



## The Feasibility Ten

*Is My Health Care Organization Ready to Engage More Formally in Cause Marketing and Corporate Alliances?*

1. Is your development, hospital and Board leadership open to cause marketing and corporate alliances? Do you know in what context?
2. Are key physicians in key areas of expertise/department/pillars open to aligning their programs with corporate partners?
3. Do you have internal corporate leads you can access/approach for cause marketing and corporate alliances?
4. Are the medical department/pillars open to working together on cause marketing and corporate alliances? OR would any alignment have to be pillar-specific?
5. Do you have a strong regional brand or exceptional national research in a key, consumer-friendly departments/pillars?
6. How well do key areas of development work together: major gift officers, direct mail, event production, sponsorship, marketing communications, PR?
7. Is development marketing and outreach separate from clinical marketing? If so, how well do they work together?
8. Do you have any event, advertising or human resources that can be leveraged in support of a cause marketing program?
9. Do you have the resources to devote someone or part of someone to creating a formal program and conducting outreach for the next 18 to 24 months?
10. Does your institution have the legal skill and/or resources to devote to supporting a formal corporate alliance program?