

DHS Fundraising Services

As healthcare organizations across the country battle COVID-19, their need for philanthropic support is more urgent than ever. Over the past month, we have worked with a variety of health systems to implement successful, integrated fundraising programs, and we have developed a proven set of comprehensive services to help:

1. Develop a strategy to raise funds to directly support your near-term COVID-19 efforts as well as plan for your long-term fundraising goals and needs.
2. Engage both existing and new donors with ways to get involved and support your organization and their broader community, both during COVID-19 and beyond.
3. Ensure you are effectively capturing and structuring your data to segment and steward your constituents, identify major donor prospects and convert first-time COVID-19 donors into loyal supporters.

Our Full-service Fundraising Offerings:



Donor Engagement Strategy

Develop an integrated donor engagement roadmap for both new and existing donors during COVID-19 and beyond



Analytics Reporting & Database Maintenance

Regular campaign reporting and database optimizations to account for new influx of COVID-19 donors



Creative Campaign Development & Content Planning

Maintain engagement with a mix of stewardship and solicitation content, statistics and frontline stories



Major Donor Prospecting

Proactively identify new potential major donors through advanced data analysis



Digital Fundraising Services

Manage your digital fundraising program across email, web and social



Honor Your Caregiver e-Platform

Digitize your grateful patient program to quickly and easily capture stories and supporters from COVID-19 efforts as well as new patients in the future



Direct Mail Services

Improve the ROI of your direct mail efforts and integrate with digital