



The Legacy of Care Campaign, announced in September of 2006, is the largest campaign ever undertaken by the Presbyterian Healthcare System.

The campaign to fund the expansion of Presbyterian hospitals in Dallas, Allen and Plano has exceeded expectations under the astute leadership of two of Dallas' most respected civic leaders and philanthropists and the organization's seasoned executive leadership team. Their perspective on philanthropy is shared in an interview with Dini Partners.



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Douglas D. Hawthorne; Chief Executive Officer of Texas Health Resources, Presbyterian's parent company

Nancy Ann Hunt; Legacy of Care Campaign Vice-Chairwoman

Jerry Farrington; Legacy of Care Campaign Chairman



Dini Partners: The delivery of quality care is increasingly dependent upon building successful partnerships between health care providers and the private sector. How has philanthropy impacted the quality of life for North Texas citizens and why is it important for the future?

Doug Hawthorne: Nonprofit hospitals are assets of the communities they serve and accountable to them. Accountability means patients receive access to care close to home, coordinated access to specialized care even if farther away, advanced technology and quality care with good outcomes. At Texas Health Resources, we call this the "chain of caring." Partnering with grateful donors shapes the power to transform healthcare in North Texas and extends the chain of caring more rapidly to those we serve: your employees, your neighbors, your family. Philanthropy creates the margin of difference between performing as usual and delivering care in an extraordinary way. There is nothing more positive or reassuring than a generous philanthropist eager to invest in bringing the great medicine and cures available today to those we serve.

Dini Partners: What are the motivating factors behind your volunteer service at Presbyterian, particularly the current capital campaign?

Jerry Farrington: My involvement with Presbyterian came from a belief that quality healthcare is critical to the strength of our community. I was particularly attracted to Presbyterian because of their faith based approach in the delivery of care. I feel comfortable volunteering for Presbyterian because I have had good personal experiences with the hospital when it came down to my own care. It has been a pleasure to serve Presbyterian in whatever way possible.

Dini Partners: How has the involvement of volunteer leadership impacted fundraising success?

Jerry Farrington: Our volunteer leadership in this campaign has been outstanding. We have been very fortunate to have wonderful people serve us in this effort, and their connection to Presbyterian runs deep. Every member of our campaign executive committee has had a positive personal experience with Presbyterian that made his or her volunteer service that much more meaningful both personally and to those in the community with whom they worked. The rapport we developed with each other and with the system's administrative leadership has only served to strengthen the bond that we

volunteers felt to Presbyterian. Our committee members were willing to spend the time and energy to achieve the capital goals because it was a team effort balanced between our executive leadership and volunteers.

Dini Partners: What do you expect from the professional staff in these major campaigns?

Nancy Ann Hunt: Development staff in a capital campaign should bring a focus to the issues requiring volunteer attention in order for the campaign effort to reach a successful conclusion. While there are many lofty goals set during a campaign, the staff's responsibility is to deal with the details of these goals. Many volunteers in a position of campaign leadership have "fought the battles" before; however, for them to use their time most effectively, they must be able to rely on staff to meet volunteer needs at all levels of the campaign. The professional staff enables beneficial use of volunteer time and talent.

Dini Partners: How can they be most helpful to you as a volunteer? The CEO versus the senior development officers?

Nancy Ann Hunt: Development staff should prepare effective communication material. The more concise the information, the easier it is for the volunteer to use it to inform and educate constituents about the organization's critical needs. Additionally, it is helpful to hold enough meetings of leadership so as to allow for a rhythm to develop among volunteers but never to meet for the sake of meeting. The combined leadership talents should be free at these meetings to develop ideas on how best to move the campaign forward. It is most helpful if staff can contribute to this with thoughtful fundraising strategies. Lastly, it is essential to have Development staff updates on campaign progress and timing so volunteers know that their work is producing desired results.

As opposed to the Development staff, the CEO can be the most helpful in articulating the broader vision of the organization. He or she should be willing and available to serve as an "expert witness" during discussions with prospects and interested parties. In no uncertain terms, it is very helpful when the CEO is able to serve as a spokesperson for the campaign and a part of any aspect of the solicitation of any prospect.

Whereas the staff prepares materials and deals with fundraising issues, the CEO should be a willing and impassioned advocate of the campaign and its goals. At any time, he or she should be able to spell out clearly the merits of the case for support and why the effort is completely necessary for the future of the organization.