



Redefining Healthcare Philanthropy

Betsy C Taylor

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Redefining Healthcare Philanthropy features compelling thought leaders in the field of healthcare philanthropy on critical topics including: • Right-sizing investment in the fund development program • Achieving strategic alignment with the healthcare organization • Leveraging physician engagement in grateful patient fundraising • Optimizing major gifts fund development through process • Using benchmarking to drive better performance, and • Fostering high impact board engagement in advancing philanthropy. The book unpacks strategic issues in a way that is approachable and understandable and provides specific tools and tactics for implementation. Each chapter also includes questions to serve as a catalyst for further discussion. This essential volume is a must-have for the progressive fund development leader who is committed to achieving greater impact.

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