

September/October 2016

Moving Burke Forward Together

Welcome to the first edition of PHILANTHROPY IN MOTION. Our goal is to keep you informed regularly about upcoming special events, provide information to help you serve as an effective Burke Ambassador and encourage your participation in fundraising-related activities. There are simple and effective ways for the board, development committee, senior hospital administrators, physicians and other key staff to collaborate with Burke's development team to build relationships with donors.



Cultivation and Stewardship: The Life Blood of Fundraising

Building Trust and Loyalty as a Donor Steward

Stewardship helps us acquire new donors, renew and/or increase their gifts, and encourage referrals of interested friends and colleagues. How do we provide proper stewardship?

1. **Acknowledge** gifts in a timely manner
2. **Recognize** donors for their gifts through our new W.M. Burke Cabinet
3. **Honor** donor intent by using the donation as intended
4. **Act** prudently in investing gifts
5. **Use** funds effectively to advance Burke Rehabilitation Hospital's mission

Cultivating Donor Involvement

Donors and prospects do not like to be thought of only when we're asking for money. That's why it's critical to maintain and strengthen their involvement with Burke. Here are ways to help:

1. **Host** a small gathering in your home, as Burke has done in the past
2. **Accompany** a prospect on a tour of Burke
3. **Ask** prospects about colleagues or friends who may want to support Burke
4. **Send** prospects articles on Burke-related and personal-interest topics
5. **Acknowledge** milestones, such as anniversaries and graduations

As an Ambassador of Burke, you can help by...

1. **Thanking** donors personally for significant gifts (\$1,000 or more)
2. **Attending** upcoming events and invite guests
3. **Participating** in face-to-face meetings to secure major gifts
4. **Taking** part in developing new program initiatives
5. **Providing** introductions to businesses or corporations

KEY FACT

In 2015 new donors represented 49% of all donors; in 2016 we've already reached 37.5%, with more than three months left in the year. We acquire new donors through events and direct mail campaigns, including our Grateful Patient Program and Annual Fund Appeals—but more can be done.

UPCOMING EVENT

Faces of Burke Donor Party
Tuesday, November 15th
5:30 pm

Faces of Burke opens in the Burke Hospital Lobby with a party for major donors and corporate sponsors. Sponsorship opportunities are still available. (For more information, call Colleen at (914) 597-2849).

INTERESTED in getting more involved with our donors and prospects? Call or email Paula Barbag, Director of Major Gifts, at (914) 597-2875 or pbarbag@burke.org.