

FUTURE OF NURSING™

Campaign for Action



Fundraising and Coalition Building

Susan Hassmiller, PhD, RN, FAAN
Sarah Anderson, Campbell & Company
Jeff Wilklow, Campbell & Company

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@campaign4action

Today's Webinar

- Results of the *Campaign's* survey of Action Coalitions who received fundraising Technical Assistance
- Best practices in developing your case for funder support
- Examples of how to incorporate the Culture of Health into your language and framing
- Using your message to attract new funders and donors
- Q&A



Winifred V. Quinn, PhD
Director, Advocacy & Consumer Affairs
Center to Champion Nursing in America at AARP

Today's Speaker



**Susan Hassmiller, PhD,
RN, FAAN**
RWJF Senior Adviser for
Nursing, and director,
Campaign for Action



@suehassmiller
@campaign4action



Sarah Anderson
Director of Strategic
Priorities
Campbell & Company



Jeff Wilklow
Vice President
Campbell & Company

Targeted Technical Assistance

Campbell & Company



- 19 Action Coalitions
- Messaging templates
- One-on-one coaching on messaging and meeting potential funders

Pitch Perfect



- 13 Action Coalitions
- Messaging templates
- Sue Hassmiller and funder colleagues coach states

100% response rate

- 19 ACs received survey on Campbell & Company assistance
- 13 received survey on Pitch Perfect assistance

Overarching Message:

- Your fundraising skills have improved.

10 of 19 Respondents Made Pitch

- Of these 10:
 - 4 ACs reported giving pitch face-to-face
 - 1 AC reported giving pitch over phone
 - 3 ACs reported using a combination of tactics (phone, letter, email, face to face)
 - 2 ACs did not say how they pitched

ACs Gained Skills To:

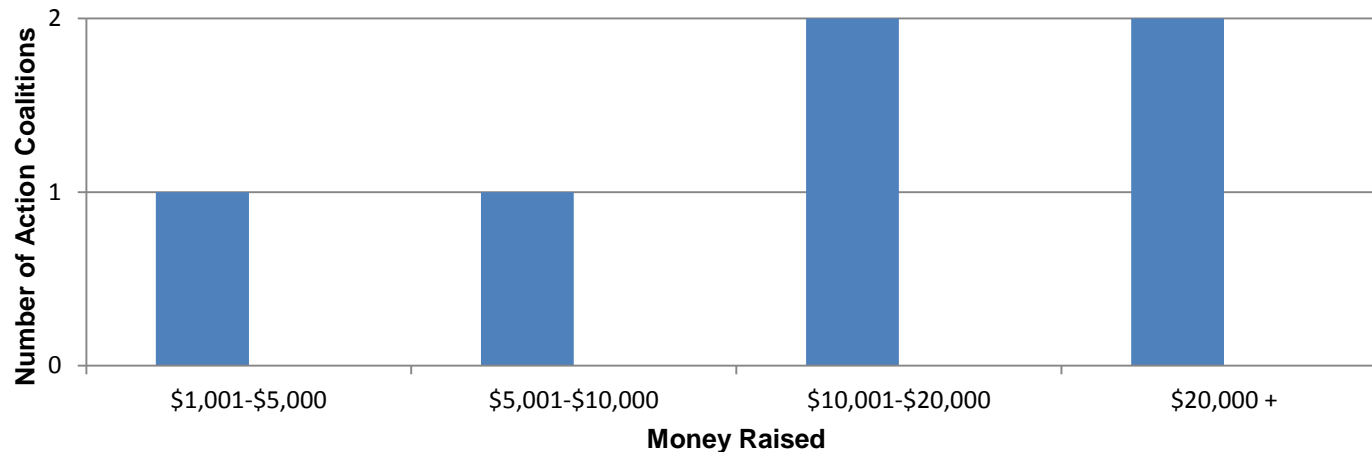
- Recruit new organizations outside of nursing to the AC
- Recruit new executive committee or strategic committee members
- Recruit new team members
- Recruit advocacy partners

Other Benefits:

- Shared training with members of their own AC and other ACs
- Gained relationship development and management skills

Of the 10 ACs that pitched, 6 received funding!

How much funding have you received (including grants) since participating in the fundraising program?



5 of 13 Respondents Made Pitch

- Of these 5:
 - 4 ACs reported giving pitch face-to-face
 - 1 AC did not specify
- Of the 8 that have not yet pitched:
 - 4 ACs say they are forming a pitch and/or researching donors.
 - 1 AC is meeting with donor and working to build relationship before pitching.

ACs Gained Skills To:

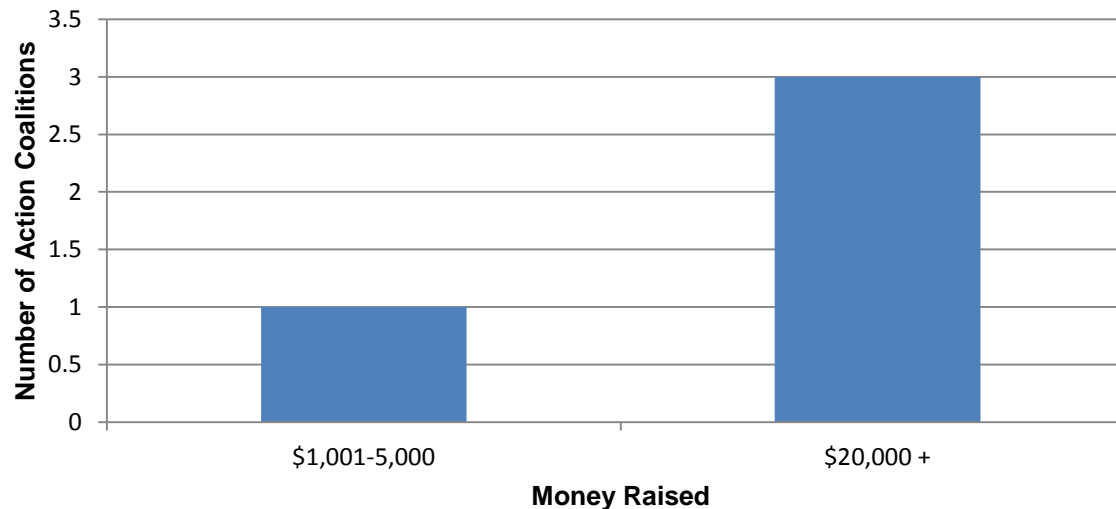
- Recruit others (organizations outside of nursing, work team members, and advocacy partners)
- Build relationships
- Develop and refine messaging and/or a case for support
- Organize their goals, messaging and approach

Other Benefits:

- Shared training with other AC members

Of the 5 ACs that pitched, 4 received funding!

How much funding have you received (including grants) since participating in a fundraising program?



- 1) Develop relationship with funder
- 2) Convince funder your work is valuable: align your mission with funder's goals
- 3) Meet with potential funders in person before requesting money
- 4) Share your achievements with funders

Approach funders now to leverage RWJF and AARP brands before SIP funding runs out!

- Defining the “case for support”

It's the **set of messages** that you communicate to **prepare a prospect** for a solicitation.

- The function of the case
 - To **engage and inspire** your audience
 - To **create a rationale** for making a gift
 - To **remove obstacles** that get in the way of a donor/funder commitment

Structuring Your Case for Support

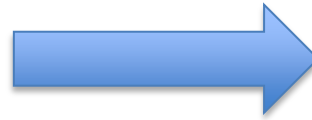
Function	Content
Context	Where are we today?
Impetus	Why does this matter? Why is it urgent?
Vision	What will be different because of our work?
Credential	Why are we the right organization to take this on?
Plan	What will we do with donor/funder support?
Appeal	What are we asking of our audience?

Examples: Moving Your Messaging Toward a Culture of Health Framework

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Context: Where are we today?

Today in our state,
thousands of
nurses are unable
to practice to the
full extent of their
training.



Today in our state,
thousands of
people lack ready
access to the care
they need to lead
their healthiest
lives.

Examples: Moving Your Messaging Toward a Culture of Health Framework

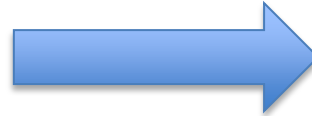
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Impetus: Why does this matter?

When we have provider shortages, people often can't access the care they need.

OR

This work helps fulfill a critical recommendation of the IOM Report.



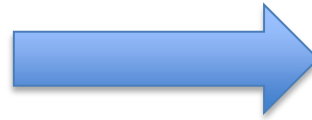
When we truly value people's health and wellness, we create more stable families, more resilient communities and stronger economies.

Examples: Moving Your Messaging Toward a Culture of Health Framework

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Vision: What will be different because of our work?

By broadening the role nurses can play in caring for people in our state, we will expand patient access to health care.



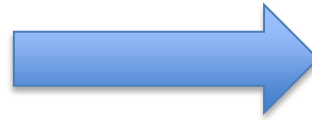
By focusing on the integral role nurses can play in a changing health care landscape, we ensure that people can get the right care at the right time.

Examples: Moving Your Messaging Toward a Culture of Health Framework

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Credential: Why are we the right organization to take this on?

We bring together
nursing leaders,
educators,
policymakers and
other stakeholders.



The complex
challenge of improving
our citizens' health
demands and
deserves the best
thinking from leaders
across our state. We
bring these leaders
together in a way no
other organization can.

Your Case: The **set of messages** that you communicate to prepare a prospect for a solicitation.

Your Message: A **statement** designed to move your audience to a new place

- Understanding
- Inspiration
- Engagement
- **Action**

- Strong, well-defined messages are the building blocks of a strong case for support.
- So what makes a strong message?
 - It makes a **compelling claim**
 - It creates **immediate understanding**

Making a Compelling Claim

Take a **position**.

Everyone deserves to live the healthiest life possible.

Pique **interest**.

Health means more than not being sick.

Go **big** or go home.

Nurses have the power to change the trajectory of our state.

Making a Compelling Claim

- Push your messaging to get to the most compelling claim possible
 - An example outside of the Campaign for Action

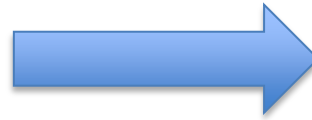
Alzheimer's disease is the sixth leading cause of death in the U.S. and is projected to affect nearly 14 million Americans by 2050.

Left unchecked, Alzheimer's disease will deal an unprecedented blow to our economy, our health care system and countless families.

Alzheimer's disease is the defining public health challenge of our time.

Simplify

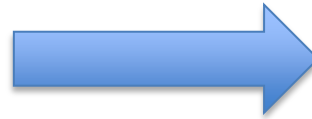
We are working to promote seamless academic progression to address the evidence-based research that links baccalaureate-prepared nurses to improved patient outcomes.



When nurses choose to further their education, patients receive even better care.

Clarify

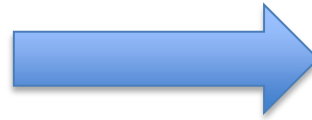
We need to remove legislative barriers to practice that keep nurses from serving health care consumers to the full extent that their training prepares them for.



Nurses are trained to provide more extensive care than the law allows them to today. Updating these laws will ensure that more patients can get the care they need when and where they need it.

Provide a Framework

Our Action Coalition is tackling issues ranging from academic progression to interprofessional collaboration to advance the future of nursing.



Taken together, the spectrum of our work will provide a path toward a stronger culture of health for our state, with nurses helping to lead the way.

- Moving beyond nursing
- Highlighting the broader impact on your community and state
- Understanding what motivates your prospect
 - Health care providers
 - Other health-related businesses
 - Non-health-related businesses/major employers
 - Community foundations
 - Individuals

- Asking for input or advice
 - What feedback does the prospect have for you on your case materials? (especially in early stages)
- Exploring fit and gauging potential
 - What resonates with the prospect and aligns with their areas of interest?
- Educating and intriguing
 - What information will lead the prospect to a greater level of engagement and interest?
- Making the ask
 - What specific commitment are you asking the prospect to make? (usually not the first meeting!)

- Main objectives with prospects:
 - Confer **trust**
 - Convey **passion**
 - Create **connection**
- To accomplish that:
 - Know the case messaging in your own words
 - Practice your pitch
 - Determine who does what

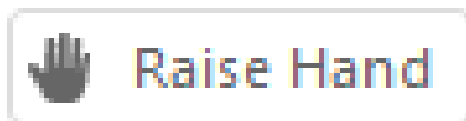
Questions or Comments?



**Press *1 on your telephone key pad to ask a question
(Please be sure to record your name after the prompt)**

OR

Use the “chat” feature to send “everyone” a question.



If you are having trouble asking a question, please click the “Raise Hand” button on the bottom right of your screen

You can find the recording, webinar summary, and additional resources by going to: www.campaignforaction.org/webinars.

Upcoming Webinars

FUTURE OF NURSING™
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Research Managers Webinar #4: Workforce Planning

May 23, 2016

3-4 PM

STEM Programs to Grow a Diverse Nursing Workforce

June 30, 2016

3-4 PM

Campaign Resources

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