

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Robert Wood Johnson Foundation

AARP Foundation®

Fundraising Strategies for your Action Coalition

April 30, 2020

Today's Webinar

- Discuss unique environment created by COVID-19 crisis
- Review resource materials available at the *Campaign for Action* website
- Discuss purpose of case statements
- Review worksheet for developing your case
- Collaborate to answer core question: **“What do we offer our donors?”**



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Director, Advocacy and
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*Center to Champion Nursing
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Today's Presenters



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Leverage the circumstances

- To building key relationships
- To Build a Culture of Health



Covid-19 Unique Circumstances

- Unprecedented
- No playbook
- Economic instability
- Funding uncertainties
- Emotional barriers



Covid-19 Unique Circumstances

- Public Trust
- Public Health
- Social determinants of health
- Uneven impact
- Leadership opportunities



Relationships are Key

- Silence is not golden
- Regular communication
- Inform & Give
- Public Intellectual
- Patience
- Be ready!



Federal, State, and Local Funding Opportunities

- HRSA <https://www.hrsa.gov/grants/find-funding>
- Grantmakers in Health <https://www.gih.org/articles-publications/>
- United Health Foundation
<https://www.unitedhealthgroup.com/content/uhf/en/grant-seekers.html>
- Connecticut Health Foundation <https://www.cthealth.org/>
- The Community Foundation of Greater New Haven
<https://www.cfgnh.org/About/OverviewFacts.aspx>

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Resources

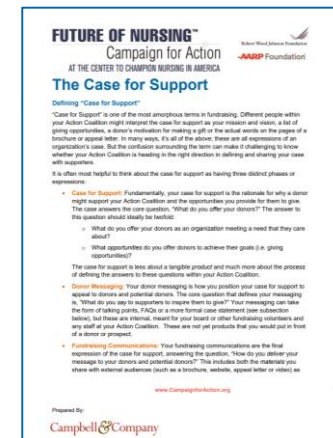
A LIBRARY AT YOUR FINGERTIPS

Help promote better health through nursing by tapping into hundreds of resources, including studies, toolkits, webinars, and other materials organized in the categories in which the *Campaign* pushes for action.

- ISSUES**
 - Improving Access to Care
 - Transforming Nursing Education
 - Promoting Nursing Leadership
 - Increasing Diversity
 - Collecting Workforce Data
 - Fostering Interprofessional Collaboration
 - Building Healthier Communities
- TOOLS & TIPS**
 - Academic Progression in Nursing (APN)
 - Advocacy
 - Communications and marketing
 - Funding opportunities
 - Messages
 - Milestones (Dashboard indicators)
 - News releases
- SEARCH**
 - Keywords:
 - BY STATE
 - RESET ✕
 - Organizational excellence
 - Fundraising
 - Internal operations
 - Stakeholder engagement
 - Research
 - State Implementation Program (SIP)
 - Grantee projects
 - Grantee resources
 - Webinars

Purpose of Case Statements

- Gives rationale for why a donor might support your Action Coalitions efforts/work.
- Answers the question: “What do you offer your donors?”
- Your response should include answers to:
 - What do you offer your donors as an organization meeting a need that they care about?
 - What opportunities do you offer donors to achieve their goals (i.e. giving opportunities)?



- Develop a simple case outline that includes:
 - the answers to the core questions in defining your organizational case.
 - a list of giving opportunities.
- The outline is less about having a polished product and more about **capturing the notes and decisions from the processes.**
- Advance your work in developing your donor messaging.

- The case for support is about **the process of defining the answers** to the questions.
- Helps your team hone in on specifics of what they envision to achieve.
- “What do you say to supporters to inspire them to give?”
- Your messaging can take the form of **talking points, FAQs, or a more formal case statement** which is usually no longer than 10 pages.

Group Work

Group 1:

United Health Foundation

Group 2:

Connecticut Health Foundation

Group 3:

Humana Foundation

Group 4:

Metro West Community Health Foundation

Group 5:

Health Resources & Services
Administration

- Work for 15 minutes to answer this question in relation to your assigned Foundation:



“What do we offer
our donors?”

Breakout Room Instructions

- You will be allotted 15 minutes to complete the activity.
- Facilitators will share their screen with the question for discussion.
- Please remain in the breakout room for the entirety of the activity.



Summary and Next Steps

- Report Back
- Please continue to access the fundraising materials on our website.
- Use the “Case for Support Materials” forms to develop cases.

Q&A

Contact Information

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Resources

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TOOLS & TIPS

- Academic Progression in Nursing (APN)
- Advocacy
- Communications and marketing
- Funding opportunities
- Mediators
- Milestones (Dashboard Indicators)
- News releases

keywords Q

BY STATE ▼

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