

TELLING YOUR STORY: WHAT, WHERE, WHY, WOW, & TO WHOM

JIM KITCH

ADI MOBILE HEALTH





WHAT

- ▶ DO YOU KNOW WHAT YOUR CLIENTS, FUNDERS, PARTNERS WANT?
- ▶ WHAT IS IN IT FOR THEM?
- ▶ HOW CAN YOU EDUCATE AND BRING VALUE TO THEM?
- ▶ HOW DO YOU PROVE YOUR WORTH/VALUE?
- ▶ WHY SHOULD THEY BE YOUR FUNDING PARTNER? VENDOR? PATIENT?

WHAT DO YOUR CLIENTS, FUNDERS, VENDORS WANT?

- ▶ DO YOU UNDERSTAND WHAT YOUR CLIENTS WANT?
- ▶ PEOPLE MAKE EMOTIONAL BUYING DECISIONS AND BACK IT UP WITH LOGIC
- ▶ WE CAN EDUCATE AND BRING VALUE TO THEM.



WHAT IS IN IT FOR THEM?

- ▶ WHY SHOULD YOUR CLIENTS, VENDORS, FUNDERS INVEST IN YOUR OPERATIONS?
- ▶ WHAT IS THE VALUE OF THEIR PARTICIPATION? – MONETARY, IN-KIND, ADVERTISING, MANPOWER
- ▶ HOW DO YOU COMMUNICATE THAT VALUE AND APPRECIATION OF THE INVESTMENT?

HOW DO YOU EDUCATE YOUR PARTNERS AND THE COMMUNITY?

▶ ARE YOUR OPERATIONS VIEWED IN THE COMMUNITY AS AN AUTHORITATIVE RESOURCE?

▶ DO YOU ENGAGE THE PUBLIC AND COMMUNITY IN EDUCATION MARKETING?

- LOCAL MEDIA
- YOUTH CLUBS/CENTERS/SCHOOLS
- PROFESSIONAL ORGANIZATIONS
- LOCAL EMS/EMERGENCY MANAGEMENT

2013 FUND DRIVE

<p>LION: \$100,000</p> <ul style="list-style-type: none"> • MR + MRS. Walter Ziffer • DANIE + Connie Flogg • MRS. C. GALSTON <p>GRIZZLY: \$25,000</p> <ul style="list-style-type: none"> • Steve + Barb Fomble • Erin + Bill Valcochek • Vicki Stamford <p>CHIPMUNK: \$2,000</p> <ul style="list-style-type: none"> • TURNER • THE SIMPSONS <p>COCKROACH: \$5</p> <ul style="list-style-type: none"> • Ted + Lisa Dehaeck • Edna Persanekova • THE Endie Family • The Van Tropp Man. • Eric Winkler 	<p>CHEETAH: \$50,000</p> <ul style="list-style-type: none"> • R. Calder • Mr. Roger Vorkel • MR + MRS. Ramwell <p>RACCOON: \$10,000</p> <ul style="list-style-type: none"> • VIRGIL Minto • Sandy Grimmer • Don Simkriill • Sam + Tina Kruken • Mr. Carl Mc Muller <p>BUZZARD: \$1,000</p> <ul style="list-style-type: none"> • The Ring Family <p>GRUB: \$100</p> <ul style="list-style-type: none"> • The Miller Family • The Wiggins • Barbara Phil • The Tillingham • The Wilson • The Biglan 	<ul style="list-style-type: none"> • Mr. + Mrs. T. Faldon • Mr + Mrs. Howard Gilph • The Winklers • The Addison Family • Sam + Tina Kruken • The Winklers • The Addison Family • Sam + Tina Kruken • The Winklers • The Addison Family
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**THE OAKDALE CHURCH UN
ITS NEW WILDLIFE-TH
DONOR LEVELS.**

HOW DO YOU PROVE YOUR WORTH?

- DO YOU HAVE REGULAR COMMUNICATIONS/UPDATES TO YOUR INVESTORS – CLIENTS, VENDORS, FUNDERS?
- DO YOU SHARE SUCCESS AND IMPACT STORIES – PERSONAL PATIENT CARE STORIES
- DO YOU QUANTIFY THE VALUE OF SERVICES PROVIDED TO THE COMMUNITY? THESE CAN BE:
 - ER VISITS AVOIDED
 - NUMBER OF PATIENTS SEEN IN AFTER HOURS CLINICS THAT DON'T HAVE ANY OTHER VENUE
 - \$\$,\$\$\$ VALUE OF CARE GIVEN IN A WEEK, MONTH, YEAR

WHY SHOULD I BE YOUR PATIENT, VENDOR, FUNDING PARTNER

WIIFM – WHAT IS IN IT FOR ME?

PATIENT

- CONVENIENT HOURS
- AFTER HOURS/WEEKEND HOURS
- CULTURALLY COMPETENT AND COMPASSIONATE STAFF

VENDOR

- MAKING A DIFFERENCE
- RECOGNITION OF DISCOUNTS/SPECIALS – BECAUSE OF YOUR DISCOUNT OR PURCHASING PROGRAM WE WERE ABLE TO TAKE THE DIFFERENCE AND ENHANCE XYZ.

HEY, WAIT A SECOND, EILEEN... I DON'T THINK HE'S SELLING INSURANCE AFTER ALL. THIS LITTLE GUY NEEDS TO MAKE AN APPOINTMENT.

R. FLYNN,
D.D.S.

HAVE PLAQUE!!
HAVE PLAQUE!!

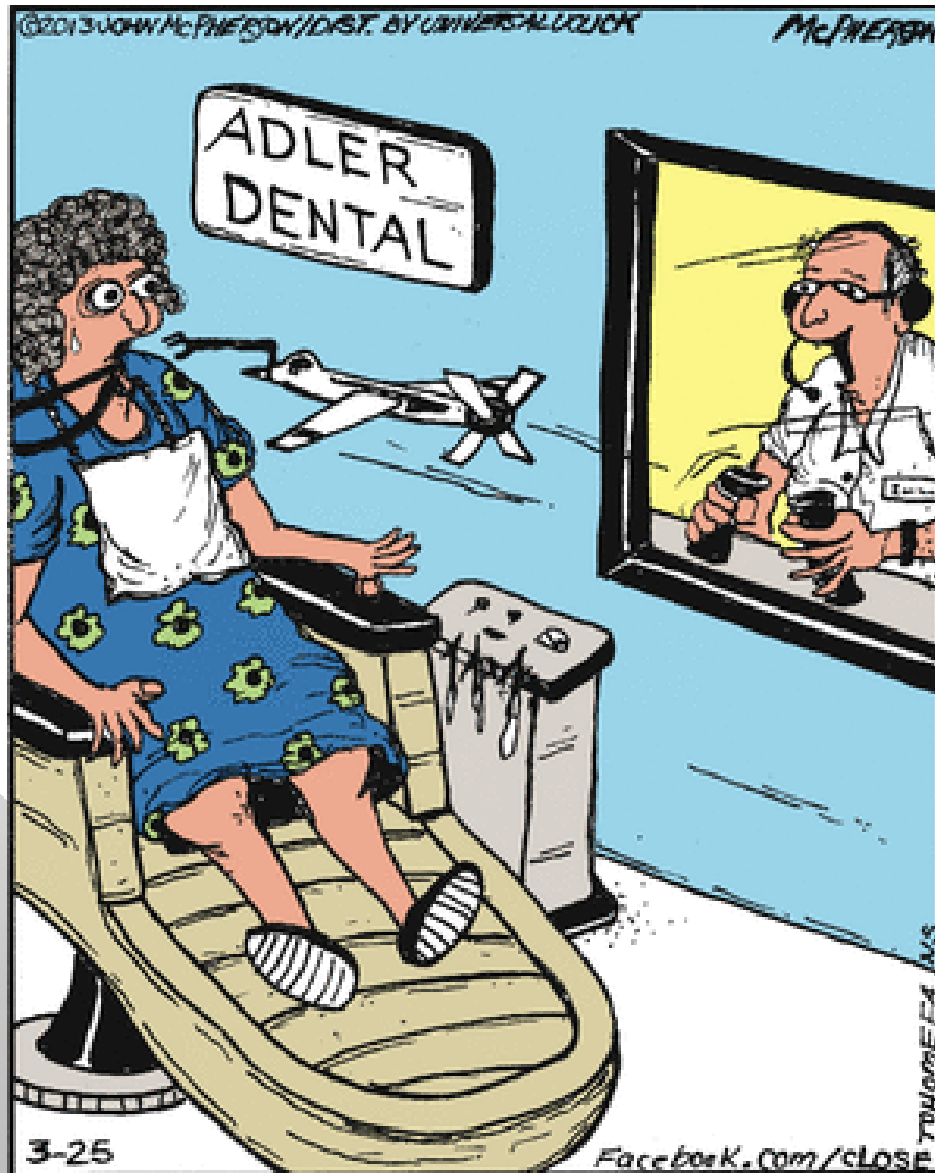
search ID: SH1100427

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WHY SHOULD I BE YOUR PATIENT, VENDOR, FUNDING PARTNER

FUNDING PARTNER

- YOUR FUNDING ENABLED US TO:
 - EXPAND OUR HOURS
 - EXPAND/ENHANCE PROGRAMS
 - CONTINUE EXISTING PROGRAMS
 - ENGAGE NEW GEOGRAPHIC LOCATIONS
 - ENGAGE NEW CLIENT POPULATIONS



"I don't like getting my hands all yicky, Mrs. Ergard, so I do all my dental work using drones now."

WHERE

• WHERE DO WE TELL OUR STORIES?

- YOUR INTERNAL STAFF
- YOUR EXISTING PATIENTS
- YOUR VENDORS
- YOUR FUNDING PARTNERS – EXISTING AND POTENTIAL
- LOCAL BUSINESS COMMUNITY
- LOCAL MEDIA COMMUNITY
- LEGISLATORS – LOCAL, STATE, FEDERAL

INTERNAL STAFF

- ▶ DOES YOUR STAFF KNOW YOUR HISTORY, STORY, MISSION?
- ▶ CAN THEY RETELL THE STORY ACCURATELY?

EXISTING PATIENTS

- ▶ DO YOUR EXISTING PATIENTS KNOW YOUR STORY?
- ▶ DO YOU ACTIVELY SOLICIT HELP FROM YOUR PATIENTS?
- ▶ DO YOU SHARE YOUR NEEDS WITH PATIENTS?

VENDORS

- ▶ DO YOUR VENDORS KNOW YOUR STORY?
- ▶ DO YOU SHARE YOUR NEEDS WITH YOUR VENDORS?
- ▶ DO YOU ASK YOUR VENDORS TO CHECK YOUR ACCOUNT TO MAKE SURE YOU ARE GETTING THE MAXIMUM BENEFITS, DISCOUNTS?
- ▶ ARE YOU PARTICIPATING IN YOUR VENDORS' NON-PROFIT PURCHASING PROGRAMS

FUNDING PARTNERS

- ▶ DO YOUR EXISTING AND POTENTIAL FUNDING PARTNERS KNOW YOUR STORY?
- ▶ DO THEY KNOW THE IMPACT THEIR INVESTMENT HAS MADE IN THE COMMUNITY?
- ▶ HAVE YOU SHARED SPECIFIC PATIENT IMPACT STORIES?
- ▶ HAVE YOU SHARED SPECIFIC HEALTHCARE SYSTEMS IMPACT?

LOCAL BUSINESS COMMUNITY

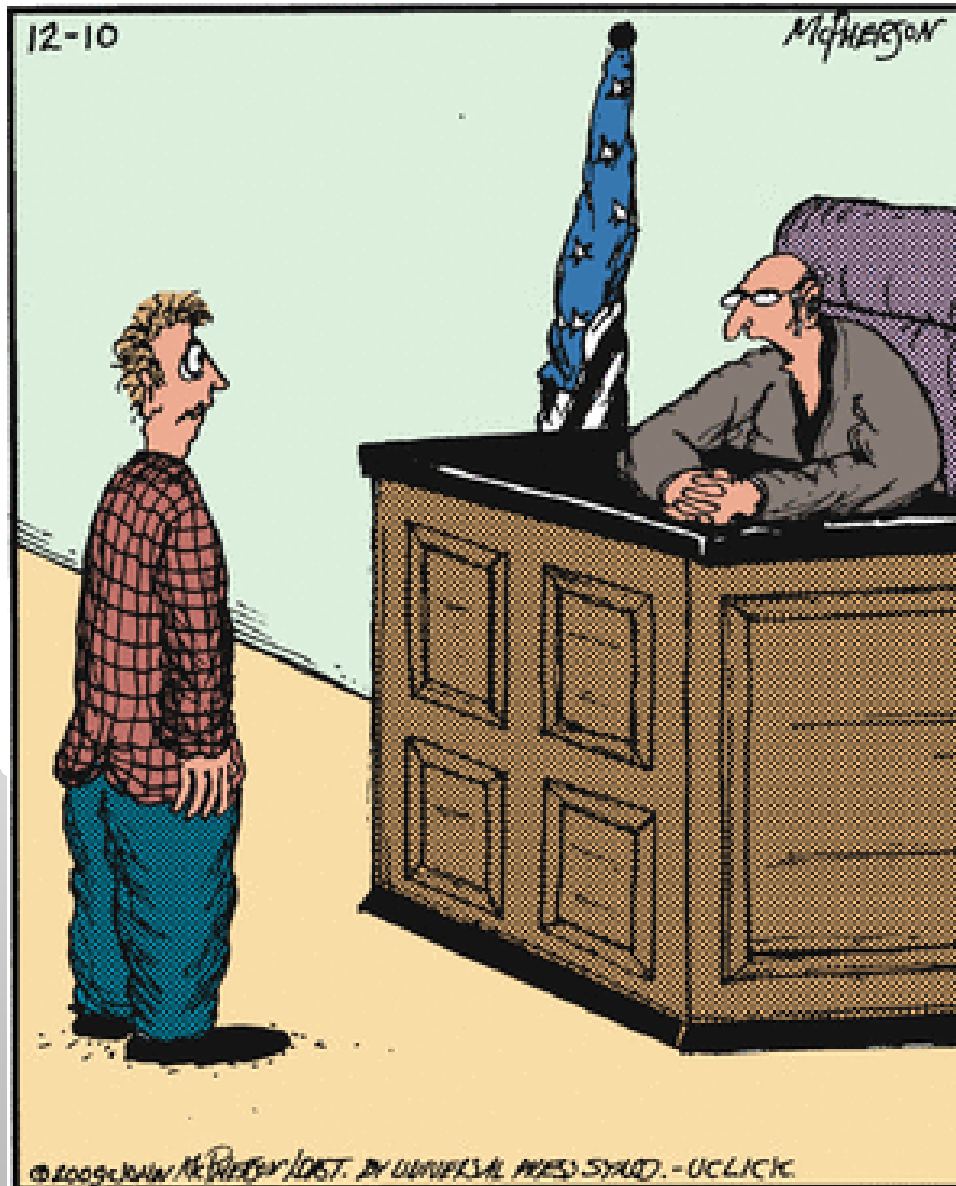
- ▶ DOES THE LOCAL BUSINESS COMMUNITY KNOW YOUR PROGRAM EXISTS?
- ▶ DO YOU HAVE REGULAR CONTACT WITH THE CHAMBER OF COMMERCE, ROTARY, KIWANIS, OTHER CIVIC ORGANIZATIONS?
- ▶ HAVE YOU COMMUNICATED YOUR NEEDS – BOTH MONETARY AND IN-KIND?

MEDIA COMMUNITY

- ▶ DOES YOUR LOCAL MEDIA COMMUNITY KNOW YOUR PROGRAM?
- ▶ DO YOU HAVE SPECIFIC CONTACTS AT LOCAL RADIO AND TV STATIONS?
- ▶ DO YOU HAVE SPECIFIC CONTACTS AT LOCAL NEWSPAPERS?
- ▶ DO YOU HAVE REGULAR CONTACT WITH THESE PARTIES?
- ▶ DO YOU PARTICIPATE IN “ASK THE EXPERT” INTERVIEWS?

LEGISLATORS – LOCAL, STATE, FEDERAL

- ▶ DO YOUR LEGISLATORS (AND THEIR STAFFERS) KNOW YOUR PROGRAM?
- ▶ DO YOUR LEGISLATORS KNOW THE IMPACT YOU MAKE IN THE LOCAL COMMUNITY?
- ▶ DO YOUR LEGISLATORS KNOW SPECIFIC PATIENT IMPACT STORIES?



**"I sentence you to one year in prison, or
200 hours of community service as a practice
patient for dental students."**

WHY

- ▶ WHY SHOULD YOU ENGAGE THE PREVIOUS MENTIONED GROUPS?
- ▶ WHAT IS THE IMPORTANCE OF REGULAR ENGAGEMENT?
- ▶ WHAT VALUE DOES IT BRING TO YOUR OPERATIONS?
- ▶ WHAT IS IN IT FOR THEM?

WOW

- ▶ HOW DO WE WOW THE PEOPLE WE ARE TELLING OUR STORIES TO?
- ▶ WHAT MAKES YOUR PROGRAM OR ORGANIZATION UNIQUE?
- ▶ WHAT IS YOUR “SECRET SAUCE”?

WHO

WHO ARE WE TELLING OUR STORIES TO:

- STAFF
- PATIENTS
- VENDORS
- LOCAL BUSINESS COMMUNITY
- LOCAL MEDIA COMMUNITY
- LEGISLATORS – LOCAL, STATE, FEDERAL
- EVERYONE!

A large white circle is centered on a gray background. The background is decorated with several water droplets of various sizes, some with highlights, scattered around the circle. The text "10 MINUTE BREAK" is centered within the white circle.

10 MINUTE BREAK

ELEVATOR PITCH

- 2- 4 SENTENCES
- WHAT IS YOUR HOOK? (“DID YOU KNOW...?”)
- WHO YOU ARE
- YOUR SOLUTION
- “WOULD YOU LIKE TO LEARN MORE?”

FUNDRAISING RESOURCES

- ▶ GRANT/FOUNDATION RESEARCH
- ▶ LOCAL FUNDERS RESEARCH
- ▶ DEVELOPING CORPORATE PARTNERSHIPS
- ▶ PROFESSIONAL FUNDRAISING ORGANIZATIONS

GRANT AND FOUNDATION RESEARCH

- DISCLAIMER – THIS IS NOT AN ENDORSEMENT OF ANY ONE SERVICE JUST SHARING OF INFORMATION BASED ON PERSONAL EXPERIENCE
- CD RESOURCES
- FOUNDATION CENTER

CD PUBLICATIONS – [WWW.CDPUBLICATIONS.COM](http://www.cdpublications.com)

The screenshot shows the CD Publications website homepage. At the top, there is a navigation bar with links for "Login Here", "support", "forgot password?", "sitemap", and "Free Samples". Below this is a large banner with two main offers: "LIMITED TIME OFFER! Download FREE copies of actual winning federal grant applications!" and "BROWSE OUR SELECTION OF AUDIOCONFERENCES FOR GRANTSEEKERS! Presented by the expert grant researchers at CD Publications". The CD Publications logo, featuring a scale of justice, is prominently displayed with the text "CD PUBLICATIONS Newsletter Publishers since 1961".

Two featured articles are highlighted:

- How to Find New K-12 Funding Sources in Uncertain Times**: Join CD Publications when we present "How to Find New K-12 Funding Sources in Uncertain Times," an important new audio conference designed to help you identify new education-related funding sources and opportunities in both the federal and private sectors.
- Role of Sequestration on Federal Funding**: In-depth analyses and reporting on how your ability to serve your community may be affected by potential cuts in federal spending. FREE audio mp3 download!

A "New Products" section lists:

- How to Find New K-12 Funding Sources in Uncertain Times
- Housing & Community Development Combo Pak
- The Role of Sequestration on Federal Funding

Social media links for Google+, Facebook, RSS, Twitter, and LinkedIn are provided, along with a "Follow" button showing 33 followers.

The footer contains navigation links: Home | Login here | Forgot Your Login? | FREE TRIAL! | Help/Support | Visit our webstore | Testimonials.

On the left side, there is a search bar for "Search all News Services" and a sign-up box for "Sign up for FREE news alerts from CD Publications".

At the bottom, a navigation bar features five red buttons: "Free Sample Publications", "Free Grantseekers Checklist", "Shop CD Pubs Webstore", "Grant Preparation Services", and "Customer Testimonials".

The browser's address bar shows "http://www.cdpublications.com/" and the Windows taskbar at the bottom indicates the date and time as 1:27 PM on 4/19/2013.

FOUNDATION CENTER – WWW.FOUNDATIONCENTER.ORG

The screenshot shows the homepage of the Foundation Center website. At the top, there is a navigation menu with links for Register, Log In, Search, Site Map, and Ask Us. Below this is a secondary menu with links for About Us, Locations, Newsletters, Press Room, and PND. The main header features the Foundation Center logo and the tagline "Knowledge to build on." A prominent banner for "SOLID ROOTS FOR YOUR NONPROFIT: FOUNDATION DIRECTORY ONLINE" includes a tree graphic and a "Learn more" button. To the right, a "SHOP" section advertises books, courses, and special offers. Below the banner, there are three main content columns: "GET STARTED" with a chat link, "FIND FUNDERS" with a search form, and "GAIN KNOWLEDGE" with a blog post about social media. A "WELCOME" section offers help and registration options. The footer contains a taskbar with various application icons and a system tray showing the time and date as 1:29 PM on 4/19/2013.

http://foundationcenter.org/

Research Grant Programs &... x

File Edit View Favorites Tools Help

See What's Hot 4/18/... Get more Add-ons Microsoft News Popular Foundation Directory Onli... Getting Started Secure Login - kfeducatio...

Register Log In Search Site Map Ask Us
About Us Locations Newsletters Press Room PND

Get Started Find Funders Gain Knowledge View Events Shop

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Knowledge to build on.

SOLID ROOTS FOR YOUR NONPROFIT:
FOUNDATION DIRECTORY ONLINE

Learn more

SHOP
Books, Courses, Subscriptions, and Special Offers!
Visit our Marketplace>>

WELCOME
How can we help?
INFORMATION FOR...
REGISTER! It's free!

GET STARTED FIND FUNDERS GAIN KNOWLEDGE

What's New **Headlines** Events

How Digital Tools Can Work for Your Nonprofit
A chat with Harish Bhandari, Robin Hood Foundation.

Foundation Finder
Name:
State:
ZIP Code:
SEARCH

More search options>>
Get the widget>>

FOUNDATION DIRECTORY ONLINE
Start Searching>>

More on PhilanTopic>>

How to Answer the 'Social Media, So What' Question
In a new post on Transparency Talk, **Debra Joy Perez** of the Robert Wood Johnson Foundation offers perspective on how to measure the use of social media tools to reflect impact in the context of achieving social change goals.

Read the blog>>

News from PND
▶ Duke School of Medicine Receives \$20 Million Gift
▶ Majority of Seven-Figure Gifts Made by Local Donors, Study Finds

Request for Proposals
▶ Ellison Medical Foundation Invites Letters of Intent for Neuroscience Scholar Awards

More PND>>
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Get answers. Sharpen proposals. Sign up for courses.
Locate grants. Refine searches. Connect to helpful resources.
Stay current. Learn from the experts. Tap our research collection.

1:29 PM 4/19/2013

Organization Name	City, State	Total Assets	Total Giving ▼
Method Way of Central Alabama, Inc.	Birmingham, AL	\$90,981,061	\$31,378,249
Community Foundation of Greater Birmingham	Birmingham, AL	\$150,930,987	\$15,423,796
Health System Giving Board	Birmingham, AL	\$28,265,991	\$11,280,499
Co. Foundation, The	Cincinnati, OH	\$36,818,758	\$8,243,478
Power Foundation,	Birmingham, AL	\$119,128,828	\$6,641,267
Compass Foundation	Birmingham, AL	\$1,552,950	\$5,596,428
Foundation of Alabama, The	Birmingham, AL	\$129,957,277	\$5,463,000
Method Way of Madison County, Inc.	Huntsville, AL	\$5,968,062	\$4,807,806
Huff Foundation, Inc., James A.	Little Rock, AR	\$101,094,452	\$4,154,000
Case Foundation	Grand Rapids, MI	\$83,798,547	\$4,049,503
Foundation, The	Birmingham, AL	\$36,655,510	\$3,765,771
Community Foundation of Alabama, The	Mobile, AL	\$51,701,568	\$3,704,488

Last Updated: 1/3/2013

Standard View  Compact View

Go To

Additional Contact Information

Address(es)

Background

Connections

Events and Activities

Geographic Area(s)

Fields of Interest

Types of Support

Organizations

Organization Information

Officers and Trustees

Financial Data

Geographic Location Information

Related Grants

At A Glance

The Kroger Co. Foundation

1014 Vine St.

Cincinnati, OH 45202-1148

Telephone: (513) 762-4449, ext. 3

Contact: Lynn Marmer, Pres.

Fax: (513) 762-1295

URL: www.thekrogerco.com/community/...

Type of Grantmaker

Company-sponsored foundation

Financial Data

(yr. ended 1/31/12)

Assets: \$36,818,758

Total giving: \$8,243,478

EIN

311192929

990-PF

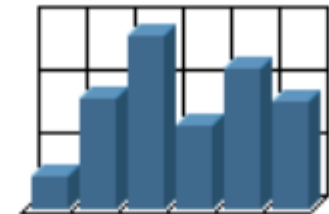
[2012](#) [2011](#) [2010](#) [2009](#) [2008](#) [2007](#) [2005](#) [2004](#)
[2004](#) [2003](#) [2002](#) [2001](#)

The IRS has announced processing errors on electronically filed Forms 990 for filing years 2007-

Map Grants



Chart Grants



Tools

 [E-mail](#)

  [Print/Save](#)

[Add to My Alerts](#)

Tag this record:

ns in AL, AR, AZ, CA, CO, GA, IL, IN, KS,
and WV.

zations, non-educational foundations,
organizations or institutions not of direct

conferences, dinners or luncheons,
s event sponsorships, program

[Top of Page ▲](#)

d with education, women's health, breast

[Top of Page ▲](#)

rea(s) of interest:

n which employees of Kroger volunteer.

[Top of Page ▲](#)

OR City, State

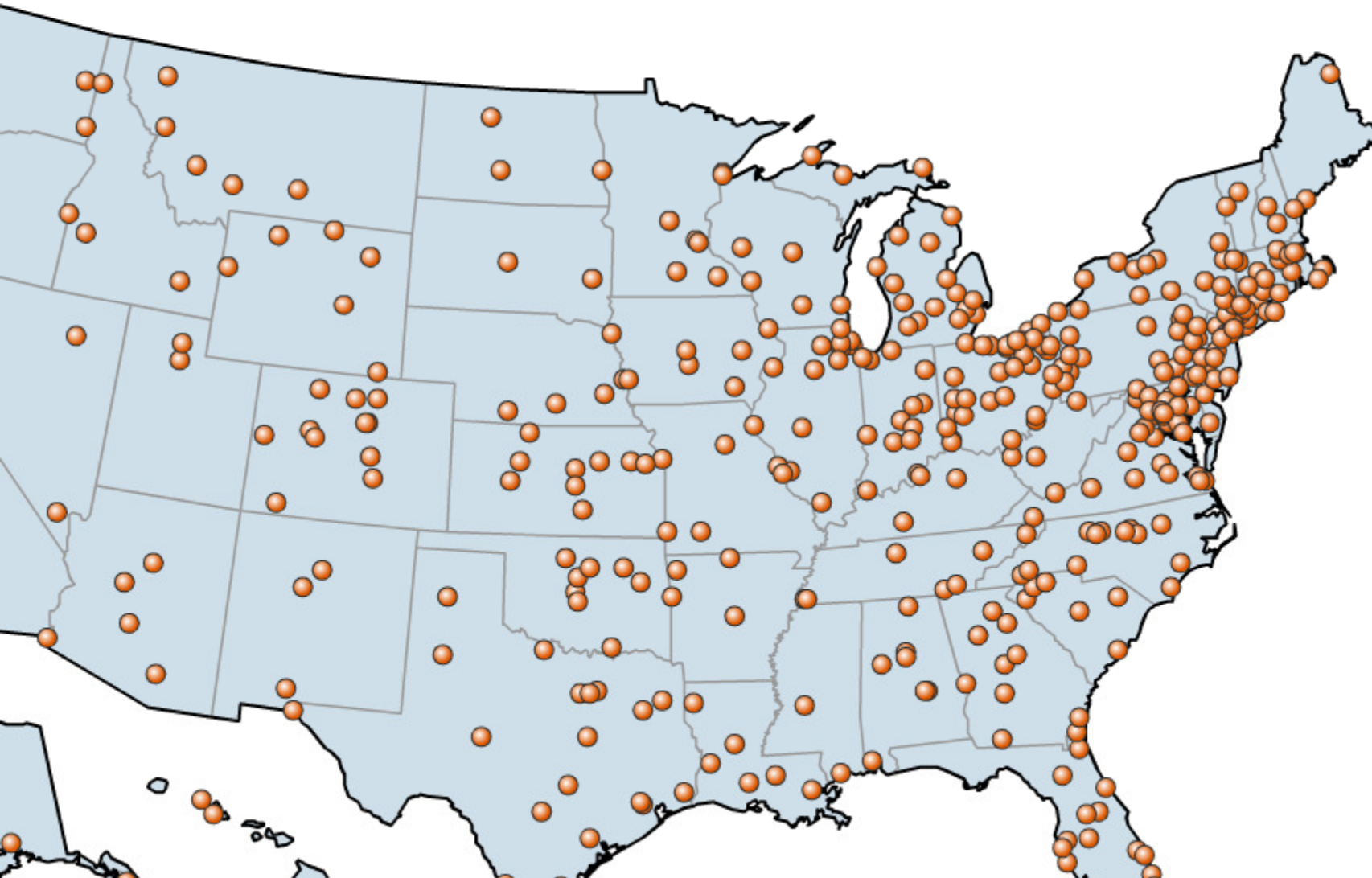
 ,

Browse by:

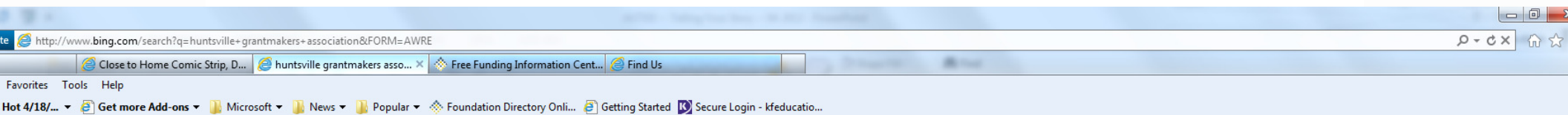
State or Country Map

Map of the Foundation Center's Cooperating Collections

Click a point on the map to view details for a cooperating collection.



LOCAL GRANTMAKERS



huntsville grantmakers association

22,900 RESULTS Any time ▾

[About Us | Alabama Giving](#)

[alabamagiving.org/about](#) ▾

... a national initiative of the Forum of Regional **Association of Grantmakers**, took its first steps toward increasing philanthropy in our state, ...

[Get Started - State and Local Foundation Directories: A Resource List](#)

[foundationcenter.org/getstarted/topical/sl_dir.html](#) ▾

Joint project of the Ohio **Grantmakers Forum**, the Ohio **Association of Nonprofit Organizations**, and the **Foundation Center**, ...

[Grantmakers Association near Huntsville, Alabama](#)

[bing.com](#)



- 1 [Associated Grantmakers of MA](#) · [agmconnect.org](#)
55 Court St · Boston · (617) 426-2606
[Details](#) · [Directions](#)
- 2 [Wv Grantmakers Association](#) · [bing.com](#)
29 Garton Plz · Weston · (304) 517-1450
[Details](#) · [Directions](#)

[See all business listings](#)

[Who We Are | Alabama Giving](#)

[alabamagiving.org/who-we-are](#) ▾

Alabama Giving is a statewide **association of grantmakers** dedicated to building and strengthening organized ... Community Foundation of **Huntsville/Madison** ...

RELATED SEARCHES

[North Carolina Grantmakers Association](#)

[Environmental Grantmakers Association](#)

[Delaware Valley Grantmakers Association](#)

[Regional Association of Grant Makers Associated Grant Makers Application Format](#)

[Associated Grant Makers Inc](#)

[Foundation Directory Online Grant Makers](#)

[Washington Area Grant Makers](#)



Connect to Facebook to see what your friends know.

[Learn more](#)

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FOCUS

Annual Alabama Giving Maker Workshop/Register Now

Join us on April 3, 2013 from 10:30
:00 p.m. @ the Birmingham Museum
for our 10t...

[Read More...](#)

and COF Resources for ers Responding to the Alabama do Disaster

southeastern Council of Foundations
) and the Council on Foundations
have web resou...

[Read More...](#)

Community Foundation of South ma Names Alvertha Penny As lent And CEO

ommunity Foundation of South
ma announced today that Alvertha B.
has been named Pres...

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Alabama Giving is a statewide association of grantmakers dedicated to building and strengthening organized philanthropy in Alabama.

Alabama Giving members include:

Alabama Civil Justice Foundation

Alabama Law Foundation

Alabama Power Foundation

Black Belt Community Foundation

Caring Foundation of Blue Cross Blue Shield of Alabama

Central Alabama Community Foundation

Community Foundation of Greater Birmingham

Community Foundation of East Alabama, Inc.

Community Foundation of Huntsville/Madison County

Community Foundation of Northeast Alabama

Community Foundation of South Alabama

Community Foundation of West Alabama

Cox Family Foundation

Curtis and Edith Munson Foundation

Daniel Foundation of Alabama

EyeSight Foundation of Alabama

Hearin-Chandler Foundation

Honda Manufacturing of Alabama

Independent Presbyterian Church Foundation

Martha Christine White Foundation, Inc.

Marv Reynolds Babcock Foundation Inc

DEVELOPING CORPORATE PARTNERS

• W.I.I.I.F.T.?

• COLLABORATIONS – ARE WE WORKING UNDER THE SAME DEFINITION?

• DON'T UNDERESTIMATE THE POWER OF IN-KIND GIVING:

- IT TECH SUPPORT
- BUILDING MAINTENANCE
- PRINTING
- GRAPHIC DESIGN
- VOLUNTEER MANPOWER

DEVELOPING CORPORATE PARTNERS

- WHERE DO WE FIND THEM?
 - LOCAL SOCIAL ORGANIZATIONS
 - ROTARY INTERNATIONAL
 - KIWANIS
 - THE LINKS
 - FRATERNITIES/SORORITIES

PROFESSIONAL FUNDRAISING ORGANIZATIONS

- ▶ CAN BE OF GREAT ASSISTANCE WITH BOTH NEW AND ESTABLISHED FUND RAISERS
- ▶ SHOULD NOT WORK ON A PERCENTAGE BASIS
- ▶ SHOULD WORK ON A CONTRACTUAL BASIS DEFINED BY TIME AND A SET RATE
- ▶ WILL NEED TO KNOW YOUR ORGANIZATION VERY WELL
- ▶ WILL BE YOUR CHEERLEADER IN THE GRANT SPACE MARKETPLACE

PROFESSIONAL FUNDRAISING CAMPAIGNS

- BEFORE ASKING FOR OUTSIDE \$\$\$, 100% BOARD PARTICIPATION IS MANDATORY
- CAN YOUR BOARD TELL THE STORY?
- IS YOUR CAUSE COMPELLING?
- WHAT IMPACT WILL YOU MAKE IN THE COMMUNITY WITH THIS NEW FUNDING?

PROFESSIONAL FUNDRAISING CAMPAIGNS

- ▶ REMEMBER THE THREE RIGHTS
- ▶ ALWAYS DO THE ASK IN PERSON
- ▶ DON'T LEAVE A PLEDGE CARD, MAKE AN APPOINTMENT
- ▶ MAKE IT AND KEEP IT PERSONAL
- ▶ ALWAYS, ALWAYS, ALWAYS FOLLOW UP WITH DONORS

QUESTIONS?

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