

2016 ADRP Midwest Regional Forum — Joanna Riester

Thinking Outside of the (Crayon) Box:

Creative and Inexpensive Ways to
Thank and Retain Your Annual Giving
Donors

Ann & Robert H. Lurie Children's Hospital of Chicago



Donor Relations at Lurie Children's

- Team of four
- Provides gift acceptance, acknowledgement, recognition and stewardship expertise for all teams and donors:
 - Individual Giving (Principal, Major, Planned and Annual Gift Donors)
 - Event Donors (10 signature events)
 - Affiliated Organizations and Founders' Board
 - Corporations and Private Foundations

Annual Giving at Lurie Children's

- Donors of \$1-\$1,000
- Robust, multi-channel campaigns
- 25,000 annual program donors in the cultivation cycle
 - Given in the last 36 months
 - Does not include employees or Tribute donors
- 13,829 donors in FY16 to-date

Tip #1: Add Stewardship to Existing Pieces

THANK YOU

Your gift can make an impact in so many ways...



ADVOCATES IN YOUR BACKYARD

The new Community Volunteer Corps program trains volunteers to be Lurie Children's advocates for injury prevention at neighborhood events. Thanks to generous funding from Kohl's Department Stores, the Kohl's Play It Safe program enabled 18 experts and 101 trained volunteers to meet with more than 1,760 children and families at community events in the Chicago area over the last year. They provided information on poison prevention, bike safety, pedestrian safety and other child injury prevention topics.

PLAN YOUR LEGACY

Make a personal statement about who you are and what you care about by naming Lurie Children's as the beneficiary of your will or living trust. Or, designate the hospital as a beneficiary of a life insurance policy or a retirement plan. Your gift will ensure that Lurie Children's will be able to fulfill its mission to serve children in the community for generations to come.

DID YOU KNOW?

Lurie Children's interpreting services department helps ensure we provide the highest quality, culturally appropriate care to patients and families with limited English speaking ability. Thanks, in part, to philanthropic support for Family Services, our interpreting services include:

- 16 full-time Spanish-language interpreters
- Interpreters in Polish, Arabic, Chinese, Bosnian/Croatian, Russian, Serbian and Vietnamese
- 24-hour phone-based interpreting services in more than 180 languages



"TURNING OFF" BRAIN TUMOR GENES

Lurie Children's physician-scientists are collaborating with colleagues at Northwestern Medicine to discover how genes "decide" to set off a chain reaction that leads to malignant brain tumors. The team includes Lurie Children's neuro-oncologist and co-principal investigator Rishi Lulla, MD, and neurosurgeon Amanda Sarantis, MD. The study is supported by a philanthropic gift in support of pediatric brain tumor research.



EVENT CALENDAR

- ★ Aon Step Up for Kids Jan
- ◆ Chicago Auto Show's First Look for Charity Feb
- ★ CHICAGO Dance Marathon Feb
- ★ Move for the Kids 5k Run/Walk May
- ◆ Pro Amateur Golf Championship June
- ★ 101.9fm THE MIX Eric & Kathy Radiothon Sept
- ◆ Gold Coast Fashion Award Show Oct
- ★ Lurie Children's Marathon Team Nov
- ◆ Winter Wishes Nov
- ◆ The Children's Ball Dec

★ Community, family or sporting event ◆ COVID-19, social or block for event

CONNECT WITH US

luriechildrens.org     

 Ann & Robert H. Lurie
Children's Hospital of Chicago

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CONNECTING WITH BABY

The new Baby Care Connect telemedicine program allows moms who are still hospitalized at the adjacent Prentice Women's Hospital following childbirth to visit via video with their newborns in Lurie Children's NICU by using iPads. The program also enables moms to participate remotely in family-centered rounds with the baby's care team.

LEADING THE WAY

For the millions of children with food allergies, eating the wrong thing can cause a life-threatening reaction. Lurie Children's is playing a leading role in the first multi-food oral immunotherapy clinical trial to retrain the body's immune system in responding to food allergies. *Gifts supporting research help translate these studies into lifesaving treatments for kids.*

DID YOU KNOW?

Family Services programs are funded almost entirely through philanthropy. This past year:

- 119,008 requests were made for interpreters
- 56,907 service hours were donated by more than 1,400 hospital volunteers
- 2,401 families received Emergency Fund assistance
- 8,367 cafeteria coupons were provided to families in need



THERAPISTS WITH FUR

Specially-trained Rainbow Animal Assisted Therapy dogs regularly visit young patients at their besides and in the Family Life Center. Visits from these furry friends, which can provide the highlight of a child's day while playing a role in the healing process, are made possible through our PetSmart Paws for Hope at Lurie Children's program.



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Children's Hospital of Chicago

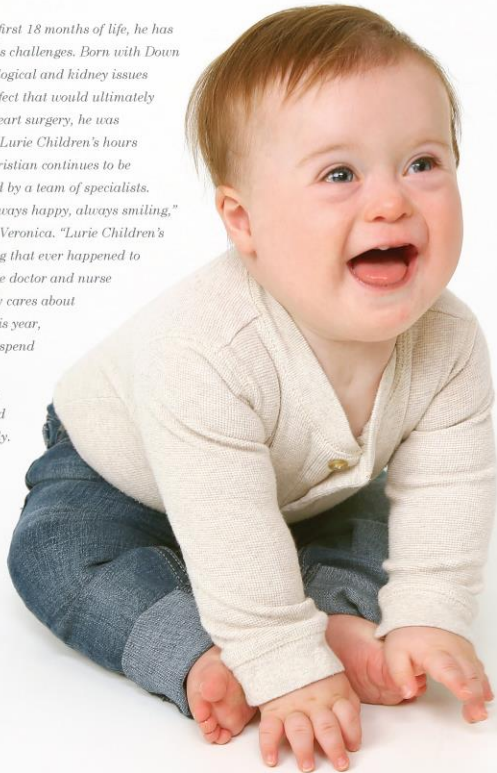
Your Connection to
Inspired
Stewardship

Gift Receipts as Stewardship

- Only donors of \$1k+ receive personalized acknowledgement letters
- Make the most of gift receipts
- Formatted as letter from CDO
- Back content is updated 3 times/year
- Minimal cost to print receipt stock as two-sided, full-color piece instead of one-sided, one-color piece

Tip #1: Add Stewardship to Existing Pieces

In Christian's first 18 months of life, he has faced numerous challenges. Born with Down syndrome, urological and kidney issues and a heart defect that would ultimately require open-heart surgery, he was transported to Lurie Children's hours after birth. Christian continues to be closely followed by a team of specialists. "Christian is always happy, always smiling," says his mom, Veronica. "Lurie Children's is the best thing that ever happened to us. Every single doctor and nurse there genuinely cares about Christian." This year, Christian will spend the holidays bringing hope, inspiration and joy to his family.



Warm Holiday Wishes
from Christian and all the kids at
Ann & Robert H. Lurie Children's Hospital of Chicago

Happy Holidays

Always Be Sharing Your Story

- Feature holiday campaign patient story in holiday cards
- 7 print versions and 1 email template created to include different level of detail
- Opportunity to educate and inspire donors, not just share greetings
- Plus, great stewardship for selected patient family!

Tip #2: Partner with Your Annual Giving Colleagues




Philanthropic Impact Report

Gifts to Ann & Robert H. Lurie Children's Hospital of Chicago from September 1, 2014, through August 31, 2015

During our last fiscal year, 47,542 donors like you contributed \$47.5 million in support of our mission. Your generous philanthropic support last year provided help and hope for more than 174,000 children who turned to us for care. Because you made giving to Lurie Children's a priority, more children have the best chance for a brighter, healthier future. Thank you!






Did you know? Lurie Children's received a significant honor when it was granted its fourth consecutive Magnet designation by the American Nurses Credentialing Center, the first children's hospital to do so. Magnet hospitals are recognized for their outstanding environment for professional nursing, including excellent patient-to-nurse ratios, innovative and active nursing research programs and clinical governance that thrives on the input of staff nurses. **Lurie Children's was the first pediatric hospital in the nation to receive this prestigious honor in 2001.**



You are leading the way in improving the lives of children like Christian.

In Christian's first 18 months of life, he has gone through a lot. Transported to Lurie Children's Cardiac ICU on the day he was born, our doctors told Christian's parents that he was born with Atrioventricular Septal Defect and Trisomy 21 (Down Syndrome). He would need open-heart surgery and face other health challenges. But even before that surgery, Christian needed an immediate operation to correct a problem that caused urine to back up into his kidneys. Veronica says, "The doctors, volunteers and nurses became family." This year, Christian will spend the holidays bringing joy to his family with his bright smile and happy nature. **As Veronica shared, "I am forever grateful for this time to learn how to be the best mom for my baby. Lurie Children's was the best thing that ever happened to us."**


225 E. Chicago Avenue, Box 4 | Chicago, IL 60611-2991 | luriechildrens.org | 312.227.5500



\$47.5 MILLION


Total Philanthropy

Here are a few of the ways your generosity made a difference for children and their families at Lurie Children's in 2015.

- 


\$20.2 MILLION

Patient Care

 - The Lurie Children's telemedicine initiative continues its rapid growth, providing access to Lurie Children's pediatric subspecialists. In July, we began offering 24/7 neurocritical care telemedicine consultations. Baby Care Connect offers mothers, who are recovering from childbirth at Prentice Women's Hospital, video visits with their babies in Lurie Children's NICU. Specialists from the Division of Otorhinolaryngology-Head and Neck Surgery are now performing live telemedicine consults at participating primary care clinics. The Follow-Up Care and Chronic Care Management telemedicine service enables video visits with an APN or physician, who can assess the child remotely, respond to concerns and determine need for follow-up visits.
- 


\$16.1 MILLION

Areas of Greatest Need

 - Our Children's Fund supports the highest priorities at Lurie Children's. Unrestricted gifts helped cover costs of treatment for financially disadvantaged children for which payment was not otherwise available. In addition, unrestricted gifts supported some of the highest priorities of our Family Services program, including our first Super Hero Week in May. Staff members invited patients and families to participate in a variety of activities and brought activities to the bedside of children who were unable to leave their rooms, so that they were not left out of the fun.
- 


\$4.7 MILLION

Family Services

 - Animal assisted therapy at Lurie Children's was created to help frightened youngsters gain control over potentially stressful situations, improve children's emotional and social wellbeing and make the hospital experience easier to bear — all of which are critical to the process of healing. Our **PatSmart™ Paws for Hope Program** encompasses dog and pet assisted therapy sessions offered to patients on select inpatient medical units, Child Psychiatry, the Family Life Center, and through our Skylight TV service.
- 

\$2.1 MILLION

Recruitment

 - Lurie Children's recruited an exceptional national leader in pediatric intensive care medicine and research to a key leadership position. Thomas Shanley, MD, formerly of the University of Michigan Medical School, was appointed Founders' Board Centennial Professor, Chair of the Department of Medicine and Chief Research Officer of the hospital's Stanley Marnie Children's Research Institute. His vision is to further integrate Lurie Children's clinical and research activities, making transformative changes in patient care. Fizan Abdullah, MD, PhD, Head of the Division of Pediatric Surgery, also joined the Hospital from Johns Hopkins Medicine. He is an innovator in minimally invasive surgery on infants, and a leading researcher on Hirschsprung disease. And Sandeep K. Narang, MD, JD, a leading authority in child abuse issues, became the new Head of the Division of Child Abuse Pediatrics. Dr. Narang co-authored the latest American Academy of Pediatrics policy statement on expert witness participation in legal proceedings.
- 

\$957.8 THOUSAND

Clinical Research

 - In July, the U.S. Food and Drug Administration approved a groundbreaking new drug that targets the most common genetic cause of cystic fibrosis. Approval was based on results from a Phase III international clinical trial published online in the *New England Journal of Medicine*, which was co-authored by **Suzanna McColley, MD**, Director of the Clinical and Translational Research Program and Associate Director of Lurie Children's Cystic Fibrosis Center and Stanley Marnie Children's Research Institute. The new drug improves lung function and lowers the frequency of periods of reduced function caused by infections and complications and has the potential to benefit nearly half of all cystic fibrosis patients.

Annual Impact Reports

- Challenge to fit stewardship into busy year-end solicitation season
- Say “Thank you” *AND* include a BRE
- Work with direct mail vendor
- Content created in September; review and edits in October; drops in early November
- High average gift: \$224.93; resulted in \$27,666.00 in FY16 (Approx. \$15k net)

Partnering with Annual Giving

- Work within their schedules
- Speak their languages (segment, segment, segment)
- Position stewardship as retention (It's cheaper to renew than acquire!)

Tip #3: Use Email!

4/4/2016 Gmail - Joanna, learn ways to stay connected with Lurie Children's

Gmail Joanna Riestler <joanna.riester@gmail.com>

Joanna, learn ways to stay connected with Lurie Children's
7 messages

Patrick M. Magoon <patmagoon@luriechildrens.org> Tue, Apr 21, 2015 at 6:00 AM
Reply-To: "Patrick M. Magoon" <patmagoon@luriechildrens.org>
To: joanna.riester@gmail.com


You are receiving this email because of your interest in Ann & Robert H. Lurie Children's Hospital of Chicago. Having trouble viewing this email? [View as a webpage.](#)

Welcome to Lurie Children's!

Manage how you would like to hear from us

Dear Joanna,

Thank you for choosing to be involved with Ann & Robert H. Lurie Children's Hospital of Chicago. You are receiving this message because you have joined our e-mail list by visiting, connecting with or supporting Lurie Children's. This may include a visit with a medical specialist, participation in an event or race that supports the hospital, or making a recent donation to fund our mission.



You can choose the updates you'd like to receive regularly by managing your e-mail subscriptions with your username, which is joanna.riester@gmail.com. You can opt out of our messages at any time by unsubscribing through the link included in every e-mail. Your privacy is important to us, and we will protect your personal information.

Plan an upcoming visit or learn more about Lurie Children's on our website

- Find a doctor
- Find parking and location information
- Request an appointment
- Get involved by volunteering or donating
- Support children and families through advocacy

For up-to-the-minute hospital updates and news, follow us on Facebook and Twitter.

Sincerely,

Patrick M. Magoon

<https://mail.google.com/mail/u/0/?ui=2&ik=1726772a9e6&view=pt&cat=Lurie%20Children%27s&search=cat&th=14c0bd134a439d2&siml=14c0bd134a439d2&...> 1/8



4/4/2016 Gmail - "Why we owe everything to Lurie Children's"

Gmail Joanna Riestler <joanna.riester@gmail.com>

"Why we owe everything to Lurie Children's"
1 message

Lurie Children's Foundation <info@luriechildrens.org> Tue, Dec 8, 2015 at 3:38 PM
Reply-To: Lurie Children's Foundation <info@luriechildrens.org>
To: Joanna Riestler <joanna.riester@gmail.com>

December 2015: In this issue, a mom explains, "Why we owe everything to Lurie Children's," young Diego travels 2,700 miles for care and much more!



Christian's story: Why we owe

<https://mail.google.com/mail/u/0/?ui=2&ik=1726772a9e6&view=pt&cat=Lurie%20Children's%20Foundation%20Heroes%20Update&search=cat&th=1518388904b018056&siml=1518388904b018056...> 1/5

Tip #3: Use Email!

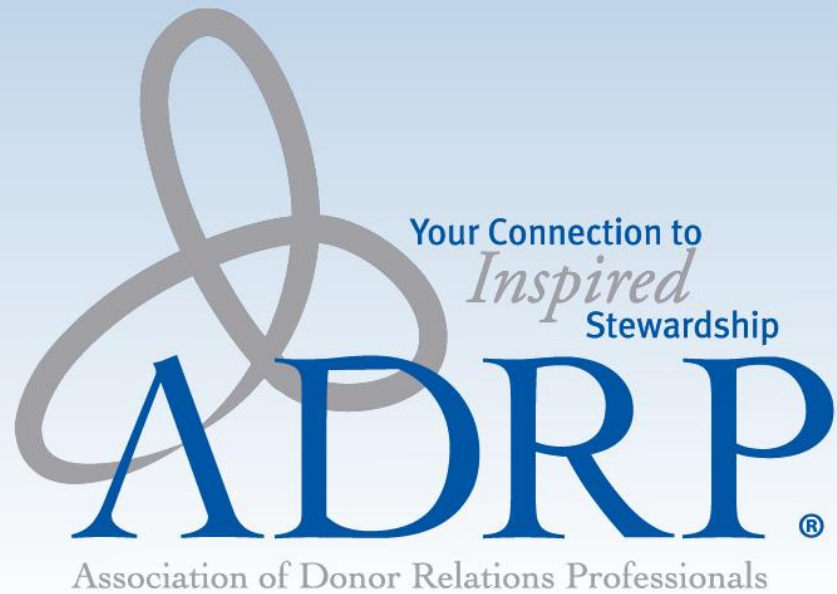
- Not creative, but smart!
- Welcome Series includes three emails to new online donors
 - Engagement and stewardship
- *Heroes Update* sent monthly to all constituents with an email address (~120,000)
 - Repurposed content (heavy on videos!)
 - Events
 - Calls to action

Tip #4: Ask for Help from Volunteers

- Don't be afraid to ask non-traditional "volunteers"
- For us: patients and families
- For you: students, staff, anyone who benefits from all that your donors make possible
- Surprise and delight your donors!

Tip #4: Ask for Help from Volunteers





Your Connection to

Inspired

Stewardship

ADRP®

Association of Donor Relations Professionals