



Sutton Community Home

SUTTON COMMUNITY HOME FOUNDATION

Planning Study Executive Summary



86

Personal Interviews



70

Mail, Online Surveys



6%

Total Participation

PRIORITY OF RESPONDENTS

Update the Sutton Community Home assisted living facility by building an addition



The score was calculated by assigning a value of 10 points for a high priority, 5 points for a moderate priority and 0 points for a low priority. The cumulative value for the project was then divided by the number of responses to determine the final score.

FUNDRAISING POTENTIAL

- The Steier Group projects the Sutton Community Home Foundation will raise \$1.7 million to \$2.4 million over the three-year campaign by using the Steier Group's recommended timeframe and approach.

OVERALL OBSERVATIONS

- Nearly all those interviewed have strong ties to the Sutton Community Home. Most have had multiple family members or close friends spend time there during the past 55 years and expressed feeling a strong sense of community and family among the residents and staff.
- The Sutton Community Home is viewed as a critical component of the local economy, positively impacting many local businesses, and is one of the largest employers in the community.
- Many respondents feel there has been a lack of support from the city of Sutton and hope the city will support the project once a clearly defined plan has been presented.
- There is a sense of pride in the progressive attitude of the business community and the thriving downtown business district, especially at a time when many rural communities are losing their downtown business presence. It will be critical to emphasize the importance of retaining the facility for local businesses and the overall health of the community.
- There is a misperception among some in the community that many residents will be displaced when SCH eliminates skilled nursing and transitions to enhanced assisted living. This confusion comes from not understanding the new definition of enhanced care, and other details relative to recently signed legislation (LB 439). Eliminating this confusion through communication and education will be critical to the success of the project.
- There is a perception among some that there has been a lack of direction for this project over the last several years, resulting in some skepticism about this project actually happening. A strong communication plan that includes a "town hall" informational meeting will be important.
- The financial plan showing the long-term viability of the Sutton Community Home will need to be shared so potential supporters will be motivated to participate in a fundraising effort.

KEY STATISTICAL FINDINGS



THOSE IN FAVOR

- 85% - yes
- 6% - no
- 9% - unsure/no response
 - 92% of those interviewed were in favor



THOSE WHO WOULD GIVE

- 75% - yes
- 13% - no
- 12% - unsure/no response
 - 82% of those interviewed indicated they would give



29

respondents indicated they would serve in a volunteer leadership position



KEY RECOMMENDATIONS

FINALIZE CAMPAIGN GOALS

- Consider a campaign approach that focuses on achieving milestones, especially the 16 assisted living units to be added. In addition, consider an initial tier that focuses on the renovation of the current units, followed by the new units. This will allow the foundation to celebrate early successes. For example:
 - Tier #1: Refresh (current units)
 - Tier #2: Build (new units)
 - Tier #3: Finish (the additional amenities included in the plan)
- Sutton Community Home's leaders should, with its architect, finalize the plan for the proposed addition.
- Create a campaign theme that focuses on a message shared by participants: i.e. *This is my home and these are our people.*

RECRUIT A STRONG CAMPAIGN LEADERSHIP TEAM

- Sutton Community Home Foundation leaders and the Steier Group should begin identifying and recruiting a strong, diverse volunteer team to work on the capital campaign. Solidify commitments from key individuals identified through the planning study. Ensure the campaign team includes current and past board members, community leaders and business owners. A resident, or someone who is likely to someday reside at SCH, also should be included. Finally, consider expanding the pool of leaders to former Sutton residents who can speak to their fondness for their former hometown and their desire to support it.
- While a strong group of volunteer leaders is essential, foundation leaders and SCH board members must take an active role in recruitment, solicitation of top donor prospects and leading campaign initiatives.

IMPLEMENT A COMPREHENSIVE COMMUNICATIONS PLAN

- Take care in early communication to address questions and concerns expressed in the planning study, which include:
 - Does the plan allow for future expansion?
 - What will happen to residents in the nursing home?
 - Is projected demand enough to ensure full occupancy?
 - How does this project fit with facilities in neighboring communities?
- Create a campaign focus that personalizes the need for assisted living facilities in the community. This focus should start with current residents and extend to those who soon will need assisted living care. Finally, share messages from Sutton residents who want to spend their later years near family and friends - and the assisted living units will allow for this.

FINALIZE CULTIVATION AND SOLICITATION STRATEGY

- Consider scheduling meetings with the top five to ten potential donors or community leaders to share the results of the planning study and cultivate lead gifts to the campaign. The goal of these visits will be to strengthen the relationship with these donors, involve them in the planning process for the campaign and cultivate lead gifts.
- Plan and host targeted donor cultivation events to share the broad vision for Sutton Community Home. Take care to address the concerns that were shared during the planning study. Consider hosting these events at SCH, or at least bringing attendees for a tour.
- Secure enough campaign volunteers so the Sutton Community Home can approach at least 200 potential donors through personal visits.
- Develop naming opportunities designed to attract interest from major potential donors. Consider offering naming rights for each of the 16 new units and the 16 existing units, if not already taken. Other naming opportunities may include the wellness center, dining areas, beauty salon and spa. Seek support from businesses that provide these types of services.
- Promote every opportunity for in-kind gifts. Options include construction, painting, plumbing and concrete. Work with contractors to arrive at a dollar value for all in-kind work and promote those gifts to the greater community. Approach current vendors for support.

