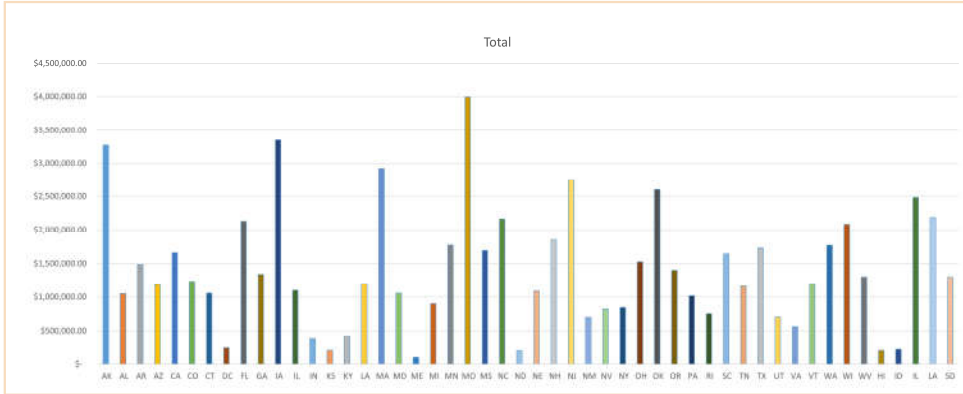


# Campaign Kickoff 2023

Adam Larck, OSF HealthCare Foundation



## OVERALL FINDINGS

The organization has opportunities not only for larger major gifts, but for longer-term estate gifts through planned giving. Unique giving opportunities may also exist with rural donors, who give more on average.

Excel and Google Earth were used to help normalize the locations for donors, then various pivot tables used for averages and counts to create campaign goals for each group.

Adam.L.Larck@  
osfhealthcare.org

## Recommendations

The total for the campaign should be expected at close to \$32.4M

Major gifts should make up about \$25M of the project, with mid-level gifts around \$2.7M and annual gifts at almost \$2M. Planned gifts make up the final part of the campaign at \$2.75M.

Metropolitan married donors make up the majority of larger donors, but rural married donors often have higher giving averages at each level.

QR code  
placement  
(Apra to create)

