Exploring the World of Cancer
Education and Innovation
Where Does Philanthropy Fit?

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Get to Know Your Development Colleagues

PHILANTHROPY

Qualification

Stewardship

Cultivation

Solicitation

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What works…

• Being ready to capitalize on opportunities
• Inspiration
• Excellence
• Vision / leadership
• Business acumen
• Impact
• Recognition
• Relationships matter
• Institutional or campaign priority

What doesn’t work…

• Need
• Guilt
• Wrong size or scope
Consider a Variety of Gift Opportunities

- Naming center
- Naming programs
- Endowed positions
- Named spaces
- Sponsor classes / conferences
- Special projects
- General funds

Operating and Endowment Opportunities ($ x 20)

Focus on Top Down

Dollars raised by giving level

Number of donors by giving level
How do you know?

“What can I do to help?”

“I hope some day to be able to repay you?”

Ask budget questions

Loyal attendees, volunteers, grateful patients, and families

Refer to Development

They can assess
Case Study

Lessons Learned

- Confirm gift opportunity
- 3:1 ratio
- Highly customized ask
- Relationship / leadership
- Stewardship / implementation
- Media
- Teamwork critical
Case Study

Lessons Learned

• Recognition
• Relationships may outlast benefactor

Take aways

• Identify compelling philanthropic opportunities
• Develop and maintain successful evolving relationships with Development staff
• Become an institutional or campaign priority if possible
• Listen for philanthropic intentions
• Provide frequent referrals to Development