



COMMUNITIES CONNECTING
*Patient-Centered Community Healthcare
for North Carolina*



Relational Fundraising

Mike Darrow, Program & Operations Manager
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Care Share Health Alliance's mission is to improve the health of low-income, uninsured North Carolinians by supporting local Collaborative Networks of care.

“Begin With the End in Mind” – The Goal

Improve Access to a Fuller
Continuum of Quality Health Care
for the Uninsured and
Underinsured

A Part of the Solution...

Care Share Health Alliance:

- Was created to help bring people together to improve the health of low-income, uninsured North Carolinians.
- Is a resource for communities to tackle the issue of access to, and coordination of, care
- Has as a Strategy to Improve Access via Networks of Care at the Local Community Level

Care Share Health Alliance

Care Share Health Alliance's mission is to improve the health of low-income, uninsured North Carolinians by supporting local Collaborative Networks of care.

Our Guiding Principles

- Patient-centered
- Collaborative
- Fuller continuum of care
- Utilizes best practice & evidence-based care
- Efficient
- Accountable
- Sustainable

What is Care Share Health Alliance?

Key Features:

- ***Bringing People Together*** – local community groups and organizations, broad and comprehensive
- ***Meeting Communities Where They Are*** – local people know their community best
- ***Build on Strengths*** – help the local community leverage resources

What is Care Share Health Alliance?

Care Share Health Alliance is a community's "Go To Resource" for consultative services for access to care:

- On-site consultative services and phone consultations to support communities who want to enhance their collaboration and/or develop Collaborative Networks of care.
- Webinars & Teleconferences
- Web-based tools, templates and resources, an interactive Knowledge Bank of best practices, and a 2010 conference.

Care Share Health Alliance – Some Facts

- Care Share was established in 2009
- Care Share is providing direct consultative services to 26 counties, and has connected with 71 counties overall via phone/email or direct support.
- Care Share is working with 10 counties in developing a collaborative network of care
- Care Share has guided one community in developing a Community-Wide Plan (Gaston – Gaston HealthNet)

Relational Fundraising

What are some key issues involving fundraising at your clinic?

- Finding/Developing Resources
 - Sustainability
 - Recruiting Volunteers
- Reducing Reliance on Grants
 - Expansion of Services
- “Doing It All Over Again...”

Relational Fundraising

Q: Is There a Common Theme Here?

A: Maybe...

We have a need to build a longer-focused game plan for fundraising...and the way we do that is through Relational Fundraising

Relational Fundraising

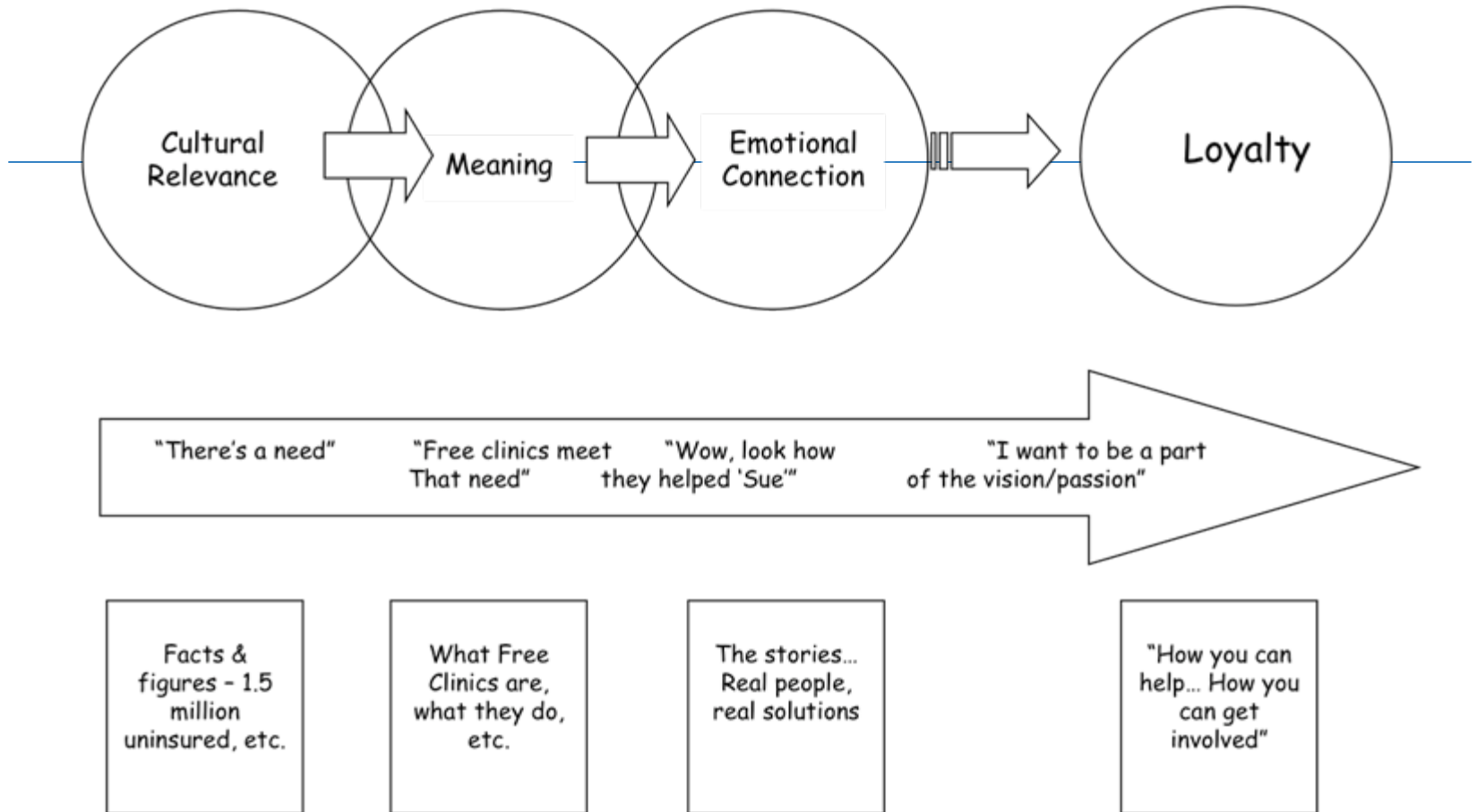
Relational Fundraising – Donor Types:

- Emotional
- Habitual
- Strategic

Relational Fundraising

Relational Fundraising – Why Do People Give:

- It Is Personal
- They Get It
- They Know They are Making a Difference



Adapted from emotional branding, Marc Gobe

Relational Fundraising

- People Give To People
 - People Give Because They Are Asked
- People Give in Relation to the Person Asking
 - Previous Donors Make the Best Donors

Relational Fundraising

“So WHAT?”

Our Game Plan...Let's Go!!!

Questions?

Notes from flipchart:

Funding sources:

Foundations, Churches, Individuals, Associations,
Community Orgs, United Way

Ideas – Individuals:

Who Are Your Top 10? Know Thy Donor

Do a “Thankathon” – call to thank donors, NOT to
ask for \$\$

Open House tours – “Point of Entry”, get them in
the door

Notes from flipchart:

Ideas Continued:

Read the Paper – look for info on local donors,
send them a note/paper clipping

Offer your Board Room or any meeting space for
local community orgs – give them a tour

Thank You!

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