

# ForImpact

Context/Background: Follow-up to memorable experience hosted by a 'grateful patient' prospect for large Hospital. Prospect previously had visit and follow-up from a Hospital executive about a Leadership Commitment, and Prospect mentioned that Hospital was in estate plans. This follow-up clarifies and provide details around the 'ask', its potential transformational impact, and the mechanics of such a gift, with a request to follow-up further in person.

Delivered via email.

Dear Bob,

It was great to see you at the wonderful Hospital event you and Linda hosted at your beautiful home. It was certainly an amazing experience for all the attendees. Your remarks that night were incredibly moving and inspirational for all of us in attendance.

In my 40 years in development, I don't think I've ever been involved with an organization/institution that has had both the husband and the wife so dramatically impacted by its service. As Hospital 'alums', you and Linda have realized first hand what it means to be part of this amazing Hospital 'Family'.

I wanted to personally follow-up to Mike's visit and Mary's email. We spent a lot of time talking about your situation. You are an entrepreneur and business leader, and we felt there was some real value in getting all of this down on paper and in writing to you, in the hopes that we could clarify the conversation and simplify the request. I've taken a stab at this, and we would love the chance to discuss in greater detail.

At the very highest level, this is about IMPACT and TRANSFORMATION and LEGACY. A Leadership Commitment from you and Linda at this time will not only allow us to put a 'shovel in the ground' early next year, but guarantee the success of this initiative to fund Hospital's Vibrant Family Campus.

You and Linda have the ability to actually transform Hospital and our capacity to care for people, like the two of you, who need our services. This transformation will also have a huge impact on the staff whom you have come to know and appreciate so well.

You and Mike spoke of a \$5M to \$10M Leadership Commitment. Bob, a \$10M Lead Gift/Commitment transforms Hospital, provides leverage and momentum for this \$90M Project, and allows us to secure a great bond rating for financing the non-philanthropic portion of this effort.

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What does a ‘commitment’ mean at this moment? A signed pledge now, with an agreement to provide this \$10M Leadership Gift sometime within the next 5 years, is all we need. This commitment can be ‘anonymous’ and kept highly confidential by Mike. You and Linda could announce this gift whenever it made sense (relative to your company, your personal situation, or any other considerations).

You also mentioned to Mike that you and Linda have Hospital in your estate, which is obviously fantastic. We would appreciate the opportunity to talk with you about what that means... and how we might also include that as part of this Transformational Gift.

Bob, without question, this will be the most meaningful gift in the history of Hospital. As Mary said, it will have an impact not just on the campus but on every single staff member, patient and family member who calls Hospital ‘home’.

In an attempt at total transparency, I want to share with you how much Mike, Hospital, the staff, and Board need your and Linda’s help and commitment now. We know there’s never perfect ‘timing’ for something of this magnitude, but we would love the chance to meet up with you around one of your appointments at Hospital to talk this out in greater detail. I will be there September 26th-28th, and Mary will follow-up and see if we can get something scheduled.

From all of us, thank you for your consideration of this most meaningful request.

Tom Suddes  
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