



The Momentum of Donor Driven Purposeful Engagement

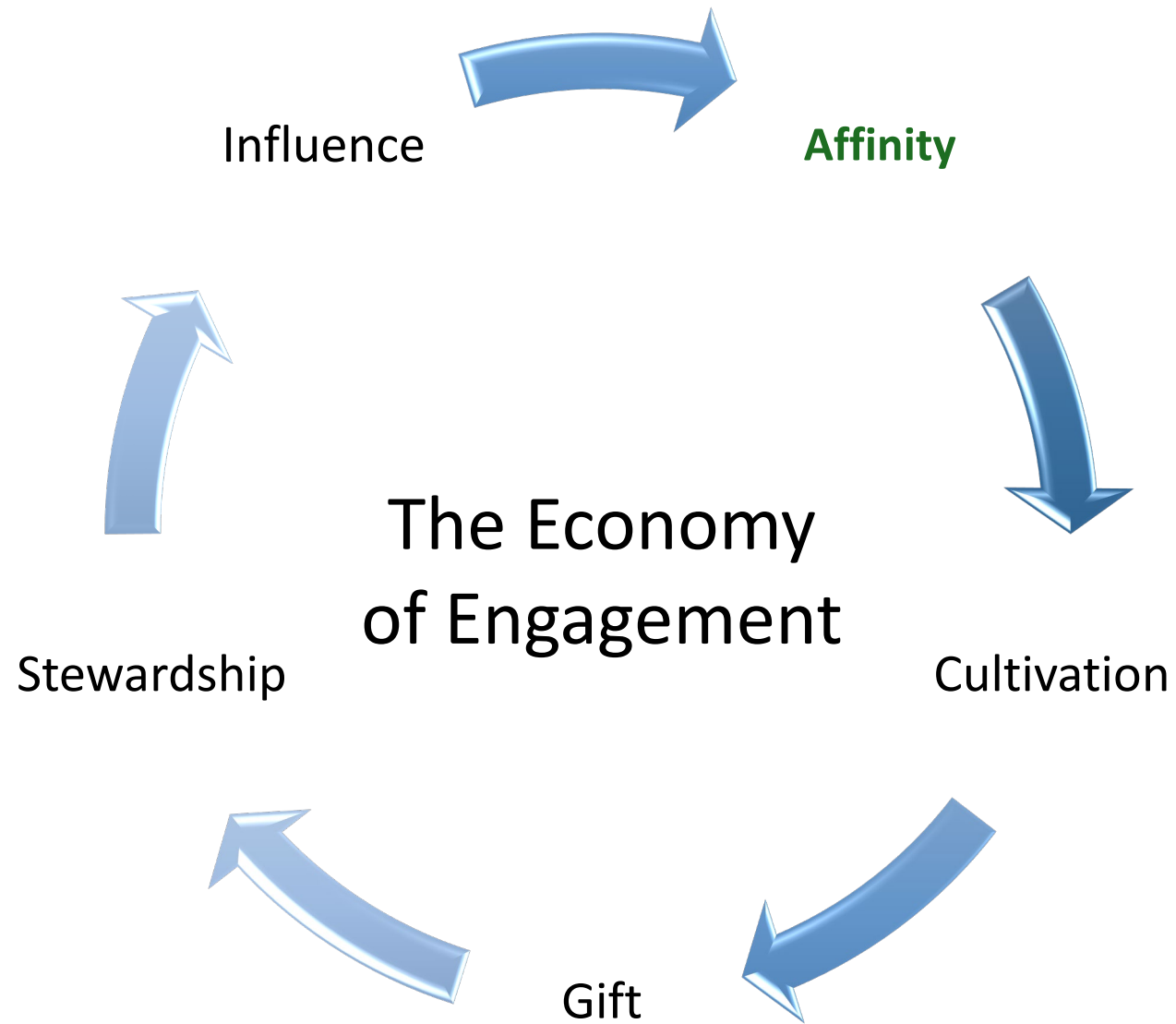
J. William Kinard, Jr FAHP
Vice President, Resourcing Impact

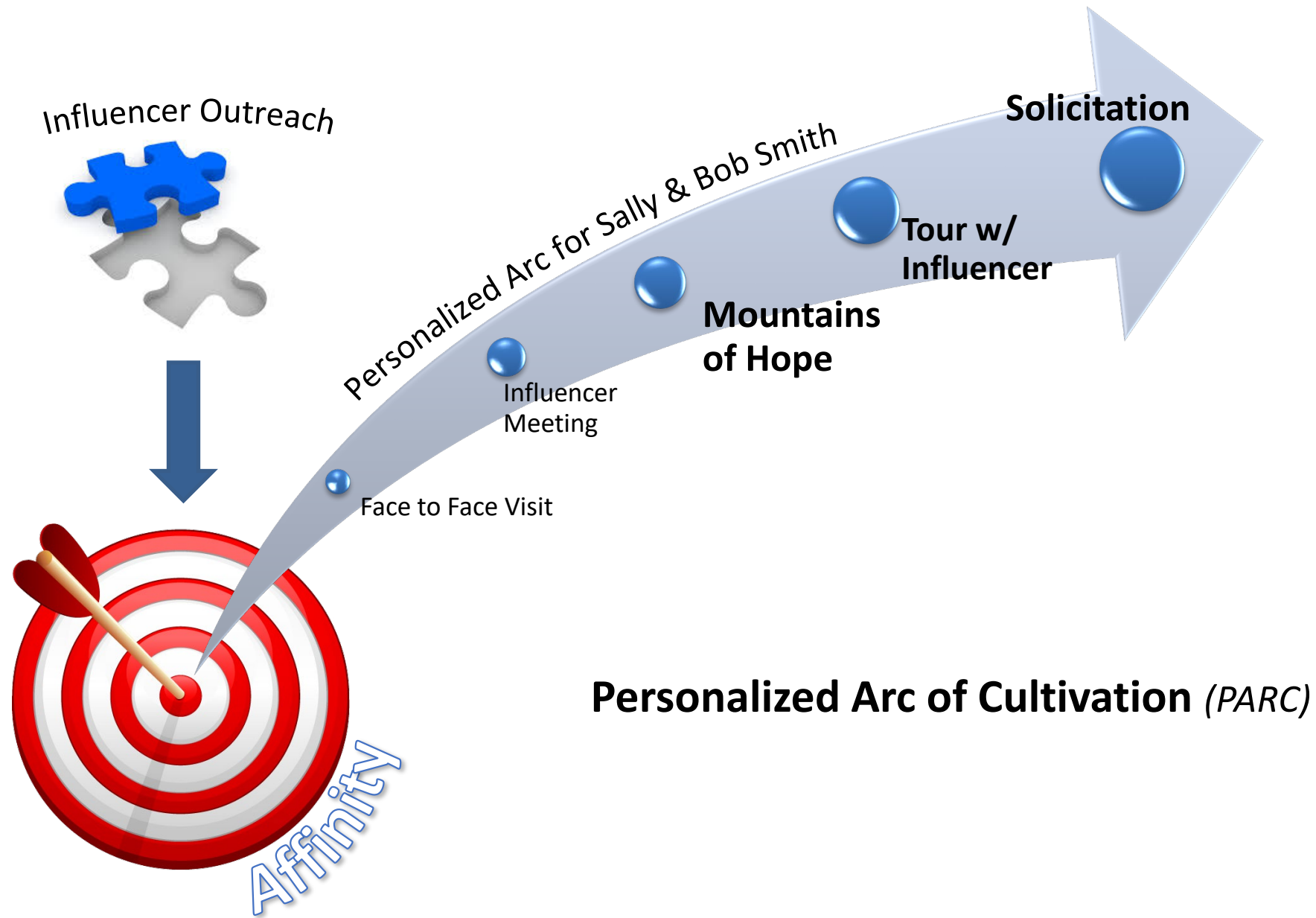
participate in
activities

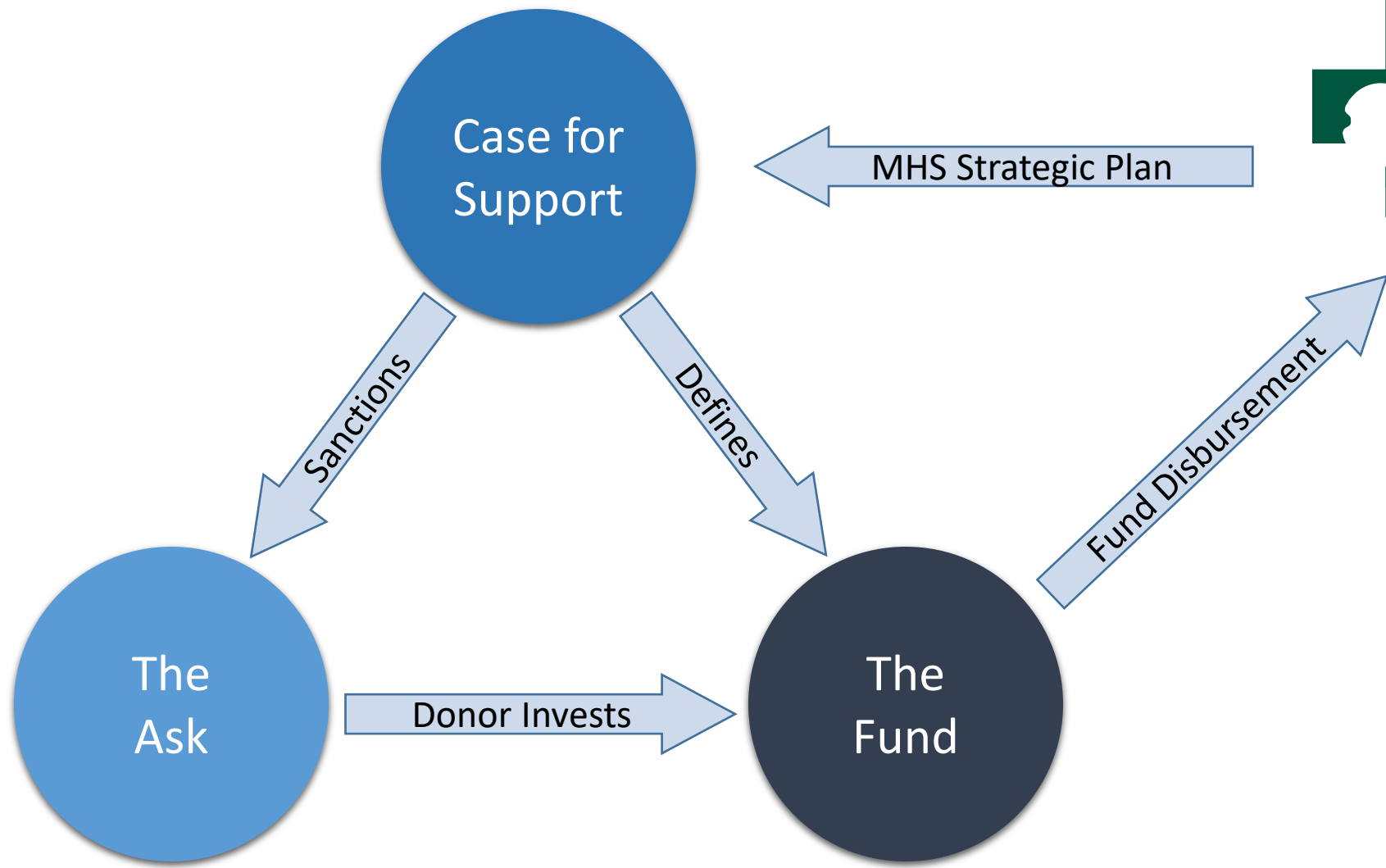
engagement

Joining together and
working together
towards a common goal or objective

Joining / en-







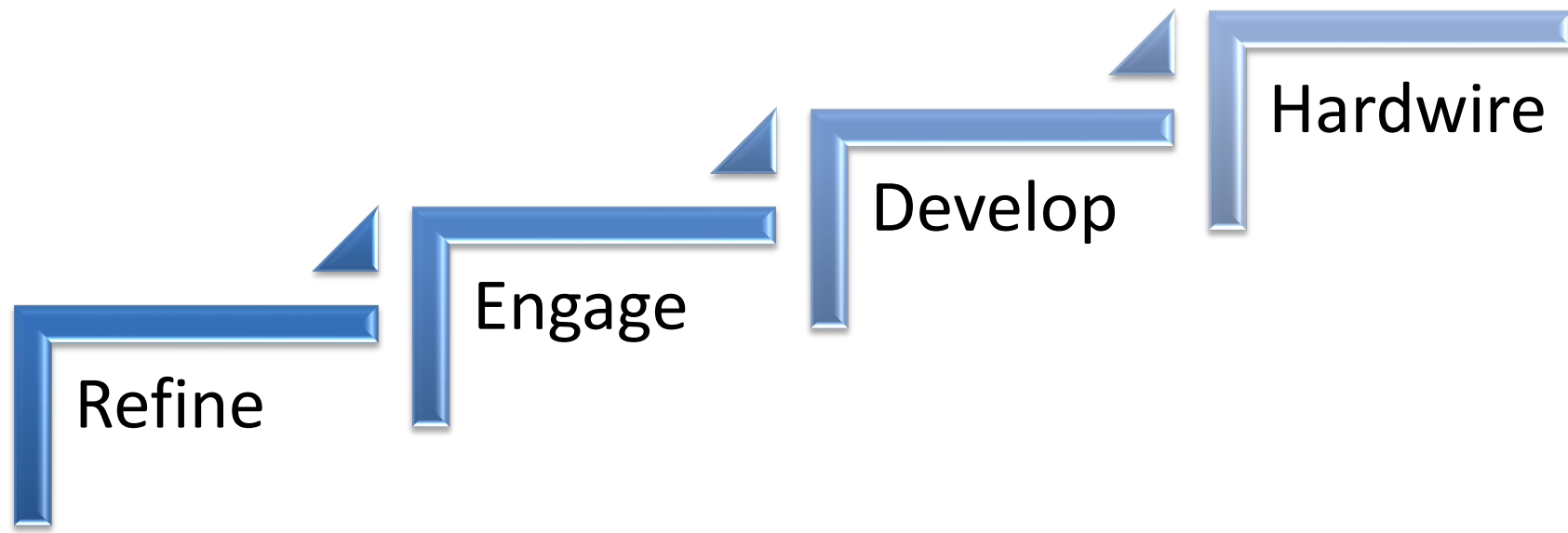
point of view.

Influence ['inflʊ

power to affect o

connections to

effect, impact, s



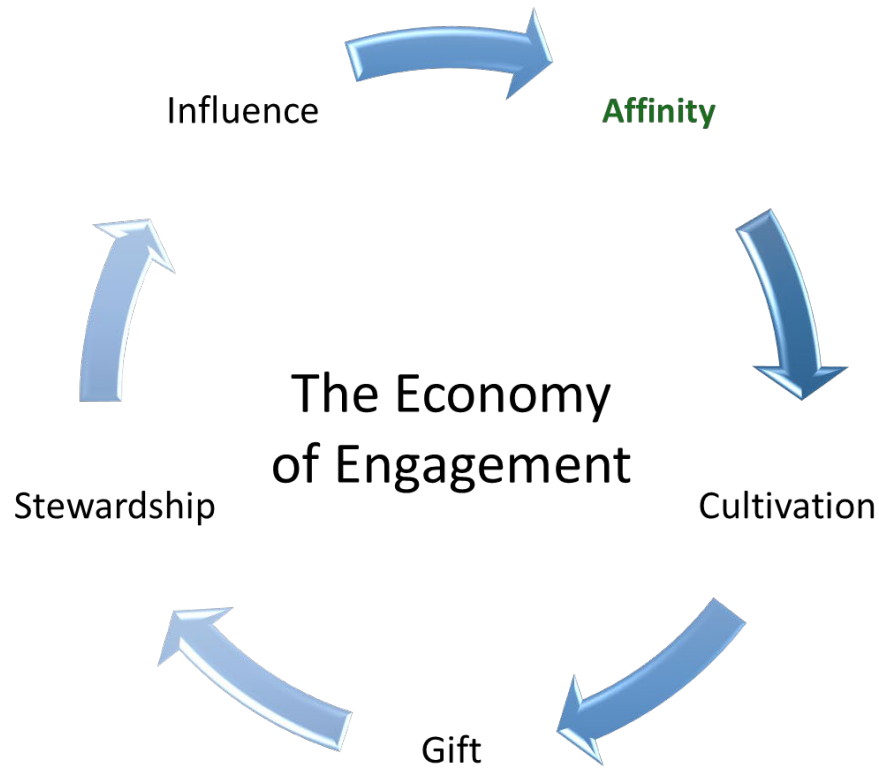
- **Refine** Six-level Engagement Chart
- Meaningfully **Engage** the Entire Portfolio
- **Develop** Depth in the Influencer Infrastructure
- **Hardwire** an Entrepreneurial Influencer Infrastructure

One: Six-level Engagement

Engagement Plan	1	2	3	4	5	6
\$1,000,000	Smith	Blair	Scrymgeour	McKinnsey	Cochrane	Grierson
\$500,000	Scott	Stuart	Ogilvy	Hamilton	Kinnaird	MacCallan
\$100,000	MacCallum	Abercrombie	Montgomery	MacDonald	Stewart	Rutherford
\$100,000	Bruce	Boswell	Ramsay	Wallace	Dalrymple	Lockhart
\$100,000	Hume	Buchanan	MacTavish	Campbell	Sutherland	Athol
\$100,000	Feguson	Carnegie	Lennox	MacDougal	Pollock	Graham
\$50,000	McKinnsey	Cochrane	Grierson	Smith	Blair	Scrymgeour
\$50,000	Hamilton	Kinnaird	MacCallan	Scott	Stuart	Ogilvy
\$50,000	MacDonald	Stewart	Rutherford	MacCallum	Abercrombie	Montgomery
\$50,000	Wallace	Dalrymple	Lockhart	Bruce	Boswell	Ramsay
\$50,000	Campbell	Sutherland	Athol	Hume	Buchanan	MacTavish
\$50,000	MacDougal	Pollock	Graham	Feguson	Carnegie	Lennox
\$50,000	Fraser	Murray	Johnstone	Dunbar	MacLean	Forsyth
\$50,000	Alexander	Napier	Forbes	Cunningham	Cairns	Duncan
\$50,000	Andrew	Middleton	Gordon	Ramsay	Wallace	Cochrane
\$50,000	Balfour	Sinclair	MacAlister	MacTavish	Campbell	Kinnaird

\$2,400,000

Two: Meaningfully Engage the Entire Portfolio

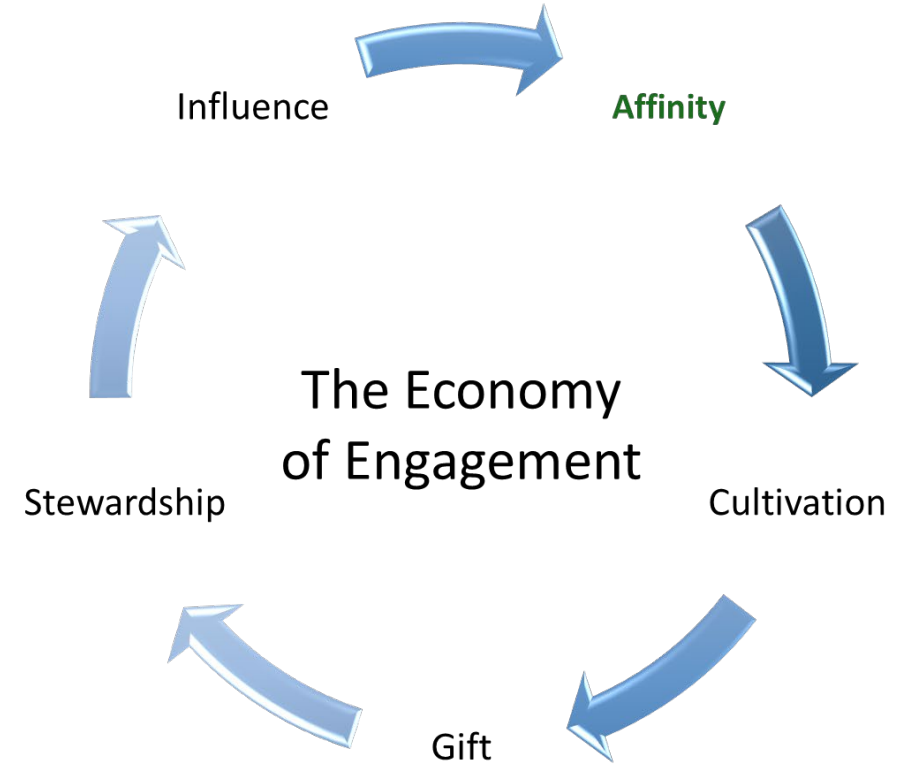


Their requirements were so evenly expressed that they could be distilled into three:

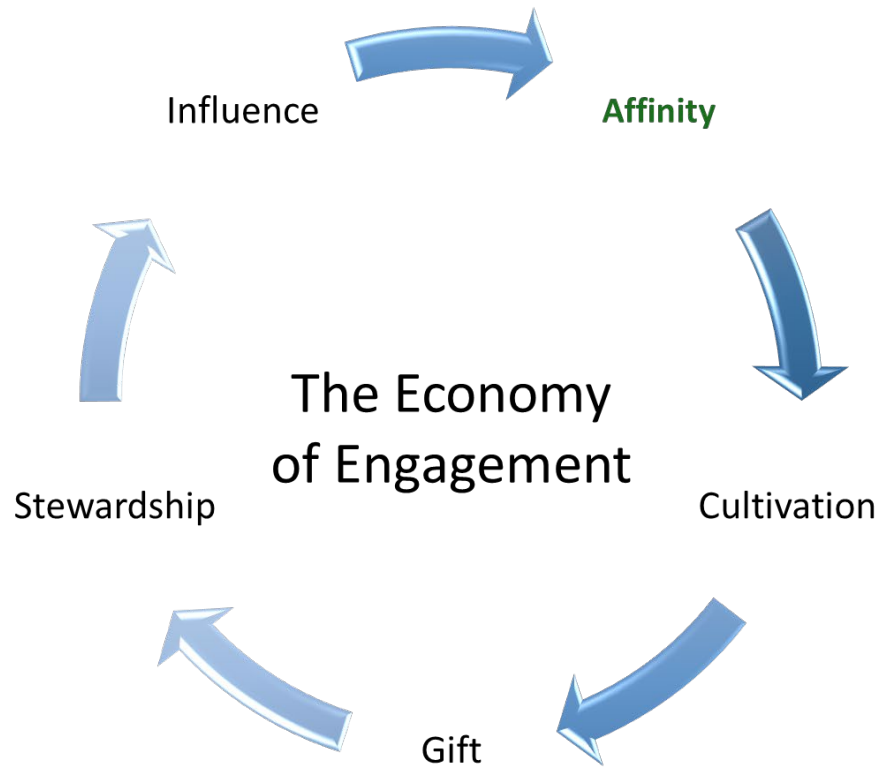
- prompt, personalized acknowledgment of their investments
- confirmation that their gifts have been set to work as they intended/agreed
- measurable results of their investments prior to being asked for deeper engagement

Three: Build Depth in the Influencer Infrastructure

- We began with a few good marines
- We build with the right people in the right seats
- Peer-to-peer engagement provides the legitimacy our Cases need
- BLI provides guidance and drive for the Influencer Infrastructure
 - Remain focused on the To Do List
 - Avoid the trappings of the Not To Do List
- Right-size the Infrastructure for quality and commitment



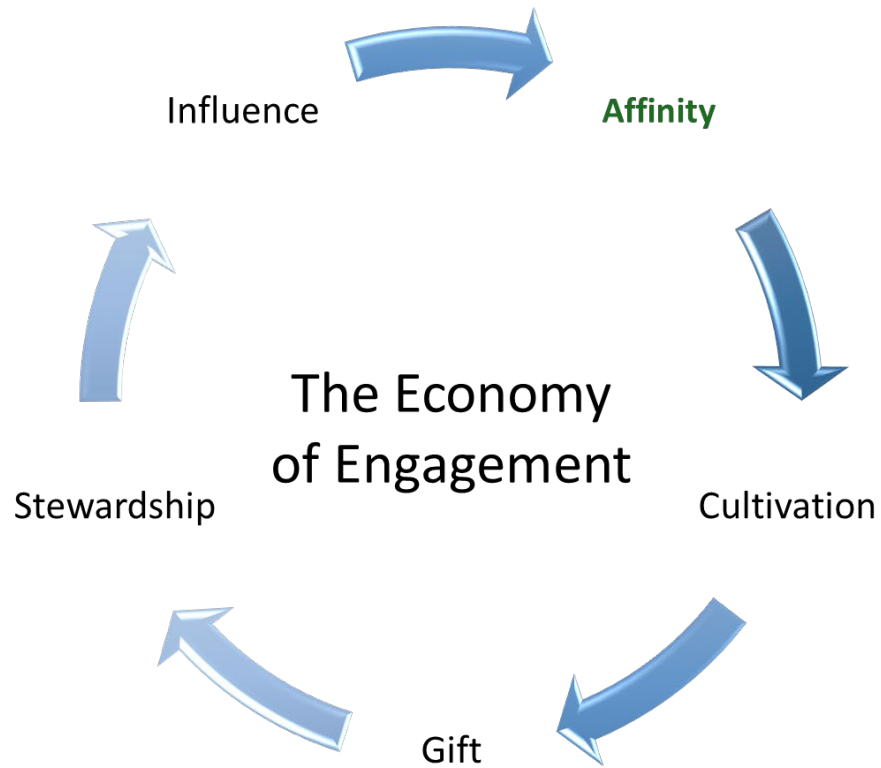
Four: Hardwire an Influencer Infrastructure Flywheel



For the past three years, we have worked diligently to:

- Define the resource development process,
- Recruit the Influencers to lead and the staff to facilitate that enterprise,
- Build the toolset to propel this enterprise, and
- Discover, through analytics and conventional relationships, the right people with capacity to bridge the gaps in sustaining healthcare.

Four: Hardwire an Influencer Infrastructure Flywheel

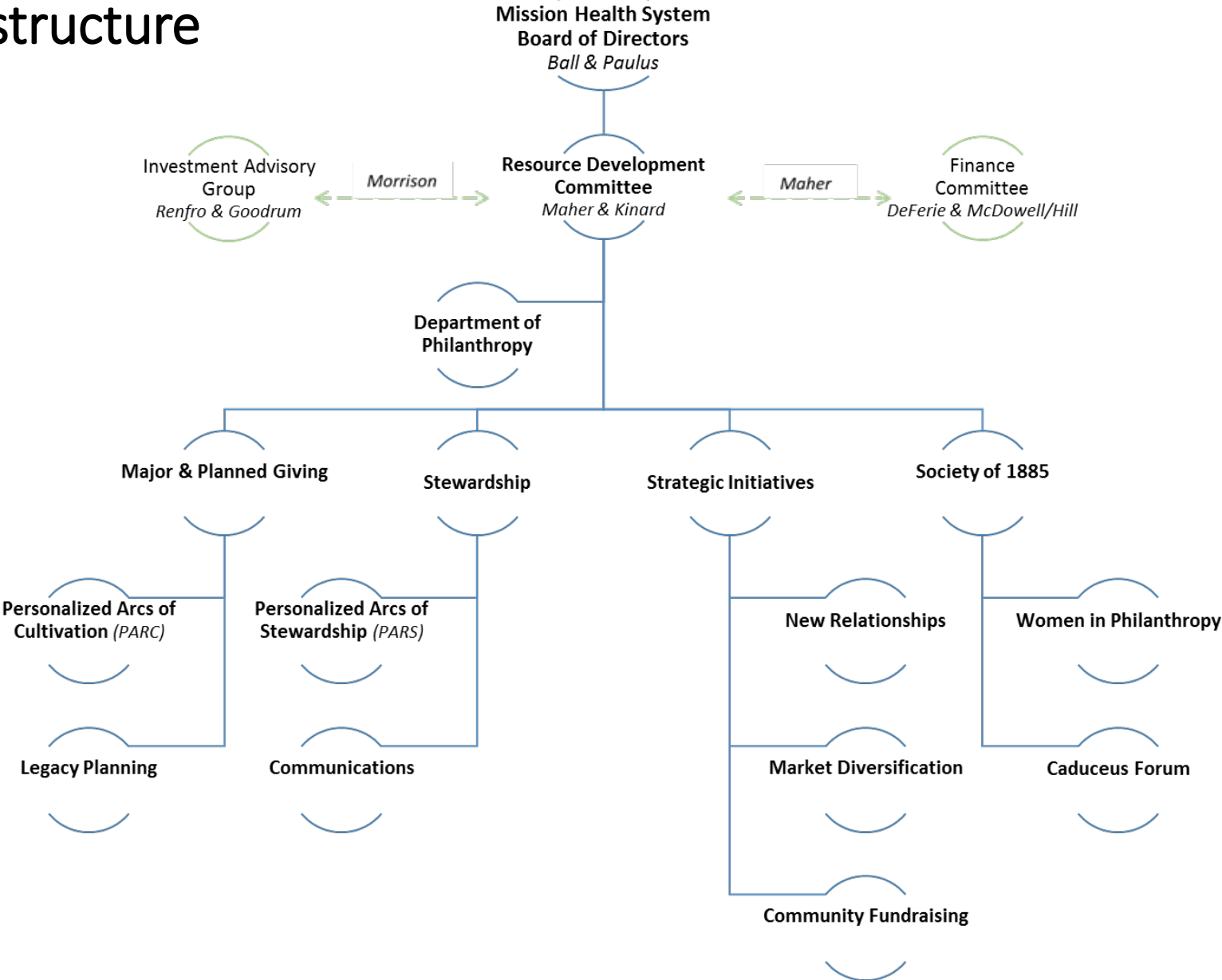


For the Influencer, this must not be confused with process in a base sense of steps and check boxes, it is about influence that builds shared understanding, fosters engagement and sustains healthcare.

- Remain connected to the 'why' of what we do
- Regularly 'round' on the champions in your Influencer Infrastructure to ensure the position is meaningful for them and effective for their relationships.
- Enculturate transparency in reporting results.

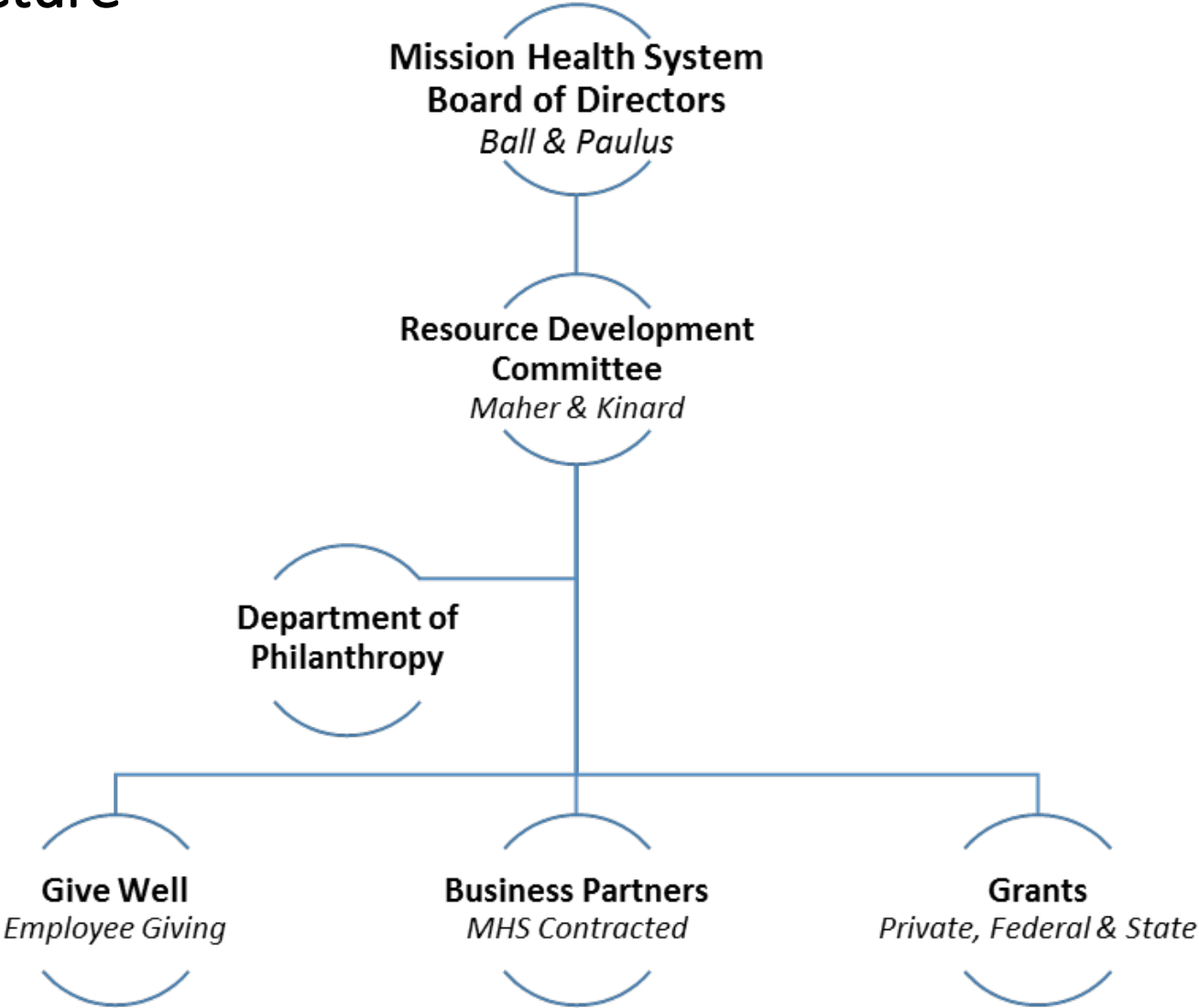
Influencer Infrastructure Organization

(External)



Influencer Infrastructure Organization

(Internal)





Conversation