

# **Faculty Engagement:**

## **Working with Faculty to Achieve Philanthropic Success**

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# Faculty Engagement: A Worthwhile Investment

- Physicians hold the key to many relationships
- Patient relationship is priority
- Careful, diligent and consistent communication produces results
- Share success to foster participation
- Make referral process easy and seamless

# The Challenges

- Scheduling time with Faculty
- Building a relationship in 15 minute increments
- Faculty trust in Development Officers
- Faculty hesitation to refer patients
- Faculty engagement with the institution/philanthropic priorities

# Case 1: New Faculty Member Relationship: Closing a Campaign

- New faculty, small/non-existent patient base
- Build rapport, learn the business, repeat exposure
- Tell everyone, tell them again, then tell them again!
- Keep sharing successes, even “small” success
- Keep making the calls
- Find a way to inspire faculty to participate in their own philanthropic ways
- Call again!!
- \* The Knight Challenge – new faculty ambassadors

## Case 2: Faculty Staffing

- Faculty Approach
- Academic Faculty, Staff Physicians, Attending Physicians
- Proactive Staffing
- Intermittent Staffing
- Reactive Staffing

# What to Do When You Aren't Getting Referrals

- Creative Donor Engagement Events
  - Example: “Conversations About Cancer” Events
  - Discovery Lunches
- Faculty Breakfasts – hosted by their senior leadership
- Meeting Faculty Where They Are
- Participate in Faculty Staff Meetings/Retreats

## Take Aways

- **Faculty Agendas**
- **Cues for Faculty Members**
- **Engage to support Philanthropic Priorities**
- **Easy Referral Process**