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Generosity

PARTNER WITH KEY PHYSICIAN ALLIES

Tip #3 for the intentional gift officer: partner and develop strong relationships with a focused group of key Physician Allies.

Focus on a few aligned Physician Allies—not many.

An early lesson I learned in hospital philanthropy is that the wealthy gravitate to a handful of top physicians when they or their family need care. Review the data on which attending physicians have the wealthiest patients and are either leading or advocating for programs the hospital has approved as fundraising priorities. Focusing on a few gives you time to build alignment with your top Physician Allies so they will trust and work with you more. Remember: the patient is grateful to the physician—not the institution.

Spend focused time with your key Physician Allies.

Review how you will partner together to raise funds for the priorities that matter to them and the hospital. Keep a running agenda with prospect names and prospective gifts in the pipeline, and agree on next steps and assignments. Keep the meetings focused and end early.



Check in with Physician Allies before reaching out to a patient prospect.

Only reach out to a patient prospect after checking in with Physician Allies to be sure the timing is right. Say, “Please don’t share anything about diagnosis, but is this a good time for me to reach out to Mary? If not, when should I check in with you again?” Keeping this promise to Physician Allies will engender deep trust, and they’ll work more closely with you.



Bring prospects to the physician

Ask benefactors and prospects to visit with Physician Allies to hear about the impact of past gifts or the potential impact of new gifts. Our research shows you get a yes to a visit three times more often when the visit is with the physician.

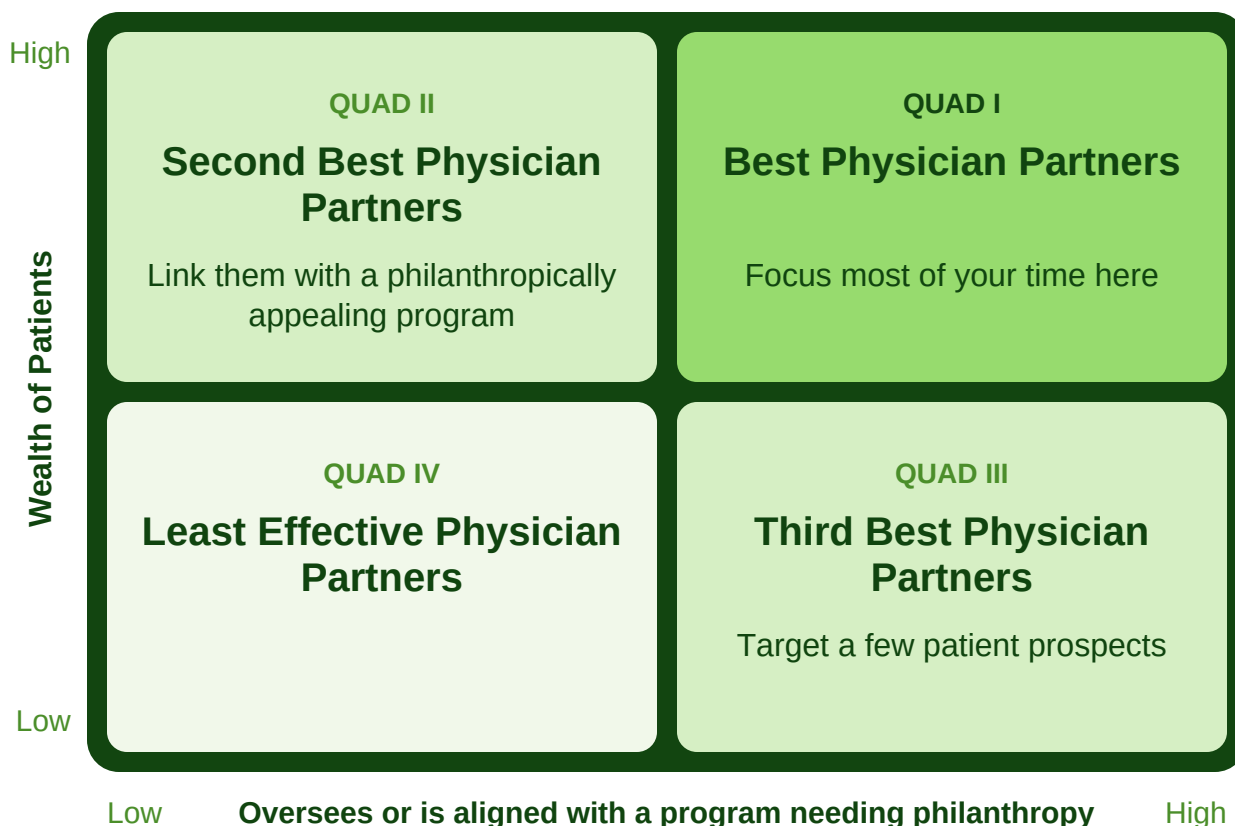
Don’t be afraid to ask Physician Allies to role-play.

Rehearse what they will say during the visit. They are the experts in medicine, but you are the expert in philanthropy. Avoid slides and other “academic” media; instead, have the physician tell the story of the impact a gift has had or will have.



Physician Ally Evaluation Grid

Focus on deeper relationships with fewer doctors. Place each physician by the wealth of their patients and by how closely they oversee or align with a program needing philanthropy, then spend most of your time in Quad I.



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Advisers in Philanthropy