



# 25

*Years of Empowering*  
Women in Development  
New York

DECEMBER 2005

## FOCUS ON THE SECTOR: HEALTHCARE

**Healthcare Fundraising—A Wide Open Field:** Opportunities abound in the New York area to work for any one of hundreds of organizations that range from major hospital systems to academic medical centers to advocacy groups and community health facilities. You can raise money for complex research projects, major capital and building campaigns, improved clinical treatment and patient care, medical schools and training programs for healthcare professionals and allied health careers. The healthcare arena is huge and varied, which makes the range of possibilities interesting and exciting. Many areas of healthcare are expected to grow at a fast pace and healthcare organizations are working hard to be prepared. Twenty-two billion dollars was raised for health organizations in 2004 in the U.S., a significant increase over previous years, leading to “great optimism about healthcare fundraising,” according to the Association for Healthcare Philanthropy.

**Fundraising—Key to the Health of Healthcare:** The crisis mode the healthcare system finds itself in means that philanthropy is critical to the growth of institutions and programs that benefit New York’s major urban population, which has a high turnover rate for its many healthcare fundraising positions. Development officers are a vital link between the organizations providing healthcare services and developing innovative treatment options and the donors who express interest in “giving back” as grateful patients or who want to invest in advancing the level of 21st Century healthcare. Experts cite increasing public awareness of healthcare alternatives and challenging issues such as the critical nursing shortage, along with the public’s own role in managing its medical needs, as a boon to the healthcare fundraising field.

**What sets healthcare fundraising apart** from other development specialties is the importance of becoming familiar with terminology and trends that will assist you in communicating both with the insiders in the field—the administrators, practitioners, researchers, faculty, even patients—and the prospective donors who need to understand the finer points of what their funding will support before they write a check. Credibility is always important for fundraisers, and many of the same standards of fundraising across all fields apply, but in the healthcare arena, development professionals must know what they are talking about when they make the case for an improved facility or a groundbreaking scientific treatment. The advantage of healthcare fundraising is that you can choose the area that best suits you—the human side, focused on patient care and facilities, as well as education and support services, or the scientific side, concentrated on research and technology advances, or the advocacy side, working on awareness and social services that relate to wellness.

You do not need a medical or scientific background to succeed but there are skills you can hone to bring in the gifts.

### Skills to Sharpen:

- **Ability to look at the human side of healthcare issues** and communicate it to donors when making the case for a program or project. We have all been patients—that experience is useful and will help you as a fundraiser to identify donor affinities and effectively address them.
- **Familiarity with medical terminology and research jargon** which will help you translate complex information into lay language to convince donors to give. It will also help you communicate with medical personnel to engage them in the philanthropic process. Picking this up is not difficult—talking with healthcare professionals, reading medical dictionaries, looking at journal articles on the internet to get a feel for what’s hot in the medical research field, checking hospital and medical school sites on the web, are all quick tutorials that work.
- **Knowledge of healthcare issues and models** one of the major issues for fundraisers in the healthcare field is privacy. Acquaint yourself with the rules dictated by HIPAA (Health Insurance Portability and Accountability Act), which limits access to patient records and is influencing the extent of patient outreach for development professionals. Be able to talk knowledgeably about the institution you are raising funds for within the overall healthcare context. It is a highly competitive field, perhaps one of the most right now, and it pays to keep informed.

### Online Job Banks listing healthcare fundraising positions:

[www.ahp.org/job-center/index.php](http://www.ahp.org/job-center/index.php)

[www.philanthropy.com/jobs](http://www.philanthropy.com/jobs)

<http://afpnet/jobcontrolcenter.com>

[www.case.org/jobs](http://www.case.org/jobs)

### Keep informed about the healthcare field

The Association for Healthcare Philanthropy (AHP) ([www.ahp.org](http://www.ahp.org)) is dedicated exclusively to advancing and promoting the healthcare development profession. It offers the latest in healthcare fundraising education and information. AHP is an excellent resource, providing online job listings in the field, research materials, library services and publications for healthcare fundraisers.

Just published: *Expanding the Role of Philanthropy in Health Care* by William C. McGinly, AHP President and CEO, and Kathy Renzetti, AHP Director of Membership and Communications.

The American Medical Association (AMA) website [www.ama-assn.org](http://www.ama-assn.org) is an excellent resource for information about the medical profession and particularly for journal articles that discuss the latest in research advances. Many universities with medical schools, such as Harvard and Johns Hopkins, also publish newsletters with healthcare research and news. Major well-known hospital systems like the Mayo Clinic have websites that offer patient stories and developments in the field.

## BOARD NOMINATIONS

Dear WID Members,

Your WID Board Nominating Committee is hard at work recruiting candidates for vacancies for our next fiscal year beginning in July 2006. WID Board members are appointed to serve a 3-year term. At the end of this term, they are eligible for re-appointment to a second term of 3 years.

Board candidates are selected with an emphasis on the skills needed to advance the work of WID. Candidates must be members in good standing who have demonstrated their commitment to the organization through active participation on committees, and attendance at WID events. In preparing each new slate, the Nominating Committee seeks varied viewpoints representative of the many organizations that comprise our membership. Considerations include factors such as diversity in age, sector, specialty and ethnicity.

The WID Board is a working board. All Board members serve on a committee who undertake the tasks needed to fulfill our mission. These include arranging speakers and details for our monthly luncheons, planning workshops and other programs, recruiting and retaining members, seeking sponsors for our programs, producing our newsletter and website, selecting candidates for our annual Woman of Achievement Award, and providing or organizing career coaching. We encourage Board members to become committee chairs once they are able and ready to do so.

Board members are expected to attend as many WID programs and luncheons as possible, a minimum of 4 board meetings annually, and a half-day board retreat each July. Officers of the board attend 6 Executive Committee meetings in addition to full board meetings.

If you would like to become more involved in WID, volunteer on a committee. Committee opportunities are posted on our website. Please review these and contact a board member or our management office if you are interested. Certain committees are currently oversubscribed or are phasing out their work. For instance, the 25th Anniversary Committee has completed most of its planning for our celebratory year and the two events still to come.

One of the Committees that has worked tirelessly this year, has been the Technology Committee responsible for launching our new website. The content on our website and our newsletter are created and published by our Communications Committee. This committee can use additional members. Those interested should have experience in writing, proof-reading, and developing website content. As always, the Career Advancement Committee welcomes the help of experienced development professionals who can offer mentoring and advice to those newer to the profession. Last year, over 50 of our busiest senior professionals agreed to help other members in this way.

### Save the Dates!

Women In Development—2006 Luncheon Calendar

<b>February 6</b>	<b>April 3</b>
<b>March 6</b>	<b>May 1</b>

All luncheons are on Mondays from Noon to 2pm

The Princeton Club  
15 West 43rd Street

With gratitude for your participation in WID,

*WID Nominating Committee*

Poonam Prasad, *Chair*

Committee Members:

Chandra Anderson, *WID Member-At-Large*

Barbara Leshinsky, *WID Past President*

Virginia Strull, *WID Vice President*

**Visit Our Website: [www.widny.org](http://www.widny.org)**