



THE ADVOCATES

PROFILE DESCRIPTION

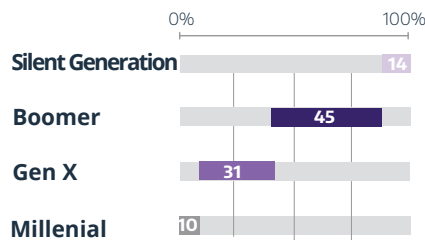
They are motivated by a personal experience or a strong commitment to social justice. They want their gift to bring about greater equity and more access to care and services. They may see their gift as helping to improve or create systemic change.



We need to ensure health equality and advance life-saving research.



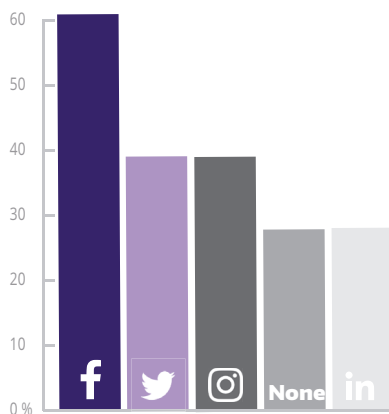
GENERATION



INFLUENCERS

- 33%** UW Medicine faculty, researchers or physicians
- 22%** Peers
- 22%** A family member or loved one
- 17%** Media/news

SOCIAL MEDIA



GIVING MOTIVATION

To fix a broken system, make social change or bring about greater equity in healthcare.

GIVING INTERESTS

Harborview Medical Center, scholarships, service learning opportunities, diabetes, mental health, programs like ECANA, autism, global health, allergy and infectious diseases, the Sports Institute, healthcare equity and innovation pilots.

PAIN POINTS

- May feel turned off by saviorism, exaggerated statements of impact or communications that ignore problems of inequity.
- Might feel frustrated by a perceived lack of transparency or slow pace of change.
- Could feel uncertain or anxious about the impact of their gift.

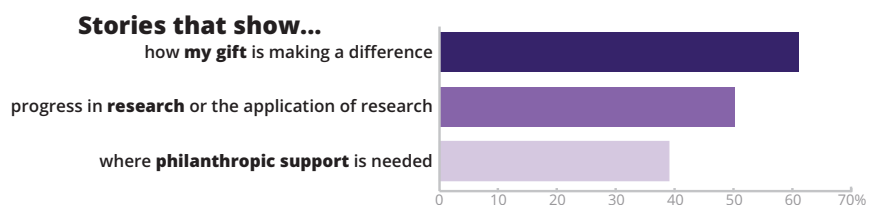
TONE

- Inclusive and human (*not corporate*)
- Direct (*not pulling at heart strings*)
- Realistic and aware (*acknowledge frustration*)
- Active/action-based (*focus on impact*)
- Humble but empowering
- Ethical
- Urgent

KEY MESSAGING

- Your partnership is critical to helping fix the systems and the problems you care about.
- Your engagement is making a real impact on the work and the lives of people in our community.
- We take a team approach to healthcare; we value the contributions of everyone on our care teams, not just doctors, but also nurses, social workers, patients and donors. Thank you for being an essential part of our team.

TOP THREE STORY PREFERENCES



Percentages do not equal 100% since respondents could select multiple answers.