



Spotlight on Hospitals and Foundations

Alan Cooke, Segment Manager, Convio

Andrew Olsen, Annual Giving Officer, Gillette Children's Specialty Healthcare

Vivek Venugopal, Philanthropy Associate, Northwestern Memorial Foundation

March 26, 2009



Key Messages

- Traditional fundraising model seeing flat to declining results. Recession heightened imperative to change.
- Internet now mainstream, online fundraising is growing strongly and quite significant to some.
- Online strategies should be part of a multi-channel strategy:
 - ▶ Multi-channel donors give more frequently, and give more.
- The online channel is increasingly important in cultivating the major donors of the future.

Agenda

- Hospitals and Foundations and Online Marketing
- Online success strategies – Gillette Children’s Specialty Healthcare
 - ▶ Before and after Convio Go!
 - ▶ Building the house file, integrated online and offline
 - ▶ Best Practices - Words of Wisdom
- Online success strategies – Northwestern Memorial Foundation
 - ▶ Evangelizing ePhilanthropy, Why it’s needed?
 - ▶ What to expect
 - ▶ Before and after Convio
 - ▶ Best practice – Challenges and Words of Wisdom
- Quick Start with Convio



Gillette Children's
Specialty Healthcare



Children's
Miracle  Network[®]
the alliance of premier hospitals for children

About Gillette

- Gillette Children's Specialty Healthcare provides specialized health care for people who have short-term and long-term disabilities that began during childhood. We help children, adults and their families improve their health, achieve greater well-being and enjoyment in life.
- Major diagnoses treated at Gillette:
 - Cerebral palsy
 - Orthopaedic conditions
 - Spina bifida
 - Traumatic brain injury
 - Cleft lip/palate
 - Epilepsy



Gillette Children's
Specialty Healthcare

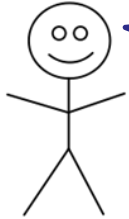
A CHILDREN'S MIRACLE
NETWORK AFFILIATE

Pre-Convio Situation Analysis

- **Offline File Size: 70,000**
- **Online File Size: 1,080 (1%)**
- **Speed to Market: 30 – 90 Days**
- **Donor Communication: One-way Only**
- **Patient / Site Visitor Comm Strategy: Not fully developed**
- **Online Strategy: Owned by Hospital Marketing/PR; Very little philanthropy**
- **Homepage Presence: None (Not Even a Donate Button)**



Stakeholder Concerns



Does this violate HIPAA?

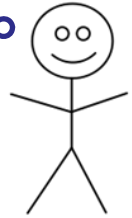
We need an online strategy!

We've never tried anything like this before. Are you sure it will work? Will it make any money?

The IT department doesn't have the staff or budget to support this kind of thing.



Will this integrate with our existing branding efforts? Will we get to approve everything before it goes out?



We aren't violating anyone's privacy, are we?



Gillette Children's
Specialty Healthcare

A CHILDREN'S MIRACLE NETWORK AFFILIATE

Solution: **Convio Go! Program**

•Low cost of entry

- Allows us to test and prove the “will it work” question with minimal financial exposure
- 90% Cost Recovery (on a three year contract) in 11 Months

•Complete suite of essential online tools

- E-mail, Surveys, Donation Pages, Web Pages
- E-mail engine designed for permission-based marketing
- Tools built to our brand guidelines

•Ongoing expert training for first year

- Taught us to fish
- Health care sector experience
- Convio Community

•Doesn't require highly technical staff

- Easy to use tools
- On-call expert support

•Cohort model



It's a Process

Gillette Children's
Specialty Healthcare

Contact | Site Map

HOME ABOUT US CLINICAL SERVICES **SUPPORT US** JOB OPPORTUNITIES RESOURCE CENTER COMING TO GILLETTE

Centers of Excellence

Center for Cerebral Palsy
Center for Craniofacial Services
Center for Gait and Motion Analysis
Center for Pediatric Neurosciences

Center for Pediatric Orthopaedics
Center for Pediatric Rehabilitation
Center for Pediatric Rheumatology
Center for Spina Bifida

Medical Articles

MOST READ NEWLY ADDED [View More Articles](#)

Identifying Patterns of Developmental Delays Can Help Diagnose Neurodevelopmental Disorders
by Raymond Tervo, M.D.

Early Signs of Impaired Motor Development in Infants and Toddlers
by Shani Norberg, M.D.

Slipped Capital Femoral Epiphysis
by Stephen Sundberg, M.D.

Juvenile Spondyloarthropathies: Inflammation in Disguise
by Evren Akin, M.D.

Family Focus: Take a Look Inside! Tyler Tours Our New Advanced Imaging Center.

Family Focus: For Some Families, Gillette Clinics Are Just Around the Corner!

Connections: Put Me In, Coach!

Health Care Leader
Gillette Lifetime Receives 2008 Odyssey Award

Stories in the News
Boy Injured in Snowboarding Accident Recovering
Armondo comes to Gillette from Nicaragua
Medical Ingenuity Keeps Teen Moving
Burnsville Family Makes Generous Donation
Nick Nelson Appears on NBC's Today Show
KARE Extra: Nick's New Legs
Tanzanian Girl Gets New Walk of Life in Minnesota

News Releases
Karen Brill Named Patient Services, VP
NACH Names Perryman Treasurer for Board of Trustees

Get Involved
Opportunities
Connections - Winter Issue!
Get a Gillette Credit Card Shop and Help Kids! Donate Today!
Volunteer Discover Gillette

Sign up for our newsletter!
Email Address Submit

- Making progress, but not yet optimal

- “Forcing” departments closer together

- Engaging Convio in additional ways to support enterprise-wide improvements

Building Relationships



Dear Kevin,

Join IHOP to celebrate National Pancake Day tomorrow, Tuesday, February 24, 2009.

From 7 a.m. to 10 p.m., participating IHOP locations will give you one FREE short stack of their famous buttermilk pancakes. **All they ask is that you consider making a donation to support Gillette through Children's Miracle Network.**

You can help us make this event even greater by telling all your friends and family about this opportunity too!

Participating IHOP locations are: Apple Valley, Bloomington, Brooklyn Center, Burnsville, Coon Rapids, Maplewood, Oakdale and Waite Park.

Remember, any donation you make while at IHOP will come directly to Gillette to help provide care for children who have

Tell A Friend



February 24 is IHOP National Pancake Day. Join us for a FREE short stack at participating IHOP locations.



Don't forget that you can also sign up for a Gillette credit!

There's no annual fee, a low introductory rate, and no additional cost to you.

Each time you make a purchase with this card, you'll help provide life-changing care for a child in need.

[Sign up today and start changing lives immediately!](#)

Thank you,
Margaret E. Perryman



Dairy Queen Miracle Treat Day is fast approaching!

On **Thursday, August 7**, participating Dairy Queen locations in Minnesota and western Wisconsin will donate **100% of the proceeds** from the sale of Blizzard treats to Gillette. In 2007, this helped us raise over \$1 million to help patients at

this year?

Participating Dairy Queen locations are open for yourself and your family for great time and enjoy a treat. You also be helping kids with

Friends, family and co-workers. Buy Blizzards at Dairy

Proceeds from the sale of the Blizzard will go to benefit the Children's Miracle

Participating Dairy Queen locations. www.miraclekids.com

What you do to help the kids is up to you.



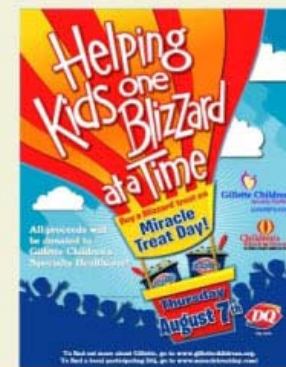
Tell A Friend



Apply online

Applying online is quick and easy and you'll be on your way to helping kids in need. [Apply today](#)

Tell A Friend



Buying for a large group?

You can pre-order large orders by calling your local Dairy Queen location.



File Growth

momtalk.com
The Place for Moms To Talk, Learn & Share

Home Talk Things To Do MomShare JustForMe Children Family Health Pregnancy

Event Calendar
March 2009

Bright & Easy Spring Crafts
by Deb McLeod
Spring is a time for renewal and...

Member Login
Email
Password
Log In

24th Annual Friends of Gillette Gala Event
Specialty Healthcare

Dear Andrew,

As a member of our online community, we have a special invitation just for you. Right now, you can enter to win two FREE tickets to our 24th annual Friends of Gillette benefit event. [Click here to enter in our drawing.](#)

Entry into the drawing is free. Once you've entered, you can improve your chances of winning by helping us promote this event and taking action to help children with disabilities.

The winner of our online give-away will receive two FREE tickets to the 24th Annual Friends of Gillette event on December 7, 2008, including a wickedly delicious Hors d'oeuvres reception catered by The Capital Grille, and silent auction at LaSalle Plaza. Immediately following, guests will enjoy a performance of one of the hottest Broadway shows in town, **Wicked, the untold story of the witches of Oz**, at the Orpheum Theater.

100% of the proceeds from this evening's activities will go to provide care for children at Gillette.

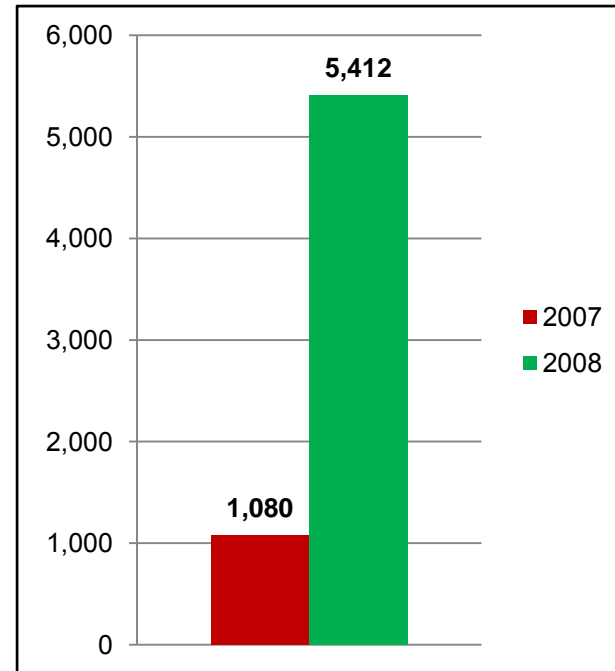
[Enter in our free drawing.](#)

As always, thank you so much for your ongoing support and generosity.

Sincerely,

WIN 2 TICKETS
Enter our FREE drawing!
Win tickets to our GALA to see Wicked at the Orpheum Theatre Sunday, December 7, 2008
Featuring a performance of the Broadway musical Wicked
Enter to Win!
Tell A Friend

400% Growth in Six Months



Advocacy Campaigns



Dear Andrew,

Minnesotans need your help today!

The Governor's proposed cuts to state budgets would **seriously damage** our already strained and fragile health care system, **diminishing access to care** and **jeopardizing the quality of care** that millions of Minnesotans receive. Our state should **not move backward** and dramatically increase the number of uninsured Minnesotans.



Click the image above to visit our Legislative Action Center.

In the coming days, the Minnesota House of Representatives and Senate will be holding hearings across our state to hear from Minnesotans on Governor Pawlenty's budget recommendations. **Please attending one of these meetings and urge to a more fair and equitable solution to our budget crisis.**

A listing of the meetings can be found [Legislative Action Center](#).

It's important that we get a count of the people are planning to attend a meeting [here](#) if you're planning to attend.

Please, help us protect health care for Minnesotans!

Thank you,

Margaret Purzman

IN THIS SECTION

[Annual Report](#)

[Contact Foundation](#)

[Children's Miracle Network](#)

[Donor Bill of Rights](#)

[Events](#)

[Funds](#)

[Planned Giving](#)

[Volunteering](#)

[Donate Now!](#)

[Matching Gifts](#)

[Login](#)

Legislative Action Center

The Governor's proposed cuts to state budgets would seriously damage our already strained and fragile health care system, diminishing access to care and jeopardizing the quality of care that millions of Minnesotans receive. Our state should not move backward and dramatically increase the number of uninsured Minnesotans.

In the coming days, the Minnesota House of Representatives and Senate will be holding hearings across our state to hear from Minnesotans on Governor Pawlenty's budget recommendations. **Please consider attending one of these meetings and making your voice heard on this critical subject.**

The schedule of meetings follows.

Bloomington
Tuesday, February 24th - 7:00 p.m.
Bloomington City Hall
1800 W Old Shakopee Rd
[Sign up to speak at this location](#)

Burnsville
Wednesday, February 25th - 7:30 p.m.
Fairview Ridge Hospital
201 E Nicollet Blvd
[Sign up to speak at this location](#)

Coon Rapids
Thursday, February 26th - 7:00 p.m.
Coon Rapids City Hall
11155 Robinson Drive
[Sign up to speak at this location](#)

Forest Lake
Thursday, February 26 - 6:30 p.m.
Forest Lake City Hall
220 N. Lake St
[Sign up to speak at this location](#)

Minneapolis
Tuesday, February 24th - 6:00 p.m.
Minnesota Park Board
2117 West River Road
[Sign up to speak at this location](#)

Plymouth
Thursday, February 26th - 7:00 p.m.

If you're planning to attend or speak at one of the hearings in the coming week, please [click here](#) to let us know.

You can also download sample [talking points](#), [scripts](#) and [health care myths and realities](#).

Even if you can't attend a hearing next week, you can still make sure that your voice is heard. Contact your [State Senator](#) or [House Member](#) and ask them to protect health care for all Minnesotans.




Tell the Governor not to take health care away from Minnesotans!

[Tell A Friend](#)

Please help us get this critical message out by sharing this page with your friends and family.


- Eight hour turn time
- Using only existing tools
 - Key Message to State Legislature
 - Key Message to Governor
 - Viral list growth
 - More engaged constituents

Integrating Mail & Online



Restore Hope for Children in Urgent Need

Your donation will help provide leading-edge treatments for 20,000 children every year who have severe brain injuries, cerebral palsy, spina bifida and other serious disabilities.



*Enter A Gift Amount: \$1,000.00 \$500.00 \$250.00

...man survived. But the damage was so severe that he would never be able to run, play or...

...n from the time he woke up in the hospital. Every minute was filled with physical, occupational and speech therapies—made possible by the...

Nathan was breathing on his own. After playing with his favorite toy trucks. Now he is on his way toward attending preschool in the fall.

...has been holding Nathan's hand. We have been in such a short amount of time...his eyes are open."

...mpel me to ask for your generous gift. The gift you send today will help make sure that we can continue to send our help can get the care they need.

(over, please)

...at Paul, Minnesota 55101-9023 • 651-229-1726 • hero.gillettechildrens.org

...SEE FORM IN THE ENVELOPE PROVIDED. WE'LL DELIVER YOUR CARD TO A CHILD AT GILLETTE CHILDREN'S SPECIALTY HEALTHCARE.

...of a child like Nathan.


Please make your check payable to:

This certifies that _____ is a:

- HERO
- CHAMP
- STAR
- WINNER

At Gillette Children's Specialty Healthcare

Doctor's Name _____




280 University Avenue East
Saint Paul, Minnesota 55101-9023

Jackie was looking forward to a fun day with her children.
She didn't know her world was about to topple in an instant.

Please sign and return the enclosed encouragement card by April 17.

die-cut window = 4.5" x 1.125"
from left = .875
from bottom = .5



NON-PROFIT ORG.
U.S. POSTAGE
PAID
GILLETTE CHILDREN'S SPECIALTY HEALTHCARE

Integrated Monthly Giving



Change a Child's Life Every Month . . .

For less than \$0.50 a day, you can bring hope and life-changing medical care to thousands of children who have disabilities.

Guardian Angels are dedicated and compassionate friends who agree to give as little as \$12 a month to provide ongoing support for kids whose families can't afford care.

Each quarter, we'll send you a special report detailing how your monthly gifts are changing lives.

Please become a Guardian Angel TODAY!

www.gillettechildrens.org/guardianangels



Gillette Children's
Specialty Healthcare

Become a Guardian Angel »

For less than \$0.50 a day, you can bring hope and life-changing medical care to a child in need.

Guardian Angels are dedicated and compassionate friends who agree to give as little as \$12 a month to provide ongoing support for kids whose families can't afford care.



1 Monthly Giving Information — 2 Review Gift



You can bring hope and life-changing medical care to a child in need today by becoming a Guardian Angel.

As a Guardian Angel, you'll become part of the most loyal group of Gillette supporters. Guardian Angels give to Gillette monthly, ensuring that no child is ever turned away because of a family's inability to pay.

Your ongoing support will bring specialized medical care to children who otherwise might not have access to the world-class care available at Gillette.

Monthly Giving Program

*Select a Monthly Gift Amount:

- \$12.00
- \$20.00
- \$50.00
- \$100.00
- Enter an Amount

Help Gillette Children's Provide:

- » Life-Saving Care
- » Family Support

\$50 Monthly »



Gillette Children's
Specialty Healthcare

A CHILDREN'S MIRACLE NETWORK AFFILIATE

FY08 Year End Campaign

Gillette Children's Specialty Healthcare
A CHILDREN'S MIRACLE NETWORK AFFILIATE

Matching Challenge: Gift Can Be Doubled!

November 26, 2008

Holiday Matching Gift Challenge

Dear Andrew,

This holiday season, thousands of children across the United States will be diagnosed with a disability. They'll bravely face some of the most frightening and lonely medical conditions known . . . unsure of what tomorrow will hold, or where they might find help.

In this time of great need, many of these children turn to Gillette Children's Specialty Healthcare - where they find hope.

You can bring hope and life-changing medical care to a child this holiday season by making a year-end gift to Gillette today.

And thanks to a generous anonymous donor, any gift you send between now and December 31 will be matched dollar-for-dollar up to \$100,000, doubling the impact of your support!

Please don't hesitate. Send the most generous gift you can today!

Sincerely,
Jon W. Galloway
Jon W. Galloway
Vice President of Development

P. S. Don't forget, any gift you send before December 31 will be doubled. Now's your chance to make a huge impact for kids who have disabilities. Give today. Thank you!

Donate Now

Now's Your Chance to Change a Child's Life Forever
[Donate now »](#)

POWERED BY **CONVIO**

[Unsubscribe](#) | [Forward to a Friend](#) | [Visit Our Web Site](#)
200 East University Avenue, St. Paul, Minnesota 55101 | tel: 651-291-2848
Gillette Children's Specialty Healthcare © 2005-2009 All rights reserved.

- Integrated campaign

- \$20,000 from web

- \$11,000 online

- \$9,000 offline

- Re-engaged several major donors

- Six-figure potential

- 40% lift in overall campaign revenue

Personal Fundraising

Personal Fundraising Pages

Has Gillette made a lasting difference in your child's life?

Sharing your story is the best way for Gillette to reach new friends and raise funds to provide care for the next child that comes through our doors.

In just a few minutes you can create and promote your very own personal Gillette fundraising page.

Honor or memorialize a loved one, or celebrate a milestone in your life by giving your friends and loved ones the chance to invest in Gillette's life-changing care.

Every contribution made through your Personal Fundraising Page will benefit children at Gillette through Children's Miracle Network.



- Empower patient families, volunteers, employees and donors to raise \$ on your behalf

- Similar to CaringBridge, but promotes your cause instead of theirs

- Builds a community of online advocates



Gillette Children's
Specialty Healthcare

A CHILDREN'S MIRACLE
NETWORK AFFILIATE

Personal Fundraising



Supporting Children & Teens with Disabilities

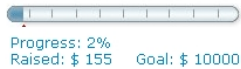
As many of you know, the children at Gillette Children's Specialty Healthcare hold a special place in my heart. Kids like Nick Nelson and Zawadi Rajabu. Thanks to other generous community members, these kids got a second chance at life. And with our support today, great things are possible for other children and teens with disabilities. We can give a child here in Minnesota -- or halfway across the world -- a second chance at life today.



That's why I'm excited to announce Compellent's first ever Charitable Matching Challenge to support Gillette! From **DATE** to **DATE**, I will match every contribution made by Compellent employees, vendors, friends and family members, up to **\$AMOUNT** to help kids at Gillette.

It's exciting to be the first company in the nation to utilize this fundraising tool in such an innovative way. Please join me in supporting Gillette and pioneering a new method of raising support that, with our help, will provide life-changing medical care for children like Nick and Zawadi for years to come.

John Signature



Gillette Foundation Team

Help Us Support Gillette

Thanks for visiting Gillette Foundation Team's fundraising page! We're excited to be participating in the Compellent for Kids Challenge Campaign benefiting Gillette Children's Specialty Healthcare, and hope that you'll take a moment to make a contribution to support our efforts.

Every dollar you give will be matched by our generous founders, up to \$AMOUNT. That means your gift will go twice as far to help kids who have disabilities!

Whether you're a Gillette Foundation team member, a strategic partner, customer, friend or family member, we encourage you to make a contribution today.

Thanks for your support!



compellent

Compellent employees, click here to give via payroll deduction.

Fundraising Goal: \$5,000.00

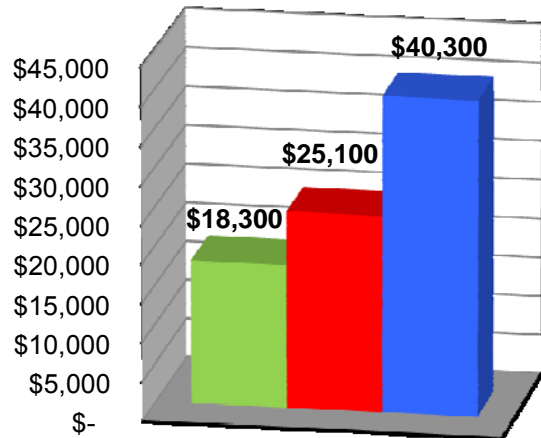
Total Number of Gifts: 4
Total Value of Gifts: \$617.00

Make a Donation



11 Months Later...

Online Revenue



- 2006 (Gillette)
- 2007 (Gillette)
- Q3/Q4 (Gillette & Convio)

- **61% increase in online-related revenue**
- Donors for whom we have an e-mail address:
 - Give **8.6% more gifts**
 - Give a **116.3% higher average gift**
- Early success allowed us to increase our Convio relationship in year two:
 - **Connector**
 - **Calendar**
 - **Strategy Engagement**



A Proven Prescription For Online Fundraising

March 26, 2009

By

Vivek Venugopal

Philanthropy Associate

M Northwestern Memorial[®]
Hospital

Agenda

- Background
- Startup – Setting Up Convio
- Status – Current Status
- Step Up – Offline/Online Integration
- Side Effects – Challenges

Northwestern Memorial Hospital Chicago, Illinois



Feinberg and Galter pavilions



Prentice Women's Hospital

- 873-bed Academic Medical Center
- Strong Tradition of Community Service
- Major Employer in City of Chicago
- One of Five Healthcare Institutions in the U.S. with an Aa+ Bond Rating
- 46,182 Inpatient Admissions
- 11,498 Deliveries -- Largest Birthing Center in Illinois
- 79,560 Emergency Department Visits
- 521,264 Outpatient Registrations
- 7,144 Employees
- 1,571 Physicians on the Medical Staff
- 99,000 Hours of Volunteer Service

Northwestern Memorial Foundation

Background

- Primary Philanthropic Arm of Northwestern Memorial Hospital
- Based in Chicago, IL
- 38 Employees
- Experienced Leadership

Agenda

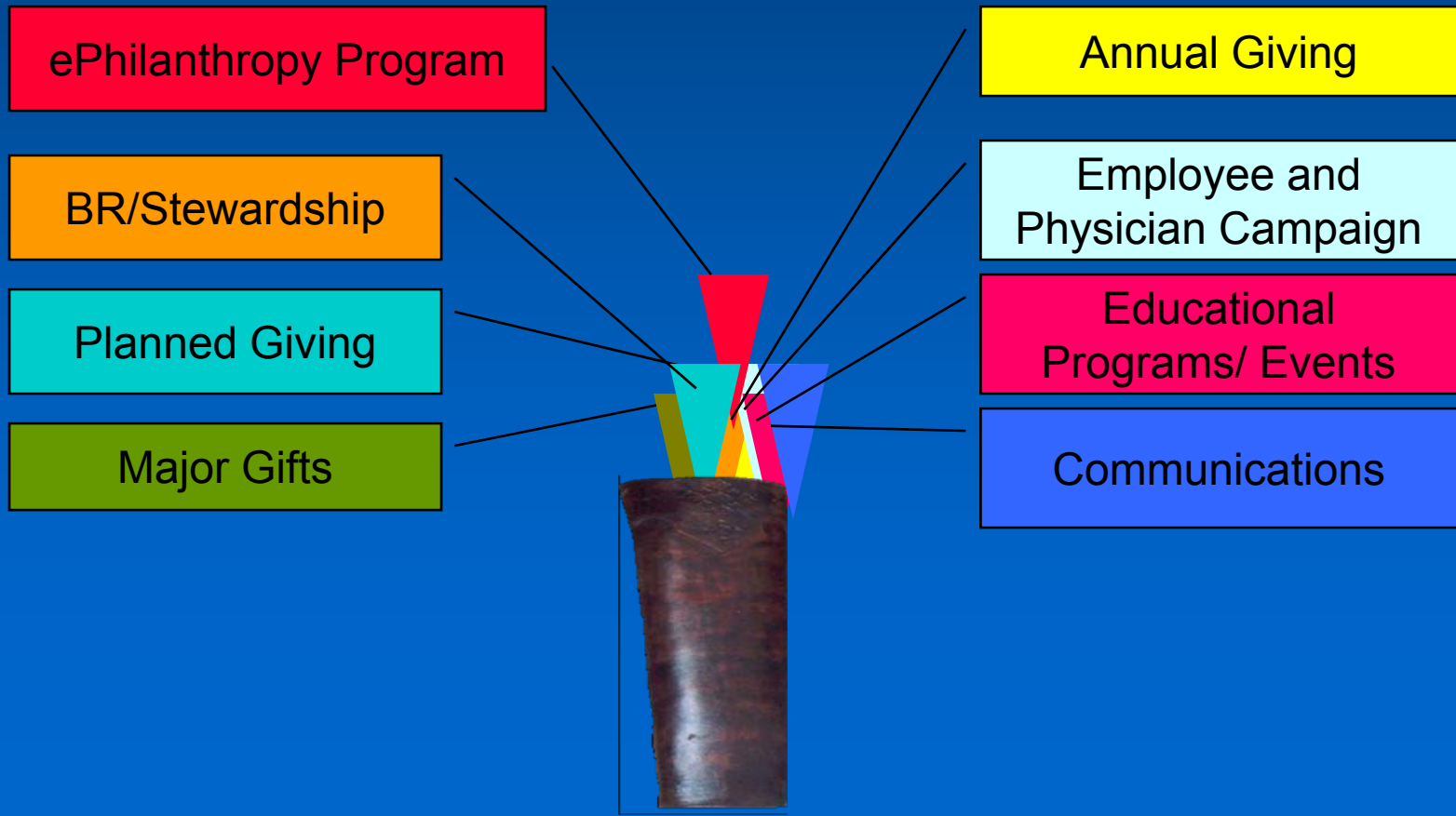
- Background
- Startup – Setting up Convio
- Status – Current Status
- Step-up – Offline/Online Integration
- Side-effects – Challenges

Startup

The Need for ePhilanthropy

- Why ePhilanthropy?

- Relationship Building; New Donors; New Demographics; Meeting Donor Expectation
- Adds an Arrow to the Quiver



Startup

The Need for ePhilanthropy

- Upgrade - ePhilanthropy on the NMF Website
 - Basic Organizational Information
 - Recognition Societies
 - Toll Free Number
 - Printable Form
- Donor Engagement
 - Indiana University Survey
 - 57% - No longer felt personally connected
 - 42% - Too frequent solicitations

The screenshot displays a web browser window with the address https://www.nmshw.com/nmf_mailing.php. The page is titled "Northwestern Memorial Foundation Secure Online Gift Form". The form includes a search bar, a "Home > Donate" breadcrumb, and a "Personal Information (*Required Fields)" section with input fields for Title, First Name, Middle Initial, Last Name, Suffix, Joint Gift (name of spouse/partner), and Address 1. The page also features a sidebar with navigation links such as "Enhancing Our Lives", "Ways to Give", "Recognition Societies", and "Affiliated Organizations".

Startup

The Process

- Formed the NMFOnline committee
- Selected Convio
 - Philosophy
 - ePhilanthropy is More Than Giving Donations Online
 - Technology
 - State of the Art Technology
 - Relationship with Database Consultant
 - Overall Experience
 - Proposal, Presentation, Product
- Convinced a Skeptic

Agenda

- Background
- Startup – Setting up Convio
- Status – Current Status
- Step Up – Offline/Online Integration
- Side Effects – Challenges

Status

Current State of Program

- Program Up and Running
- Connector
- Statistics
 - Total Number of Transactions: 1,133
 - Total Number of Credit Card Donations: 746
 - Total Amount Raised: \$296,507
- Most Importantly
 - ePhilanthropy Embraced as Part of NMF Culture
- Convio Tools
 - Donation Pages; Email Outreach; Surveys; Event Registration



Agenda

- Background
- Startup – Setting up Convio
- Status – Current Status
- Step-up – Offline/Online Integration
- Side-effects – Challenges

Step-up

Offline-Online Integration

- Donation Page
 - General
 - Customized
 - Tribute Pages
 - Appeal Pages
 - Renewal Pages
- Email outreach
 - Newsletters
 - Follow up to appeal letters
 - Acquisition
 - Renewal
- Survey
 - Feedback
 - Online Forms for Fundraising



Step-up Donation Forms

- General
 - Hospital website
 - Affiliated organizations
- Customized
 - Tribute
 - Appeal
 - Renewal

Northwestern Memorial Hospital
SPECIALTIES AND SERVICES PHYSICIAN FINDER PATIENT AND HOSPITAL GUIDE HEALTH INFORMATION

Enjoy your health

1 Gift & Payment Information 2 Review Gift

Gifts to the Lynn Sage Cancer Research Foundation

Gifts made through this form will be in support of the Lynn Sage Cancer Research Foundation for your support.

Gift Information

Available Designations	Gift Amount
Lynn Sage Cancer Research Foundation	<input type="text"/>

Tribute Information

Yes, this is an honor or memorial gift.

Honor Gift Type:

*Honoree Name:

Notification Information

If you would like us to notify someone of this gift please enter their info

Notification Recipient Name:

Notification Recipient Street 1:

Notification Recipient Street 2:

Notification Recipient City:

Notification Recipient State/Province:

Notification Recipient ZIP/Postal Code:

Notification Recipient Country:

Yes, Send an eCard Yes, I would like to send an eCard

Recipient email addresses:

1 Gift & Payment Information 2 Review Gift

John Earl Moore, In Memoriam

*John Earl Moore, husband and father of four, died at age 60 after a courageous battle with brain cancer. His family asks that remembrances be made in his name to the Northwestern Memorial Foundation in support of brain tumor research.

John was first diagnosed with a brain tumor in May of 1999. After responding to treatment a MRI taken in July 2005 showed that the tumor had all but disappeared. However, in March of 2006, the Moore family was devastated to learn from a MRI that the cancer had returned.

Although John was not afraid to die, his love of life shone through his determination in fighting his cancer. Through all the treatment, John maintained much of his strength and all of his humor. He beat the odds he was given and surprised the experts with his capacity to shrug off his illness and continue living.

The entire family was home to enjoy his company during the Christmas holiday, and on December 26 they surrounded his bed with love and prayers as he took his last breath. The Moore family is eternally grateful to John's care team at Northwestern Memorial Hospital for the many additional months of life they were able to enjoy with him.

John Moore's obituary can be found at: <http://www.legacy.com/QuadCityTimes/DeathNotices.asp?Page=Lifetory&PersonId=100027430>

Gift Information

Available Designations	Gift Amount
Brain Tumor Research	<input type="text"/>

Tribute Information

This is a gift in memory of Mr. John Moore in support of Brain Tumor Research.

Donor Information

Title:

*First Name:

Middle Name:

*Last Name:

Suffix:

Step-up Email Outreach

- Newsletter
 - Covers multiple “arrows”
 - Major Gifts
 - Planned Giving
 - Communications
 - Connects donors to the hospital
 - Challenges
 - Coordinate with marketing and communications
- Appeal Follow-up
 - Acquisition
 - Renewal

interActions ← The Northwestern Memorial Foundation eNewsletter
<http://foundation.nmh.org>

Quick News

- **Meet the Yelda Family**
The Yelda family has made a generous planned gift of \$1 million to benefit the Musculoskeletal Program at Northwestern Memorial. As Northwestern continues to distinguish itself as a great academic medical center, the Musculoskeletal Program has been identified as one of the clinical areas of high priority. [Read more.](#)
- **"Lifestyle" section on prentice.org**
Each month the **Lifestyle** section on prentice.nmnh.org features an article related to women's health and the National Health Observance calendar. This month's featured article focuses on Breast Cancer for Breast Cancer Awareness Month.

- **Bluhm Cardiovascular Institute - Superior Clinical Outcomes 2007**
To view the Bluhm Cardiovascular Institute of Northwestern Memorial Hospital's clinical outcomes, please visit heart.nmnh.org/cvoutcomes.

Upcoming Events

- **Mini-Med School Series**
- **Patient Power Webcasts**
Next Webcast:
Tuesday, October 28, 2008
7:00 p.m. (CDT)
Evaluation and Treatment of Papillary Thyroid Cancer
Featured Physician:
Dina Elaraj, MD

Gift Planning

- Did you know that a Charitable Gift Annuity can allow you to make a gift to your favorite charity *and* receive fixed income for life? To learn more, please contact Julie Captain Fredrickson, Planned Giving director, at 312.926.2490 or jcaptain@nmh.org.


Make a Gift

Support Northwestern Memorial Hospital by making a **donation** or a **tribute gift** in honor or in memory of a loved one. All gifts make a difference, and we are grateful for your support.

This e-newsletter is a product of Northwestern Memorial Foundation. You are currently subscribed to


Step-up Surveys

- Donation Forms
- Event follow-up
- Free Event Registration
- Additional Information

 Northwestern Memorial
Hospital

2009 EMPLOYEE CAMPAIGN
The Best Care Begins With Us • We Make a Difference

re currently logged in as testuser testuser. If this is incorrect, please [Logout](#)



"I give because I know I'm helping one of my colleagues who may be experiencing a difficult situation. I realize that under a different set of circumstances it could be me."

Nick Rave
Director of Imaging Services and Professional Services

- Name as you wish it to appear in public recognition:

(Maximum response 255 chars, approx. 5 rows of text)
- I would like to remain anonymous. Please do not include my name in public recognition.
Please select response
- *3. Designations
 Employee Crisis Assistance
 Patient and Family Assistance
 Community Service
 Cancer
 Cardiovascular Care
 Neurology and Neurosurgery
 Musculoskeletal Program
 Women's Health
 Area of Greatest Need
 Other
- If you selected "Other" above, please indicate where you would like your gift designated.

(Maximum response 255 chars, approx. 5 rows of text)
- *5. Please enter the donation amount:

Step-up

Employee Campaign – using the tool kit

- Employee Campaign
 - 5 Different Response Options
 - Onetime Payroll
 - Recurring Payroll
 - Volunteer Only
 - Credit Card
 - No Donation
 - Video
 - Photo Album
 - Email Stewardship

The screenshot displays the Northwestern Memorial Hospital website for the 2009 Employee Campaign. The page is titled "2009 EMPLOYEE CAMPAIGN" and features a navigation menu with options like "Home", "About Us", and "Jobs". The main content area includes a "Funding Areas" sidebar with categories such as Patient Care, Research, Education & Training, Community Services, Donate (with sub-options for Online, Non-Employee, Northwestern Memorial Foundation, Online, Online, Online, and Public), and Ways to Give (with sub-options for Individual Giving). The central content area features a video player with the title "2009 Employee Campaign The Best Care Begins With Us" and a "Login here...and make a difference." button. Below the video, there is a section for "2009 EMPLOYEE CAMPAIGN" with a "Log out" button and a "Please click on the link and log in using the email and password that will be provided to you in an email sent to your Northwestern Memorial" message. The page also includes a "Gift & Payment Information" section with a "Gift Information" table, a "Tribute Information" section, and a "Notification Information" section. The "Gift Information" table has columns for "Available Designations" and "GIF Amount". The "Tribute Information" section includes a "Honor Gift Type" dropdown, an "Honoree Name" field, and a "Notification Information" section with fields for "Notification Recipient Name", "Notification Recipient Street", "Notification Recipient City", "Notification Recipient State/Province", "Notification Recipient ZIP/Postal Code", and "Notification Recipient". The "Notification Information" section also includes a "Please enter the donation amount:" field.

Agenda

- Background
- Startup – Setting up Convio
- Status – Current Status
- Step Up – Offline/Online Integration
- Side Effects – Challenges

Side-Effects

Challenges in a Healthcare Environment

- Startup
 - Aligning Departments
 - Developing Organizational Relationships
- Newsletter
 - Marketing/Communications
- Personal Fundraising
- Integration
 - Hospital-Wide Initiatives



Representative Clients



Memorial Sloan-Kettering
Cancer Center



FRED HUTCHINSON
CANCER RESEARCH CENTER
A LIFE OF SCIENCE

Lombardi
COMPREHENSIVE
CANCER CENTER



Beth Israel Deaconess
Medical Center

A TEACHING HOSPITAL OF HARVARD MEDICAL SCHOOL



The Children's Hospital
of Philadelphia®



MS NATIONAL
MULTIPLE SCLEROSIS
SOCIETY

American
Diabetes
Association.
Cure • Care • Commitment™

susan g.
Komen
FOR THE
cure



AMERICAN
LUNG
ASSOCIATION.
CURES | CLEAN AIR | SMOKEFREE KIDS

alzheimer's association

American Heart
Association.
Learn and Live™



ASPCA®



unicef
united states fund

Get Started Today – Convio Go!

Convio online fundraising software



A proven action plan



**A team of your peers and
Convio coaches to guide you**



**Tangible results today and the
knowledge to build on and expand your
online programs**

Get Started Today – TeamRaiser

5 Key Success Factors

1. Better Participant Recruiting
2. Better Participant Retention
3. Better Participant to Fundraiser Conversion
4. Better Fundraiser Effectiveness
5. Better Constituent Relationship Building

"Convio has enabled us to significantly increase the amount of revenue we generate via the Internet. We are excited to continue to leverage Convio's functionality in creative ways that help the Foundation raise more money to fund cancer research and care."

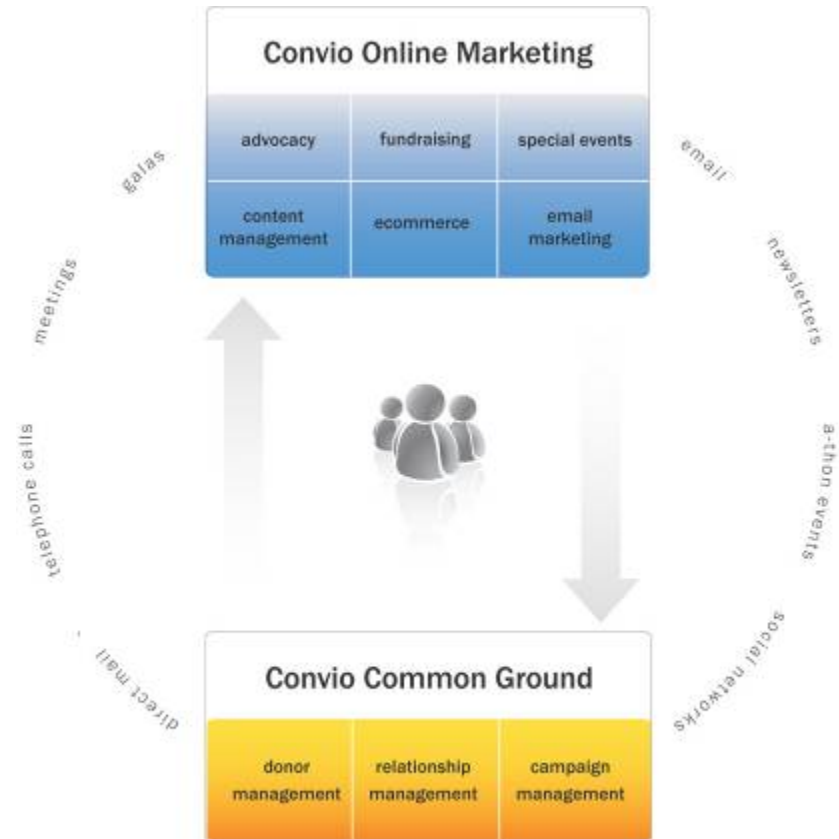
Greg Douglas, Senior Director, Marketing and e-Philanthropy
BC Cancer Foundation

TeamRaiser Gets Results

- ▶ Powering higher participant recruiting rates (Convio client average annual growth rate of participants is 51%)
- ▶ Growing event revenue by increasing both the number of participants fundraising and their fundraising effectiveness (Convio client average annual growth rate of funds raised is 54%)
- ▶ TeamRaiser powers 5 of the top 10 events, and 60% of the money raised by the top 10 events in the Run Walk Ride Fundraising Council Top Thirty.
- ▶ When looking at the entire top 30 events, TeamRaiser powers more events than any other vendor and over half of the money raised. Convio clients raised over \$1B in 2008, \$110M more than in 2007. The rest of the competition only raised \$27M more in 2008 than in 2007.

Get Started Today – Common Ground

- Convio Common Ground
 - ▶ CRM for nonprofits
 - ▶ Replaces your donor database and consolidates all lists
- Convio Online Marketing
 - ▶ Products are independent, but deeply integrated
- Integration features
 - ▶ Synchronizes constituents, transactions, and campaign data
 - ▶ Common Ground constituent segments available in eCRM
- Results
 - ▶ Staff focus less on integration and more on creating effective campaigns;
 - ▶ 360° constituent tracking



For Additional Information

- Learn about our solutions for hospitals and foundations:
<http://www.convio.com/solutions/sectors/convio-for-hospitals-and-foundations.html>
 - ▶ You'll find case studies, on-demand webinars, and other resources
- Questions? www.convio.com/contactus