



A Tale of Two Campaigns

(One that was a success, one that failed, and why)

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Magee Rehab Hospital- Jefferson Health



Today's Topics

- Understanding why the first campaign failed
- What Campaign Readiness looks like
- What a successful plan looks like
- Crafting your story (case)



- The importance of trained volunteer leadership
- Why to create recognition/naming opportunities at the start
- How to celebrate your success
- The real impact of a successful campaign



About Magee Rehab Hospital

- Founded in 1958 through the ultimate planned giving story
- Treat people recovering from brain and spinal cord injuries, strokes, amputations, and other life changing injuries
- Raise about \$3 million per year



A magical little place at 16Th & Race Streets





The First Campaign

- Pressure from the board to do a campaign
- Wanted a large goal like \$5 million+ (settled on \$1 million)
- Had a matching grant from the state for \$1 million



4 Areas to Support

- Cafeteria Renovations
- Dialysis Center
- Nurse Alert System
- Ventilator Upgrades



Well, how did it go?

- Only raised \$436,000 from donors
- One gift of \$100,000
- And even that took a lot of work
- Eye opening and deflating



What we knew when we started

- Couldn't be the Ron & Mark show
- Lacked volunteers to ask people for support
- Had full board support, but not at high enough levels
- Limited major gift prospects



What we learned along the way

- Just because we **need it** we should not assume donors will be excited to fund it
- Our board had a lot to learn about Magee, and the significant role philanthropy plays
- We needed a strong volunteer campaign chair who could build a strong team of volunteers
- We needed more qualified prospects



We just weren't ready



What I learned along the way

- I needed to build stronger relationships with donors
- I needed to start asking donors to increase their giving, and it was time to build a major gift program



So how did we get ready?

- Get to know our donors better
- Have our donors get to know Magee better
- Be better storytellers all year long
- Increase stewardship efforts



- Build trust and understanding
- Train our board to share their story with others- they have to do more than just give
- Recruited, trained, and built a team of volunteers that **would ask people for money**
- A Chairman who was determined to be successful



How we backed into the campaign

2011 Humanitarian Award Dinner- what should we do with the proceeds?



Let's build a Healing Garden!



- Let's build a few Healing Gardens
- Can we also build an art therapy studio?
- What about a spirituality center?
- What about a patient gathering area....with a fireplace
- All I can see is a brick wall...can we put glass in there instead?



Time to put the brakes on before we
fail again!



Let's do this right!

- Determine the full scope of the project
- Meet with stakeholders
- Create a budget



- Build and test a case
- Determine naming opportunities and a robust donor recognition plan
- Build out prospect lists at appropriate levels



Write/produce an effective case statement



A redesigned, sun-filled Lobby will welcome patients to gather with family members and loved ones while views of the Gardens will delight visitors year-round. Patient-created artwork will be displayed on the walls of the new Art Therapy Gallery.

For more information about
The Campaign for the Creative
Therapy Center and Healing Gardens,
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 **Magee** Rehabilitation
Dreams, Designs and a Plan...

CREATIVE THERAPY CENTER & HEALING GARDENS

The Creative Therapy Center and Healing Gardens will be unlike anything ever before envisioned. It is the creative vision of former patients and family members as well as therapists who deliver care on a daily basis. The diverse team worked with landscape designers, and other specialists to create a plan that will truly transform the way care is delivered.



Taking physical and occupational therapy sessions out of the gym and to the outdoors will create a dramatically different environment for our patients. Patients will leave the typical hospital environment; many for the first time in weeks, to learn the skills that will help them live a meaningful, active, and dignified life with their disability.

Over a year of planning has brought together dreams, designs and a campaign to bring the Creative Therapy Center and Healing Gardens to life on Magee's 6th floor rooftop.





The Ingredients

- Bright and colorful
- What we are doing – paint a picture for them
- Why we were doing it & the impact it would make
- How they can get involved
- Map insert and naming menu insert



The Secret Ingredient....

Have something that can appeal to everyone!



The Creative Therapy Center & Healing Gardens

- 5 Healing Gardens
- 6 accessible planter gardens
- Art Therapy Studio
- Spirituality Center (inside) & Meditation Garden (outside)
- 6 Glass “Windows to the City”



Indoor & Outdoor features

- Patient Social Center (with electric fireplace)
- City streetscape with curb cuts, different surfaces, a car, a ramp, and more!
- Indoor greenhouse
- A named “avenue” and a named “street”
- Lots of casual space just to relax



How that helped us be successful

- Wide appeal to different audiences
- Tested well with board, staff & donors (ask for advice-get \$\$\$)
- Directed gifts to specific named areas, or just general support of the project
- Easy to understand what each area was and how it would make an impact on our patients



Donor Recognition Wall Design

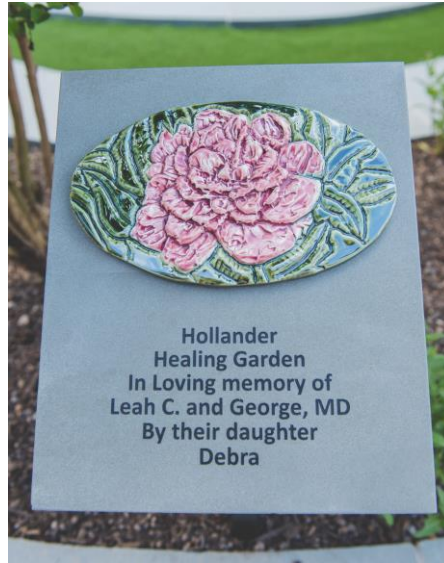




- \$5,000 minimum to be on the donor wall
- Separate sections based on level of giving
- Had a design to show as a part of the ask
- Attractive looking as opposed to just boring engraved wood or brass plaques



Plaques for Named Areas





- Involved donors, prospects and staff in the design work
- Contest to choose the 3 flowers on the plaques
- Design fit with the project



We're finally ready to go!

- \$4 million project
- Half will be raised and half will come out of hospital operations
- Volunteer leadership team was built and were the first to make pledges/gifts



Leading by example

- \$567,000 in commitments from 100% of the boards
- \$101,000 from physicians and executive leadership
- Early major gift commitments secured from key donors
- Successful staff campaign- committee included non-fundraising staff



Lots of momentum and excitement

- Reception and open houses to share the plan
- Hardhat tours during construction
- Regular campaign steering committee meetings held, and updates shared with board and donors



Construction tour with donors





Sharing the plan with Staff and Guests





Getting closer to the finish line...

- Project costs increased to \$4.2 million
- Largest donor to the campaign added \$80,000 to his gift at the end
- \$2.15 million raised!!!



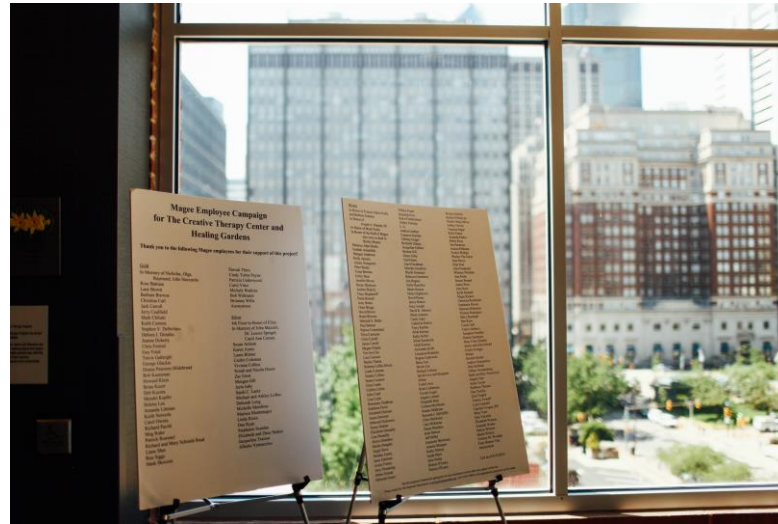
The final numbers

- Largest gift \$330,000
- 4 donors at \$100,000
- Our sweet spot was \$15,000 to \$25,000
- Largest gift ever to Magee (to date)
- Some foundation & corporate support



Time to celebrate with donors!

- VIP Grand Opening Reception
- Red carpet entrance in garage to elevator
- Each named area (\$15,000 and above) had a ribbon cutting
- Recognition of top donors/campaign leaders with special gift
- Guided tours and lots of pictures for donors













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Let's do it again!

- Lunchtime ribbon cutting with former patients
- Staff, patients, family members, and donors attended
- Guided tours
- News coverage



Time for patient care

- First art therapy session held at 1:00 that day
- Therapy sessions happening outside instead of inside
- Patients and families eating outside
- First spirituality services held that weekend

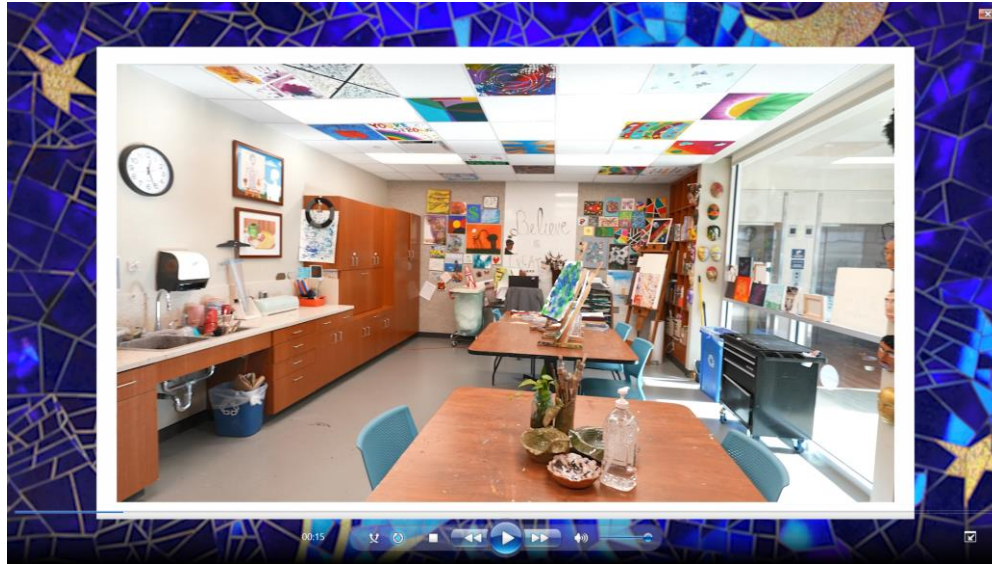


Art Therapy Studio- Day One





Art Therapy Studio Today





After the dust settled

- The Creative Therapy Centers and Healing Gardens is the most used area
- Staff loves it too!
- Other named areas were funded and dedicated over the next 6-18 months
- \$1 million endowment fund created and funded within 15 months



- Next we launched the Creative Therapies Endowment Fund and raised \$1.25 million to support the program expenses
- Email to donors on the 1 and 5 year anniversaries
- Has become the crown jewel of the hospital



Donor Recognition Moves Inside

- Consistent policy for donor recognition created and followed throughout the hospital
- Same style of donor recognition plaques used throughout the hospital



Consistent Donor Recognition





Since it opened

- Hospital renovated & Believe in a Way Back naming campaign was born in 2019 and raised \$750,000 for named areas
- Spirituality Center now doubles as a Music Therapy studio
- Patient Resource Center became our offices
- Still going strong 6 years later



How it raised our bar

- Improved relationships with donors
- Built pride among board and staff
- Increased funds raised each year since then



The personal impact

- Raised the bar for my career
- Great sense of personal satisfaction
- One more piece of my legacy at Magee



Recap- How to do it right the 1st time

- You have to be ready and have donors ready to give
- The project has to be right- this had something for everyone
- People need to be able to clearly see, feel, and understand the impact it will make
- It has to be exciting



more of how to do it right...

- Volunteers have to lead, give, and get
- Donor recognition plan helped us to raise more \$\$\$
- Stay in touch as the campaign is progressing
- Celebrate success
- It doesn't end when it ends- the whole process just starts over again!



Enabled moments like this to happen





Multiple gardens



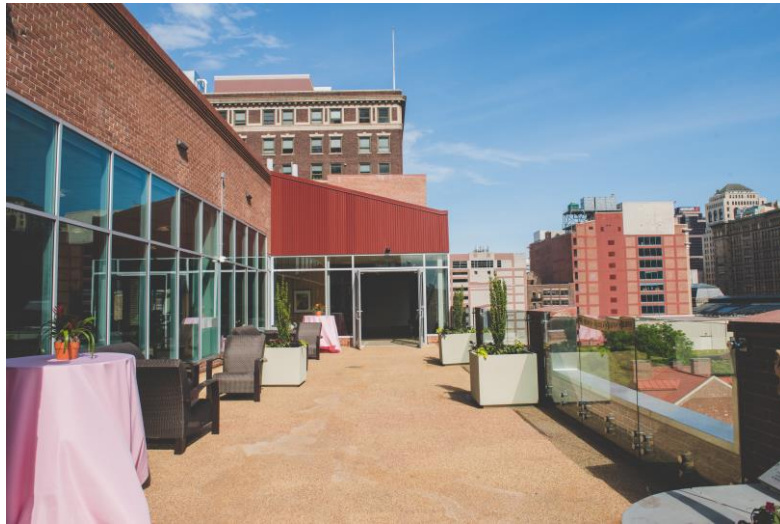


Windows to the City





Duffy Avenue





Water Feature (not a great idea)





Segal Street





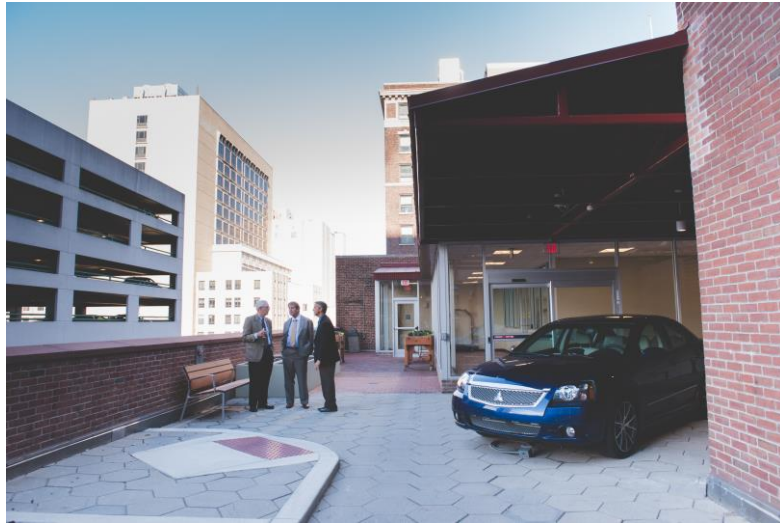
The Greenhouse





Patient Social Center





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Reach out if I can help...

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