

Healthy Attitudes – A Publication of AHP Canada

June 2008

Regional Director's report



Linda Saunders, CFRE
Regional Director

Voyage of Discovery

It was called a “Voyage of Discovery” and this year’s AHP Canada conference in Halifax more than lived up to its billing. On Sunday evening the Halifax Town Crier and the lively strains of Maritime fiddlers provided a warm welcome to Halifax. Then on Monday morning we set sail.

The voyage began with the inspiring tales of plenary speaker **Derek Hatfield**, an around the world solo competitive sailor whose very survival depended on strict adherence to best practices – with an incredible measure of courage and innovation thrown in. The “best practices,” theme flowed strongly throughout the two days of educational sessions. I haven’t seen the formal evaluations yet but I certainly heard rave reviews about many of the presentations.

Among my personal highlights, I found my thinking once again challenged by **Nick Offord**’s “Key Issues in Hospital Fundraising within the Next 10 Years”, which was part of the Leadership Forum and by a great roundtable discussion on online communications. The panel on benchmarking (“Where are We? The Importance of Benchmarking”) organized by **Jory Prichard-Kerr, FAHP** in which **Ingrid Perry** was one of the panellists, solidified my resolution to participate in the AHP Performance Benchmarking Service starting this year. I urge you all to consider doing the same. The more of us who are contributing, the more meaningful and useful the data will be to us all.

Bill Carr, the luncheon keynote speaker who, in addition to being a comedian ,writer, actor and artist, is also himself very involved in the world of philanthropy as a volunteer, reminded us that we in our profession are “heart up agents” not “hands out agents.” He further described us as the “soul of the machine” who must “keep the big picture in our hearts.” Speaking from his own heart, he managed to bring tears to my eyes – some times it was hard to differentiate whether they were tears of laughter or empathy.

Attendees had the opportunity to dine on lobster or tour an historic Halifax brewery. I can personally attest to how much fun the lobster feast was and I hear the brewery event was great as well.

On the last evening everyone gathered for the annual AHP and HCPRA (Health Care Public Relation Association) Awards Banquet. Congratulations to Toronto General & Western Hospital Foundation, winner of AHP’s Outstanding Development Program Award. Congratulations also to the four new CFRE’s who were recognized: **Katherine Alyea, CFRE; Tony Di Cosmo, CFRE; Rosemarie Horne, CFRE** and **Kathy Parsons, CFRE**.

There were 406 attendees in Halifax (a significant increase over last year,) including 55 trustees. While giving some brief opening remarks to the Primer I asked for a show of hands and was pleased to see almost half of the room identify themselves as volunteer board members. Encouraging trustee participation was one of the conference committee’s goals.

On behalf of us all I extend a heartfelt thank you to Conference Chair **Bill Bean** and his committee for organizing this outstanding conference. Committee members were:

Education Chair – **Tim Cameron**

Sponsorship Chair - **Helen DeBoer** (who managed to exceed the goal of \$52,700, bringing in \$59,400!)

Hospitality Co-Chairs – **Doralin Fredericks, CFRE** and **Barbara Goit, CFRE**

Newcomers Co-Chairs – **Barbara Stead Coyle** and **Stacey Chapman**

Primer Chair – **Gina Eisler, CFRE**

Roundtables Chair – **Tammy Wood, CFRE**

Conference Secretary – **Barbara MacLean**

A vote of thanks for a job well done goes to the Education Track Deans as well:

Annual Giving – **Mitze Mourhino,CFRE**

Governance and Administration – **Michelle Campbell, FAHP**

Leadership Forum – **Jory Prichard Kerr, FAHP**

Major Gifts/Planned Giving/ Capital Campaigns – **Andrea Page, CFRE**

Public Relations – **Jane Petricic**

Special Topics – **Julie Thebeau, CFRE** and **Barb Dunphy-Gotell**

[AHP Canada cabinet orientation and planning](#)

For the first time, AHP Canada scheduled a cabinet orientation and planning day immediately following the regional conference. Twelve of the 19 cabinet members were able to stay to participate in a very full day which began with a condensed orientation program, since many of the members were new to the cabinet, followed by a formal cabinet meeting which included a detailed conference post mortem. The balance of the day was devoted to developing an annual plan for AHP Canada based on AHP's strategic plan and an earlier plan developed by AHP Canada in 2006. Since all cabinet members had been asked to reply to some "homework" questions prior to the conference, those who were not able to be there in person had the opportunity to contribute their thoughts to the planning process.

An ambitious draft annual plan based on the day's discussions was reviewed by the cabinet in a teleconference on April 16. We'll provide more information on this in the next addition of "Healthy Attitudes" and invite your input.

[Next year - Montreal!](#)

Paulanne Jushkevich and her team have already begun planning next year's conference in Montreal, June 25-27. Mark your calendars now and while you are doing it, consider adding a few vacation days. June 24 is French Canada's fabled holiday, Saint.-Jean Baptiste Day, when the city comes alive with celebration and the Montreal Jazz Festival runs from June 26 to July 6.

Linda Saunders, CFRE
Regional Director, AHP Canada

[Voyage of Discovery snapshots](#)



Left: Hospitality Co-Chair, Doralin Fredericks has an official escort to conference proceedings.



Above: Conference Chair William Bean presents Kate Farrington, AHP meetings coordinator, with a gift of appreciation for her efforts in making a Voyage of Discovery a memorable experience.



William McGinly, AHP president and CEO, and Linda Saunders, AHP Canada regional director, receive Nova Scotia's "Order of the Good Time" by the Town Crier.

Thank you Regional Conference sponsors and exhibitors

By Helen DeBoer, AHP Canada Regional Conference Sponsorship Chair

Upon reviewing my conference notes in preparation to write this article, I realized how many opportunities we were given to network with our Regional Conference sponsors and exhibitors. They sat at our dinner tables, attended the breakfast roundtable sessions, talked with us over coffee at their booths, they greeted us at our workshops, and laughed with us over cocktails in the lounge while watching our hockey teams lose.

The sponsors and exhibitors have been an integral part of the success of the AHP Canada Regional Conference. Their dollars enable the conference committee to provide you with the caliber of professional development you deserve. These companies have been supporting us for five, 10 and even 20 years!

They're committed to us and we want to ensure we stay committed to them. Do keep the AHP sponsors and exhibitors in mind when you are advancing your fundraising programs and looking for new products. They're professionals. They've been in the business for sometime and they're good at what they do. They can help you if you just give them a call.

As proud supporters of professional development, our sponsors and exhibitors assist us in capturing the minds of leaders to drive excellence in health care. Thank you!

Sponsors

Blackbaud (10) Breakfast Roundtables
Blakely & Associates (9) Special Topics Track
Blue Lemon Media (4) Lanyards
CanadaDirect (20) Bursary Sponsor
CrawfordConnect (9) Development Primer
Cause Force (1) Opening Reception
Informco (9) Speaker Gifts
Inspire (DVA Navion) (18) Capital Campaign/PG Track
Johnson Inc. (4) Registration Sponsor
Ketchum (KCI) (18) Opening Keynote Speaker
Legacy Leaders (9) Exhibit Breaks
McLean Budden (2) Dinner Reception Sponsor
Philips, Hagar & North (8) Special Luncheon Speaker
RBR Developments (18) Annual Giving Track
The Offord Group (3) Leadership Forum
SO Asher (1) Sign sponsor

Exhibitors

Behrends Bronze (14) Exhibiting
Charity Life Direct (3) Exhibiting & Advertisement
Tempo Framing (12) Exhibiting
iWAVE (7) Exhibiting
Russell House Mrktg (1) Exhibiting

Number in parentheses: number of years supporting AHP Canada Regional Conferences

Deepening donor relationships

By Tracey Bailey, CFRE, Vice President, KCI

Are your efforts as an organization truly donor-centred? Your stewardship activities have evolved from acknowledgement, recognition and reporting to include involvement and engagement. Check.

You are building and deepening relationships not managing your moves. Check.

All of your communications nourish the donor's experience of your institution's promises. All of them? Is every piece of correspondence – your marketing materials, reports, magazines or newsletters, web postings, and proposals – as personal and meaningful as the conversation you were a part of last week when you called to thank a donor for their support?

We are beginning to understand that the materials and information donors receive from us between our conversations with them is primarily one-way communication that informs and educates. In truth, what we need is communication that inspires and invites the donor to be part of our story – an invitation to experience more deeply the promises your organization has made.

We also need to appreciate that every person in our various audiences is a donor, lapsed donor or potential donor. Even your government partners want to belong, to believe and to make a difference.

Start by understanding what your donors want.

- To believe as passionately as you do in your vision.
- To be confident you can deliver on your promises.
- To slay dragons with you.
- To join you on the verge of greatness and help to make you great.
- To see the future you imagine and journey there with you.
- To be meaningful and to matter.

Next, stop talking to your donors about your goals and objectives. Instead share with them your dreams for fulfilling your mission and vision. Spend less time trying to articulate results and more time telling people what it will mean. Prepare everyone in your organization to harness and channel their emotional intelligence so people can connect through their feelings. This is where storytelling will play a critical role as organizations evolve their communication strategies and tactics.

The best place to begin is with your case for support. Your case is your story and your story is the soul of your vision. New methodology is emerging to help your organization put donors first in your communications. Donors want a deeper level of engagement with you. Can you accommodate their needs in order to achieve yours?

Regional Conference presenter handouts

Tracey Bailey presented the above topic, Deepening Donor Relationships, at the AHP Canada Regional Conference. For her handouts and those of other presenters, please follow the links below on the AHP Canada web site.

All handouts are in Adobe Acrobat (PDF) format.

- [A Culture of Philanthropy - Creating the Environment for Successful Fundraising](#)
- [The Accounting Times - They Are A-Changin'!](#)
- [Big Campaign, Small Community, Big Results](#)
- [Major Gifts](#)
- [Deepening Donor Relationships](#)
- [Is There a Doctor in Your House?](#)

AHP Resource Information Center (RIC)

Drawing from its library of publications, its Listserv, and its 24-hour online access, the AHP Resource Information Center (RIC) provides customized research assistance on health care fundraising issues and best practices.

Health care fundraisers everywhere can benefit from the research, library services, publications and the online benefits of the AHP RIC. Use the AHP RIC as a fundraising coach or to quickly find samples of fundraising materials that you need to create for your own organization.

Ask the Librarian - The AHP RIC Library

The AHP RIC Library houses thousands of publications on health care fundraising topics including annual giving, budgets, policies, direct mail, marketing, grants, special events, trends, the small shop, and much more.

Coming soon...We plan to flag all Canadian content in the RIC with an icon flag to make it easier for Canadian AHP members to find publications etc which were "made in Canada".

Philanthropy quote of the month...

"The vineyards of philanthropy are pleasant places, and I would hope good men and women will be drawn there. Most of all, I would hope it will be better understood that if these vineyards are to thrive and bear their best fruit, they must always have first class attention."

- Harold J. "Si" Seymour, *Designs for Fundraising*

[\[Back to Top\]](#)

Editor's note

This publication will be what "you" want it to be! In order for that to happen we need your input, your sage advice and even your criticism. Our aim is to ensure the information is topical, interesting, thought provoking and value added. But we need your help.

Here is your chance! We are especially seeking stories, ideas, photographs, or even short tips on philanthropic ideas that have worked for you and your organization.

Have you found a wonderful way to turn your special events into an amazing way to garner long-term supporters? Do you have important ideas on recruiting major gifts? On involving board members? On creating awareness of your organization? How has gaining your certification (CFRE, FAHP) helped you in your work? Tell us about your e-philanthropy program, about your direct mail program, or about your annual campaign. What is working for you?

In order to make this newsletter the best it can be--more submissions from AHP members from throughout Canada are needed.

Wishing you success in your philanthropic endeavours! And most importantly...a balanced life with time for your families...

Andrea Page
Communications Chair
andrea.page@hpha.ca

[\[Back to Top\]](#)

[Previous Page](#)
[AHP Canada Home](#)
[AHP International Home](#)

