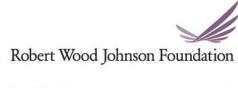


CampaignforAction.org

Campaign for Action HBCU Learning Collaborative Lisa J. Sundean, PhD, MHA, RN, Campaign Consultant February 8, 2022

## **FUTURE OF NURSING™**

Campaign for Action





#### FUTURE OF NURSING™ Campaign for Action

#### Introduction

#### Lisa Sundean, PhD, MHA, RN

Campaign Consultant

Fellow NY Academy of Medicine

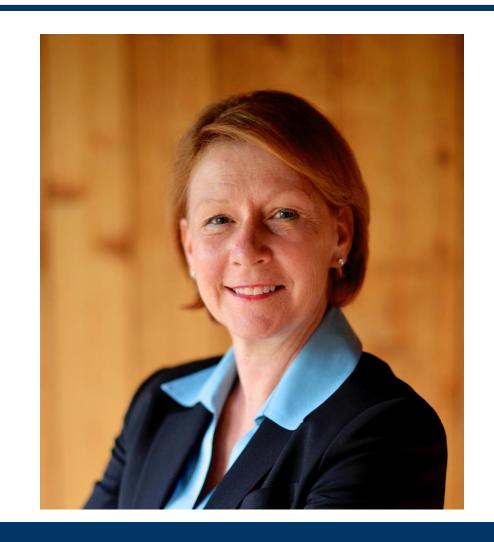
Assistant Professor & Director

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# Health Equity Initiatives NAM Report: <a href="https://www.campaignforaction/.com">www.campaignforaction/.com</a>





## 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.

**Grants.gov** 

## Searching for Funders

Global Sector

National Foundations

Regional Private Funders

State Individual Funders

**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** 





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#### Relationship Building



Your initiative?

The Funder?

#### 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



## **FUTURE OF NURSING™**Campaign for Action

#### 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

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#### Questions?

