

## **Robin C. Good, Lahey Clinic – samples**

Robin gets the credit for the term, experiential stewardship, and the story she told to get the point across to me says it all:

“One of our long-term donors made a substantial gift, following many other previous gifts. It was decided to name a conference room in her honor where physicians from across the region meet in roundtable to solve challenging cases. When we notified her, she sweetly replied, ‘whatever you think is best’, which let us know that she really didn’t understand the impact of the space. We proceeded with our recognition plans, installing special lighting on pin-mounted letters and a plaque in her honor. Soon thereafter, when Mrs. Bingham was given a tour of the conference center, the meeting room was in use. To my surprise, the white-coated doctors and fellows gave her a standing ovation! This was completely unscripted and made her cry with happiness.”

The stewardship plan Robin used for this donor is included here, along with a couple of others (names have been fictionalized). These plans are submitted to the donor as a part of the gift agreement. Know that some of the plans are still in process, and that all of them started while the gift was still in the cultivation stage. As Robin shared, “It’s the things beyond the items on the typical stewardship checklist that really matter to the larger donors. Cultivation, solicitation and stewardship are all the same thing at this level. It is not just one moment of grip and grin and then it is all over. The work I do builds an ongoing celebration of our special relationship.”

The donors in the third example (McArthur) have not yet accepted either of the two naming tiers offered. Cultivation will continue at an upcoming dedication dinner. Robin says, “I consider donor events an essential part of experiential stewardship – and here’s why. Some years ago I did a CardioVascular cultivation event which the MacArthurs attended. Subsequently, they changed their giving focus from Internal Medicine and made their next \$1M gift to the Heart & Vascular Center. I wrote a donor profile on them and invited them to campus for a photo shoot with our President. During the photo shoot, I heard the family patriarch tell the President that it was seeing the brilliant work Lahey was doing in Cardio showcased at that lunch event that convinced him that his family’s future giving should be directed to the Heart & Vascular Center. I have never doubted the ROI of well-conceived donor events since then.”