

FUNDRAISING FOR YOUR HEALTH EQUITY INITIATIVES

[CampaignforAction.org](https://www.campaignforaction.org)

Campaign for Action HBCU Learning Collaborative

Lisa J. Sundean, PhD, MHA, RN, Campaign Consultant

February 8, 2022

FUTURE OF NURSING™
Campaign for Action

Robert Wood Johnson Foundation

AARP Foundation®

Introduction

Lisa Sundean, PhD, MHA, RN

Campaign Consultant

Fellow NY Academy of Medicine

Assistant Professor & Director

Healthcare Administration Program

Egan School of Nursing and Health Studies

Fairfield University

Fairfield, CT



Health Equity Initiatives

NAM Report: www.campaignforaction/.com



Health Equity Initiatives: Getting Clear

What is the initiative?

To What extent?

What problem will be addressed or solved?

In what time frame?

Who will benefit?

What are the costs?

When?

What *value* does this initiative offer?

How?

Value and the Case for Support

Your *case for support* is uniquely tied to the *value* of the initiative.

Spend time crafting your value-based case statement.

Tailor your case statement to funder priorities.

Searching for Funders

Global

Sector

National

Foundations

Regional

Private Funders

State

Individual Funders

[Grants.gov](#)

[The Grantsmanship Center](#)

[Foundation Directory Online](#)

Funding Priorities

Considering your case for support and the value of your project:

Due diligence

Check the timing

Gather information

Who do you know?

Check the fit

Relationship Building

RELATIONSHIPS

RELATIONSHIPS

RELATIONSHIPS

RELATIONSHIPS

RELATIONSHIPS



Relationship Building

Who is it all about?



You?



The Funder?



Your initiative?

The Case Statement

Establishes the purpose of your initiative or organization

Establishes consistent core messages

Used to develop collateral communications materials

Specifically identifies:

What you have to offer donors

How you can help them achieve their goals

Why donors should invest in you

The expected outcomes and impact of your initiative

Reaching Out to Donors

Always start by developing a personal contact with the donor

Focus on the donor – show gratitude

Use the core messages in your case statement

Use compelling stories to convey the *value* of investing in your initiative.

Make the ask in person or in a written proposal

Fritz, J. (Feb 20, 2020) 6 examples of effective fundraising letters.

<https://www.thebalancesmb.com/examples-of-effective-fundraising-letters-2502074>

Now what?

- Gratitude
- Communication
- Stewarding the relationship
- Managing No



Fundraising Takeaways

Get clear about your ideas, initiatives

Know what value you bring

Develop your case statement

Understand the funder and their priorities

Cultivate relationships

It's all about the funder

Develop a personal contact with donors

Make the ask

Get the work done

Continue to cultivate relationships

Manage the No and make it a future Yes

Questions?

