Case Study: St. Elizabeth Hospital Foundation

Founded in 1976, St. Elizabeth Hospital Foundation serves as the philanthropic arm of St. Elizabeth Hospital, Calumet Medical Center and the Affinity Medical Group clinics. With more than 100 years of continuous service, the hospital systems are located throughout Calumet, Outagamie and Winnebago Counties in northeast Wisconsin.

The Challenge

Affinity Health System – the parent company of St. Elizabeth Hospital - embarked on a $65 million expansion. Affinity Health System sponsors asked that about 10% or $6 million come from the greater Fox Cities community. Recognizing the need for outside expertise to help conduct a campaign of that scale, St. Elizabeth Hospital Foundation turned to Campbell & Company for guidance.

The Approach

Campbell & Company conducted a robust philanthropic market study to test the ability of the foundation to raise $6 million in support of the $65 million expansion. Study participants noted the importance of physician involvement which prompted St. Elizabeth to move quickly to recruit a physicians’ committee as the first phase of the campaign. A two-pronged approach to procuring the funds from local donors was created.

The committee was led by two well-respected physicians from St. Elizabeth Hospital. The two co-chairs formed a committee of independent physicians, contract doctors and retired physicians all with connections to St. Elizabeth Hospital. As an example to others, all members of the physician committee made major commitments. The 15 member committee committed $310,700 during the first phase of the campaign.

The second phase of the campaign utilized the physician committee to help compile a list of 400 potential donors. The goal was to secure at least 100 gifts and $1 million in commitments, and individual physicians from the committee were tasked with soliciting those donations. All committee members completed solicitation training, were familiarized with custom collateral materials, and given their first “ask” assignments.

The Result

As of August 2011 the physician campaign totaled 115 gifts and just over $1 million in commitments. The final, public phase of the campaign is planned for the fall season of 2012. To date, total commitments to the St. Elizabeth Hospital campaign have reached $4.4 million.

Our physician’s campaign was successful because of the preparation and support we received from the Foundation and because we recruited the right people to help.

- Dr. Joseph P. McCormick, MD