FUNDRAISING FOR YOUR HEALTH EQUITY INITIATIVES

CampaignforAction.org

Campaign for Action HBCU Learning Collaborative
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Health Equity Initiatives
NAM Report: www.campaignforaction.com
## Health Equity Initiatives: Getting Clear

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer/Additional Details</th>
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</thead>
<tbody>
<tr>
<td>What is the initiative?</td>
<td>To What extent?</td>
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<tr>
<td>What problem will be addressed or solved?</td>
<td>In what time frame?</td>
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<tr>
<td>Who will benefit?</td>
<td>What are the costs?</td>
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<tr>
<td>When?</td>
<td>What <em>value</em> does this initiative offer?</td>
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<tr>
<td>How?</td>
<td></td>
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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.
<table>
<thead>
<tr>
<th>Global</th>
<th>Sector</th>
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<tbody>
<tr>
<td>National</td>
<td>Foundations</td>
</tr>
<tr>
<td>Regional</td>
<td>Private Funders</td>
</tr>
<tr>
<td>State</td>
<td>Individual Funders</td>
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</table>

**Resources:**
- [Grants.gov](#)
- [The Grantsmanship Center](#)
- [Foundation Directory Online](#)
Funding Priorities

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

Due diligence
Gather information
Check the fit

Check the timing
Who do you know?
Relationship Building
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
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

It’s all about the funder.
Questions?