



AMERICA'S ESSENTIAL HOSPITALS

Engaging Foundation Boards and Major Donors in Advocacy

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AGENDA

- Value of Engaging your Board Members and Donors
- “Breaking Through the Noise”
- Power of your Network
- Winning Strategies:
 - Step 1: Identifying Powerful Audiences
 - Step 2: Recruiting Stakeholders
 - Step 3: Engaging Policymakers

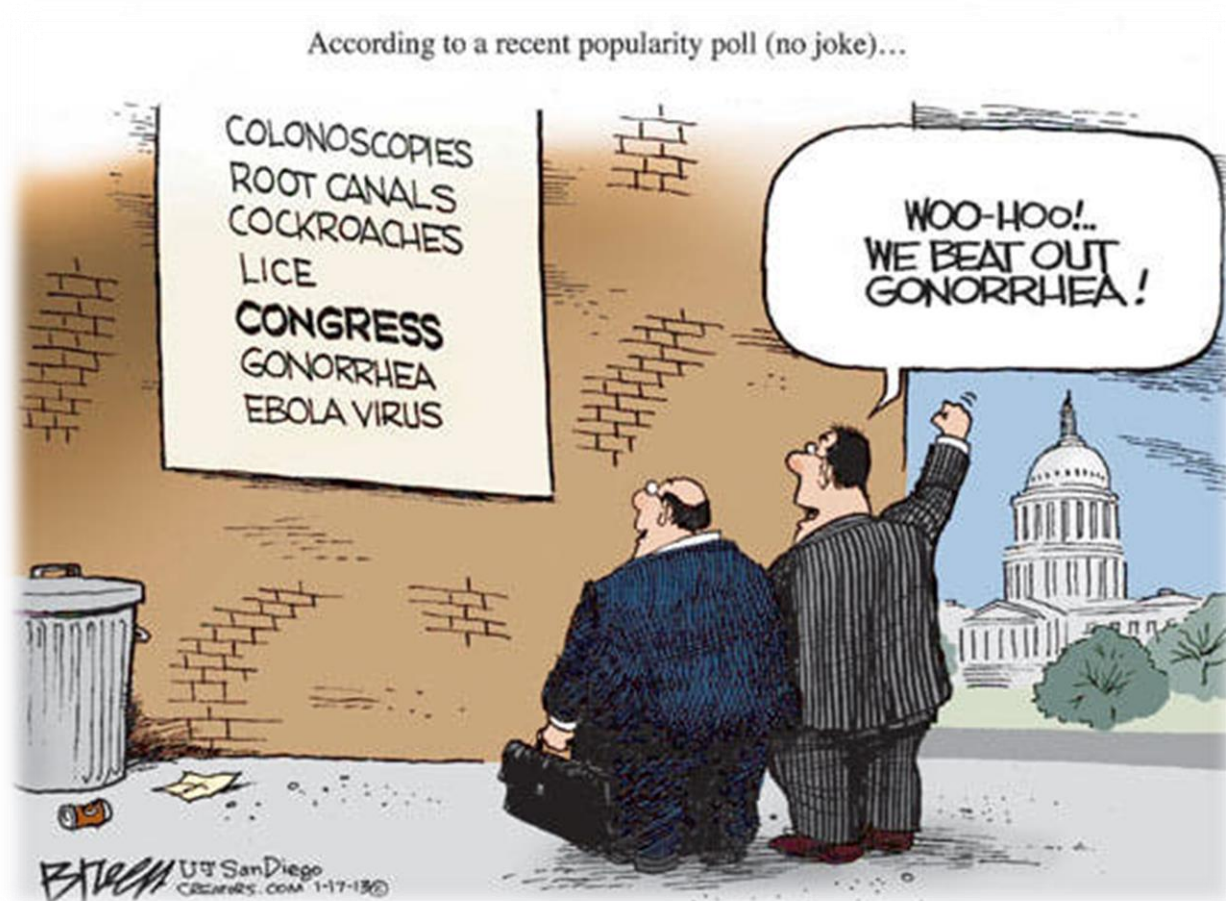


BROADENING YOUR FOCUS

- Your Foundation Board and major donors are advocacy assets!

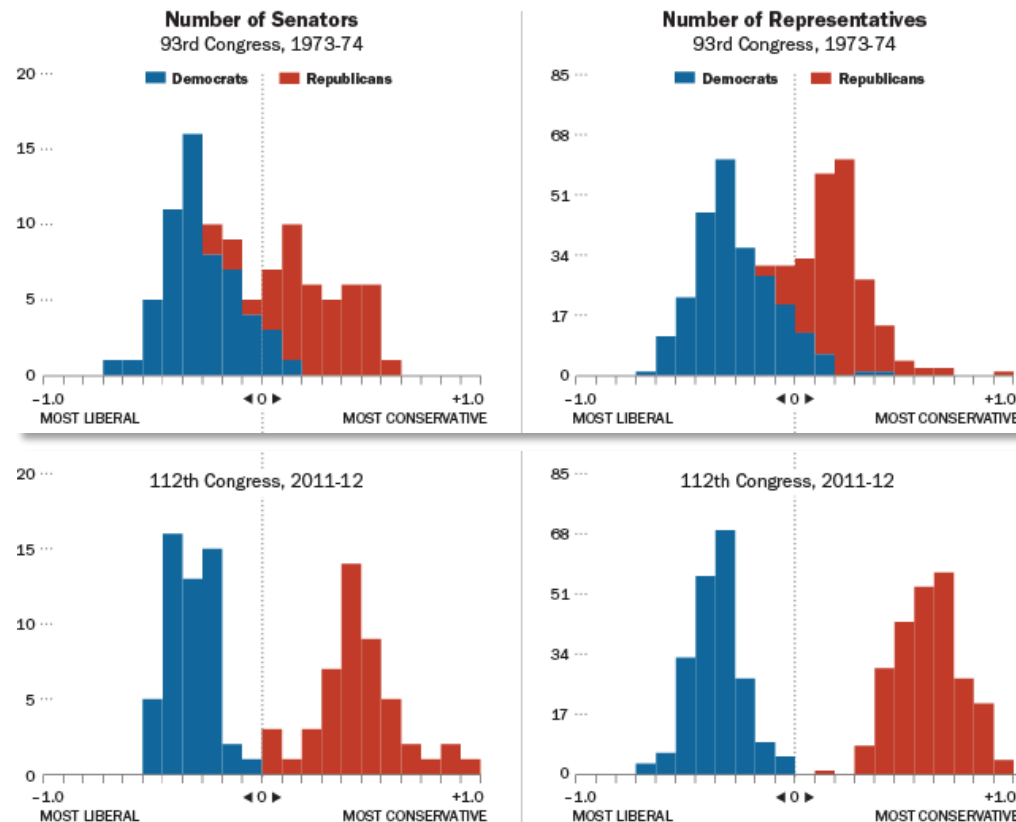


CONGRESS TODAY



THE GROWING POLARIZATION IN CONGRESS

Ideological scores of senators and representatives based on roll-call votes. Negative numbers represent liberal views and positive numbers conservative views



Sources: Royce Carroll, Jeff Lewis, James Lo, Nolan McCarty, Keith Poole and Howard Rosenthal, Voteview.com

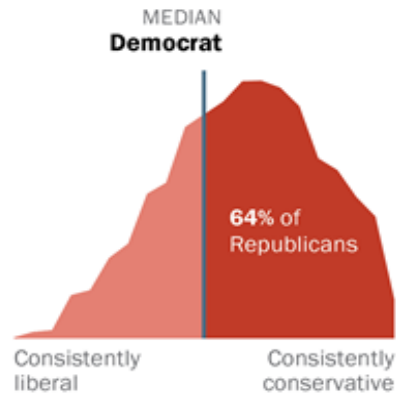
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THE GROWING POLARIZATION AMONG AMERICANS

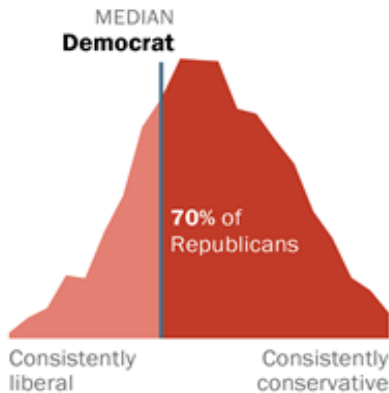
Republicans Shift to the Right, Democrats to the Left

Distribution of Republicans and Democrats on a 10-item scale of political values

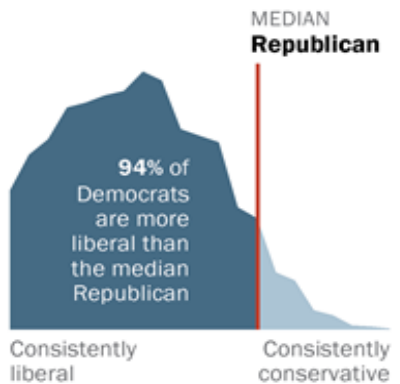
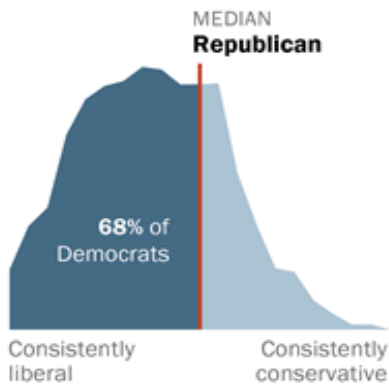
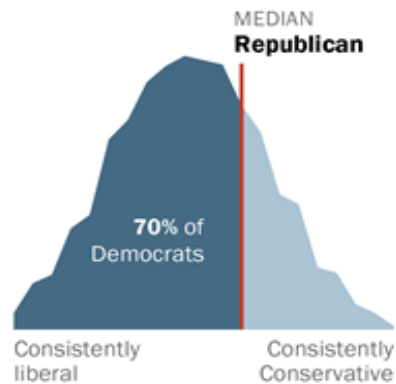
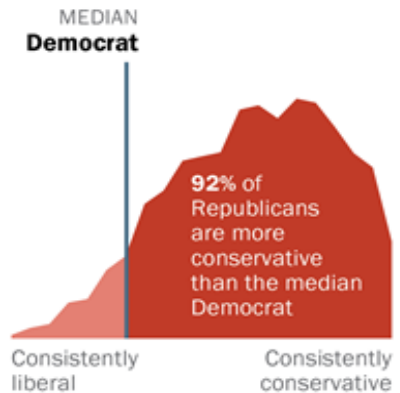
1994



2004



2014



Source: 2014 Political Polarization in the American Public.

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

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THE CHALLENGES

24 Hr News Cycle
1,440 Minutes Per Day



\$ 6
Billion
Election



★ SUPER-PACS RAKE IN THE DOUGH ★		
OUTSIDE GROUPS WITH BIGGEST TOTAL HAULS		
1.	RESTORE OUR FUTURE	\$95.7M
2.	American Crossroads	\$64.5M
3.	PRIORITIES USA ACTION	\$35.1M
4.	MAJORITY PAC	\$25.3M
5.	WINNING OUR FUTURE	\$23.3M

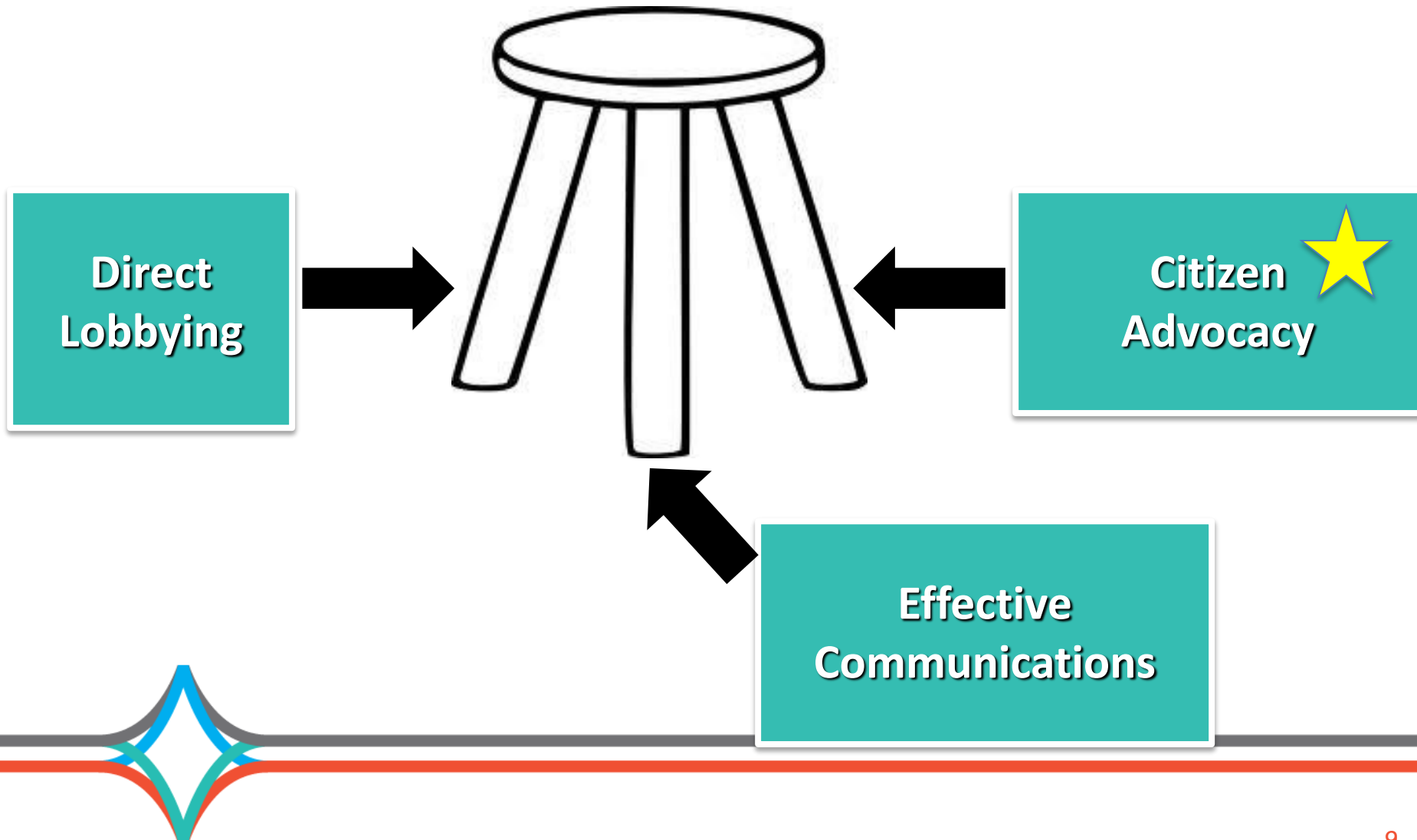
Source: BGOV Bloomberg

THE COMPETITION



Over 100,000 Professional and Trade Associations

BREAKING THROUGH THE NOISE: TOOLS OF ENGAGEMENT





THE POWER OF THE ESSENTIAL HOSPITAL NETWORK



HOSPITAL STAKEHOLDERS



STEP 1: IDENTIFY POWERFUL AUDIENCES

- Foundation Board members 
- Donors 
- Senior hospital management
- Board members
- Physicians
- Business Community
- Faith- Based Leaders
- Nurses
- Former elected officials



IDENTIFY KEY CONTACTS



A screenshot of the OpenSecrets.org website showing search results for "John Smith". The page includes a navigation bar with links for "DONOR & LOBBYING", "NEWS & ANALYSIS", "RESOURCES", and "TAKE ACTION". Below the navigation bar, there is a "Donor Lookup" section with search criteria: "Donor name: John Smith", "Donor State: IL", and "Cycle selected: All". There are also sorting options: "Sort by Name", "Sort by Date (Descending)", "Sort by Amount", and "Sort by Relevance". The results show 75 records found in 0.044 seconds. Below the results, there are filters for "Contribution type" with buttons for "Money to PACs", "Money to Candidates", "Money to SuperPAC/Outside Group", "Money to Parties", and "Soft Money to Parties". The table below shows the first few records.

Contributor	Occupation	Date	Amount	Recipient
SMITH, JOHN CLARENDON HILLS, IL 60514	UBS FINANCIAL SERVICES	2/17/04	\$500	Ryan, Jack (R)
SMITH, JOHN CLARENDON HILLS, IL 60514	UBS FINANCIAL SERVICES	6/1/09	\$500	Murphy, Patrick J (D)
SMITH, JOHN CLARENDON HILLS, IL 60514	UBS FINANCIAL	9/27/04	\$250	Obama, Barack (D)
SMITH, JOHN CLARENDON HILLS, IL 60514	LORD, BISSELL, & BROOK	12/14/93	\$250	Pomeroy, Earl (D)
SMITH, JOHN LAKE FOREST, IL 60045	EXECUTIVE	6/28/07	\$500	Pera, Mark (D)
SMITH, JOHN WESTERN SPRINGS, IL 60558				

STEP 2: RECRUITING STAKEHOLDERS

- **Organize Public Policy Committee**
 - Board/Foundation Board
 - Hand – Select Committee
 - Kitchen Cabinet
- **One-on-One Outreach**
- **Ongoing Updates**



RECRUITING STAKEHOLDERS

- Simple message to potential stakeholders:
 - I understand you...
 - Know candidate X
 - Have donated to policy maker Z
 - Are you willing to...
 - Make a phone call
 - Send a letter
 - I will only ask when it really matters



STEP 3: ENGAGING POLICYMAKERS

- Engage candidates running in '14 and newly elected officials
 - Send Packet
 - Invite them for meeting/tour
 - Use stakeholders to help
- Meetings with candidates and newly elected officials
 - Bring stakeholders
- Hospital Visits/Tours
 - Involve stakeholders



ENGAGING POLICYMAKERS

- **Simple Message:**

“I am a supporter of ----- hospital, one of several hundred of America’s essential hospitals around the country that provides high quality care for all, including the most vulnerable people, and I hope we can count on your support.”

- **Host Town Hall Meetings**



ULTIMATE GOAL: DEMONSTRATING YOUR POWER



LET US KNOW HOW WE CAN HELP

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