

## **Scenario #5: General Public as Benefactor**

Summary: Family has cancer, no direct relationship with Hospital, spurred by mailing, specific gift goals. Navigating by cancer detection innovations.

Larry's brother has prostate cancer. He gave some money to a research foundation last year, and received a mailing recently from this Big Medical Center, that announced the mission of the Cancer Group and what it has done and what it will do to cure prostate cancer. He liked what he read and noticed the URL at the bottom of the mailing.

At 55, Larry has \$120,000 to give to charity. He is predisposed to want to catch problems before they grow into huge challenges, and so looks for information about advancements in detection. In the website section for cancer, he went to the disease-specific page for prostate cancer. There, he read the feature story on prostate cancer, linking to Advancing Research. At that stage, he found mention of clinical trials and linked into that section of the site.

He sees a clinical trial running locally that his brother would be eligible for and he moves to "Email this clinical trial" which pulls up a separate form page to email the information with a note attached. When that form closes, he is back on that clinical trial page. He looks it over and finds a descriptive preview of "research volunteers". He realizes that, even if his brother doesn't qualify for the study, he would like to help out. He jots the (800) number to call and find out, and then follows the link to "Supporting Research".

He reads about the important and honorable role that benefactors hold at this Big Medical Center. This amplifies his desire to be part of that honored group, as he could see his reasoning for giving a financial gift to research of early cancer detection in excerpted stories. He articulated his motivating factors and then submitted it. The page returned was from the Benefactor site, thanking him for his interest, and offering multiple ways to follow through on that option. Since the site does not accept donations online, Larry printed out the process and steps so that he could return to the task later.