

Midwest Donor Development Directors Convene for 12th Conference



Twenty-three guests from 12 Temples gathered at SHC - Chicago, June 3, 2016, for the 12th Annual Donor Development Directors Conference. The day's program opened with a gift presentation of \$60,000 by Tebala Noble Bill Condon (photo left), the first of five pledged gifts, which will total \$300,000--a remarkable, thoughtful, generous gift by one of our DDDs, who takes seriously his Shrine membership and the responsibilities of his Donor Development work. "I couldn't **not** give," Bill said.

Administrator Mark Niederpruem updated guests on major changes coming to SHC - Chicago. These include our soon-to-open orthotics and prosthetic lab and new EOS System, as well as major expansions in our rehabilitation, cleft lip and palate programs.

Stephanie Herron, Chief Development Officer at SHC - Headquarters (photo above), then presented an overview of successes in development within the SHC system over the past year. In 2015 our Direct Response TV (DRTV) ads running nationwide brought in 30,315 new monthly donors, up 267% from 2014. One-time gifts through the DRTV program exceeded \$4 million, up 258%.

Our online giving tripled, up 150%, and our **net** revenue from direct mail has increased from \$414,164 in 2013 to \$10,605,000 in 2015. Of the 747,000 gifts coming through direct mail, 645 were for more than \$1,000 and one for \$200,000.



Yours Truly then presented a walk-through of the *2016 Strategic Leadership Plan - Development*, an annual publication written to provide guidance to the volunteer Donor Development staff gathering at the conference.

Dr. Scott Kozin, surgeon at SHC - Philadelphia, who participated in the first hand-transplant in 2014, gave an inspirational, illustrated lecture on the operation, the highlight of the day, according to many participants.



Dale Wallenius, Director of Development at SHC - Lexington, discussed his Corporate Council program, which brings corporate leaders into the constituent circle, in supporting roles for involvement and giving. Forty-six Corporate Council members are raising more than \$400,000 annually for the Lexington hospital. At the urging of Imperial, all SHC are to consider development of Corporate Councils. Attendees were particularly attentive, for the program has implications for regional councils in affiliated Shrine Temples. Two key words in this program are *engaged* and *committed*. Corporate Council programs engage a whole new major constituency group and encourage commitment from members to the mission and programs of SHC.

This year's recommendations: ♥ Increase hospital development support staff; ♥ Promote a Corporate Council at SHC - Chicago; ♥ Encourage updating of Shriner Village and its use by all Shriners; ♥ Promote exchange of ideas between DDD and other fellow Nobles throughout our service area.

Participating Temples included Ansar, Beja, Elf Khurafeh, Kaaba, Medinah, Mizpah, Mohammed, Orak, Saladin, Tebala, Tripoli, and Zenobia. Thanks to our speakers and guests for making this a truly memorable conference, which will have significant impact on our fundraising efforts during our 90th Anniversary year.

