



Grateful Patients and Families Program

Mission Driven. Patient- and Family-Centric. Team Focused.



Fundraising • Development Services • Strategic Consulting

CCS Grateful Patient Program

Each year, Health Systems and Hospitals touch the lives of millions of families. Philanthropic gifts augment dwindling state support, supplying necessary resources to fulfill the commitment to serve every patient/provide optimal care. These contributions translate into the ability to deliver exceptional healthcare.

- According to The Advisory Board's Philanthropy Leadership Council **88% of donations to hospitals are made by grateful patients or their family members.** Less than 3% of gifts are made in the absence of patient care experience.

CCS Grateful Patient Program will help you maximize untapped giving potential in a population most familiar with your hospital and service lines: your patients.

- Our strength lies in our hands-on approach, from the first conversation to onsite management. CCS will evaluate and implement a comprehensive and scalable grateful patient program that balances Annual Fund, Major Gifts, and Planned Giving.
- Our goal is to help Health Systems and Hospitals build a comprehensive, sustainable development program to significantly increase fundraising integrated, and for the Hospitals and Health System.
- **We are partners with you in capitalizing on the power of gratitude.**



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Grateful Patient Program Components

- Guidance on initial conversations with Hospital and/or Foundation Senior Administration, Privacy, Compliance, and Risk Management staff
- HIPAA Policies and Procedures
- Physician Champions (bench – bedside - boardroom)
- Nurses, Program Managers, Key Staff Champions
- Annual Fund & Direct Mail
- Pipeline Development to Major and Planned Giving
- Tiered Stewardship
- IT Systems, Moves Management Systems, Data Mining, and Wealth screening
- Board Membership
- Auxiliary & Volunteers
- Concierge/Patient & Guest Services
- Prospect Research
- Marketing Strategies and Outreach Events



Personal Role in Philanthropy

- The act of building and maintaining relationships with patients, their loved ones, and friends of the hospital is everyone's responsibility
 - **Identify** – Grateful patients and families, friends, neighbors, and community leaders
 - **Cultivate** - Spread news about exciting achievements
 - **Partner** – Relay information regarding potential donors to the Development Department
 - **Acknowledge and Steward** - Convey gratitude and keep connected

- Lead by Example
 - Make an Annual Gift
 - Ongoing payroll deductions make significant giving more palatable



About CCS

Founded in
1947

Leading consulting and
management firm for
non-profits

Provides campaign design and
management, development services,
and strategic consulting to diverse
non-profit institutions

Diverse Client Roster:

- Hospitals and medical centers
- Schools, colleges and universities
- Religious institutions
- Arts, civic and cultural organizations
- Environment and conservation organizations
- Voluntary health organizations
- Associations and advocacy groups

New York, Chicago,
San Francisco, Boston,
Los Angeles, Washington DC,
Baltimore, St. Louis, Seattle,
Toronto, London, Dublin

CCS projects under consulting and management total
\$6 Billion per year