



INNOVATING TOGETHER

ENGAGE PARTNERS THROUGH VISCERAL EXPERIENCE

We are at the core of real-life drama. Many times each day we escort someone into this world or out of it in transitions of birth and death. We navigate twists and turns, triumphs and defeats. We rescue and repair, chart courses through difficult odds, and speak words upon which lives pivot.

To us, it's familiar. But for others, it's incomprehensible and intimidating. Most people cannot imagine what it's like to save someone's life. Nor do they know what it's like to be the patient with everything at risk—vulnerable and dependent.



GENEROSITY HEALS

To the extent we invite potential givers to viscerally experience healthcare in all its emotion and messiness, uncertainty and intensity, we make it real. They understand with their heart and being. It's obvious why it matters. And it's obvious how to make a difference.

Rather than keeping donors at a safe and sanitized distance, we can engage them more potently. In the past, many foundations relied on events, tours, meetings, and cases for support. And these will always play a role. But we can be more creative in how we design immersive experiences.

Some organizations invite potential donors into clinical rotations, two or more hours in length, as patients and families are receiving care. Of course this requires the consent of patients. But they are usually willing to participate. Potential donors scrub in and observe a surgery or what's happening in the NICU. They may go into patient homes or community settings. Some have slept on the street for a night to better understand the homeless as part of a designed experience.

In the most elegant development, we say very little. Experiences make it evident what could happen, or what has already happened, as the result of a gift investment. This kind of development cannot be done at a distance. It requires proximity and intimacy as those **receiving** care, **providing** care, and **funding** care come together.

Only when our partners see what is most raw and real do they understand the power of a gift.