



# What the Affluent Think About Giving to Healthcare

*Bentz Whaley Flessner's  
2019 Healthcare Survey*

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## Introduction

Our 2019 Healthcare Survey is designed to keep you informed on trends and attitudes towards healthcare giving. We hope the information we produce provides insight and assists you in evaluating and fine-tuning your programs to reflect the constantly changing donor landscape.

The Giving USA Report indicates a total of \$38.27 billion raised for healthcare in FY2017—representing 9 percent of all donations received by charities and an increase of 6.8 percent in funds raised for healthcare in 2016.

The strength of the economy continues to bode well for healthcare fundraising as the Dow Jones Industrial has reached an all-time high once again and real estate markets continue to improve.



# Objective, Methodology, and Design

## Our Objective

- For the past 19 years, Bentz Whaley Flessner has conducted research to gauge the perceptions and opinions of affluent Americans toward making philanthropic decisions related to hospitals and healthcare organizations.\*
- We hope that in collecting, analyzing, and sharing this data with you that you are better informed of current attitudes toward giving so that you can build stronger, more sustainable development programs for your healthcare organization.

## Methodology and Design

- An “affluent household” is defined as having a household income of greater than \$175,000.
- The survey was distributed early January 2019.

*Note: Includes community hospitals, academic medical centers/research centers, children’s hospitals, and long-term care facilities.*



# Charitable Giving

Of survey respondents...

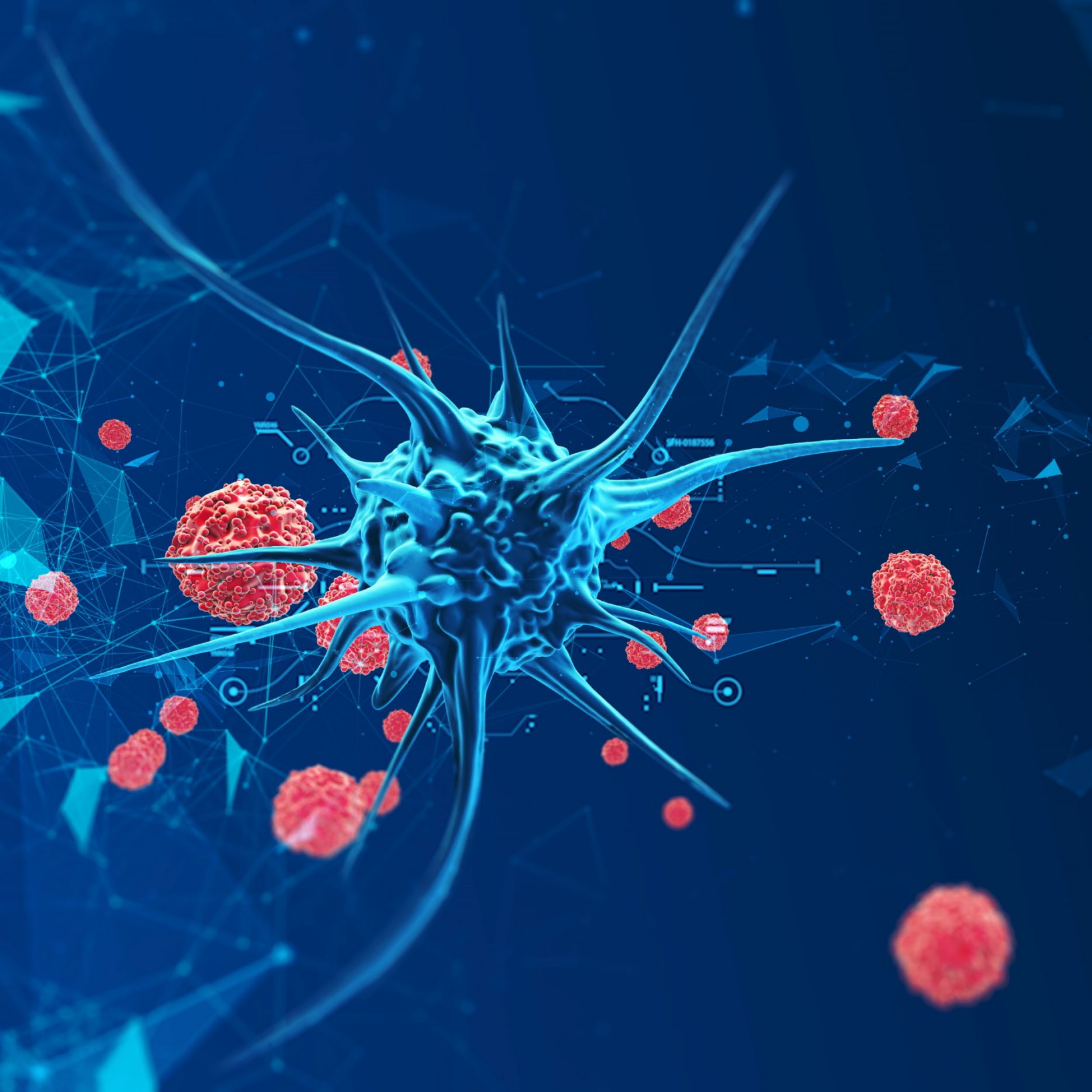
65% give to charitable causes.

30% fewer individuals indicated they give to charity than in 2017.



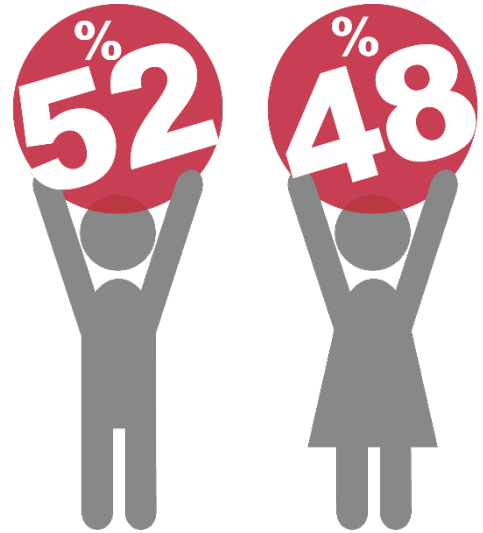
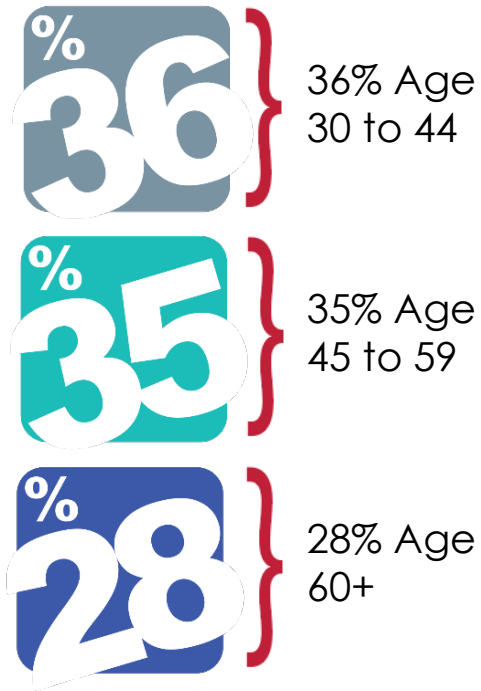
10% made their largest gifts to hospitals (up 8%).

27% made a gift to hospitals in 2018.

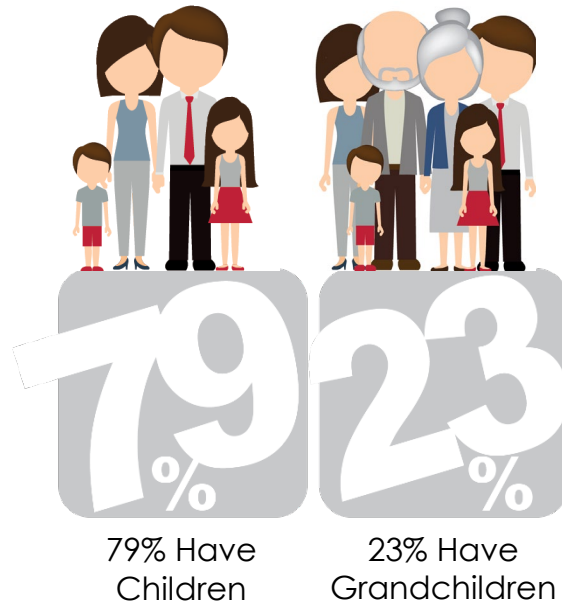




# Respondent Demographics



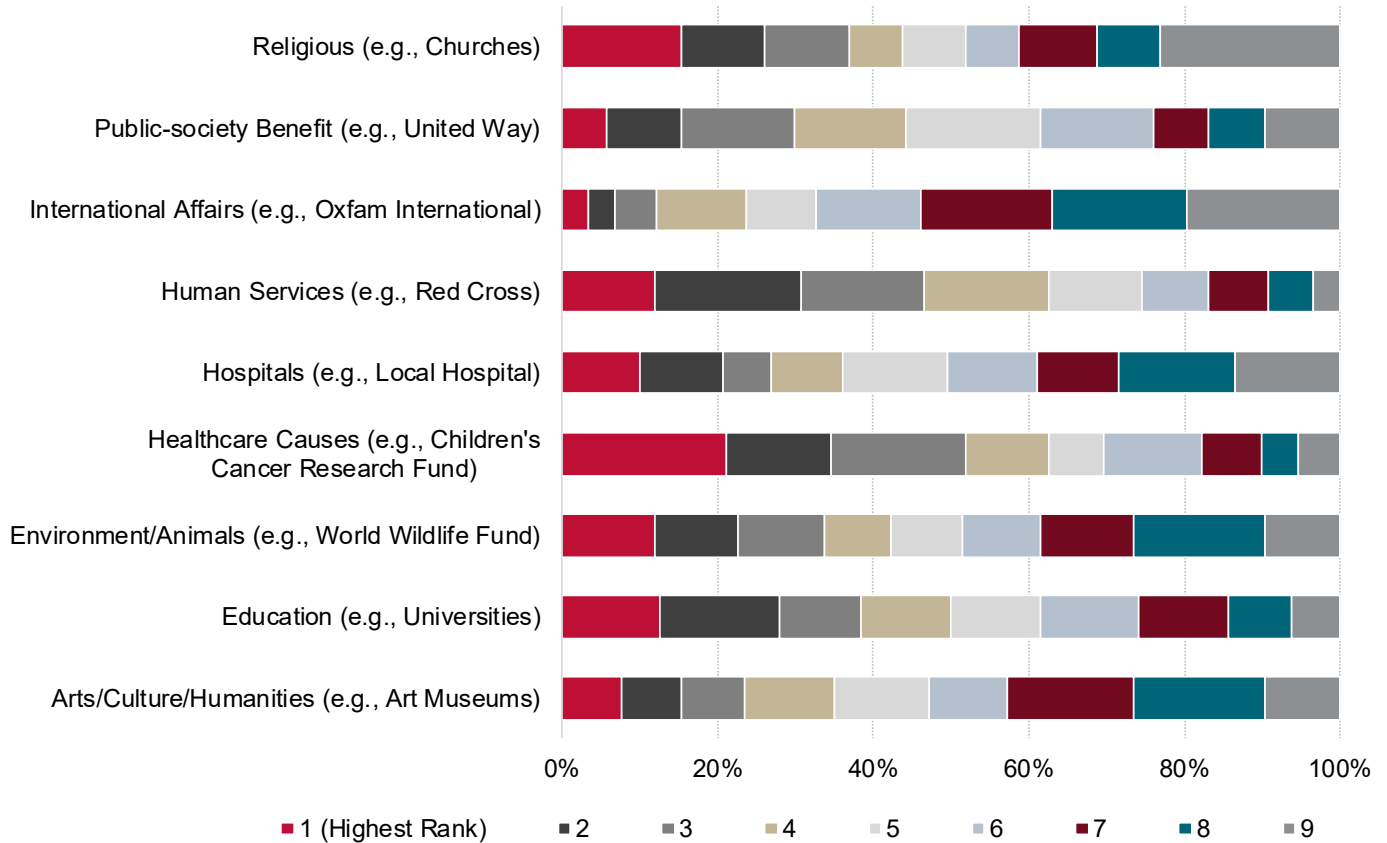
52% of respondents were male;  
48% were female





# Largest Gifts

10 percent of affluent donors make their largest gifts to hospitals, and 21 percent contribute their largest donations to healthcare causes.

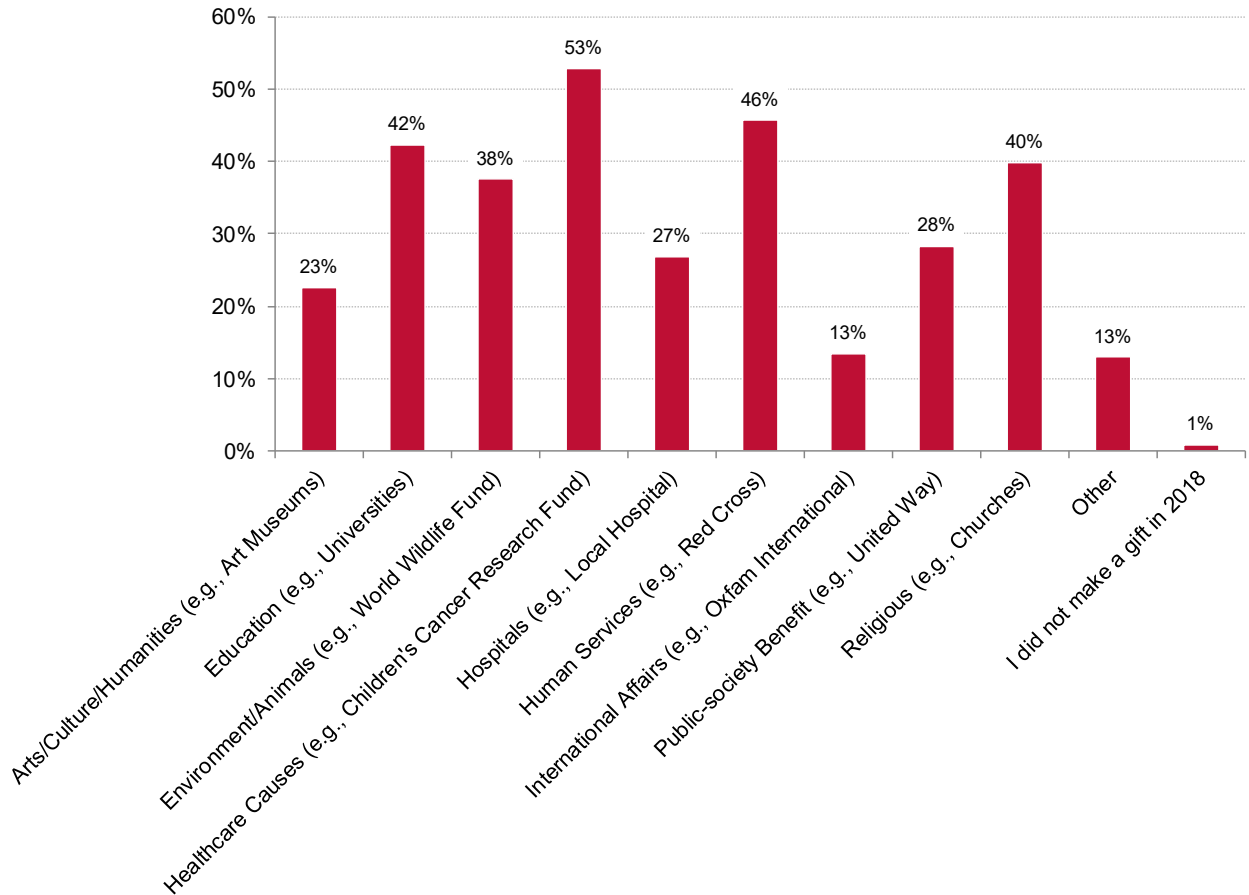


*Note: Includes health-related research facilities, disease-specific organizations for research or patient/family support, mental health services and research, and health policy centers.*



# Healthcare Gifts

27 percent of those surveyed gave a gift of any level to hospitals. Healthcare causes were the most commonly supported in 2018.



*Note: Includes health-related research facilities, disease-specific organizations for research or patient/family support, mental health services and research, and health policy centers.*



# An Inside Look at Support to Hospitals

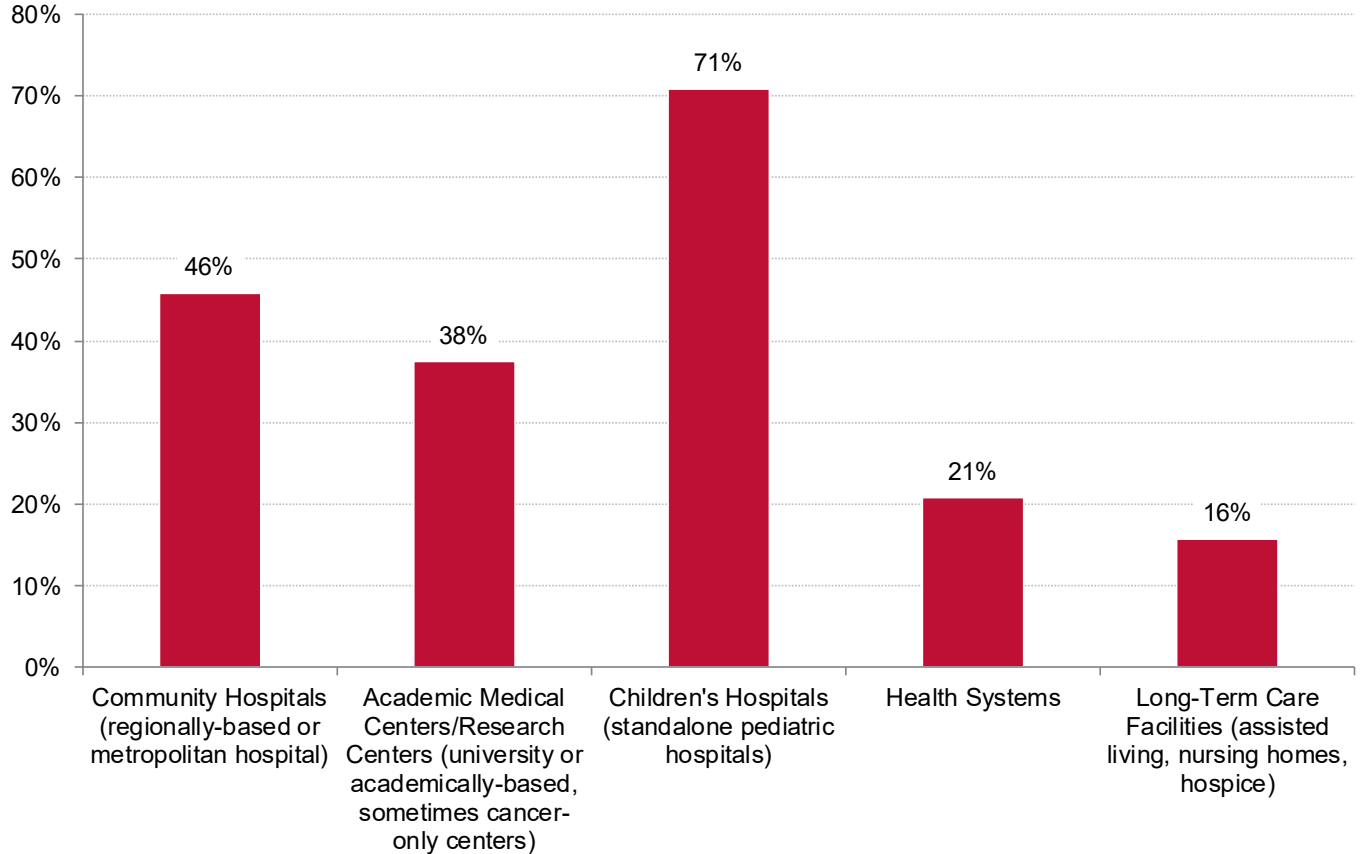






# Hospital Types Supported

Children's hospitals and community hospitals were a top priority for affluent donors in 2018.



*Note: Among individuals who indicated giving to hospitals; respondents were asked to select all that apply.*

# Five interesting findings and ideas on how to bolster community hospital fundraising

In many community hospitals across the country, philanthropy is part of the revenue mix and is part of ongoing discussions at both the management and board levels. Below are ideas to specifically address attracting community hospital donors.

1. Donors decide to give to community hospitals due to two key motivations. First, donors believe that community hospitals are important to the community where they live. Second, they had a recent personal or family experience at a community hospital that was positive.
  - Philanthropy staff need to continue to show donors how philanthropic support helps create healthier communities—community benefit stories are great ways to illustrate how the hospital is helping create healthier communities.
  - The patient experience is critical to the growth of philanthropy. Sharing this information with caregivers is a great way to reinforce the connection between patient care and philanthropy.
2. When donors to community hospitals have a personal or family experience with their hospital, 53 percent of these donors made a charitable gift without being asked, and 38 percent were asked and made a gift. More specifically, of the 38 percent who were asked, 64 percent stated that they were asked by fundraising staff.
  - Grateful patient programs are an important way for donors to learn more about the impact of philanthropy at your hospital. An important consideration for any grateful patient program is whether to include high-net-worth individuals in an initial mailing.
3. Donors responded that the top three individuals having the greatest impact on their decision to donate to the hospital were their physician or nurse, the chief executive officer, or a board member.
  - Physicians and caregivers play an important role in overall donor experiences. Donors continue to want to show gratitude for the care they have received. Continue to engage with physicians and caregivers, leadership, and volunteers to help identify and provide advice on furthering a patient relationship with the hospital.

(continued)

## **Five interesting findings and ideas on how to bolster community hospital fundraising**

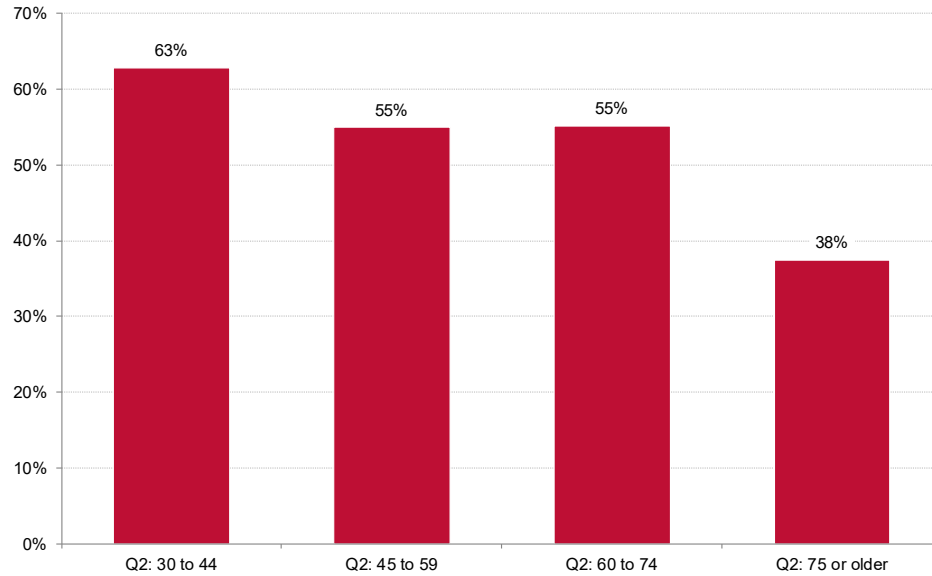
4. Donors are more motivated to give when physicians, caregivers, CEOs, or board members know the hospital and its priorities, as well as knowledge about the donor and their circumstances.
  - Development staff need to prepare leadership when they are meeting with key donors. Staff can assist leadership in honing their message and providing them with valuable information about the donor they will be meeting. Donors want to be treated as investors in your organization. They want to know that their support will impact the programs they want to support.
5. Of those surveyed, 85 percent of them had an estate plan. Besides supporting their spouse and family, 42 percent have included charitable giving in their estate plan. Also, 45 percent indicated that they had included their community hospital in their estate plan.
  - Including charitable giving in estate plans continues to be a popular way to make a lasting legacy. Development staff in both small and large hospitals need to offer personal stories of donors who have joined your legacy society as well as provide information on how to leave your hospital in their estate plans. Ongoing stewardship is increasingly important as these individuals age—personal outreach provides a meaningful way for older adults to stay connected with the hospital.

As healthcare continues to react to changes in payor mix, government regulations and community needs, philanthropy will be elevated as a revenue source that can make a significant impact on the bottom line as well as the health of the communities it serves. Community hospitals have a unique role within a community, whether they are part of a larger system or not. Patients expect to be treated with care and compassion. Philanthropy can play a greater role in funding important programs, capital and equipment, and education.

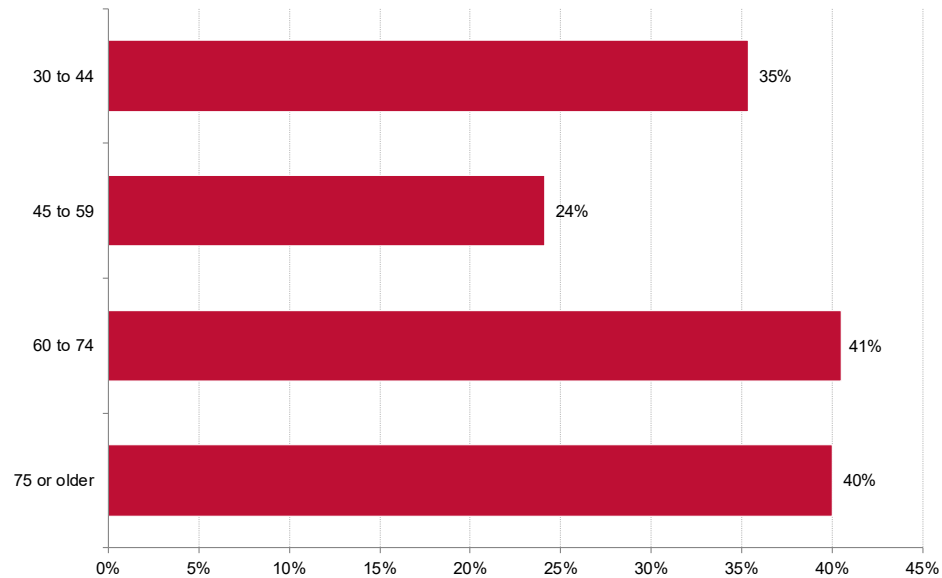


## Support by Age

Respondents who gave to any kind of healthcare organization/institution:



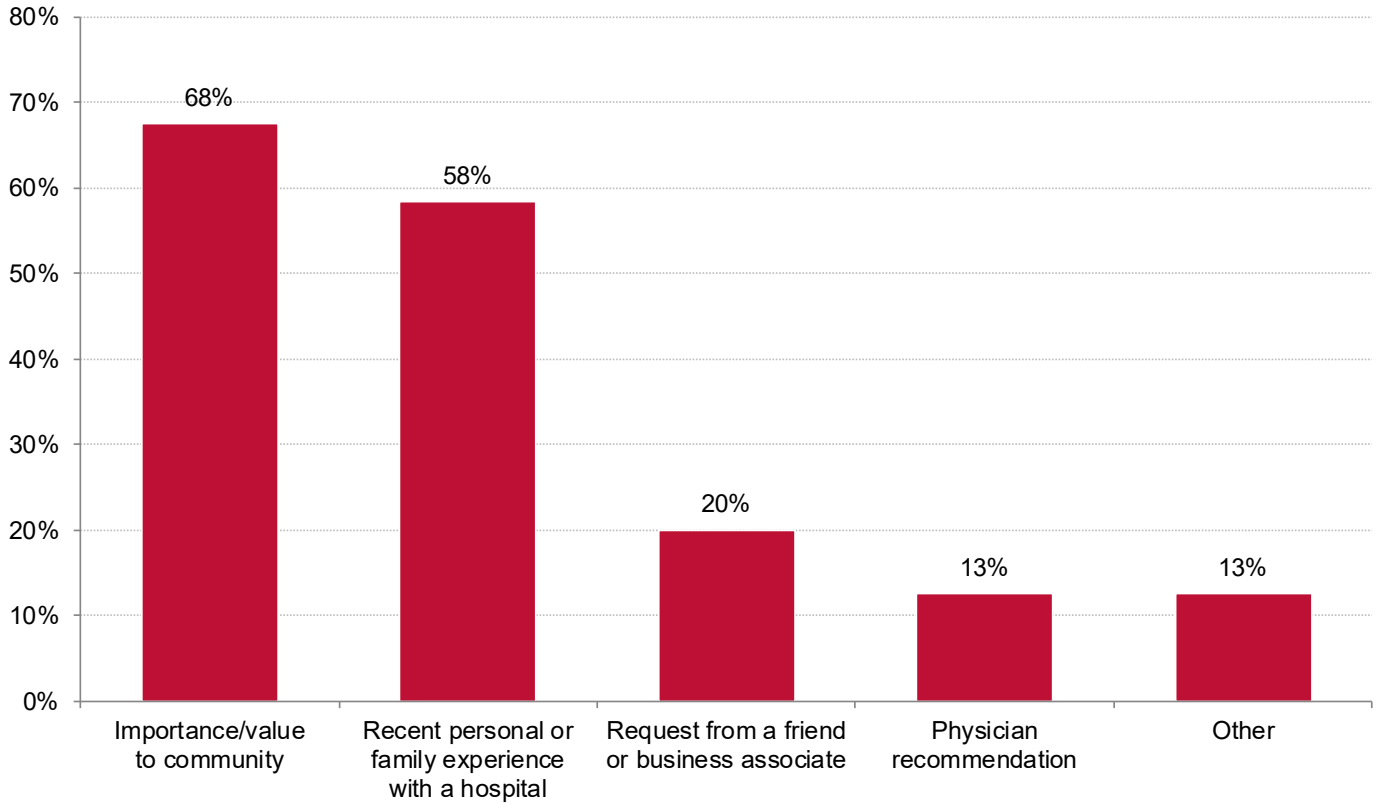
Respondents who indicated their hospital never asked them to make a gift:





# Giving Motivations

Importance and value to the community has consistently been a lead motivator in giving to hospitals. Respondents were asked to select all that apply.

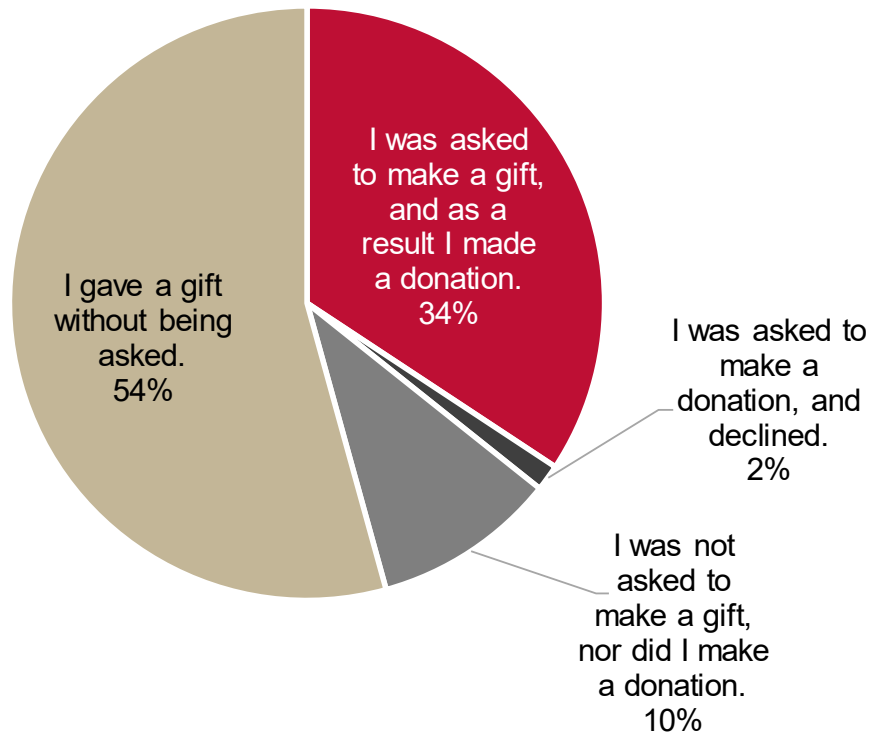






## Asking and Giving

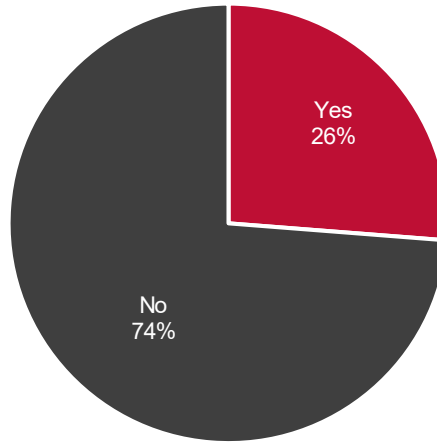
54 percent of affluent donors reported that they gave a gift to a hospital without being asked following a personal or family hospital experience.



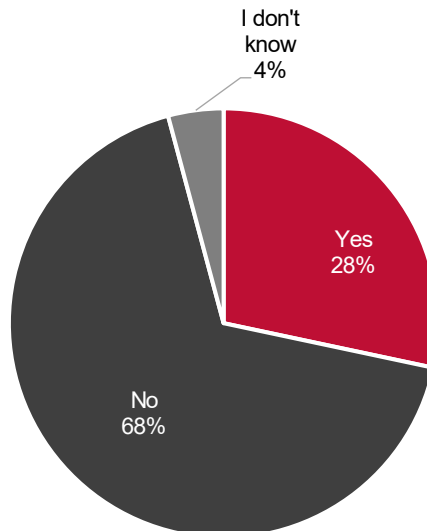


## Donor Benefits and Recognition

In 2018, 26 percent of affluent individuals not currently making gifts to hospitals indicated that a “donor benefits” program would motivate them to give to their hospital, an increase of 11 percent from 2016.



Similarly, only 28 percent of survey respondents who do give to hospitals expect to be recognized or receive special consideration as a patient, an increase of 13 percent from 2016.





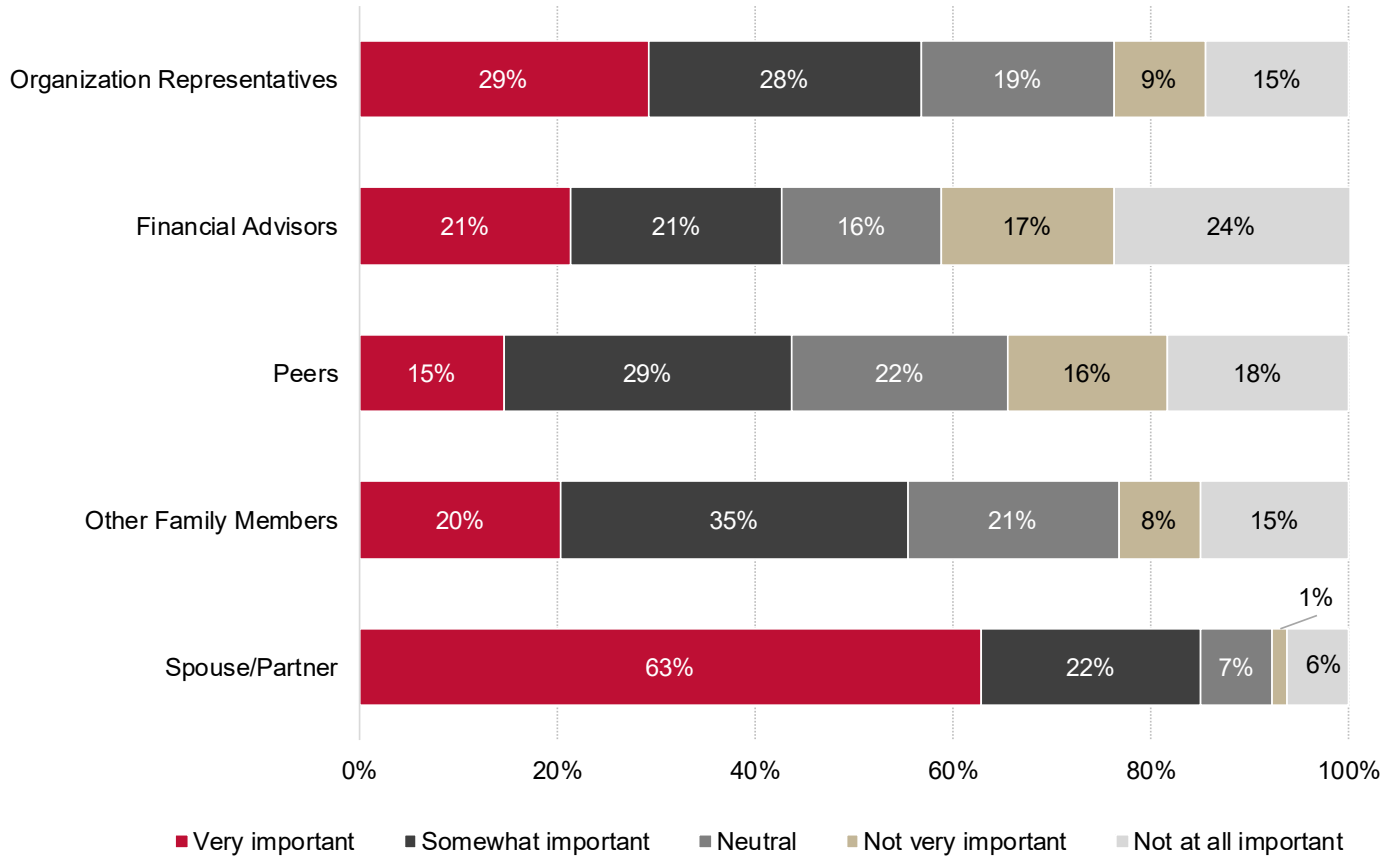
# Who Impacts a Donor's Giving?





# Giving Influencers

Spouses or partners are strong influences in determining gifts. Organization representatives have overtaken other family members as the second most important influencer.



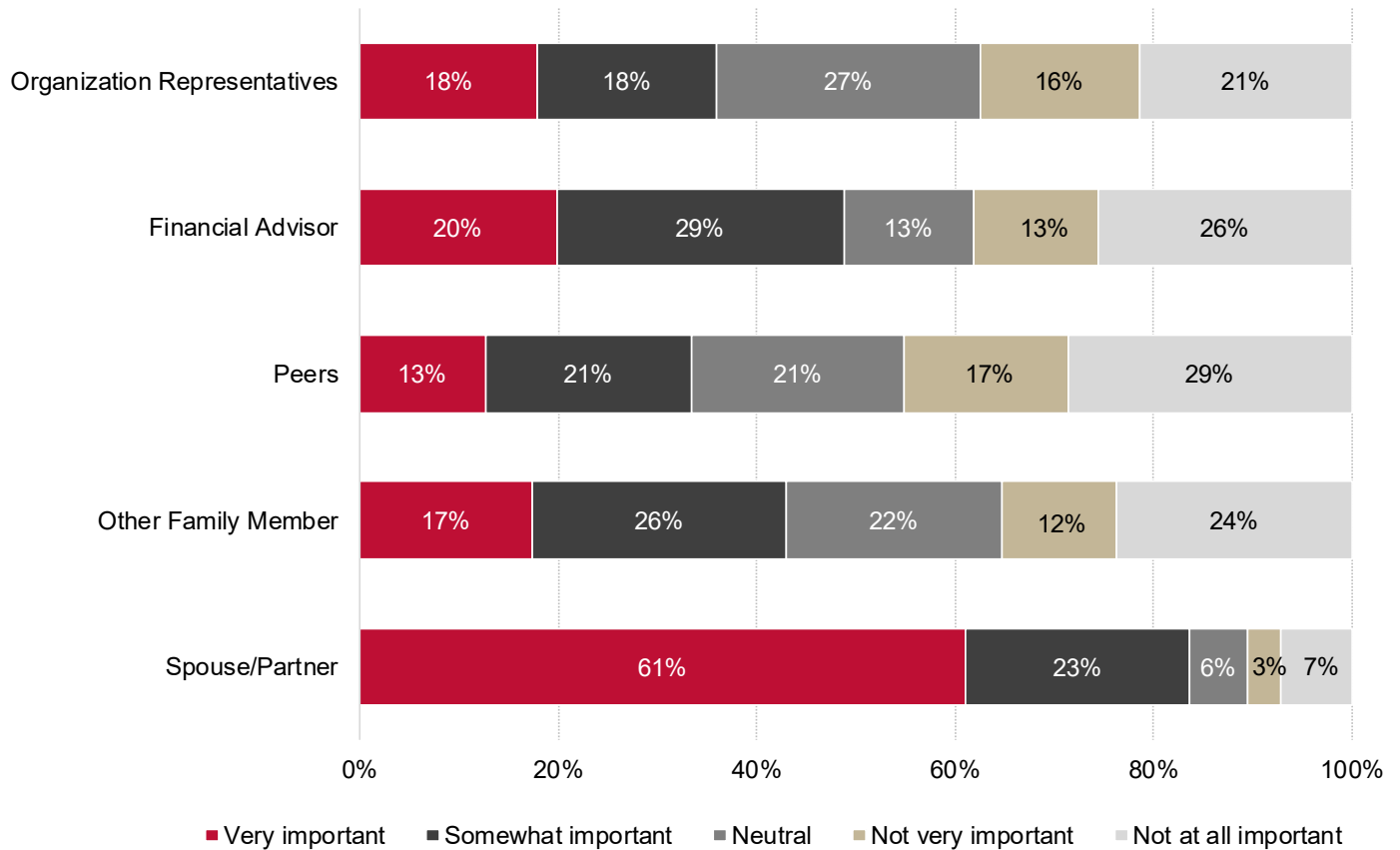
*Tip: As organization representatives are increasingly influencing giving decisions, CEOs and other senior hospital representatives should be highly engaged in the giving cycle as valuable partners with foundation staff.*





# Gift Size Influencers

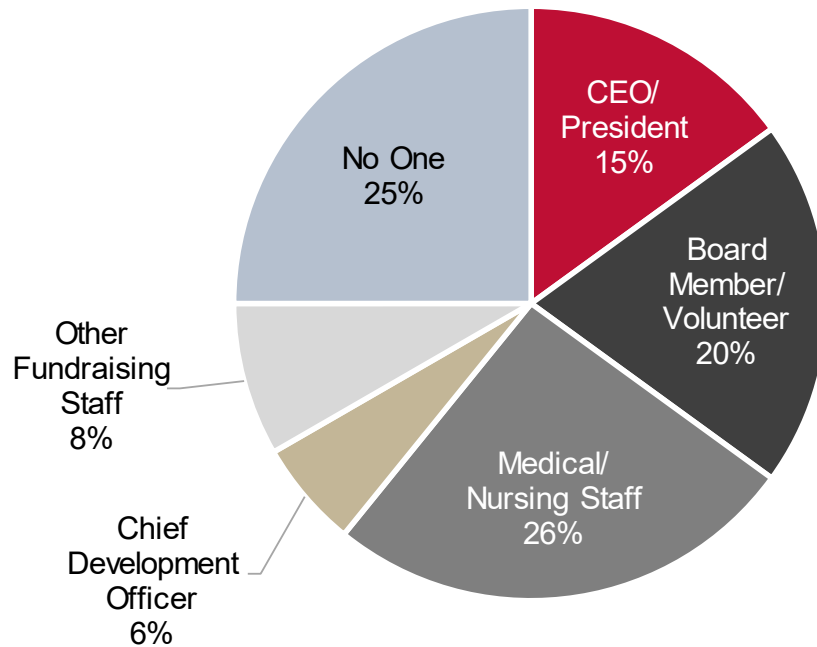
Among donors and non-donors to hospitals, spouses and partners have the highest influence on determining gift size. It is, therefore, important to have both partners involved in philanthropic decisions when possible.



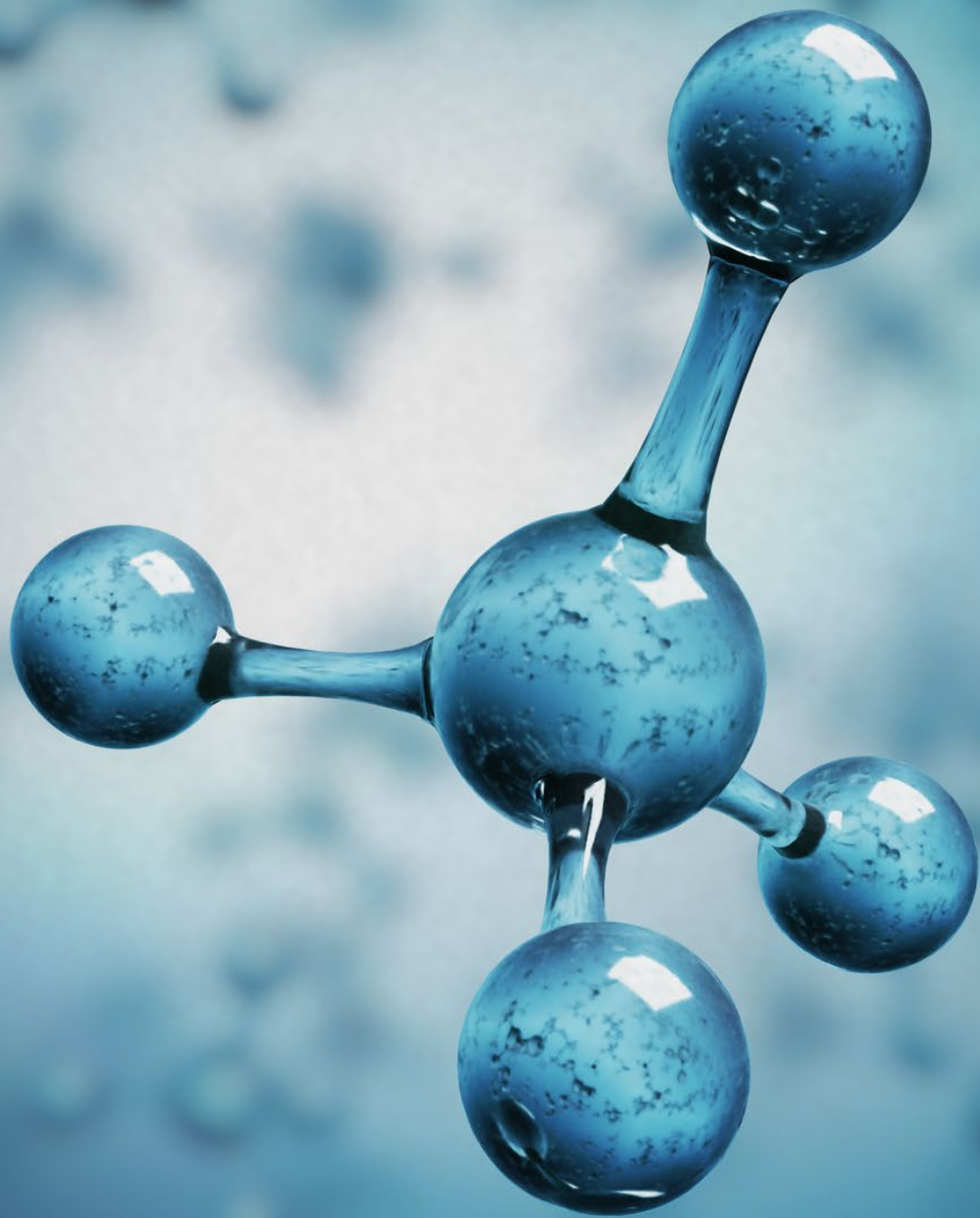


# Hospital Influencers

For the first time, medical and/or nursing staff had the largest influence among hospital representatives in affluent donor's giving decisions, replacing "no one."

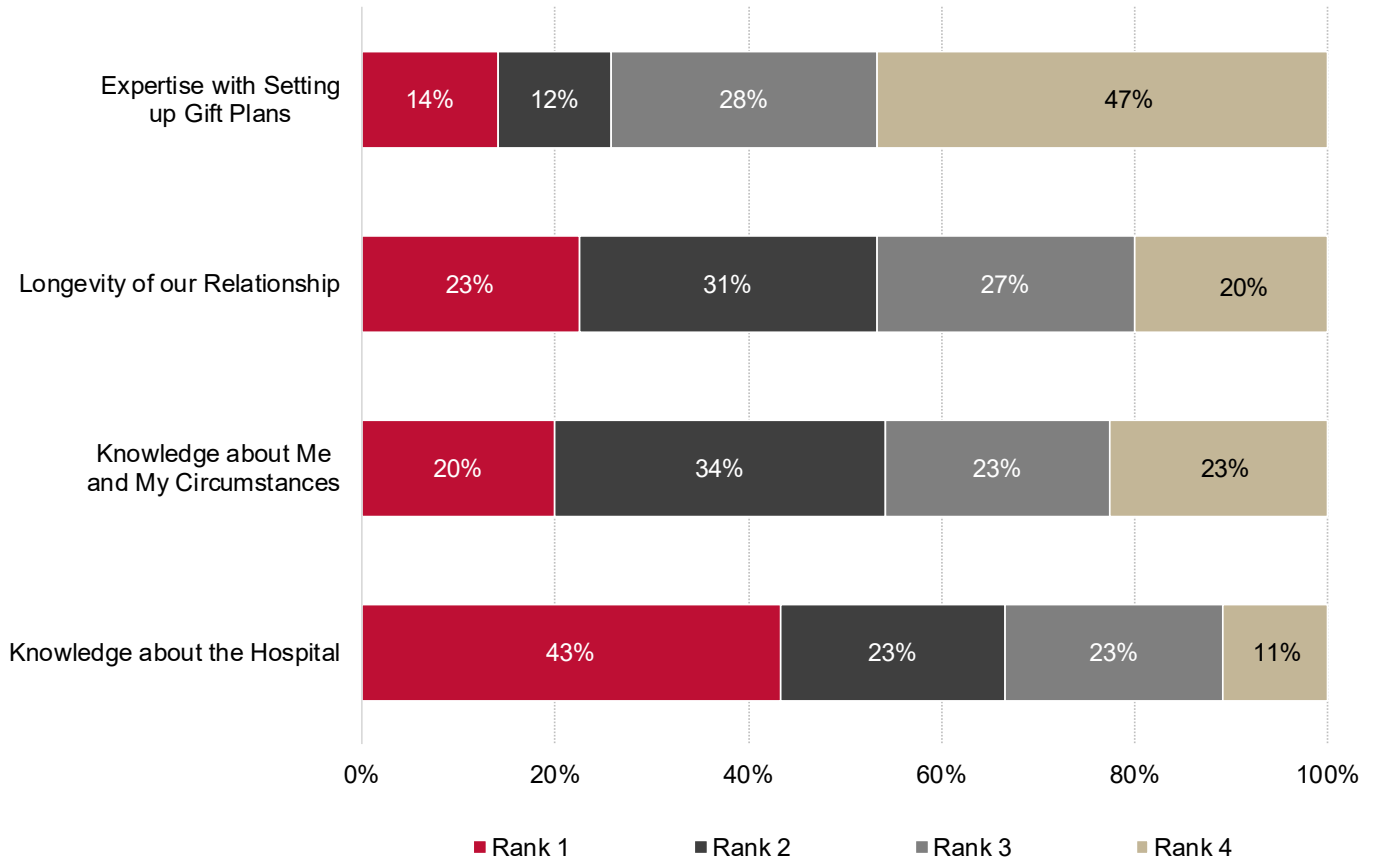


*Tip: Major donors can be best influenced by a strategically aligned team that includes the CDO, CEO, and key medical and nursing staff.*



# Motivating Qualities

When asked what personal qualities of hospital representatives motivate giving, 43 percent of respondents ranked knowledge about the hospital highest, compared to only 20 percent motivated by the representatives' knowledge of them as a donor.



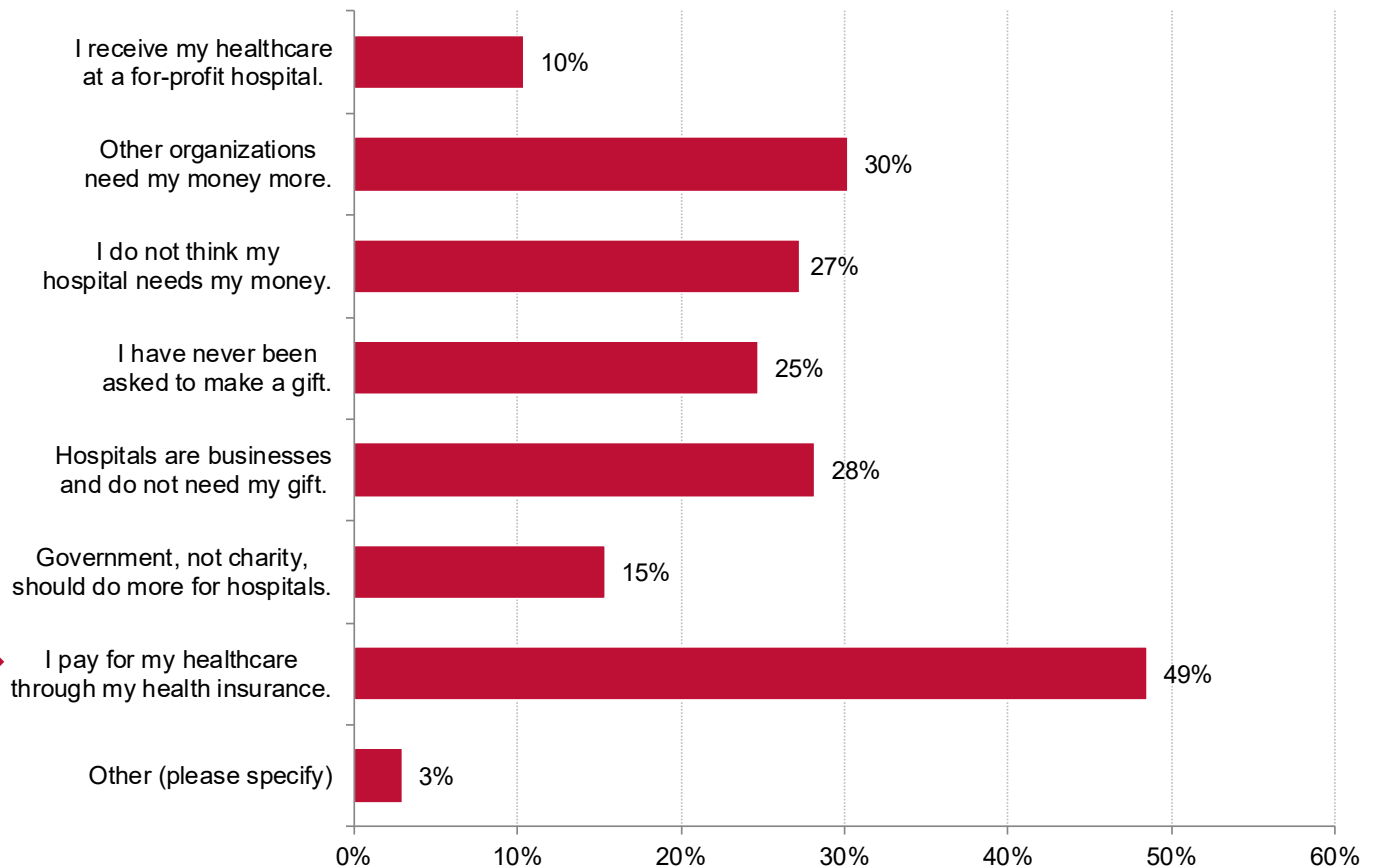


# Creating and Strengthening the Case for Support



## Reasons for Not Giving

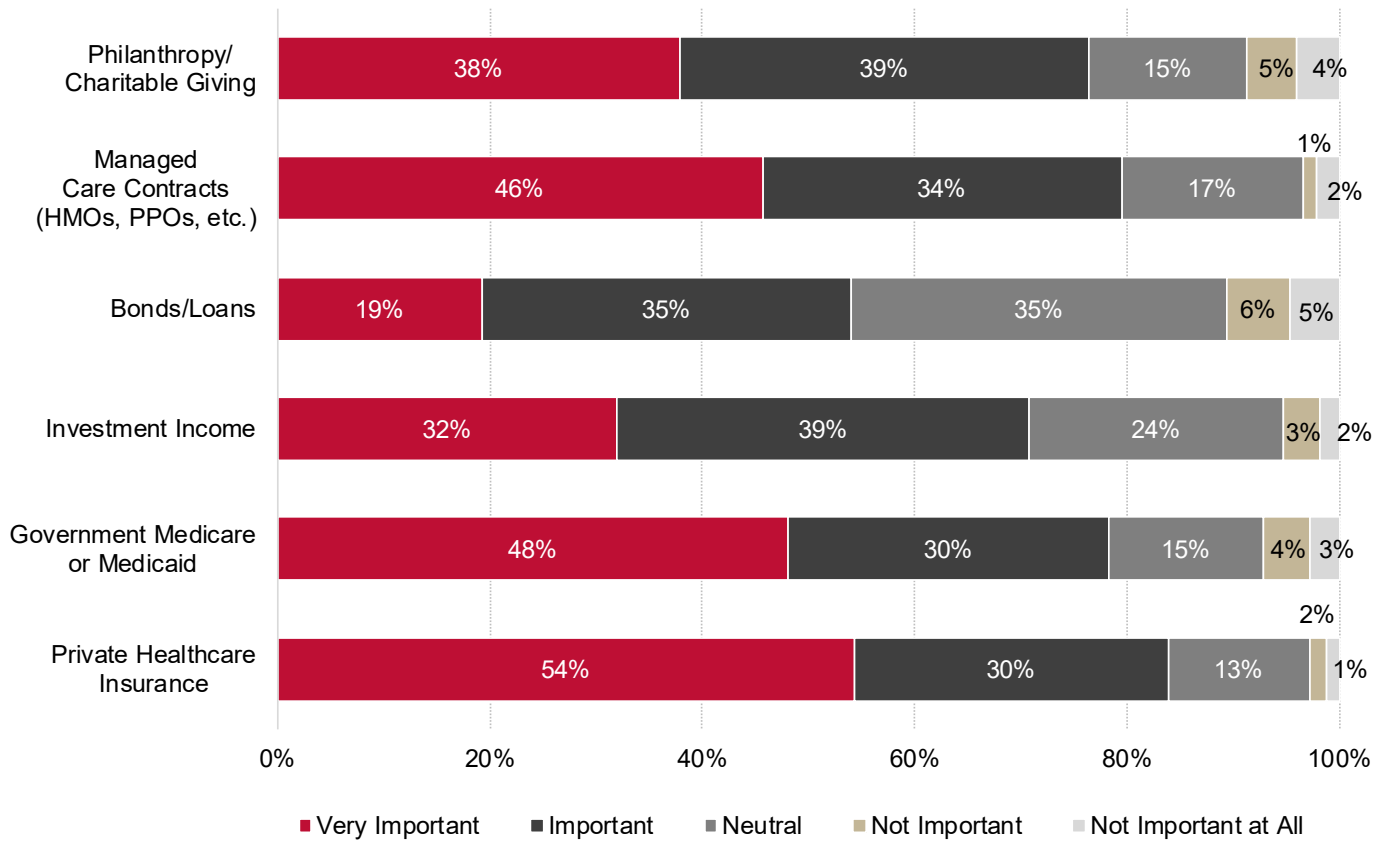
In 2018, there was a significant decrease in individuals who believed other organizations needed their money more than hospitals. The percentage of affluent individuals who responded that they paid for their healthcare through their health insurance took over the largest percentage of responses.



*Tip: Hospitals should continue to hone their messaging around the total cost of healthcare delivery to combat this type of thinking.*



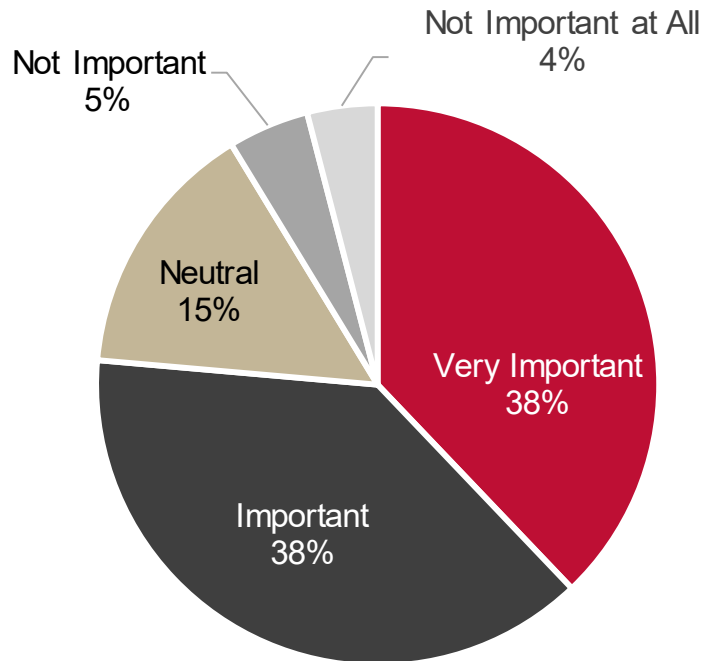
# Perceived Importance of Revenue Sources





# Importance of Giving

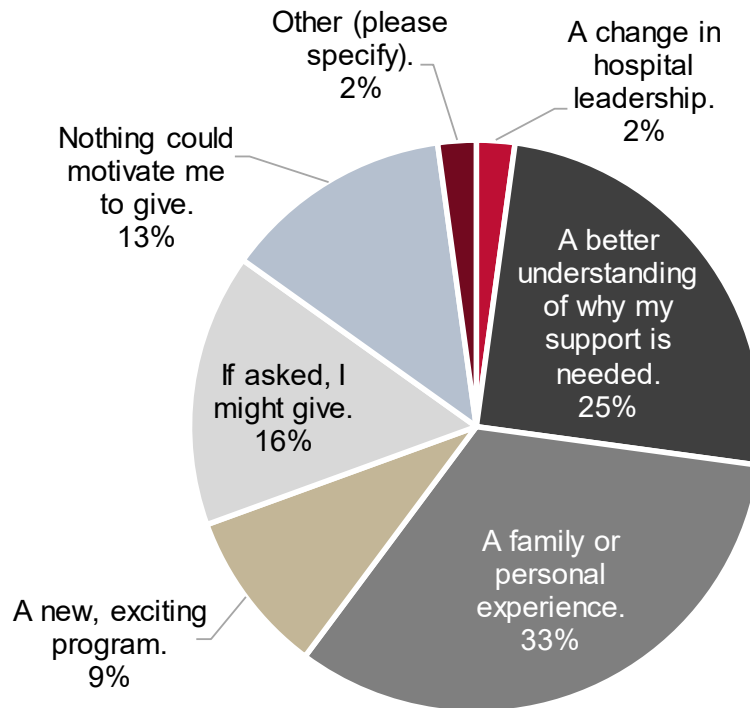
Affluent individuals reported that philanthropy is a very important source of revenue to hospitals. Very few individuals consider philanthropy not to be important at all to hospitals.





# Motivating Factors

One-third of affluent individuals who do not donate to hospitals indicated a family or personal experience might motivate them to give.





# Factors to Consider for Your Program



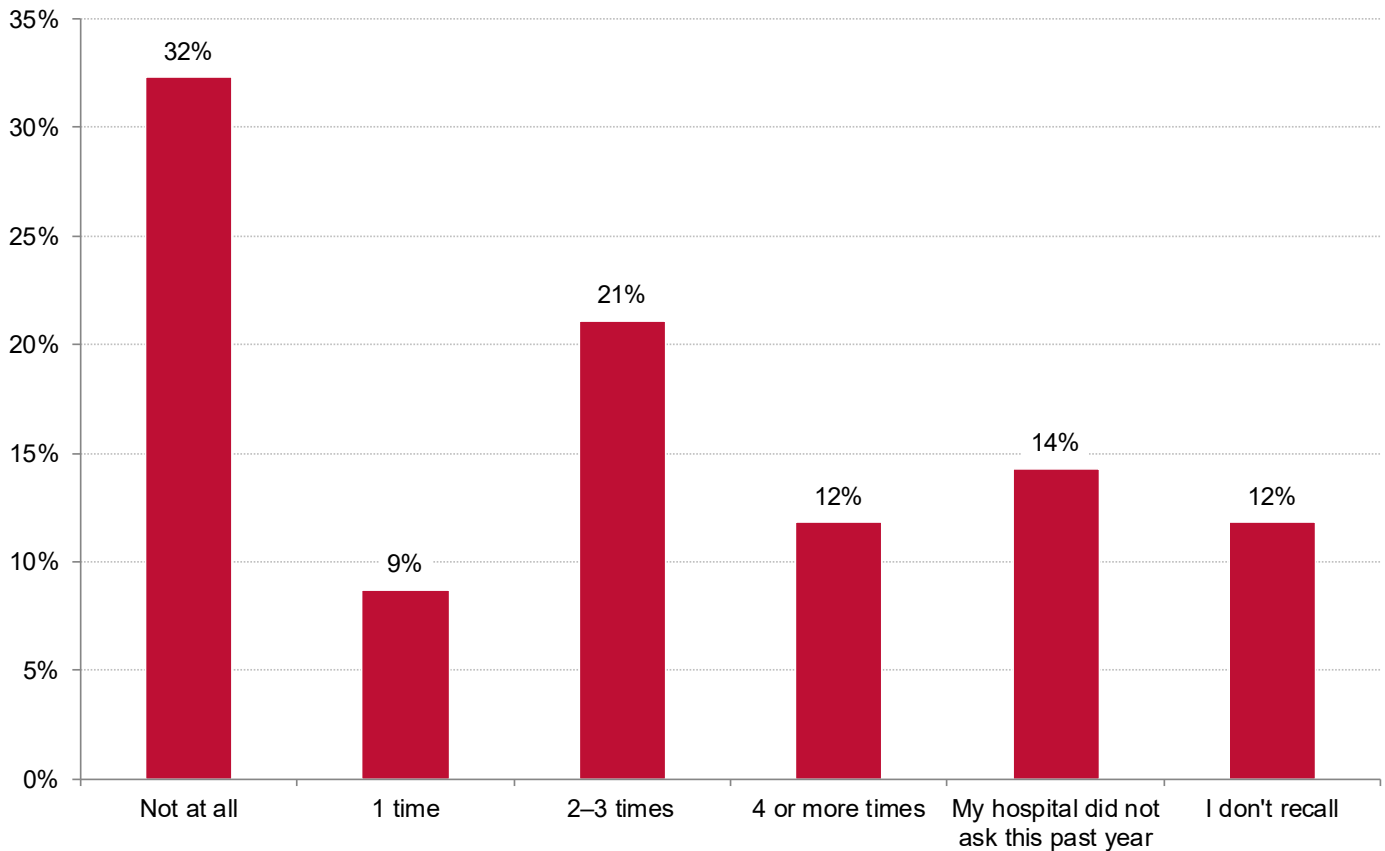




## Frequency of Asks

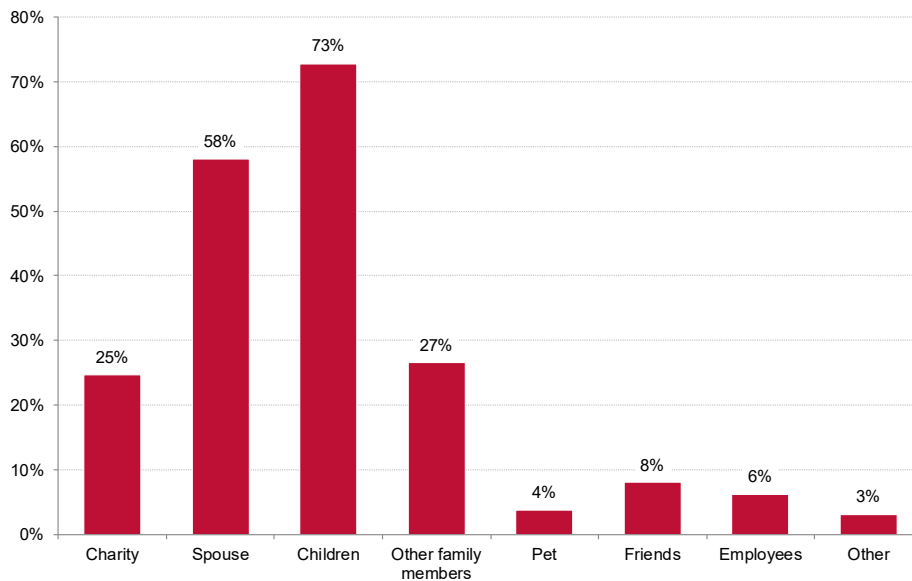
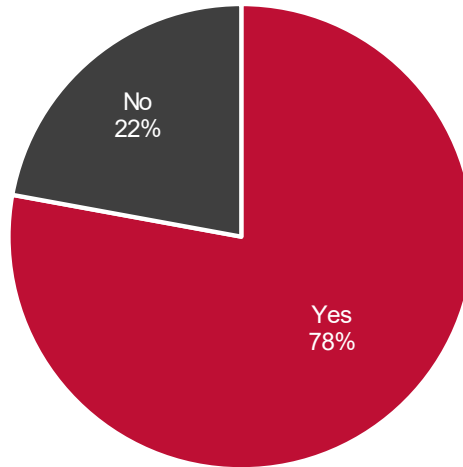
In 2018, most respondents were not solicited for a gift by their community hospital.

- Those who were solicited tended to receive two to three appeals a year.
- 9 percent reported being solicited once a year; a decrease of three percent from 2016.
- 51 percent of individuals who did not donate to hospitals were never asked.



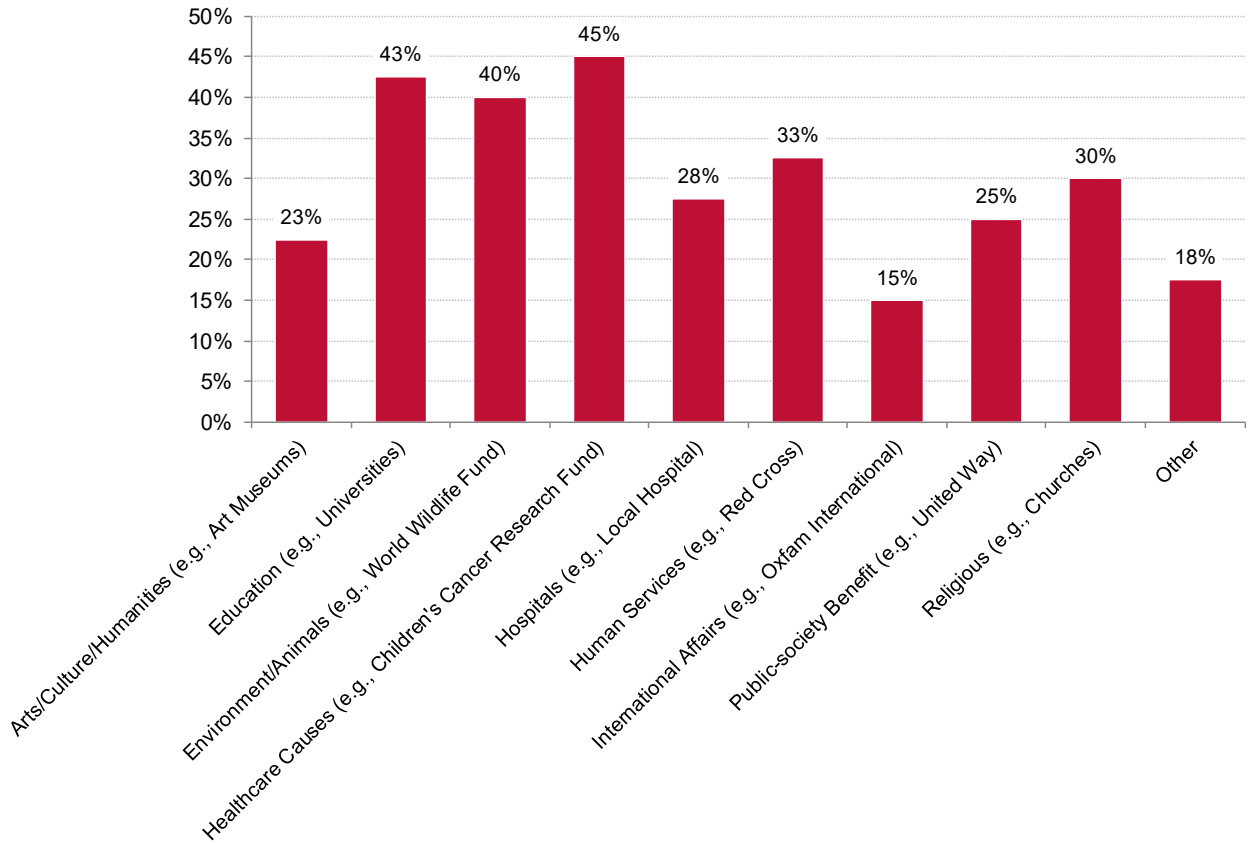
# Estate Plans

While 78 percent of affluent donors report having a will or estate plan, only 25 percent indicate that a charity is included. Respondents were asked to select all that apply.



# Charities Included in Plans

In 2018, healthcare causes, education, and environment/animals were listed as the top three charitable causes included in estate plans.





## Giving Priorities Don't Always Align with Estate Plans

Of those surveyed who are 45 years or older and have a will, 56 percent indicated they currently give to healthcare causes, while 42 percent have included healthcare causes in their estate plans.

Age 45 Years or Older and Have a Will			
Organization	Currently Give to	Largest Gift to	Estate Plans Include
Healthcare Causes	56%	20%	42%
Education	47%	12%	50%
Religious	47%	21%	35%
Environment/Animals	37%	9%	38%
Human Services	57%	16%	31%
Public-society Benefit	32%	4%	19%
Arts/Culture/Humanities	28%	5%	19%
Hospitals	29%	10%	19%
International Affairs	15%	4%	8%



# Focus Areas





# Prioritize

- Financing healthcare is extremely complex. As a result of this complexity, it will be more important to define and demonstrate the role of philanthropy. Additionally, prioritizing which donors should be engaged will be critical.
- Clarifying messaging is vital in this era of healthcare expenditures. What is the impact of philanthropy for the organization?
- Healthcare organizations must show that philanthropy will have a clear impact on the organization's mission and have a measurable outcome.





## Educate

- Building partnerships with prospects and donors will be vital—do this through education.
- As indicated in the survey, most non-donors are unclear on the role of philanthropy at their hospital. Looking for clear, consistent, and powerful ways to communicate to donors is critical. While philanthropy remains an emotional decision, larger gifts will demand that donors be better informed.
- Competition is increasing. Local hospitals are bound by their service area, but national healthcare organizations are not. Being able to clearly articulate to your prospective donors what the role of your organization in their healthcare experience will be is essential.
- Segmenting a multi-channel philanthropic educational effort from traditional marketing efforts will produce positive results.



## Engage

- Philanthropy remains a “contact sport.” Face-to-face contact is critical in the process to engage.
- Engagement with volunteers, leadership, and medical personnel remains the single most effective tool.
- Healthcare philanthropy requires stronger engagement on the front end. Donor interest traditionally dissipates the further away the donor is from point of service—swift engagement is key.
- Best practices demand triaging of prospects to ensure those with greatest capacity are engaged.



## Ask

- In a congested philanthropic marketplace, there must be an appropriate call to action—the ASK!
- Building effective prospect strategies is integral to moving donors along the gift making process.
- Preparing donors for the ask strengthens the opportunity for successful outcomes.
- Continue to expand your prospect pool to enable you to have new donors to each significant effort.

# Meet the Team



**Mark  
Marshall**



**Janet  
Cady**



**Jennifer  
Svihus**



**Kenneth  
Massey**

# About BWF

Bentz Whaley Flessner fundraising consultants build robust partnerships with hospitals, academic medical centers, children's hospitals, and other healthcare systems that seek to grow their philanthropic resources and execute successful campaigns. We are the nation's leading fundraising consulting firm for healthcare systems and provide expert counsel for every facet of the development process, including:

- Evaluating capital campaign readiness through feasibility studies.
- Planning and implementing capital campaigns.
- Unlocking major, planned, and annual giving potential. Developing comprehensive grateful patient and family programs to help you engage your most committed constituents.
- Strategically focusing your fundraising efforts.
- Boosting philanthropic commitment through board and other volunteer involvement.
- Applying best practices and tailoring fundraising solutions to your specific needs.

For more information about this study or Bentz Whaley Flessner, please contact Mark J. Marshall at [mmarshall@bwf.com](mailto:mmarshall@bwf.com) or (952) 921-0111.

