

THEATER OF GENEROSITY **TOOL #3**

GENEROSITY MENU ITEMS

This tool provides examples of items that could be part of a **GENEROSITY MENU**. Its purpose is to stimulate imagination around a wide range of possibilities.



A Generosity Menu is a printed list of amenities that patients and families can request. It is designed to enhance the care experience, leave a generosity imprint, and engage a wider circle of people in the community as givers.

The Generosity Menu begins with a description of the healthcare organization's commitment to generosity. This creates a context around which to understand the menu. It then lists each item, along with a creative description. If there are partners in the community helping make an item possible, they are noted next to each one. Some things on the menu will always be available. Others may be available only at particular times or require special coordination.

The Generosity Menu can be placed in the room or it can be personally delivered by a volunteer, chaplain, or nurse. The actual delivery of a requested item may be coordinated by the department of volunteer services or a staff person who functions as a generosity concierge.

HOW EACH ITEM IS **MADE POSSIBLE**

Each menu item is possible because of some kind of generosity, such as:

The generosity of **VOLUNTEERS**. Often organizations have a limited range of options for volunteers to contribute. And most roles require someone to be physically present in the hospital or clinic at certain hours. The Generosity Menu creates a much wider spectrum of opportunities. Thousands of people across a community may be engaged—including for roles that do not require them to physically enter the building.

FUNDING PARTNERS such as local businesses or churches who adopt a menu item and contribute resources. They may provide money or in some cases the actual product or service. For example if an eye pillow is on the generosity menu, a women's circle may organize the making of these. A bookstore might donate a certain number of books, etc. The menu is a way for any community organization to connect intimately to people. It is both philanthropy and marketing.

PATIENT SUPPORT GROUPS who have had a condition and want to enhance the experience of others. Because it is inexpensive to adopt a menu item and the experience is so fun and personalized, it makes a compelling first way for people to give—including those who may not normally engage philanthropically. In some cases, individual donor names can be attached to items they

ABOUT THIS TOOL

This tool is part of a series designed to help change the way people experience generosity.

Often when patients enter a hospital or clinic, they don't consciously think about generosity. They know little about the people who have given to make a particular service possible. They rarely learn about the remarkable ways the people caring for them—from physicians to housekeepers—live generously. And there is nothing that creatively describes the generosity of the organization itself. No wonder so many people perceive hospitals and clinics as profit-centered institutions.

Generosity heals. We are only just beginning to discover its power to transform our culture and relationships, enhance the patient experience, connect the community, and even alter clinical outcomes. It's not just about fundraising. As we think differently, we discover greater potentials.

support as a way of creating peer-to-peer connectivity, one of the strongest trends in philanthropy.

Individuals who purchase **GENEROSITY GIFTS**. These may be family members or friends, but they could also be generous people unknown to any particular patient. Such gifts may be purchased in the hospital gift store or online. Other stores in the community may also extend invitations to purchase a generosity gift for someone.

The healthcare organization itself as part of its **COMMUNITY BENEFIT** investment. Some organizations have explicit tithing or other programs through which they allocate a percentage of profit toward unmet needs. Although this money is often given to other organizations, it could support some things within the organization for patients and families.

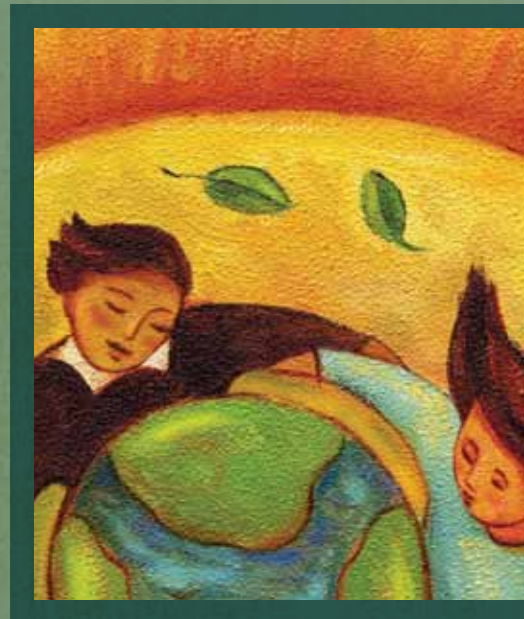
SCALE TO BEGIN

It is essential to engage caregivers on each unit in imagining the possibilities and designing the actual items that would be part of a Generosity Menu. If they are vested in the creative process, they will own it and help it take the most appropriate form for patients and families. The items on a menu for one group of patients may be entirely different than for another.

One way to do this is to invite caregivers to participate in short dream sessions where a few of the most compelling menu items are explored. Ideally this should not be an ordinary meeting, but have its own experience design so it is renewing and delightful for those who participate.

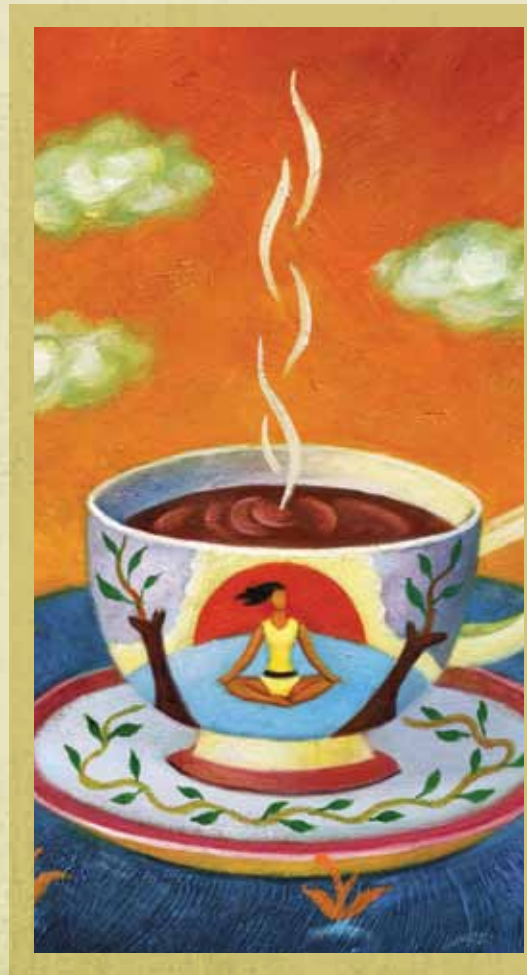
Rarely has generosity been seen by caregivers as a critical element in helping them achieve something they desire—an incredible patient experience. This is the beginning of a strategic alliance between the foundation and clinical teams that will continue into the future.

The conversation with caregivers may also touch on the role of generosity in supporting their health and wellbeing (something explored in a separate tool).



A LIST OF POSSIBILITIES

- **TEA RETREAT** where someone brings a cup of tea or coffee. If desired, this can be expanded into a full ceremony or include a learning exploration into the beneficial properties of less familiar white teas, red teas, green teas, and herbal tisanes.
- **MUSIC** such as flute, guitar, harp or voice performed live by a musician.
- **MASSAGE** of feet, back, hands, head.
- **STORY TIME** where someone reads an inspired poem or story—or even a book the patient may have.
- **GRATITUDE CEREMONY**, releasing ceremony, blessing ceremony, or other rituals. These can include things such as flower petals, a few drops of water, or other natural elements. Some ceremonies can be as simple as creating space for someone to enter a peaceful sleep.
- **HEALING JOURNEY ART** created by an artist for the patient or the family wanting to celebrate or commemorate some aspect of a person's life—including major life transitions, birth or death.
- **BOOK** about healing, gratitude, celebration, or hope—possibly signed by someone in the community, a previous patient, or caregivers.
- **SWEET DREAMS** lavender eye pillow.
- **FACIAL** or other spa-type service.
- **THE GIFT OF LISTENING** where a person simply sits quietly with another who may be alone or frightened, hears their story, holds their hand, etc.



- **VESSEL OF INTENTION** such as a gourd, bowl, wooden box, or other object created for visitors, staff, family, and others to place a healing intention for the patient each day.
- **ABUNDANCE JOURNAL** that invites people to think about the gifts of their experience.
- **FLOWERS** grown by someone in the community in their own flower garden.
- **BLANKET OR PRAYER SHAWL** created by someone in the community holding a healing intention for the patient, the parents, the child being born, etc.
- **ART OBJECT** created by a former patient, child, or other person in the community.
- **CANDLE** with a label around it that speaks of generosity or healing.
- **PET THERAPY** visit from an animal that can evoke responses that sometimes even humans cannot.
- **ART KIT** for an adult or child.
- **BRAIN-MIND MACHINE** through which people can learn how to relax and control their mental or physical states more consciously (used for a period of time and returned or given as a healing tool the patient can take home). Some of these are designed as games and are appropriate for children.
- **MEAL** for a family member who does not want to leave the room.
- **LAUGHTER CART** with instructional or humorous CDs, DVDs, and other materials.
- **LIVE STORYTELLER**, clown, humorist, or entertainer.
- **MUSIC THANATOLOGIST** (someone who guides a person through the deathing process with sound).
- **HAIR STYLING** or other beauty services for someone who may not be able to attend to their personal care.

- **HYDROSOLS** (these are produced in the distillation process of essential oils and can be infused in water as a very subtle, delightful drink). Among the common hydrosols are jasmine, rose, orange blossom, lotus, and other flowers. There are also non-floral options that are more earthy and grounding.
- **PRAYER CARD** that can be filled out by the patient or family and held with intent by chaplains or some spiritual circle in the community.
- **INDIGENOUS HEALING CEREMONIES** particular to an ethnic population the hospital serves.
- **HEALING TOUCH** or other energy work performed by a nurse or trained practitioner.
- **WHAT ARE YOU CURIOUS ABOUT** conversations with scientists, naturalists, teachers, and explorers who know about animals, stars, the body, bugs, or any other topic. These may be held via Skype with people anywhere in the world.
- **CHILD EXPLORATIONS** where a volunteer reads, creates art, plays or otherwise creates an experience for a child whose parents may be attending to the patient.
- **MAKE YOUR ROOM** your own through artwork you select.
- **TRAIN YOUR BRAIN** introduction to games that facilitate mental sharpness.
- **JUST PLAY** a game with a volunteer (who may even be a child)—anything from board games and card games to electronic games.
- **LIFE STORY SCRAPBOOK** created by a volunteer who stops in for a little while each day and puts together a book for the patient capturing their major life themes and journeys.

About the AUTHOR:

Leanne Kaiser Carlson is a healthcare futurist and thought leader for innovators engaging philanthropists in new ways. She helps organizations discover the healing power of generosity and advises CEOs, foundations, and philanthropists. Leanne is one of three founders of the Kaiser Institute and directs the Program in Philanthropy. She can be reached at 303.659.8815 or info@kaiser.net.

