

# Successful E-Techniques for Major Gifts

Cassy King Kamarck  
Executive Director of Development  
May 1, 2020



**Mount  
Sinai**

# Table of Contents

1. Background – Covid-19 where are we now?
2. First Experience with “Virtual Fundraising”
3. Mount Sinai’s Response to “full scale working from home”
4. The effectiveness of Social Media
5. Preparation for Post Covid-19



# Where We Are: May 1, 2020

Since January 22, when the first US case of Covid-19 was reported, we have seen the growth of this pandemic as follows:

Status	United States	New York State	New York City
Cases	1,005,147 +	290,481 +	159,865+
Deaths	57,505+	22,275 +	12,287+

This is the reality of our world today and it's the reality all development professionals face each day when trying to fulfill our individual missions.



# How did Mount Sinai Change its Model of Care?

1. **Cancelled all elective surgeries, well visits, non-essential appointments.**
2. **Redeployed all healthcare workers to covid-19 efforts.**
3. **Built additional patient rooms/units in public spaces of the hospitals.**
4. **Partnered with Good Samaritan to staff Central Park Tents.**

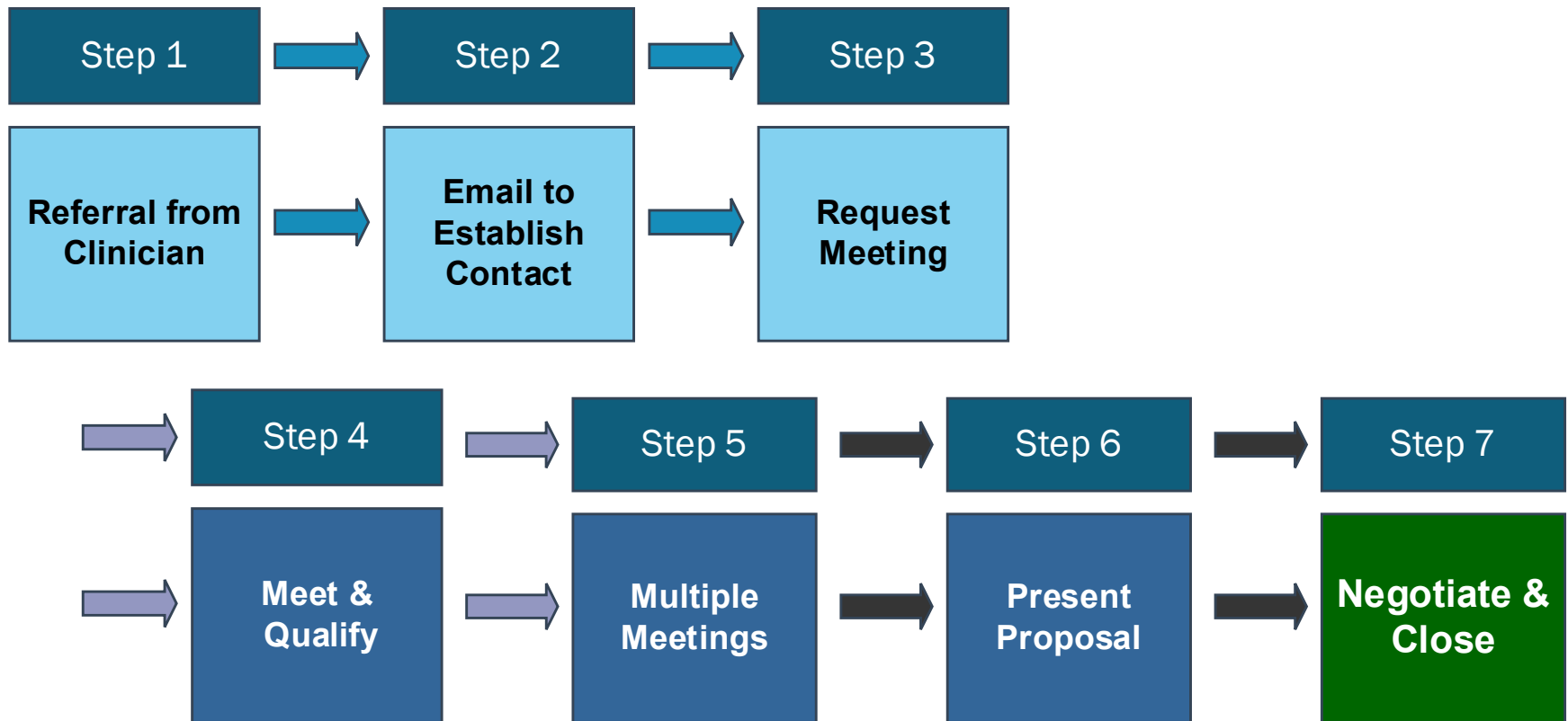
# How did Mount Sinai Change its Model of Care?

5. Reopened some 200 closed beds to accommodate greater volume of patients.
6. Added tents to exterior of hospitals to accommodate non-covid patients and isolate them for safety of all.
7. Engaged our medical students to help with supply chain deliveries and additional ad-hoc needs.
8. Converted normal inpatient units into ICUs.

**Fundraising Pre-Covid-19:**

**Standard templates and donor  
engagement strategies**

# Standard Fundraising 101 prior to 2020



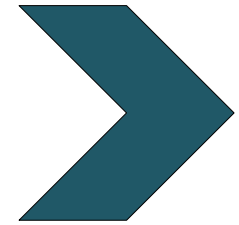
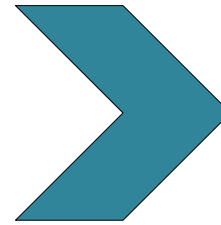
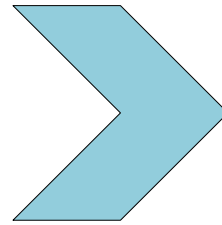
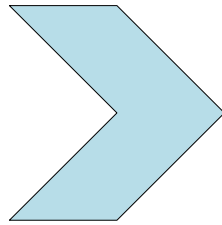
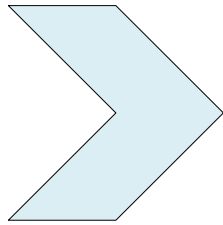
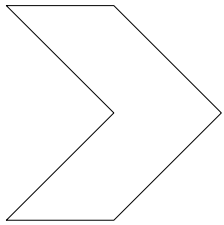


# **A Marked Departure From The Standard:**

**First non face-to-face  
solicitation in 2015 before  
social distancing created  
a new normal.**



# 2015: Non-Traditional 8 Figure Solicitation



Phone Call to Introduce New Major Gift Officer

Request for Meeting **Denied**

Trustee Discussions Regarding Naming Opportunity

Phone Calls, Many, **Many** Phone Calls

**Multiple** Email Chains Regarding Gift Agreement

In-Person Signing of Gift Agreement

# **Mount Sinai's Response to Covid-19**

**-Working from Home –**

**Deployment of the entire  
Development enterprise to  
focus on Covid-19 Relief  
efforts offsite began**

**March 16, 2020**



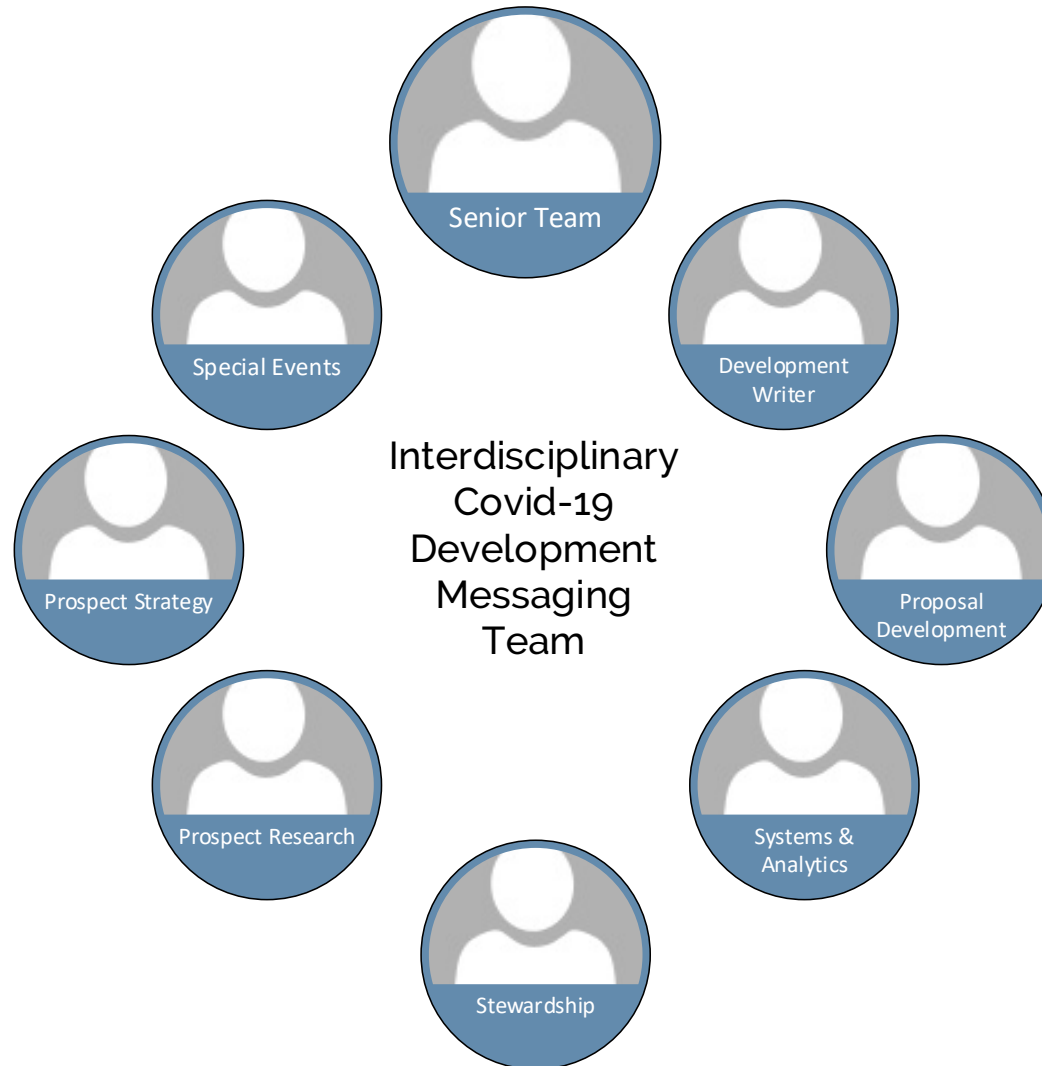
# Our Guiding Belief:

**Less is NOT more!**

**Creating a structured approach:**

- 1. Covid-19 Work Group**
- 2. Covid-19 Messaging Group**
- 3. Structured Outreach**
- 4. Media Coverage**

# Covid-19 Messaging Group



# -Weekly Messaging-

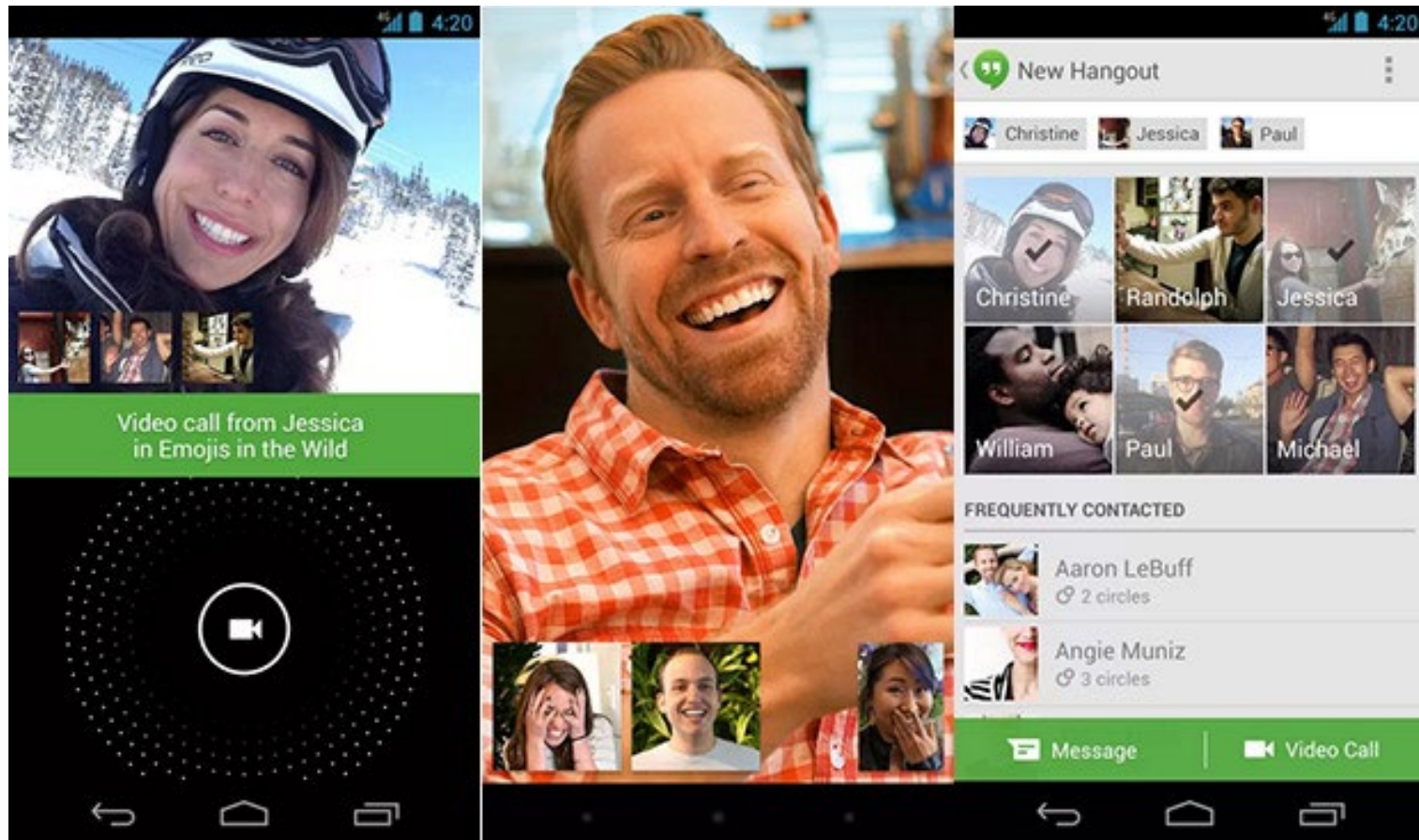
Week of 4/20/2020				
4/20/2020	4/21/2020	4/22/2020	4/23/2020	4/24/2020
<b>MONDAY</b> <i>Master Research and Clinical Summary Update</i>	<b>TUESDAY</b> <b>MGO requests and breaking news</b>	<b>WEDNESDAY</b> <i>Why Give Wednesday</i>	<b>THURSDAY</b> <i>Thank You Thursday</i>	<b>FRIDAY</b> <b>MGO requests and breaking news</b>



# Weekly Strategies During Social Distancing

Schedule	Topic & Tactic
<b>Week 1</b>	Introductory Email and Setting the Stage
<b>Week 2</b>	Updates on Care for Patients with Covid-19
<b>Week 3</b>	Call to Action with Soft Ask
<b>Week 4</b>	Focus on Research Efforts
<b>Week 5</b>	Hard Ask for Call/Video Meeting and Gift
<b>Week 6</b>	Steward and Update
<b>Week 7</b>	Research Updates and Sharing of Success Stories

# Impact of Social Distancing



**This is the new normal and we crave contact**

# How Do We Identify New Prospects?



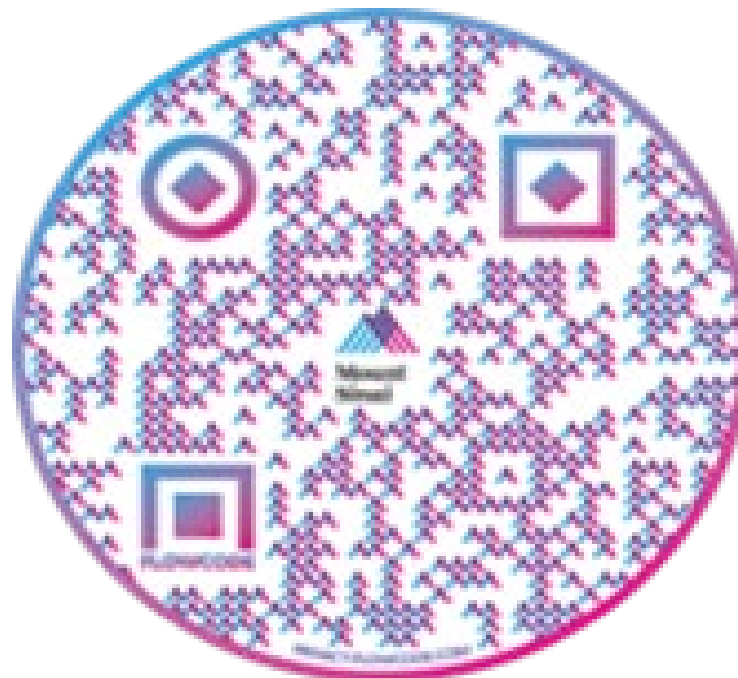


# Focused Outreach to Targeted Constituent Groups

## Sample Potential Prospects Groups:

**Board of Trustees – Advisory Board Members - Celebrities –  
Sports Athletes – United Nations Members – Global Health  
Funders – New York Financial Institutions – Silicon Valley –  
Donor Advised Funds – Corporation and Foundations –  
Patients – Donors - LGBTQ Community**

# What Additional Methods Did We Use?



**Text to Donate 707070**

**YOU CAN DONATE TO COVID RESPONSE EFFORTS AT:**

<http://giving.mountsinai.org/covid19response>  
**MOUNT SINAI COVID-19 RESOURCES**

# We Used Social Media Platforms

**Twitter, Facebook, LinkedIn, podcasts, internet channels, television, talk shows, news programs, sponsored ad placements, peer to peer events, third party events, virtual briefings from our leadership and physicians, Zoom brown bag lunches. This list goes on.**

**Let's look at some examples:**

# Bon Jovi Message on Social Media



VISIONARY

# Text to Donate During the NFL Draft



# Virtual Poker Tournament Benefiting Mount Sinai

**Mount Sinai** | COVID-19 RESPONSE FUND

# ALL-IN

♣ ♥ ♠ ♦ ♠ ♥ ♣

# FOR MOUNT SINAI

A VIRTUAL POKER TOURNAMENT

**SATURDAY | APRIL 25 | 2-5PM ET**

100% GOES TO CHARITY.

TO DONATE, VISIT [ALLFORMOUNTSINAI.COM](http://ALLFORMOUNTSINAI.COM)

 DAVID ZASLAV	 BOBBY FLAY	 JOY BEHAR	 CHIP GAINES	 DAVE SALTONI
 BRYAN CRANSTON	 CHERYL HINES	 WILL PACKER	 ADAM SAVAGE	 MIKE FINNEGAN
 DR. SANDRA LEE	 BUDDY VALASTRO	 LORRAINE BRACCO	 JOE KERNAN	 CHRIS HARRISON
 MICHAEL SYMON	 BORIS BECKER	 DAVID SOLOMON	 SIG HANSEN	 JESSE JAMES

# Virtual Poker Tournament Benefiting Mount Sinai

**Mount Sinai**

## ALL-IN FOR MOUNT SINAI

**\$1,135,944**  
Based for Mount Sinai COVID-19 Response Fund

Current: 320261379

**COMMENTATORS**

JUSTIN KELLY @JATMAN  
MICHAL LONCAR @MICHAL\_LONCAR

**PLAYER**

**KEVIN PLANK**  
Founder, Under Armour

**CHAT**

table.  
 @joshua2000 Go Down 2!  
 @mattguyton Thanks for the Love!  
 @highland @joshua2000 - Save the caps for the best heads of the world just our chat T3 Janning  
 @chrispatt1 Chief Michael Symon All Win  
 @jms1212 Team Floppert  
 @mattguyton sending the spirits to help sub out on this one!  
 @mattguyton1000 hello, I can chat now w/00

**CHIP LEADERBOARD**

- Will Packer - 1,045,600
- Brad S - 1,023,750
- Johnfischello - 1,021,200
- HCoben - 1,016,400
- SweetLorraine - 1,010,600
- KevinPlank - 1,007,600
- Eric Mindich - 1,006,700
- SteveZaslav - 1,006,700
- michaelsymon - 1,002,950
- Justsomefish72 - 1,000,000
- Bryan Cranston - 1,000,000
- Suzanne Todd - 1,000,000
- David Zaslav - 1,000,000
- Holder837 - 1,000,000
- ZakBagans - 1,000,000
- Barry Schomer - 1,000,000

**GAME ALERTS:** Sinai by providing PPE & essential meals! - Your direct donation to Mount Sinai COVID-19 Res

@MountSinaiNYC @MountSinaiNYC @MountSinaiNYC

MacBook Pro

# What are the Results of all this Structured Outreach so Far?

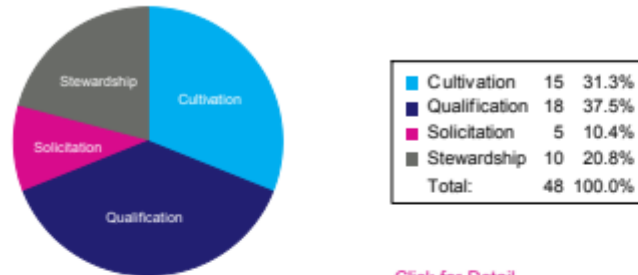
<b># of Gift Officers</b>	<b>Actions (Email, Call, Web)</b>	<b># of Individual Donors Personal Touch</b>	<b>Average / Gift Officer</b>
<b>32</b>	<b>12,000+</b>	<b>5,400+</b>	<b>375</b>

**NEW DONORS TO DATE: 9,000+**



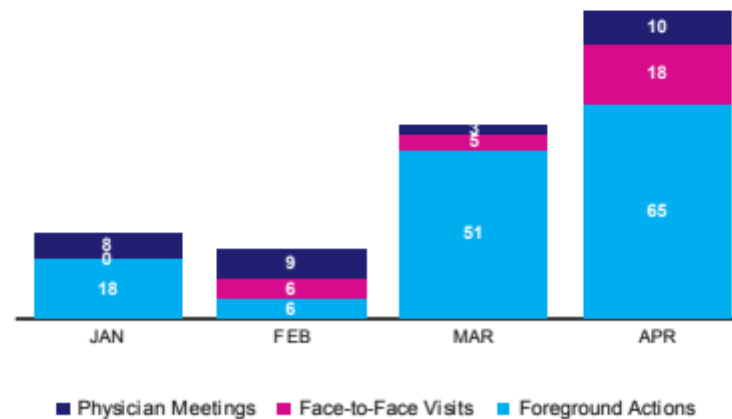
# New Model Activity Report

## Major Gifts Prospects by Status



[Click for Detail](#)

## Face-to-face visit & foreground activity summary





# What's Next?

**How do we make sure we are positioned for success once the pandemic has subsided and people are focused on priorities other than Covid-19?**



# Marshall Your Teams Together to Create

- Cases for support for strategic priorities for your institution.
- Create project outlines, budgets, funding opportunities and recognition protocols.
- Drop in items in your conversations or emails now that highlight the importance of other areas of your mission when Covid-19 is gone.
- Use this time for preparation and planning!
- Make sure your teams are ready for the return to “normal”.

Questions?

# Thank You:

Cassy King Kamarck  
Executive Director of Development,  
Mount Sinai Health System,  
Mount Sinai Heart  
[cassandra.kamarck@mountsinai.org](mailto:cassandra.kamarck@mountsinai.org)