising professionals must work together to reach donors. Follow these best practices to increase your hospital or health system's critical fundraising revenue.



Discover Your Why

Different motivations drive each generation of donors. There is no one-size fits all.

- Ensure your messaging will **resonate**.
- Answer these questions** before you start writing.
 1. **Why give?**
 2. **Why now?**
 3. **Why should they care** about your work?
- Every prospective donor is **different**:
 1. **Grateful patients** want to express gratitude and help other patients.
 2. **Millennials and Gen Z** are fueled by a desire to improve their communities.
 3. **Healthcare venture capitalists** invest in potential breakthroughs.



Build a Donor Journey

Use frequent touches to build a relationship with prospective donors.

- It's not about YOU.** It's about the people you serve. Use authentic language and messaging.
- Find and share compelling donor and frontline caregiver stories** that show the impact of giving.
- Personalize** your communications. Always address donors by name and reference past giving when appropriate — even in mass solicitation emails.
- Consider traditional communications.** Paper might be the perfect way to reach older donors.



Leverage Technology for a Direct Connection

Your donors are digitally savvy and expect an easy online user experience.

- Optimize** your website for search and mobile.
- Let donors opt-in** to the communications they want from your organization.
- Build online giving forms that are **simple** to use.
- Measure your ROI.** Pivot to new messaging or communications channels if necessary.



Show Gratitude

You can never say thank you enough.

- For larger gifts, produce **personalized reports** that showcase the impact of a donor's gift.
- Plan special events** that bring donors together with healthcare providers, researchers and grateful patients.
- Use **webinars** to introduce donors to groundbreaking researchers or clinicians.
- Build relationships one word at a time.**