

Bringing Your Foundation into The Digital Age: How to Raise Real Money Online

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What We'll Cover

- 1. About Us: Scripps Health & Digital Health Strategies**
- 2. Why digital?**
- 3. Aligning marketing and philanthropy**
- 4. Case study: Scripps**
- 5. The results**



About Us

Scripps and Digital Health Strategies

Scripps Health: Our Legacy

Miss Ellen Browning Scripps

Scripps Memorial Hospital & Metabolic Clinic
Founded in 1924



Mother Mary Michael Cummings & Sisters Of Mercy

Founded St. Joseph's Hospital, 1890
Named Mercy Hospital in 1924

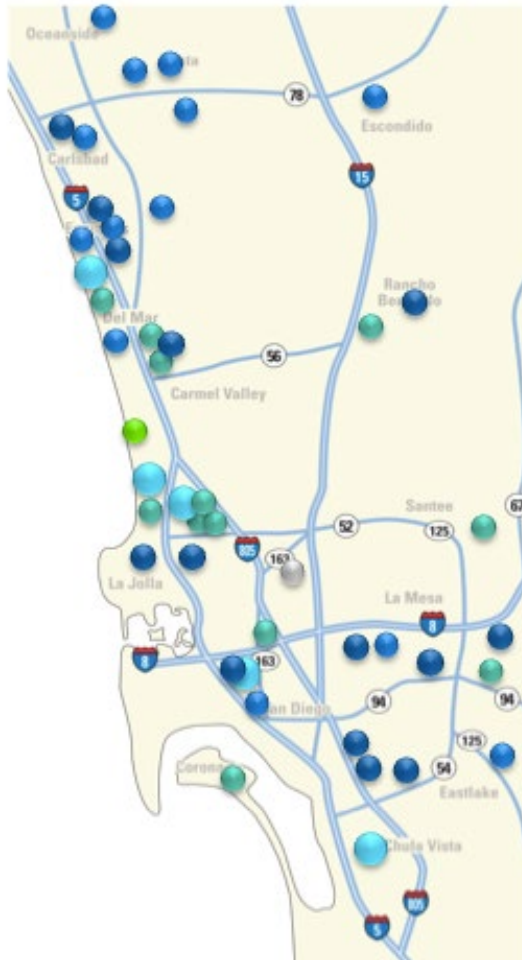


Scripps Health: Our Numbers



- Not-for-profit, integrated health care system in San Diego, California
- **15,000** employees
- **3,000** physicians (2,000 in independent practice)
- **5** hospital campuses
- **27** outpatient locations
- **3** urgent care and **15** Scripps HealthExpress locations throughout the County
- **4** emergency and two trauma centers
- Recent partnership: Scripps MD Anderson Cancer Center

Scripps Health: Our Network



- Scripps Hospital Campuses
- Scripps Clinic
- Scripps Coastal Medical Center
- Scripps Prebys Cardiovascular Institute
- Scripps Home-Based Care
- Scripps Skilled Nursing Preferred Network

Scripps Health: #1 in San Diego



Digital Health Strategies: About Us



Foundation fundraising



Patient marketing



**Employee and physician
communications &
engagement**



Digital Health Strategies: About Us

Health System Clients



Team's Non-Profit Experience



Team's Fortune 100 Experience



About Us: Our unique combination

DIGITAL

Decades of experience building and managing complex, award winning digital programs for Fortune 100 companies.

+

HEALTHCARE

Proven success across the health industry including providers, associations, and non-profits.

+

FUNDRAISING

Tens of millions of dollars raised online for leading non-profits and advocacy organizations.

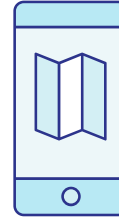
Digital Health Strategies: Our Capabilities



Digital planning and strategy

Create a digital roadmap for your Foundation

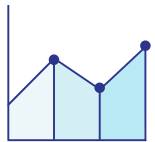
- Goal setting
- Messaging and identity
- Audience profiles and journeys
- Website redesign
- Technology review
- CRM strategies



Technology

Honor Your Caregiver platform: Collect stories, recognize caregivers and generate revenue

- Story-sharing functionality with lead capture
- HIPAA compliant story database searchable by service line, location or provider
- Proven design and user experience to maximize engagement
- Integration with donor landing pages



Analytics & data modeling

Transforming complex data sets into clear insights

- Donor list insights
- Email list insights
- Wealth screening
- Audience modeling



Content & communications

Use best-in-class, proven content to drive donations

- Content for evergreen communications & key fundraising initiatives and times of year (Dr. Day, Giving Tuesday, National Health Awareness months)
- Custom content and multimedia storytelling (video, podcasts, donor and provider profiles)

The background of the slide features a silhouette of a person climbing a hill. The person is positioned on the right side of the frame, moving upwards. The sky is a gradient of blue, and there are two large, thin white circles overlaid on the left side of the image. The text "Why Digital Fundraising?" is written in a bold, white, sans-serif font across the lower half of the image.

Why Digital Fundraising?

Why digital fundraising?

1

Philanthropy is moving online and hospital foundations must be able to compete

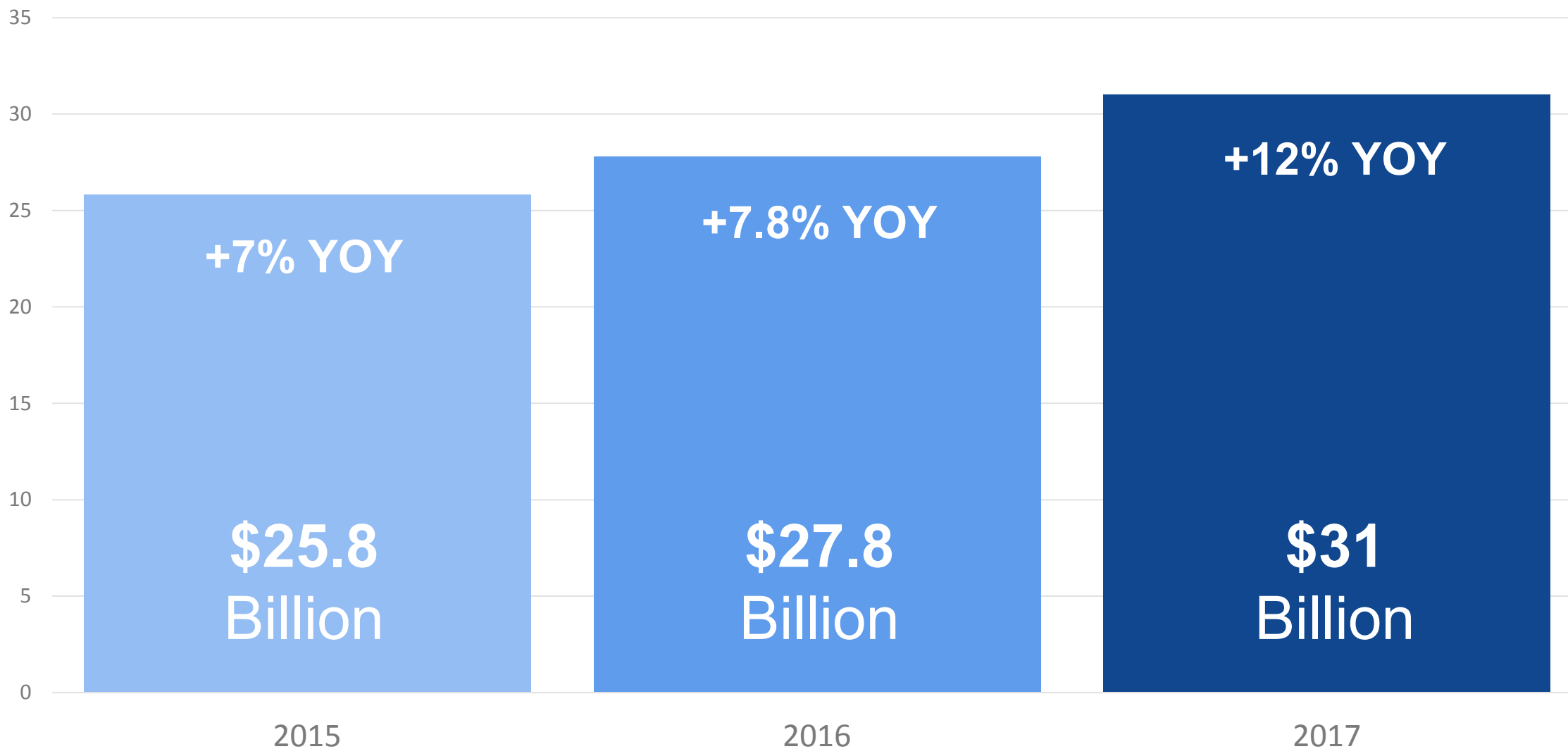
2

Digital is the best way to grow your pipeline among the next generation of patient-donors (aged 45-64)

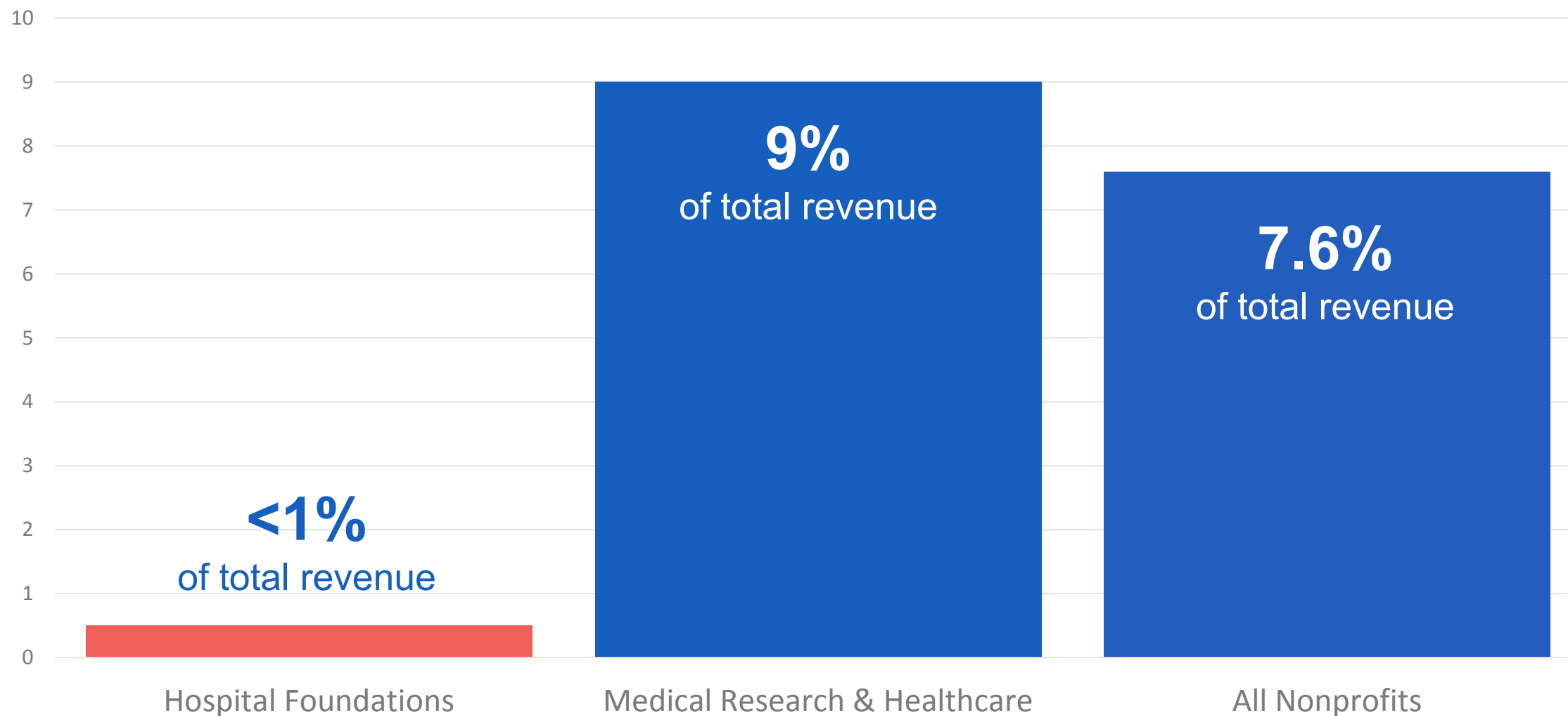
3

Digital engagement is both efficient and effective, growing fundraising revenue both online and offline

Billions of philanthropy dollars moving online

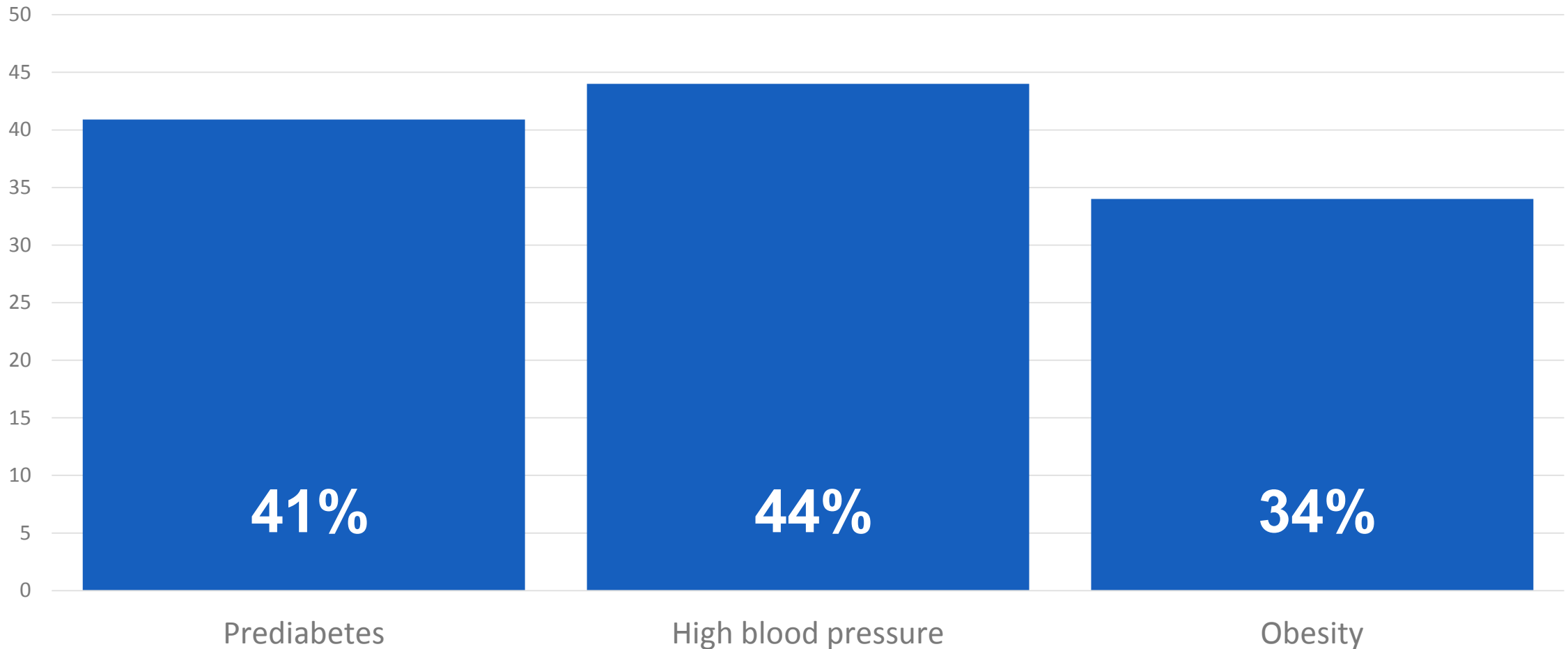


Online giving (% of total revenue)



Building your pipeline:

45-64 year old Americans are developing disease and seeking care



Building your pipeline:

45-64 year olds are caring for an aging parent

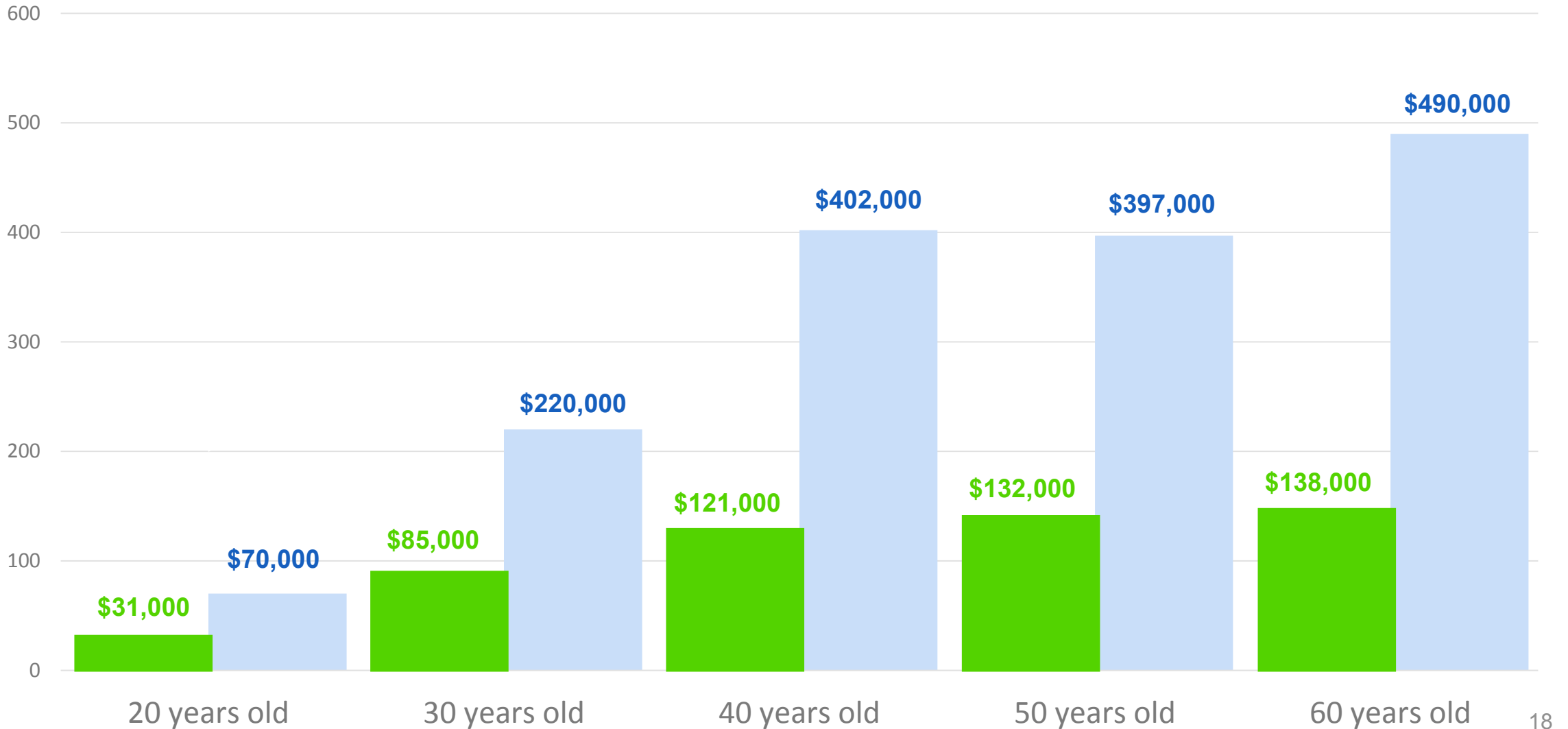
65 million care for chronically ill, disabled or aged family member

29% of the U.S. population

49 years old average age

Building your pipeline:

High-income 45-64 year olds have giving capacity (90th vs. 99th %)



Building your pipeline

45-64 year olds depend on digital

41.5 %

of 45-64 year olds
subscribe to Netflix

NETFLIX

1 in 3

Amazon users are 45-64

amazon.com



The Challenge

Scripps Health case study

Our Goals

1

Educate patients about the role of the Foundation

Engage patients early on in their care experience with a new, consistent messaging platform

2

Connect with patients and inspire them to take action

Provide a low barrier of entry and clear value proposition for patients to get involved

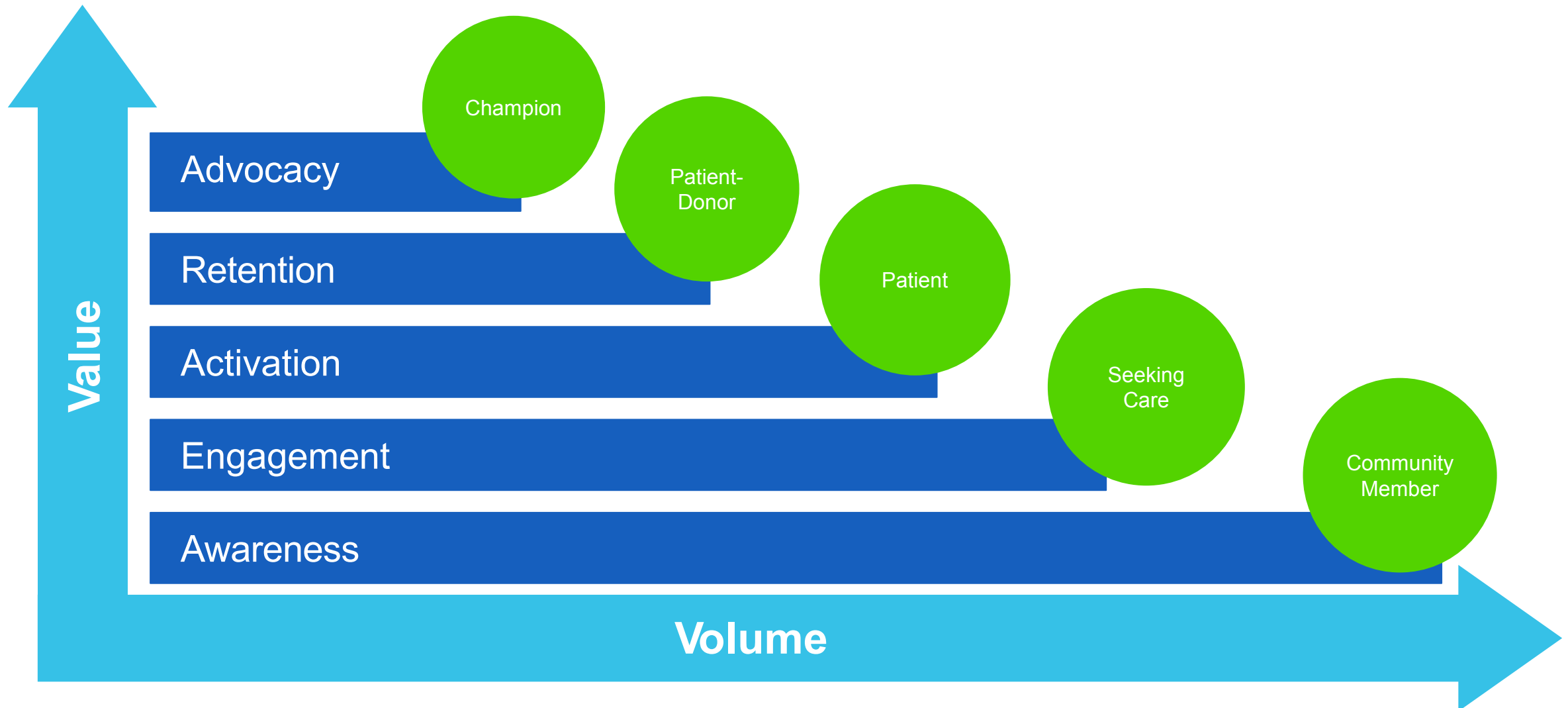
3

Increase Foundation revenue

Develop targeted campaigns with tangible giving levels to drive revenue from both new and existing donors

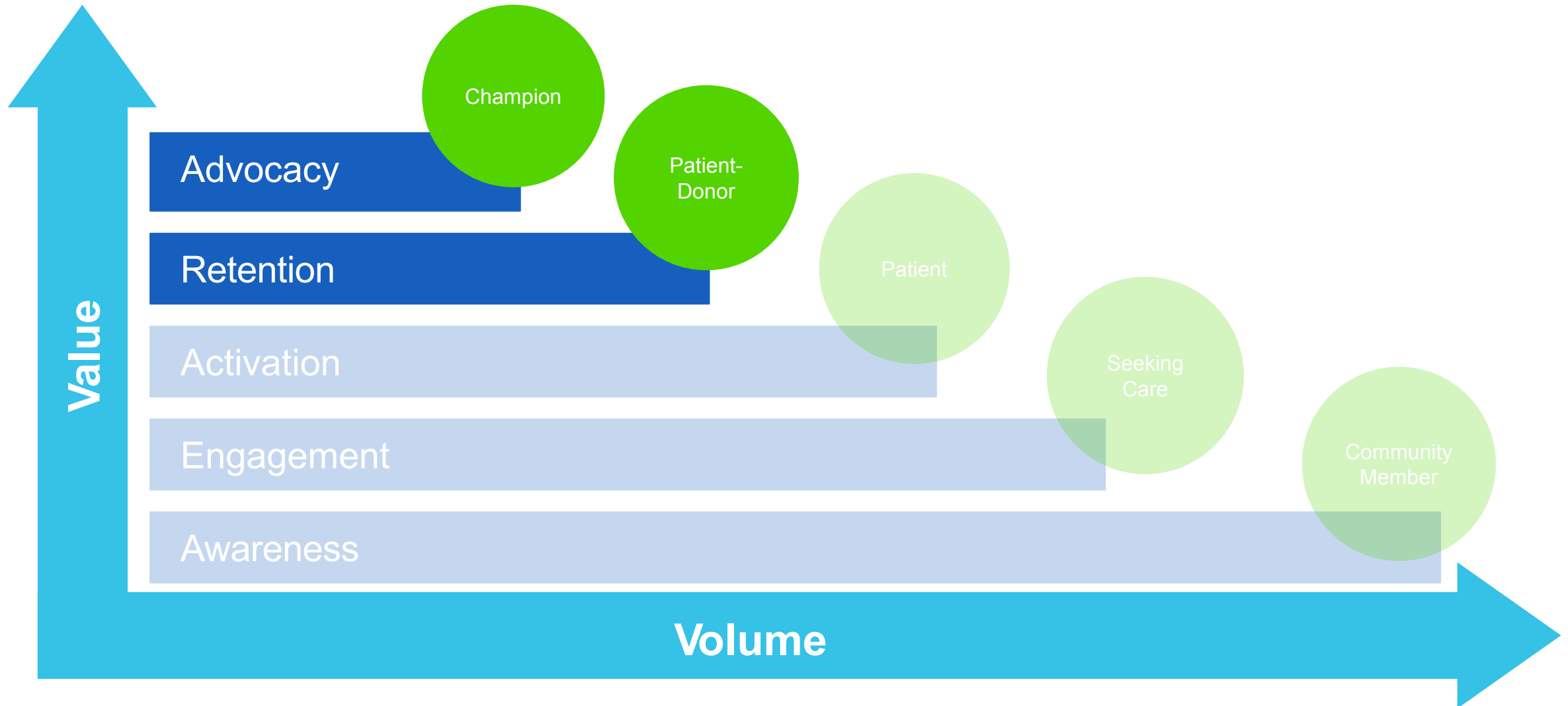
Our Approach

Building relationships



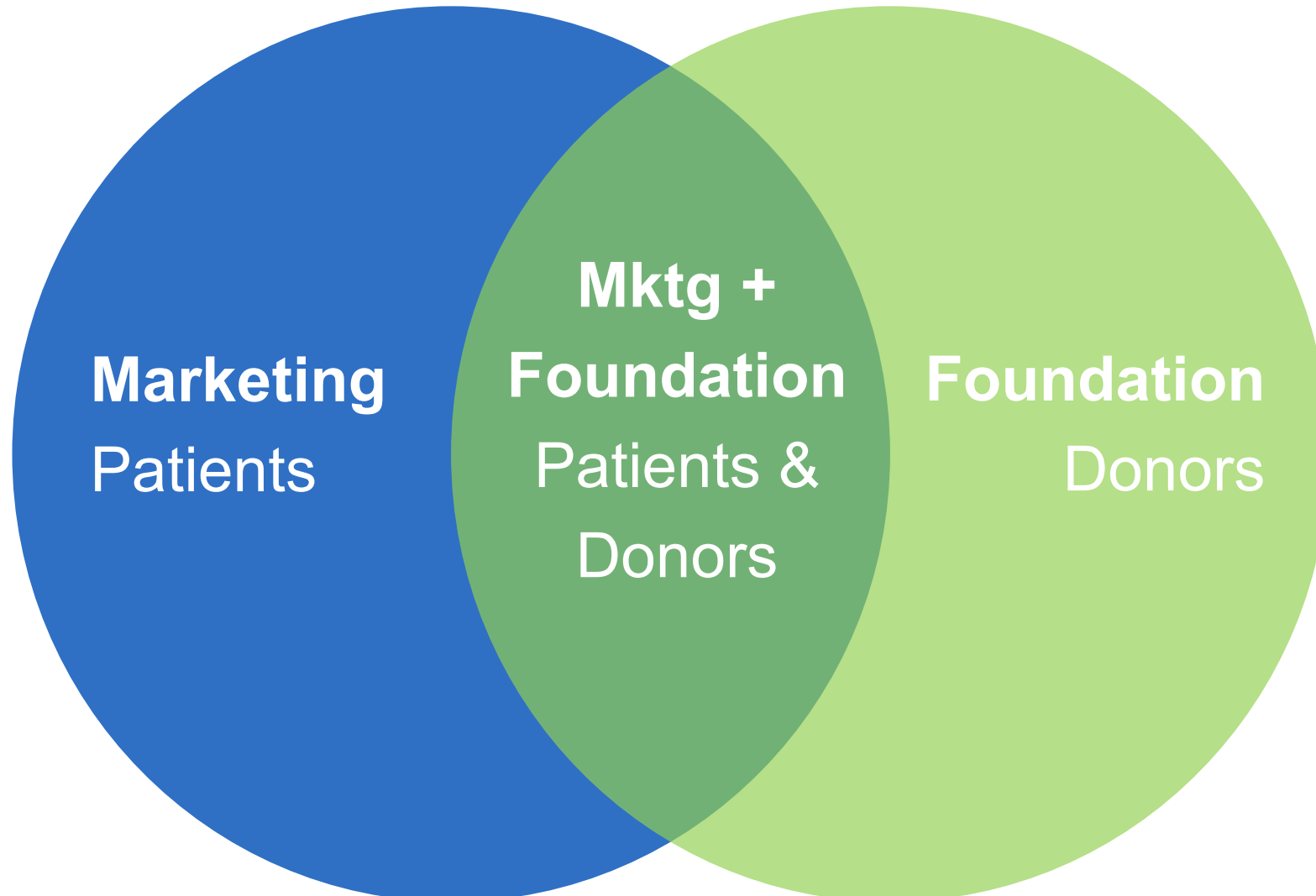
Foundation + Marketing:

Cultivating your highest-value supporters



Foundation + Marketing:

A true partnership is required



How we did it

Reporting structure

- Single executive leader over both Foundation and MarComm
- Foundation manager reports to senior director of brand and system marketing

Cross-functional agency partner that brings both strong digital fundraising & patient marketing expertise.

Teams collectively develop and share content including patient stories across both areas to reinforce the message.

MarComm teams support the Foundation: Social, content and creative.

Singular brand message map that is targeted but based on the same brand promise and pillars.

Outcomes of an integrated structure

1 **Align teams** by working towards the same goals & objectives

2 **Create a better marketing and digital experience** for patient-donors

3 **Maximize value** by cultivating patient—donors strategically

A hand is shown holding a Rubik's cube, which is partially solved. The background is a gradient of teal and blue, with a large white circle on the left side. The text "The solution" is written in a large, bold, white font, and "Activating patient-donors" is written in a smaller, white font below it.

The solution

Activating patient-donors

Our Goals

1

Educate patients about the role of the Foundation

Engage patients early on in their care experience with a new, consistent messaging platform

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Connect with patients and inspire them to take action

Provide a low barrier of entry and clear value proposition for patients to get involved

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Increase Foundation revenue

Develop targeted campaigns with tangible giving levels to drive revenue from both new and existing donors

Understanding our audience



Greg & Brenda

50 and 47

Senior corporate execs

Brenda is a breast cancer survivor

“We want to cure a disease”

Interests

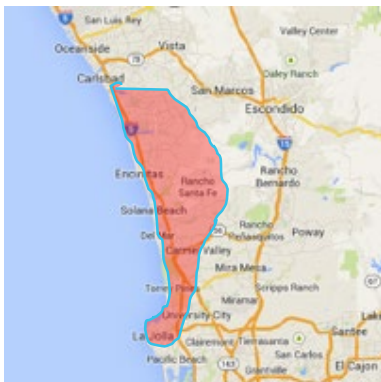
- Dining out
- Museums, concerts and other cultural activities
- International travel
- Walking/hiking

Digital behavior

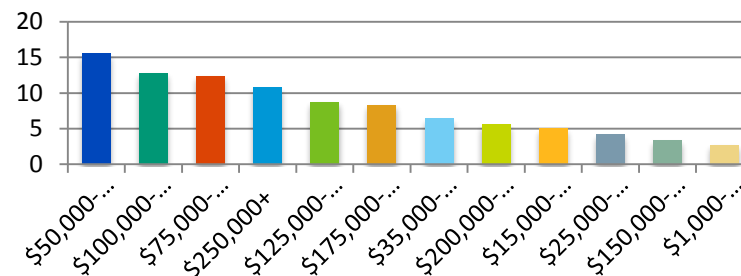
- Email
- Search
- Health and financial research
- Digital video

SHF opportunities

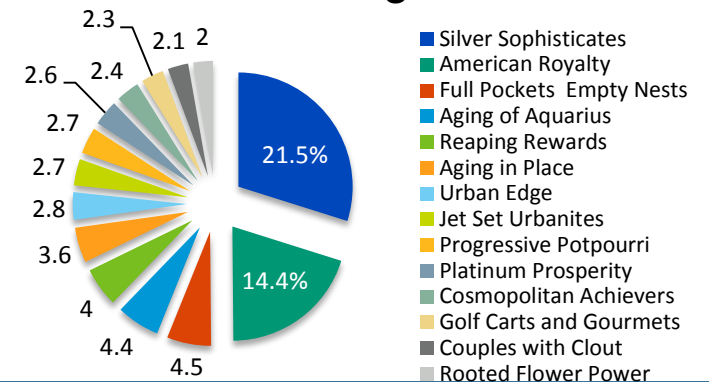
- Innovation and research
- Naming opportunities
- Events



Household Income



Mosaic Segments



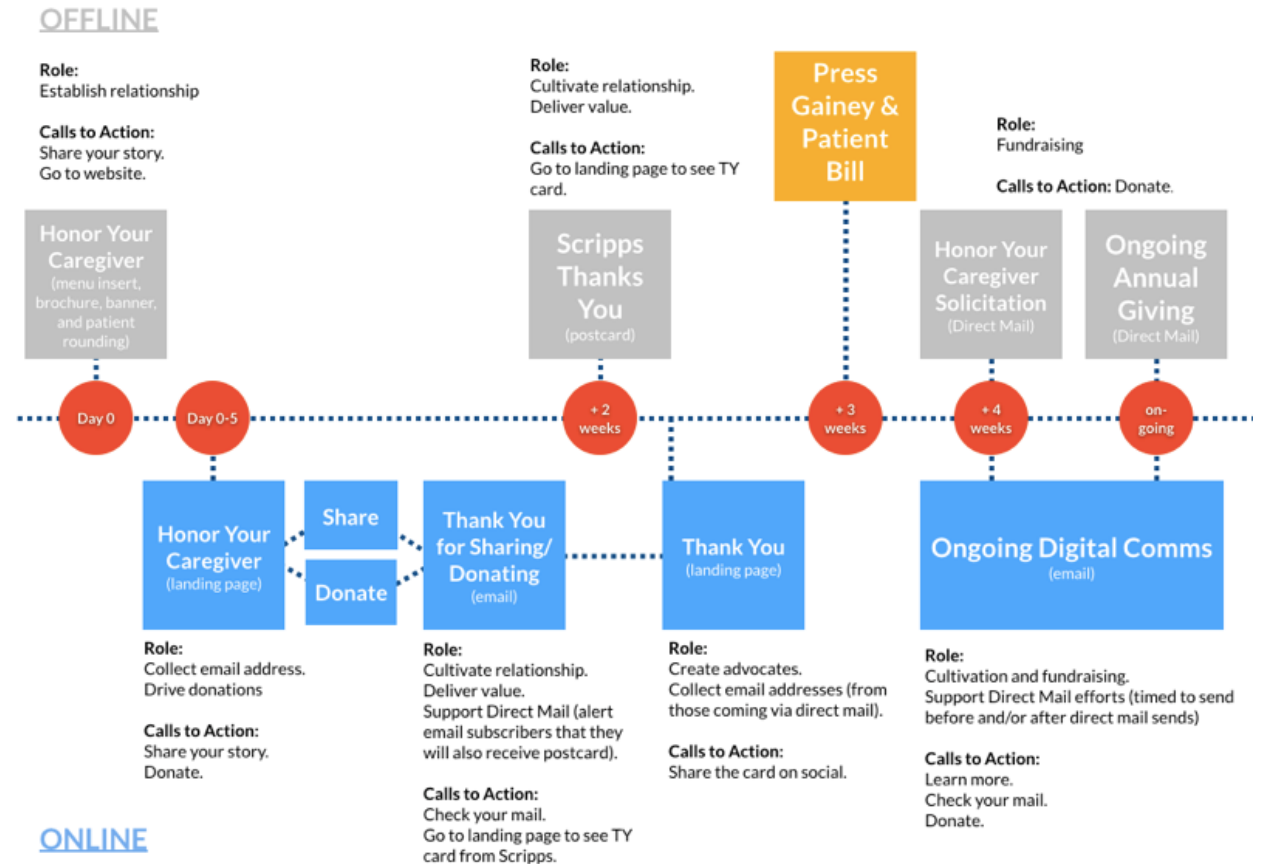
Strategic cultivation

Aligning marketing with the foundation

Mapped every patient and donor touchpoint across on- and offline channels from clinical, Foundation and patient billing departments.

Restructured post-care engagement model to ensure consistency, improve patient experience and increase conversion rates.

How are you managing this experience at your health system?



The Grateful Patient Ecosystem



Re-branded Grateful Patient

Consistent Messaging & Branding

Updated sub-brand name and all collateral for consistent messaging and styling across in-facility, traditional and digital platforms

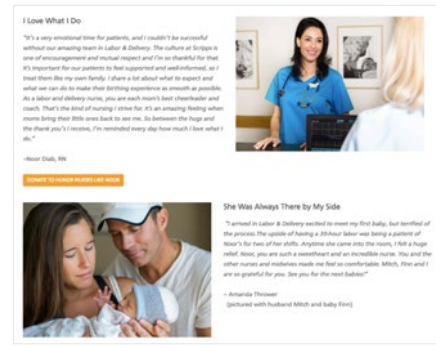


A New Model of Engagement

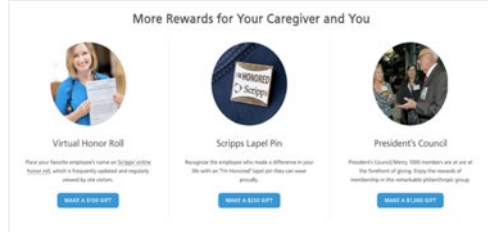
Awareness



Advocacy



Activation



Acquisition

SHARE YOUR STORY

Your story will be sent to your caregiver and distributed to all Scripps staff and senior leadership.

Your First & Last Name

Your Email Address

Caregiver's First Name

Caregiver's Last Name (Optional)

I had an excellent experience at Scripps because of you and I want to honor you with this note. Thank you for all the amazing work you do and the care you provide.

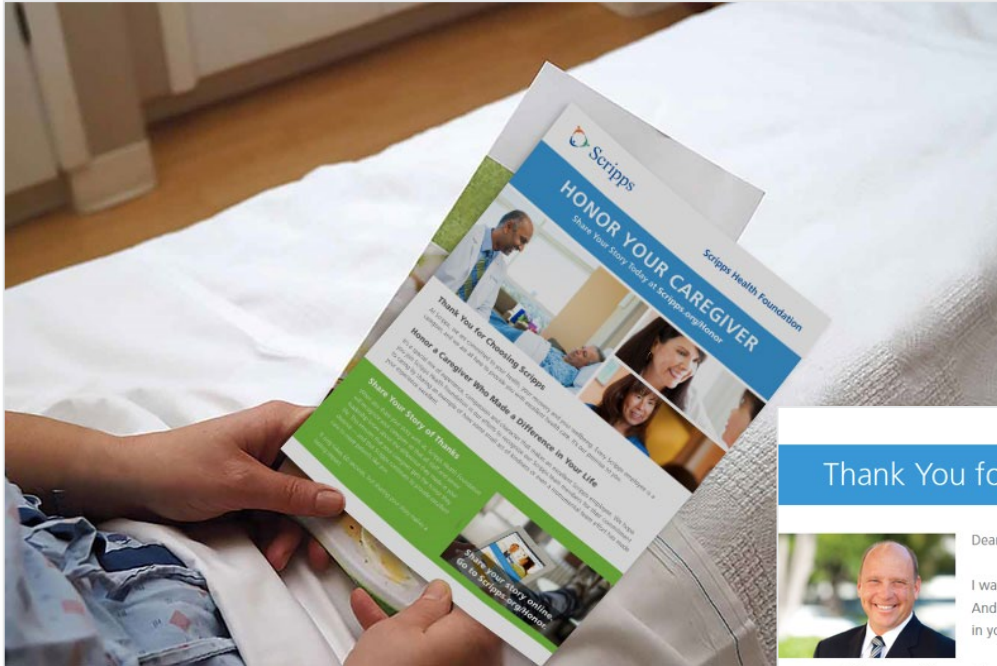
☐ I would like to receive exclusive updates and information from Scripps Health Foundation.

SHARE

Loyalty & Retention



Awareness: Offline integration



Thank You for choosing Scripps



John Engle
Senior Corporate Vice President
Chief Development Officer

Dear Joe Smith,

I wanted to send you my personal thanks for choosing Scripps. And I invite you to honor a caregiver who made a difference in your life by sharing your story online.

Whether your story is about a small act of kindness or even a monumental team effort, Scripps Health Foundation will recognize your caregiver so that all staff and senior leadership know about the difference they made. This ensures they get the honor they deserve — and that Scripps continues to provide excellent care to more patients like you.

Remember to visit Scripps.org/ThankYou for a special thank you from your Scripps care team.



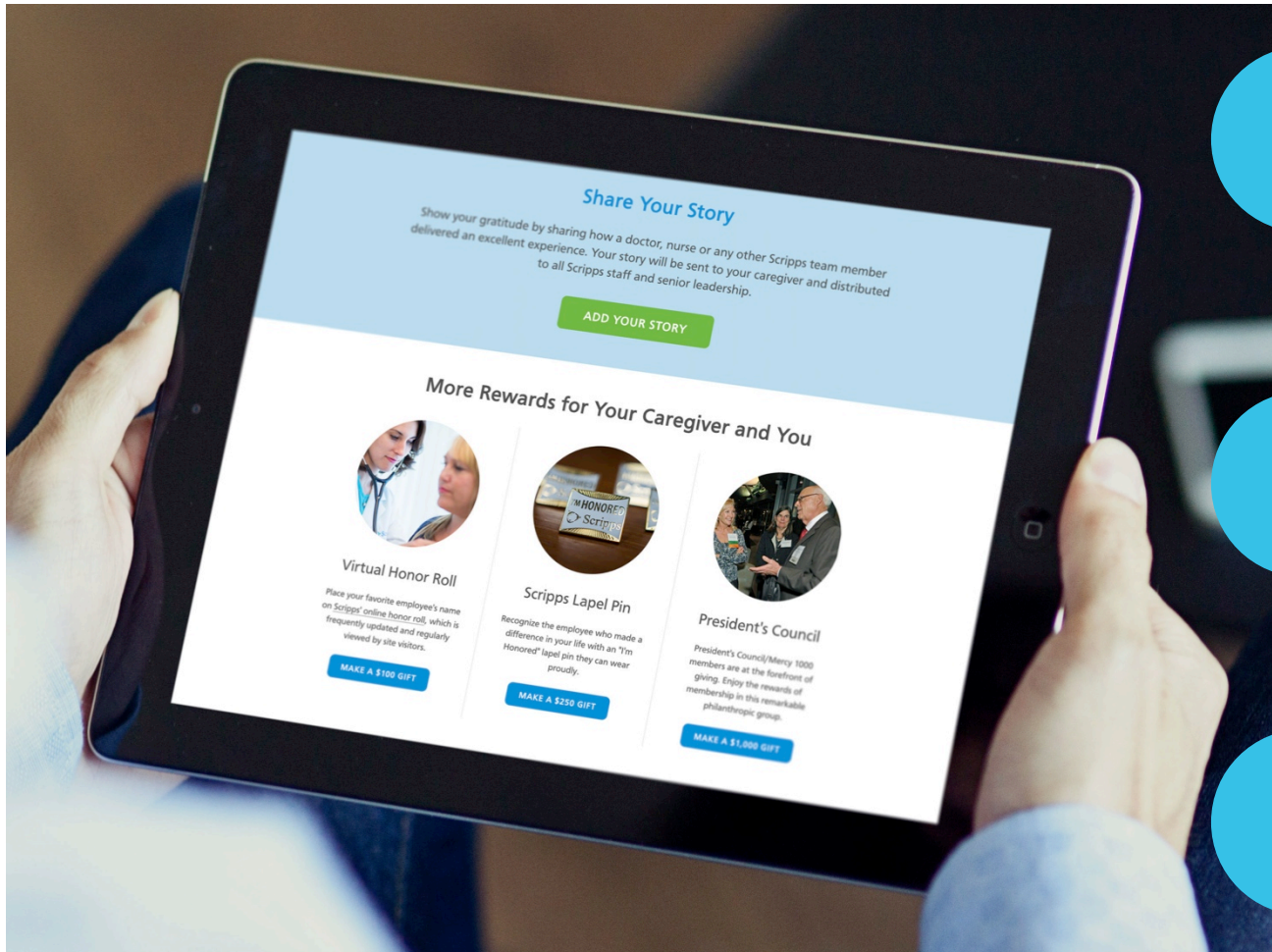
Scripps Health Foundation
4275 Campus Point Court, CP217
San Diego CA 92121

Joe Smith
1234 State Street
San Diego, CA 92110

NON-PROFIT
U.S. POSTAGE
PAID
PERMIT #1914
SAN DIEGO, CA



Activation: First-time engagement



1

Share your story

2

Honor Your Caregiver:
Digital honor roll or Lapel pin

3

Enroll in President's Council

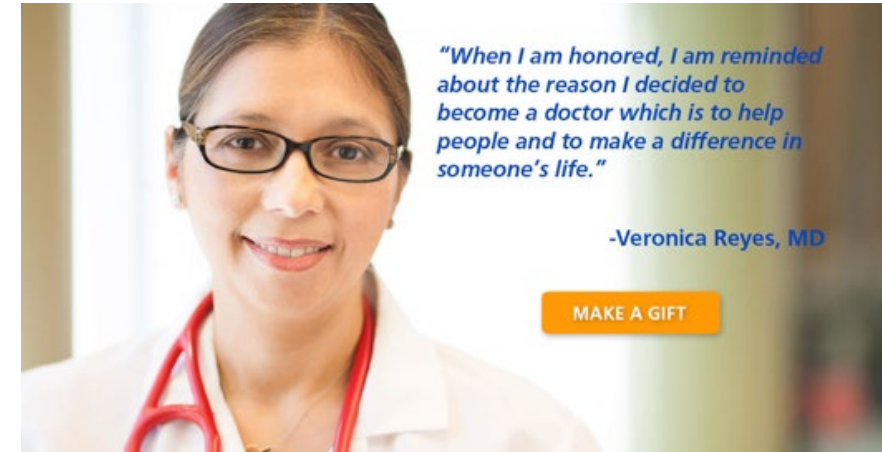
Activation: Welcome new digital supporters



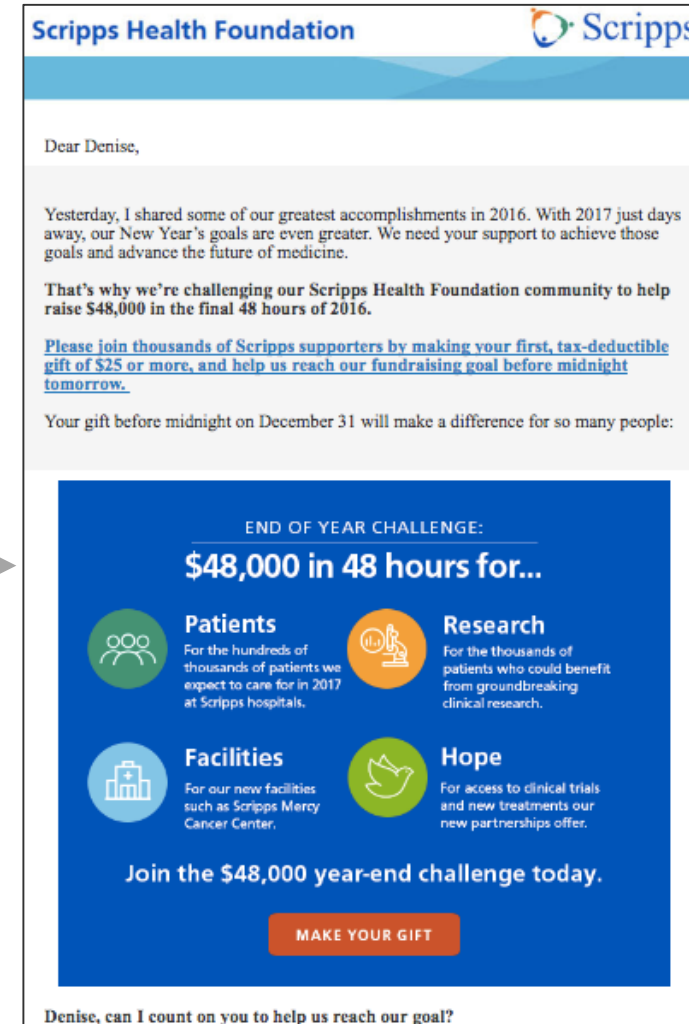
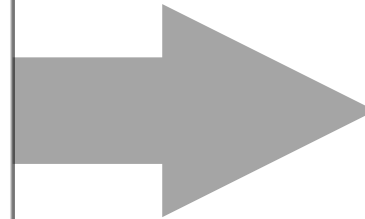
Activation: Deliver on the promise

Operationalizing the model

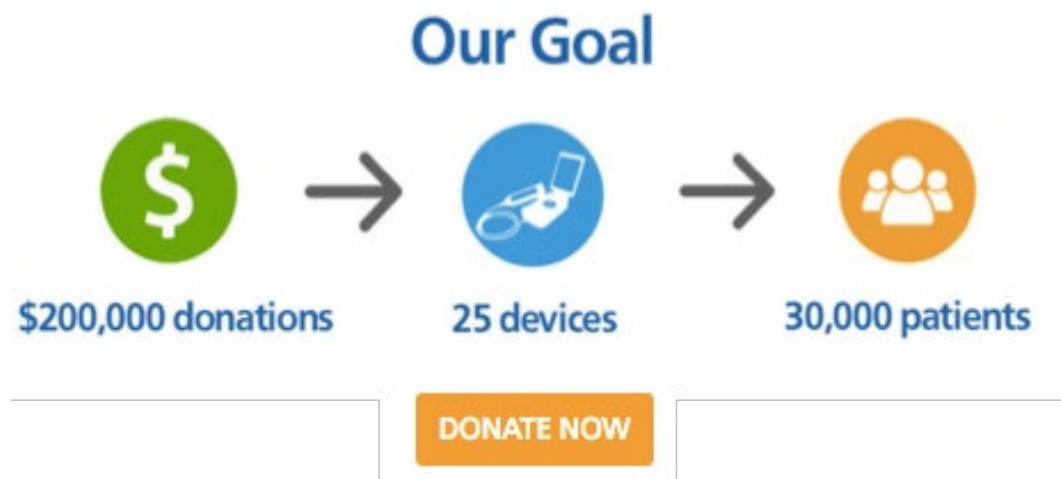
Established operational processes to engage and recognize honored employees



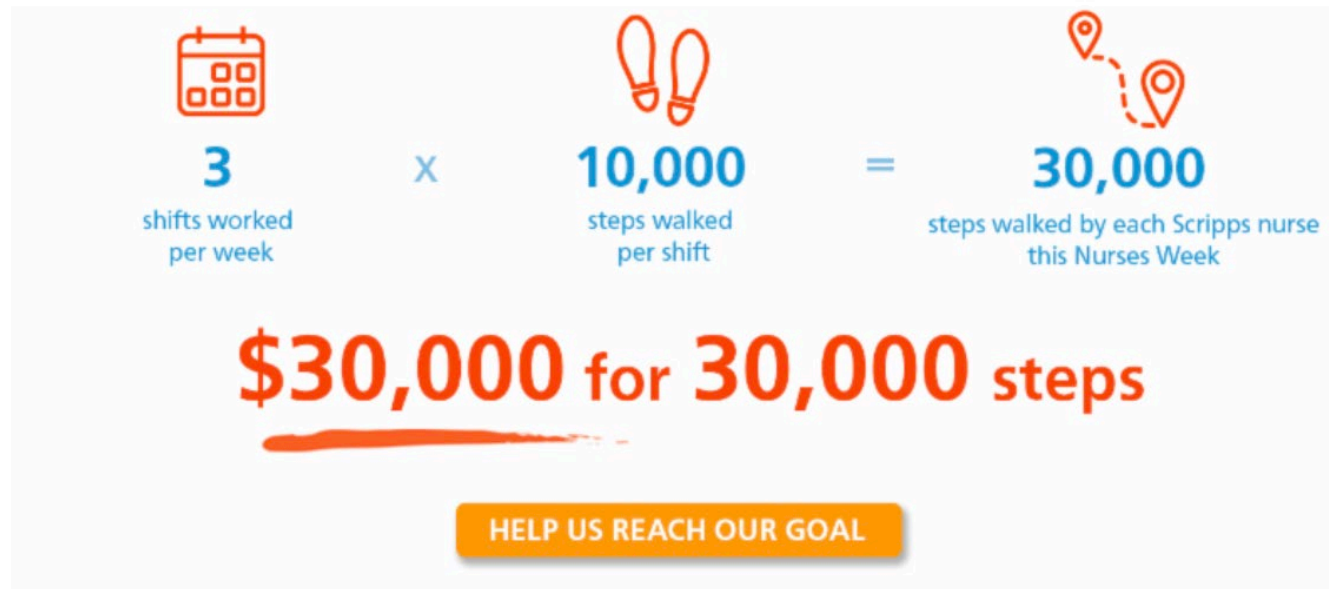
Loyalty: Engaging email




Loyalty: Repeat giving




Loyalty: Repeat giving




 **3** shifts worked per week

x


 **10,000** steps walked per shift

=

 **30,000** steps walked by each Scripps nurse this Nurses Week

\$30,000 for 30,000 steps

[HELP US REACH OUR GOAL](#)



**Join the \$30K for 30K
Nurses Week Challenge**


for every step our nurses will take during their shifts this Nurses Week.

[HELP US REACH OUR GOAL](#)


Advocacy: Say thanks

Welcome new donors and balance solicitations with stewardship and thank you messages

Scripps Health Foundation



Dear John,



Happy New Year! On behalf of everyone at Scripps Health Foundation - **thank you for your recent generous donation.**


Your support matters. Your donation will help us continue to advance medicine through technology and research, provide care for more patients and their families, and expand the communities we serve here in San Diego and beyond. **The future of Scripps truly begins with you.**

I will be in touch soon to share more about our priorities for 2019 and how you can continue to help heal, enhance and save lives.

Thank you again,

John B. Engle
Corporate Senior Vice President
Scripps Health

Scripps Health Foundation




Dear John,

Thank you again for your generous donation and welcome to the Scripps Health Foundation family!

Philanthropy has been at the heart of Scripps since our founding in 1924, and continues to support patients and their families, advance medicine and expand the care we provide to our communities. Your gift helps us save lives.

Watch our video to hear directly from our team at Scripps about the impact of your gift:




[Watch our message of thanks](#)

In the coming weeks, you'll receive an exclusive new donor welcome kit in the mail with more information and benefits from Scripps Health Foundation.

Thank you again for your gift. We hope you'll continue to support us now and in the future. Together, we can help heal, enhance and save lives.

Sincerely,
John B. Engle
Corporate Senior Vice President
Scripps Health


Scripps Health Foundation



Dear Denise,

Thank you so much for supporting Scripps Health Foundation in honor of National Doctors Day. We can't thank you enough for taking part and celebrating the groundbreaking research and innovative care our physicians provide.

We shared your support with our Chief Medical Officer James E. LaBelle, MD, and he asked that I share this message with you:








"When I see the stories you've shared and the donations you've made to Scripps Health Foundation, I can envision all the patients who will benefit from your kindness.

I can see the life-changing diagnostic tools, technologies and therapies that generous donors like you make possible, and I'm grateful you're on our team."

—James E. LaBelle, MD

On behalf of all of us at Scripps, thank you for your ongoing support for Scripps Health Foundation. As you can see, it means so much.

John B. Engle
Corporate Senior Vice President
Scripps Health



Advocacy: Be social

Scripps Health
Yesterday at 1:26pm · 🌐

Users post text will go here when they share



"A caregiver at Scripps made a difference in my life"

[LEARN HOW](#)

Scripps Health Foundation


A Caregiver At Scripps Impacted My Life

Read stories of Scripps patients and families whose lives were changed by a caregiver at Scripps.

SCRIPPS.ORG

Scripps Health ✓
Published by Heather Gjerde [?] · May 9 at 9:47am · 🌐

In honor of National Nurses Week, May 6-12, Scripps introduces our Nurses of the Year. Learn more about our amazing team members, who do so much to make sure patients and families receive the highest quality, compassionate care — bit.ly/1Z4kN1S



Scripps Health Announces Nurses of the Year

Meet the nurses who went above and beyond for their patients and read stories from Scripps patients and families whose lives were changed by Scripps nurses.

[GIVING.SCRIPPS.ORG](https://giving.scripps.org)

18,907 people reached


[Boost Post](#)

Like Comment Share Buffer

👍❤️🔥 Savana Espitia, Nieves Rolando Rondero and 1K others Chronological *

70 shares 53 comments


Check out all our upcoming events: [Scripps.org/foundations/events](https://scripps.org/foundations/events)

Scripps Health Foundation 

Dear Denise,

Join us for the most celebrated gala of the season—Scripps 87th Annual Candlelight Ball—at the Fairmont Grand Del Mar, one of the top-rated luxury hotels and resorts in the country. [Reservations are still open.](#)

On Saturday, December 3, the grand ballroom will be transformed into a magical winter wonderland. The award-winning chef will create an imaginative dining experience. And the acclaimed Mighty Untouchables will keep the dance floor jumping.



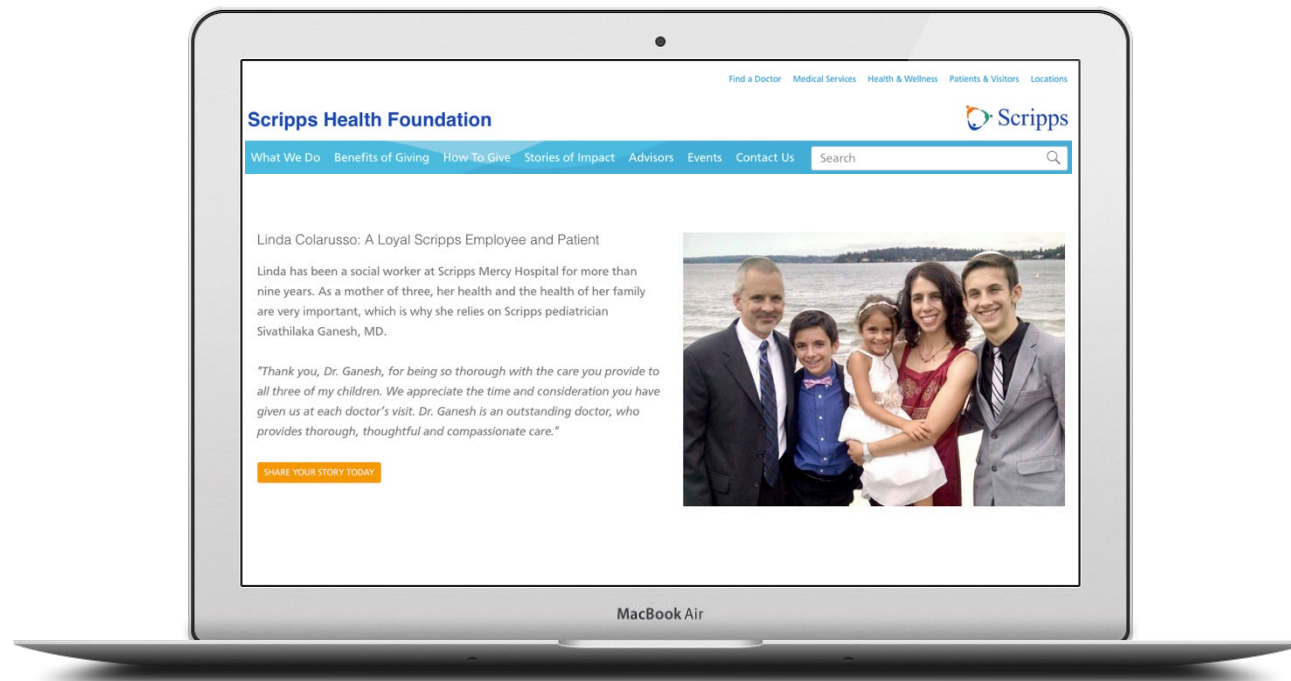
RSVP TODAY

Candlelight Ball is a prestigious San Diego tradition. Last year's sold-out gala raised \$1.8 million to benefit the Barbey Family Emergency and Trauma Center. This year's event will support surgical excellence at Scripps Memorial Hospital La Jolla.

Our surgeons are among the finest practicing today, with expertise in cardiothoracic, gynecologic, orthopedic and many other specialties. And they're among the most

Advocacy: Identify and showcase champions


Perspectives from lower-level donors makes giving tangible and relatable



Winning Against Cancer

Mary Jennings-Smith was a long-time faculty member at Mira Costa College, when she first met Michael Kosty, MD, in 2005. A Scripps Clinic physician had called him about Mary's cancer diagnosis. While Mary hoped for a female doctor to see her through her bout with breast cancer, she didn't want to delay treatment. She made the appointment with Dr. Kosty, the medical director at Scripps Green Cancer Center.

"Without hesitation, he took me on as a new patient," says Mary. "He instilled such confidence. He understood what 'quality of life' really means and thankfully he's given that to me. Eleven years ago, he said I'd live a long life, and he was right!"



Life on Her Own Terms

In 2009, Mary retired from her academic career to enjoy more time with her daughter Shannon and her three grandchildren. Despite her ongoing cancer treatments, she had another dream to fulfill. She wanted to travel. Under Dr. Kosty's care, Mary has visited more than 15 countries in the last seven years. Whenever she sees Dr. Kosty, he always asks where she wants to go next. She always has a list.


"Mary has such a positive spirit," says Dr. Kosty. "She set her mind on having a long, happy life — enjoying her grandkids, traveling the world and helping other cancer survivors. I'm pleased to help her achieve those goals. I look forward to our visits and hearing about her latest adventure."



Grateful for the Gift of Time

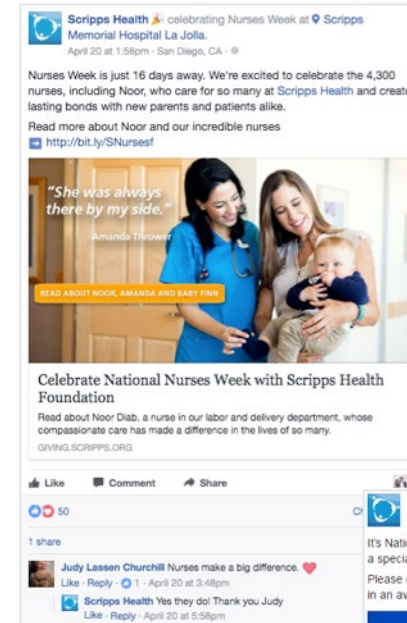
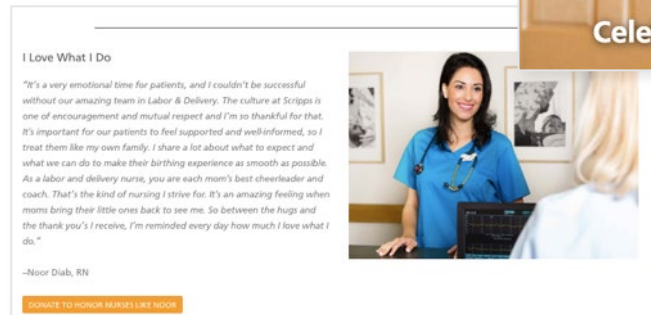
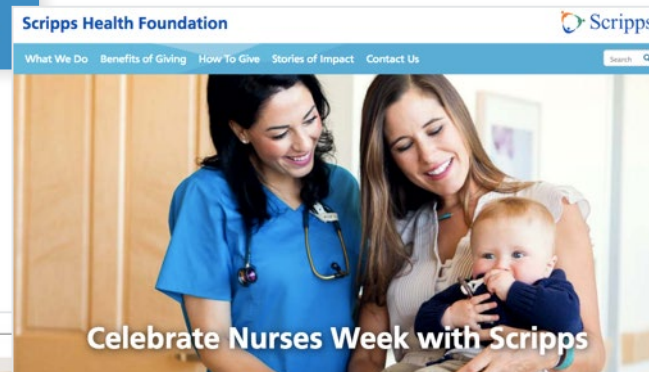
"I read once that 'time is the only non-renewable form of wealth,'" says Mary. "Dr. Kosty has given me more time. He's helped me stay in the present, which gives me a sense of serenity. He encourages me to take part in decision-making about my treatment and understands that I want to live as normal a life as possible. And I am grateful for the medical advancements he knows so much about."

"Dr. Kosty, the nurses and staff have worked with me. They've laughed and cried with me. But most importantly, they have supported me in my 11-year journey with metastatic breast cancer. I gave back to honor them."



Maximize the value of your content

Stories power content across digital platforms

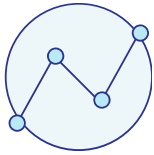




The results

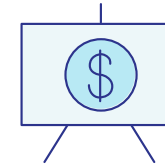
Growing the pipeline and increasing revenue

The results



Grow the pipeline

- 1,000+** stories shared
- 5x** email list growth
- 95%** increase in site traffic
- ~50%** of all online gifts are from first-time donors



Increase revenue

- 2x** increase in online revenue
- \$375** average online donation
- 55%+** new online donors with significant giving capacity

How we compare: Industry benchmarks

Digital Giving Metric	Scripps	Hospital/Health Industry Benchmark*
Average Online Donation (2018)	\$375.34	\$131
Median Donation < \$1,000 (2018)	\$100	\$20
Median Donation > \$1,000 (2018)	\$2,500	\$2,000
Online giving growth (2017-2018)	+51%	+9.5%
Email list growth (2017-2018)	+129%	+17%
Donor retention (2017-2018)	43% new donor retention	25% new donor retention
Fundraising email open rate (2018)	27.43%	17%
Fundraising email click through rates (2018)	1.12%	0.58%
Digital advertising cost per email acquisition (2018)	\$0	\$1.46
Value per website visitor (2018)	\$15.90	\$0.59

*Benchmark sources: Blackbaud Luminate 2018; M+R 2018 Benchmarks

Thank you!

Get in touch:

john@digitalhealthstrategies.com

tirtha.abha@scrippshealth.org

A person is shown from the chest up, gesturing with both hands while speaking. They are wearing a plaid shirt. In the background, a laptop is open on a desk, displaying a website with blue and white elements. A smartphone is lying on a notebook in the foreground. The entire image has a teal and blue color overlay with a faint circular graphic element.

Questions & Discussion