IN INTRODUCING A NEW MARKETING CAMPAIGN TO INSPIRE PATIENT GIVING

In fall/winter 2023, Advancement is rolling out a new marketing campaign throughout the health system designed to inspire patients to philanthropically support the work and innovation that makes better health possible for everyone in our community.

The campaign includes:

- Webpage: [www.uwmedicine.org/give](http://www.uwmedicine.org/give) (Live now)
- Environmental signage in medical centers (Installed November 2022)
- New Advancement referral cards (November 2022)
- Information on intranets and a staff/faculty webpage (November 2022)
- Digital advertising (December 2022)
- Digital and wall signage in primary care, specialty clinics and other clinical spaces (early 2023)
- Direct mail and email solicitations (Three times per year)

WHY IS PHILANTHROPY IMPORTANT FOR PATIENTS?

Philanthropy can be an important part of the healing process for many patients and their families. It is also critical to helping us advance the clinical, research and educational breakthroughs that increase access to care and improve outcomes for all patients.

Read about the powerful contributions that grateful patients have made in the [Department of Ophthalmology](http://www.uwmedicine.org) and at the [UW Medicine Diabetes Institute](http://www.uwmedicine.org).
“We wanted to give back, and we wanted to honor Dr. Minami. She made a huge difference in our lives...I wake up every day with incredible humility and joy, and I want to be able to live to the fullest now and to give back.”

– Melony Newman, a grateful patient of Elina Minami, MD, Fel. ’03, clinical associate professor in the Division of Cardiology.

HOW CAN YOU SUPPORT PATIENT PHILANTHROPY?

1. **Know what to do if a patient asks about philanthropy.** UW Medicine Advancement is here to support and guide conversations with patients about philanthropy. If a patient asks about giving:
   - Thank them for their interest in supporting UW Medicine.
   - Connect them with UW Medicine Advancement in one of two ways:
     - Hand them a referral card (referral cards can be requested through your Advancement partner or [online](#))
     - Send them to our website: [www.uwmedicine.org/give](http://www.uwmedicine.org/give)

2. **Get your team on board.** Talk to all patient-facing members of your team and make sure they know what to do if a patient asks about giving, using the ways listed above.

Questions? Visit our [webpage](#), contact your Advancement partner or connect with the UW Medicine Advancement Faculty Engagement team at [engagemed@uw.edu](mailto:engagemed@uw.edu).