

Presenter Disclosure

The following personal financial relationships with commercial interest relevant to this presentation existed during the past 12 months:

NO RELATIONSHIP TO DISCLOSE



Bringing Health Care To Schools For Student Success

Integrating Resource Development and
Marketing for Increased Revenue

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Objectives

- Define the 5 elements of success in resource development
- Create a case statement to illustrate organizational value
- Apply tenets of strategic marketing to resource development



Introductions

Whitney Brimfield, Development Director

Divya Mohan Little, Communications Director



Tell us:
What is the most creative
fundraising tactic you have
seen?



Common Fundraising Strategies

- Personal outreach
- Events
- Direct marketing
- Partnerships
- Out-of-the-box



5 Steps to Successful Development

- Case for Support
- Availability of volunteer leadership
- Philanthropic potential
- Internal preparedness
- Culture of philanthropy



Case for support

- Tells a compelling story – What? Why? How?
- Creates a sense of urgency
- Indicates priorities and how \$ is spent
- Living document
- Typically not a stand-alone piece



Volunteer leadership

- Board of Directors
 - Development Committee
 - Giving requirement
- Members
 - Survey – why do they support you?
 - Act on their motivations
- Beneficiaries
 - Testimonials



Philanthropic potential

- Is there a “market” for your cause?
- Do you align with current issues?
- Can you engage foundations?
- Are your local corporations supportive?



Internal preparedness

- Tracking systems
- Cultivation processes
- Staff time
- Financial management
- Reporting



Culture of philanthropy

- Top-down
- Reinforce importance of philanthropy
- Support and reward entrepreneurship
- Actively involve all staff
- Cultivate respect for donors among staff



Why is marketing important?

- Helps communication
- Informs people of SBHC's services
- Develops connections
- Widens target demographic



Before You Begin, Figure Out

- What “business” are you in?
- What services do you offer and why are you offering them?
- Who is your competition?



When and Where to Market

- Back-to-school registration mailings
- Teacher in-services
- School Board meetings
- Awards Banquets
- Sports games
- Parent meetings
- Orientations
- Classroom presentations



In The Community

- Sporting events
- City Council meetings
- Tribal meetings
- Health fairs
- Fiestas
- Individual provider meetings
- Cultural events



Marketing Tools

- Brochures
- Fact sheets
- Flyers
- Press releases
- PSAs
- Postcards



Audiences

- Parents
- Students
- School Staff
- Community Leaders
- Local Health Care Providers
- Potential Funders
- Others?



Planning Your Marketing Strategy

Event	Goals	Primary audience	Main Messages	Materials
Example: School Open House (10/15)	Get parents to sign onto SBHC advocacy campaign	Parents	<ul style="list-style-type: none"> • SBHC Benefits • Parental Involvement 	<ul style="list-style-type: none"> • Parent Fact Sheet • Parent Consent Form

Marketing your SBHC

- Know your message
 - Know your target audience
 - Make a plan
 - Put the plan into action
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- Tell your story – nobody else will do that for you!

Case Study: NASBHC Convention



2008 NASBHC Convention

Goals	Audience	Main Messages	Materials
700 attendees	Potential Attendees	<ol style="list-style-type: none"> 1. Improve your SBHCs knowledge 2. Take action against health inequities 3. Enjoy sunny LA 4. See Sarah Jones 	<ul style="list-style-type: none"> • Call for abstracts card • E-blasts • Web site • Preliminary program • Media advisory
\$30,000 in sponsor revenue	Potential Supporters	<ol style="list-style-type: none"> 1. Reach school-based health providers 2. Connect with the SBHC community 	<ul style="list-style-type: none"> • Prospectus • Outreach letter • Prospect list
Developing an affiliation agreement	State Associations	<ol style="list-style-type: none"> 1. Celebrate joint policy successes 2. Consider possibilities for formal affiliation 	<ul style="list-style-type: none"> • Policy successes brochure • Affiliation agreement
Providing at least 70 hours of excellent training	Current funders	<ol style="list-style-type: none"> 1. NASBHC is a good investment 2. Your support makes a difference 	<ul style="list-style-type: none"> • Conference compendium • Business meeting presentation

Outcomes

- 720 Attendees
- \$50,000 raised
- State affiliation process started
- High praise from attendees

“Very inspiring”

“I enjoyed every single workshop I attended. The presenters were engaging and enthusiastic. There was not one dull moment. “



BREAK Time!



How can I do this?



Jeopardy!

