

# NURSES ROLE IN PHILANTHROPY

This training program that inspires nurses to become active partners with the philanthropy office, is approved by the North Carolina Nurses Association, an accredited approver of the American Nurses Credentialing Center's Commission on Accreditation, as a continuing nursing education activity. Participants will receive 1.0 contact hours of continuing education credit.

## In this session your nurses will gain:

- Understanding of the importance of philanthropy in a time of decreasing reimbursements from payors and increasing costs in the health care industry.
- Insight into the significance of patient gratitude as part of the healing process and how nurses can support their requests.
- Ability to identify the steps in making a professional referral to a development officer
- Ability to recognize the positive effects of meaningful recognition and expressions of gratitude for nurses and healthcare institutions.

## Roll-Out Strategy

1. Discussion with CNO about his/her assessment of the readiness of the nursing staff' to embrace patient gratitude.
2. Discussion with CNO and Development Staff about nursing department funding priorities and how the priorities fit into the organizations priorities.
3. Provide Nurses Role in Philanthropy Training presentations to Senior Nurse Leadership
4. Provide guidance to Chief Nursing Officer and Development Officer on the Roll-Out Strategy for a Nursing Engagement Program.
5. Provide guidance to Development Staff on follow-up strategies.

## Accredited Presenter

### Helen Poole, RN, BSN, MPH, Principal Consultant

Helen received her BS in Nursing from UNC- Chapel Hill. Her career includes med-surg, medical ICU, ambulatory care, hospice and home care either as a clinical nurse or a Nurse Administrator. Helen has also held roles as Adjunct Clinical Professor at the UNC- School of Nursing and leadership roles on the District 13 North Carolina Nurses Association. Her fundraising roles include overseeing the development department of Duke Hospice, the Duke School of Nursing and the Executive Director of Grateful Patient Engagement at Duke Medicine. With over 30 years of healthcare management experience in both the clinical setting and in philanthropy, Helen is a well-known expert in developing and implementing successful grateful patient engagement programs.



## What sets Gobel apart?

### It's about implementation.

We will educate your clinicians on how to think differently about philanthropy, but most importantly, we will show them how to operationalize change. We don't just deliver a training session, we help change behavior.

### We Customize Everything.

The content, length of the programs and your participation.

### It's time to implement innovative solutions.

Contact Helen today, at [Helen@gobelgroup.com](mailto:Helen@gobelgroup.com)

or call

585-598-1171

to learn more.



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