Accomplish clarity, purpose and direction
Seat-of-the-pants communication is over. It’s time to evaluate and move towards a plan that is smart, straight-forward and effective. Limited resources require every health care foundation to make wise decisions on how they engage prospects, donors, care providers and their community. However, it’s often confusing where priorities belong. Do you continue to pursue print with your most established donors? How is digital most effective? How do you cut through the noise to get prospects to notice you? Which expired best-practices are holding you and your budget hostage? How do you improve your relationship with hospital marketing? This suite of communication strategies provides you an opportunity to reclaim direction. Accordant focuses solely on health care foundations—which means our plans are proven, fit your realities and make absolute best use of your resources.

“I’m thrilled, my team is energized and we’re already receiving great feedback on our tier one priorities. Thank you for helping us take some amazing strides!”

– Susan Barcus, President and CEO, Kettering Medical Center Foundation
How it works

We apply Design Thinking methods that enable you to shoot-for-the-moon. From there we work backwards to put a strategy in place that agrees with your vision, priorities, timing and budget. Finally, we provide a detailed plan and initial guidance through the plan to ensure your resources are being properly utilized.

PACKAGE I: FIRST-LOOK
A First Look assessment is an affordable and prescriptive first step for organizations that are wishing to prioritize their communication needs and how best to navigate next steps. A first look is your single best option if you’re looking for immediate, objective and expert advise on wide-ranging issues. A first look is not intended to be a communication strategy or serve as your communication plan.

- Review existing materials and objectives
- Develop moon-shot goals and strategies
- Provide recommendations on goals, messaging, measures, budgets and opportunities

$5,500

PACKAGE II: DONOR BLUEPRINT
Our Donor Blueprint strategy provides a sharp look at major gift donors, prospects and key influencer’s. Utilizing our Heart & Strategy Model™ we create a communication plan that aligns system and foundation funding priorities with donor affinities and data. This package is ideal for organizations that want to regain donor loyalty, make sense out of their prospecting efforts and focus on effective stewardship.

- Develop strategies for prospects and donors
- Review and prescribe solutions for: messaging, creative, digital, print, communication team roles and donor engagement tactics
- Deliver a concise plan that outlines priorities and steps towards advancement

$9,500

PACKAGE III: TOTAL CLARITY
This package is ideal for foundations who seek a comprehensive assessment and strategy for communications. Often energy is misplaced on areas of low impact, or there is confusion on how to develop a strategy that considers proper use of next-curve technology and digital marketing. Through this 60 day assessment and strategic planning model, foundations can transform how they plan, budget and execute communications. The end goal is to provide not just a new plan, but a new attitude on the emerging importance of communication. How to work more effectively with the resources they currently have and to position themselves as expert communicators.

- Review existing materials, objectives, channels, tools, touch points and creative team talents
- Develop moon-shot goals and strategies
- Build audience profiles and persona’s
- Align strategies with system priorities and marketing departments
- Determine baselines and gaps
- Direct brand synergy and case for support
- Prioritize audiences and develop mini-strategies for: Prospects, Donors, Care Providers, Key Influencer's and the Community
- Establish segmentation strategies
- Apply budgetary parameters
- Apply benchmarks and metrics
- Design a detailed work-plan and timeline for communication efforts
- Provide 3 month ongoing guidance and adjustment to strategies and execution

$17,500

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