

**Strange Bedfellows....  
Or not?  
SURVEY RESULTS**



# Who completed the survey?

**73%**



**18%**



**9%**



# One key difference?

## **Hospital Activities**

- 1. Planning & Strategy**
2. Media Relations & Providing council and advice to senior leaders
3. Issues management/Crisis communications
4. Internal communications

## **Foundation Activities**

- 1. Relationship building with stakeholders**
2. Producing marketing materials
3. Event planning
4. Planning and strategy

# We strongly agree that...



The importance of transparency with stakeholders



Working more closely together = improved communications for both Foundation and Hospital



Hospital communicators add value to planning and executing fundraising activities

**Conclusion?**

**The WILL IS THERE!**

**So, how do we make it work?**

