

Peer-to-Peer Philosophy

There's a timeless adage in fundraising that people don't give to causes, people give to people. Countless studies have proven that individuals are far more likely to support an organization if they are being asked by a peer, colleague, or friend. As such, Ambassadors support OREF by making personal outreach to potential donors.

In-person interaction is the most effective way to approach your peers for donations to OREF, but given the limitations of time, distance, and convenience, this might not always be prudent. Phone calls can be a very effective substitute for personal meetings, while emails are typically less successful due to their impersonal nature.

The Solicitation Process



Before the “Ask”

Making the Appointment

Rather than “cold-calling” a peer, it is typically more effective to reach out first to schedule time for a conversation. This outreach will give your prospect an idea as to the nature of your request, and it allows you to schedule the conversation for a time that is convenient for both of you. It is appropriate to schedule your meeting via email, but try not to include a formal donation request in your attempts to set up a meeting or call. The “ask” should occur during a live conversation rather than over email.

Getting Prepared

OREF staff is equipped with information about many prospective donors, and Ambassadors should feel empowered to rely upon these resources when preparing for a call or meeting. Before engaging in a formal request, make sure you are comfortable with the donor’s background and with OREF’s mission, vision, and accomplishments.

It may be helpful to consider the questions you might ask if you were approached to make a donation to OREF, or to any other charitable organization? What is OREF’s mission? How do they impact me, my practice, my community, or my specialty? How is my donation recognized? If you don’t know the answers to any of these questions, OREF staff is available as a resource to help you prepare for these conversations.

Making the “Ask”

Like any other conversation, these interactions should be casual and comfortable. Below are talking points for a standard solicitation meeting/call with a peer.

Talking Points – About You

Rather than beginning the conversation with a donation request, take the time to introduce yourself, talk about your background, and get to know your prospect.

- What is your role as an OREF Ambassador?
- Why do you volunteer for OREF?
- Why do you give to OREF?
- What does OREF do for you? Your specialty? Your community?
- Why is research so critically important to the future of orthopaedics?

Talking Points – About Them

After you’ve established a rapport with your prospect, prior to a formal request, ask them questions. This will help you to overcome objections before they surface.

- What do you look for in an organization when you make charitable gifts?
- What are your thoughts on the importance of orthopaedic research?
- What do you know about OREF and the grants they provide?

Talking Points – The “Ask”

The ultimate purpose of these conversations is to request that your prospect make a gift to OREF. The words you use and the way you approach this request should feel natural and comfortable. Don’t force yourself to use a script if it could make you come across as inauthentic. Some strategies and talking points to consider could be:

- Highlight your own giving history with OREF.
 - OREF obviously means a lot to me, and I’m committing \$1,000 to the Annual Fund this year. Would you consider joining me with a similar contribution?
- Include the opportunity to contribute to one of OREF’s Orthopaedic Giving Partners
 - I know you’re active with the American Association of Hip and Knee Surgeons as well. You can allocate 50% of your gift to that group as well through OREF.
- Connect their gift to the impact it will make
 - By contributing to the Annual Fund, you’re helping OREF in its mission to provide critical research funding that advances our specialty
 - Direct them to <http://www.oref.org/your-gift-at-work/> to see highlights of OREF grant recipients’ work in orthopaedic research
- Suggest that they consider giving in honor/memory of someone
 - Teachers, mentors, colleagues, residents, and loved ones are common tribute or memorial gifts

Talking Points – How To Give

Once they’ve agreed to make a gift to OREF, there are a variety of easy ways for them to make their contribution:

1. Go to www.oref.org/donate

2. Call OREF at (847) 698-9980
3. Mail to:
OREF
9400 West Higgins Road, Suite 215
Rosemont, Illinois, 60018
4. Text "OREF" to 91999, and follow the link in the reply

Thank You

Regardless of the outcome of the call/meeting, always be sure to thank your prospect for their time, and if appropriate, their willingness to give to OREF.

Overcoming Objections

Many prospects will have a variety of objections or obstacles that may prevent them from giving to OREF. The following lists some common objections and potential responses to overcome them.

- I already support (AAOS, AAHKS, AOSSM, ASES, etc.)
 - "Your support of these organizations is important to our specialty, as they provide education and advocacy that advance orthopaedics. Supporting OREF, however, funds the critical research that moves our specialty forward."
- I'm not financially capable of making a significant contribution
 - "Order of Merit Donors are only asked to make a \$1,000 contribution, and you can spread these payments out over the course of the year."
 - All donations count. While we certainly love and appreciate Order of Merit gifts, it's important that more and more surgeons give to OREF in any capacity.
- I don't conduct research, so OREF doesn't impact me
 - "While you may not see it, orthopaedic research helps all of us to be more efficient, effective, and to maximize our patient outcomes. Without this research, our practices would not be able to utilize technologies, techniques, and procedures that enable us to do what we do every day."
- The future of healthcare is too uncertain for me to be making any charitable contributions right now
 - "The landscape is certainly changing quickly, but this research helps to fund the kind of innovation that will allow us to do our jobs more efficiently. If we don't fund research, our income could decrease, and we won't have the tools necessary to increase our case load to make up for lost income."
- I'm thinking of retiring soon, so I need to save my money.
 - "OREF loves receiving gifts at significant levels, but it's equally important to have participation from the majority of orthopaedists. Every donation makes a difference, so even a smaller gift can make a big impact."
- OREF denied a grant application that I submitted, so why should I support them?
 - "I'm sorry to hear that. Unfortunately, OREF's ability to provide grants can only increase when funding is available, so as we continue to broaden the base of donors to OREF, more and more grants can be funded. "