

Successful E-Techniques for Major Gifts

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Executive Director of Development
May 1, 2020



**Mount
Sinai**

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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.**

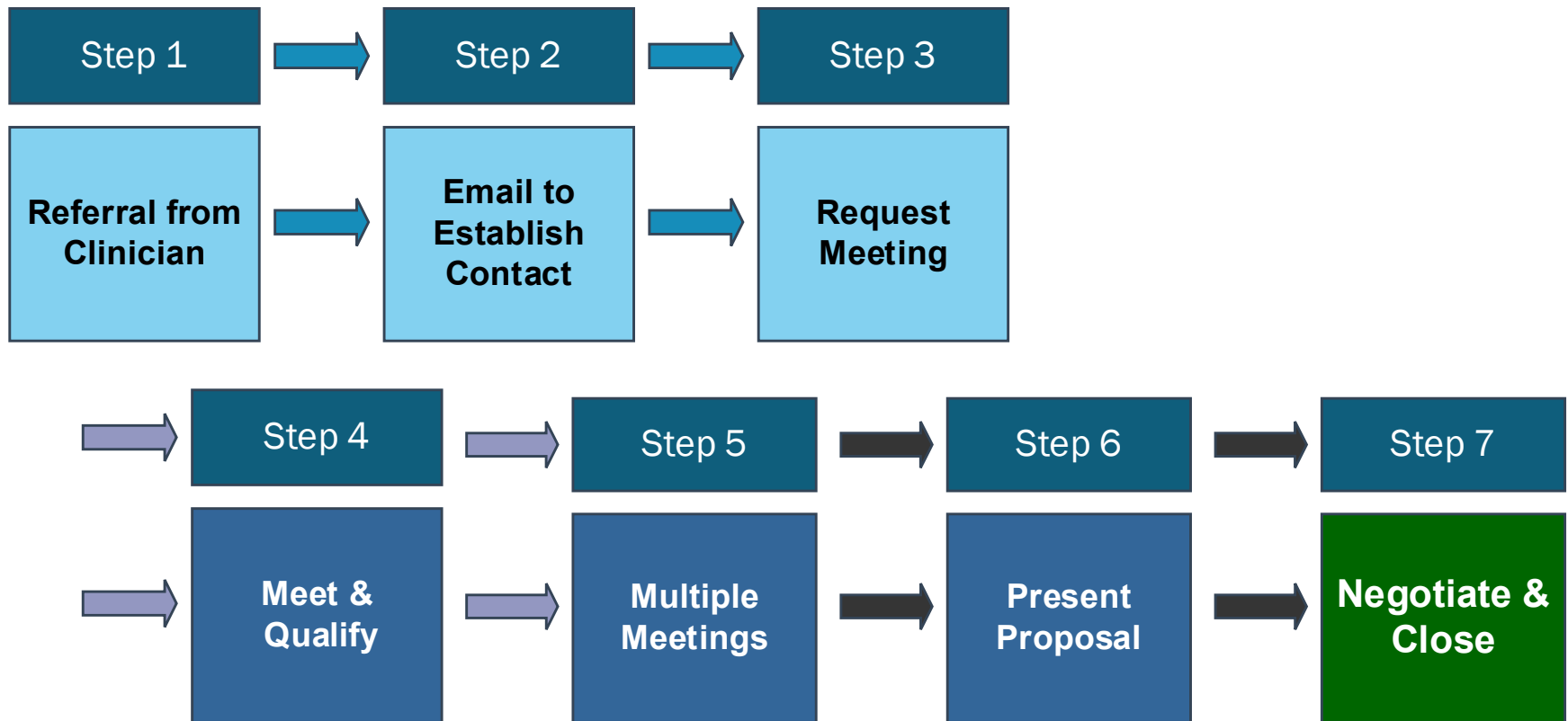
How did Mount Sinai Change its Model of Care?

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

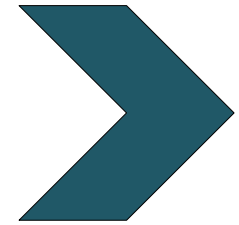
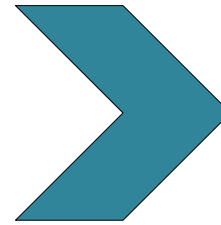
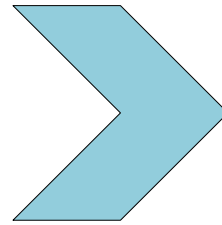
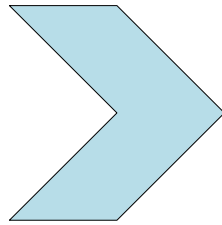
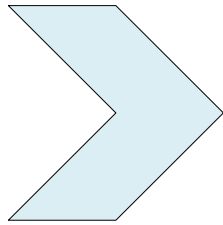
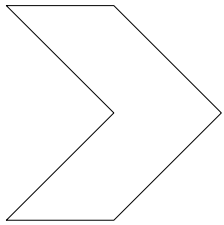




A Marked Departure From The Standard:

**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



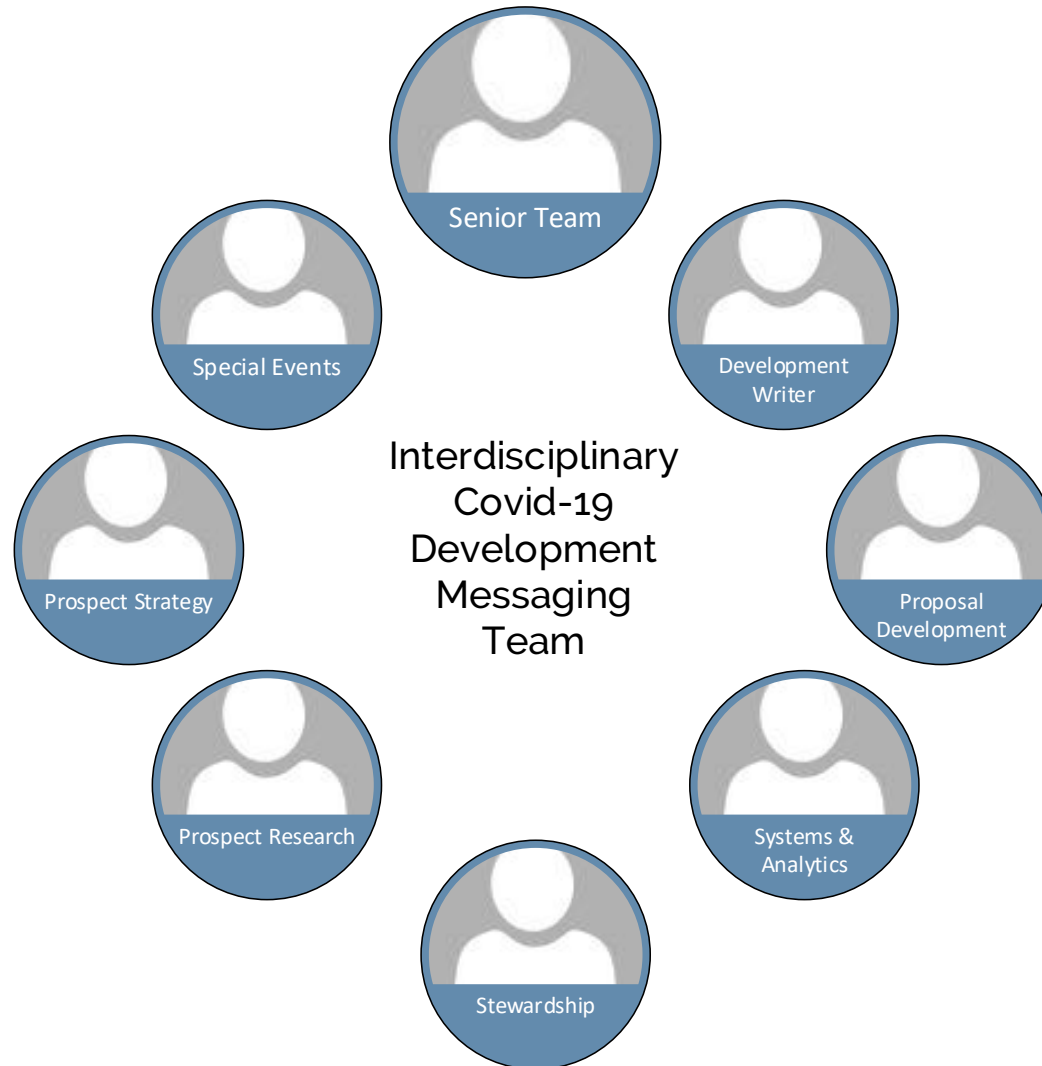
Our Guiding Belief:

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
MONDAY <i>Master Research and Clinical Summary Update</i>	TUESDAY MGO requests and breaking news	WEDNESDAY <i>Why Give Wednesday</i>	THURSDAY <i>Thank You Thursday</i>	FRIDAY MGO requests and breaking news



Weekly Strategies During Social Distancing

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

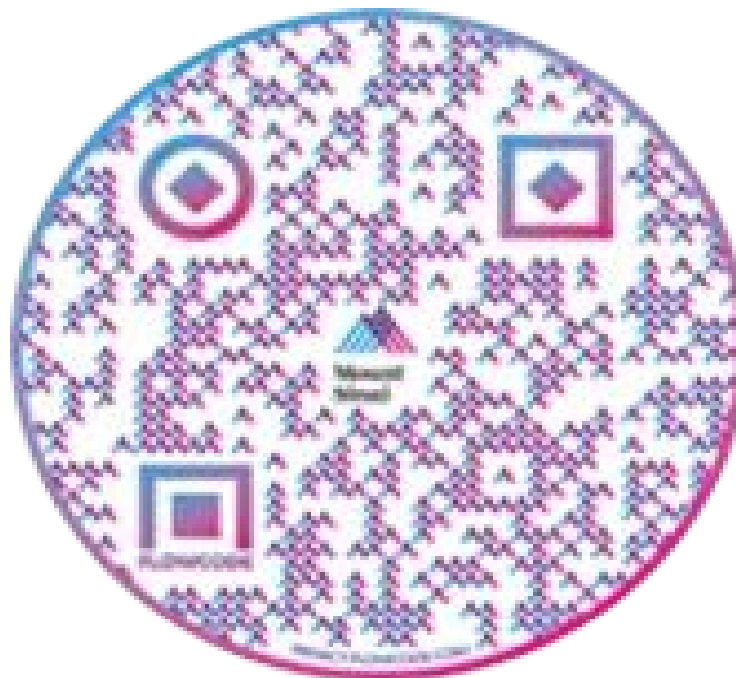


Focused Outreach to Targeted Constituent Groups

Sample Potential Prospects Groups:

**Board of Trustees – Advisory Board Members - Celebrities –
Sports Athletes – United Nations Members – Global Health
Fundors – 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 ALLINFORMOUNTSINAI.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 @FATMAN
MICHAL LONCAR @MICHAL_LONCAR

PLAYER

KEVIN PLANK
Founder, Under Armour

CHAT

table.
 @mike2000 Go Down 2!
 @mike2000 Thanks for the Love!
 @mike2000 @mike2000 - Save the caps for the best heads of the world just our chat T3 Janning
 @mike2000 Chief Michael Symon All Win
 @mike2000 Team Fireegent
 @mike2000 sending the spirits to help cub out on this one!
 @mike2000 hullo, I can chat now w/00

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

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

PLAYERS: Bobby Flay (990,500), Buddy Valastro (977,500), Docard (936,100), Willie Garson (997,500), Savage Bob (969,100), Jeff Scheine (1,056,100), HCoben (1,031,700), Johnfischello (1,035,500)

DECK: J♠, 3♥, J♣, 6♦

Hand Pot: 14,400

Twitter: @MountSinaiNYC
Facebook: @MountSinaiNYC
Instagram: @MountSinaiNYC

MacBook Pro

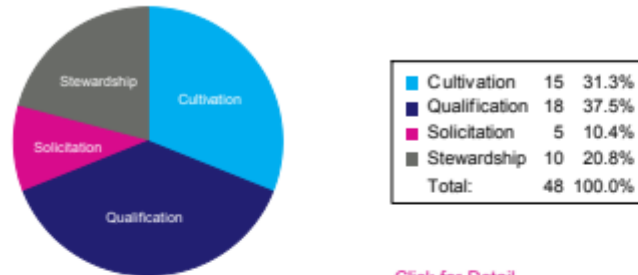
What are the Results of all this Structured Outreach so Far?

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

NEW DONORS TO DATE: 9,000+

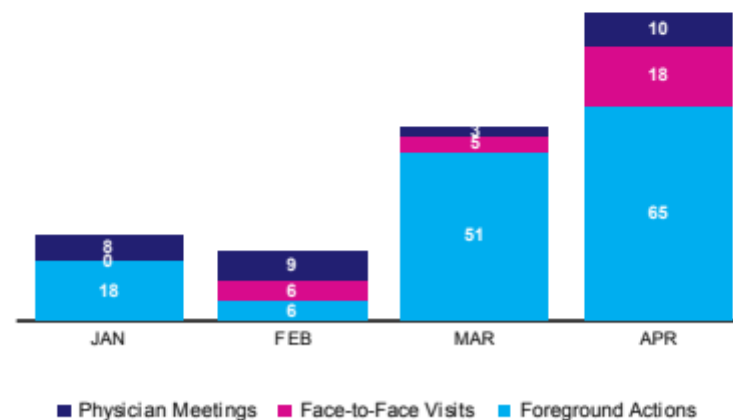
New Model Activity Report

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:

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Mount Sinai Heart
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