



Integrating Philanthropy Communications

CERTIFICATE SESSION



Instructor:

Michael J. Beall

[ABOUT MIKE](#)

November 4, 2021

11:00 a.m. – 2:30 p.m. ET

Cost: \$525/person

Too often, philanthropy communications are unintentionally done by the seat-of-your-pants. That's often the life of deadlines, but what if you could change that? What if you had appropriate deadlines, a clear understanding of how to budget time and resources, manageable priorities and the creative freedom to pursue memorable, valued work? By learning to integrate communications at a strategic level into higher-valued philanthropy initiatives, such as donor stewardship and grateful patient engagement, an exciting new world opens up—a world of powerful storytelling and an experience that donors will love.

Areas covered in this session:

Strategy

It is estimated only 15 percent of foundations have what they consider to be a communications strategy. For an industry often strapped with heavy workloads, less-than-ideal budgeting power, a lack of communication-specific talent and the need for nearly constant engagement, strategy can hold the key to effectiveness. This hands-on workshop will help attendees build out the framework for their communication strategies through a target-driven model. Attendees will walk away with real strategies for specific communications with major gift donors, physicians and nurses. You will also learn how to best utilize outsourced talent and to best partner with hospital marketing.

Grateful Patient Storytelling

Most health care organizations have great stories. These stories tend to be driven by marketing departments with the primary objective (rightfully so) to promote trust in the product of their health services. Mission storytelling or philanthropy storytelling must follow a different—yet aligned—path. This session will help philanthropy communications leaders create amazing mission stories using traditional storytelling arcs, oral storytelling, gratitude video making and the power of suspense.

Donor Stewardship

A recent study concluded that nearly half of all donors leave their non-profit each year because of "poor communications." In simple terms, donors' experiences through communications are a huge part of their value proposition and what they expect in exchange for their gifts. Donors expect the unexpected. Donors expect personalization and they expect that every time the foundation reaches out, it's not always for an ask. This session will teach practical, inexpensive methods for attracting, engaging and retaining your best and most loyal donors.

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