

"In Lieu of Flowers"

A Case Study in Stewardship and
Retention of Memorial Gifts

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TERRELL
KERNERSVILLE

Mildred Hubbard Terrell
July 8, 2016

Mildred Hubbard Terrell, of Kernersville, passed away on July 8, 2016. She was a life-long resident of Kernersville. She enjoyed flower gardening and arranging flowers. She loved dogs and animals of all types. Mildred was preceded in death by her parents, brother, sisters and her husband of 64 years Claude E. Terrell. She is survived by three children, two granddaughters and three great-grandsons. She will be greatly missed and always in our hearts.

A private memorial service was held for the immediate family.

The family would like to thank all who provided care and support for Mildred at the KPR Hospice and Palliative Care Center in the final weeks of her life.

In lieu of flowers, memorials may be directed to Hospice and Palliative Care Center at 101 Hospice Lane, Winston-Salem, NC 27103.

Pierce-Jefferson Funeral Services is serving the family. Friends and family may sign and view the guestbook at www.Pierce-JeffersonFuneralService.com.

WILLIARD
YADKINVILLE

Donations can be made through: <http://giving.unc.edu/gift/custom/index.htm?fndpic=104500&p=PSYC>

SPARKS

ROARING RIVER - Mr. Alvin Coy Sparks, 30, died Sunday, July 10, 2016. Funeral service will be 2 P.M., Thursday, July 14, 2016 at Miller Funeral Chapel. (Miller Funeral Service)

STIERS

LEXINGTON - Jerry Stiers, 77, of Green Meadows Drive, died Monday at Wake Forest Baptist Medical Center. The funeral will be 11 a.m. Thursday at Coggins Memorial Baptist Church. Davidson Funeral Home is serving the family.

WOOD

DANBURY - Larry Wood, 69, passed away on Sunday, July 10, 2016. A Funeral Service will be conducted Thursday, July 14, 2016 at Cox-Needham Funeral Home at 7:30 P.M. The family will receive friends from 6:00 to 7:30 P.M.

Need Answers?
ASK SAM
with Tim Clodfelter
Tuesday-Sunday
WINSTON-SALEM
JOURNAL
To subscribe
call 727-7462

in death by an infant son, Gerald Williard; and one brother, Bobby Williard. He

“In lieu of flowers, memorials may be directed to Hospice and Palliative Care Center...”



Did you smile today ?



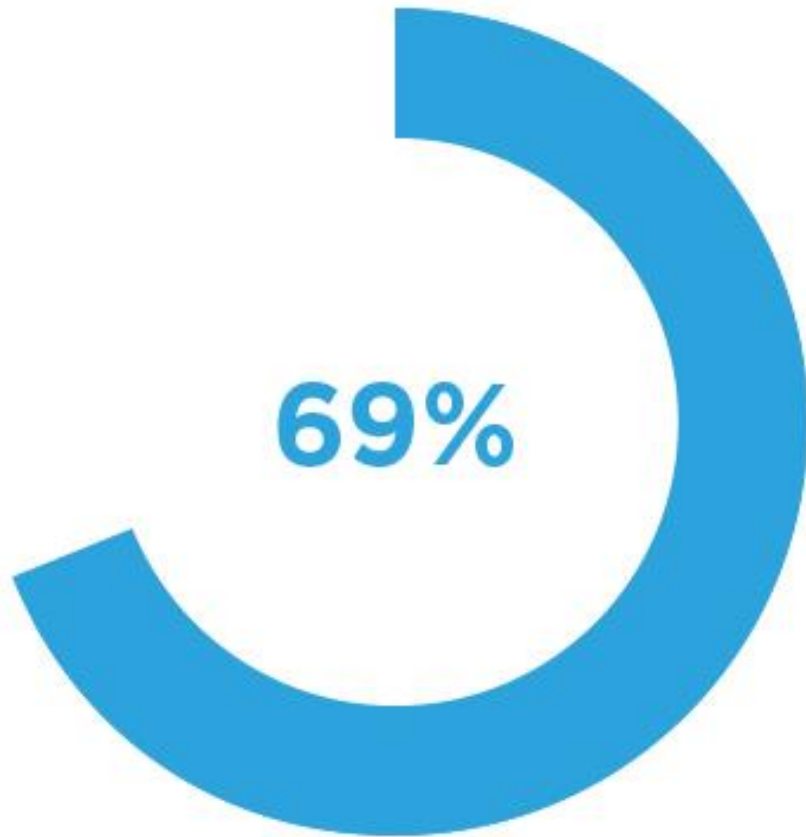






**KEEP
CALM
CAUSE
I HAVE A
PLAN**

- Storytelling
- Better Stewardship
- Increased Board Engagement



*...of individual donors
say none of the
nonprofits they support
call them without
asking for another gift.*

– Penelope Burk



Board Member Phone Calls

“He was so grateful
for my call!”

“This experience
has really informed
me as a board
member!”

“She asked me how to
become a recurring
gift donor!”



*...of individual donors
say they received a
request for a second
gift along with their
thank you.*

– Penelope Burk



Handwritten Thank You Notes

Dear Giselle,

Thank you so much for supporting Hospice & Palliative Care Center. As a board member, I have seen firsthand the comfort and respect they bring to everyone in their care. I am so proud to be a part of this amazing organization. Your gift helps provide the end of life support everyone deserves.

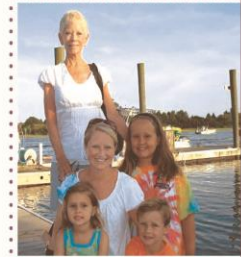
Many thanks again!

Michelle

Touchpoint Postcards

"In her final days, the staff at Hospice & Palliative CareCenter helped ease my fear. Their capacity to love and care for a perfect stranger like my mother was a beautiful thing to witness. With their help, I no longer had to be her caregiver, I could just hold her and be her daughter again."

Ashley Stabolitis
Mother, Daughter, Teacher, Advocate



Visit the Donor Pages
of HospiceCareCenter.org

 THE HOSPICE
Foundation
In Support of HOSPICE & PALLIATIVE CARE CENTER

*Your gift allows daughters,
sons, husbands, wives, family
members and friends to
cherish final moments
and celebrate memories.*

Thank you.

June 2016

PRIMARY ADDRESSEE
ADDRESS 1
CITY STATE, ZIP

Dear INFORMAL SALUTATION,

I remember her initial diagnosis and the year that followed, filled with doctor's visits, hospital stays and fear. The fear of losing her was overwhelming but she needed me to be her strength. She needed me to be her voice. She needed me to be her advocate. She needed me in ways I have never been needed before and it was, I thought, too much.

In her final days, *the staff at Hospice & Palliative CareCenter helped ease my fear.* Fear was replaced with peace in the knowledge that she was not suffering. With their help, I was able to become her daughter again. I no longer had to be the caregiver, I could just hold her in my arms and love her as she passed on.

Your gift allows hundreds of daughters, sons, husbands, wives, family members and friends to cherish final moments with their loved ones.



By supporting Hospice & Palliative CareCenter, you have already helped families throughout our community receive the care they need and deserve. *Please consider a donation of <<ASK 2>> or more today to ensure these vital services remain available for anyone.* This is an organization that most everyone will need at some point in their life, whether it is for themselves or a loved one.

The way they treated my mom at the end of her life touched me tremendously. *Their capacity to love and care for a perfect stranger like my mother was a beautiful thing to witness.* They are truly angels on earth.

The hole is always there – I miss my mom every single day – but I can now celebrate her life and not have to be sad all of the time.

One of the ways we celebrate my mom every year is by forming a team for the annual Hospice Hope Run. All of her grandchildren called her Mimi, and since her favorite color was purple and she loved butterflies, it seemed only natural to call our team "Mimi's Purple Butterflies." For me, the butterfly symbolizes her ability to break away, be free, and fly away from the pain she experienced.

Continued >>>

Enclosed is my 2016 Hope Fund gift of:

- ASK1
- ASK2
- ASK3

Please update your information as necessary.

<PRIMARY ADDRESSEE>

<ADDRESS 1>

<CITY, STATE ZIP>

<Insert Contact Info>

<Insert Contact Info 1>

<Insert Contact Info 2>

YES! I want to give a gift to the Hospice Hope Fund today!

Method of Payment (Check one) Check Credit Card
Please make checks payable to The Hospice Foundation. Exp. / / CVV Code

Card number: _____

- My gift is in Memory/Honor (circle one) of: _____
- Please send acknowledgement of my Honorarium/Memorial gift to: _____
- My company will match my gift! Amount: \$ _____
Company Name _____
(Please attach your company's matching gift form)
- Contact me about including The Hospice Foundation in my estate plans.

Letter code

Storytelling Appeals

Thank You Letter/Receipt

August 1, 2016

«Addressee»
«Address line 1»
«City», «State» «ZIP_Code»

Dear «Salutation»,

Your gift allows daughters, sons, husbands, wives, family members and friends to cherish final moments with their loved ones and celebrate memories.

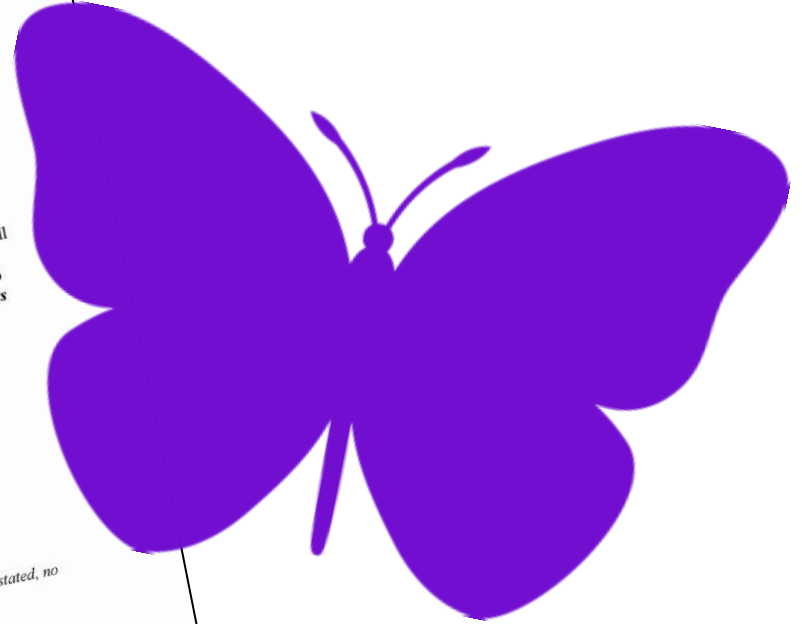
One of the ways Ashley celebrates her mother's memory is by forming a team for the annual Hospice Hope Run called "*Mimi's Purple Butterflies*." All of her grandchildren called her Mimi, and since her favorite color was purple and she loved butterflies, it seemed like the perfect name for their team. For Ashley, the butterfly symbolizes her mom's ability to be free and fly away from the pain she had experienced.

Thank you for your donation of «Amount» that we received on «Gift_date» in memory of «Tribute Name» supporting Hospice & Palliative CareCenter. Enclosed with this letter is a small token of our appreciation. *I hope you will plant this purple butterfly that is embedded with seeds and enjoy it as it sprouts and grows.* Perhaps it will remind you of someone special who has made an impact on your life. *I hope it reminds you of the impact you have on the patients and families we serve.* We couldn't do it without you. Thank you.

Gratefully,

Ellen Coble
Executive Director

Gifts to The Hospice Foundation are tax deductible as provided by law. Unless otherwise stated, no goods or services were received in exchange for your contribution.
Please keep this letter as your receipt.



Touchpoint Timeline

Day 1 – Gift received

Day 2 – Receipt/Thank You letter

Day 10 – Phone call or handwritten thank you note from a board member

Day 20 – Postcard

Day 45 – Newsletter



Donor Feedback



TELL US WHAT YOU THINK

As we've been working, we realized that something was missing: **YOU!** As a supporter of Hospice & Palliative CareCenter, you are critical to us – we can't do what we do without you. So we created a brief 3-question survey to find out what you think.

Will you help us?

Question 1

The amount of communication I receive is:

- Too much
- Just right
- I want more!

Question 2

How did you come to be a donor?

Question 3

How can we ensure that you know the impact of your gifts?

“You are doing great work!”

“It was so wonderful that I want to give back!”

“You’re angels on earth!”

“You have a great communication program!”

“Hospice is a Godsend!”

“You are doing great work”

“It was so wonderful that I want to give back!”

“I give regularly, I prefer not to receive letters asking for money.”

“You have a great communication program!”

“Hospice is a Godsend!”





A decorative vertical bar on the left side of the slide, featuring a purple-to-violet gradient with overlapping geometric shapes.

THANK YOU!

Beth Bryant

Senior Director of Donor Relations

Beth.Bryant@Hospicecarecenter.org

336-331-1320