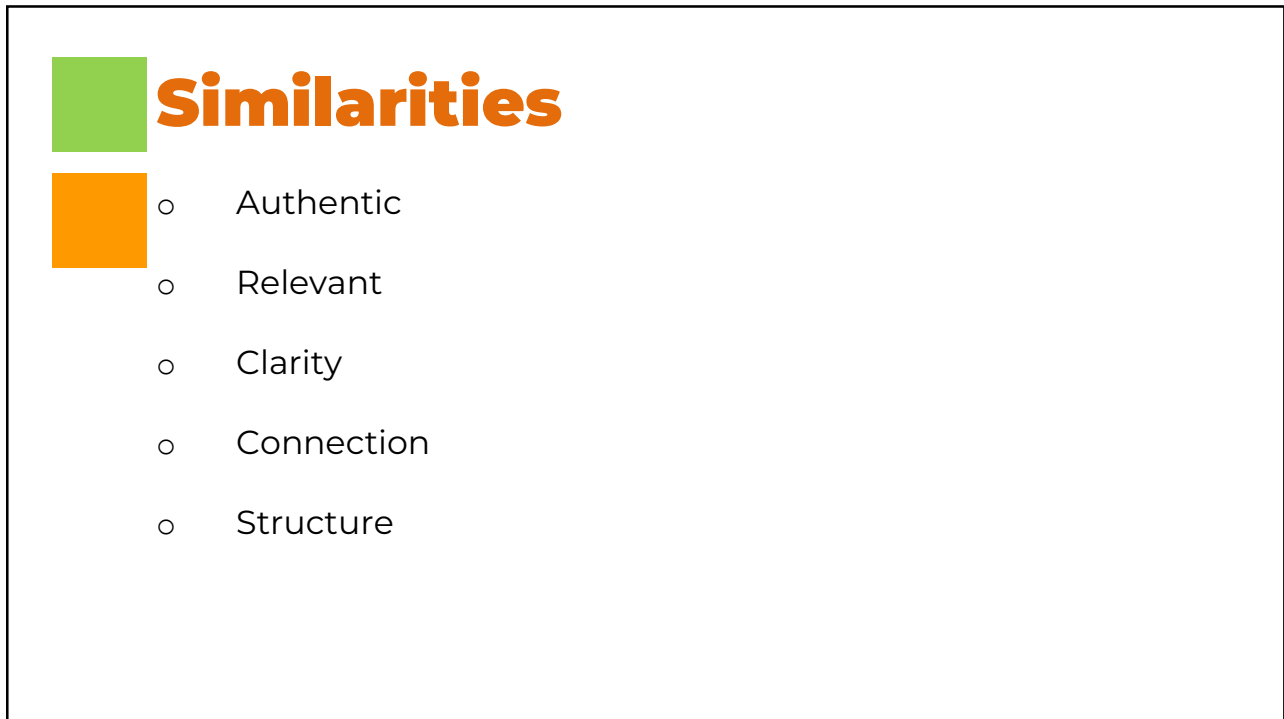



1



2



Differences

- 
- o Length
 - o Delivery
 - o Audience Needs & Beliefs
 - o Language/Tone
 - o Length of Relationship
 - o Perspectives & Goals
 - o Call to Action

3



SO HOW THE FK
DO YOU ACTUALLY
DO ALL THIS?**

4



WHO?

5



**WHO ARE YOU
TELLING YOUR
STORIES TO?**

6



7


Your audience?

- It's **ONE** person reading your direct mail letter, or answering the phone
- It's **ONE** person reading your corporate proposal
- It's **ONE** person determining your sponsorship ask
- It's **ONE** person taking in your presentation

8




Your audience?

- 
- Do you know your database?
 - Who gives through DR?
 - Who gives only online?
 - Unsolicited or in response to a DR?
 - Who only gives in mem donations?
 - Who are your major gift donors / prospects?

9



Your audience?

- 
- Who are your legacy giving donors / prospects?
 - Who only gives at events?
 - Who are your “high-end donors?”
 - Most frequent givers, highest \$ givers?
 - Are you tracking donor groups, even if not changing the DM pkg
 - Do your donors give once and then ghost you?

10




WHO'S THE BEST STORYTELLER?

11



Who can tell the story best?

- 
- o Trusted storyteller
 - o Reliable voice that you are constantly using, and has become familiar to donors?
 - o Talks knowledgably about the journey, not just the facts

12

Who can tell the story best?



13

Who can tell the story best?

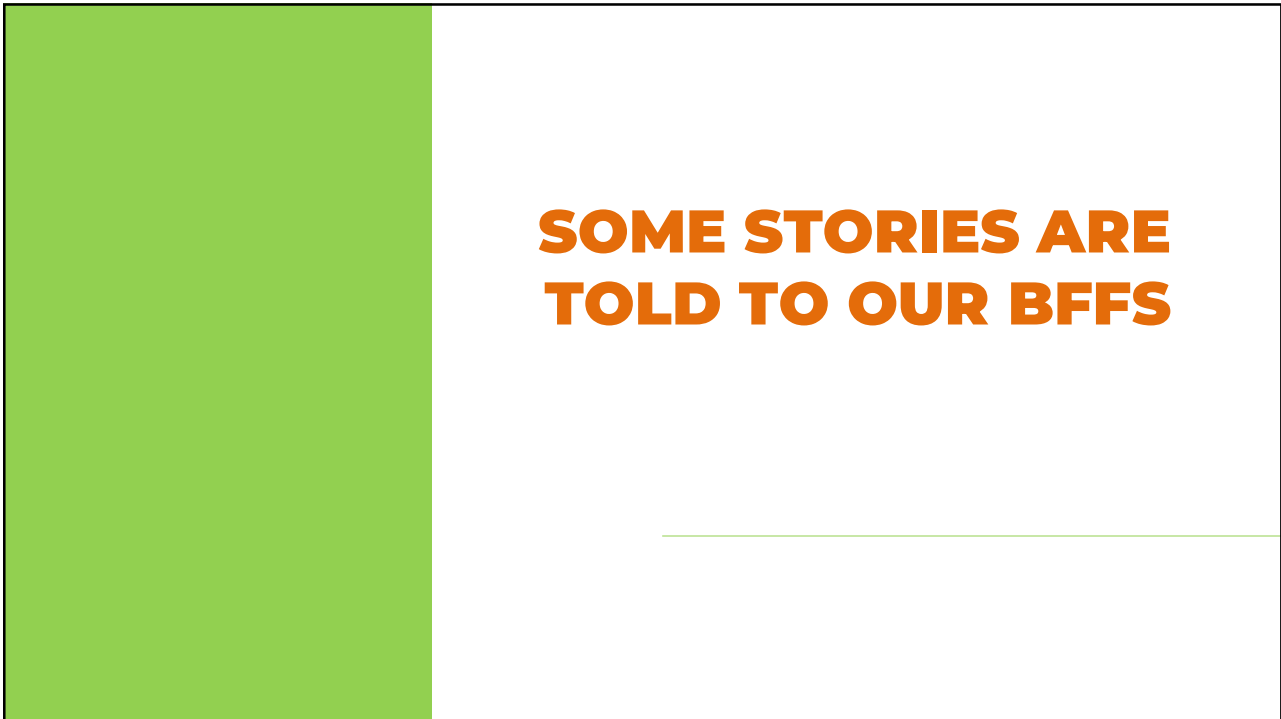


- Doctor?
- Nurse?
- EMT?
- Paediatric patient?
- Parent/family member?
- Director of the Emergency Program?
- Chaplain who supports the staff after a code violet?
- The floor cleaner who's watching all the action from a distance?
- The DI or lab tech who have to rush tests?
- a Foundation staffer?

14



15



16


Now, as I look ahead for 2014, I would like you to help bring a new arthroscopy video tower with a high definition camera into my operating room. The one that I currently use is simply wearing out. It's not fair to my patients to delay their surgery just because I'm waiting for the tower to come back from servicing.


And thanks to the latest advances in video and camera technology, with this new equipment I will be able to identify much easier very subtle differences in the joint and bone and therefore make better decisions about how I'm going to fix the patient. All of which will lead to even shorter surgery and recovery times. This is a catch a win-win for everyone, and that's why I'm so eager to write to you today to ask you to get on board and voice your support of Rouge Valley.

So, will you please join with me and make a New Year's resolution to help make sure our medical teams have the equipment they need to do the best job possible with our patients? Your donation of \$50, \$75 or \$100 early in 2014 will mean we can get the equipment we need faster. And of course that means we'll be providing better care to our patients sooner.

And please do consider offering your support all year round by making a convenient monthly donation of \$10 or \$15. It sends a strong signal to all of us here at the hospital that you are with us 24/7 just like we are for you. And that's a good feeling.

Thank you again for showing your thoughtful support early in 2014. Together we'll make this year a strong and healthy one for everyone in our community.

Sincerely,

 Dr. Jason C. Smith
 Division Head, Orthopedics



PS. I'll be honest, I need your help to make sure we have the right tools to help keep our community healthy. Please send in your donation today, so our hospital has a strong start to this New Year!

PDS. Someone from the Foundation will be calling you in a few weeks. Thank you for considering becoming a monthly donor to Rouge Valley!

PS. I'll be honest, I need your help to make sure we have the right tools to help keep our community healthy. Please send in your donation today, so our hospital has a strong start to this New Year!

PDS. Someone from the Foundation will be calling you in a few weeks. Thank you for considering becoming a monthly donor to Rouge Valley!

Jennifer R. Collins
 jcollins@lh.ca | aphfoundation.ca

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September 20 2019 From the Desk of Tracy L. Paterson, CEO

Friends of the Ajax Pickering Hospital,

Have you seen the sign? It's on Buckle Road in Pickering.

We are really excited about this and that's why I wanted to send you this quick letter so that you can know what's going on.

Ajax Pickering Hospital and Lakeshore Health are building a new health and wellness centre in Pickering and should be grand opening very soon.

Rest assured, this new building is not replacing the hospital! Instead, it's expanding some hospital services further into the community so that we can continue to provide great health care close to home, regardless of if you live off Hurwood Avenue in Ajax or north of Lakeshore in Pickering.

I've been living in west Durham for three decades, and I know - just like you - that our community is getting bigger and it is happening fast. The hospital knows too and that more and more people are relying on it for their health care.

That's why this new Centre will be a game-changer for both patients and our medical teams. Because for certain types of our patient appointments (like some of our clinics, tests and day procedures), you don't need to have them in the hospital - per say.

Ajax Pickering Hospital Foundation
 800 Hurwood Avenue South, Ajax, ON L1S 2J4 | 905.683.2320 ext 11501 | 905.438.5233 | aphfoundation@lh.ca | aphfoundation.ca

So doesn't it make sense that we offer those services at another location, but with the same staff and equipment looking after you as they do now? Maybe even decreasing your wait time for an appointment?

And what if a program moves into the Centre and the hospital is able to expand a current service or bring in a new one that our patients need? That would be a win-win, too, right?

New final decisions have not been made as to what will be housed at the new Centre. But, I do know that regardless of what goes there, it is only going to make the Ajax Pickering Hospital even better. So, I hope you will consider making a donation today to continue ensuring that our medical teams have the tools, equipment and technology they need at their fingertips to care for everyone who comes through our doors.

Yours in philanthropy,
 Tracy

P.S. Our phone extension and email address have recently changed; don't forget to update your address books.

AJAX PICKERING HOSPITAL FOUNDATION | 800 Hurwood Avenue South, Ajax, ON L1S 2J4 | 905.683.2320 ext 11501 | 905.438.5233 | aphfoundation@lh.ca | aphfoundation.ca

Jennifer R. Collins
 jcollins@lh.ca | aphfoundation.ca

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COMMUNITY
LAKERIDGE HEALTH NAMES MEDICAL CENTRE FOR HOMEBUILDER



With Mayor Cline Pickering for homebuilder Jerry Coughlin, leader, who made a \$7-million donation to the Ajax Pickering Hospital Foundation, Coughlin is surrounded by members of the Ajax Pickering Hospital Foundation board of directors, Lakeridge Health board of directors, and staff members of both the foundation and Lakeridge Health.

NON-BUILDERS
judcobob@gmail.com

PICKERING - A new Lakeridge Health medical centre to be built in north Pickering will be named for homebuilder Jerry Coughlin, who made a historic \$7-million gift to the Ajax Pickering Hospital Foundation.

The donation, made in 2015, is the largest of its kind received from an individual by a charity in Durham Region, and the hospital foundation is a new release, and follows another seven-figure gift Coughlin made to the hospital in 2015.

A groundbreaking ceremony for the four-story centre, to be named the Jerry Coughlin Health and Wellness Centre, was held June 26 at the site at 200 Brock Rd. at Devon Street, within Pickering's Thelma Heights neighbourhood.

Lakeridge Health is working with Northeast Healthcare Properties REIT to build the centre, with construction expected to begin in the coming months. Lakeridge Health

will expect to be able to share construction, timelines and costs by fall.

The new medical centre will offer outpatient services, day surgeries, doctors' offices, other health-care professional offices, and an urgent care centre, with the potential for a pharmacy, laboratory and diagnostic services.

Described as a "humane and reserved man," Coughlin's latest development is Deer Creek in Ajax, custom estate homes being built in partnership with Grand Homes. He is the founder of Coughlin Homes, now under the leadership of his four daughters.

Coughlin and his family attended the official unveiling of the new medical centre name with officials from Lakeridge Health and the Ajax Pickering Hospital Foundation on July 25.

Coughlin knows that Ajax Pickering Hospital and Lakeridge Health are focused on building a local health

care system that provides the most needed and critical services to people with in the region," said Margaret Anderson, president and CEO of Lakeridge Health.

"Jerry has built thousands of homes here in Durham and knows first-hand that, as the community grows, so do the needs for health-care services. Healthy families with time to access to health services means healthier and more prosperous communities. We cannot thank Mr. Coughlin enough for his unwavering commitment to creating a leading health system that puts people first and will serve our region for generations to come."

Thousands of people have embraced an investment in a Coughlin-built home, said Tracy Patterson, CEO of Ajax Pickering Hospital Foundation.

"It seems fitting that Jerry's name be on a building that is surrounded by many of the homes he built."



The dot shows where the new Health & Wellness Centre will be located

a photocopied article from the News Advertiser this summer about the new Centre

Jennifer R. Collins
jcollins@lh.ca | aphfoundation.ca

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TIPS

- Include your business card with everything, & write on it
 - “call me if you have any questions”
 - “Thank you for your generosity”

- Have a favourite “ink” pen for handwriting
 - thank you notes
 - Cards
 - Xmas cards (or Valentine’s Day, or New Years)

22



TIPS



- Personalize the direct mail package you send them
 - Hand address the envelope
- Use their salutation vs “Dear Friend” (direct mail & online)
- Hand sign thank you letters, adding a PS
- Hand address tax receipt envelopes, with a live stamp

23



TIPS





- Use their last gift amount as the basis of your gift matrix
- Call them to say “thank you”!


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SOME STORIES ARE ASKING US TO DREAM BIG

25



"WE BUILD HOMES AND COMMUNITIES"

What is important

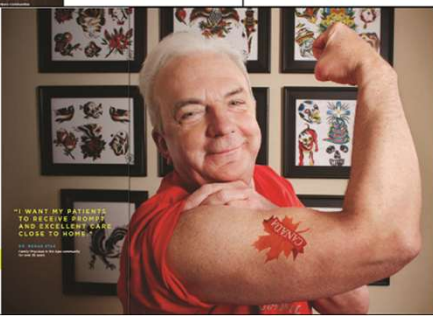
- Provide a better patient experience
- Start treatment faster

That's why image is everything

What is important

- Diagnose more and earlier conditions
- Assure patient's future

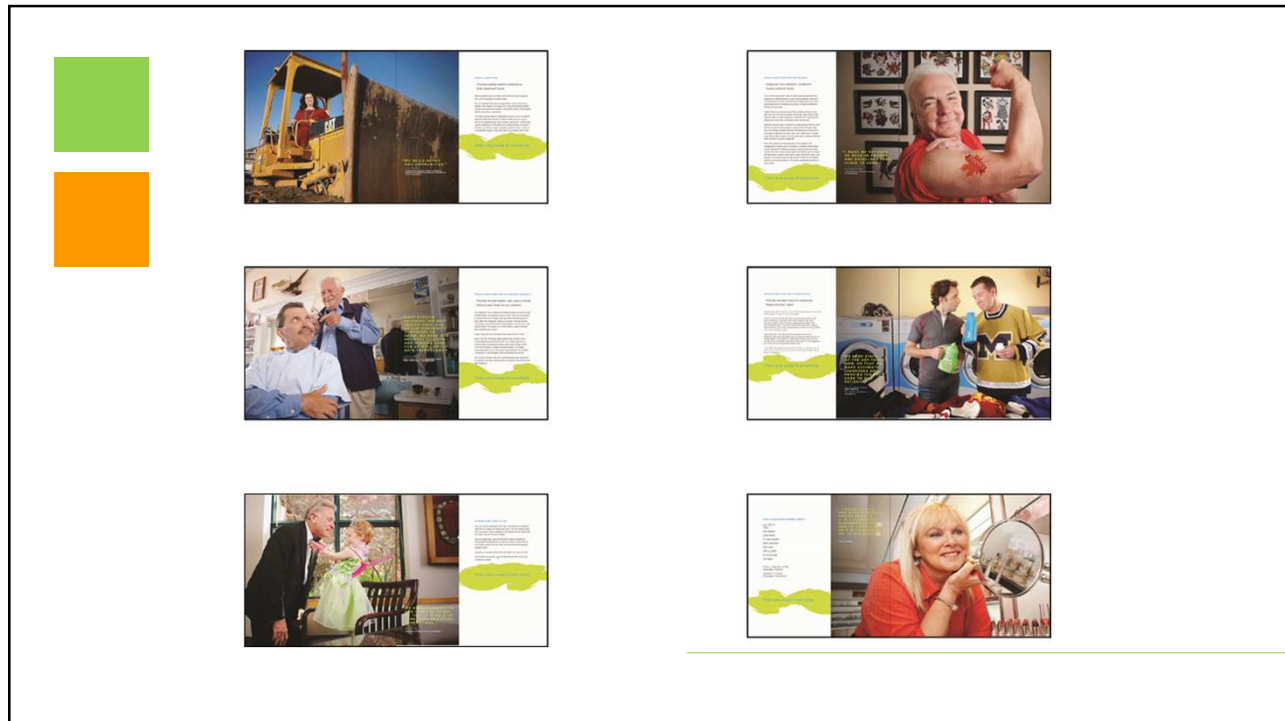
That's why image is everything



"I WANT MY PATIENTS TO RECEIVE PROMPT AND EXCELLENT CARE CLOSE TO HOME"

26


13





29



30



PULL UP A CHAIR TO THE TABLE,
AND JOIN ROUGE VALLEY'S ORTHOPAEDIC
SURGEONS IN CREATING A RECIPE FOR
BETTER SHOULDER CARE.

THE SHOULDER CENTRE

31



**YOU WILL BE PROVIDING
A COMMON SENSE SOLUTION
TO A HEALTH CARE PROBLEM
EXPERIENCED ACROSS
OUR COUNTRY.**

No one wants to let life's peace button due to pain.

Yet, it is a common complaint that patients endure 12-18 months of enduring shoulder pain while receiving unnecessary diagnostic tests, ineffective medications, unnecessary physical therapy sessions and repeatedly returning to their family physician before finally reaching a shoulder surgeon.

Surprisingly, surgery is the answer to only one in twenty shoulder problems. The majority of issues can actually be solved through non-surgical interventions that do not automatically require a surgeon's attention.



"After years of seeing so many of our patients experiencing pain and discomfort for so long we knew we had to create a better recipe for returning them to the lives they should be leading."

Dr. Joel Lohb

THE SHOULDER CENTRE LOCATED AT ROUGE VALLEY HEALTH SYSTEM

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YOU WILL BE ENCOURAGING COLLABORATIONS THAT WILL DEVELOP A NETWORK FOR INNOVATIVE SOLUTIONS.

It is not about keeping up with the latest technology. Ridge Valley will be at the forefront of development. From the patient's first consult with their family doctor to their last session with the rehab specialist after surgery, our network will connect the Shoulder Centre with our community's other health care professionals – to consult, collaborate and educate – and with our patients to empower them to be a strong part in their own care journey.

By exploring new areas of research, investing in state-of-the-art technology, building business and sharing system improvements across our community, the province and the country, The Shoulder Centre will be able to show what more changes to improve both the system and the patient experience.

THE SHOULDER CENTRE LOCATED AT RIDGE VALLEY HEALTH SYSTEM

"The chef of today is using their common sense, their creativity, their ability to be a leader in their own kitchen to be the most successful."

YOU WILL BE CREATING AN EFFICIENT MODEL OF CARE SO THAT OUR PATIENTS QUICKLY REACH THE SHOULDER EXPERT THEY NEED.

Designed and led by Ridge Valley's own orthopaedic surgeons, The Shoulder Centre is transforming the way shoulder pain is treated, using innovation and technology to reduce and shorten the patient journey like no other hospital in the country.

We have already developed a new multi-part appointment that will guide a family physician through better assessment of their patient's shoulder pain before referral to the Shoulder Centre.

In order to streamline the patient journey, we detailed expert will help determine which member of the Centre's multidisciplinary shoulder specialist team will take charge of the patient's care.

Whether the treatment is a non-surgical option performed by the sports medicine physician, a custom exercise program or fully the physiotherapy or surgery focused with the orthopaedic surgeon, the patient will not have to wait to receive the best care from the most capable shoulder expert, and will become pain free quicker.

THE SHOULDER CENTRE LOCATED AT RIDGE VALLEY HEALTH SYSTEM

33

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THE SHOULDER CENTRE LOCATED AT RIDGE VALLEY HEALTH SYSTEM

"Along with building a physical space, we are creating a technological network that will enable medical professionals and patients to access a trusted source of shoulder care knowledge."

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THE SHOULDER CENTRE LOCATED AT RIDGE VALLEY HEALTH SYSTEM

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when you...

- are waiting to hear if you have breast cancer
- might be paralyzed
- don't know the severity of your stroke
- need a scan of your knee or hip before surgery

The new MRI at Rouge Valley Ajax and Pickering hospital will be able to diagnose the patients in our community accurately, with the most up-to-date equipment, within expected wait times, close to home.

That's why image IS everything

EVERY YEAR, OVER 30,000 PEOPLE - IN THE CENTRAL EAST LHIN COMMUNITY ALONE - VISIT THEIR FAMILY PHYSICIAN BECAUSE SHOULDER PAIN STOPS THEIR WORLD OF LIFE, WORK, AND PLAY.

Imagine not being able to work for one year because of that you are a grandparent who cannot play that grandchild is eating.

Imagine not being able to brush your teeth, or that you are a wheelchair user who has to walk your groceries from the back.

Imagine not being able to sleep through the night - that you are a grandparent who cannot lift a grandchild.



THE SHOULDER CENTRE LOCATED AT ROUGE VALLEY HEALTH CENTRE



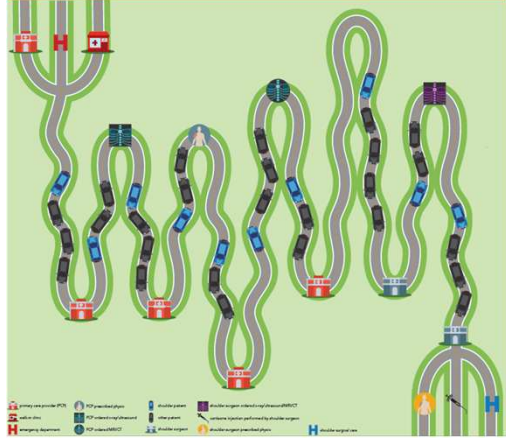
BY JOINING US AT THE TABLE

You'll be surrounded by a community of like-minded people who share your passion for quality care and patient experience. We have a proven track record of success with our patients, and we're looking for more people like you to join our team. The Shoulder Centre is a valuable asset to our community.


35





The Current Journey of Shoulder Care - Estimated Time to Arrival: 12-18 months



The New Patient Journey via The Shoulder Centre - Estimated Time to Arrival: 3 months






36



TIPS

- 
- Really learn what you are talking about; would you be believed that you are a nurse or doctor?
 - Tell the story not just in the text
 - photo captions
 - text pullouts
 - headings
 - A good tagline is worth a thousand words
 - “Image is Everything when...”
 - Photos are worth a thousand words

37

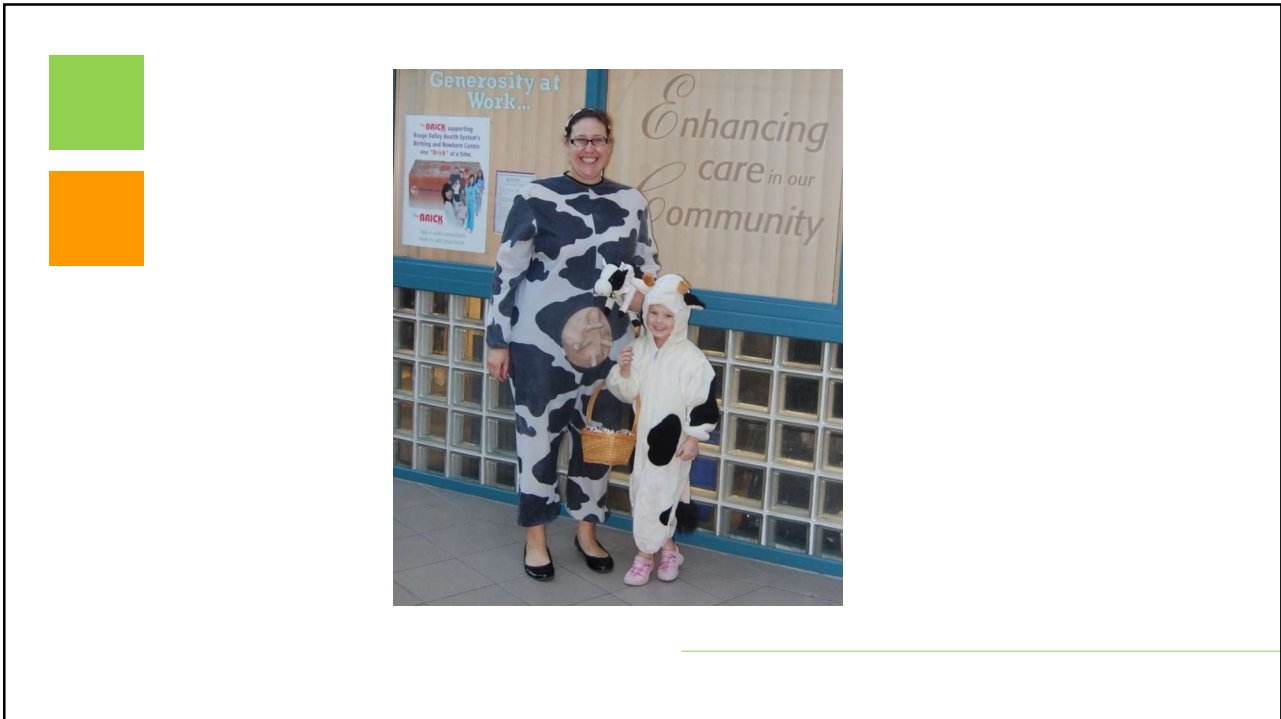


**SOME STORIES NEED
TO BE TOLD IN AS
FEW WORDS AS
POSSIBLE**

38



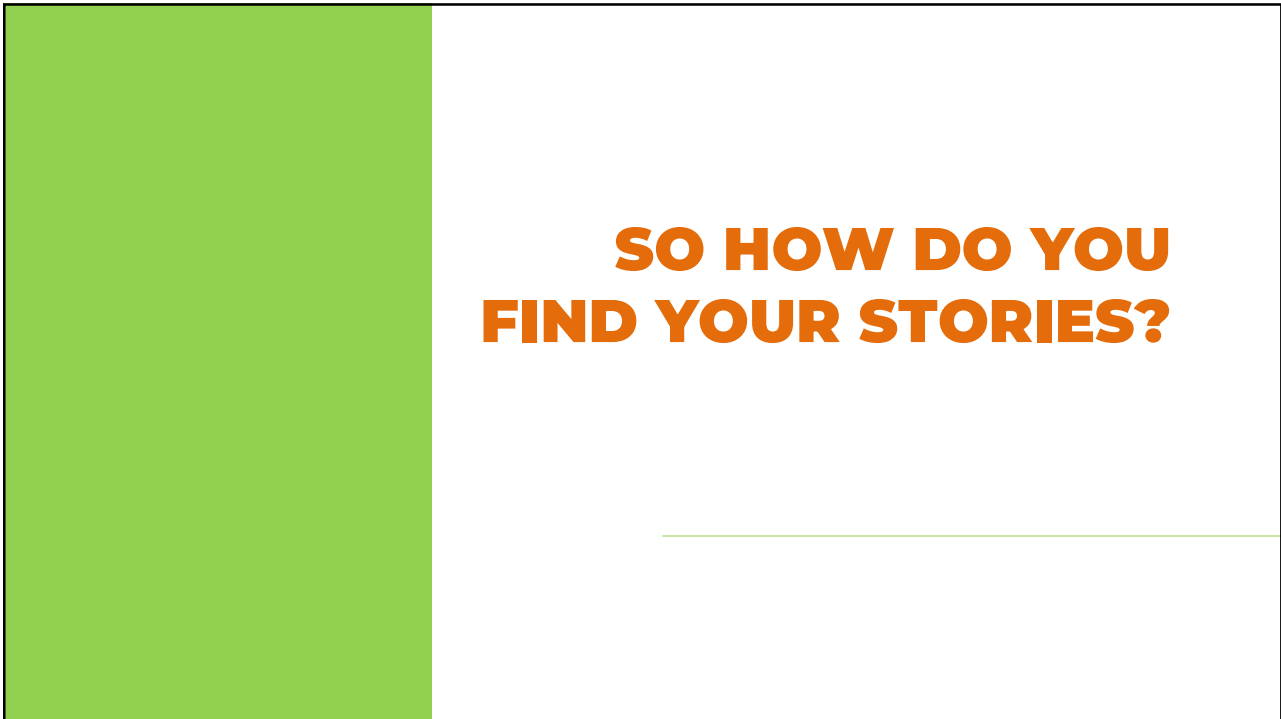
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43



44



45



46




47



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TIPS

- 
- Costco & Keurigs can be your best friend
 - Read the room, though
 - Too busy?
 - Bad situation just occurred?
 - Put your logo on everything!
 - Go lots of times without asking the staff for anything; get to know them and they you!

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**SOME STORIES
NEED TO BE TOLD
FIRSTHAND**

50




51



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EXTRA TIPS

- 
- Am I being boring?
 - Am I being too wordy? too technical? or too clever for my own good?
 - Am I being too passive in my ask? “I would like to ask you...” vs “I am asking you...”

 - Is the story something that **we** want to tell vs. something our donor wants to read about?
 - Is the story relatable?
 - Is there repetition? Or not enough?
 - Is the story interesting?
 - Is the story emotional?
 - Is the story memorable?

 - Why should the reader give a sh*t to make a donation?