

Grateful Nation

The Problem

In FY09, we had an ambitious fundraising goal that was to build upon the \$60M raised in FY08 and based on planned FY09 solicitations with some of our wealthiest donors. Very early in the year, we noticed signs of a downturn in the economy and then came the news of the Ponzi scheme led by Bernie Madoff. Many families and private foundations lost all or part of their wealth, and those that did not lose their wealth lost confidence and were not willing to consider donations. With the economy in crisis, a looming Presidential election, and unprecedented unemployment rates, we knew we needed a different approach to fundraising.

Aim/Goal

Because BIDMC has a long tradition of generational giving, there has never been a need to tap into our grateful patient community for philanthropy. Our goal was to create a strategic program that would unleash the enormous amount of goodwill that BIDMC enjoys from its grateful patients. Many times caregivers are asked by patients how they can give back in honor of the great care they received – we created Grateful Nation as a response. The goals are:

- To teach people about the many opportunities available to express their gratitude
- To make it easy to give by creating an online giving presence – adopting what was learned from the Obama Campaign, the notion that one person can give a million dollars or a million people can give one dollar
- Expand our donor base in terms of geographical reach – the Madoff scandal proved the vulnerability of not being geographically diverse
- Bring in new donors at all levels to BIDMC

The Team

- Kris Laping, Senior Vice President, Office of Development
- Philip Massano, Web Specialist, Office of Development
- Samantha Sherman, Executive Director of Development
- Clayton Turnbull, Member, Board of Directors
- Kelly Wallace, Assistant Director of Marketing, Office of Development

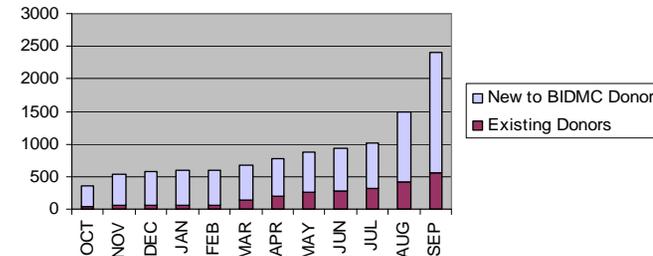
The Interventions

- Build our third party event program
- Create a website that makes it easy to give, to get involved, or share a story
- Learn and implement best practices in e-philanthropy

- Test the messaging and concept in two departments – OB/GNY and Hem/Onc
- Ongoing review of total \$ raised, # of new donors, # of states and countries represented, and # of hits on www.gratefulnation.org.

The Results/Progress to Date

FY09 GN Cumulative Donors



Lessons Learned

We were surprised with the overwhelmingly positive response from this initiative. We were inundated with ideas, suggestions, and people who wanted to be part of it. We quickly had to learn how to prioritize requests, adopt ideas, and maintain the momentum with limited staffing allocations.

Through this, we engaged in many conversations about fundraising with various departments within BIDMC and learned that we have an opportunity to educate people about what our office does and how we can partner with other areas to benefit BIDMC.

Next Steps/What Should Happen Next

With a successful soft launch, we look forward to a hard launch in March 2010 that will include:

- Roll out of Grateful Nation to all areas of BIDMC
- Implement changes to the website from feedback we received
- Expand upon our third party event program
- Create a cause marketing program
- Establish benefits for BIDMC employees to engage with the program
- Continue to build the brand



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