



Back to the Future?

Digital vs. Print @ Lurie Children's



Alexa Cottrell
Donor Relations Officer
Ann & Robert H. Lurie Children's Hospital of Chicago



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Back to the Future? Digital vs. Print @ Lurie Children's

Alexa Cottrell

Andrea Arntsen-Harris, Caitlin Foster and Nicole Simon

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

donorrelations@luriechildrens.org



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Lurie Children's

- Top children's hospital in Illinois
- Main hospital in Streeterville (Northwestern Medicine campus)
- Non-profit, independent pediatric hospital
- Stats:
 - 224,000 patients/year
 - 13 outpatient locations
 - 5 primary care locations
 - 13 Chicagoland partner hospitals
 - 1,830+ physicians and allied health professionals
- Celebrating 140 years and 10 years in the Streeterville location



Back to the Future? | Alexa Cottrell

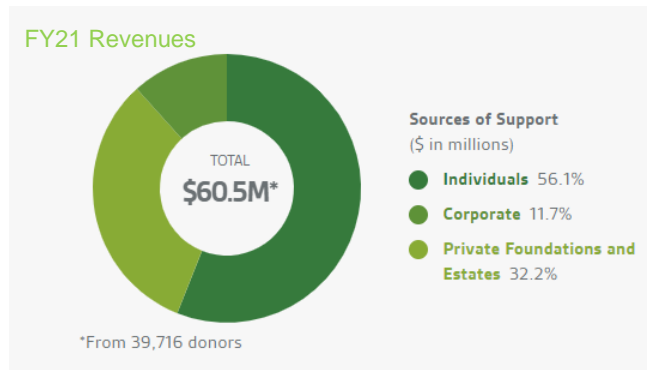
Foundation Overview

We will inspire bold philanthropy that propels Lurie Children’s forward toward providing a healthier future for every child

~105 Foundation/Marketing staff

Fundraising Priorities

- Novel Research
- Un/Under compensated patient care
- Facilities Expansion
- Mental & Behavioral Health
- Healthy Communities
- Unrestricted Funding to focus on areas of highest need



Average donation: \$1,410

Median donation: \$30

Back to the Future? | Alexa Cottrell



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Donor Relations – Key Functions

- Gift Acknowledgements
- Donor Walls
- Naming Opportunities
- Giving Societies
- Stewardship, Engagement and Cultivation Events
- Impact and Endowment Reporting (stewardship writers on separate team)
- Stewardship Partnerships
- Donor Communications

Back to the Future? | Alexa Cottrell



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

DR(t)eam

- 6 team members with 52 combined years of experience
- Roles based on Donor Relations 'Pillars' – acknowledgement, stewardship, recognition, engagement
- Stewardship partnerships with frontline fundraisers ensure consistent, strategic attention to reporting, milestones, special occasions, recognition, etc.



Back to the Future? | Alexa Cottrell



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Acknowledgments

Gift Amount	Before Pandemic	Now
\$10K+	Snail mail from CDO	Email from CDO's vanity account
\$1K-\$9,999	Pre-printed card from VP (Corp, Event, Major Gifts)	ThankView from VP (50-75% open rate)

It works!

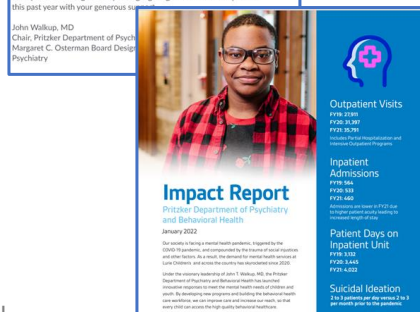
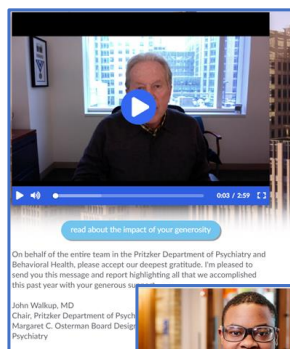
- Saves time in reviewing, refreshing, sending/receiving
- Saves money on stationery, postage
- More personalization
- More engagement – *donors responding to emails!*



Back to the Future? | Alexa Cottrell

Thankview

- Impact and Stewardship
- [Pritzker Department of Psychiatry and Behavioral Health leader message/impact report – 77% open rate](#)
- Center for Childhood Resilience leader message/annual report – *67% open rate*
- Holiday message from patient champion digital option for annual holiday cards – *71% open rate*
- Radiothon monthly donors thank you in advance of 2021 event – *42% open rate*
- Library of gift designated videos from beneficiaries for gift officer touchpoints



Back to the Future? | Alexa Cottrell



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Thankview

Virtual Celebrations

- Gifts of Love tribute wall dedication in lieu of in-person event – *74% open rate*
- Radiothon volunteers thank you produced video with event footage – *35% open rate*

Other Uses – unlimited possibilities!

- Requesting videos from patient families, caregivers...
- Thanking volunteers, teams...
- Sharing event photos, fundraising totals...

2021 ThankView Metrics

13,098 sent

39% open rate

41% view on mobile device

100% of Foundation fundraising teams use!

Back to the Future? | Alexa Cottrell



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

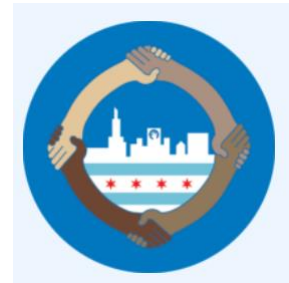
Case Study: Founders' Board Giving Day

Annual appeal mailed solicitations:

- 2-3 months of internal work
- Didn't capture new audience
- 50% fundraising decrease in recent years

March 2022 digital giving day campaign:

- 4 solicitation emails & 1 thank you + social media + board digital toolkit
- \$100K goal & \$220K raised; previously \$75K raised
- ~70% new donors
- 50% of 105 board members supplied prospect info
- Positively received by ~80% of board members



luriechildrens.org/givingday

Back to the Future? | Alexa Cottrell



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Engagement: Events

Some examples:

- Virtual Founders' Board Investiture
- Hybrid Annual Meeting
- Innovators Approach
- Chair's Luncheon Strategy
- Corporate Champions Stewardship

Takeaways:

- Communications
- Planning/briefing meetings
- Always be evaluating



Back to the Future? | Andrea Arntsen-Harris



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Fundraising Event Wins

Community Events:

Move For Kids | Step Up | Pedalpalooza | Run for Gus | Go with the Flow | Marathon Team | Annual FUNraiser | Corporate Cup | Radiothon | Extralife

Distinguished Events:

Pro Amateur Golf Championship & Dinner on the Bluff | Children's Ball | Gold Coast Fashion Show | Chips & Sips for Kids | Winter Wishes | Annual Holiday Luncheon | Cocktails for a Cause | Snowball

Takeaways:

- Community events make great virtual/hybrid events
- Leaning on digital has accelerated move to new P2P platform
- Text message comms (encouragement and COVID-19 protocols)
- Selective moves to digital alongside print (RSVPs, program books)



Back to the Future? | Andrea Arntsen-Harris



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Stewardship: Digital vs. Print

Impact Reporting:

- Endowment Reporting
- Digital Reporting Platform

Holiday Cards:

- Foundation Toolkit
- CEO Card
- CDO Card
- Affiliate Organization Card



Back to the Future? | Nicole Simon



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Donor Recognition Walls

10 donor recognition walls at main hospital


- Not updated since 2019
- Pandemic prompted strategy review

In 2021, launched online donor recognition wall for corporate donors (storytelling and interaction)

Engaging a donor recognition vendor to re-strategize, re-vision donor recognition walls

- Move away from physical, toward digital
- More emphasis on stories/engaging donors rather than a list of names

Stories of Support



CGM Governance made a generous \$1M commitment to support our Access for Every Child fund, helping to ensure that children in under-resourced communities have access to the care provided at Lurie Children's. "As CGM Governance, supporting the communities where we live and work is a priority. Through our experiences in Lurie Children's, our hope is any family will have access to the care they need, when they need it," said Jan Levin, Lurie Children's Medical Center Board Member and Pastoral, CGM Governance.

This gift comes at critically important time as COVID-19 continues to strain our resources and more children need specialized care. "CGM Governance's gift helps to ensure that every child will receive the care they require, and this is the fundamental value of our Campaign for every child," said Thomas P. Shanley, M.D., President and Chief Executive Officer.

Our Corporate Champions

Circle of Honor	Gold	Silver	Bronze
\$1,000,000+	\$500,000+	\$100,000+	\$10,000+

Back to the Future? | Caitlin Foster



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Recognition Opportunities

Recognition via named spaces continues, but visitor restrictions have limited in-person plaque unveilings

- In-person engagement is best, but have had some success with video unveilings
- Focus on stewardship rather than physical space

Commodification of positions/programs with digital components

- Honorific positions webpage
- Digital recognition (webpages, social media, etc.)



GiftMap

Back to the Future? | Caitlin Foster



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD



donorrelations@luriechildrens.org



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS