



children

They aren't just small adults.



The needs and personalized care of children's hospitals are unique. So is Accordant.

As a children's health care philanthropy leader, you have unique challenges and opportunities. Children's hospitals have distinct governance and leadership structures, strategies, clinical teams, cultures and philanthropy goals, along with a specific, critical place and responsibility in your community and with the populations you serve.

Accordant focuses on advancing health through philanthropy and partnership; however, we are not just health philanthropy experts. We are children's hospital experts. We are sophisticated consulting professionals leading and guiding the process with years of direct, frontline experience in children's hospital leadership roles. Just like children need specialized care, children's health philanthropy requires specialized support, services and understanding. Accordant can help.



Learn more at [AccordantHealth.com/Childrens](https://www.AccordantHealth.com/Childrens)

Accordant has a distinctive set of services to address children's health.

- Campaign Planning & Management
- Grateful Families & Physician Partnership
- Major & Planned Gift Training
- Top 100 Prospect Analysis
- Communications & Branding
- Community Health & Engagement
- Strategic Planning & Alignment
- Leadership & Governance Training
- Program & Talent Assessments



COMMUNICATIONS, BRANDING & COMPELLING STORYTELLING

Many of the teams who work in children's hospitals have a special purpose and are value driven. Accordant can help build a culture of philanthropy among nurses, clinicians and all staff teams to create an avenue for them to support their place of work—their children's hospital. This includes providing foundation engagement opportunities, easy and streamlined ways to give to the foundation, strong visual storytelling around how the foundation is making a difference and meaningful ways to engage with patients and their caregivers.

Our recommended strategic communications include:

- Utilization of marketing and communications channels
- Strategic scheduling and distribution of print, digital, email and other efforts
- Utilization of donor segmentation and channel preferences
- Consistent touchpoints for donor acquisition, cultivation and stewardship
- Budget allocation and prioritization
- Collaboration between philanthropy communications efforts and health care organization marketing
- Optimized cause marketing partners to convert to a broader, deeper philanthropic relationship

Additional areas can include building a case for support, donor communication, mission storytelling, patient features and more.

LEADERSHIP & GOVERNANCE TRAINING

Engaged and effective leadership is essential to success. Accordant provides training and resources to leverage the involvement of the health care C-Suite, foundation board and governing board. Our children's hospital team has decades of experience working alongside and with children's hospital leaders, understanding first-hand the important roles CEOs, boards and committees play in successful children's philanthropy. We also recognize children's hospitals have other key stakeholders who aren't always found in traditional hospitals and who may be an important focus, such as affinity groups or parent and children's advisory committees.

Accordant will strengthen your leadership through:

- Strategic planning
- Strategically Aligned Project Selection™ (SAPS™)
- Philanthropy executive coaching
- Philanthropy leadership education

»» BoardAdvance

Accordant's BoardAdvance includes tools for:

- Board structure and design
- Board training and development
- CoreCentric™ for right-fit roles
- Board selection and recruitment
- Board evaluation and performance
- Organization by-laws
- Policies and procedures
- Leadership engagement



GRATEFUL FAMILIES & PHYSICIAN PARTNERSHIP

Grateful family engagement in a children's hospital is more than simply identifying and connecting with grateful families. Accordant's strategy is to also look beyond simply the parents to others who may want to express gratitude—grandparents, other relatives and caregivers—and incorporate community leader introductions or referrals. Children's hospital grateful engagement is a strong point of differentiation for Accordant.

Our grateful engagement experts will provide strategic support by:

- Partnering with physicians and clinicians
- Identifying, training and engaging a select group of doctors, nurses, child life specialists and other caregivers to be champions
- Developing a comprehensive strategy to grow these initiatives
- Helping create and communicate the impact of grateful family stories

IMPLEMENTING ADVANCED DATA

Philanthropy operations is only as good as the information entered and how this information is used to inform donor strategy. Our data counsel can provide a vital advantage in enhancing a philanthropy program with tools, metrics and reports to measure and promote the progress and success of philanthropy. We are equipped to integrate operations and relationship-based giving in partnership with DonorSearch to assist



frontline philanthropy staff to reach their true potential and elevate the organization's mission.

In preparation for implementing a grateful engagement program, our experts will partner with your organization's operations team to assess the overall health of your database, existing analytics and business practices.

If needed, we can support your patient data acquisition efforts by helping bridge the gaps between system information technology, privacy, legal, risk management and philanthropy. We can also provide a review of your internal patient data (PHI) security practices to ensure compliance with current HIPAA policies. Our recommended patient



data policies and procedures will help foster the confidence needed to build trust between system-level departments and help support a culture of compliance and respect for donor PHI.

Keep in mind that evaluation isn't only about efficiencies and raising more philanthropic dollars. We design metrics and reports to develop accountability and evaluate how your investment in grateful engagement initiatives is performing in the most critical area—building a culture of gratitude in your organization and in the greater community outside your walls.



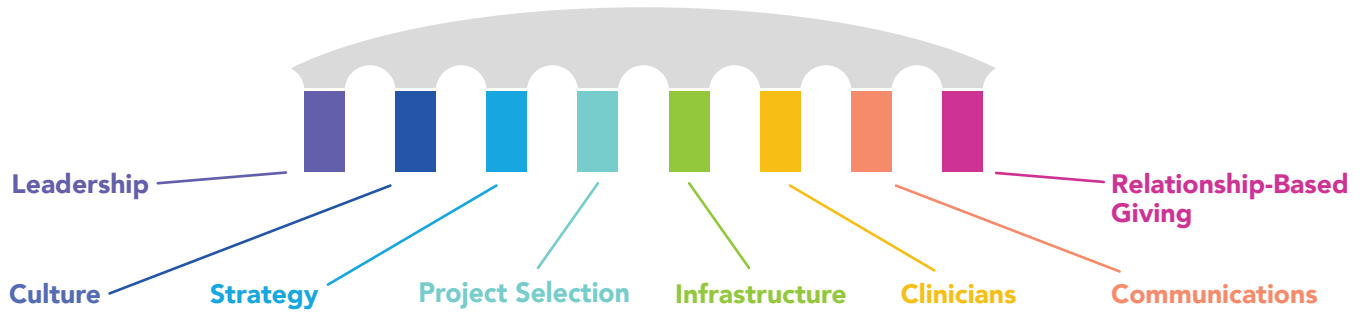
Elevate health and well-being *together*

We would be honored to be not only your consultants but also your partners. We are ready to collaborate with you on any initiative you have to elevate children's health and well-being and to advance philanthropy and your organization's mission.

855-877-4332 | info@AccordantHealth.com

Transformative Philanthropy™

Create authentic, values-driven, impact-focused relationships with donors.



CAMPAIGN PLANNING & MANAGEMENT

Successful children's hospital campaigns require the orchestration of your resources and toolbox. Our comprehensive Transformative Philanthropy™ approach engages all the pieces of the puzzle to create alignment among leadership, staff, clinicians, corporate partnerships, Children's Miracle Network partners and volunteers to build a complete campaign.

We have adapted our proven tools to meet the needs of children's hospitals including:

- **Strategic Alignment Project Selection™** – We provide a simple but robust process to surface, pressure test and prioritize potential charitable funding priorities for organizations seeking to sharpen their focus around potential case priorities.
- **VOCAL™** – Accordant uses this custom approach to proactively elicit input from loyal-but-candid organizational allies to crystalize the case for support and to identify potential campaign failure points at the outset to make refinements and to address potential issues prior to external discussions. These include parent and child advisory committees, event chairs, child life, community guilds and other groups to build a complete campaign plan.
- **Leadership and community interviews** – Our team of consultants personally interview leaders in the organization and in the community to identify and target specific needs, strengths and areas of improvement.
- **Philanthropy leadership and clinician education and coaching** – Your executives will learn overall best practices and specialized children's hospital strategies and tactics to maximize leadership roles in the C-Suite and clinician areas.
- **Development of a culture of gratitude** – Through grateful engagement of patients, families, staff and community, we provide strategies that help to create not only grateful patient initiatives but also an overall culture of gratitude.

