

Development Dialogues

Asking Your Colleagues to Give: A Successful Employee Campaign

Online Webinar with

Presenter: Sarah Fawcett-Lee, CFRE
Senior Director of Development, Mercy Medical Center, Baltimore

When: September 23, 2010

Where: In your office or conference room

Time: 1:00 pm EDT/ 12:00 pm CDT/ 10:00 am PDT

Length: Approximately 1 Hour

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Webinar Description:

The most successful employee giving effort in the history of Mercy Medical Center in Baltimore, Maryland was an integral part of its ongoing capital campaign for a new 259-bed hospital. Using this employee campaign as a case study, Sarah Fawcett-Lee will demonstrate how classic fundraising techniques were used with impressive results. She will provide a step-by-step description of the Mercy campaign and practical tips on using tried-and-true methods to encourage colleagues to give generously.

What You Will Learn:

- How a community hospital raised \$1.5 million from over 600 employees
- How to encourage employees to give without a lot of gimmicks
- How traditional fundraising strategies, such as face-to-face solicitation, were used with great results
- How a top-notch campaign brochure played an integral role in the campaign

Who Should Attend:

- Chief development officers looking to improve fundraising results
- Campaign staff
- Development officers
- Volunteers with a role in employee campaigns

About the Speaker:

Sarah Fawcett-Lee is the Senior Director of Development at Mercy Medical Center in Baltimore, which is engaged in a capital campaign for Mercy's \$400 million new hospital to open in December 2010. She has responsibility for Mercy's annual giving, major gifts, corporate giving, foundation relations, and planned giving programs, as well as Mercy's grateful patient program. Before joining Mercy in 2006, she was Director of Major Gifts at Sheppard Pratt Health System in Baltimore.

Sarah is experienced in raising funds for the arts, education and human services. She entered the fundraising profession in 1991 after earning a master's degree in education from the College of William and Mary in Virginia. She is a Certified Fund Raising Executive (CFRE), and is Immediate Past President of the Association of Fundraising Professionals Maryland Chapter. She serves as co-chair of Membership for the AHP Mid-Atlantic Region and is a long-time member of the Chesapeake Planned Giving Council.

What You Will Need to Participate:

The event is live and interactive with opportunities to ask the presenter(s) your questions. The audio is delivered directly to you over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your location. For large groups, use a speaker phone to deliver the audio and a projection system to deliver the web component.

Payment Information:

Registration fee is \$199 per connection. Attendees may [register online now](#) or at www.developmentdialogues.com. Credit cards are preferred forms of payment: Visa, MasterCard, American Express, and Discover. Invoicing can be arranged, but payment must be received before the date of the webinar.

Refund Information:

Refunds will not be issued. If you think you may have difficulty attending, please [order a recording](#).