



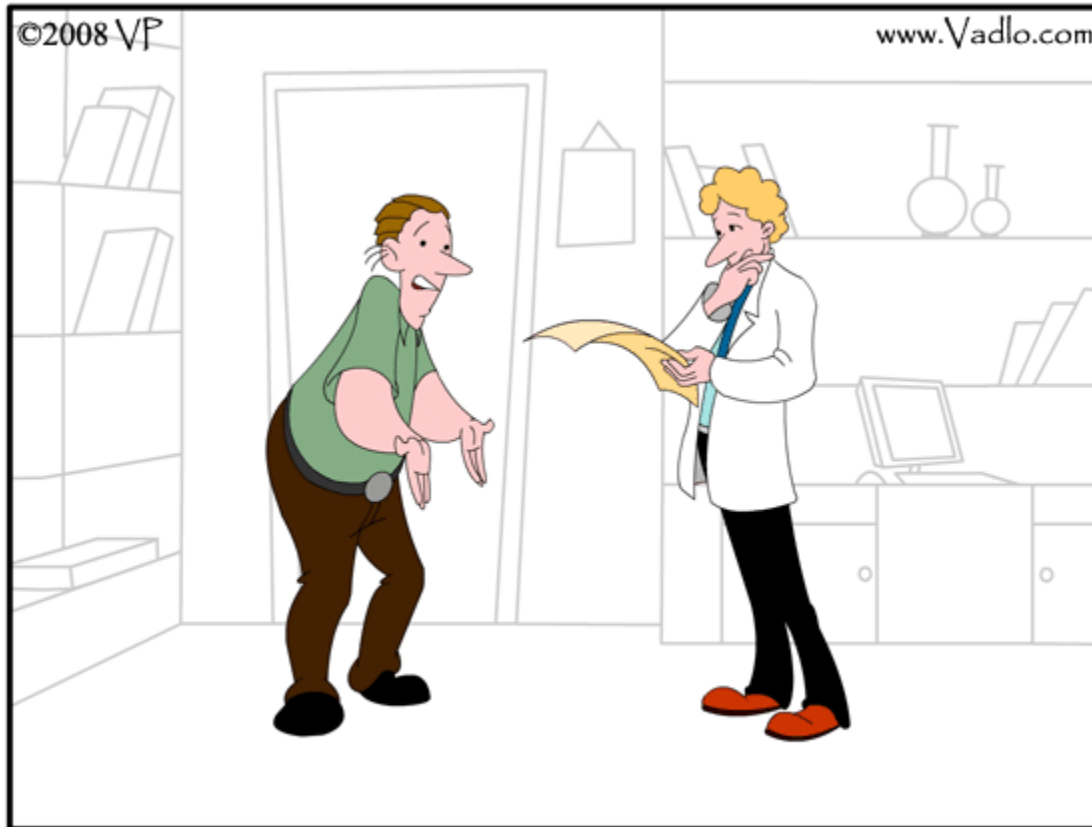
**MAKING CONNECTIONS: A GUIDE TO
GRATEFUL PATIENT FUNDRAISING
FOR THE ADC/ADRC**

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WHY PHILANTHROPY?

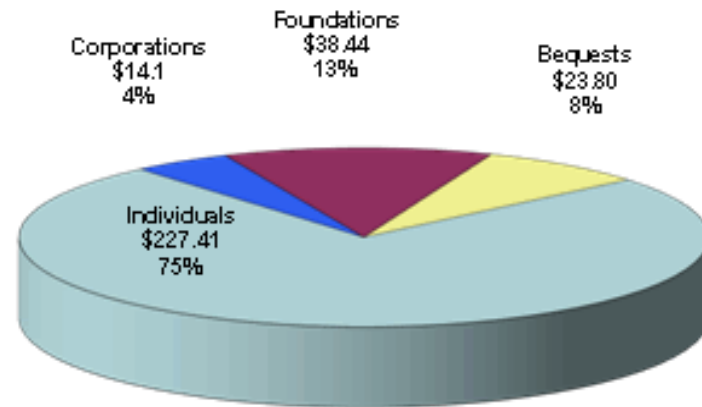


With this much grant money, only experiment we can do is "flip a coin"!



WHO GIVES?

2009 CONTRIBUTIONS: \$307.75 BILLION BY SOURCE OF CONTRIBUTIONS (\$ in billions - All figures are rounded)



WHY DO PEOPLE GIVE?

- To support what they value and believe in.
- From a desire to make a difference in their world
- Meaningful gifts generally based on life experiences.
- For a sense of fulfillment.
- We may never know.



WHY DO “GRATEFUL” PATIENTS GIVE?

- To find comfort and alleviate the powerlessness they may be feeling.
- People with money often use it to express joy and gratitude.
- It provides a sense of hope.
- It is their chance to make a difference.



WHAT DO PATIENTS GIVE TO?

- Physicians and staff that help them.
- The disease that effected them.
- The institution in which they were cared for.



HOW DO YOU MAKE IT HAPPEN?



HOW DO YOU MAKE IT HAPPEN?

- Let the world know you are a destination for philanthropy
- Listen for clues
- Be prepared to respond
- Enjoy the opportunity to help someone help



What can we do to
fight Alzheimer's?

How do we show
our appreciation?

How can we ever tell you how much what you have
done means to us

How can we ever thank you

Do you think the research will make
big changes for Alzheimer patients
soon?

How can we make
sure no one else ever
has to go through
this?

What happens now?

How can I support
your work?

Is there a cure?

I wish we could do more than just
say thank you?



HOW TO THANK GRATEFUL PATIENTS

- Show impact.
- Be sincere.
- Be creative.
- Just do it!



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