Patient Philanthropy Marketing Campaign Overview

UW Medicine Advancement
Why is Grateful Patient Philanthropy Important?

• 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.

“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, Division of Cardiology
New Marketing Campaign Aims to Inspire Patient Giving

Campaign Goal:
Inspire patients and/or their families to start a conversation with their care team about philanthropy or make an immediate gift.

Campaign Key Messaging:

• You can be a powerful change agent, helping make better health possible for everyone in our community and around the world.

• We need you on our team.

• Talk to your care team about how you can accelerate innovation in healthcare.
Four Layouts

**YOU TRANSFORM LIVES.**
Your visionary support can fast-track breakthroughs that improve health and increase access to exceptional care. Ask your UW Medicine care team how your philanthropy can make a difference.

Donate at uwmmedicine.org/give

**YOU GIVE PATIENTS HOPE.**
Your courageous support helps give patients the hope — and answers — they and their families urgently need. Ask your UW Medicine care team how your philanthropy can make a lasting difference.

Donate at uwmmedicine.org/give

**YOU SUPPORT A HEALTHIER COMMUNITY.**
Your thoughtful generosity can further healthcare equity and justice, improving health for everyone in our community. Ask your UW Medicine care team how your philanthropy can make a meaningful difference.

Donate at uwmmedicine.org/give

**YOU POWER TOMORROW’S CURES.**
Your generosity can power breakthroughs that save lives and improve health for everyone in our community. Ask your UW Medicine care team how your philanthropy can make a critical difference.

Donate at uwmmedicine.org/give

UW Medicine
Rollout: Nov. 2022 through Feb. 2023

- Webpage: [www.uwmedicine.org/give](www.uwmedicine.org/give) (Live now)
- Wall signage and elevator wraps at UWMC and HMC (November 2022)
- New Advancement referral cards (November 2022)
- Information on hospital intranets and a [staff/faculty webpage](staff/faculty webpage) (November 2022)
- Digital advertising (December 2022)
- Digital and wall signage and collateral in primary care, specialty clinics and other clinical spaces (early 2023)
- Direct mail and email solicitations (3 x per year)
What to Do if a Patient Asks About Philanthropy?

1. Thank them for their interest in supporting UW Medicine.

2. 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
How Else You Can Help

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.
QUESTIONS?

Visit our webpage, contact your Advancement partner or connect with the UW Medicine Advancement Faculty Engagement team at engagemed@uw.edu.