

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.

EXPRESSING GRATITUDE FOR CAREGIVERS



A COVID-19 Response Tool for Philanthropy Team Members

ESTABLISH VIRTUAL CONNECTION



Email



Text message



Phone call



Video chat

CRAFT YOUR MESSAGE



Check Vital Signs

"How are you holding up?"

Emotional Wellness



Express Gratitude

"One of your patients
shared the nicest story..."



- Personal gratitude
- Stories from others

Provide Tangible Help

"To support your team, we may be
able to provide these resources..."



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

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."


ADVANCEMENT RESOURCES™
drive meaningful philanthropy™

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.

advancementresources.org

info@advancementresources.org

+1 319 398 3376