

AHP Midwest Regional News December 2008



Regional Director's Remarks

[Bruce Bartoo](#)
Regional Director

Welcome to the winter issue of the AHP Midwest regional newsletter. I am grateful to each of the volunteers who serve our membership as part of the AHP Midwest regional cabinet, and especially to **Laura Schoon** for her diligent efforts to keep the members of our region informed about AHP and the news and events from around the Midwest.

Like most health care philanthropy professionals, I have concerns about the impact our nation's current economic crisis will have, and already is having, on our ability to generate philanthropic support for our hospitals and health care organizations. Undoubtedly, there will be delayed campaigns, tightened budgets and retooled goals and objectives throughout our industry. However, in spite of the pessimism that exists today, I remain optimistic about the future of health care philanthropy. There are still grateful patients experiencing life saving and life changing care delivered within the hospitals in our nation. Certainly, we must still have opportunities to build relationships with some of these patients and families, and remind them of our urgent and compelling case for philanthropic support.

I hope you choose to remain optimistic as well. While remaining realistic about the challenges we all face, I encourage you to stay focused on your key priorities and continue to engage in building relationships with those who can make a difference in your health care organization and community. I also hope you will take some time to recognize that your membership in AHP may now be more valuable than ever. Network; call on your colleagues for new ideas, emotional support and teamwork. Take advantage of the many offerings your membership in AHP provides, from the Resource Information Center materials, to the extensive content on www.ahp.org and the various educational programs offered throughout the nation.

In particular, *I suggest you block time on your calendar to attend the AHP Midwest Regional Conference from May 17-19, 2009 in Bloomington, Minnesota* (yes – directly across the street from the Mall of America!) This conference is certain to be one of the best regional conferences ever. Your volunteer conference committee, chaired by **John Perry, CFRE** and assisted by education chair **Kristin Hughes, CFRE**, has developed a great program that will inspire and motivate you to even greater success in your position.

Please do not ever hesitate to contact me if I can be of assistance to you in any way. Best wishes for much success in 2009!

Bruce A. Bartoo
Chief Philanthropy Officer
Sisters of Mercy Health System
Chesterfield, MO
(314) 628-3662
bruce.bartoo@mercy.net

AHP Midwest Regional Conference: Sharing Best Practices in Philanthropy

By John A. Perry, AHP Midwest Regional Conference Chair



**Join Your Colleagues at the
AHP Midwest Regional Conference
Bloomington, Minnesota
May 17 – 19, 2009**

The 2009 AHP Midwest Regional Conference promises to build on past events with a focus on best practices. This conference is a great value, so please make sure you budget to attend. Especially during these tough economic times, development professionals need the benefit of the most proven strategies to secure and steward gifts from our benefactors.

The event will be held from May 17-19 in Bloomington, Minnesota at the Minnesota Airport Marriott—adjacent to the Mall of America!

Conference Chair **John Perry, CFRE**, from the University of Michigan Health System has recruited a great committee and secured our keynote speaker, **Jim Hodge**, vice chairman for principal gifts from the Mayo Foundation. Jim will speak on thinking of philanthropy in new ways to work with the modern philanthropist. Additionally, renowned speaker and educator **Karen Osborne** will be our plenary speaker. Karen will offer a workshop style approach with many concrete take-aways and new ideas that you can use when you return home.

Conference Vice Chair **Kristin L. Hughes, CFRE**, from Children's Memorial Hospital in Chicago, Illinois and Track Deans **Lea Clausen, CFRE**, Mercy Medical Center in Sioux City, Iowa; **Geri Douglas Marshall**, Akron General Medical Center in Akron, Ohio; and **Sidney C Mallory, FAHP**, Allina Hospitals in Minneapolis, Minnesota, are actively and enthusiastically recruiting speakers for the conference. Each of the three tracks will be focused on our industry best practices including sessions on grateful patient fundraising, partnering with physicians, and benchmarking among others.

During these very tough times, our institutions need us to raise more money than ever. Being equipped with the best ideas from the best minds in our business will make this conference a wise investment. Look for more information early in 2009. We hope to see you in Minneapolis!

John A. Perry, CFRE
Director of Development
University of Michigan
Department of Internal Medicine
Ann Arbor, MI
(734) 998-7624
japerry@med.umich.edu

Come Experience "Minnesota Nice"

By Patti Dalen Leisinger, AHP Midwest Regional Hospitality Chair & Past Regional Director

As in the words of Garrison Keillor of the famous Prairie Home Companion: "Minnesota – where the women are strong, the men are good looking and the kids are above average!" Who wouldn't want to come to Minnesota for the 2009 AHP Midwest Regional Conference?!

The Republican National Convention placed the spotlight on the Twin Cities this past September and highlighted our culture scene ("the epicenter of Midwestern renaissance"), five star restaurants and great bars, fantastic shopping (do we need to say more than the Mall of America), and wonderful spas. Let's not forget about the great outdoors – land of 10,000+ lakes, the beginning of the Mississippi River, and outstanding golf courses, ranking second in the country with golfers per capita.

The conference committee promises a fantastic time for everyone! Over the next few months we will be providing you with more tidbits about Minnesota and why this is your conference destination of choice! Come join us and experience first hand that famous "Minnesota Nice" as well as a wonderful educational and networking opportunity. Your education dollars will be well spent!

Patti Dalen Leisinger

Executive Director, VP of Development

Regions Hospital Foundation

St. Paul, MN

(651) 254-3062

patti.e.dalen@healthpartners.com

AHP Midwest Membership Report

By Dee Harvill, AHP Midwest Regional Membership Chair

As I begin my second year as the membership chair for the AHP Midwest region, I am pleased to share with you that we not only met, but exceeded our membership goal for 2008! This could not have happened without the involvement of many volunteers. My thanks to everyone who was a part of this exciting achievement!

As a result of meeting our goal, the AHP Midwest region received two awards during the recent AHP International Conference in Chicago, recognizing our success in membership recruitment and retention. The awards were for the Greatest Number of Institutional Memberships and the Greatest Number of Individuals within an Institution.

The current membership report from AHP shows that the AHP Midwest region continues to boast the largest regional membership with 1,190 members. Our goal for this year is conservative; we hope to increase Midwest membership by 3 percent (1,226 members) by August 31, 2009. As your membership chair, I am asking that you please consider doing two very important but simple things to keep our membership strong: 1.) renew your membership when you receive your renewal notice, and 2.) recommend or recruit a new member.

And recruiting a new member now has additional rewards! AHP has just announced a [member-get-a-member program](#) that provides a discount for new AHP members and the referee has a chance to win a FREE registration to an AHP Regional Conference.

I hope you continue to find your membership in AHP beneficial. If you have any questions regarding your membership, please contact me at (314) 628-3661 or dee.harvill@mercy.net.

Dee A. Harvill
Foundation Manager
Sisters of Mercy Health System
Chesterfield, MO
(314) 628-3661
dee.harvill@mercy.net

Foundation Professionals for Iowa Hospitals to Meet

By Lea Clausen, AHP Iowa State Representative

Mark your calendar now for the **Foundation Professionals for Iowa Hospitals (FPIH)** meeting to be held on April 8 in Des Moines, Iowa. **Jerry Linzy**, from Jerold Panas, Linzy & Associates is the scheduled speaker. Mr. Linzy will discuss board development; feasibility studies...why or why not to do one; and gift stewardship. For additional information contact Brad Strader at 712-213-8609.

Lea Clausen, CFRE
Executive Director
Mercy Medical Center Foundation
Sioux City, IA
(712) 279-2475
clausenl@mercyhealth.com

Welcome 2009!



Enjoy These New Year Quotes!

Eric Zorn – Making resolutions is a cleansing ritual of self-assessment and repentance that demands personal honesty and ultimately reinforces humility. Breaking them is part of the cycle.

Bill Vaughn – An optimist stays up until midnight to see the New Year in. A pessimist stays up to make sure the old year leaves.

Oprah Winfrey – Cheers to a New Year and another chance for us to get it right.

Joey Adams – May all your troubles last as long as your New Year's resolutions!

Anonymous – A New Year's resolution is something that goes in one Year and out the other.

(Source: www.about.com)

AHP Resource Information Center (RIC)



Health care development professionals at all levels can benefit from the research, library services, publications and the online benefits of the AHP Resource Information Center. Use the AHP RIC as a fundraising coach or to quickly find the information you need for your organization and fundraising programs. The RIC offers the following services FREE to AHP members:

Ask AHP

Available 24 hours a day and seven days a week, [Ask AHP](#) allows you to e-mail any question you have about fundraising and receive a personalized e-mailed answer within 24 hours. AHP members can learn how other hospitals approach capital campaigns, endowment efforts, golf tournaments, major gift efforts and more. You can also get simple answers to questions such as "how much money was given to health care institutions in 2007?"

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. You can search many of these resources via the [RIC Online library](#). For customized research assistance, send an e-mail to the RIC Librarian at ric@ahp.org. Requests typically take 7-10 business days.

AHP Listserv

Often your colleagues are your best source of information. The [AHP RIC Listserv](#), with more than 1,000 participants, allows you to ask questions and receive solutions from fellow AHP members, share knowledge and advice with others, keep in contact with other members, receive up-to-date information from AHP, and search the archives for past questions and responses.

The RIC needs Your Help!

The RIC online Library is undergoing an overhaul and we are in search of current development policies, job descriptions, and samples; everything from board governance and planned giving policies to business forms and marketing materials.

So please consider sharing your operational materials and examples of successful campaigns with your health care philanthropy colleagues, by e-mailing electronic files to ric@ahp.org.

It's All About You

By Laura Schoon, AHP Midwest Regional Communications Chair & Secretary

How often do you get to hear, "It's all about you?" That's exactly what the AHP Midwest Regional Newsletter is all about...getting the right information to you at the right time! Beginning in 2009, the regional newsletter will be published the last month of each quarter.

Please share your thoughts, ideas, news items, member updates and helpful tips. Anything that is of interest to you will most likely be of interest to your colleagues. Please e-mail your information to laura.schoon@proctor.org.

Warmest wishes to you and your family for a happy, healthy holiday season!

Laura Schoon

Executive Director

Proctor Health Care Foundation

Peoria, IL

(309) 693-0414

laura.schoon@proctor.org