

Engaging Clinicians in Fundraising Partnerships

This virtual two-session professional education experience prepares fundraising staff to optimize engagement of clinicians as fundraising partners. Emphasis is on concepts, processes, and skills for building strong professional working relationships that lead to increased giving.

Syllabus

Session #1 (3.5 hours)

Pre-work

To prepare for the sessions, participants identify clinicians whom they want to engage and to whom they will apply learning.

A Different Perspective

Participants discover how clinicians think; life experiences that drive behavior; the psyche of clinicians as it relates to philanthropy; and the fears, concerns, and predictable questions clinicians have about engaging in fundraising.

Working Together

Participants explore the dynamics of clinician-fundraiser professional relationships, identify approaches to connecting effectively with clinicians, examine concepts for avoiding self-sabotage, and create strategies for building highly productive, trust-based working relationships.

Key Concepts Clinicians Must Internalize

Participants gain an understanding of the key concepts clinicians must internalize about the patient/family member experience and the appropriate roles of clinicians in fundraising.

Session #2 (3.5 hours)

Building Clinician Engagement

Participants examine three key factors for prioritizing a portfolio of clinician partners, explore process and tools for building clinician engagement as fundraising partners, and apply learning to create strategies for effective meetings with clinicians.

Identifying and Crafting Compelling Philanthropic Opportunities

Participants examine approaches for working with clinicians to identify funding priorities that are appropriate for philanthropic support and for articulating those priorities in a way that inspires donors.

Maintaining Meaningful Partnerships

Participants explore concepts for creating gratifying clinician experiences that inspire continued and deeper engagement.

Learning Objectives

- Recognize clinician perspectives of fundraising.
- Understand appropriate and ethical roles for clinicians in fundraising.
- Prioritize a portfolio of clinician partners for maximum effectiveness and efficiency.
- Develop and implement a strategy to engage clinicians and build their commitment to partnering with development.
- Understand approaches for working with clinicians to identify funding priorities and coaching clinicians to articulate those priorities in a way compelling to donors.
- Use a variety of methods to build and maintain strong professional relationships with clinicians.