



# Healthcare Philanthropy: Advance Charitable Giving to Your Organization's Mission (ACHE Management Series)

*Betsy Chapin Taylor*

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## **Healthcare Philanthropy: Advance Charitable Giving to Your Organization's Mission (ACHE Management Series)** Betsy Chapin Taylor

Accessing capital through the traditional sources of revenue, debt, and the sale of assets is challenging in the current economic climate. Philanthropy has emerged as a vital revenue source. Betsy Chapin Taylor shares the strategies she has cultivated throughout her successful career in healthcare philanthropy. She emphasizes the role of executives in philanthropy efforts and provides tips for involving physicians. A chapter on the ask will ease the anxiety involved in soliciting donations and overcoming objections.

Topics covered include leveraging the healthcare CEO in philanthropy; engaging board members and physician leaders in fund development; empowering the Chief Development Officer; nurturing a culture of philanthropy; aligning charitable priorities with the organization's strategic plan; supporting giving through excellent service; making a compelling case for support through storytelling; identifying the most promising potential donors; inviting donors to become partners; and developing metrics for evaluating fund development efforts.

Copublished with the Association for Healthcare Philanthropy.

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