Title: Succesful Healthcare Philantrophy with Capital Campaign

Prof. Dr. Matthias Buntrock and Axel Rump, MBA, MA

FOM University Dortmund, Germany

This session will show how a healthcare organization is able to raise a significant amount of money for a particular project. After examining all fundraising routes, it comes out that a capital campaign is the right way to go.

What is it that drives consistent, high performance?

When Professor Buntrock began exploring these questions at Grenzebach Glier and Associates several years ago, he quickly realized that neither institutional size nor fundraising goals were relevant markers in identifying „sustained performance“ institutions.

And while maturity of the fundraising programs played a part in these success stories, not all mature fundraising programs maintained the same consistency of success.

Before a hospital dive straight into fundraising, there should be a number of necessary steps that a hospital have to take to properly start a succesful capital campaign. The session keeps an eye on the question how to start and especially prospect necessary markets: individuals, trusts, and foundations, corporations and other grand funders. The session shows in detail how important it is that the campaign objectives are linked to the institution’s long-range strategic plan.

The session will also describe the procedure Mr. Rump uses to generate one of the most interesting qualitative studies in relation to capital campaign in the hospital market in Germany.

The session based on more than 15 years of fundraising experience and research at FOM University. FOM is the largest private University in Germany with more than 55.000 students.

Biography 1

Prof. Dr. Matthias Buntrock studied Protestant Theology, Sociology and Social Work. In 2012 he finished his PhD in Medicine. In 2011 he started working for Bethmann Privat Bank as Head of Philanthropy and Fundraising. Since 2016 he is Professor of Healthcare and Social Management at the University of Applied science FOM in Dortmund, Germany. He is author of several scientific papers and books. For the American fundraising consulting company Grenzebach Glier in Chicago he has been working as vice president until 2009. Matthias Buntrock served as Chairman of the German Fundraising Association until 2014.

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Biography 2

Axel Rump studied Nursing, Business Management, National Economy and Health Care Management. He has been writing his doctoral thesis since 2018 at UCAM (Universidad Católica San Antonio de Murcia), Spain. In 2004 he started working as a management consultant at RWE Systems Consulting. From 2006 until 2008 he was responsible for the construction of a training- and service center of Allianz Private Insurance in Düsseldorf, Germany.with a total of 160 employees. In 2015 he started working as a self employed lecturer at the FOM. Since 2017 he is working as managing director and founding member of a consulting agency (private limited company) in Cologne, Germany.

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