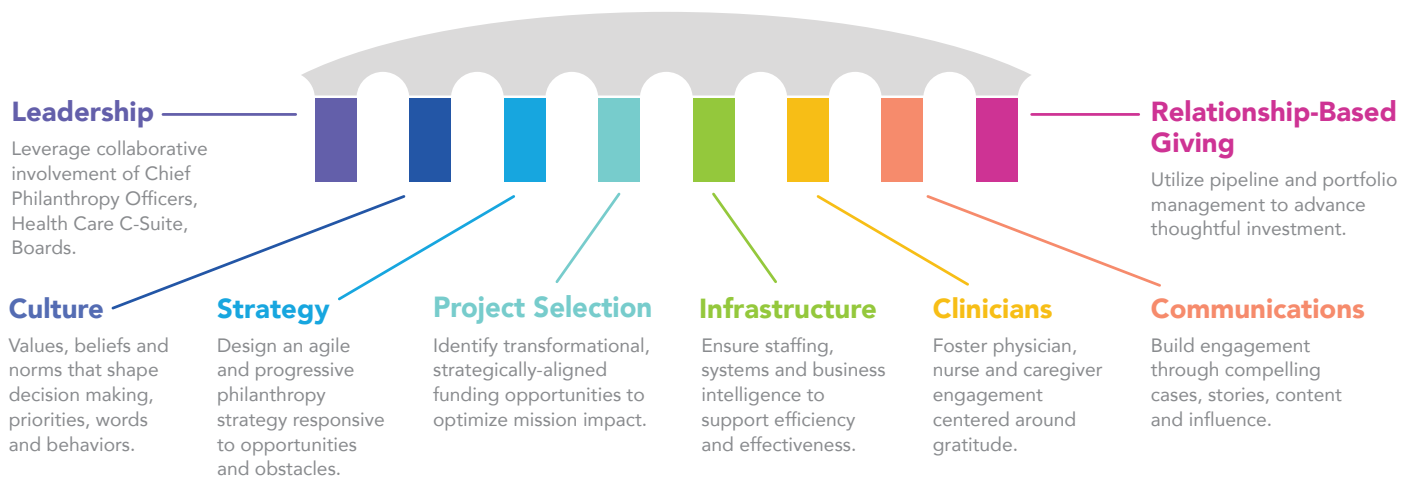


Transformative Philanthropy™

Create authentic, values-driven, impact-focused relationships with donors.



Accordant believes advancing health care transforms both individuals and entire communities. That's why elevating health care is our sole focus, our passion and our mission. Accordant's singular focus on health care, rather than serving multiple nonprofit sectors, ensures you have access to experts who understand the complexities, pressure points and possibilities inherent in an ever-evolving health care industry. Accordant has had the privilege to serve more than 100 health care organizations representing more than 400 hospitals as well as hospices, CCRCs and more.

Accordant's thought leadership in driving a next-revenue-curve approach to advancing health care philanthropy has been recognized by national industry associations. Accordant leaders serve as faculty for the largest industry associations, including American Hospital Association, American College of Healthcare Executives and Association for Healthcare Philanthropy. Our team wrote the leading book on philanthropy for health care executives and the first in-depth guide on philanthropy

We believe exceptional health care philanthropy organizations excel across a consistent set of fundamentals.

for health care trustees. Our progressive work has also been featured in industry publications including *Healthcare Executive*, *Modern Healthcare*, *Forbes*, *H&HN*, *FierceHealthFinance*, *BoardRoom Press*, *Trustee*, *Chief Executive Officer*, *Becker's Hospital Review*, *Chronicle of Philanthropy*, *Healthcare Philanthropy Journal*, *Health Facilities Management* and more.

Accordant's team consists of highly experienced health care professionals—with consultants averaging more than 25 years of direct, frontline experience in leading nonprofit health care organizations. Our experts hold the Fellow of the Association for Healthcare Philanthropy (FAHP), Certified Fundraising Executive (CFRE), Fellow of the Institute of Fundraising (FIInstF) or other professional certifications. That means experienced, senior leaders work with you on all phases of an engagement to create a platform for agile innovation and collaboration and to guarantee individual, custom-tailored service from experienced industry leaders.

At Accordant, we believe exceptional health care philanthropy organizations excel across a consistent set of fundamentals. Accordant has captured these key focus areas within a guiding framework we call Transformative Philanthropy.™ All of our consulting services, training and publications are centered around advancing these vital elements of work.

Transformative Philanthropy™:

- Strengthens alignment with the health care organization
- Improves strategic project selection
- Builds on the affinity, preferences and purpose of all partners
- Leverages the influence of physicians and clinicians
- Fosters customized and meaningful board engagement
- Deploys modern and responsive communications
- Streamlines the campaign organization
- Integrates development efforts to reduce workload
- Elevates portfolio management processes
- Builds infrastructure and approaches to provide ongoing benefit

Leadership

Engaged and effective leadership is essential to success. Accordant provides training and resources to leverage the involvement of the health care C-Suite, foundation board and governing board. We also support the inspired leadership of chief philanthropy officers and other key philanthropy executives.

- Executive Leadership Education
- Board Evaluation and Education
- Board Design & Development
- Philanthropy Executive Search
- Philanthropy Executive Coaching

Culture

Values-based organizational culture can be a significant lever to driving high performance. Grounded in gratitude, purpose and trust, a values-based culture supports ambitions to improve patient experience and clinical quality while creating a more engaged and resilient workforce. Through building intentional partnerships rooted in core values, Accordant helps to create the culture desired by organizations for optimal performance.

- Culture Benchmarking, Design and Facilitation
- Leader, Clinician and Colleague Engagement
- Clinical Leaders Values-Based Coaching
- Team Building and Training
- Internal Communications

Strategy

Great organizations anticipate the implications of a changing environment and design agile plans to capture opportunities and to overcome obstacles. Accordant not only builds strategic philanthropy plans but also crafts strategy for related areas that drive impact and optimize the effectiveness of development work.

- Strategic Philanthropy Planning
- Community Impact Initiatives
- Advancing Innovation
- Systemization of Philanthropy
- Foundation Start-Ups

Project Selection

Donor investors seek to invest in initiatives that are strategic, high-impact and meaningful. Yet, many organizations identify project selection as a common failure point. Accordant advances a robust and collaborative process to identify, pressure-test and prioritize funding opportunities to maximize mission and donor impact.

- Strategically Aligned Project Selection™ (SAPS)
- SAPS for Community Impact
- SAPS for Innovation

Infrastructure

Performance relies upon infrastructure—including staffing, systems, business intelligence, accountability tracking and more—to support efficiency and effectiveness. Accordant provides a range of services to evaluate, right-size and build the infrastructure needed to power performance.

- Program Assessments
- Staffing Assessments
- Metrics / Benchmarking Programs

Clinicians

Partnerships with physicians, nurses and other caregivers enable organizations to more purposefully embrace and respond to the intentions and desires of grateful patients and families. Accordant is honored to foster clinician engagement and to enrich organizational culture around the concept of gratitude.

- Physician Education & Engagement
- Nurse Education & Engagement
- Nurse Executive Coaching
- Culture Development

Communications

Communications illuminate vision, enable connection and motivate action—so it's critical to shape strategic and resonant communications. Accordant not only elevates engagement through compelling cases, stories, content and collateral, but also addresses strategy and structure that will enable you to better share your story.

- Case for Support
- Communications Strategy
- Mission Storytelling
- Donor Communications
- Brand Synergy
- Donor Relations & Stewardship

Relationship-Based Giving

Values-based relationships are at the heart of giving. Accordant collaborates with philanthropy leaders to build relationship-based giving programs that are not only more effective but also respectful, integrity-based and permission-based. Rely on us to help you build the plans, processes and approach to enable vibrant giving.

- Grateful Patient Engagement
- Corporate Giving & Partnership
- Campaign Planning & Management
- Campaign Repositioning
- Pipeline & Portfolio Management
- Major Gifts Training & Coaching
- Planned & Blended Giving

Want to know more? www.AccordantHealth.com