

## AHP Mid-Atlantic Regional Newsletter: April 2010



### Remarks from the regional director

Julie Cox, CFRE  
Vice President of Development  
Lifebridge Health

What a year it has been for us all. I find myself saying something I have never said in my 20 years of fundraising, “No, Mrs. X , we really would like to visit with you and brief you on what is happening at the hospital. This is not a solicitation!” Indeed, now more than ever, relationship building is key.

This is true with our donors as well as with our professional colleagues, which is why I strongly encourage you to attend the 2010 AHP Mid-Atlantic and AHP Midwest Joint Regional Conference with OAHP, May 23-25, in Cleveland, Ohio. The keynote speaker for this year's AHP Mid-Atlantic Regional Conference will be **Delos M. "Toby" Cosgrove, M.D.**, president and CEO of one of the Cleveland Clinics, which has one of the most successful philanthropy programs in the country. Another conference highlight is our Monday evening social event, a dinner at the world-famous Rock and Roll Hall of Fame and private and exclusive admission to the museum for attending AHP members sponsored by the Cleveland Clinic.

Many thanks to AHP Mid-Atlantic Conference Chair **Theresa Law, J.D., CFRE**, AHP Midwest Co-Conference Chair **Geri Douglas Marshall, CFRE**, and OAHP Co-Conference Chair **Kathie Scarbrough, CFRE**, for their hard work in putting together what promises to be an exceptional educational experience. I would also like to thank everyone involved on the planning committee and in particular, our volunteer sponsor leaders, **Vince Connelly, Kathy Pavelka, CFRE, Bridget Murphy, CFRE, and Robert Driver, CFRE**, whom have have raised a total of \$30,200 to date exceeding our goal!

If you cannot come to the AHP Mid-Atlantic and AHP Midwest Joint Regional Conference, you can still receive quality professional education by attending one of

AHP's Virtual Learning Sessions. Upcoming sessions include [Online Giving – When Done Right – Can Triple Your Fundraising Revenue](#) and [Grateful Patient Programs: Five Steps for Success with this Critical Constituency](#). You may also want to consider attending one of the upcoming events in the AHP Mid-Atlantic region, such as the [Central Maryland Healthcare Fundraising Roundtables](#) and/or the [South Central Pennsylvania Roundtables](#).

Do you have other ideas as to how AHP can better meet your professional needs? If so, please feel free to contact any of the members on the [AHP Mid-Atlantic cabinet](#). We'd be happy to hear your ideas and insight as well as discuss how you can get the most out of your AHP membership.

This year's AHP Mid-Atlantic regional cabinet is top-notch, and we have a number of new members, including **Roman Lucky, CFRE**, vice president development, CentraState Healthcare Foundation and **B.J. Leber**, president and CEO, The Western Pennsylvania Hospital Foundation.

**Ellen Finnerty Myers, CFRE**, vice president of development, Carroll Hospital Center Foundation has been nominated as the AHP Mid-Atlantic director elect and will begin her two year as AHP Mid-Atlantic's regional director term in fall 2010. **David Flood**, regional past director and nominating chair, will spearhead a selection committee to nominate a director elect to take office in the fall of 2010.

Thank you for all you do to advance our profession and philanthropy on a daily basis. Wishing you much success in bringing in “big bucks” in 2010!

**Julie E. Cox, CFRE**  
Regional Director  
AHP Mid-Atlantic Region

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## Guidance from a mentor: Ten questions to ask

By Jay Angeletti, AHP Mid-Atlantic state representative

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As I fashioned this year's professional resolutions and topics to discuss with colleagues, I recalled an old mentor. Jack Ogilvie, M.D., was a surgeon, generous donor and campaign chair; he also was thoughtful and handled matters deftly. Jack always began his suggestions with “Have you ever thought of ...” This was an effective technique and a gentle way to let me know there were myriad things I could do to enhance our work with current and prospective donors. I am grateful to Jack for helping my colleagues and me step back from our every day challenges and think critically about the larger scene. So, in Jack's name I ask:

Have you ever...

1. Studied and digested the [proposed legislation regarding charitable gift deductibility](#) and communicated it to your staff, trustees and donors? Regardless of your political stripe, if enacted, these tax changes will affect important constituencies; we should be well versed on both sides of the argument.
2. Developed a comprehensive plan to continue to connect lead donors to your organization – those at the top of your pipeline? Do so in a meaningful, personal and systematic way in 2010. For example, one of my clients has a retired and revered physician call all donors of a certain level. Another client sends a monthly insiders e-mail to prospects/donors rated at above \$250,000.
3. Taken time to speak with each member of your team to let them know how their work (regardless of their title or position) contributes to the overall mission of your organization? When I recently visited a hospital trustee, a sign in his headquarters lobby proclaimed, “Culture eats strategy’s lunch every day.” I liked that.
4. Written a letter to your top 10 annual fund donors asking for their continued support in 2010? Not yet? Thank them and tell them how important they are.
5. Looked critically at the list of your top 25 prospects? And – if your information system doesn’t allow you to print out a user-friendly, one page report listing these donors – create your own spreadsheet. Include prospect name, area of interest, timing and amount of next request, stage in the giving cycle, next step and date. I don’t endorse duplication, but you need this information at your finger tips – all of the time.
6. Become an expert in explaining the daily vicissitudes of the stock market, jobs reports and, in turn, the reasoning behind why 2009 was down. Then make 2010 the year you become an expert in encouraging your donors to be creative in using giving vehicles – real estate, trusts, annuities and insurance – and explain why 2010 will be up!
7. Met with small groups of colleagues informally to pick their brains regarding how you can work more effectively? Include colleagues from large and small organizations alike. We all have good ideas and can learn from each other.
8. Asked someone to assess your development program. If it’s someone you trust, the result will be a rewarding process that will fine tune your team!

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## **AHP Mid-Atlantic member Christopher King receives Minority Business Leader Award**

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AHP is proud to announce that the *Washington Business Journal* has selected AHP Mid-Atlantic member **Christopher J. King**, senior director, grants and communications from Washington Hospital Center Foundation, as a 2010 Minority Business Leader. The Minority Business Leader Awards honor the top minority business leaders and owners in the Washington, D.C. area who exhibited outstanding performance in the region within the last 12-18 months.

King currently manages a \$3 million philanthropic portfolio and produces more than \$8 million in project proposals for Washington Hospital Center Foundation annually. In his role, he collaborates with foundations, corporations and local and federal governments to create innovative health services that will increase access to care and improve the quality of care for residents of the Washington metropolitan area.

King serves on several non-profit boards and is also a lecturer at the University of Maryland, School of Public Health. He has taught in public schools and managed an assortment of private and federal community health programs. Cumulatively, King has written more than \$10 million in funded grants for multiple health services organizations in the region. He has also published papers on health disparities, HIV epidemiology and primary care access.

Washington Hospital Center Foundation is the official fund raising arm of Washington Hospital Center. Washington Hospital Center is the largest private hospital in the nation's capital. The not-for-profit hospital is a member of MedStar Health system.

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## Tuning into best practices for health care philanthropy: The AHP Mid-Atlantic Regional Conference

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Whether your focus is on fundraising, leadership, networking or gaining general insight into the changing world of health care philanthropy, you will benefit from attending the [AHP Mid-Atlantic and AHP Midwest Regional Joint Conference with OAHP](#), **May 23-25** in Cleveland, Ohio. Join us at the Renaissance Cleveland Hotel to:

- Hear from innovators about current and emerging best practices in health care philanthropy
- Connect with others to exchange experiences and explore ways to tackle common challenges
- Discover new and better ways of leading and managing your development office to meet mission critical needs

In addition to adding skills and know-how to your professional arsenal, this year's AHP Mid-Atlantic and AHP Midwest Joint Regional Conference also provides you with a unique opportunity to discover the [Rock and Roll Hall of Fame](#). Spend an evening with your colleagues at this private event sponsored by the Cleveland Clinic. Enjoy dinner and drinks and check out the exciting exhibits at the museum. [Register](#) by **May 19** to reserve a spot. Ticket fee is \$55.



Book your room at the Renaissance Cleveland Hotel by **April 26** to receive the discounted room rate of \$119 for single/double occupancy, plus tax. Reservations made after this date will be accepted on a space-and-rate-available basis.

To make reservations, call the hotel at **800-468-3571** and identify yourself as an Association for Healthcare Philanthropy (AHP) conference attendee. Please remember that there are a limited number of rooms available at the discounted rate and the rate is not guaranteed until the cut off date, so make your reservations as early as possible.

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## Singing praises to our sponsors

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We wish to thank all of the AHP Mid-Atlantic and AHP Midwest Joint Regional Conference sponsors for their outstanding leadership and support, with special thanks to CCS for their renewed signature sponsorship. Because of you, we now have \$30,200 in sponsorship support on our goal of \$30,000!

2010 AHP Cleveland Conference Sponsors (as of 3-3-10):

Signature Sponsor: **CCS**

AHP Mid-Atlantic Regional Breakfast Sponsor: **Connelly & Assoc. Fundraising, LLC**  
AHP Mid-Atlantic Award of Excellence Sponsor: **Graham-Pelton Consulting, Inc.**  
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Please contact AHP Cleveland Conference Sponsor Co-Chair **Vince Connelly** at **443-413-6033** if you would like to support our AHP Cleveland Conference as a Sponsor. Please also feel free to contact Vince if you are interested in Sponsorships at future Conferences.

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## **AHP Mid-Atlantic Regional Membership Report**

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We have 873 Members in our Mid-Atlantic Region, and 4,709 total AHP Members.

**Vince Connelly** and **Sarah Fawcett-Lee, CFRE** serve as AHP Mid-Atlantic Region Membership Co-Chairs. Sarah and Vince continue to contact all new, renewing, prospective and lapsed members with a personal e-mail. As always, please don't hesitate to contact Vince at **443-413-6033** or Sarah at **410-332-9871** with any questions, suggestions or ideas. Please continue to do everything that you can to steward, cultivate and thank our current AHP members, as well as encourage new members to join us.

We are working hard to promote the AHP Mid-Atlantic & AHP Midwest Joint Regional Conference in cooperation with OAHP, **May 23-25** at the Cleveland Renaissance Hotel

in Cleveland, Ohio. A significant discount for members on AHP conference registrations is just one of the many benefits of AHP Membership.

Thanks for being a member of AHP! As you know, AHP is the only association dedicated exclusively to advancing and promoting the health care development profession. As development professionals, we turn to AHP for the very latest in fundraising education and information. Membership in AHP is crucial now more than ever.

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## Setting an example: Call for nominations for the 2010 AHP Mid-Atlantic Award of Excellence

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*"The secret of joy in work is contained in one word - excellence. To know how to do something well is to enjoy it." -Pearl Buck*

Do you have a colleague, boss, mentor or friend in health care philanthropy who embodies professional excellence through dedication to the profession and hard work? [Nominate](#) him or her for the AHP Mid-Atlantic Award of Excellence. The winner will receive the award at the AHP Mid-Atlantic and AHP Midwest Joint Regional Conference with OAHP in Cleveland (May 23-25).

The AHP Mid-Atlantic Award of Excellence, sponsored by Graham-Pelton Consulting, recognizes an individual who stands out for achieving success professionally within their organization and also for contributing to the betterment of the health care fundraising profession through involvement in professional association work, mentoring, teaching or writing. The winner will receive the award at the AHP Mid-Atlantic and AHP Midwest Joint Regional Conference with OAHP in Cleveland (May 23-25).

Please consider making a nomination today. [Download the nomination form](#) and submit by **April 15** for consideration. The winner will be recognized at the 2010 AHP Mid-Atlantic and AHP Midwest Joint Regional Conference.

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