



NW Chapter Dinner



# Key Takeaways

Always show impact, not just activities

Frame issue through people (focus on patients)

155 rural hospitals have closed since 2005

- Support for rural areas is needed now more than ever

Funders like to see that you already have momentum going, and that their support is the thing that will really get things rolling

“I will thrive. I will survive.”

# How I will incorporate into my work

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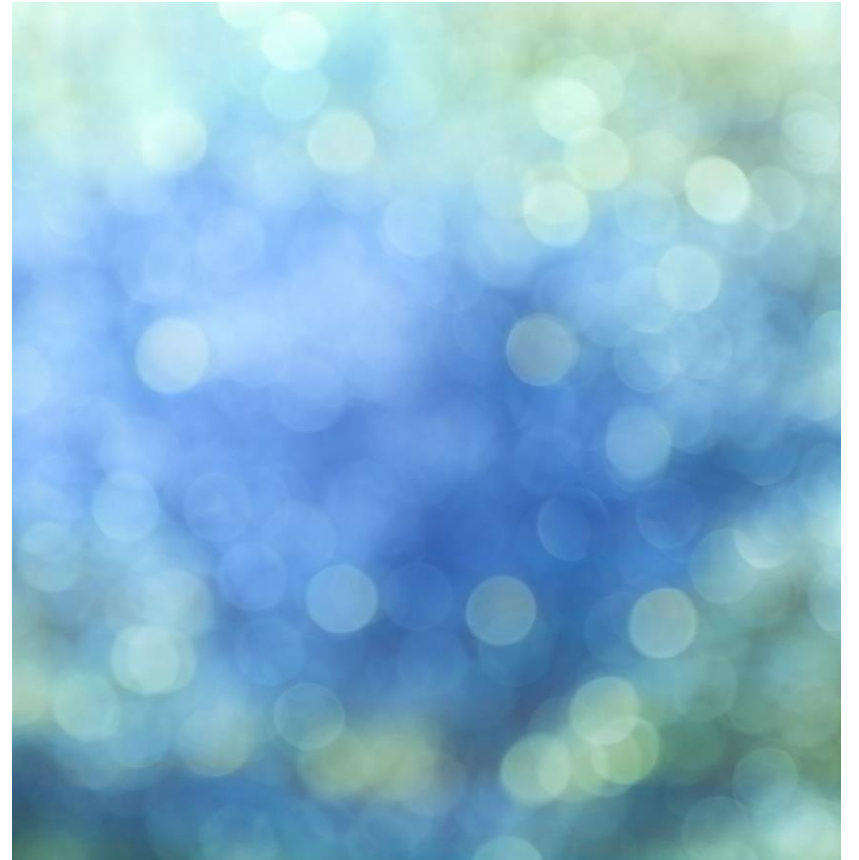
To be the person who helps colleagues get “un-stuck.”

- “What do you need right now to be able to move forward?”

Prototype one new workflow each quarter

When compelling PH data is not available, site evidence and research

Show that we have been “vetted” by other organizations who have supported us



# Favorite Session

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**How to Make Proposals  
Stand Out**

By Angela Braren, CEO of  
Instrumentl



# Lessons Learned:

## Proposals must have:

- Clarity of thought
- Credibility – Believable, can you deliver?
- Coherence – Consistent story across touch points

## Show that your organization has:

- Competence – You've done it before
- Alignment – You do the kind of work they are interested in
- Integrity – You will do what you say you'll do (data, reporting)