



**2023 RNL NATIONAL
DONOR ENGAGEMENT
WORKSHOP** July 26-27

WELCOME



Trends In Grateful Patient Fundraising

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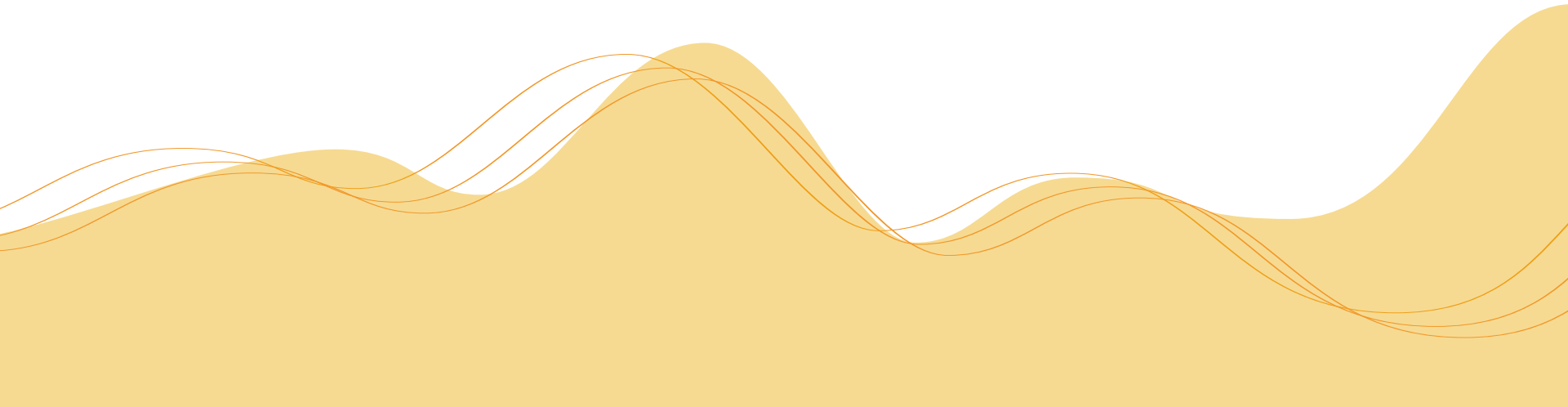


Executive Director
Pullman Regional
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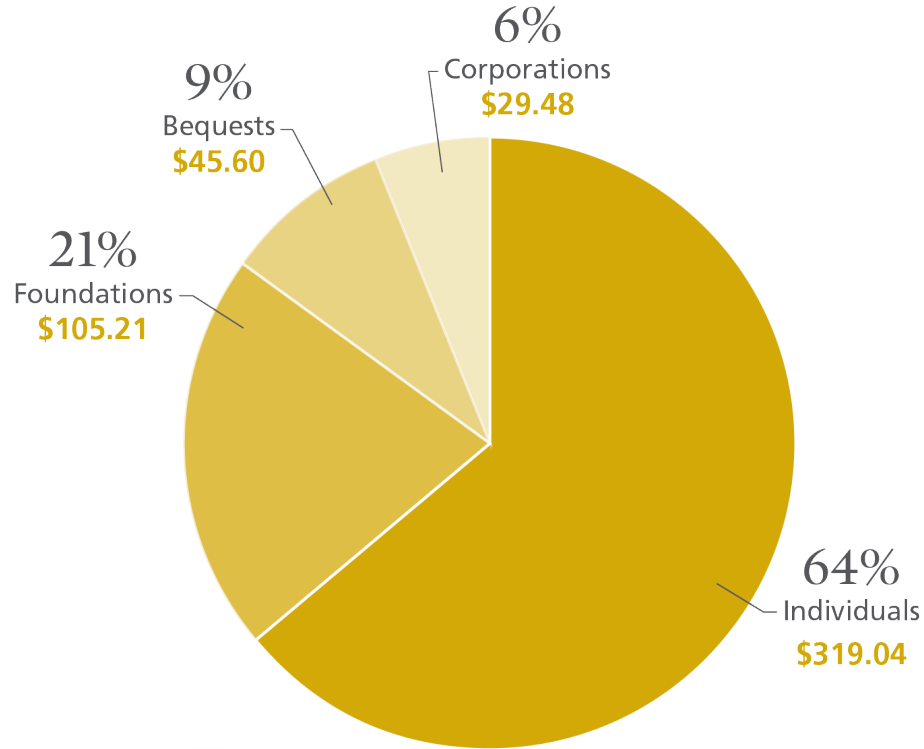


Current Landscape in Healthcare Fundraising



2022 contributions: \$499.33 billion by source of contributions

(in billions for dollars – all figures are rounded)



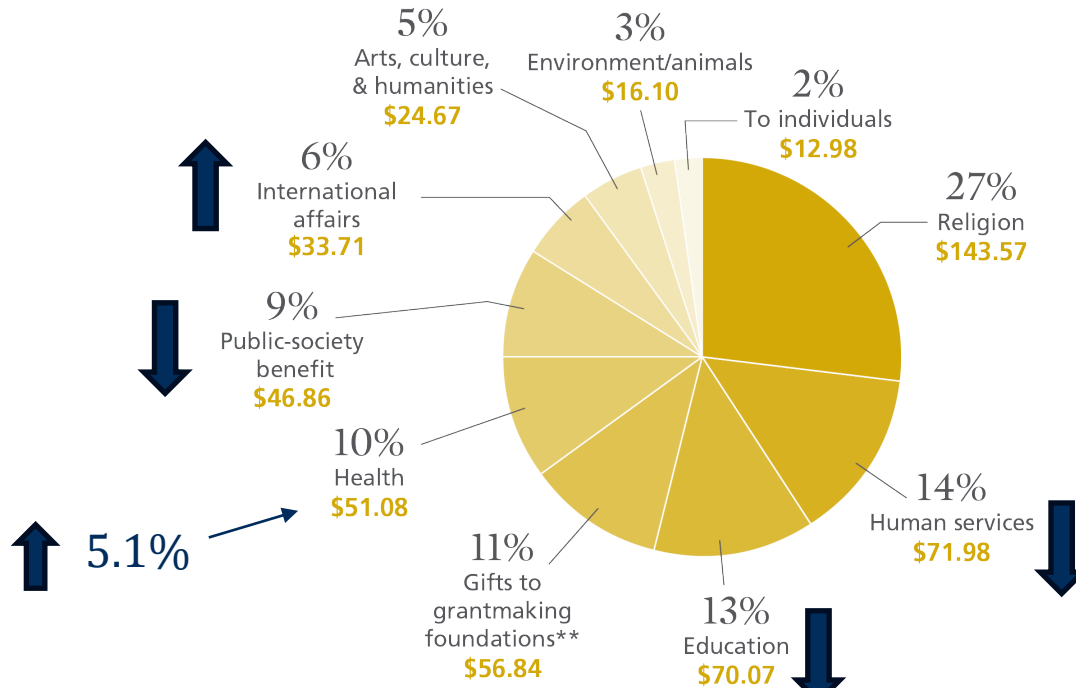
Key economic factors pushed individual giving down and total giving to decline for only the third time in 40 years.

Yet, donors still invested heavily in healthcare.



2022 contributions: \$499.33 billion by type of recipient organization*

(in billions for dollars – all figures are rounded)



* Total includes unallocated giving, which totaled -\$28.54 billion in 2022.

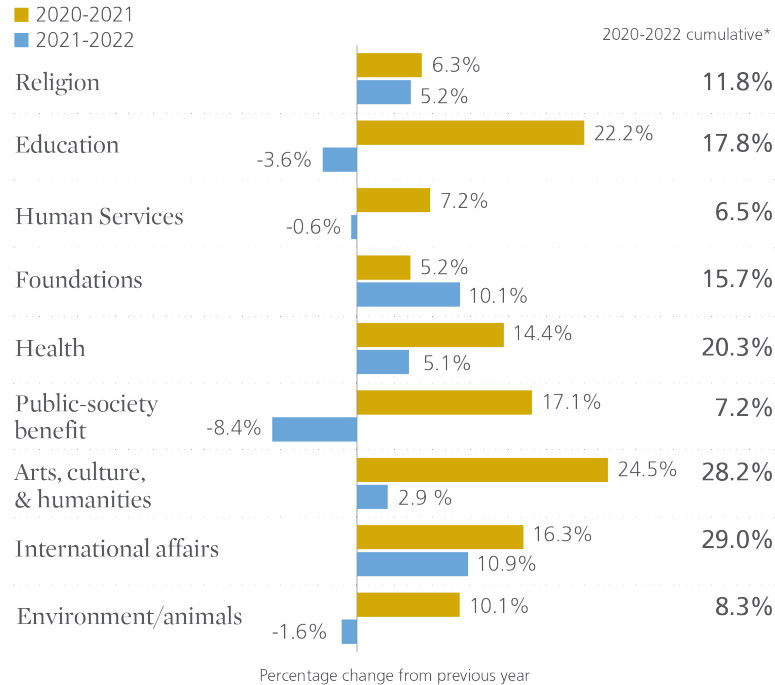
** Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Healthcare was one of the largest growth areas in a tough giving year.

Changes in giving by type of recipient organization: 2020–2021 and 2021–2022, 2020–2022 cumulative

(in current dollars)



*The two-year change is calculated separately and is not the sum of the changes in the two years.



This is a trend.

Healthcare has been resilient as a giving area.



5 Trends In Grateful Patient Fundraising

5 Trends In Grateful Patient Fundraising

1. Building a top-down culture of philanthropy
2. A coordinated, omnichannel outreach plan
3. Pipeline development with AI, targeted warming, digital Listening
4. Major donors in your AG acquisition efforts
5. A frictionless, exciting giving experience

Top-Down Culture of Philanthropy

Support of hospital/foundation leadership is Critical.



Even if involvement in your program's day-to-day operations is minimal, you will need hospital leadership on board to ensure your program runs smoothly and is accepted by the staff.

Leadership support can help reduce the number of roadblocks and red tape you could face in the future.



Coordinated, omnichannel outreach

SIBLEY MEMORIAL HOSPITAL
www.sibleyhospital.com

Honor Your Doctor

Celebrate
National Doctors' Day
March 30, 2022

HONOR A DOCTOR >

*"For more than 30 years, in times of joy and hardship, my doctor has blessed my life with her care and friendship."
— Sibley Grateful Patient*

#SALUTATIONNR.

National Doctors' Day is two weeks away on March 30.

Please join patients across our community honoring the doctors at Sibley Memorial Hospital, a member of Johns Hopkins Medicine.

These past two years have demonstrated how important it is to have comprehensive medical services close to home.

Your gift, in honor of your doctor, enables Sibley to expand and enhance services for our growing community.

Thank you for celebrating the compassionate care you received by providing the necessary resources to deliver the same high-quality medical assistance to fellow patients.

GIVE NOW >



Honor Your Doctor

Celebrate
National Doctors' Day
March 30, 2022

[Salutation],

From routine care to specialized treatment, the physicians at Sibley Memorial Hospital, a member of Johns Hopkins Medicine, dedicate their lives to helping you live yours to the fullest.

When you make a gift for National Doctors' Day, you honor the doctors who made a difference in your life by providing the resources to help them care for future patients.

Thank you for joining us to celebrate National Doctors' Day. Your meaningful support ensures every Sibley patient has access to the innovative technology, compassionate care and skilled staff they need to lead healthier lives.

If you recently made a gift — thank you

Yes, I will honor my doctor!

ENCLOSED IS MY GIFT OF:
 [Ask1] [Ask2] [Ask3]
 Other \$ _____

DESIGNATE MY GIFT TO:
 Sibley Memorial Hospital's Greatest Needs
 Other _____

MY GIFT IS IN HONOR OF: _____

PAYMENT OPTIONS:
 Give Online: give.sibleyfoundation.org
 Check: Made payable to Sibley Memorial Hospital Foundation.

Credit Card
 Visa Mastercard
 Discover American Express

Card Number: _____
 Exp. Date: _____ CVV: _____
 Name on Card: _____
 Signature: _____

(ID NUMBER) (APPEAL CODE)
 [Mail_Name]
 [Address1]
 [Address2]
 [Address3]
 [City] [State] [ZIP]

Please share your Sibley story below:

Share Your Appreciation
Make a gift for National Doctors' Day.

In an ever-changing world, the doctors at Sibley Memorial Hospital, a member of Johns Hopkins Medicine, provide consistent, high-quality care. Thank you for entrusting us with your health needs.

For the past two years, our doctors and care teams rose to every challenge and became our heroes. National Doctors' Day is an opportunity to show your appreciation by funding the resources they need to deliver exceptional, compassionate care.


PLEASE CONSIDER JOINING PATIENTS ACROSS THE COMMUNITY WHO ARE GIVING THANKS FOR THEIR PHYSICIANS.

MATCHING GIFTS:
 Your gift could be doubled or tripled! Check with your (or your partner's) HR department to see if your contribution is eligible for matching gift benefits.

My matching gift form
 is enclosed. will be sent.
 Employer: _____

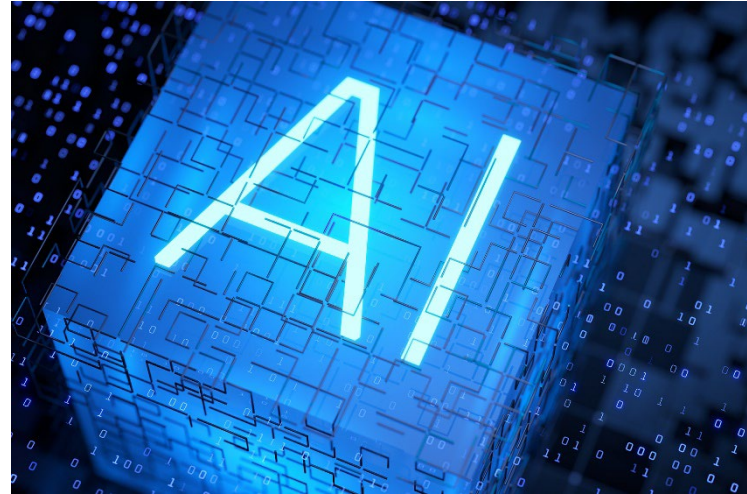
YOUR LEGACY AT SIBLEY:
 I have included Sibley Memorial Hospital Foundation in my will.
 Please send me information about including Sibley Memorial Hospital Foundation in my will.

If you prefer not to receive fundraising communications from Sibley Memorial Hospital Foundation, please contact us at 305-632-8100 or SibleyFoundation@jhmi.edu. Please include your name and address so that we may honor and acknowledge your request.



AI, Targeted Warming, Digital Listening

- **Artificial intelligence** use will transform fundraising.
- Already used widely in **mass personalization**.
- **Digital listening** to see where donors click, watch, spend their time online.
- **Warming campaigns** to get donors ready for the ask.



Leveraging Major Donors For AG Acquisition

- Matching and **challenge** gifts on giving days and appeals.
- Big givers as **storytellers**
- Major givers as **volunteers**



Frictionless, exciting online giving

- How long is your gift agreement?
- How long does it take to give online?
- Do you accept Venmo?
- Is giving social, fun, and exciting?



1/3
of gifts through
digital wallet



127%
increase in
online giving

(stats from all RNL partners)

Thank you!

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