

2017 ADRP Event Award Applications

Contact Name: Julie Lund
Business Title: Donor Relations Manager
Institution Name: Children's Hospital Colorado Foundation
Institution Type: Healthcare
ADRP Member? Yes
Membership Length: 1

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Entry Title: Dr.'s In+sight

URL (if applicable):

Username/Password (if applicable):

Brief Description: Dr.'s In+Sight is an educational program to give guests (Children's Circle of Care members with the potential to give at an even higher level) a firsthand view of the patient care experience at Children's Hospital Colorado. Each participant will receive a scenario describing the actual experience of a patient family. Small groups of guests will follow one family's journey, meeting with caregivers, learning about treatment options, discovering the child's prognosis and future plans. At the end of a 45-minute tour, the participants will be surprised to meet the family whose case they have been following and hear the family's story in their own words. After sharing insights and conversation, everyone's participants, families and caregivers will socialize together at a reception in the conference and education center on the second floor of the hospital.

The scenarios highlighted different areas of the hospital and our service lines, such as "Your child has been diagnosed with T-Cell Acute Lymphoblastic Leukemia, a rare type of blood cancer that typically has an 80% survival rate. You have been referred to Children's Hospital Colorado to seek treatment. This hospital offers the option to participate in a clinical trial that may increase the survival rate. Please find your guide, Dr. Joanne Hilden, who will take you to the 7th floor where you will begin your journey." Another example highlighted the diagnostic expertise of our clinicians: "A week ago, your child developed flu-like symptoms and has been getting progressively worse. After visiting the North Campus Emergency Department, your child began having seizures. Your child has been transferred to Children's Hospital Colorado's Anschutz Campus where they will receive expert care with the hope of determining the cause of the seizures. Please find your guide, Dr. Todd Carpenter, who will escort you to the Pediatric Intensive Care Unit where you will begin your journey."

Caregivers talked to guests as if they were the parents of the children involved, using terms such as "the treatment options for your child are . . ." and "I'd like you to consider enrolling your child in an experimental clinical trial." Feedback from both participants and from fundraisers was that this is one of the most impactful programs we have ever offered. Participants were visibly moved, and many were brought to tears by the fear and the joy that our families experience.

Would you be willing to participate in a webinar or future conference to share more information about this project? Yes

Do you plan to submit a hard copy of your entry for judging? No

Overall Event Budget: The budget is \$10,000; we spent \$9,031.17.

Event Size: Less than 50

Event Type: Reception

Target Audience: Annual donors at the \$10,000 level (Children's Circle of Care) who have the capacity to become major gift (\$50,000+) donors

Purpose of Event: The purpose of the event was to renew annual gifts at \$10,000 and inspire a larger investment in the hospital. In addition to existing Children's Circle of Care members, each prospect manager was encouraged to invite three prospects whom they planned to ask for at least a \$10,000 commitment in 2017. At its core, the event was intended to give our close friends a truly unforgettable experience and inspire them to give at the major gift (\$50,000) level.

What made this event innovative? How was it above and beyond the traditional event? In the past, we have used this educational event to give donors the opportunity to hear directly from medical staff to understand their perspectives and gain from their insights (hence the name, "Dr.'s In+sight"--see/meet doctors in person and learn from them).

This year we wanted to offer something more experiential that would show the hospital and the care it provides from the patient family perspective. The mailed invitation showed before and after photos of a cancer patient and included hospital bracelets with the guests' names to give a first-person feel to the event. This was our first attempt at this particular type of experiential educational program, and we consider it to have been very successful.

Event outcomes. How did you determine the event was a success? How did you measure engagement post-event? At a debriefing with prospect managers, we developed very specific follow-up plans for each of their guests. It may take several more months before we can truly assess the financial success of the event but the fundraisers involved thought that it gave them the opportunity for very meaningful conversations with their donors.

Perhaps the following email message we received from a donor sums up the value of the event as a stewardship and cultivation tool: "hi leslie! we thought last night was amazing! and yes it was a great format to try to understand. however, the thought of that experience is too excruciating to even begin to understand. but both doctors were so fabulous and informative. it only made us realize how beyond the average person's grasp it is. just makes us see that we need to help more!"



Join us at Children's Hospital Colorado to experience what it's like to walk a mile in our patients' slippers. Patients like 11-year-old Carter, who was diagnosed with a rare, aggressive form of cancer in 2nd grade and went through radiation and more than three years of chemotherapy.

Today, Carter is cancer-free.

You're invited to experience an exclusive glimpse into the lives of our patients. Walk or wheel a mile in their slippers. Meet their doctors. Discover their diagnoses. Delve into their treatment. And find out how their hospital journey has forever changed their lives.

Tuesday, March 14, 2017
5:30* to 8 p.m.

Children's Hospital Colorado
Conference and Education Center, 2nd floor
13123 East 16th Ave.
Aurora, CO 80045

Valet parking available
Cocktail reception following "hands-on" tour
Wear comfortable shoes

Space is limited, so please RSVP to
rsvpjulie@childrenscoloradofoundation.org
by March 3.

**Treatment for kids can't wait, so this event will start promptly at 5:30 p.m. Please be sure to allow yourself plenty of travel time.*



Children's Hospital Colorado
Foundation