

Funding Priorities

The best way to engage clinicians in philanthropy is to create a partnership where you are helping them raise money for things they care about. That being said, not all institutions have the ability to raise money for individual priorities at the expense of institutional priorities. For a clinician engagement program to be successful, it is essential to be clear early in the process how priorities are selected at your institution.

Here are some questions you may want to consider in preparing to talk with your leadership about the creation of statements of support (case statements) for your clinician champions:

- Are there clearly established institutional funding priorities? If so, obtain a copy of the list(s) and determine whether the priorities are for capital or programmatic needs or a combination of both.
- What is the process to establish funding priorities at your institution? Is it formal or informal? Does it occur on an annual basis in relation to an operational plan or is it more ad hoc?
- How does the Philanthropy Team participate in the funding priorities process (if at all) and how much influence do you have in setting the priorities?
- Who has final authority to approve funding priorities? How is the approved list communicated to the Office of Philanthropy?
- Are you in a campaign, and do your funding priorities coincide with its priorities? If so, are there other priorities that we can raise funds for, or do you need to stick with the campaign priorities?
- Are there separate departmental funding priorities? If so, are they for capital or programmatic needs?
- Are clinicians permitted to raise support for their own individual priorities within the institution?
- If so, will it be possible to create individual case statements highlighting these priorities? If not, will it be possible to talk to clinicians about their interests and explore ways to align them to institutional priorities in order to create clinician champion case statements?

Finding answers to these questions prior to establishing your approved list of clinician champions will help you identify clinicians whose personal interests are well-aligned with institutional priorities.

TIPS:

- When broaching funding priorities with leadership, you may need to talk about finding a middle ground between clinician interests and institutional goals. Patients usually want to give to support something that the clinician cares about, so this will be critical to your success.
- This process can be complex but it is essential to work through it so that your clinician engagement program supports your institution (making it more likely that your institution and its leaders will continue to support your clinician engagement program.)