

## Q9

### **Title: ASSESSMENT OF EFFECTIVE COMMUNICATION WITH POTENTIAL DONORS TO A STUDENT RUN FREE CLINIC**

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Securing funds is a priority for student run free clinics (SRFCs). The SRFC at NEOMED implements an annual fundraising event generating profit of over \$10,000. Analyzing effective modes of communication between students and donors will allow similar organizations to develop a framework for future fundraising endeavors. Donor lists from 2018 and 2019 were reviewed to determine the relationship between initial mode of communication (email, in-person, website, phone call, social media, or postal mail) or type of potential donor (internal NEOMED employee, external business, or external individual) and whether a response/donation was received. Data was evaluated via chi-square analysis with post-hoc testing and Bonferroni corrections. The relationship between driving distance of a potential donor from the SRFC and whether a response/donation was received was evaluated via logistic regression analysis. In-person communications were significantly ( $p < 0.05$ ) more likely to elicit responses and donations compared to other modes of communication, namely phone calls. Website communications were also significantly more likely to elicit a response but had no influence on donation status. Individual potential donors were significantly less likely to respond while internal potential donors were significantly more likely to donate compared to other types of donors. Businesses with decreased spatial distance from the SRFC were significantly more likely to respond but had no influence on donation status compared to donors with increased spatial distance. Overall, charitable organizations, namely SRFCs, should prioritize in-person communications with internal or spatially close potential donors to maximize donations and provide better patient care to the community.