

FUTURE OF NURSING™
Campaign for Action



Robert Wood Johnson Foundation



**Increase Your Funding Capacity:
Creating an AC Development Plan**

May 6, 2013

Susan B. Hassmiller, PhD, RN, FAAN,
RWJF Senior Advisor for Nursing and
Director Future of Nursing:
Campaign for Action

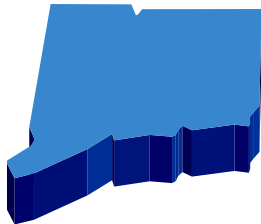






Blue Cross Blue Shield of Michigan Foundation and Community Foundation of Southeast Michigan

- \$25,000 each in matching grants for RWJF's State Implementation Program



Annie E Casey Foundation

- \$75,000 in matching grant for RWJF's State Implementation Program



Rhode Island Foundation and Routhier Foundation

- Combined \$112,500 in matching grant for RWJF's State Implementation Program

State Implementation Program (SIP)

Grant for Action Coalitions to implement up to two priority recommendations from the Institute of Medicine's report, *The Future of Nursing: Leading Change, Advancing Health*.

- Up to 10 ACs to receive up to \$150,000 over two years to implement two priority IOM recommendations
 - Requires match of at least \$75,000
 - Applications due June 4th
 - Current SIP and APIN grantees are not eligible
 - For more information campaignforaction.org/SIP
 - Recorded webinar campaignforaction.org/webinars, search SIP
 - Questions SIP@aapr.org

Nurse Education, Practice, Quality and Retention - Veterans' Bachelor of Science in Nursing Program (VBSN).

Up to 9 cooperative agreements, of up to \$350,000 a year for accredited schools of nursing to increase veterans' enrollment in and completion of baccalaureate nursing programs.

- Application deadline: **June 7, 2013**

- For more information:

<http://www.grants.gov/search/search.do;jsessionid=s3PpR27J9JGsvQ69Ggt2pns mFnTv48rjnmncqYMSpWr7k0TZbSX!1321711693?oppld=232153&mode=VIEW>

- Press release:

<http://www.hhs.gov/news/press/2013pres/04/20130429a.html>

Casey R. Shillam, PhD, RN

Johns Hopkins University School of Nursing

- Former Nurse co-lead CA AC
- Now supporting CCNA national campaign



Alexia Green, PhD, RN, FAAN

Texas Tech University Health Sciences Center

- Co-lead Texas Team



Jay Spitulnik, EdM, CPT

Organizational Consultant, Lifespan Learning Institute

- Adjunct Assistant Professor, University of Rhode Island College of Nursing
- Rhode Island Action Coalition Co-lead



Objectives

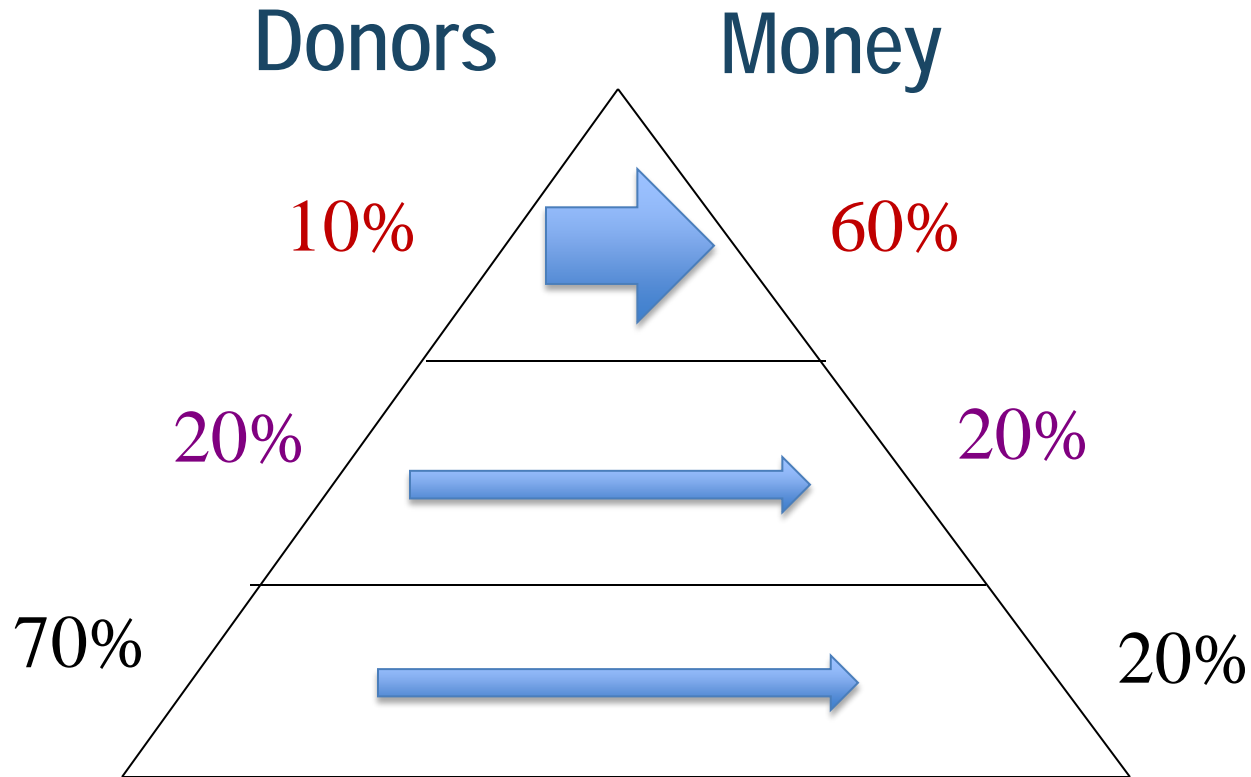
1. Understand principles of fundraising
2. Identify mechanisms of Action Coalition support
3. Determine structure of the Action Coalition Development Team, incorporating examples of successful fundraising strategies

- **Must have a clear mission**
- **Get all AC members consistent in the message**
 - Elevator Speech
 - Short Mission Statement

- **Budget for overall expenses**
 - **Operating**
 - **Personnel**
 - **Travel**
 - **Communications**
 - **Research / Projects**

- **Identify in the budget the funds you've already received**
- **Include the in-kind contributions already attained**
 - Communications
 - Scheduling
 - Administrative
 - Meeting / Travel
- **Funders want to fund successful projects – demonstrate your success!**

Donor Pyramid



Ladder of Effectiveness

<u>Strategy</u>	<u>Response Rate</u>
Personal Face to Face Ask	50%
Personal Phone Call	25%
Personal Letter	10-15%
Phone-a-Thon	5%
Direct Mail (Acquisition)	1%
Special Events	Variable

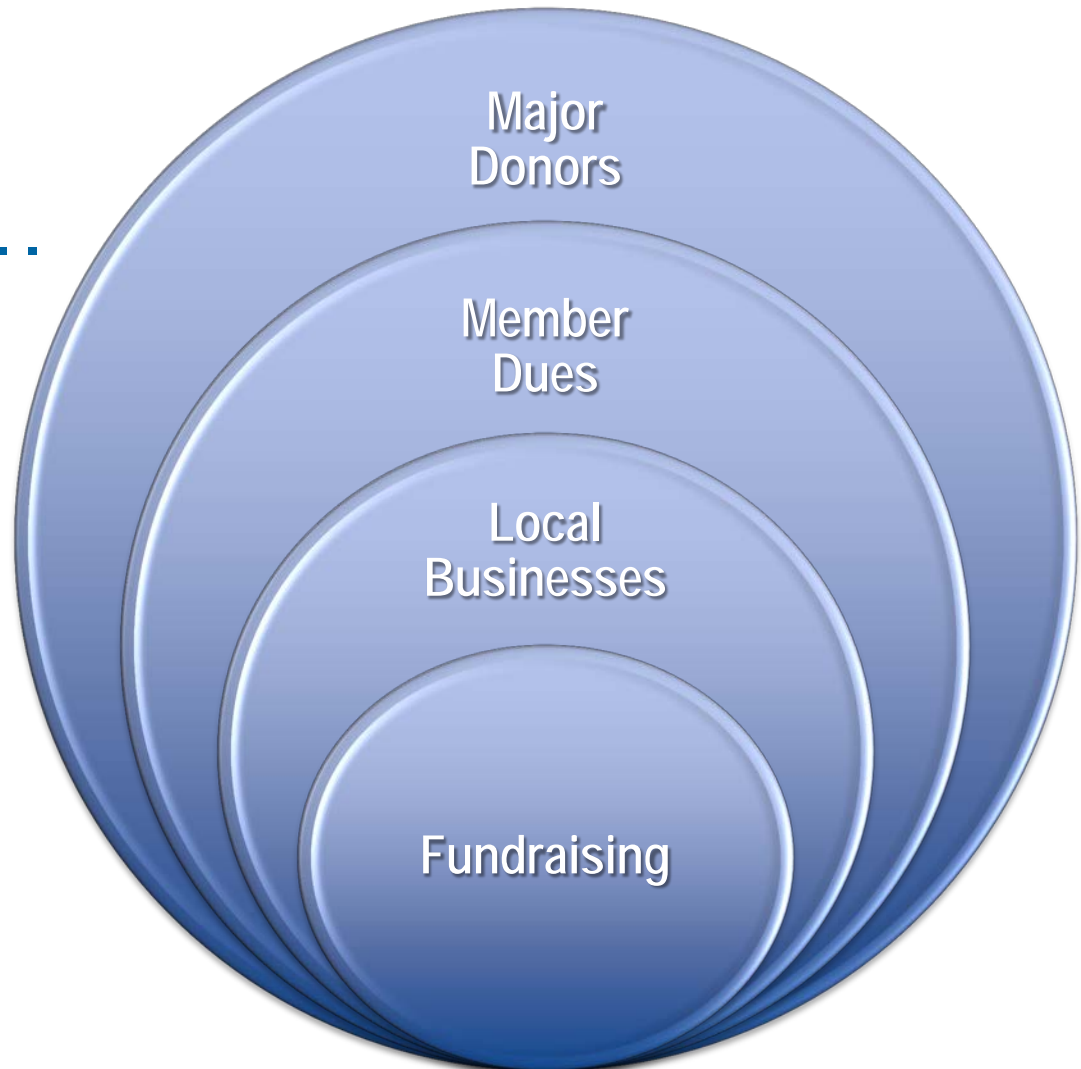
Funding Partners

<u>LIKELIHOOD OF FIELD SUSTAINABILITY</u>	
<u>LOWER</u>	<u>HIGHER</u>
New field	Existing field
One major funder	Many funders
New organizations	Established organizations
Broad problem area	Specific problem area
Little knowledge base	Significant knowledge production
Few actors	Multiple and diverse actors
Low public awareness	High public appeal
Scattered practices	Institutionalized practices
Unchanged policies	Policies enacted and implemented
Disconnected actors	Highly interconnected actors

Strength of a Development Plan

DIVERSITY!

Both in the Plan . . .



Strength of a Development Plan

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and in the Team

- **Who will comprise this team?**
- **What strategies are realistic for your state?**
- **What percentage effort do you want to spend on each strategy?**
- **How will Executive / Leadership members contribute?**

- **Funder's Roundtable Meetings**
- **Building on existing relationships**
- **Membership dues**
- **Online fundraisers**

Principles of Fundraising

- The number one reason people give away their money:
somebody asked
- The foundation *will* give the money to someone
 - Make a compelling argument as to why they would feel really good about supporting your AC's work
- The AC leadership *must* role model giving behavior for other prospects and donors to follow.

Evaluation of your “Ask”

- Issue
- Credibility
- Realistic goals: SMART
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Time-bound

RI SMART goals

- **Specific** – improve recruitment and retention rates by transitioning a diverse population of entry level beginner nurses into competent professional goals
- **Measurable** – specified number of nurses who will participate in the program
- **Attainable** – input from partners in the grant on how many each practice site could accommodate
- **Realistic** – used experience of practice partners who currently have programs
- **Time-bound** – two-year duration of the SIP grant

Evaluation of your “Ask”

- Uniqueness of organization or project
- Other sources of funding
- Financial self-sufficiency
- Leadership
- Constituency
- Networking

- Making the case
 - Identifying local, regional, state resources & their priorities
 - Link proposal to 1 or more priorities; in person & in writing
- Identify those already funding nursing
 - Workforce Investment Boards
 - Private foundations
- Look outside of the delivery of healthcare
 - Business leaders, insurance companies

- **Gather intel in your state or region**
 - Who are local foundations?
 - What are their mission / vision?
 - Does it align with your AC’s work?
- **Farm that list to your leadership team to ask for personal relationships or prior funding**
- **Devise invite letter based on the template**

- **Follow-up after that invitation, even with a personal connection to track invitation and attendance**
 - Letter out, 2-week reminder, final reminder
 - Have the one-pager or flyer included in the invitation
- **Have only one person coordinate the efforts for RSVPs, for making arrangements, securing local site**
- **Same point-person for follow-up relationship-building post meeting (one person for all pre- and post-communications)**

- **First follow-up: is a thank you!!!**
 - We appreciate your attendance
 - The AC is the statewide entity to support the advancement of health in our state
 - State the AC relationship to the ACA
- **Context: How the work of their organization is vital to improving the health of our state**
 - i.e. because of your work with ..., we see this as a critical way for us to guide the best possible implementation of the ACA, etc.

- **Focus tone of letter to funders around notions of :**
 - Our conversations with you were critically important in shaping the development of our AC. Highlighting for you some of our successes and progress to date. . .
 - Given that, we are now interested in seeking your help/resources/support/input for support of the work around recommendation X. our future goals are to . . .
 - We are currently exploring strategies to support our work and look forward to sharing our vision of X (that directly relates to the mission/work/etc. of that foundation) with you.
- **Wait for the follow-up response from the foundation to guide the direct ask.**

- **BIG state-wide companies**
- **Who are local business owners/consumer groups/etc?**
 - **How do you go about making a connection to the leadership?**
 - **Learn what the workforce of that company is comprised of:**
 - **How many employees**
 - **Importance of maintaining good health**
 - **How their views can contribute the way in which healthcare is created and provided in the state**

***Fundraising is about building and
maintaining relationships....***

it is a marathon.....

.....not a sprint!



Press *1 on your telephone key pad to ask a question
OR
Use the “chat” feature to send the host/presenter a question.

Join the Conversation!

<http://campaignforaction.org/community>

<http://twitter.com/championnursing>

<http://www.facebook.com/championnursing>