

# OPTING IN: HOW TO INSPIRE AND ACTIVATE DONORS THROUGH IRRESISTIBLE CONNECTIONS



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**THE IRRESISTIBLE DIFFERENCE:**

**IRRESISTIBLE CONNECTIONS ARE *PERSONALIZED, RELEVANT, ENGAGING AND INFORMATIVE.***

**(AND NEVER GENERIC, IRRELEVANT, BORING OR REPETITIOUS).**



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## LEARNING OUTCOMES



HOW TO USE PRACTICAL PROGRAMMING IDEAS TO ENCOURAGE DONORS AT ALL LEVELS TO STAY CONNECTED AND BETTER INFORMED ABOUT YOUR ORGANIZATION'S MISSION.



HOW TO MAXIMIZE SIMPLE EVERYDAY COMMUNICATIONS TOOLS INCLUDING VIRTUAL MEETINGS, E-NEWSLETTERS, VIDEO, AND SOCIAL MEDIA TO ENGAGE AND DELIGHT DONORS.

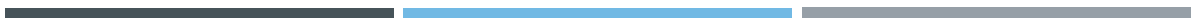


HOW TO USE THE LATEST TOOLS AND BEST PRACTICES TO MEASURE ROI ON ENGAGEMENT TACTICS.



## INOVA HEALTH FOUNDATION

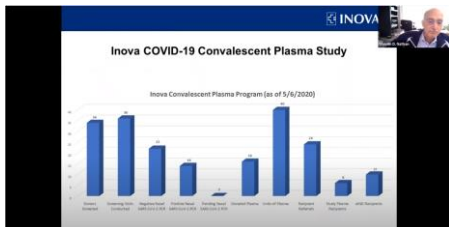
THE INOVA HEALTH FOUNDATION SUPPORTS INOVA'S MISSION TO PROVIDE WORLD-CLASS HEALTHCARE – EVERY TIME, EVERY TOUCH – TO EACH PERSON IN EVERY COMMUNITY WE HAVE THE PRIVILEGE TO SERVE.



## ***IRRESISTIBLE WEBINARS***

HOW TO CONNECT ON ZOOM AND KEEP 'EM COMING BACK FOR MORE!





## THE COVID-19 PANDEMIC

- Quickly produced Town Hall the first week of the Pandemic.
- Created sense of calm and assurance that we would be there to take care of our community.
- Continued to show real time impact through COVID-19 research updates.

## 2020 WEBINARS CONTINUED

- Record-breaking gift-in-kind and donations to Emergency Preparedness Fund prompted community impact webinar.
- As the pandemic continued, we curated webinars that focused on wellness and mental health.
- Tapped into clinicians to provide the latest safety information and resources.

Webinar - You Can Do It - Managing a Very Different Fall

On a scale of 1 to 9 how risky is....  
COVID-19 risk analysis according to Texas Medical Association

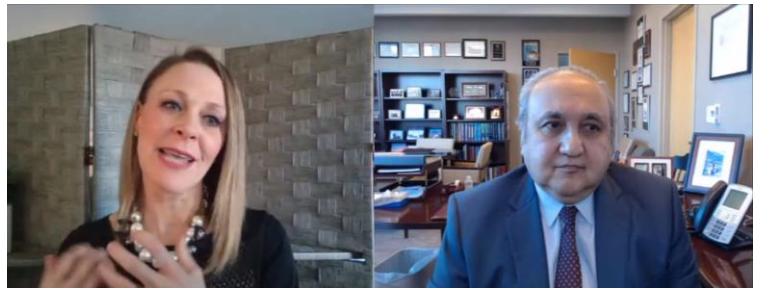
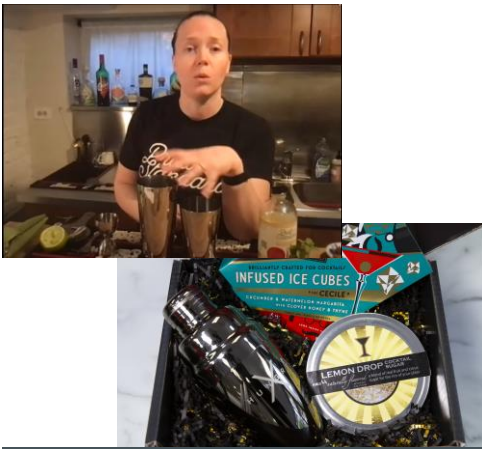
1	2	3	4	5	6	7	8	9	
Opening the mail	Restaurant takeout	Grocery Shopping	Restaurant dining outside	Outdoor barbeque	Public pool	Restaurant dining inside	Traveling by plane	Eating at a buffet	Going to a bar
Pumping gas	Waiting with others	Going to a library	Going to a beach	School or daycare	Cutting a haircut	Attending a wedding	Working out in a gym	Attending church with 50+	Attending church with 50+
Camping	Golfing	Playground	Shopping at a mall	Working in office	Shaking hands	Playing football or basketball	Going to a movie theater	Going to a stadium	
LOW RISK			MODERATE -LOW		MODERATE RISK		MODERATE -HIGH		HIGH RISK

Resilience

The capacity to rebound from adversity, stronger and more capable.

It's a practice –  
"something one does,"  
rather than  
"something one is."



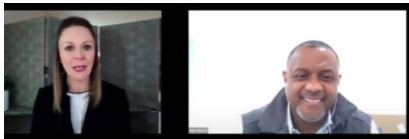


## VIRTUAL MIX & MINGLE

- Created a virtual event for our donors to meet each other and with our top clinical leaders from key programs
- Had strong turnout and built meaningful relationships with our physicians, clinicians and donors
- Fun virtual cocktail demonstration with kits delivered right to our attendees' doors

## ENGAGEMENT OPPORTUNITIES YEAR ROUND

- Elevated events with higher production value and caliber of local and national guest speakers
- Utilized hybrid, Zoom webinar and Zoom meeting formats
- Involved donors in the events as part of the discussion



2021  
**INOVA**  
**HONORS**  
*Inova Stars*  
AN EVENING WITH CLARK





## ***IRRESISTIBLE* DIGITAL COMMUNICATIONS**

DEEPENING ENGAGEMENT, KNOWLEDGE AND EVENT PARTICIPATION THROUGH E-NEWS AND WEBSITE





Balancing life and prioritizing yourself is challenging, and we all want to have the best tools for maximizing our health as we age. Please join us for an opportunity to connect with Inova experts and your fellow Inova supporters!

**YOUR VIRTUAL EVENT INVITATION**  
**Embracing Aging with Inova: Getting**  
**Wiser about Getting Older**  
**WEDNESDAY, APRIL 20, 2022 | 1 - 2 P.M.**

**PHILANTHROPY SPOTLIGHT**  
**I'm Grateful for Doctors Who**  
**Understand IPF**



In honor of National Doctors' Day, one of our patients and fellow Visionary supporter, Samuel Kirtin (pictured above with wife, Susan), tells his story of being diagnosed and treated for idiopathic pulmonary fibrosis (IPF). Check out his article published in Pulmonary Fibrosis News where he honors his physicians.

**SAM'S STORY**

**IN THE NEWS**  
**Preventing Breast Cancer: What**  
**Women Should Focus On**



In honor of International Women's Day, Dr. Rebecca Kaltman from Inova Schar Cancer Institute joined ABC 7 News to discuss breast cancer screening and prevention.

**GET THE FACTS**

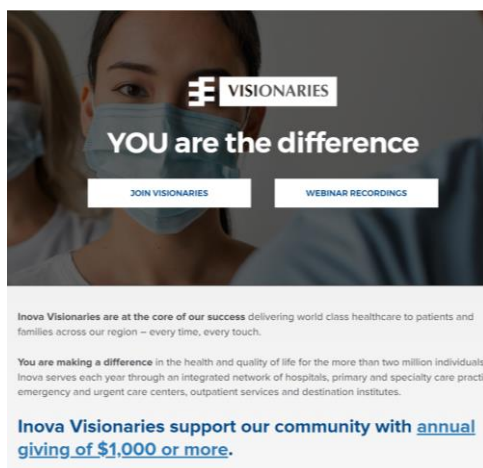
## A NEW MONTHLY E-NEWSLETTER

- Piloted in 2021 to mid-level and major donors with event invitations, resources, news articles and philanthropy spotlights
- Tested various articles to determine donor interests and trends
- Consistently strong open and click rates and low unsubscribe rates

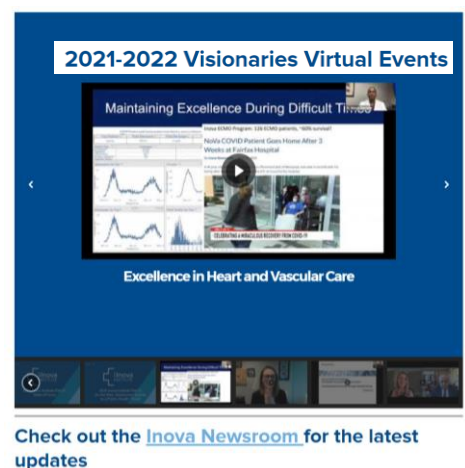
## A HOME BASE FOR MID-LEVEL GIVING DONORS

Updated webpage now includes:

- Messaging on the impact of philanthropy
- Links to past newsletters and impact reports
- A virtual event library all in one convenient place



[foundation.inova.org/inovavisionaries](https://foundation.inova.org/inovavisionaries)

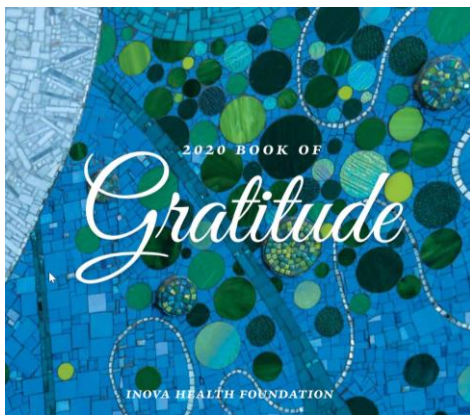




## ***IRRESISTIBLE* IMPACT STORYTELLING**

ELEVATING OUR “THANKING” LANGUAGE AND INVITING THE DONOR INTO THE STORY





COVID-19 RESPONSE
THE UNEXPECTED COSTS OF COVID-19

### ACTS OF EXCEPTIONAL COURAGE, GENEROSITY AND COMPASSION...

The COVID-19 pandemic revealed all of that — and more — throughout the entire Inova Health System. Our donors, caregivers, patients, families and communities rallied to protect the most vulnerable among us. [Here are a few of those stories.](#)

**THE EMERGENCY PREPAREDNESS FUND: A COMMUNITY RESPONDS TO THE UNEXPECTED COSTS OF COVID-19**

In the early days of the pandemic, the needs throughout our health system were tremendous and urgent. In the first few weeks, as Inova mobilized in the face of an unprecedented health threat, donors and businesses were determined to stand with us and responded with an outpouring of generosity.

More than 3,355 donors contributed \$4,780,000 to support critical COVID-19 costs — and 48% were first-time donors.

Those gifts provided vital support for care sites throughout our system, addressing a range of unexpected needs that included emergency time off for our frontline heroes, CRRT machines, iPads and supplemental childcare coverage for our team members.

**\$3,800,000 for EMERGENCY TIME-OFF**  
Donors helped to offset the cost of emergency time off for frontline heroes.

**\$50,000/MONTH for CHILDCARE COVERAGE**  
Donations helped to supplement additional childcare coverage for Inova team members.

**\$100,000 for CRRT MACHINES**  
Continuous Renal Replacement Therapy machines at a cost of \$25,000 per machine.

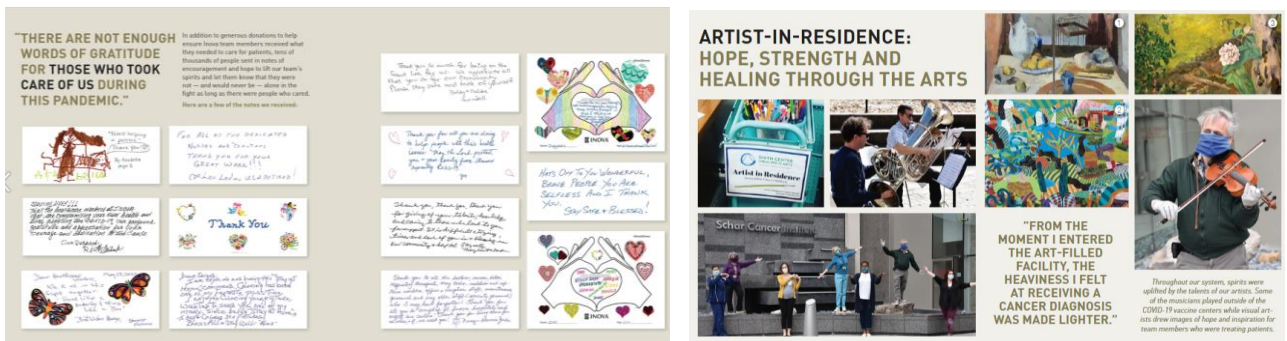
**734 IPADS DONATED**  
The donated iPads with an approximate value of \$275,000 helped to keep our team members safer and to connect families with their loved ones who were in isolation.

**80,000 MEALS DONATED**  
800+ local restaurants and partners donated 80,000 meals and treats valued at approximately \$493,000 to Inova hospitals around the region.

**221,000 MASKS DONATED**  
The community donated 221,000 masks with an approximate value of \$673,000.

## DONOR IMPACT REPORTING

- Created a bespoke 2020 report dedicated to our community, our patients and our healthcare heroes.
- Focused on faces of the frontline and impact of COVID-19



## DONOR IMPACT REPORTING

- Featured community notes of gratitude from people of all ages
- Vibrant fold-out spread on Inova Arts & Healing program





**"THE SAVILLE CENTER WILL HELP CATCH CANCER EARLY."**

My wife Marie, a nonsmoker with lung cancer, passed away in 2014. Because of the expert care my wife received through each step of our cancer journey I wanted to help other lung cancer patients and their families receive that same care...and create a lasting legacy to make a difference for others who were going through what we went through. That's why I made an estate gift.

**RICH ORDEAN**  
*supporter of Inova Schar Cancer Institute and Life with Cancer*



**"THE GOAL IS FOR PEOPLE IN THIS COMMUNITY TO LIVE LONGER AND BE HAPPIER."**

This past year has shown the critical importance of being connected to a major healthcare system like Inova. As we recognize the role Inova plays in our community, we must each consider how we can contribute to this work.


**FRED SCHAUFELD**  
*Chairman, Inova Health Foundation and benefactor of the Inova Loudoun Hospital Scheduled Family Heart Center made possible with a \$5,000,000 gift from Fred and Karen Schaufeld and Datto Schaufeld.*



**"TINA AND I ARE EXTREMELY PROUD TO HAVE MADE THIS GIFT."**

During my cancer treatments I benefited from proton therapy, but I had to travel to Baltimore, which was a burden. The people at Inova have become part of our family, and being able to support our family and community in such a personal way is very meaningful to both of us.


**DR. GARY AND TINA MATHER**  
*on their transformational gift*



**"BEING A NURSE MYSELF, I UNDERSTAND WHY NURSING EDUCATION IS SO CRITICAL."**

Inova's nurses exemplify and embody nursing excellence in every sense of the word. Supporting nurses demonstrates how deeply they are valued and underscores the importance of investing in them throughout their nursing careers.

**NATALIE BUSH, RN**  
*long-term Inova nursing supporter*



**WE ARE EACH A PART OF THE SAME MOSAIC**

This beautiful mosaic, made possible through a gift from Dr. Gary and Tina Mather, is one of the first things visitors see when they walk into Inova Schar Cancer Institute's Radiation facility in Fairfax. Entitled "Ginger," the mosaic is named for artist Valerie Thiberge's mother who lost her battle to cancer. It represents hope and unity.

*"With patients, family members and staff in mind, I set my focus on creating an atmosphere of lightness, joy and expansiveness."*  
VALERIE THIBERGE, 2017

Read more about Dr. Gary and Tina Mather on page 18.

## DONOR IMPACT REPORTING

- Gathered donor testimonials to highlight the different voices and stories in our community.
- Sharing a donor's "why" helps inspire others.

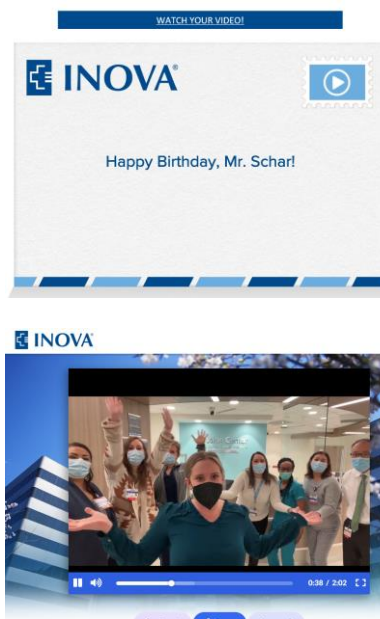


## ***IRRESISTIBLE CONNECTIONS WITH EVERYDAY TOOLS***

PLACING DONORS FRONT AND CENTER WITH THANKVIEW AND SOCIAL MEDIA



 **thankview**



## CREATING PERSONALIZED STEWARDSHIP VIDEOS

- Onboarded a new technology for personalized videos: ThankView.
- Connected donors directly to the leaders and teams their philanthropy impacts.
- Celebrated donor milestones, anniversaries and birthdays.

**Inova Health System** is at Inova Children's  
March 17 - Falls Church

We love a party for a cause! Thank you to our friends at Clarendon Pop Up Bar for raising \$2,000 for Inova L.J. Murphy Children's Hospital through the first annual *Raidford Winter Ball*. Your support directly helps our Child Life team provide the best psychosocial support for our littles patients.

#ThankfulThursday #CommunityLove



**Inova Health System** is at Inova Schar Cancer Institute  
March 9 - Fairfax

Today marks the 2nd anniversary of the Mather Proton Therapy Center opening at Inova Schar Cancer Institute – the only one of its kind in Northern Virginia. Thanks to the visionary leadership of Dr. Gary Mather and Christine Co Mather, over 350 patients have received the latest advances in precision cancer treatment and care all under one roof. Here's to many more years of hope and healing in our community!

#CancerCare #InovaSchar



**Inova Health System**  
May 6, 2021

In honor of Stroke Awareness Month, join us for a special virtual event: "When Good Brains Go Bad – The Consequences of Stroke" on Wednesday, May 12, 2021 from 1 – 2 p.m. Hear from several of Inova's experts in neurologic care to learn how to reduce your risk of stroke, how to quickly recognize symptoms of stroke, and learn what it's like to treat a disease where every second counts.

Grateful patient and longtime supporter, [Mark Moore](#), shared his story of treatment and reco...

See more



**Inova Health System** is at Inova Fair Oaks Hospital  
April 7 at 3:30 PM - Fairfax

Thank you to Girl Scouts Nation's Capital Troop #305 for donating cookies and notes of gratitude to our frontline team members at Inova Fair Oaks Hospital. We are so grateful for the delicious treats and the encouragement from our young community members.

#ThankfulThursday #CommunityLove



## LEVERAGING SOCIAL MEDIA

- #ThankfulThursdays
- Recognized transformational gifts and anniversaries
- Utilized donor networks to spread awareness

# CONCLUSIONS

- COMMIT TO BREAKING DOWN ANY SILOS BETWEEN DONORS, COMMUNITY SUPPORTERS, AND LEADERS, SO THAT EVERYONE IS AN AMBASSADOR FOR YOUR ORGANIZATION.
- BY USING TOOLS LIKE ZOOM, EMAIL NEWSLETTERS, VIDEO AND SOCIAL MEDIA WE CAN CREATE INTIMACY AND “INSIDER” EXPERIENCES FOR OUR DONORS.
- THESE MULTIFACETED DONOR ENGAGEMENT AND COMMUNICATIONS STRATEGIES ARE SCALABLE, MEASURABLE AND CAN APPLY TO ANY NONPROFIT SECTOR.



## QUESTIONS?

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