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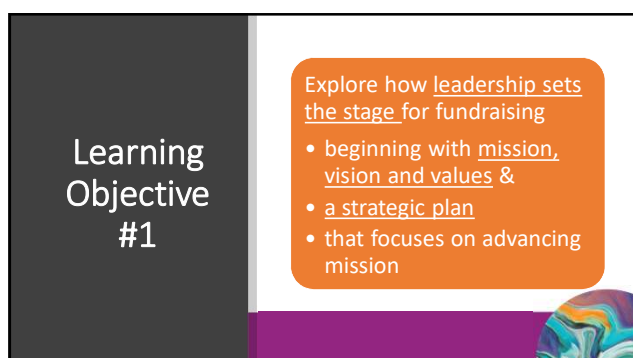
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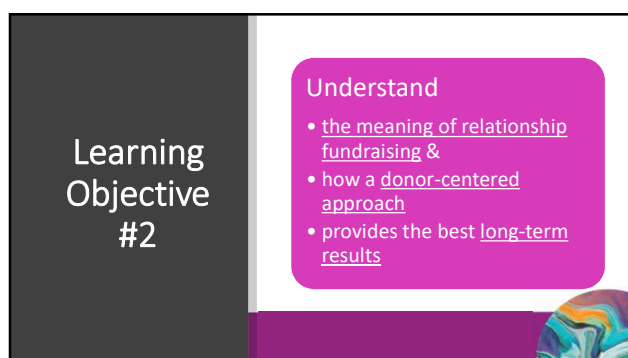
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Learning Objective #3

Walk away with strategies for engaging

- [Board](#)
- [Employees](#)
- [Residents](#)
- [Business partners](#)

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Begin by linking philanthropy to your mission, vision and strategic plan

Creating a Culture of Philanthropy

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Vision, Mission, and Values

Our vision—to be the place where the spirit creates abundant life in community

Our mission—transform aging by building a culture of community, wholeness, and peace

Our values—compassion, hospitality, respect, integrity, stewardship, and transparency

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Linking UCH Strategic Plan & Philanthropy

Goal: To create a 21st century continuum of community, wholeness, and peace

- Renewed campuses
- Transformed health care communities
- Abundant life

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Abundant life

- Benevolent care
- Affordable housing
- Pastoral care
- Leadership training & staff development
- Ruth Frost Parker Center for Abundant Aging
- LGBT Friendly programs & services

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Board Giving Results

UCH has long enjoyed 100% Board participation in giving

Since 2016, Board giving has increased 52%

Average gift has grown from \$3,300 to \$5,300 per year

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Board Giving Strategies

- Mission committees and campaign engagement
- Host gatherings to share UCH story
- 1:1 visits
- Asks for impact gifts
- Recognition & appreciation

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Culture of Philanthropy Assessment

Rate your culture	Organization-wide engagement in philanthropic process
	Fundraising timeframe
	Fundraising strategies
	Case for support
	Communications



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Like Person Centeredness Relational Fundraising Requires Culture Change

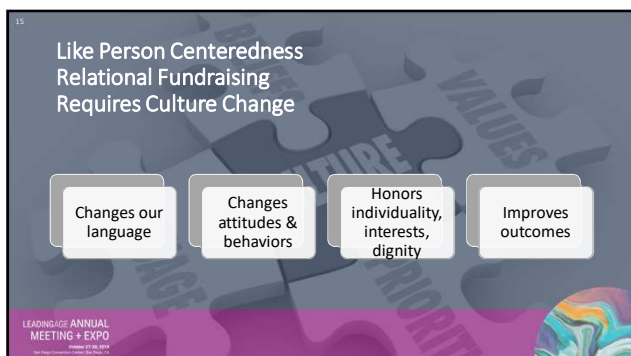
Changes our language

Changes attitudes & behaviors

Honors individuality, interests, dignity


Improves outcomes

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Relational fundraising reaps long-term rewards

- Nonprofits are losing 55% of their donors each year
- Retained donors give 42% more than one-time donors
- Measure donor loyalty vs. ROI
- Think in terms of **Lifetime Donor Value**

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Adrian Sargeant Research: Donor Commitment



- Service Quality
- Learning
- Shared Beliefs
- Risk
- Trust
- Personal Link
- Multiple Engagements

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United Church Homes Employee Giving



Since 2014, participation grew from 69% to 86%



In 2019, employees gave nearly \$200,000



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Employee Giving Strategies

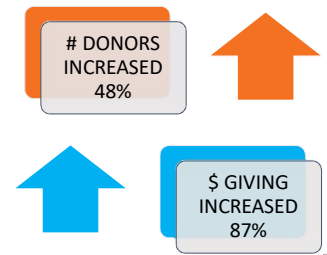
- Volunteer captain & committee
- Benefits residents they serve
- Promotes team spirit
- Communities compete for prized trophy
- Individual and team thanks & recognition



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Resident Giving Initiatives



DONORS INCREASED 48%

\$ GIVING INCREASED 87%

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Resident Giving Strategies

- Resident-led committees
- Decide need, goal, timeframe, strategy
- Advancement staff facilitates
- Community-focused communications
- Recognition by UCH board and senior staff



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Corporate Strategic Partners




10 CORPORATE STRATEGIC PARTNERS INCREASED GIVING BY 1098%

ANNUAL GIFTS RANGE FROM \$2,500 - \$10,000

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Corporate Partner Strategies

- Identify areas of alignment
- Proposals for multi-year impact gifts
- Relational vs transactional approach
- Recognition at corporate events
- Ongoing communications and stewardship



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Thank You!

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