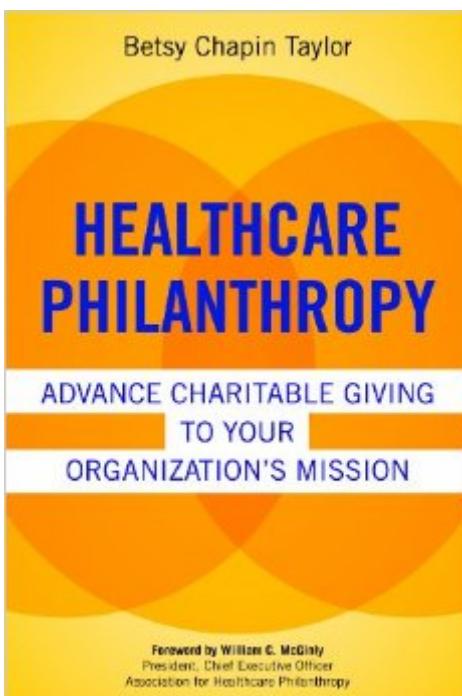


The book was found

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



Synopsis

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.

Book Information

Series: ACHE Management

Paperback: 200 pages

Publisher: Health Administration Press; First edition (August 21, 2012)

Language: English

ISBN-10: 1567934498

ISBN-13: 978-1567934496

Product Dimensions: 5.9 x 0.6 x 8.9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #243,463 in Books (See Top 100 in Books) #115 in Books > Textbooks > Medicine & Health Sciences > Administration & Policy > Hospital Administration & Care #126 in Books > Politics & Social Sciences > Social Sciences > Philanthropy & Charity #178 in Books > Medical Books > Administration & Medicine Economics > Hospital Administration

Customer Reviews

I was lucky enough to co-author an article with Betsy Chapin Taylor a few years ago and learned so much from her! During every meeting we had I was furiously scribbling notes full of her advice - even when they didn't pertain to our article. As soon as I learned this book was published I knew I had to get it and I was right! She has a way of making the "dirty word" of asking for money

something that everyone will enjoy. I'm pretty sure that her donors probably send HER thank you notes after working with her. This book gives specific tips on how to make fundraising easier and more productive for everyone. It has given me ideas that I never thought of, such as how to involve physicians and the importance of storytelling. I highly recommend this book for those who are new to fundraising or who are looking for new ideas to improve their fundraising. Even though it is written specifically for healthcare, other non-profit fundraisers would benefit from her advice, too.

[Download to continue reading...](#)

Healthcare Philanthropy: Advance Charitable Giving to Your Organization's Mission (ACHE Management Series) Leadership in Healthcare: Essential Values and Skills (ACHE Management) Achieving Safe and Reliable Healthcare: Strategies and Solutions (ACHE Management) The Emerging Healthcare Leader: A Field Guide (Ache Management) The Toyota Way to Healthcare Excellence: Increase Efficiency and Improve Quality with Lean (ACHE Management) Introduction to the Financial Management of Healthcare Organizations, Sixth Edition (Gateway to Healthcare Management) The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors (Jossey-Bass Nonprofit & Public Management Series) Accountable Care Organizations: Your Guide to Strategy, Design, and Implementation (ACHE Management) The Power of Leveraging the Charitable Remainder Trust: Your Secret Weapon Against the War on Wealth Fundamentals of Human Resources in Healthcare (Gateway to Healthcare Management) A Charitable Discourse: Talking About the Things That Divide Us Policy Patrons: Philanthropy, Education Reform, and the Politics of Influence (Educational Innovations Series) Healthcare Made Easy: Answers to All of Your Healthcare Questions under the Affordable Care Act Imagining Abundance: Fundraising, Philanthropy, and a Spiritual Call to Service Philanthropy in Democratic Societies: History, Institutions, Values Organization: The 7 Habits to Organize Your Day, Productivity, and Focus (organization, success, efficiency, declutter, focus, productive, mind control) Healthcare Information Technology Exam Guide for CompTIA Healthcare IT Technician and HIT Pro Certifications A Lean Guide to Transforming Healthcare: How to Implement Lean Principles in Hospitals, Medical Offices, Clinics, and Other Healthcare Organizations The Well-Managed Healthcare Organization Organization Development: Behavioral Science Interventions for Organization Improvement, 6th Edition

[Dmca](#)