


Internal Champions:
How to Engage Internally for External Successes


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What it feels like we do

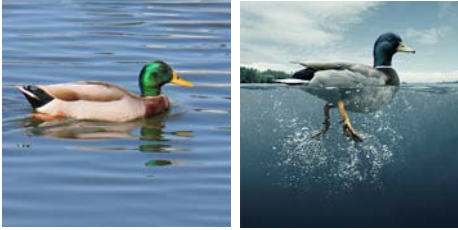


What we actually do



Donor Relations = Professional Thankers

It takes a village




These are the people in your neighbourhood

- Foundation team members
 - Advancement staff
 - Finance
 - Events
 - Communications
- Operational
 - Communications
 - Facilities/Housekeeping
 - Catering
 - Departmental/Clinical contacts
 - Security
 - Finance/Legal
- External vendors


How to win friends...

- Introduce yourself




How to win friends...

- Build a connection



How to win friends...

- Stay in touch



...and influence people

Build your reputation as a team player

- Be flexible and show gratitude
- Ask, don't demand
- Be realistic


Remember: they're doing you a favour

Don't take your friends for granted!

- The answer can't always be "yes"
- Lean on the right people for the right things
- Have a healthy list of friends

Thank you for being a friend

- Simple thank you
- Tell their supervisor about how much they helped
- Treats for all!
- Share a success story



Colleagues rock!

- Baycrest 'CARE' employee recognition program

<p>COMPASSION <i>How often does this...?</i></p> <ul style="list-style-type: none"> • Listen and understand others' needs • Show respect and empathy • Be patient and understanding • Show respect for others' beliefs and values • Show respect for others' privacy • Show respect for others' time 	<p>INTEGRITY <i>How often does this...?</i></p> <ul style="list-style-type: none"> • Be honest and ethical • Be fair and just • Be open and transparent • Be consistent in words and actions • Be accountable for actions • Be respectful of others' property 	<p>RESPECT <i>How often does this...?</i></p> <ul style="list-style-type: none"> • Treat others with dignity and respect • Be inclusive and welcoming • Be respectful of others' beliefs and values • Be respectful of others' privacy • Be respectful of others' time • Be respectful of others' property 	<p>EXCELLENCE <i>How often does this...?</i></p> <ul style="list-style-type: none"> • Be committed to excellence • Be proactive and take initiative • Be innovative and creative • Be a team player • Be a role model • Be a continuous learner
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Baycrest

Shawna Delgaty

You put **RESPECT** into action when you:

Treated others with dignity and equity, regardless of our views or abilities

by

"Shawna recently agreed to help with Baycrest's 50-year training, despite it being outside of her comfort zone. The training sessions she has conducted have received excellent feedback from all participants, and Shawna has demonstrated, unsurprisingly, an aptitude for teaching. Thank you!"

John Rosenblatt

Thank-you for living our CARE values.

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Case study #1:

Mount Sinai Hospital Redevelopment

From this... ...to this




Who helped?

- Redevelopment office
- Foundation senior staff and volunteers
- Communications
- Designers
- External contractors
- Facilities/engineering
- Security
- Shipping/Receiving



What happened?



- Questions, but no complaints
- No disruption to services
- No charges accrued by the foundation
- Created excitement for the renovation

What we learned


- We learned what our donors really want
- Hospital staff were eager to be engaged and learn about the Foundation



Case study #2:

Building a Stewardship and Recognition Program

- Lack of formal donor relations strategy
 - Outdated "policies & guidelines"
 - Lack of structured reporting
 - No reporting at all to many
 - Inconsistent physical donor recognition
 - No physical recognition for many



Who helped?

- Foundation colleagues
- Facilities / Redevelopment office
- Public Affairs



What Changed?

- Updated policies, guidelines and practices ✓
- Collaboration and communication across teams ✓
- Moving towards proactive program ✓



What we learned.


- Our MG team has over 50 years of experience. Yours probably does too. Tap into it!
- Much easier to get people to “follow the rules” if they feel like they helped create the rules



Thanks for listening!

Now, who has questions?

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