

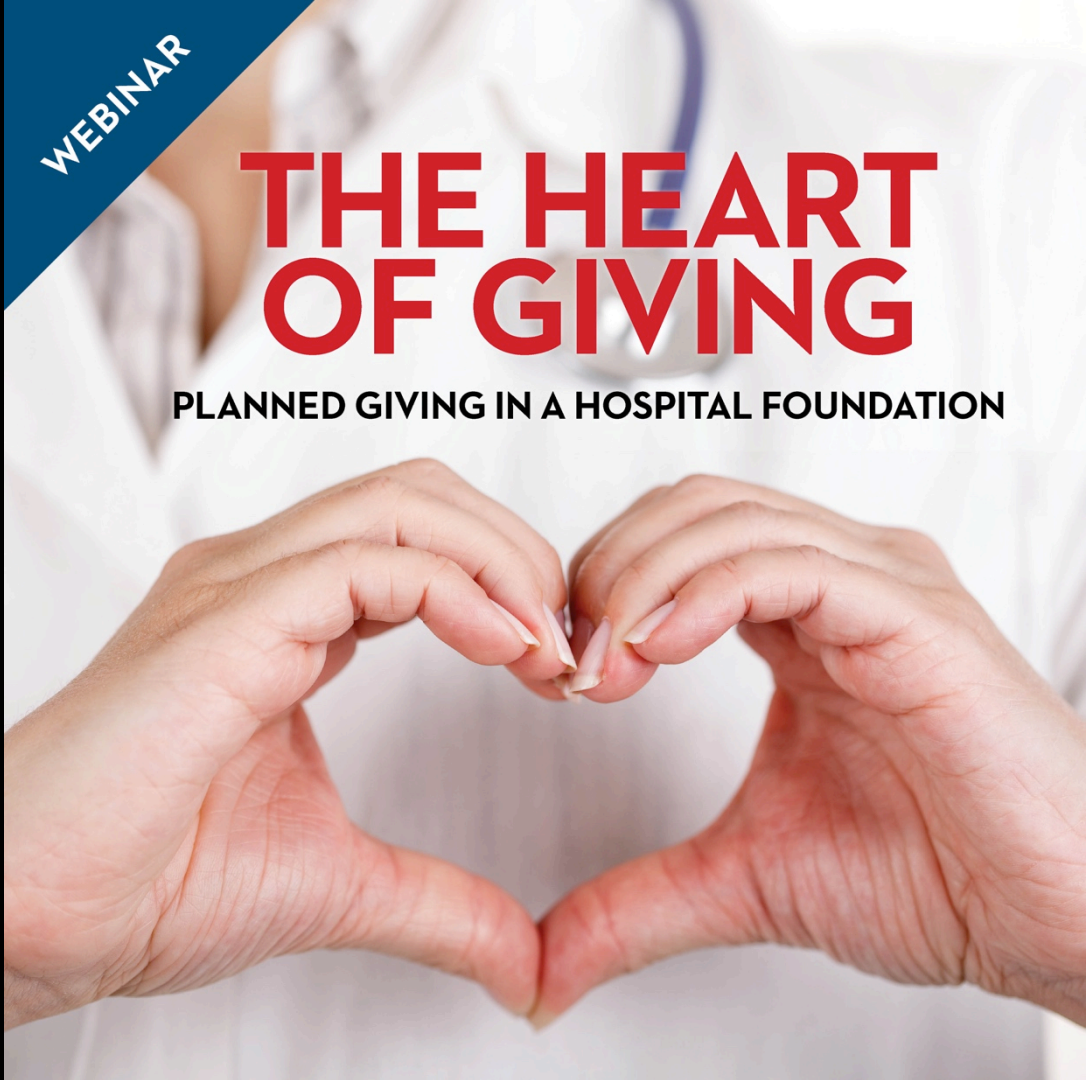
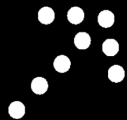
WEBINAR

THE HEART OF GIVING

PLANNED GIVING IN A HOSPITAL FOUNDATION

PGgrowth

WELCOMES YOU TO



PRESENTERS



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THE HEART OF GIVING: PLANNED GIVING IN A HOSPITAL FOUNDATION



QUESTIONS FOR US TO CONSIDER

- Hospital Foundation bequests: The Heart of Giving
- Building a planned giving pipeline in a Hospital Foundation
- The Value of a Proactive Planned Giving Program
- Stewarding existing planned givers to a Hospital
- Unique Challenges in Hospital Planned Giving Programs
- Revenue Expectations/Budgeting for Planned Gifts

Our focus today is on bequests, and we may use both planned giving and legacy giving interchangeably

THE HEART OF GIVING: PLANNED GIVING IN A HOSPITAL FOUNDATION

HOSPITAL FOUNDATION BEQUESTS: THE “HEART OF GIVING”

- For donors considering a charitable bequest, hospital foundations may come to mind
- Bequest donors are most often grateful patients or family of grateful patients
- Planned Gifts are most often ‘emotionally-based’ and Hospitals save/improve lives, providing hospitals with a better ‘heart-based’ motivation for support



HOSPITAL FOUNDATIONS MUST BE
DOING PLANNED GIVING VERY WELL?

Some do, yes,

but...

some foundations simply administer bequests
that arrive and do little to proactively secure new
planned givers or planned giving prospects

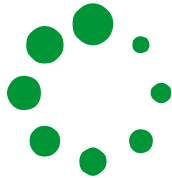


WHY IT MATTERS

- Complacency can result in missed opportunities for revenue
- Capital needs within hospitals are great
- Other fundraising programs can have fluctuating financial results
- Planned giving can provide a steady revenue stream, making it an important program in any hospital
- There's lots of competition, especially from charities with proactive planned giving programs
- If you cultivate, solicit and steward your donors, year in and year out, realized bequests will come in

HOW TO BE PROACTIVE

The heart of giving is about the pipeline of cultivation, solicitation and stewardship



Cultivation



Solicitation



Stewardship

BUILDING A PG PIPELINE IN A HOSPITAL FOUNDATION

BE VISIBLE

- Include information on bequests in your publications/newsletters, on social media and on your website
- Keep it simple – donors should ask their Advisor for specifics (encourage that vs being ‘the advisor’)





BUILDING A PG PIPELINE IN A HOSPITAL FOUNDATION

USE YOUR WEBSITE: Reactive but inexpensive and valuable resource

– should include:

- Brief description of key giving vehicles (ie; Wills, Insurance, Registered Accounts, maybe even gifts of securities – don't get technical)
- Key information (charitable registration number, legal name, sample Will clauses)
- Quick-find Advisor area for above key information
- Explain your Legacy Giving Society (benefits of membership/create buzz)
- Option to self-identify
- Testimonies and Impact stories – impact is key with legacy giving

THE HEART OF GIVING: PLANNED GIVING IN A HOSPITAL FOUNDATION

BUILDING A PG PIPELINE IN A HOSPITAL FOUNDATION

USE YOUR HOSPITAL'S STAFF, DOCS, RESEARCHERS TO CULTIVATE:



- They can “sell the need” for you with presentations to individual prospects, groups, families
- Home-based ‘fireside chats’ with hospital staff/ leadership sponsored by key volunteers/donors
- One-on-one time onsite/over a meal with prospects enriches the patient/physician relationship and increases connection/desire to support

THE HEART OF GIVING: PLANNED GIVING IN A HOSPITAL FOUNDATION

BUILDING A PG PIPELINE IN A HOSPITAL FOUNDATION

USE YOUR HOSPITAL'S STAFF, DOCS, RESEARCHERS TO CULTIVATE: (CONT'D)



- Hospital tours, equipment demonstrations
- Educate hospital staff/Docs/Researchers on the value of legacy gifts so they can speak to it and become engaged enough to discuss with donors/recognize opportunities
- Helps to use staff who have benefitted from planned gifts so they can evoke empathy/ demonstrate impact directly

THE HEART OF GIVING: PLANNED GIVING IN A HOSPITAL FOUNDATION

BUILDING A PG PIPELINE IN A HOSPITAL FOUNDATION

DON'T UNDERESTIMATE YOUR ALLIED PROFESSIONALS:



- If well trained and engaged, they are your potential Planned Giving Officers
- Your allied professionals include financial advisors, lawyers, accountants, insurance specialists and trust officers
- Especially valuable if they are philanthropic themselves
- One-on-one lunches with fundraising staff, key volunteers, hospital staff can engage/build value proposition/achieve buy-in



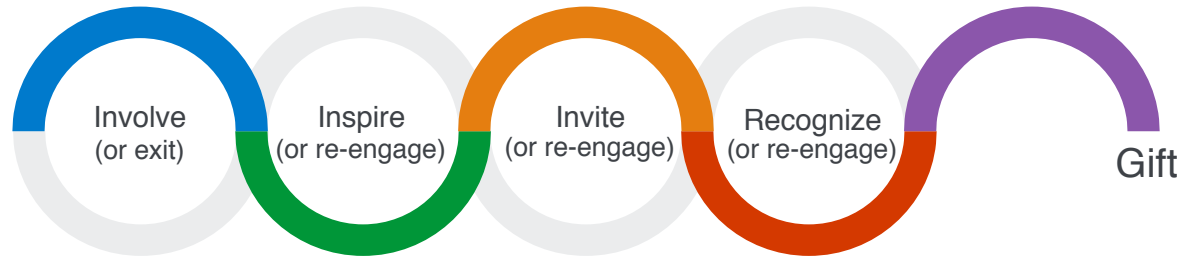
BUILDING A PG PIPELINE IN A HOSPITAL FOUNDATION

DON'T UNDERESTIMATE YOUR ALLIED PROFESSIONALS: (CONT'D)

- Advisory Committees can promote you, add cache/endorsement, assist with legal questions/marketing
- Always respond promptly to lawyer/advisor inquiries about bequests
- Allied Professional cultivation events – invite them into your world, educate them on PG vehicles & their benefits, demonstrate impact to create buy-in

THE VALUE OF A PROACTIVE PLANNED GIVING PROGRAM

- Legacy giving is much higher touch than other types of giving
- Drip marketing works, but you need to do more than just planting seeds
- Larger organizations may benefit from phone/mail programs for donor acquisition
- Regular personal notes, personal calls, face to face (F2F) visits produce much better results



THE HEART OF GIVING: PLANNED GIVING IN A HOSPITAL FOUNDATION



A PROACTIVE PLANNED GIVING PROGRAM

- Getting F2F visits:
 - Make appts:
 - To deliver receipts
 - To update: *“I’m in your area on _____ and would love to stop by and tell you about the impact your support has had”*
 - Allows you to know donor/determine potential/discover what makes them tick/build relationship/makes future efforts more effective
 - Don’t bring up legacy giving on first few visits unless donor does – goal is to get to know them/build relationship



A PROACTIVE PLANNED GIVING PROGRAM

- Focus efforts on Grateful Patients, their families, frequent faithful donors
- Focus on Impact more than how to do a planned gift/types of planned gifts
- Focus on issues prospects can relate to (ie; age/demographic-specific; things they can see themselves going through now or in future: eg: heart, cancer, dementia, stroke)
- PIPEDA – be aware of your organization’s policy. Some allow more prospecting information to you than others
- Track your commitments to determine what phase of the cycle they are in (suspect, prospect, confirmed) – helps determine treatment



A PROACTIVE PLANNED GIVING PROGRAM

- Solicitation: Hardest Question you'll ever have to ask:

“You have been such a faithful supporter of our cause. Many of our longer-term donors have told us they plan to, or have already, left us a gift in their will. Is it possible you may consider doing or have already done this?”



STEWARDED EXISTING PLANNED GIVERS TO A HOSPITAL

- Donor boards
- Naming rights for larger gifts (consider time-limited vs. permanent naming opps)
KEY – Only apply naming rights for irrevocable planned gifts
- Stories on PG donors and on impact of PG's in publications, on website (can “reward” featured donor & inspire others – some donors do not want recognition)
- Special recognition item



STEWARDED EXISTING PLANNED GIVERS TO A HOSPITAL

- PG recognition Society
- Recognition events (teas, lunches, tours) with hospital leadership or physician presenting on newest developments/impact of legacy gifts to date
- Special announcements in advance – treat planned givers like insiders so they feel connected and informed
- Regular newsletters



UNIQUE CHALLENGES TO HOSPITAL LEGACY PROGRAMS

- Hospitals are intricately tied to their provincial government
 - Funding can go awry quickly, requires nimble adjustments to need
 - As a result, keep needs general when marketing for legacies
- Negative publicity
 - Lack of beds, Emergency wait times, staff layoffs, hospital acquired infections, high executive salaries, sunshine list
- Public perception – gov't pays everything, so why should I support it?



UNIQUE CHALLENGES TO HOSPITAL LEGACY PROGRAMS

- Hospital Communications to Community not always a hospital priority
 - Gov't only funds “standard of care” – extras must be fundraised for
 - Getting ahead of/responding to bad publicity
- Upset donors – don't run – these conversations are opportunities to clarify issues, build relationships
- Encourage open communications with donors-if they are upset, you want them to call you – treat them like insiders so they understand the complexity of hospitals

REVENUE EXPECTATIONS

- Does your organization consider bequest revenue “found” money?
- If you have a good pipeline of cultivation, solicitation and stewardship year in and year out, you’ll have realized bequests year in and year out





WAYS TO BUDGET WHEN YOU HAVE A SOLID PIPELINE

- Determine your average annual bequest revenue:
 - Total the last 5 years of bequest revenue
 - Remove outliers (small or big gifts)
 - Divide by 5
- For general revenue estimates you can also use this average and increase it by a conservative set percentage per year



WAYS TO BUDGET WHEN YOU HAVE A SOLID PIPELINE

- Total your known bequest expectancies:
- Have you been given a bequest amount? If not, use your average bequest:
 - Total the last 5 years of bequest revenue
 - Remove outliers (small or big gifts)
 - Divide by the number of bequests received



WAYS TO BUDGET WHEN YOU HAVE A SOLID PIPELINE

- Consider the timing – will all or part of the bequest come in this fiscal year or next
- See how it compares to your average annual bequest revenue
- Manage expectations: ensure board/leadership understands these numbers are your best estimations only



IN SUMMARY

- Hospitals are uniquely different from other charities
- Communications are key:
 - Everyone needs their hospital
 - Gov't doesn't pay for everything/community needs to help
 - Misperceptions can arise quickly, creating unique challenges
 - Be proactive; drip marketing is good but F2F is better



IN SUMMARY

- Prospects are mostly internal and local; frequent faithful donors, grateful patients and their families
- Use your hospital staff, physicians, researchers to help you ‘sell’ a legacy gift
- Building a strong, full pipeline ensures future gifts, providing a solid base for future funding to your hospital
- Stewardship is just as important as cultivation
- Legacy gifts are usually emotionally-based; Hospitals are the perfect place to generate such emotionality when lives are saved or improved



QUESTIONS AND THANK-YOU

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If you would like a copy of the presentation please contact info@poggrowth.com