



THE VERY GRATEFULS

PROFILE DESCRIPTION

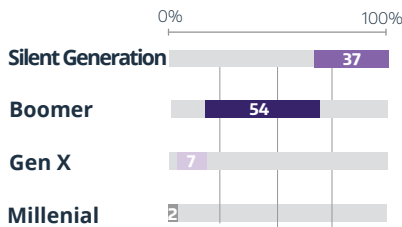
They, or a loved one, have received care and feel thankful to their doctor, a program or institution and want to show their gratitude with a gift. Some may see their gift as an investment in the future of their own care or as a way to directly support the work of their physician.



I was a patient at Harborview. My doctor took good care of me. I will never forget and give back when I can.



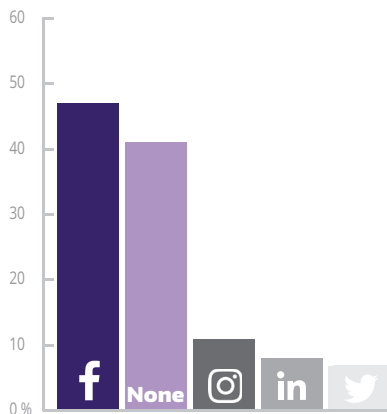
GENERATION



INFLUENCERS

- 76%** UW Medicine faculty, researchers or physicians
- 31%** A family member or loved one

SOCIAL MEDIA



GIVING MOTIVATION

To support and express gratitude to their physician or care team.

GIVING INTERESTS

Heart, cancer, neurology (brain tumors, Alzheimer's disease), patient care initiatives, clinical and health system areas, diabetes, Airlift Northwest, rehabilitation, ophthalmology, orthopedics, movement disorders, endowed positions, gastroenterology and hematology.

PAIN POINTS

- May not feel inclined to give if they are still paying medical bills or they are focused more on healing.
- Could feel negatively about communication that isn't personalized to their situation.
- May not have a strong relationship with one person on their care team, or their primary care person may not feel inclined to help with an ask.
- Might expect immediate results or progress at a pace that isn't possible.

STONE

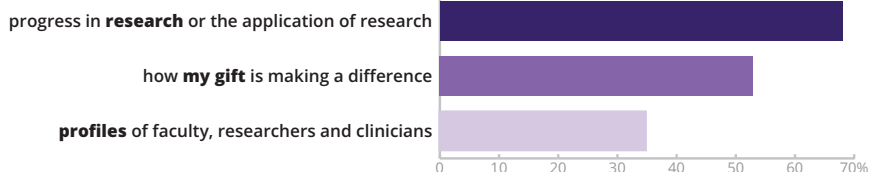
- Emotional and empathetic
- Personal and warm
- Nurturing and encouraging
- Sentimental

KEY MESSAGING

- We are honored to have been part of restoring your health/mobility/freedom. Your philanthropy can help us do the same for others.
- Your generous gratitude helps our care teams deliver the same compassionate, exceptional care to everyone in our community.
- Your caring support helps keep the highest caliber healthcare here, in the Pacific Northwest, while helping us expand services and access to everyone in our community.

TOP THREE STORY PREFERENCES

Stories that show...



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