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Cathexis
PARTNERS

CATHEXIS [KUH-THEK-SIS] NOUN

1. Concentration of emotional energy on an object or idea
2. The investment of emotional significance in an activity



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- Make multi-channel communication a breeze
- Raise more money
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HEALTH

Continued from page 8

States and 13 in Canada. Proportionally, Canadian health care fundraisers were more likely than those in the United States to be high performers: five of 13 in Canada compared to 11 of 50 from the U.S.

The survey also indicated that in the wake of the recession, health care philanthropy increased reliance on cash-based fundraising. Besides annual giving and public support programs, there was an uptick in donations coming from an array of special events such as golf tournaments, community runs or walks, fashion shows and dinners, where expenses often can be reduced by using volunteers. In almost all instances, organizations that devoted more staff and resources to philanthropic tasks did significantly better than those with less to spend on charity programs and fewer professional fundraisers, especially in securing major gifts, government grants and revenue from special events. High per-

formers tended to support health care systems and academic/teaching hospitals, which were better able to weather the recession than smaller community-based facilities. Yet many of the organizations that did not make it into the high performer category had better outcomes with Internet solicitations, mailings to donors who had given in the past, and gift-club donors.

The AHP Performance Benchmarking Service is entering its seventh year. It applies comprehensive information-gathering and reporting standards to the philanthropic activities of participating hospitals and health care systems, generating detailed data that fundraisers can use to evaluate their programs, compare them with others, and plan future resource development strategies.

To learn more about "high performers," visit <http://www.ahp.org/publicationandtools/News/Releases/AHP%20News%20Releases/3-6-12.pdf> **NPT**

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*Giving USA releases its report on giving in June



CALENDAR

APRIL

1-3 The Association For Fundraising Professionals (AFP) will hold its 2012 International Conference at the Vancouver Convention Centre in Vancouver, B.C., Canada. Info: www.conference.afpnet.org

1-4 The 2012 National Postal Forum will be held at the Gaylord Palms Resort and Convention Center, Kissimmee, Fla. Info: www.npf.org

2 Innogive will hosts its third annual mobile giving conference, co-hosted by the Nonprofit Technology Network (NTEN), at the Union Square Hilton, San Francisco, Calif. Info: www.innogive.org/events.html

3-5 The Nonprofit Technology Network (NTEN) will hold its annual conference at the Union Square Hilton, San Francisco, Calif. Info: www.nten.org

18-20 The American Council on Gift Annuities (ACGA) Conference will be held at the Westin St. Francis Union Square, San Francisco, Calif. Info: www.acga-web.org

19-20 The 29th annual Representing and Managing Tax-Exempt Organizations event sponsored by Georgetown University Law Center will be held at the Renaissance Washington, Washington, D.C. Info: www.law.georgetown.edu



Westin
St. Francis

19-22 The Social Venture Network will hold its annual member gathering at the Skamania Lodge, Stevenson, Wash. Info: www.svn.org

29-MAY 1 The Association For Healthcare Philanthropy (AHP) will hold its 2012 Canada Regional Conference at the Westin Calgary, Calgary, AB, Canada. Info: www.ahp.org

29-MAY 1 The Council on Foundations will hold its 2012 Annual Conference in Los Angeles, Calif. at the JW Marriott. Info: www.cof.org

MAY

6-8 The Association For Healthcare Philanthropy (AHP) will hold its 2012 Midwest Conference at the Westin Cincinnati, Cincinnati, Ohio. Info: www.ahp.org

17-19 The Association For Healthcare Philanthropy

(AHP) will hold its 2012 Mid-Atlantic Conference at the Westin Alexandria, Alexandria, Va. Info: www.ahp.org

30-31 The Cause Marketing Forum will hold its 10th annual conference in Chicago. Info: www.causemarketingforum.com

JUNE

2-4 Planet Philanthropy 2012, sponsored by the Florida Caucus of the Association of Fundraising Professionals, will be held at the Gaylord Palms, Orlando, Fla. Info: www.planetphilanthropy.org

3-5 The Association For Healthcare Philanthropy (AHP) will hold its 2012 Rockies & Southwest and Southeast Joint Regional Conference at the San Antonio Marriott Rivercenter, San Antonio, Texas. Info: www.ahp.org

4-5 The Axelson Center for Nonprofit Management will hold its 13th annual Symposium for Nonprofit Professionals and Volunteers at the Holiday Inn at Merchandise Mart in Chicago. Info: www.northpark.edu

8 Fundraising day in New York, sponsored by the Greater New York Chapter of the Association of Fundraising Professionals, will be held at the Marriott Marquis in New York City. Info: www.nycafp.org

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