

A vibrant field of yellow tulips in full bloom, set against a clear, bright blue sky. The flowers are the central focus, with their petals showing a rich yellow hue and some green stems visible. The lighting is bright and natural, suggesting a sunny day. The text is overlaid on the center of the image.

Finding the Joy

A Workshop on Philanthropy for
Nurse Leaders

Today's Presenter

- Coleen Southwell, AVP/Sr. Philanthropy Officer, Cardinal Stritch University
- Experience – Director of Development, University of Wisconsin-Madison School of Nursing, 2004 – 2014. Led \$20 million campaign to construct a new nursing sciences center (Signe Skott Cooper Hall).

“Money can’t buy you love.”

The Beatles

“I can’t get no, satisfaction. But I try,
and I try, and I try.....”

The Rolling Stones

Happiness vs. Joy: Example

Happiness

- In the midst of life's ups and downs happiness is still present.

Joy

- Serving others, sometimes through sacrifice with no possible personal gain. Witnessing justice for the less fortunate. Feeling close to a god.

Happiness vs. Joy: Emotion

Happiness

- Outward expression of elation



Joy

- Inward peace and contentment



Happiness vs. Joy: Causes

Happiness

- Earthly experiences, material objects



Joy

- Spiritual experiences, caring for others, gratitude, thankfulness



Happiness vs. Joy: Time Frame

Happiness

- Temporary, based on outward circumstances



Joy

- Lasting, based on inward circumstances



Happiness vs. Joy: Life

Happiness

- Happiness can be experienced from any good activity, food or company.



Joy

- Joy is a byproduct of a moral lifestyle.



Today's Objectives

- Appreciate the “joy” of giving to overcome any negative perceptions related to fundraising.
- Learn how to identify potential donors by identifying people's passions.
- Be comfortable initiating a conversation on giving.
- Learn how to use the fundraising toolkit for action coalitions.

Understanding yourself And your donors





rainmaker

EXTROVERT

INTROVERT



go-getter

ANALYTIC

INTUITIVE



mission controller



kindred spirit



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Winner Winner Chicken Dinner!



- You just won \$100 million.
- What do you want to accomplish with your money that would be meaningful to you?

The Tool Kit



- Core Pillars & Premises
- The Case for Support
- Relationship Management

Core Pillars

A Framework for Fundraising Success

Fundraising Strategy

What level of philanthropic support do we need to raise and for what purposes?
What level of philanthropic support is feasible to raise?
What activities and investments are necessary to reach that goal?

Donor Engagement

- What are the most effective ways to identify and engage new prospects?
- What activities will motivate continued and upgraded gifts from current supporters?

Case for Support

- What aspects of our work and vision will inspire the greatest philanthropic support and have the greatest impact on our mission?
- How will we communicate our goals and vision most effectively to different constituencies?

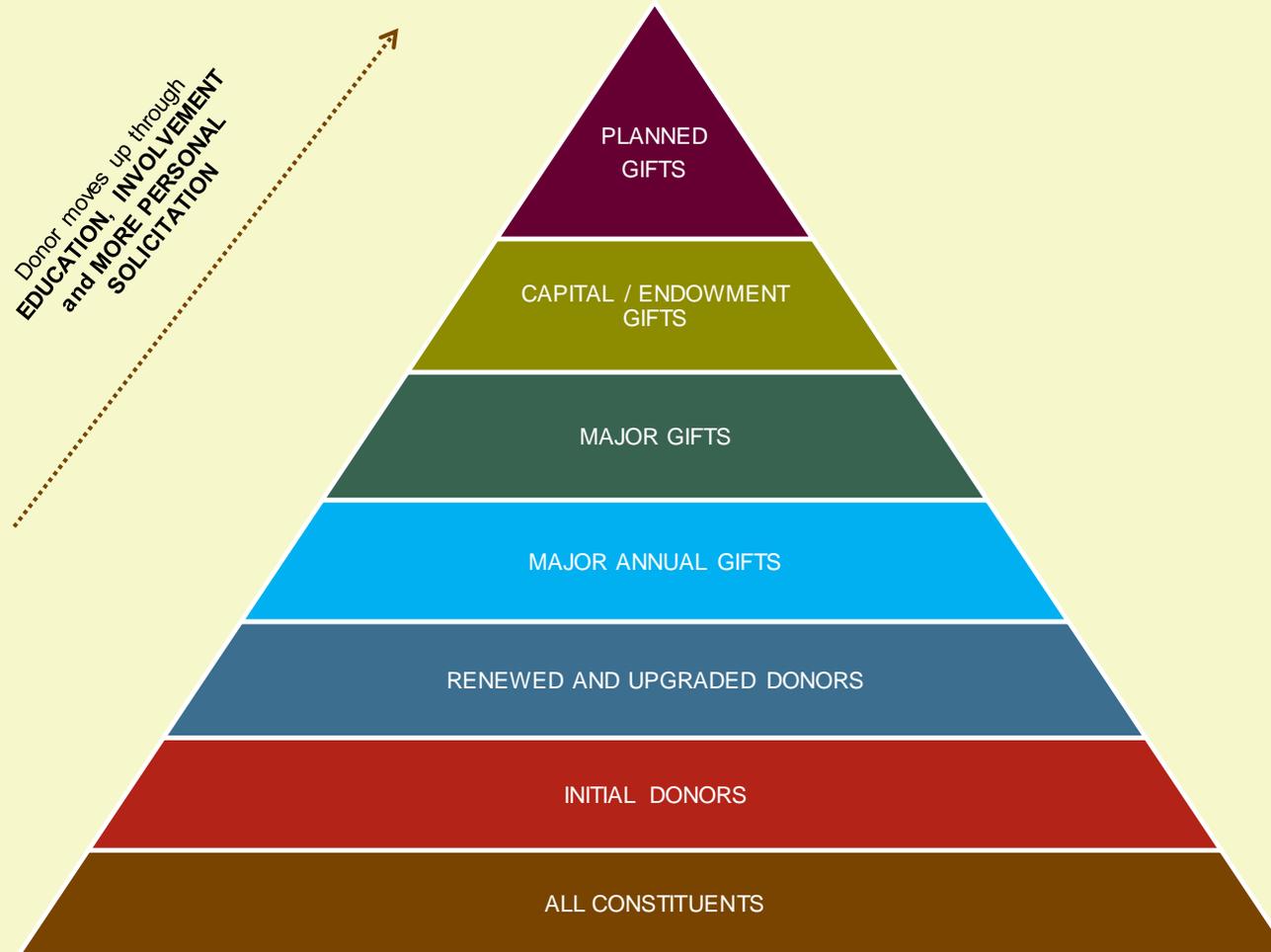
Leadership

- Which volunteer(s) or group will serve as the primary champions for fundraising for our cause?
- What is the most effective way to engage and support other volunteers in advancing our fundraising work?

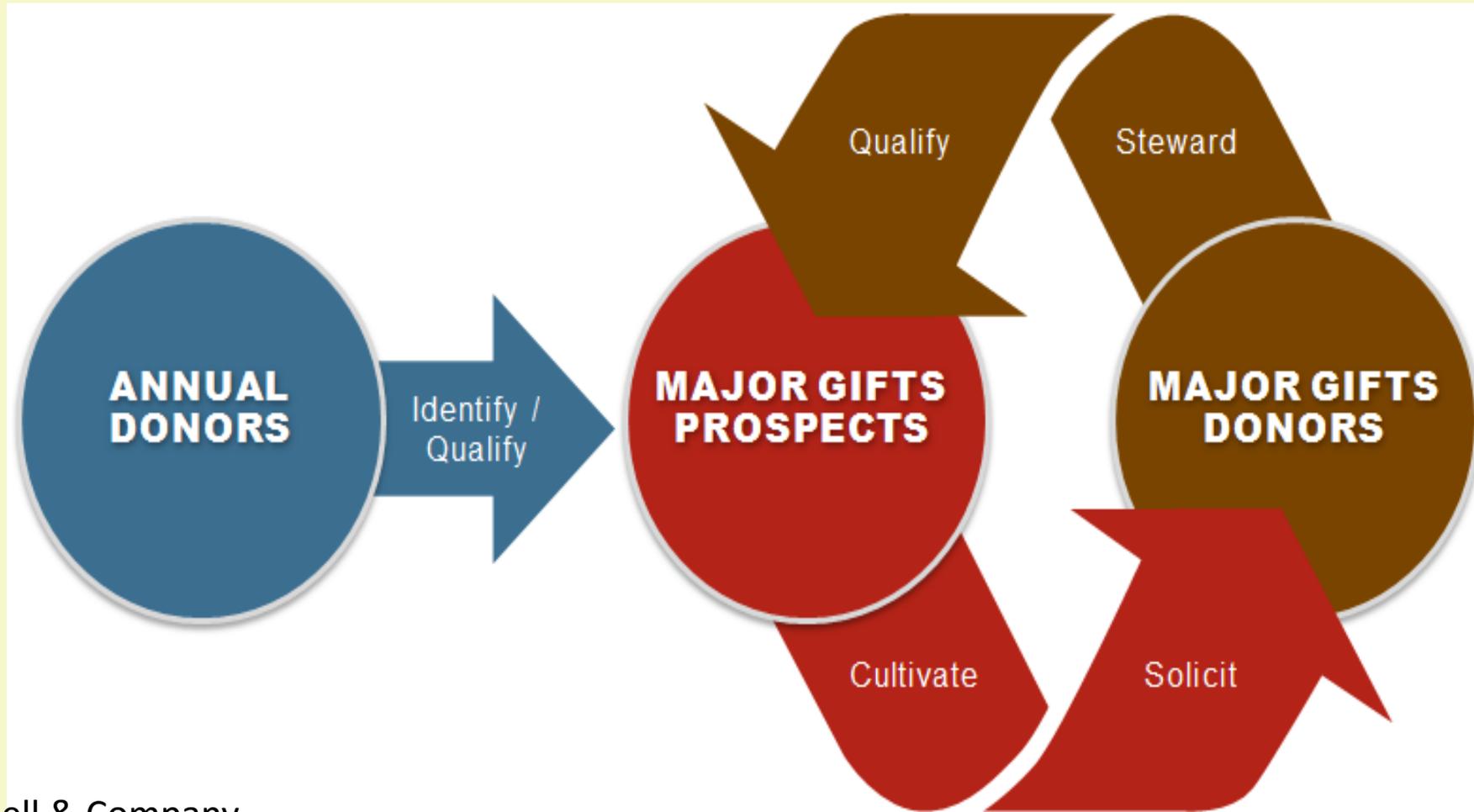
Internal Operations

- What (if any) staffing will be necessary to support our fundraising program?
- What systems do we need to have in place to organize and accurately track our work?

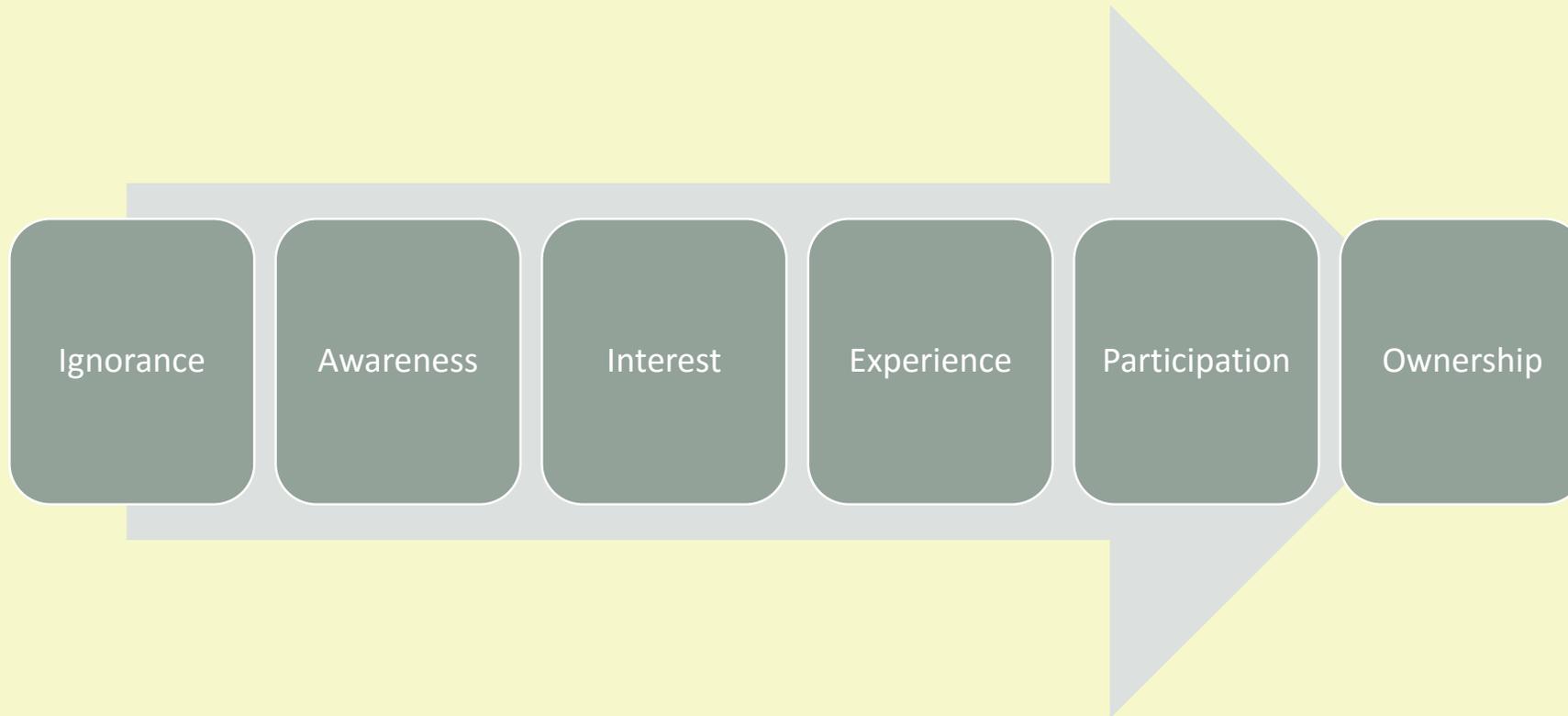
Core Premise – The Donor Pyramid



Relationship Management Cycle



Donor Commitment Continuum



Source: Advancement Resources



CARDINAL
STRITCH
UNIVERSITY

Major Gift Prospects



CARDINAL
STRITCH
UNIVERSITY

Donor Deliberation



Giving your \$ away –Due Diligence

- *Back to your \$100 million.*
- *What would you want to see, know, hear before making a philanthropic investment in a philanthropic partner?*
- *Who do you need to have a relationship with to trust that this substantial gift will help make your dream come true.*

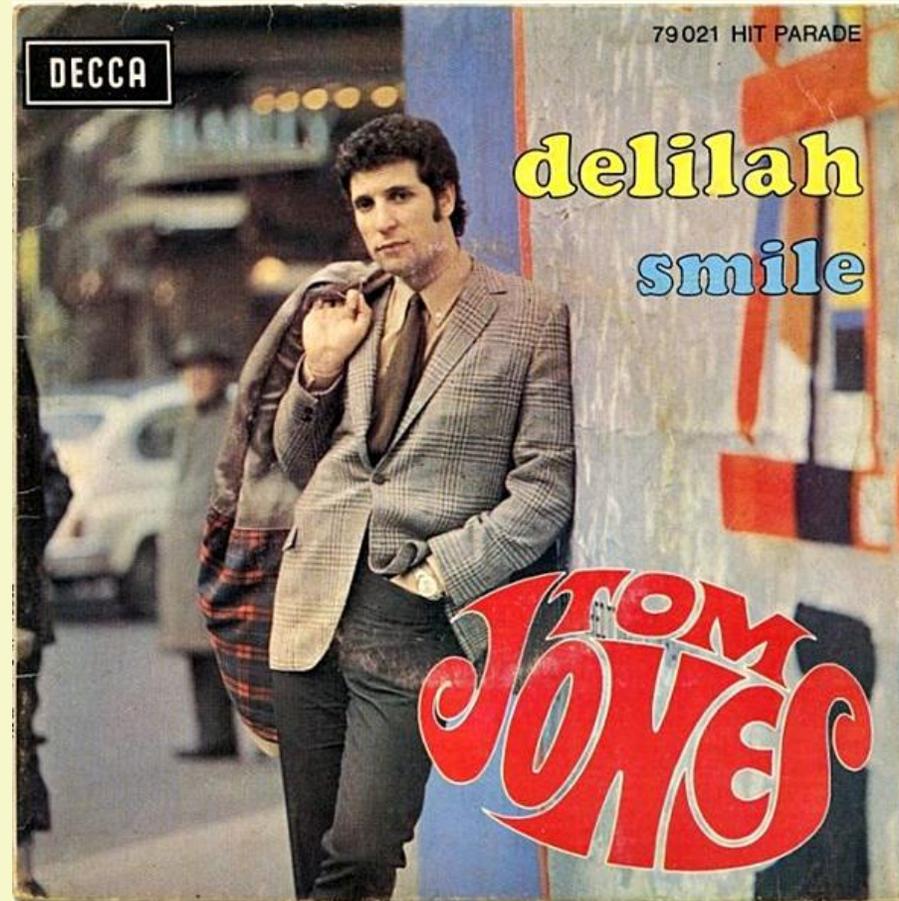
The Case For Support

Stage	Case for Support	Donor Messaging	Fundraising Communications
Core Question	What do we offer our donors?	What do we say to our donors?	How do we deliver our message to our donors?
Process	Defining your rationale for support and opportunities for donors to give	Articulating your case in a compelling way	Sharing your message to motivate action
Types of Products	Internal reference materials: <ul style="list-style-type: none"> Value proposition Giving opportunities Case outline 	Internal reference materials: <ul style="list-style-type: none"> Messaging platform Talking points Case statement? (See below) 	Communications strategy External, donor-ready materials: <ul style="list-style-type: none"> Print: Brochure, appeal letter, grant proposal Digital: Website, video, social media, email, presentation

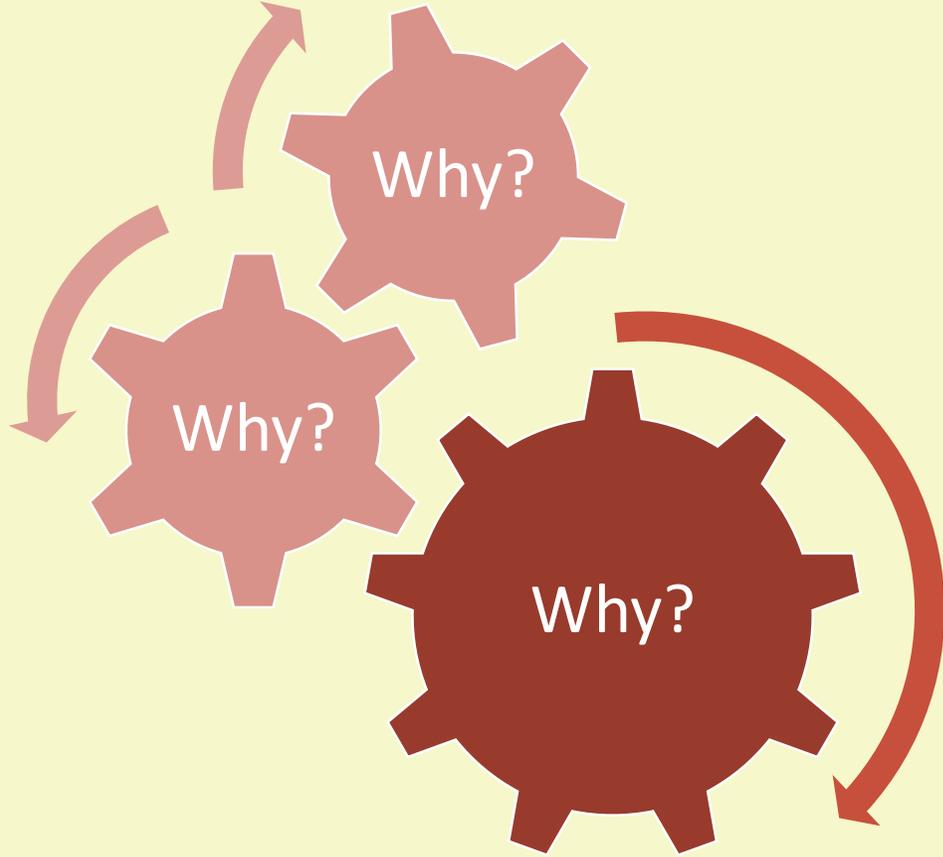
Tailoring your Case – Both And



Who remembers this guy?



The Essence of Your Message



So What?

A sunset scene with a body of water in the foreground, mountains in the middle ground, and a sky filled with colorful clouds in shades of orange, pink, and purple. The sun is low on the horizon, creating a bright glow.

Donors give thru organizations
not to organizations. They give to.....

- Make the world a better place
- Make a difference
- Leave a legacy

Vision – WOW Statement -- FOCUS

- **Far reaching** – Focus on what is possible rather than on what is
- **Optimistic** – Anticipate the best possible **outcome**
- **Compelling** – Offer something appealing that is not normally encountered or that only your institution can provide.
- **Unifying** – Align with institutional vision and illustrate a common mission among multiple endeavors
- **Societal** – Focus on how it will make a difference (solve problems, enhance life, etc.) for society, not the institution

Discovering Donor's Passion



Searching for partners (aka “identifying Prospects”)



- Individual Donors: Major Gifts
- People give to people to help make the world a better place.
- The higher the contribution, the more personal contact needed.
- The larger the contribution, the longer the cultivation.
- Work with your organization’s development professionals.



Begin the Conversation

What are some signs that someone might share a passion for nursing?

How can you engage in conversation?

Share your passion – your elevator story – and ask if they'd like to learn more about how they can help through giving.

Collect contact information and ask if you can share with a development officer at your organization.

Questions/Discussion

Thanks to....

- Campbell & Company, Action Coalition Toolkit
- Askingmatters.com
- Advancement Resources: Art & Science of Donor Development
- UW Foundation/Don Gray