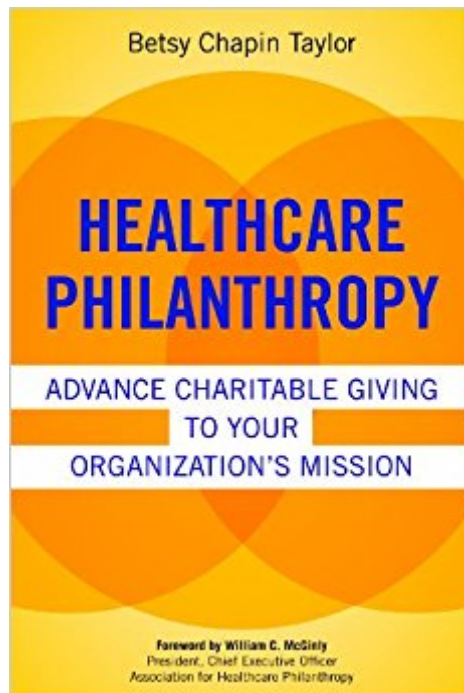


The book was found

Healthcare Philanthropy: Advance Charitable Giving To Your Organization's Mission (ACHE Management Series)



Synopsis

Accessing capital through the traditional sources of revenue, debt, and the sale of assets is challenging in the current economic climate. Philanthropy has emerged as a vital revenue source. Betsy Chapin Taylor shares the strategies she has cultivated throughout her successful career in healthcare philanthropy. She emphasizes the role of executives in philanthropy efforts and provides tips for involving physicians. A chapter on the ask will ease the anxiety involved in soliciting donations and overcoming objections. Topics covered include leveraging the healthcare CEO in philanthropy; engaging board members and physician leaders in fund development; empowering the Chief Development Officer; nurturing a culture of philanthropy; aligning charitable priorities with the organization's strategic plan; supporting giving through excellent service; making a compelling case for support through storytelling; identifying the most promising potential donors; inviting donors to become partners; and developing metrics for evaluating fund development efforts. Copublished with the Association for Healthcare Philanthropy.

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Customer Reviews

I was lucky enough to co-author an article with Betsy Chapin Taylor a few years ago and learned so much from her! During every meeting we had I was furiously scribbling notes full of her advice - even when they didn't pertain to our article. As soon as I learned this book was published I knew I had to get it and I was right! She has a way of making the "dirty word" of asking for money

something that everyone will enjoy. I'm pretty sure that her donors probably send HER thank you notes after working with her. This book gives specific tips on how to make fundraising easier and more productive for everyone. It has given me ideas that I never thought of, such as how to involve physicians and the importance of storytelling. I highly recommend this book for those who are new to fundraising or who are looking for new ideas to improve their fundraising. Even though it is written specifically for healthcare, other non-profit fundraisers would benefit from her advice, too.

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