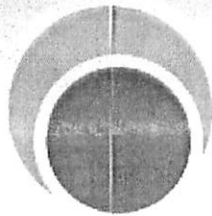


EXHIBIT 30

CAPITAL CAMPAIGN PLANNING STUDY FINAL REPORT



Sheppard Pratt

HEALTH SYSTEM

Baltimore, Maryland



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Campaign Divisional Goal Projections

DIVISION

INTERNAL WORKING TARGET

ADVANCE LEADERSHIP GIFTS (53)(a)(b)

\$ 7,849,000

Governance (27)

Leadership Team (8)

Select Individuals (11)

Select Businesses/Corporations (3)

Select Foundations/Organizations (4)

MAJOR GIFTS (c) (1,728)

1,195,500

Individuals (1,434) \$521,500

Businesses/Corporations (192) 269,000

Foundations/Organizations (102) 405,000

EMPLOYEES (2,492)

100,000

GRAND TOTAL (4,273):

\$ 9,144,500



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Recommendations

- Endorse the findings of this report and move forward in initiating the ***Advanced Leadership Gifts Phase*** of the campaign.
- Pacesetting campaign support at “***stretch***” levels must originate from the ***Board of Trustees and senior administration***.
- Predicate ***final goal*** on Advanced Leadership Gifts “***quiet phase***” results.
- Top prospects – especially the ***12 pivotal*** sources – should be treated as “***mini-campaigns***” guided by highly tailored approach strategies.
- Organize an ad hoc ***Capital Campaign Steering Committee***.
Priority tasks to include securing lead gifts and top leadership.

- Develop a ***formal education and cultivation strategy*** to engage those identified during the study as having significant gift capacity but needing a stronger relationship with Sheppard Pratt Health System.
- Emphasize ***creative gift plans*** and flexibility to leverage commitments at the highest levels, e.g., planned giving, gifts of appreciated securities and variable payment schedules.
- Develop a campaign management plan, calculation of potential, and formal program to provide campaign volunteers with education and instruction on ***“the ask.”***
- Credit all ***unrestricted realized bequests and case-related restricted gifts*** to the campaign for the duration of the effort.

- Develop a ***campaign-specific communications plan*** making use of traditional media, the internet and social media sources.
- Develop campaign specific comprehensive commemorative ***naming opportunities program***.
- ***Communicate study outcomes*** to the 47 individuals who participated in the interviews with message points to include gratitude for participation, status of the effort, and next steps to be taken.
- Utilize the campaign to cultivate ***“next generation”*** of volunteers and donors; to build a higher profile for the importance of philanthropy; and to leverage up the ongoing fundraising program results.