

STRATEGIC PARTNERSHIP ENGAGEMENT MODEL

PROGRAM DESIGN & KICKOFF

- Development of program objectives
- Discovery of internal and external perceptions, attitudes, and understandings of overall philanthropic culture through interviews with:
 - Development team members
 - Medical leadership
 - Institutional leadership
- Recommendations for a successful clinician engagement system, including the following key elements:
 - Program objectives, metrics, and measurements
 - Data-tracking protocol
 - Referral process development and communication
 - Key audiences for program engagement
 - Organizational alignment for key program objectives, including portfolio size
 - Resource allocation (budget and personnel) to achieve key program objectives
 - Customized training and engagement
- Delivery of a formal Implementation Plan to achieve measurable goals throughout the organization

IMPLEMENTATION

The Implementation phase may include the following elements:

- Regular reviews/modifications of the Implementation Plan
- Development leadership support for system collaboration, clinician engagement, donor proposals, resource allocation, etc.
- Small-group working sessions for development team
- Comprehensive strategy sessions with development leadership
- Development and support of a clinician engagement system
- Volunteer and board member engagement services
- Large-group workshops for all hospital and development leaders, clinicians, development team, and others
- Individual or small-group sessions with clinician philanthropy champions
- Individual one-on-one performance partner sessions for selected development team members
- Public workshop attendance for new development hires
- Bi-weekly or monthly partnership calls to ensure implementation success