

# Breakthrough Strategies for Fund Raising

*Utilizing Technology and the Internet to Succeed*

**Allen Hammer**

**Healthcare Market Executive**

**eTapestry**



**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

“We are in the middle of a fundamental shift from mass media to the personal media of computers and the *Internet*, and charitable giving is a logical progression.”

Paul Saffo  
Director of the Institute for the Future



Photo credit: Sorin Brinzel



A Blackbaud  
Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)



# The Rules Still Apply

(It's all about relationships...  
not technology)



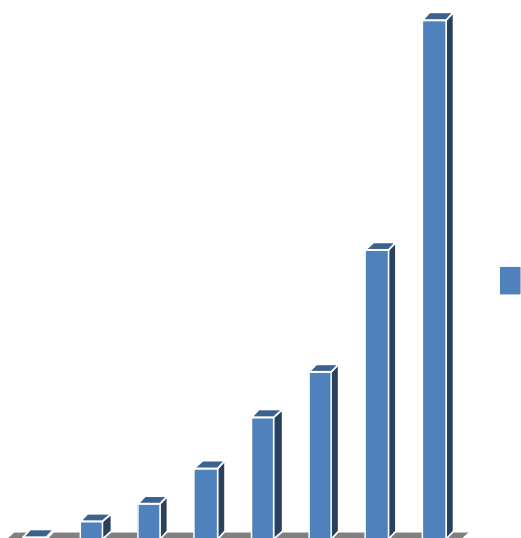
**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Online Giving Estimates\*



Estimate of Giving in 2001 = \$550 million  
Estimate of Giving in 2002 = \$1.1 Billion  
Estimate of Giving in 2003 = \$1.9 Billion  
Estimate of Giving in 2004 = \$2.62 Billion  
**Estimate of Giving in 2005 = \$4.53 Billion**  
**Estimate of Giving in 2006 = \$8.15 Billion**

\*Estimates provided by  
ePhilanthropy Foundation

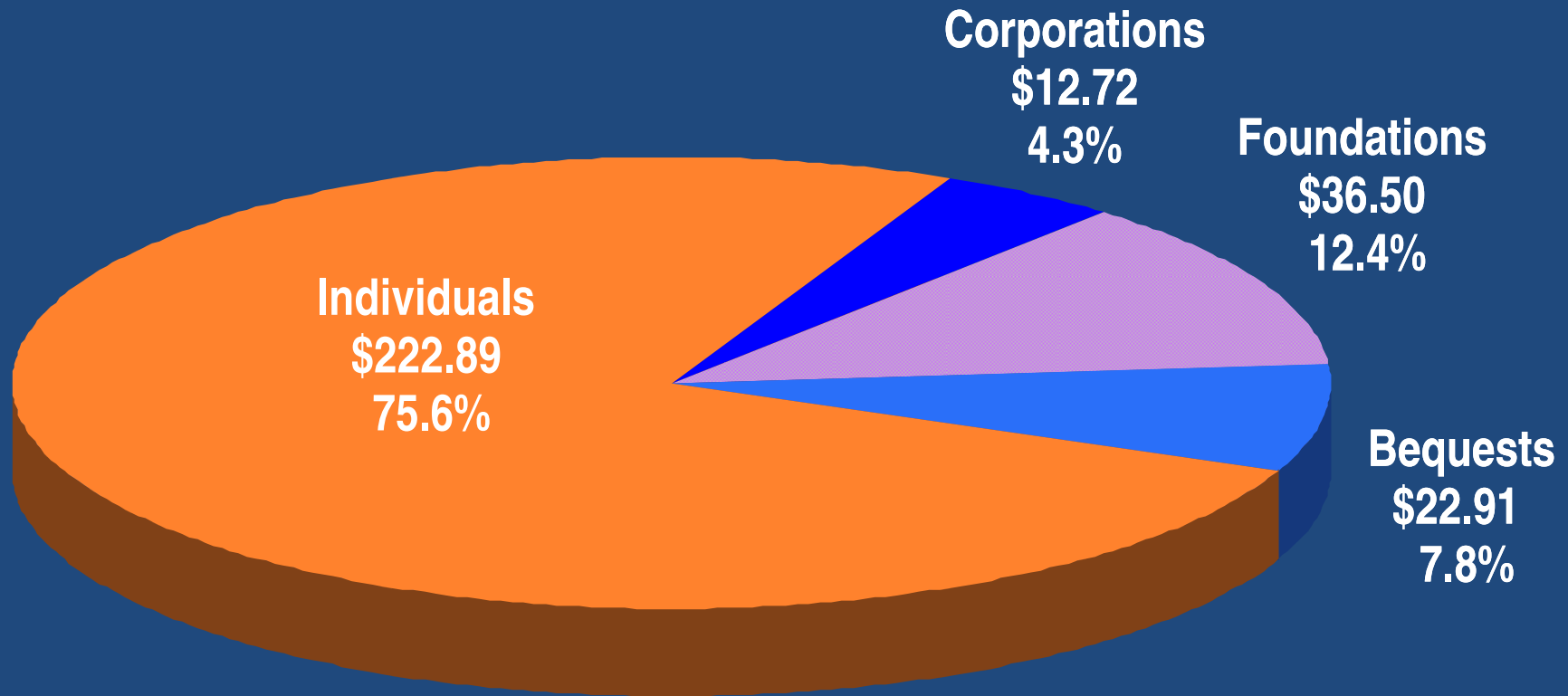


**Tapestry**

*A Blackbaud  
Company*

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# 2006 charitable giving Total = \$295.02 billion



Source: Giving USA Foundation – AAFRC Trust for Philanthropy



**Tapestry**

A Blackbaud  
Company

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Be Like Martha or Oprah



Both are Masters of Multi-Channel Marketing!



*A Blackbaud  
Company*

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)



## The Oprah Winfrey Show



**Ellen Burstyn and Sheryl Crow Reveal Their Life Lessons**  
Today's Show

### Ellen Burstyn, Sheryl Crow and More!



Watch Now

### Today's Show

August 15, 2007

Hollywood legend Ellen Burstyn shares the hidden past that she finally faced. Then, Sheryl Crow on the hardest year of her life—her public breakup and battling breast cancer. Plus, a top fashion designer's terrifying wake-up call.

- ▶ [Ellen Burstyn's most defining moment](#)
- ▶ [Sheryl Crow on the hardest year of her life](#)
- ▶ [Dana Buchman's special education](#)

### Tune In This Week

- ▶ [Tomorrow's Show: Loving Our Dogs](#)
- ▶ [See what's coming up!](#)

### Be on the Show

- ▶ [Why do you have sex?](#)
- ▶ [Share your story.](#)



**My Baby or My Job: Why Elizabeth Vargas Stepped Down**  
Yesterday's Show



**Get Ready to Go Back to School!**  
Time-savers, lunch ideas and more



**O's Guide to Fall Fashion**  
How to shop right!

### O, The Oprah Magazine



This month: How to Get fall fashion fab! Fantasia Barrino and traps to look out for. What do you really do with your life, and more!

Subscribe

### Build New Schools with Oprah



#### Join Oprah

Help build more schools and create programs to educate impoverished women and children around the world. Make a donation today.

Advertisement



## More on Oprah.com



### Is Coffee the New Health Drink?

Don't kick your coffee habit just yet. That cup o' Joe may give you a stronger body and mind.



### What Do You Really Want to Do with Your Life?

If your days are filled with the same old, same old, get inspired by women who started over! Could you?



### Nate's Top 10 Ways to Sell Your Home

Having trouble selling your home? Use Nate's 10 tips to upgrade your home on a budget!



### Planning a Dinner Party?

Whether you're inviting one person or one hundred, get stress-free meal ideas and party-planning advice for an unforgettable bash!

### Oprah's Book Club



#### What's Oprah Reading Now?

Be a part of the biggest book club in the world! Find reading questions, book clubs in your area, author exclusives and more!



#### Ready to Lose Weight?

Get started with the basics here! Ramp up three easy-to-follow phases. Plus, recipes, grocery lists and fitness plans.

- ▶ [Join the Best Life Diet on www.thebestlife.com!](#)

Spirit and Self

Food and Home

Oprah.com Membership

Done



A Blackbaud Company

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)



MARTHASTEWART.COM

Search

Enter a search term

search

pro-age | Dove beauty body lotion

FOOD ENTERTAINING HOLIDAYS HOME & DECORATING CRAFTS GARDENING WEDDINGS KIDS HEALTH COMMUNITY

# smart photo crafts

Take your favorite photographs from your computer and transform them into works of art.

- Begin the New Year with recipes that energize and revitalize.
- More Photo Crafts
- Immune-Boosting Recipes
- All Light and Healthy Recipes



Start Collecting Recipes Today! Sign Up Now Already a Member? Sign In

January 10  
TODAY'S IDEA FROM MARTHA:  
"Pare down kitchen supplies. Donate items you never use; stash lesser-used supplies in out-of-the-way cabinets."



Read My Daily Blog NEW



IDEAS FROM OUR WEDDINGS EDITOR

- Chocolate Cakes
- Gorgeous Gowns
- Perfect Palettes

1 DAILY INSPIRATION 2 FRESH START 3 DECORATING 4 LIGHT RECIPES pause

## One-Dish Dinners

Beef Stew



Also Try...

- Coq au Vin
- Ossobuco
- More Recipes

## What's New On TV



ON THURSDAY:  
ACTRESS NIKKI BLONSKY



- Duck Bourguignonne
- Diamond Dog Necklaces
- Go to Thursday's Show

TOP RECIPES

## The Martha Blog



NEW!  
THE MARTHA BLOG

Martha shares with you a personal look inside her life. Go behind the scenes with her daily blog entries.

- Read Martha's Blog



discover the secrets of lasting beauty

sponsored by pro-age | Dove beauty body lotion

marthastewartflowers.com



# Use All Your Tools Together



**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Start With A Plan

- What are the goals?
- How will we measure success?
- What are the specific tactics?
- Do we need any new tools or assistance?
- Who is responsible for what?
- Is everyone on the same page?



**Tapestry**

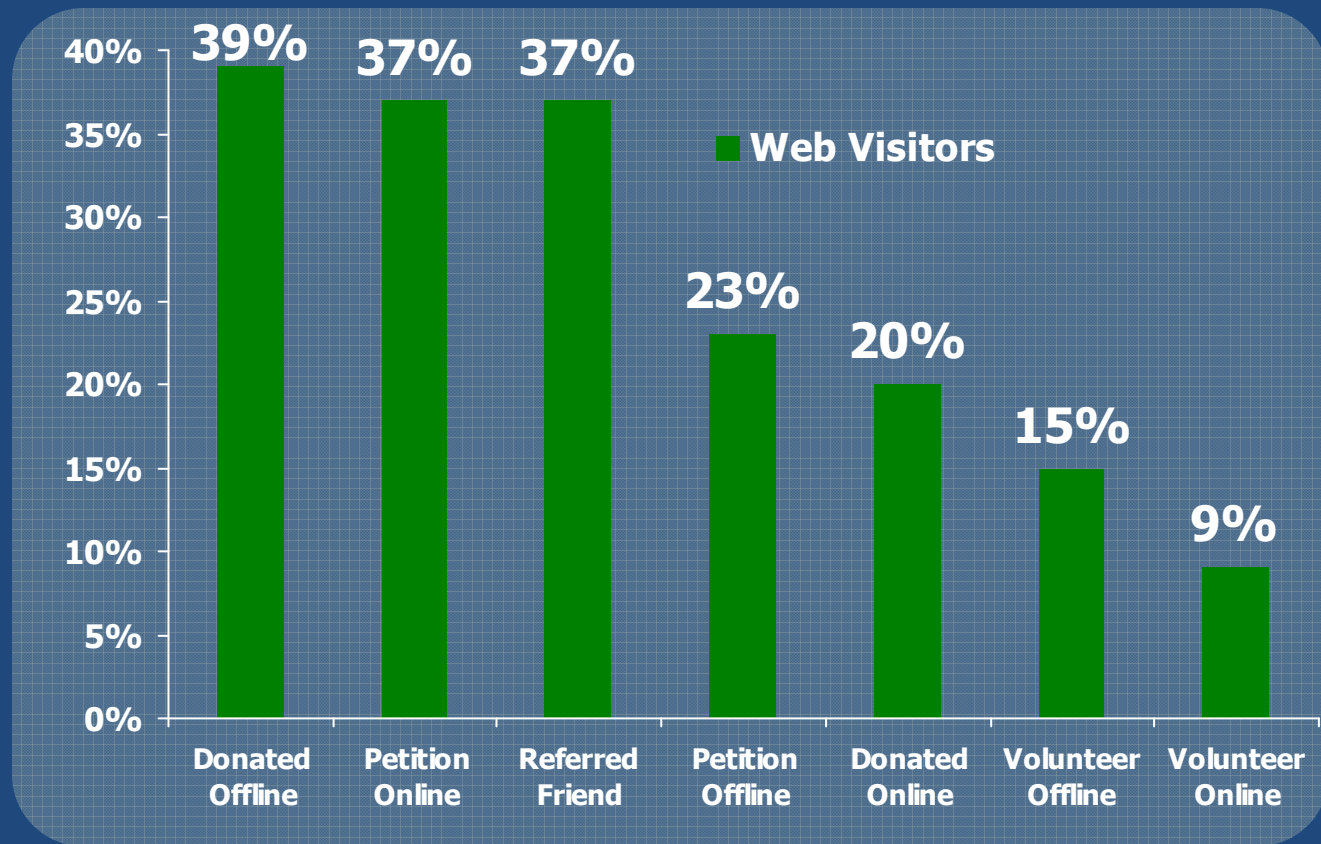
*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Power Of Your Web Site

More than 50% said that they would NOT have taken further action if they had not first visited charity Web site



Toward e-engagement Nonprofits and Individuals Engaging Online – Kellogg Foundation



A Blackbaud  
Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# A “before” and “after” example

Christian Activity Center / East St. Louis Illinois



The image shows a screenshot of the Christian Activity Center website. The page is titled 'Christian Activity Center / East St. Louis Illinois'. It features a navigation menu on the left with items like Home page, Programs, Ministry, Spotlight, Staff, Donations, Volunteer, History, Links, News, and Events. The main content area includes a header with the organization's name and tagline, a large graphic with the text 'Children Faith Future', and a mission statement: 'The mission of the Christian Activity Center is to provide holistic growth and nurture opportunities to children, youth and families in East St. Louis.' There are also sections for 'CAC Home', 'Recent Headlines', and 'Upcoming Events'. A footer contains contact information and a copyright notice for 2005.

Christian Activity Center, Inc.  
Building Tomorrow's Capacity in Today's Children

Home page

Home

Children Faith Future

The mission of the Christian Activity Center is to provide holistic growth and nurture opportunities to children, youth and families in East St. Louis.

CAC Home

- Home
- Our Mission

Recent Headlines

- The Bridge Builder 11/27/04

Upcoming Events

- Asthma Care Clinic - 2/09/05
- Nutrition Workshop - 2/11/05
- Healthy Express Van - 2/21/05

540 N. 6th Street | East Saint Louis IL 62201 | Phone: 618-874-5615 | Fax: 618-874-6001 | [CAC@acc.net](mailto:CAC@acc.net)

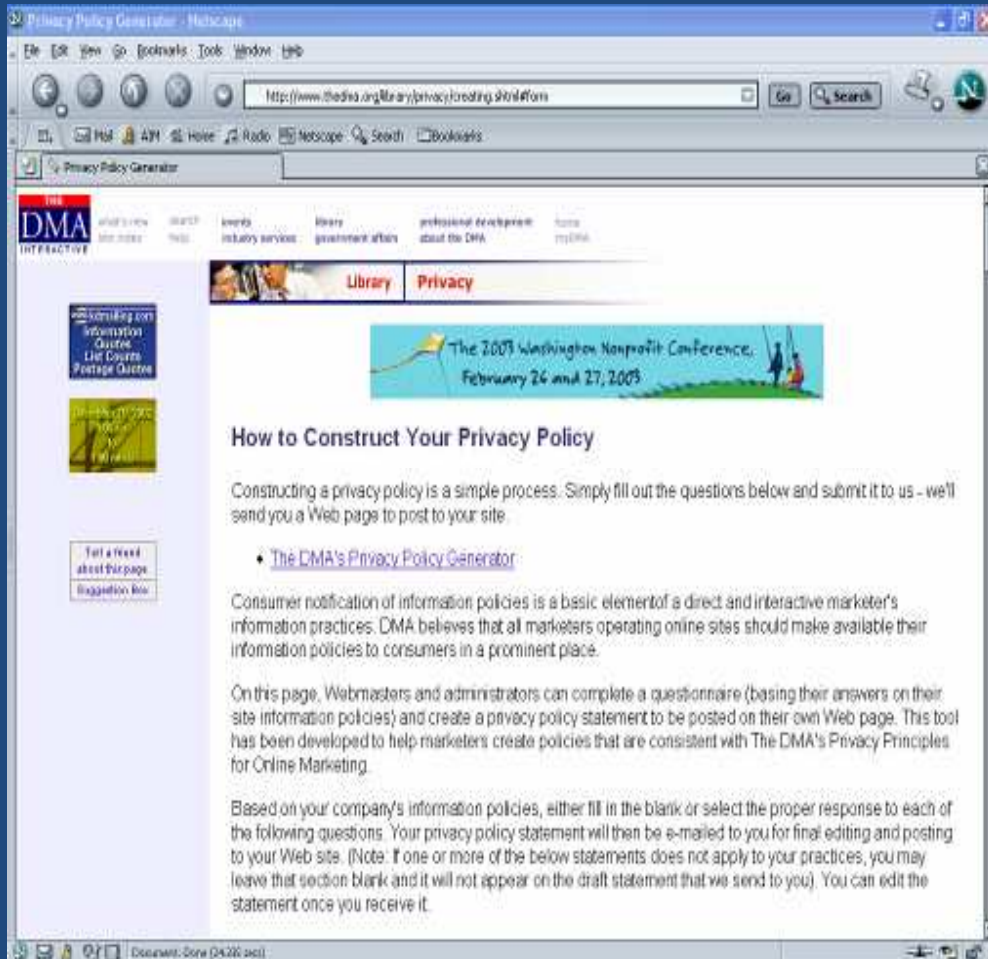
© 2005 Christian Activity Center, Inc.



A Blackbaud  
Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Privacy



DMA Privacy Policy Generator: Answer 16 Questions and a Privacy Policy will be generated for your website

<http://www.the-dma.org/privacy/creating.shtml>



A Blackbaud  
Company

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Database



# Ecommerce



# Advanced Email



# Website



# Keeping it simple



A Blackbaud Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Next Steps

## INTEGRATION is the KEY!



*A Blackbaud  
Company*

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# The Message & The Medium

- Each medium has a style that works best
- Audiences are different
- Messages don't need to be identical
- Develop campaigns or themes
- Test!



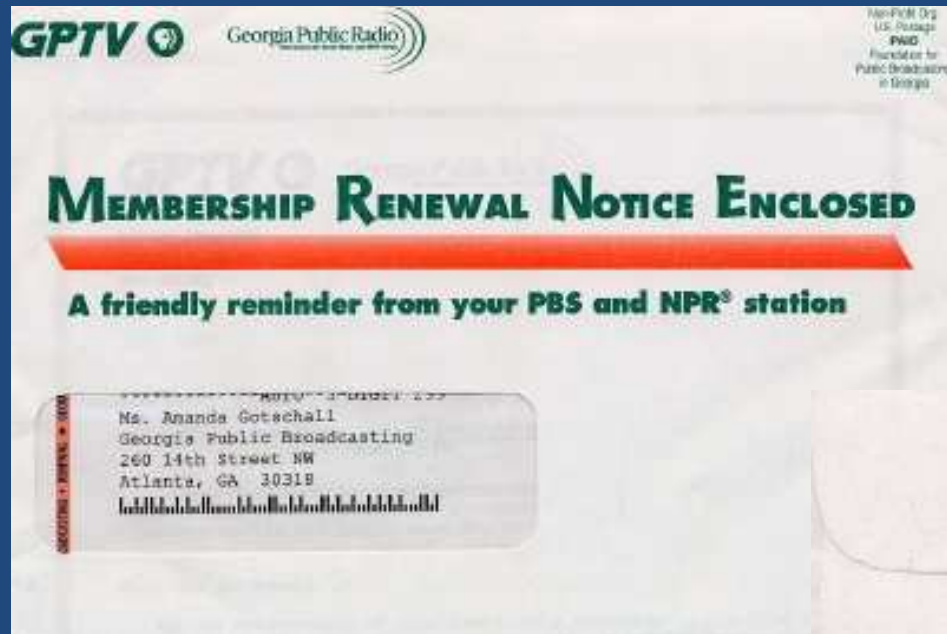
**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Integrate Online and Offline Appeals



Mention Benefits & Ease Of Online Contributions



A Blackbaud Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Use E-Mail & Direct Mail Together

**NU SPORTS** Rose Bowl 10<sup>th</sup> Anniversary 1995-2005

Greetings from Pat & Steve    Wildcat Fund    Priority Point System    NU Sports

### Greetings from Pat & Steve

Dear Wildcat Fan:

We hope you have been following the exciting 2005 football season. The Wildcats recently cracked the Top 25! Looking back, it is hard to believe ten years have passed since the Rose Bowl season of 1995.

By now, you should have received information from us concerning the Wildcat Fund. Please take a moment to look it over -- we thank you in advance for your consideration and support. GO CATS!

**Keep an eye on your mailbox!**

**PLEDGE NOW!**

Please accept my gift of:

- Wildcat Donor \$100 - \$249
- Wildcat Patron \$250 - \$1499
- Wildcat Benchwarmer \$1500 - \$2999
- Benchwarmer Premier \$3000 - \$4999
- Benchwarmer Platinum \$5000 - \$9999
- Director's Circle \$10,000 - Above

**CONTINUE >**



A Blackbaud Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Personalized Fundraising Pages Peer Fundraising Online



A Blackbaud  
Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Results: Personalized Event Fundraising

- Average volunteer sends over 30 emails
- One in four emails sent by a volunteer results in a donation
- Average online gift is \$59 which is a 50% increase over the average off-line gift
- Many volunteers reach their stated FR Goal!



**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Personalized Event Fundraising

WWF-Canada - Microsoft Internet Explorer

Address <http://wwfcentral.ca/NetCommunity/>

Visit WWF-Canada's Web Site

**Wedding donations**

© WWF-Canon / Michel GUNTHER

**We're Getting Married!**

Please help us celebrate by donating to WWF. WWF works to ensure a safe future for people, species and their habitats. Your donation will help WWF's vital work.

Goal: \$100.00

Raised: \$155.00

> [Why donate?](#)

→ [Click here to make a DONATION](#)

**Hello Everyone,**

Our big day is coming up and we are very excited!

We have everything we need, so please no gifts. But if you feel like sharing something with us then please donate to WWF. They are working for a living planet

Internet



A Blackbaud  
Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Keys To Success

- Plan
- Take an Integrated Approach
- Timely & Focused - Act Quickly When Needed
- Test Something New All The Time
- Get “Buy In” Organization-Wide
- Think Targeted One-To-One Marketing
- People Give to People
- Have Fun!!!!



**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Demographics of Internet Users

## Educational Attainment

| Education Level       | Percentage |
|-----------------------|------------|
| College +             | 91%        |
| Some College          | 84%        |
| High School           | 64%        |
| Less than High School | 40%        |



**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Demographics of Internet Users

## Annual Household Income

| Income Level        | Percentage |
|---------------------|------------|
| \$75,000+           | 91%        |
| \$74,999 – \$50,000 | 86%        |
| \$49,999 – \$30,000 | 80%        |
| Less than \$30,000  | 53%        |



*A Blackbaud  
Company*

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Demographics of Internet Users

| US Internet Users, by Age, 2005 & 2008 (% of respondents) |      |      |
|---|------|------|
|   | 2005 | 2008 |
| 12-17   | 87%  | 93%  |
| 18-24   | 82%  | 89%  |
| 25-29   | 85%  | 85%  |
| 30-34   | 83%  | 87%  |
| 35-39   | 80%  | 80%  |
| 40-44   | 76%  | 83%  |
| 45-49   | 73%  | 80%  |
| 50-54   | 68%  | 78%  |
| 55-59   | 68%  | 71%  |
| 60-64   | 55%  | 62%  |
| 65-69   | 57%  | 56%  |
| 70-74   | 26%  | 45%  |
| 75+   | 17%  | 27%  |

Since 2005, online usage has been steadily growing for all age groups. Users in the age group 70-74 shockingly had the highest increase between 2005 to 2008, jumping from 26% to 45%.

Source: <http://www.ovrdrv.com/stats/2009/02/online-generation-gap-narrows.asp>



A Blackbaud  
Company

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Key Takeaways

- **The Internet is not just for kids anymore**
- **The Internet is used by the educated and engaged**
- **The Internet is not just for downloading music and fantasy football**
- **The Internet is used by your constituents...or someone *else's***



**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

**"Build, learn, and make mistakes as you go – you'll know more about what you're doing as you're doing it, instead of before you do it."**

**– Jason Fried, 37 Signals**



***Tapestry***

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Social Networking

facebook

Profile edit Friends ▾ Inbox ▾

home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Mobile
- Rotary
- YouTube Box

more

## Friends of Hand in Hand Ministries

Global

### Information

#### Basic Info

Type: Organizations - Non-Profit Organizations  
Description: Support and development of the international humanitarian efforts of Hand in Hand Ministries, a non-denominational organization that provides life's essentials to the poorest of the poor, giving them dignity for today and hope for tomorrow.

#### Contact Info

Email: [steve@hhministries.com](mailto:steve@hhministries.com)  
Website: <http://www.hhministries.com>  
Office: Hand in Hand Ministries  
Location: 2225 Steier Lane  
Louisville, KY

### Recent News

January 1, 2008 took over day-to-day operations of SOS (Supplies Over Seas) providing medical equipment and supplies to over 84 countries. SOS is a program of Hand in Hand Ministries and the Greater Louisville Medical Society.

### Members

Displaying 4 members

[See All](#)



Markus N. Thessing Jacqueline Dunsworth Steve Croghan Rebecca Peters



[Request to Join Group](#)

[Share](#) +

### Related Groups

- Dunsworth - a superior family name  
Common Interest - Families
- Glenmary Farm  
Organizations - Non-Profit Organizations
- HOKAY, so here's the Earth!  
Just for Fun - Totally Random
- Que cagada que no estuve en Buenos Aires cuando nevó  
Geography - Cities
- Fuck you, it isn't 'JUST' Art.  
Common Interest - Beliefs & Causes

### Group Type

# Social Networking and Video



cmuston | (0) | Account | QuickList (0) | Help | Sign Out | Site:

Home

Videos

Channels

Community

Videos

Search

[advanced](#)

Upload

## Field trip to Art Sparks at the Speed Museum



This is a video response to [Louisville, KY November 2005](#)



From: [krobb66](#)

Joined: 2 years ago

Videos: 80

Subscribe

Added: April 01, 2008 ([More info](#))

Kindergartners visit Art Sparks, an interactive...

Embed:

[Customize](#)

```
<object width="425" height="344"><param name="movie" value="http://
```

► More From: [krobb66](#)

▼ Related Videos



[Sunny Acres Resurrection - Western Pleasure](#)

02:29 From: [artcrane](#)  
Views: 44



[Eyeclick - Amazing! Cobra museum show](#)

00:51 From: [gksrcool](#)  
Views: 2,022



[Interactive Play- Live! 26thApril2008](#)

03:37 From: [idcus](#)  
Views: 318

# Go to Them (e.g. RSS)

The screenshot shows the My Yahoo! homepage. At the top, the address bar displays `http://my.yahoo.com/p/1.html`. The page header includes the My Yahoo! logo, a welcome message for 'sheeraz', and navigation links for 'Sign Out, My Account', 'Yahoo!', 'Mail', and 'More Yahoo!'. A central banner area contains a calendar, a mail preview window, and a search bar. Below the banner, there are navigation tabs for 'Web', 'Images', 'Video', 'Local', 'News', and 'Shopping'. A search bar is located below these tabs, with the word 'Search:' to its left, which is circled in red. Below the search bar are three buttons: 'Add Content', 'Change Layout', and 'Change Colors'. The 'Add Content' button is also circled in red. The main content area is divided into several sections: a 'Welcome to the new My Yahoo!' message, a 'Mail Preview' section with an error message, a 'Company News' section with a link to 'ADS', and a 'Stock Portfolios' section with a table of stock prices. The 'Add Content' button is circled in red.

Address: `http://my.yahoo.com/p/1.html`

Make My Yahoo! your home page

MY YAHOO! Welcome, sheeraz [ Sign Out, My Account ]

Yahoo! Mail More Yahoo! ? help

Category: **Web** Images Video Local News Shopping

Search:  Search

Sun, Oct 15, 11:01 pm

[+ Add Content](#) [+ Change Layout](#) [+ Change Colors](#)

**Maps** edit x

Select From My Locations or Recently Used [clear recent](#)

--- My Locations ---

Or Map a New Address:

Street Address [or Airport Code](#)

City, State or a Postal Code

U.S.

**Weather** edit x

Alpine Meadows, CA 36...57 F

**Welcome to the new My Yahoo!** close this message box x

It's all about choice -- and giving you more of it. We just made it better. You'll now get the new, improved My Yahoo! We encourage you to explore what's new, edit your page, and indulge yourself. Click "Add Content" and discover lots of cool new stuff for your page.

See everything that's new in My Yahoo! | Give us your feedback

**Mail Preview** edit x

Problem retrieving your personal information. Please [try again](#) later. Or go to [Yahoo! Mail](#) to see your information.

**Company News** edit x

[ADS](#) Oct 12 5:08am PT

- [Jim Cramer's Mad Money Lightning Round Picks, Oct. 11](#) (SeekingAlpha)
- [Cramer's 'Mad Money Lightning Round': First Data First](#) (at TheStreet.com)

**Stock Portfolios** edit x

**Ollie** Edit

|                             |          |        |
|-----------------------------|----------|--------|
| <a href="#">DJIA</a>        | 11960.51 | +12.81 |
| <a href="#">NASDAQ</a>      | 2357.29  | +11.11 |
| <a href="#">S&amp;P 500</a> | 1365.62  | +2.79  |
| <a href="#">AMZN</a>        | 33.32    | -0.23  |
| <a href="#">BLDP</a>        | 6.04     | -0.10  |
| * <a href="#">CAKE</a>      | 27.90    | -0.09  |
| * <a href="#">CHKP</a>      | 20.48    | +0.06  |
| <a href="#">COMS</a>        | 4.96     | -0.16  |
| <a href="#">DECK</a>        | 50.87    | +0.86  |
| * <a href="#">DELL</a>      | 23.95    | +0.08  |
| <a href="#">EBAY</a>        | 29.75    | +0.07  |
| <a href="#">EMC</a>         | 12.69    | +0.04  |
| <a href="#">ET</a>          | 22.86    | -0.20  |
| * <a href="#">GS</a>        | 183.85   | +2.34  |
| * <a href="#">HPQ</a>       | 38.86    | +0.44  |
| <a href="#">HRH</a>         | 44.48    | +0.42  |

# RSS in Action

Medical Services | Health Information | Appointments | Education & Research | Jobs | About

**MAYO CLINIC**  search

Mayo Clinic Locations: Arizona | Florida | Minnesota

Mayo Clinic » Web Feeds

## Mayo Clinic Web Feeds

Web feeds, also known as RSS (Really Simple Syndication), are a Web format for receiving new information from Web sites in which you are interested. Mayo Clinic has Web feeds for news releases about Mayo Clinic research, patient care and education. When there is new information on Mayo Clinic's Web site, it will be added to the feed automatically and you'll be able to see a summary and link without having to revisit the page.

### Receiving Web feeds

There are several ways to receive a Web feed, including installing a news reader or news aggregator. There are a variety of different services available. They can be located by searching "news reader" or "news aggregator" on your favorite search engine. Many of these services are free, contain detailed instructions for installation and take only a few minutes to set up.

### Subscribing to Mayo Clinic's Web feeds

If you would like to subscribe to Mayo Clinic's Web feeds, reference one of the links below in your news reader.

| Title                          | Copy URLs to News Reader  |
|--------------------------------|---|
| News from Mayo Clinic          | <a href="http://www.mayoclinic.org/rss/mayo-clinic-news.xml">http://www.mayoclinic.org/rss/mayo-clinic-news.xml</a>  XML     |
| Mayo Clinic Health Information | <a href="http://www.mayoclinic.org/rss/health-information.xml">http://www.mayoclinic.org/rss/health-information.xml</a>  XML |
| Mayo Clinic Research News      | <a href="http://www.mayoclinic.org/rss/research-news.xml">http://www.mayoclinic.org/rss/research-news.xml</a>  XML           |

# Message Boards

Home | Contact Us | En Español | Subscribe | Donate | Marketplace | Site Map

The Susan G. Komen Breast Cancer Foundation

empowerment

About Komen | About Breast Cancer | Support the Cause | Grants and Funding | Events | Newsroom | Our Corporate Partners

Site Search  GO

Welcome, Guest User.  
[Log In or Register](#)

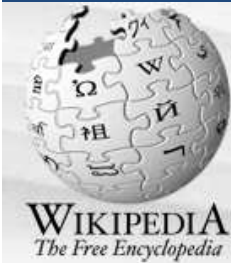
## Message Boards

Welcome to the Komen Message Boards. If you have questions about how to use these message boards or you experience difficulties using them, please contact [webmaster@komen.org](mailto:webmaster@komen.org).

| Forums   | Topics | Posts | Last Post               |
|--|--------|-------|-------------------------|
| <a href="#">Sound Off</a><br>Express your thoughts or feelings here on any subject related to breast cancer.   | 9048   | 69954 | 01/20/07<br>8:26:27 PM  |
| <a href="#">Survivorship</a><br>What does it mean to you to be a breast cancer survivor?   | 353    | 2458  | 01/15/07<br>11:32:23 AM |
| <a href="#">I'm a young breast cancer survivor</a><br>Share your thoughts or issues as a young breast cancer survivor.   | 164    | 896   | 01/20/07<br>8:19:16 AM  |
| <a href="#">I'm a young woman, and I have questions/concerns about breast cancer</a><br>Share your questions, thoughts or concerns about breast cancer here.   | 437    | 1740  | 01/20/07<br>5:46:23 PM  |
| <a href="#">Why am I running?</a><br>Share your thoughts about participating in a Komen Race for the Cure®.  | 110    | 172   | 01/15/07<br>9:23:00 AM  |
| <a href="#">Family and Friends</a><br>Share your thoughts about being a friend or a family member of a breast cancer patient.  | 466    | 1928  | 01/20/07<br>3:54:56 PM  |
| <a href="#">I'm a young woman, and someone I love has been diagnosed with breast cancer</a><br>Talk about your unique concerns being a young woman with a family member or a friend who has just been diagnosed. | 72     | 237   | 01/15/07<br>9:24:15 AM  |
| <a href="#">How do I talk to my doctor about breast cancer?</a>  | 26     | 69    | 01/15/07                |

Done Internet

# Wikipedia Exposure



Wikipedia is sustained by people like you. Please [donate](#) today.

[Log in](#)

[article](#) [discussion](#) [edit this page](#) [history](#)

## Norton Healthcare

From Wikipedia, the free encyclopedia

**Norton Healthcare** is [Kentucky's](#) largest healthcare system with 40 locations in and around [Louisville, Kentucky](#). Founded in 1886, Norton's current major products include women's services; [orthopedics](#); [cardiac care](#); stroke care; advanced surgical services; cancer diagnosis, prevention, and treatment; and a neurospine center.

### Contents [\[hide\]](#)

- 1 Major facilities
- 2 Employment and market share
- 3 History
- 4 Planned growth
- 5 External links

## Major facilities

The system's most notable locations are four acute care hospitals located within [Metro Louisville](#):

- Kosair Children's Hospital (263 licensed beds) - Kentucky's only free-standing full-service children's hospital
- Norton Audubon Hospital (480 licensed beds)
- Norton Hospital & Norton Healthcare Pavilion (719 licensed beds)
- Norton Suburban Hospital (380 licensed beds)

Additionally, Norton Healthcare provides service through seven immediate care centers in the Louisville area.

## Employment and market share

According to [Business First](#) of Louisville, Norton Healthcare is the Louisville area's third largest employer, with 9,400 employees (2006; previous years: 8,525 employees 2004). Norton employs some 3,000 nurses and has more than 2,000 affiliated physicians. When compared to other healthcare providers in [Louisville, Kentucky](#), Norton is a leader in five major areas. This includes 46% of all inpatient admissions, 61% of all births, 53% of all [Emergency Department](#) visits, 41% of all outpatient visits, and 50%

## History

What is now known as Norton Healthcare originally started with the actions of the Home Mission Society of St. Paul's Episcopal Church. Mary Louise Sutton Norton led her fund raising ideas and leadership, to create The John N. Norton Memorial Infirmary in 1886, which was named in honor of her late husband. The hospital system has influences from religious groups over the years, including the Episcopal Church, United Methodist Church, United Church of Christ, and the Louisville Catholic community.

### navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

### search

### interaction

- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)
- [Donate to Wikipedia](#)
- [Help](#)

### toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)
- [Cite this page](#)

### languages

- [Français](#)

**"Do one thing every day  
that scares you."**

**– Eleanor Roosevelt**

**"We have a strategic plan.  
It's called doing things."**

**– Herb Kelleher, former CEO of Southwest Airlines**



***A Blackbaud  
Company***

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

**"A year from now you may  
wish you had started today."**

**– Karen Lamb**



***Tapestry***

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Lets RECAP: Keys To Success

- Plan
- Take an Integrated Approach
- Timely & Focused - Act Quickly When Needed
- Test Something New All The Time
- Get “Buy In” Organization-Wide
- Think Targeted One-To-One Marketing
- People Give to People
- Have Fun!!!!
- Ask your staff to try 1 NEW idea – *it may just work!*



**Tapestry**

*A Blackbaud  
Company*

For more info:

[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)

# Thank you!

**Allen Hammer**  
**Healthcare Market Executive**  
**eTapestry**

Allen.hammer@etapestry.com



**Tapestry**

*A Blackbaud  
Company*

For more info:  
[allen.hammer@etapestry.com](mailto:allen.hammer@etapestry.com)