

Making the Case:

An Approach to Philanthropy in Our
Rural Communities



WASHINGTON STATE UNIVERSITY
Elson S. Floyd
College of Medicine



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Objectives

1. Describe fundable qualities and efforts of Community Engaged Medical Education
2. Create a case statement for future donor support
3. List strategies to identify potential donors



Introductions

- Speakers
- Participants



Barriers to Philanthropy

- Lack of Vision without clear ROI
- Insufficient Expertise
- Too many options
- Little to no Engagement



Fundable qualities and efforts of Community Engaged Medical Education

- Undergraduate and Graduate Medical Education Support
- Space/Equipment
- Faculty Support
- Operational Support



Program Feasibility Assessment

- The Fundraising Climate in the Area
- The Availability of Committed Leadership



Making the Case Worksheet

- Individual or Small Group
- Complete worksheet with bulleted items



Completing the Case Statement

- Identify elements of funding needs
- A then B then C
- Operational dollars, tech, brick and mortar, faculty support,
- Break down in pieces the funding elements
- Case is the foundation



Identifying the Donor Pool

- Identify a team (esp. volunteers – type As with energy, probably need a bit of resilience)
- How do you know who has money? Volunteers, influencers in private setting (linkage, ability, interest) Wine and cheese, sausage and beer, shrimp at your home – confidential
- They are probably your patients



Nurturing the donor pool

- Relationship building
- **Education** process, share the vision of your healthy communities
- Listening closely to the donor and ask **permission** for next steps in the vision
- Connecting them to the top of the pyramid (go big first), don't start small, 80% time on the top third
- Manage the donor process (pre gift meeting and communication and timeline)
- Appreciation and Gratitude



Next Steps to Developing

- Develop Clear Vision
- Case State



Developing a Plan for Success

- Feasibility Assessment
- Case for Support
- Marketing and Communications
- Volunteer Leadership
- Engagement Activities
- Assessment and Measures

Any questions?



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