The Council for Health & Human Service Ministries

United Church of Christ

Navigating the Mountains and Valleys of Philanthropy in an Ever-Changing Donor Landscape

Paddy Homan, Senior Director of Philanthropy
Jay Biere, CEO/President

Plymouth Place Senior Living

Premise

"Not-for-Profits, having proved themselves as leaders in their community during the COVID-19 pandemic, can continue to lead in transforming the age-old paradigms that exist in our society, in partnership with donors and their families."

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Senior Living

Celebrated our 75th Anniversary in 2019

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Plymouth Place – Our Story

- Founded on D-Day 1944 by 50 area Churches, mainly Congregationalists
- Located in the southwest suburbs of Chicago
- Standalone Life Plan Community
- Governed by a 16-member Board of Directors
- In partnership with a robust Resident Council
- Senior Leadership Team under CEO

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Mission Areas

Plymouth Place Senior Living

Mission Areas

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Where were you on March 11, 2020?

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March 11, 2020

- St. Patrick's Celebration
- Fear of Unknown
- Pending mask mandate

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Philanthropy during COVID-19

Donor Investment in New Technology

- Bi-Polar-Air-Ionization
- Accushield

Temp Checks

Stewarding Donor Trust

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Externally Communicating Our Story

- Daily & Weekly CEO email updates
- Town Halls
- Monthly Newsletter Updates
- Launch of Philanthropy's *Monarch Magazine*
- Individual Donor Meetings
- Fireside Chats with CEO
- New Dedicated Philanthropy Website
- Video Testimonials
- Knowing your elevator pitch- what's yours?

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It Takes a Village – Communicating the message With Pride and Passion!

- Board- Key role of CEO
- Emeriti
- Key Stakeholders
- Consumers
- Donors and their families
- Wider community

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Internally

- Knowing your Donors
- Understanding the area of need
- Integrating philanthropy within the teams
- Understanding the Donor Cycle
- Implementing Solid Fundraising Systems
- LAI vs LIA

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Fundraising is

*The **right** person asking*

*the **right** prospect*

*for the **right** gift*

*for the **right** program*

*at the **right** time*

*in the **right** way*

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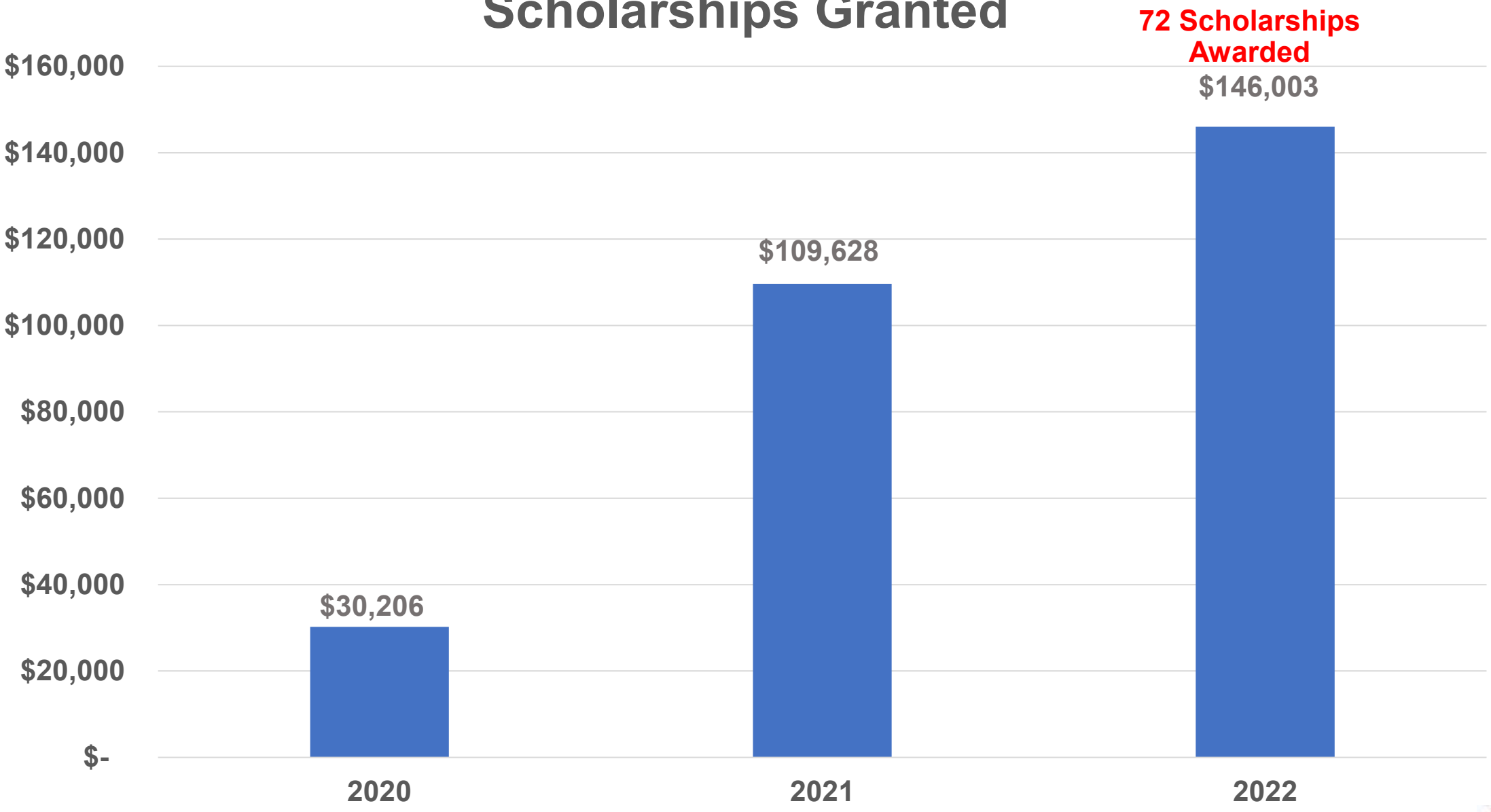
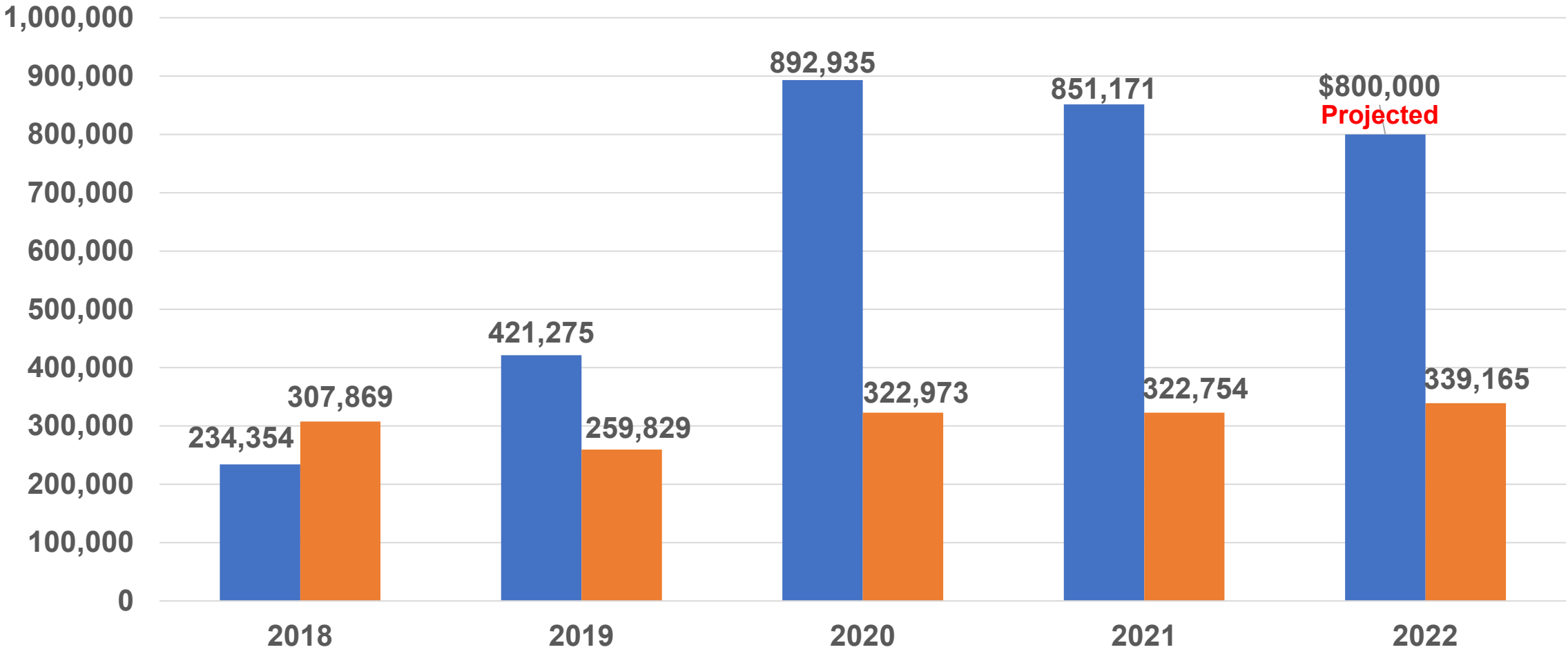
Scholarships Granted



Annual Giving with Dole Trust



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