EXPRESSING GRATITUDE FOR CAREGIVERS
A COVID-19 Response Tool for Philanthropy Team Members

BEGIN WITH CAUTION
Though your intent is sincere, caregivers may be stretched and overwhelmed.
Begin by asking permission to connect before jumping in.

MESSAGING STRATEGIES

EXTERNAL | Community Impact

ADD ONLINE GIVING
If not in place already, create a simple way to GIVE ONLINE.
Include a place to ENTER A PERSONAL MESSAGE of gratitude to be shared with caregivers.
SHARE THE STORIES in a daily or weekly e-blast.

UTILIZE SOCIAL MEDIA MESSAGING
Use your philanthropy team’s design resources to CREATE A DIGITAL POSTER expressing gratitude for healthcare workers.
SHARE the digital gratitude poster through social media.
ENCOURAGE NETWORKS TO PRINT THE POSTER for caregivers to see as they commute.
(Place in a street-facing window, or assemble a yard sign.)

INTERNAL | Organizational Impact

SHARE STORIES OF GRATITUDE
INVITE stories of gratitude during stewardship calls.
SHARE stories of gratitude from donors, patients, and family members from conversations.
COMPILE stories of gratitude from all team members through one designated team member to ORGANIZE INTO A SINGLE PAGE. (daily or weekly)
EMAIL PAGE to a unit manager to post in caregiver break rooms or on unit desks.

GIVE A TOKEN OF THANKS
(Coordinate with Human Resources to handle this properly.)
Use a foundation fund to PURCHASE GAS CARDS for caregivers.
DISTRIBUTE TO CAREGIVERS through a manager.
INCLUDE HAND-WRITTEN NOTES from philanthropy team members.

AFFIRM OVERARCHING GRATITUDE
REACH OUT to clinicians who work in areas not immediately impacted by crisis response.
Based on your values and mission, AFFIRM PARTNERSHIP and EXPRESS GRATITUDE for their work—not only for extraordinary service at the moment, but for the care given every day that makes a difference in someone’s world.

KEEP MESSAGE BRIEF
BE CONCISE.
AVOID DRAMA, financial woes, or other aspects of the crisis that are not pertinent.
REMAIN POSITIVE and make gratitude your primary focus.
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CRAFT YOUR MESSAGE

Check Vital Signs
“How are you holding up?”

Express Gratitude
“One of your patients shared the nicest story...”

Provide Tangible Help
“To support your team, we may be able to provide these resources...”

Reinforce Commitment to Partnership
“We’re here for you now; we’re here for the future.”

Bridge to Next Contact
“We’ll check in again in a couple weeks.”

Emotional Wellness
- Personal gratitude
- Stories from others

Access to gas card, meal, relief fund, etc.

ESTABLISH VIRTUAL CONNECTION
- Email
- Text message
- Phone call
- Video chat

Clinician engagement is a key element of successful Referral-Based Medical Philanthropy. Our team helps develop tailored strategies for driving successful and sustainable referral partnerships.

Contact us to learn more.
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