

**YOUR  
TIME  
IS  
NOW!**

**The tools you need.  
The relationships  
you build. The  
change you make.**

# Relationship fundraising 3.0

**Presented by Adrian Sargeant,  
Director - The Philanthropy Centre**



# Relationship Fundraising 3.0

**Adrian Sargeant**  
**Director – The Philanthropy Centre**

# Learning from Relationship Marketing

# How do we build relationships?

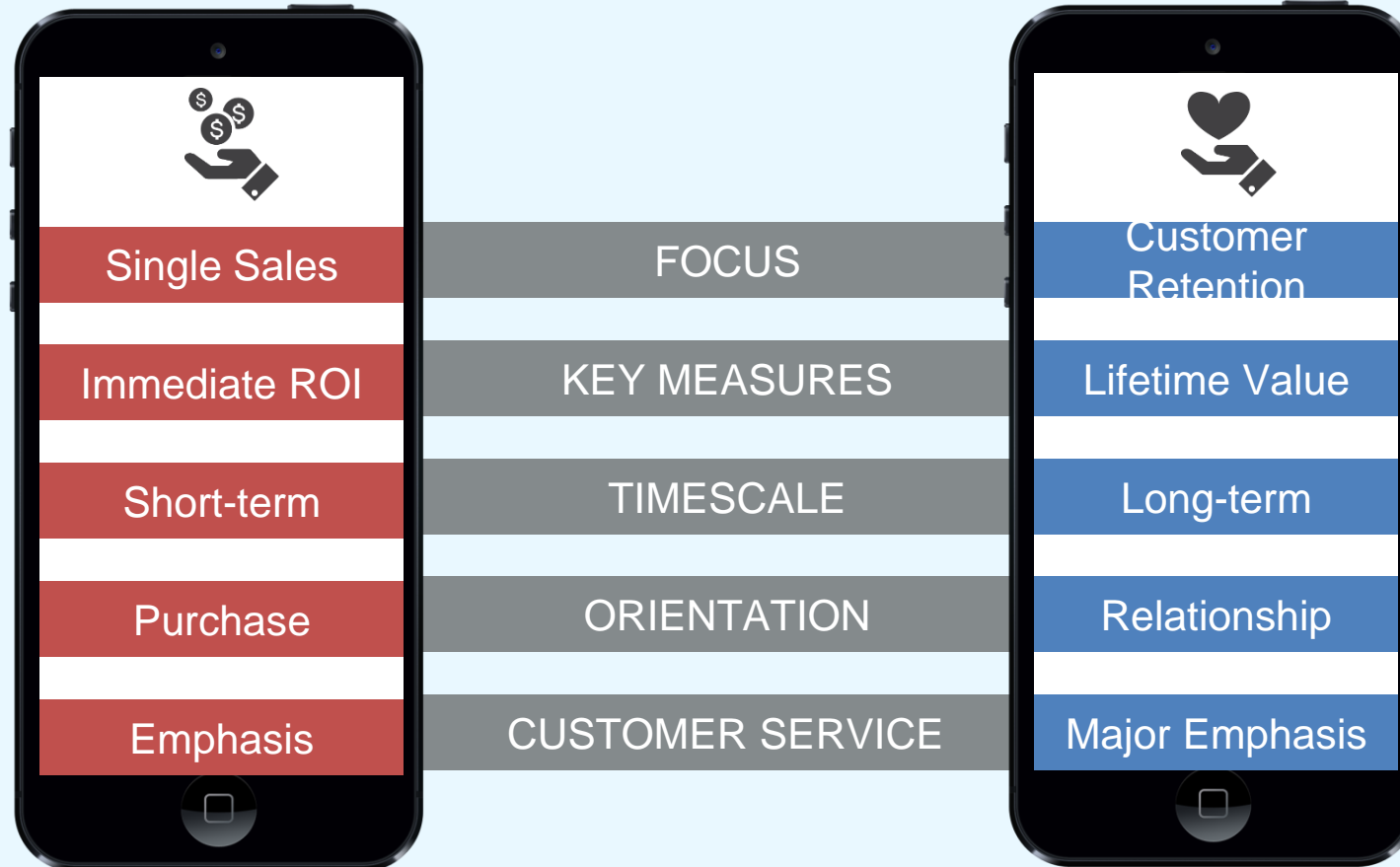
‘Everything we know about how to build a good relationship as a parent or friend we can apply to fundraising.’

# But ...

“Not all relationships are important all the time...some marketing is best handled as transaction marketing.”

**Evert Gummesson**

# Relational v transactional



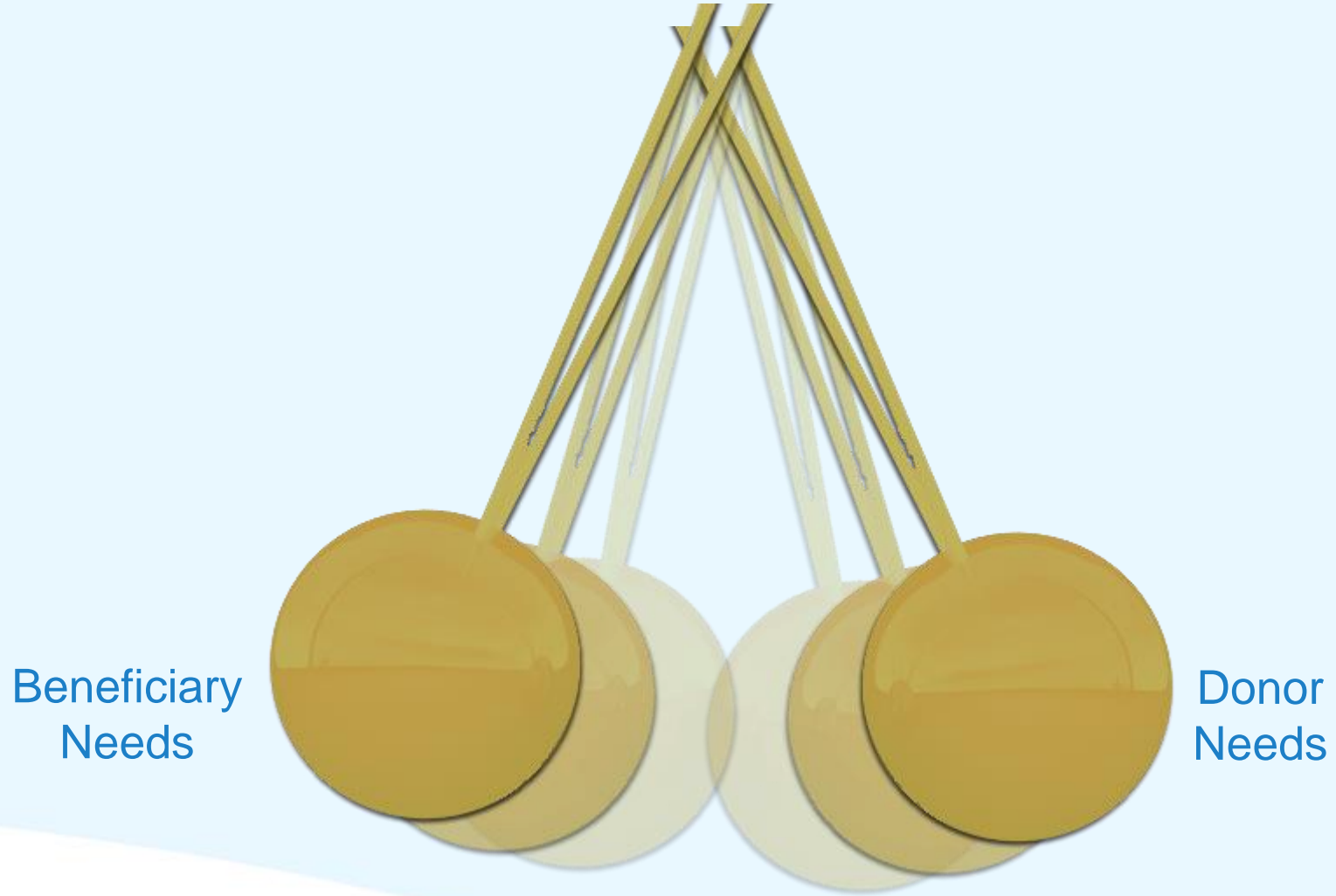
# Relational or transactional?

Transactional  
Fundraising

Relational  
Fundraising



# 'Fundraising pendulum'



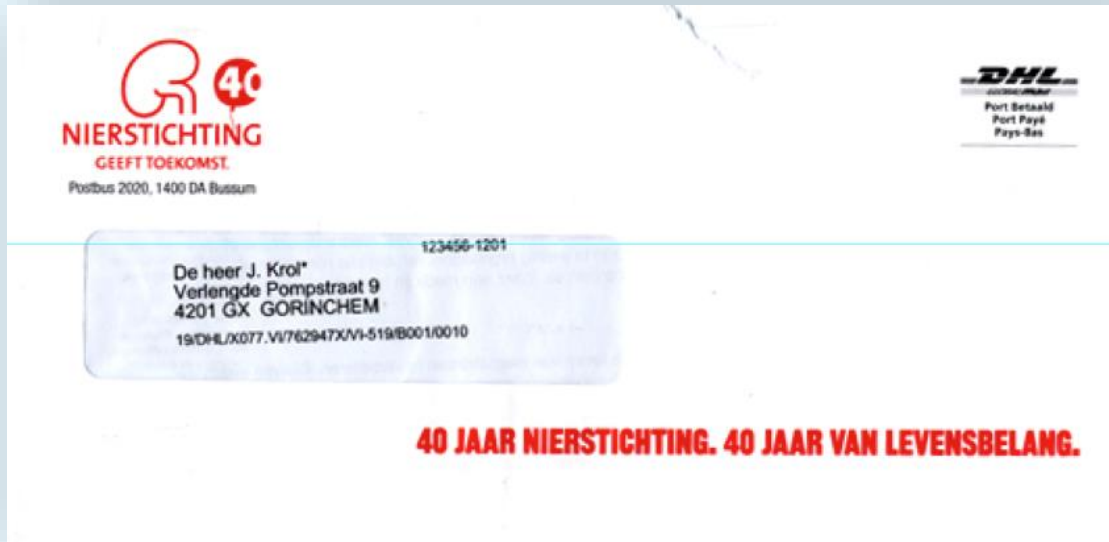


# Stage 1: Awareness

- What will inspire a donor at this stage



# Stage 1: Awareness



123456-1201

De heer J. Krol\*  
Verlengde Pompstraat 9  
4201 GX GORINCHEM  
19/DHL/X077.VI/762947XVI-519/B001/0010

**NIERSTICHTING**  
GEEFT TOEKOMST.

Nierstichting Nederland  
Groot Hertoginnelaan 34  
Postbus 2020  
1400 DA Bussum  
Telefoon (035) 497 80 55  
Fax (035) 497 80 09  
www.nierstichting.nl  
Giro 88.000 of 388.000

**Wilt u de jarige Nierstichting een cadeau geven?**

Bussum, 31 oktober 2008

Geachte heer Krol,


Veertig jaar Nierstichting Nederland. Moeten we daar blij mee zijn? Ja en nee. Ja, omdat de Nierstichting in die tijd veel heeft bereikt. Dialysebehandelingen zijn verbeterd, nierpatiënten krijgen financiële en sociale steun en we leveren een belangrijke financiële bijdrage aan wetenschappelijk onderzoek. Maar nee, omdat de Nierstichting nog steeds hard nodig is.

Leven met een nierziekte blijft zwaar en ingrijpend. Dialyse is eigenlijk geen leven, maar overleven. Een niertransplantatie lijkt de beste oplossing, maar is lang niet voor iedereen beschikbaar. Jaarlijks overlijden 100 tot 200 nierpatiënten onnodig door de lange wachttijden. En het aantal nierpatiënten dreigt door vergrijzing en een ongezonde levensstijl de komende jaren sterk te stijgen.


De Nierstichting wil nierpatiënten betere oplossingen bieden voor hun ziekte én voorkomen dat u of anderen een nierziekte krijgen. En dat kunnen we ook. Met uw cadeau voor onze verjaardag. Met uw geld kunnen we meer investeren in preventie, waardoor mensen met een nierziekte vroegtijdig kunnen worden opgespoord. Met uw geld kunnen we blijven vechten voor een structurele oplossing voor het grote tekort aan donormieren. En met uw geld kunnen we de kwaliteit van leven van nierpatiënten verbeteren door het financieren van hoopgevende nieuwe ontwikkelingen.

Met uw cadeau voor de 40-jarige Nierstichting komt een toekomst met zo min mogelijk nierziekten én een betere toekomst voor nierpatiënten dichterbij. Mag ik u vast heel hartelijk dankzeggen voor uw jubileumdonatie?

Met vriendelijke groet,  
**NIERSTICHTING NEDERLAND**

 Paul Beerkens  
Algemeen Directeur

P.S. Op de achterzijde van deze brief kunt u lezen hoe we werken aan doorbraken in de strijd tegen nierfalen.



**euro-acceptgiro** Dit is mijn cadeau voor de 40-jarige Nierstichting

0000 1201  
0012 3450

0000 1201 0012 3450\*

De heer J. Krol\*  
Verlengde Pompstraat 9  
4201 GX GORINCHEM

op rekening 388000  
Nierstichting  
Postbus 2020  
1400 DA Bussum

op rekening 388000  
van Nierstichting Nederland  
Postbus 2020, 1400 DA Bussum

0000120100123450+ 0070388000+ 13>

# Stage 1: Awareness

**Kidney Research UK**  
Kings Chambers, Priestgate  
Peterborough PE1 1FG  
T 0800 783 2973  
E donations@kidneyresearchuk.org  
W www.kidneyresearchuk.org

**Kidney Research UK**  
Funding research to save lives

Mrs A Sample  
1 Sample Street  
Sampletown  
Anyshire  
AA1 2BB

XXXXXX

**Why did both my baby boys have to die?**

Dear Mrs Sample,


My heart skips a beat and my stomach churns every time I think about it. The moment when the Sonographer went quiet as she looked at the scan of my baby on the screen. In that split second I knew exactly what she was thinking. That the baby I was carrying had Potter's Syndrome, just like our last baby, Jack. So as soon as he was born he was going to die.

Not a day goes by when I don't think about my two beautiful angels. I gave birth to both Jack and Sam and they both died in my arms after just a few minutes. You somehow learn to live with the pain, but it still hurts. Some days are better than others, some days, worse. I decided I was going to get through the grief by helping Kidney Research UK find out why my boys died - and maybe help save other babies like them too.

That's why I'm writing to you now, to help spread the word about what a fantastic job Kidney Research UK does, and how you could help them save lives. They fund some of the world's most important research into kidney disease, research that could find a cure for conditions like the one that caused my babies to die. But the work they do can only carry on thanks to the support of kind people like you, so I do hope you choose to make a donation today.

**The only way to save lives is to do the research**

You've probably never heard of Potter's Syndrome. I certainly hadn't either until the day it tore my life apart.



Andrew and me with our two babies just after they were born

c continued...

**Jack and Sam lived for just a few minutes. Could you spare a few minutes to help save other babies like them.**

**Here is my gift of:**  
 £15  £25  £50  Other £ \_\_\_\_\_

Make your cheque/postal order payable to **Kidney Research UK**  
 OR Please debit the above sum from my please tick box:  
 CAF CharityCard  MasterCard  Visa/Debit  Maestro

Card no. \_\_\_\_\_ Maestro only \_\_\_\_\_  
 Start date MM/YY \_\_\_\_\_ Expiry date MM/YY \_\_\_\_\_  
 Maestro issue no. \_\_\_\_\_ Security number \_\_\_\_\_ Start 3 digit registration no. \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Please tick if you would like acknowledgement of your donation

Please return this in the envelope provided to:  
**Kidney Research UK, FREEPOST ANG 3465, Peterborough PE1 1BR**  
 Registered charity no. 253892 & SC039245

**Donation Line**  
**0800 783 2973** (freephone)

Learned Name  
 1 Street Road, Anytown,  
 Countryshire AB1 2CD  
 XXXXXX

You can make your gift worth 20% more by making a Gift Aid declaration. Please sign in the box below. I am a UK taxpayer and I want Kidney Research UK to claim back the tax on all donations I have made for the six years prior to this year and all donations I make from the date of this declaration until I notify them otherwise.

Signed \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
 All you need pay an amount of income tax or capital gains tax at least equal to the tax we reclaim on your donations in the six years.


We may use your information to contact you in the future about Kidney Research UK activities, including fundraising. If you would not like to receive these communications please tick on above. Please tick

**Kidney Research UK**  
FREEPOST ANG 3465  
Peterborough  
PE1 1BR

No stamp needed

**Kidney Research UK**  
Funding research to save lives

Registered Charity No. 253892 & SC039245



**Why do some babies' kidneys never form?  
 You can help Professor Woolf begin to find out.**

**Kidney Research UK**  
Funding research to save lives

**Kidney Research UK**  
Funding research to save lives

**ECONOMY** **S**

Mrs A Sample  
1 Sample Street  
Sampletown  
Anyshire  
AA1 2BB  
XXXXXX

**Why?**



Jack Charles-Odeone born 27/11/2008 time £3.50  
 Sam Charles-Odeone born 24/02/2009 time £4.00



# Stage 1: Awareness

Inside, you'll find the most extraordinary letter you'll ever read...

**ECONOMY**  

Mrs A Sample  
1 Sample Street  
Samptown  
Anyshire  
AA1 2BB  
xxxxx

**Kidney Research UK**  
Kings Chambers, Priestgate  
Peterborough PE1 1FG  
T 0800 783 2973  
E [donations@kidneyresearchuk.org](mailto:donations@kidneyresearchuk.org)  
W [www.kidneyresearchuk.org](http://www.kidneyresearchuk.org)

Dear Mrs. Sample,  
Little Katie looks so healthy, it's hard to believe with her.  
I hope the letter you've just read helps you understand her condition – Multicystic Dysplasia. When Katie was still in her mother's womb, her bladder didn't join with her right kidney properly and developed abnormally and became a cyst. Years-old and her right kidney is covered in cysts.  
Understandably, Katie's mum is worried that her little girl may need a major operation.  
Scientists funded by Kidney Research UK are working on children like Katie. She has to have regular scans of her healthy kidney is functioning properly, but that involves a lot of checks that can cause distress and discomfort.  
The good news is Professor Gordon has discovered a new way of doing these checks using an MRI scanner so children can avoid the discomfort.  
*continued...*

Mrs A Sample  
1 Sample Street  
Samptown  
Anyshire  
AA1 2BB  
xxxxx

Dear Katie,  
I'm so sorry I've let you down.  
I wanted to be a strong, healthy kidney so I could clean your blood of toxins and keep you safe. But instead, here I am, covered in ugly cysts and useless.  
Katie, you're such a good little girl. I really wanted to be there for you so that you'd grow up healthy.  
Just inches away from me, your other kidney is having to work extra hard. Litres of blood never stop gurgling through it. Once it's filtered, out the blood flows, lovely and clean.  
Your busy right kidney is



*"When Katie was born it turned out the cysts had taken over the kidney completely so she only had one properly functioning kidney. Despite her condition, Katie has always got a smile for you."*  
Ben, Katie's dad

**Kidney Research UK**  
Funding research to save lives



# Stage 1: Awareness

- What will inspire a donor at this stage

## Case Study: Plan UK

30 July 2013 by Jenna Pudelek, 1 comment

The international charity's campaign Because I am a Girl generated 18,000 text donations

Remember your first period?  
Leaving school? Getting married?  
Having your first child?  
**Aneni does. She's twelve.**



**For some girls, starting their periods is the first step towards forced marriage.**

It means that they'll soon be taken out of school, isolated from their friends and forced into marriage with older men. Many will endure abuse. And every year, thousands will die in labour because their young bodies just aren't ready for childbirth.

As a woman, you understand just how terrible that is. And as a woman, you can do something about it – by helping Plan work with families and communities to keep young girls out of forced marriage. *Plan UK's hard-hitting campaign*

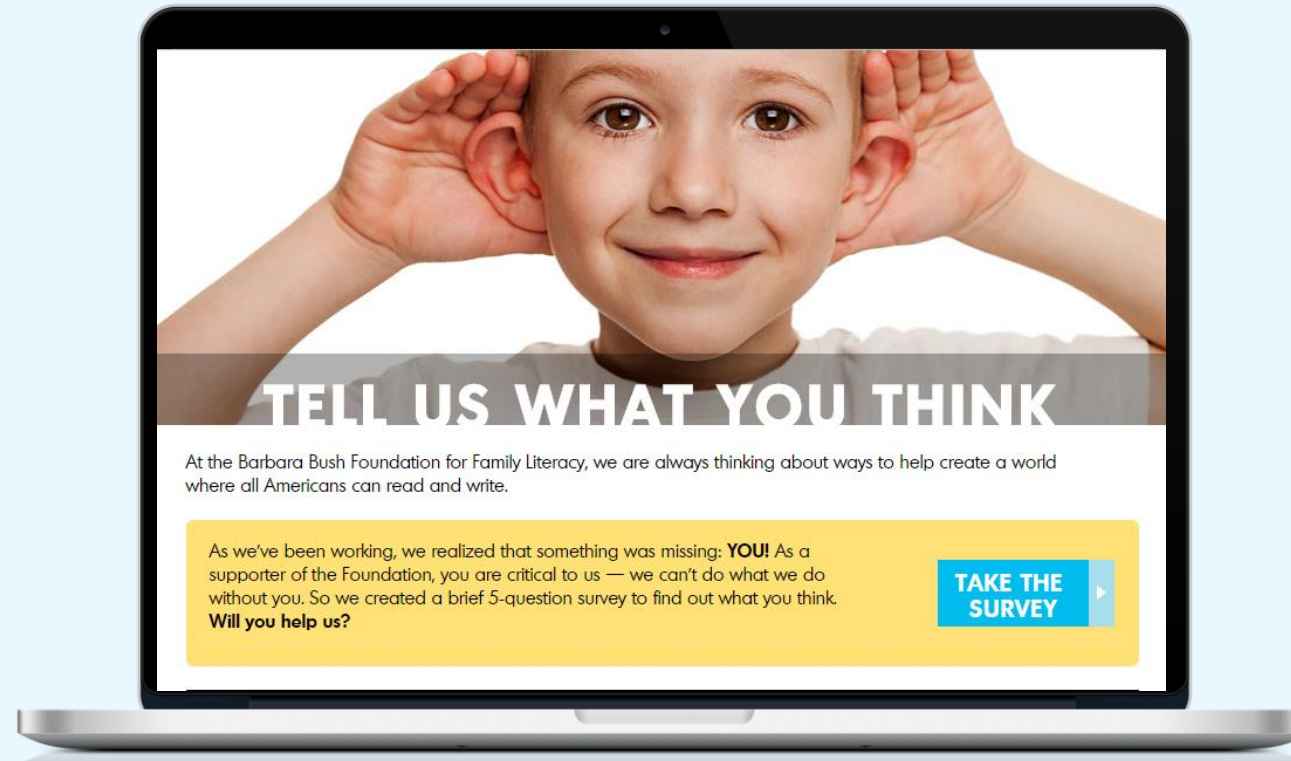
Organisation: [Plan UK](#)

Campaign: [Because I am a Girl](#)

[Must Read](#)

# Stage 1: Awareness

- Conduct donor surveys



# Hyper-personalisation

Which do you prefer to spend time with?

- I love cats!
- I prefer time with dogs!
- Any furry, friendly animals
- Humans really
- It depends
- Other / comments

Dear Adrian...

I remember the survey you returned to me a little while back. Thank you for that! In it, you told me that you preferred spending time with **'any furry, friendly animals'**. I imagine you really love dogs but not all are so lucky...

# The Bequest Question

Bequests left to <CHARITY> by people in their wills are of enormous benefit to our work to help <CAUSE>. Many people like to leave money in their will or trust to <CHARITY>. These wonderful donors are members of our “<CLUB NAME>”. Have you included a gift to <CHARITY> in your will?

- 1 Yes, I already have included <CHARITY> in my will
- 2 I intend to include <CHARITY> when I make or revise my will
- 3 I would consider this type of gift and would like more information
- 4 I have a will and have mentioned other charities, but I have not included <CHARITY>
- 5 I do not have a will
- 6 I have written a will but not included a charity
- 7 It's not something I'm interested in right now, thank you



# Major Gift Question

In a few months, <CHARITY> will be running a special campaign to <do this special thing>. <We will have a 'private' phase asking key supporters if they could pledge over \$1,000 to match donations during the campaign>. Would you be able to consider making such a gift in 2017?

1. Yes, I'd like to consider a proposal in more detail
2. Maybe. It depends on when, and what campaign
3. Not within six months, but maybe a little later or next year
4. Not now, thank you

# So

- Motivation/Interests
- High Value
- Bequest
- Commitment
- Maybe Identity
- Maybe Preferences
- Maybe Satisfaction and Trust

# Stage 2: Deepening the relationship

- Satisfaction is first driven by fulfillment of donors' lower level needs but then transition to be fulfilled by donors' higher level needs;

- *Connectedness*
- *Autonomy*
- *Competence*
- *Growth*
- *Purpose in Life*
- *Self acceptance*

# But

- The higher the level of perceived needs to be met, the more ambiguous and more uncertain people feel about judging their fulfilment
- The more uncertain, the more likely they are to rely on others to help them form the judgement
- The more ambiguous people feel about what a fulfilled life means the more they would look to others to help them define what a fulfilled life means

# Stage 2: Deepening the relationship



## Stage 2: Deepening the relationship



# Stage 2: Deepening the relationship



# Stage 2: Deepening the relationship





# M O M E N T U M

A Newsletter for Patients, Families and Friends of Gillette Children's Specialty Healthcare



Kristin and Joey Boley love volleyball, Kristin, also loves tennis, plus basketball and golf. The siblings also enjoy reading, watching movies, and playing video games. Kristin is a member of the volleyball team and Joey is a member of the tennis team.

The John E. Lonsstein Spine Care Fund was created in honor of Lonsstein by his wife and children. Lonsstein is an orthopedic surgeon at Gillette. Family, friends, colleagues and patients provided additional funding. The fund supports projects and programs benefiting Gillette patients who have spinal disorders. Projects include picture books for preteens and printed video and Web information for teenagers. For information about the fund, contact Scott Nelson at 951-229-1770 or [snelson@gillettechildrens.com](mailto:snelson@gillettechildrens.com).

## INSIDE

- 2 Creating Vision
- 3 Donor Profile
- 4 Children's Miracle Network
- 4 Children's Miracle Network Champions
- 7 Tributes
- 8 Benefit Event

## At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1947, doctors and pediatricians at Gillette Children's Specialty Healthcare have established principles that are still considered the highest standards of care for children with spine deformities. Kristin and Joey Boley are two in a long line of patients who have benefited from the hard work and dedication of Gillette's medical pioneers.

Kristin Boley is an elegant, statuesque 17-year-old with a warm smile. As a high-school junior, she plays basketball and golf. In addition she takes jazz, ballet and tap dance classes and plays harmonica in the school band. Her brother, Joey Boley, 15, is a well-spoken young man whose confident demeanor belies his young age. He plays basketball, tennis and golf and is a member of the tennis team.

Both Kristin and Joey have scoliosis, a sideways curvature of the spine that can shape it into a single curve (like the letter C) or into two curves (like the letter S). About 1 percent of children have some type of scoliosis. One in every 200 of those children requires treatment. Doctors customize treatments to each child's particular needs.

### Talented Treatments

When Kristin was in third grade, her pediatrician grew concerned about the curve of her spine, especially in light of her family history of scoliosis. "Kristin's grandmother didn't have treatment," explains Kai Boley, Kristin's mother. "She has a noticeable curve, it's visible on her things and can't walk for any distance."

"Kristin's doctor said her curve looked different from the typical scoliosis curve," Boley adds. "Typically, the spine curves to the right. Kristin's went to the left and didn't have the S curve." She had pain when she stretched and couldn't sit comfortably for any length of time.

As a result, Kristin began wearing a brace when she was 8. Because of the unusual curve, her family discussed the possibility of spine fusion surgery with John Lonsstein, M.D., an orthopedic surgeon at Gillette. Spine fusion surgery involves joining several spine bones to make one unit. The procedure is used to partially correct the curve and to stop curves from progressing. During surgery, surgeons implant a wire mesh and attached to the spine by hooks, screws and wires to hold the spine in place while fuses occur.

Doctors also kept an eye on Joey. At 9, he had an X-ray indicating that he, too, had scoliosis. For the past 18 months, he's been wearing a brace for 23 hours a day. The brace is lightweight and worn under clothing. He'll wear it until he's done growing. "The brace really doesn't prevent me from doing anything," he says. "I can take it off when I play basketball, tennis or golf."

The Boleys' experience is markedly different from that of past patients.

### The Story Unfolds

In the early years, at Gillette and elsewhere, doctors treated scoliosis with exercises or casts, which often failed to keep the curve of the spine from progressing. In 1947, John Mac, M.D., established the Spine Service at Gillette. He brought together a team — including brace makers, nurses, surgery staff and physicians — to work with children who had spine deformities. Working with the team of specialists, Mac used advanced braces for treating scoliosis and developed practical surgical techniques that resulted in a good future.

By the time he retired, Mac was known as the father of modern scoliosis surgery.

### A Breakthrough Idea

Throughout the 1950s, doctors treated spine deformities, such as Kristin's, with a Milwaukee brace to support the entire spine and to keep a spinal curve from progressing. The brace extended to the neck and wasn't easily hidden under clothing. Surgeons also did fusion surgery, using bone grafts without screws and rods to stop the progression of the curve. Following surgery, patients spent one year in casts. Often the bones didn't knit properly, and patients had several surgeries, which meant another year of casts.

In 1996, Robert Winter, M.D., was an orthopedic resident at the University of Minnesota. He completed two rotations in pediatric orthopedics at Gillette. "During my five rotations, significant things happened," he says.

A Texas surgeon, Paul Harrington, M.D., had developed a system of stainless steel rods and hooks that he surgically implanted in scoliosis patients to straighten and hold the irregular curvature of the spine. Mac, a skilled surgeon, understood the value of the rods for spine fusions, and he invited Harrington to demonstrate the technique at Gillette. Winter assisted with the surgeries. We became one of the first hospitals in the country to use Harrington rods.

"With minimal rods, and a good cast, children healed better, and we could get them up walking within two weeks," Winter explains. When Winter completed his residency, Mac invited him to join the Gillette Spine Service. Throughout their tenure, these and other Gillette physicians and staff assembled surgical techniques and imaging technology to revolutionize spine care.

See Mac's story on [page 4](#).



Bringing You Closer to  
the Lives You Help Change

# Connections

Fall 2008 • Volume 18 Number 1

## Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet



Because  
of You!

Zawadi wears  
sparkly new shoes

Page 1

Douglas can visit  
an imaging center  
without crying

Page 2

Katie's memory  
continues to inspire

Page 2

Grace can say,  
"I love you!"

Page 3

To meet Zawadi Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an emphatic, "Thank you!" Before you can grasp why you deserve such adoration, you catch a mischievous glint in her eye. "No catch me!" she taunts, running in the opposite direction. Another game of tag has begun, and — just like that — you're it.

It's an idyllic scene, but Zawadi's story doesn't begin here. Before she could even dream of chasing about in sparkly sneakers, Zawadi needed feet on which to stand.

### Her Community Believed She Was Cursed

Zawadi was born with two clubfeet in an impoverished village outside Arusha, Tanzania. Her community saw the disability as a curse, and local children threw stones at her.

Zawadi's father abandoned the family the day she was born, leaving her mother to care for three children alone. "Zawadi would have no future if something happened to me," says Zawadi's mother, Sofia, through an interpreter.

### Few Could Help Her

Zawadi's fate changed when missionaries Tom and Polly Wiley spotted her. "She had huge brown eyes and a penetrating look," Tom Wiley recalls. "We knew we had to help her."

The Wileys discovered that Zawadi's case was too severe for treatment in Tanzania. She

needed a surgeon trained in the Iliizarov method — a complex technique for reshaping bones, developed by Gavril Iliizarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure.

But a Google search quickly uncovered one of the few surgeons in the world who could help Zawadi: Mark Dahl, M.D., pediatric orthopedic surgeon at Gillette Children's Specialty Healthcare. In fact, Dahl trained in Siberia with Iliizarov himself.

### "My Daughter Has a Future!"

Within weeks, Zawadi flew to St. Paul for a treatment that Dahl had performed thousands of times, but on only a few children with Zawadi's condition. During a five-hour surgery, Dahl

Zawadi continued on [Page 4](#)



Without treatment in Tanzania, Zawadi (right) learned to walk on the rough surfaces that formed where her feet should be.

But today, Zawadi (below) is shopping for her first pair of shoes! We'll help her find shoes that fit around her joints, which will keep her feet straight while she grows.



How great the ORGANIZATION is = \$4,470 in gifts





How great the ORGANIZATION is = \$4,470 in gifts



How great the DONOR is = \$49,600 in gifts

# Stage 3 – Expansion

## Self-verification theory

- “People can always feel better if others important to them see them in the same way they see themselves.”
- “Both partners reveal themselves, and seek and express validation of each other’s attributes.”
- (Reis and Shaver 1988, 369).

# Self-verification theory



88155D

06/YC/05



Mr S I Pidgeon  
Sandy Pluck Lane  
Shurdington  
CHELTENHAM  
Gloucestershire  
GL51 4UB

September 2006

Dear Mr Pidgeon

Thank you very much for all your support of and interest in Practical Action. I am writing to ask if you would be able to help us in a different way.

We are planning to undertake some research with a number of our supporters and would really like to hear your views.

We want to know a little more about the people who support us and what they know and think about our work. In order to grow and expand our vital work overseas, we need to find the most cost effective ways of finding new supporters to help. By sharing your views with us, you can help us find more people like you to help with our work.

It does not matter whether you feel you know a lot or a little about us, or whether you have been interested in Practical Action for a long time or a short while; your contribution will be invaluable.

The research will take the form of a short telephone interview which we hope you will take part in. If you are happy to take part, you need do nothing further until you receive a call from the research company **JRA Research**. You are under no obligation to take part and you can make your final decision on about whether or not you want to participate at the time you receive the call. If this is the case then please inform the caller from **JRA Research**.

However, it is possible that you may not be contacted – so if you do not hear from **JRA Research** by the end of October please assume we have completed our research.

Once again, thank you very much for your help and for your continued support.

Yours sincerely

*Jackie Taylor*

Jackie Taylor  
Head of Supporter Services

- For the clever fundraiser, the point of the research is not the information, but the participation

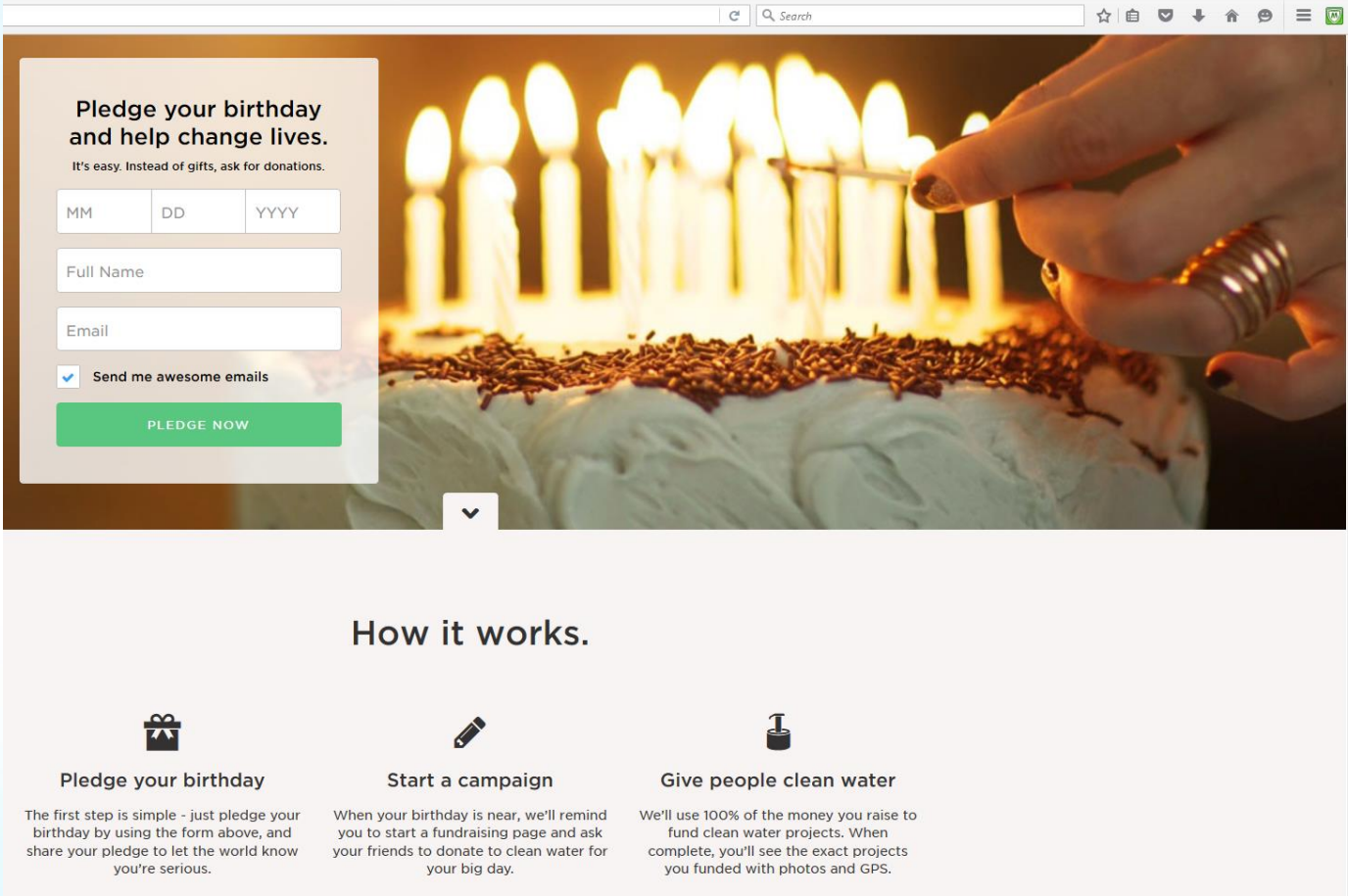
**What Identities Are Donors Articulating When They Give?**

**Are You Recognising Those Identities?**

# Self-enhancement theory

- Katz and Beach (2000) tell us that people are most likely to seek partners who give them both verification and enhancement, and that in the absence of the latter, they seek the former.
- So how can fundraisers stretch their donors' imagination about just how good a human being they can be?

# Self-enhancement theory



The screenshot shows a web browser window with a search bar and navigation icons. The main content area features a large background image of a hand lighting birthday candles on a cake. On the left, there is a white form titled "Pledge your birthday and help change lives." with the subtext "It's easy. Instead of gifts, ask for donations." The form includes fields for "MM", "DD", and "YYYY", a "Full Name" field, an "Email" field, and a checked checkbox for "Send me awesome emails". A green "PLEDGE NOW" button is at the bottom of the form. Below the form is a small white dropdown arrow. The lower section of the page is titled "How it works." and contains three columns, each with an icon and text:

- Pledge your birthday** (Gift icon): The first step is simple - just pledge your birthday by using the form above, and share your pledge to let the world know you're serious.
- Start a campaign** (Pencil icon): When your birthday is near, we'll remind you to start a fundraising page and ask your friends to donate to clean water for your big day.
- Give people clean water** (Water tap icon): We'll use 100% of the money you raise to fund clean water projects. When complete, you'll see the exact projects you funded with photos and GPS.





*I'm opening my  
heart this Christmas*



**Who Are Your Donors?**

**Who Would They Like To Be?**

# Identity fusion

- The giving of money is not experienced by the donor as a 'loss' or an 'investment' any more.
- The action of giving money, as the theory predicts, should make the individual feel stronger because of the closer connectivity they experience with others

# Identity fusion

- Should not thank for the donor's generosity *per se*...
- ...but rather, celebrate shared success

# Before

Date

<addressee>  
<street>  
<city>, <state> <zipcode>

Dear <formalsalu>,

Thank you so much for your gift of <treptant> in support of the Ontario Science Centre.

Science and technology enriches our lives, and a single visit to the Science Centre can plant a seed and provide the tools for a lifetime of exploration and discovery. Thanks to your support, young people and their families from Toronto's at risk communities will experience the inspiration and excitement that you and your family enjoy each time you visit.

We're thrilled to announce top-notch exhibitions and IMAX films in honour of our 40<sup>th</sup> anniversary. Come and experience our upcoming features The Science of Spying, followed by Lizards and Snakes, Alive! and our summer food programming. Watch for news on our anniversary celebration in September.

In recognition of your donation, we'd like to acknowledge your support by including your name in our Annual Report and on our Donor Wall. Your donation receipt, in the form of a letter, is enclosed. If you have any questions or need any assistance, please contact Matt Wiesenfeld, Head of Annual Giving at (416) 696-3233.

I hope you visit us soon, to see the impact you are making when you chose to donate to the Science Centre.

Yours sincerely,

Lesley Lewis  
CEO (6)

Encl.

# After

Date

<addressee>  
<street>  
<city>, <state> <zipcode>

Dear <formalsalu>,

Robots whirl. Comets streak. Tide pools gurgle. When science comes to life, anything is possible... and all because of you.

Thank you for your contribution of <treptant> in support of the Ontario Science Centre! Your gift is already inspiring a generation of future scientists and their families who, without you, might not have the means to visit our Science Centre.

... You provide the tools for a lifetime of exploration, too - illuminating the comets, giving tide pools their gurgle, and much more - sharing with others from Toronto's communities the same excitement that you and your family enjoy each time you visit.

... In recognition of your kind gift, we'll add your name to our Annual Report and our Donor Wall. (And you'll find your donation receipt enclosed.) If you have any questions, please contact Matt Wiesenfeld at (416) 696-3233. We'd love to hear from you.

Thank you so very much for sowing the seeds of discovery,

Lesley Lewis  
CEO

P.S. .) There's lots going on for our 40<sup>th</sup> anniversary - from The Science of Spying to Lizards and Snakes, Alive! - so I hope you'll visit us soon. Stay tuned for updates in our upcoming [newsletter?] and at [www.ontariosciencecentre.ca](http://www.ontariosciencecentre.ca). Thanks again.

FirstName LastName  
Address1  
Address2  
Address3

2<sup>nd</sup> March 2009

Dear NAME,

On behalf of XYZ Charity, thank you most sincerely for sending through AMOUNT donated on behalf of the winner of the ABC Competition. We truly appreciate your customer's generosity and support.

For over XXX years, XYZ Charity has been Ireland's leading independent charity advocating for the rights, well being & protection of children. Our mission is to end cruelty & injustice to children in all forms – ensuring every child is given the opportunity to experience love, happiness & equal opportunity. Despite Ireland's great progress, the moral obligation to protect fully our most vulnerable citizens remains unfulfilled. This is the gap XYZ Charity aims to fill each & every day with the public's generous support.

Our services to children, their families and communities include:

- ProgrammeName is Ireland's only multi-media listening service for children, providing daily round-the-clock support. With a network of over 200 volunteers nationwide, ProgrammeName has answered over 1.8 million calls, texts and online communications over its 20 year history. Nearly 2,000 calls are received each day.
- The ProgrammeName2 programme focuses on teenagers with behavioural or mental health problems as well as those at risk of substance abuse to prevent social isolation and early school leaving.
- ProgrammeName3 is a home-based service working with vulnerable young children who are experiencing behavioural or emotional difficulties with limited support options available.
- Now in its 12<sup>th</sup> year, ProgrammeName4 is a 24-7 service focused on children, young people and parents who are begging or at risk of begging on the streets. ProgrammeName4 also provides support to children from minority ethnic backgrounds who are seeking asylum in Ireland.

We rely on donations like yours to continue to expand and improve our programming.

- AMOUNT can cover the costs of one month's one-on-one web counselling.
- AMOUNT can help us train one new volunteer who will then devote 100 hours or more of service to our programmes, making an immeasurable difference to the lives of so many children.

We would welcome the chance to explain our work further or answer any questions you might have. Please do not hesitate to contact us anytime on (XX) XXX XXXX or visit [www.xyzcharity.org](http://www.xyzcharity.org).

Again, we really appreciate your support and we hope that you can continue to support us in whatever way you can in the future.

Yours sincerely,

██████████  
Fundraising Campaigns Administrator

# Before

# After

[XYZCharity Letterhead]

FirstName LastName  
Address1  
Address2  
Address3

2<sup>nd</sup> March 2009

Dear NAME,

Somewhere in Ireland, a child is calling for help. And because of you, a caring voice answers.

Thank you so much for donating AMOUNT through the ABC Competition to XYZ Charity. Your generosity – and your customer's support – are truly at the heart of all we do.

Nearly 2,000 times, each and every day, you make all the difference in the world for troubled children. Your kind contribution means that XYZ Charity can keep skilled volunteers standing ready to answer calls... offer counseling services that keep teenagers in school and away from drugs... and mentor young children (and their parents) to better cope with tough times.

Your support even extends to Ireland's "invisibles" – those who beg or are at risk of begging – as through XYZ Charity's round-the-clock outreach services, young lives are forever changed.

It's all thanks to you.

And we welcome the chance to answer any questions you might have. Please contact us anytime on (XX) XXX XXXX or visit [www.xyzcharity.org](http://www.xyzcharity.org). I'll also update you on all the good your gift is doing in XYZ Charity's [annual letter? quarterly newsletter?], which you'll receive [when].

All of us here at XYZ Charity really appreciate your support. Thank you again for giving vulnerable young children a place to turn for help... and a reason to hope.

Yours sincerely,

[INSERT SIGNATURE]

██████████  
Chief Executive, XYZ Charity



# Identity Fusion Example





*"I am particularly proud that Mother's name will forever be associated with the Beacon of Hope. She was that beacon for so many people."*

—Johnny Mike Walker

## Pat Walker Beacon of Hope

The Pat Walker Beacon of Hope—the pillar light of Arkansas Children's Northwest—symbolizes a steadfast commitment to champion children by making them better today and healthier tomorrow. Named in honor of Pat Walker, a matriarch of Northwest Arkansas and a pioneer community advocate for children, the Beacon of Hope recognizes the transformational \$8 million gift from the Willard & Pat Walker Charitable Foundation, Inc. in support of Arkansas Children's Northwest. The lighted, multi-colored column spanning the height of the building forever lights the way for families in need.

**Thank you!**

The Willard & Pat Walker Charitable Foundation, Inc. was established in 1986 with a primary focus on advancing healthcare and education in the state and local communities. The foundation has given more than \$150 million to numerous charities and organizations. The Walker Foundation is a longtime supporter of Arkansas Children's and has invested more than \$11 million in children's health.

Pat Walker passed away in September 2016. Through advocacy and philanthropy, she provided many people with the opportunity to reach their full potential. Mrs. Walker was a strong advocate for children's health during her lifetime and in her final years, she was particularly excited about the establishment of Arkansas Children's Northwest in Springdale.

"She would be very proud of the effort to reach more children in more ways. We are delighted to continue our investment in a healthier tomorrow for all children throughout Arkansas."

—Mandy Macke



# Stage 4: Commitment

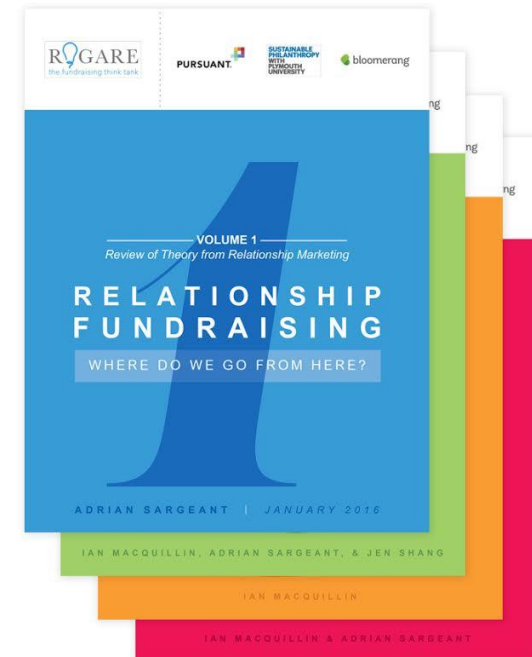
- Focus on satisfaction
- Past investment
- Availability of alternatives

# But

- Past tangible investment (shared debts, pets, jointly purchased items)
- Past intangible investment (disclosures, effort and time)
- Planned tangible investment
- Planned intangible investment

# Download the reports

[www.philanthropy-centre.org](http://www.philanthropy-centre.org)



# Motivation Versus Identity

- Emotional Utility
- Practical Utility
- Familial Utility
- Demonstrable Utility
- Spiritual Utility

Compassion – Problem Solving

# Moral Identity – One Easy One To Play With

- ⦿ How can we help donors give?
- ⦿ What does giving make our donors feel?

# Morality Measures

Below is a list of traits that people possess. Please indicate how much you believe you actually possess such traits, and how much you ideally would like to possess such traits.

Actual: Your own beliefs concerning the moral traits you think you actually possess now.

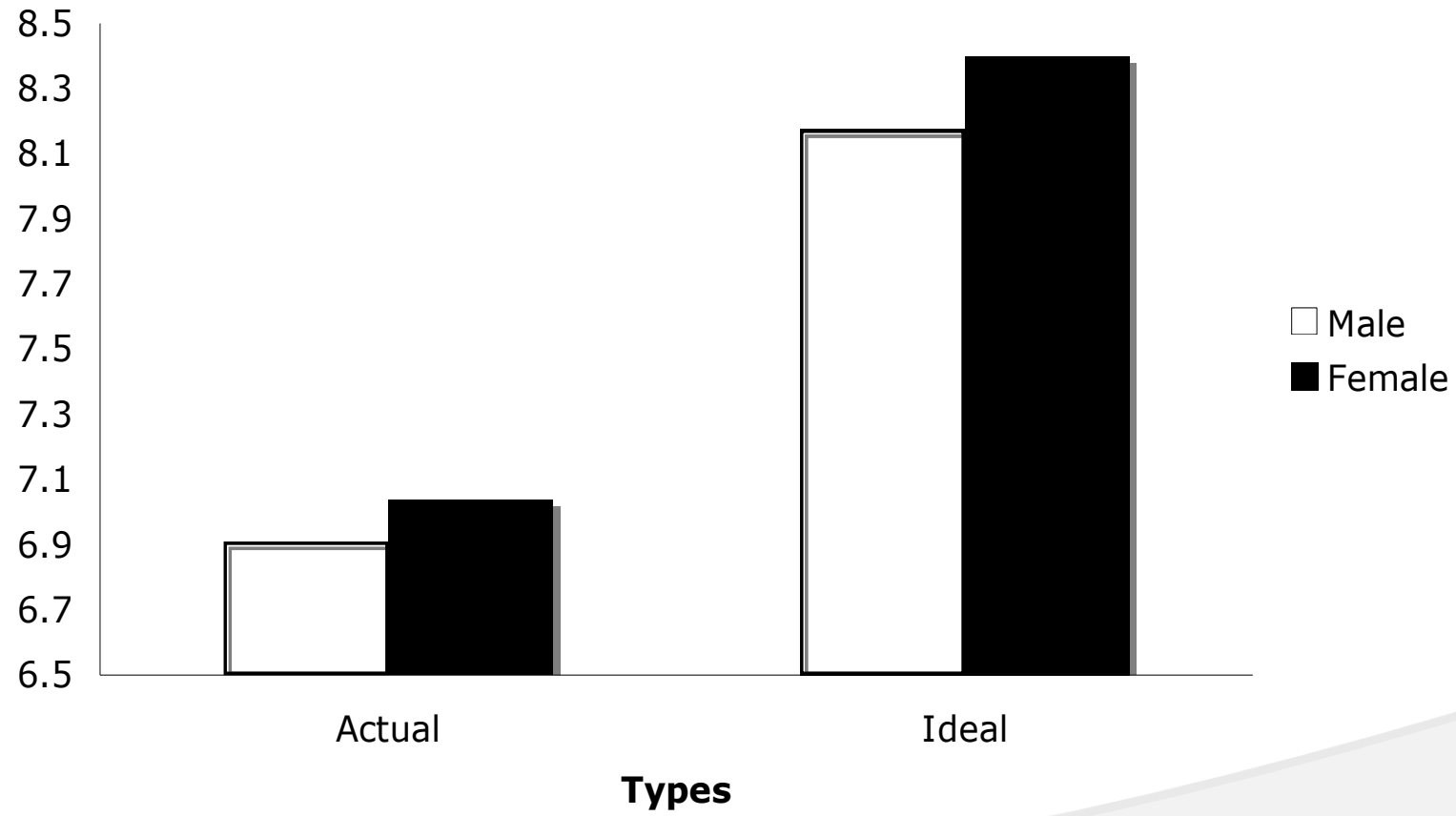
Ideal: How much you would like to possess this trait: the type of person you wish, desire or hope to be.

Please rate the extent to which you believe you actually possess the traits next to “Actual”; and the extent to which you ideally would like to possess such traits next to “Ideal” on the following one to nine point scale.

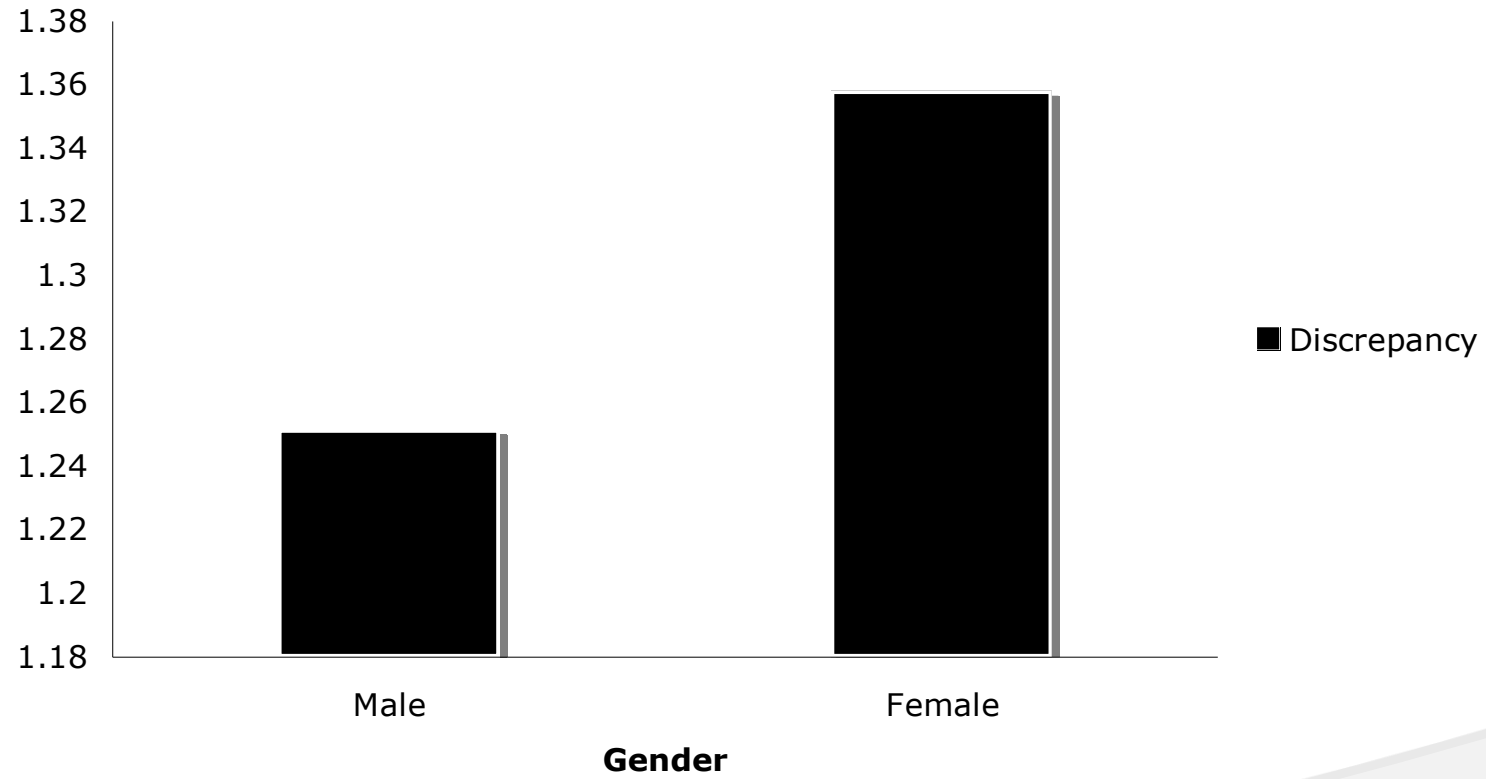
Caring	Actual:	Not at all	1	2	3	4	5	6	7	8	9	Completely
	Ideal:	Not at all	1	2	3	4	5	6	7	8	9	Completely

Compassionate	Fair	Friendly	Generous	Helpful	Hardworking	Honest
Kind						

# Morality: Survey Results



# Morality: Survey Results





# Morality

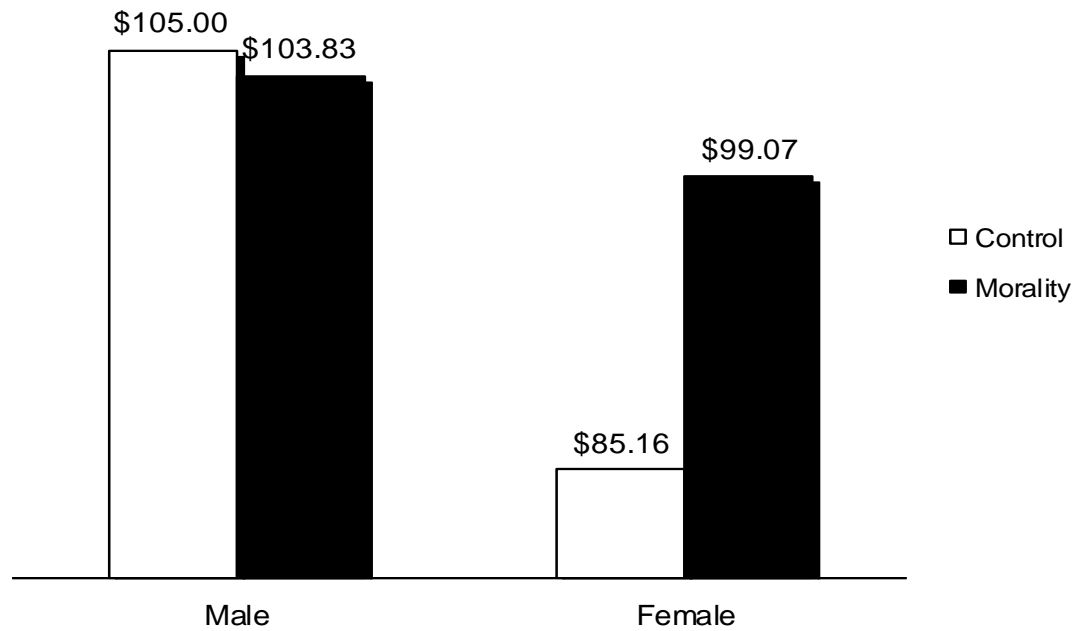
## ⦿ Control Condition

- “Thank you for being/becoming a member.”

## ⦿ Moral Condition

- “Thank you for being/becoming a XXXX member.”
  - XXXX= two randomly selected words from the following five words
    - Caring
    - Compassionate
    - Friendly
    - Kind
    - Helpful

# Morality Increases Giving in Females



# How to do it yourself?

Caring

Fair

Generous

Hardworking

Kind

Compassionate

Friendly

Helpful

Honest

**Make your donation by filling in the details below, calling 0300 123 0346 or visiting [www.RSPCA.org.uk/donate](http://www.RSPCA.org.uk/donate)**

I, \_\_\_\_\_

Please sign your name on the line above.

wish to give £ \_\_\_\_\_

OR  £XX  £XX  £XX

How many animals do you know who have needed the RSPCA services? More than two  Less than two

**Make your donation by filling in the details below, calling 0300 123 0346 or visiting [www.RSPCA.org.uk/donate](http://www.RSPCA.org.uk/donate)**

I, \_\_\_\_\_

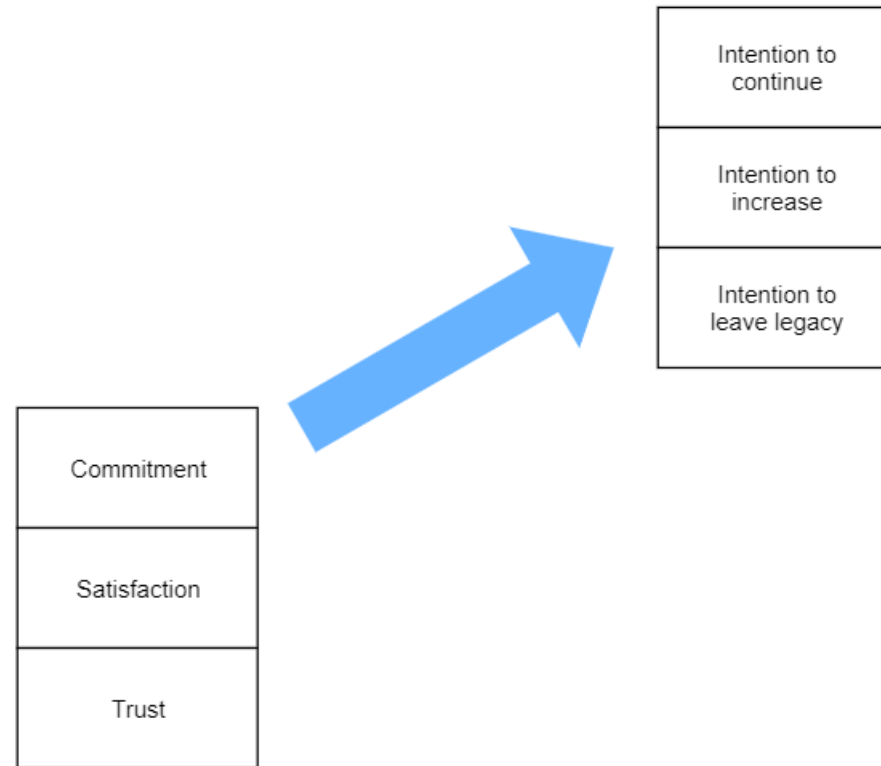
Please print your name on the line above.

wish to give £ \_\_\_\_\_

OR  £XX  £XX  £XX

How many friends do you know who have needed the RSPCA's services? More than two  Less than two

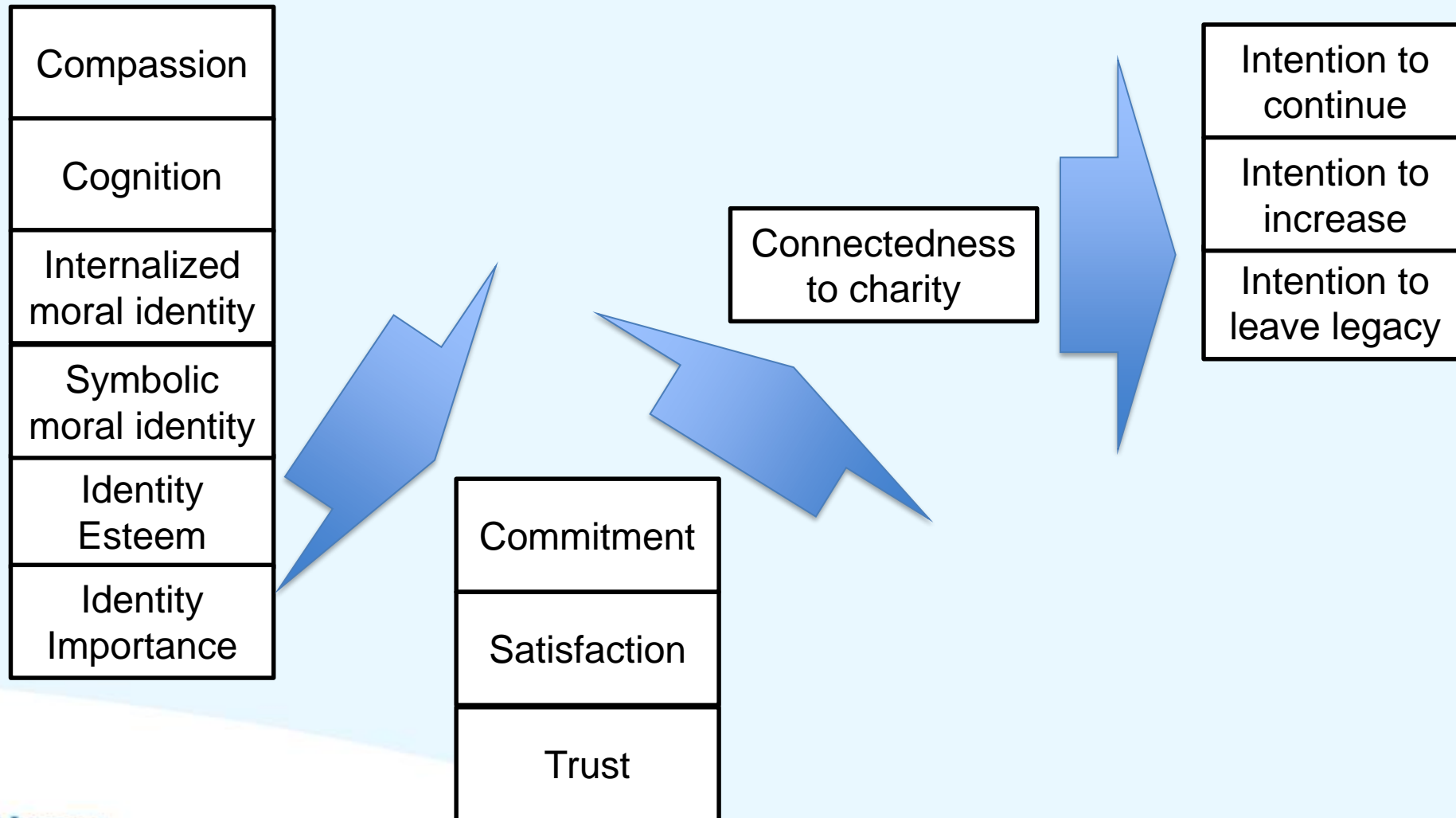
# Relationship Fundraising 2.0



# Our Process

1. Audit of comms
2. Questionnaire
3. Experiments
4. Follow up Survey

# Relationship Fundraising



Compassion
Cognition
Internalized moral identity
Symbolic moral identity
Identity Esteem
Identity Importance

$b=0.116^*$

$b=0.197^*$   
 $b=0.264^*$   
 $b=0.235^*$

$b=0.269^*$   
 $b=0.278^*$

Connectedness to charity

Intention to continue
Intention to increase
Intention to leave legacy

$b=0.394^*$   
 $b=0.536^*$   
 $b=0.623^*$

Commitment
Satisfaction
Trust

$b=0.222^*$



# Charity 1



Compassion

Cognition

Internalized moral identity

Symbolic moral identity

Identity Esteem

Identity Importance

$b=0.116^*$

$b=0.197^*$   
 $b=0.264^*$   
 $b=0.235^*$

$b=0.269^*$   
 $b=0.278^*$

Connectedness to charity

$b=0.394^*$   
 $b=0.536^*$   
 $b=0.623^*$

Commitment

Satisfaction

Trust

Intention to continue

Intention to increase

Intention to leave legacy

$b=0.222^*$

Charity 1

Compassion

Cognition

Internalized moral identity

Symbolic moral identity

Identity Esteem

Identity Importance

$b=0.116^*$

$b=0.197^*$

$b=0.264^*$

$b=0.235^*$

$b=0.269^*$

$b=0.278^*$

$b=0.394^*$

$b=0.536^*$

$b=0.623^*$

$b=0.222^*$

Connectedness to charity

Commitment

Satisfaction

Trust

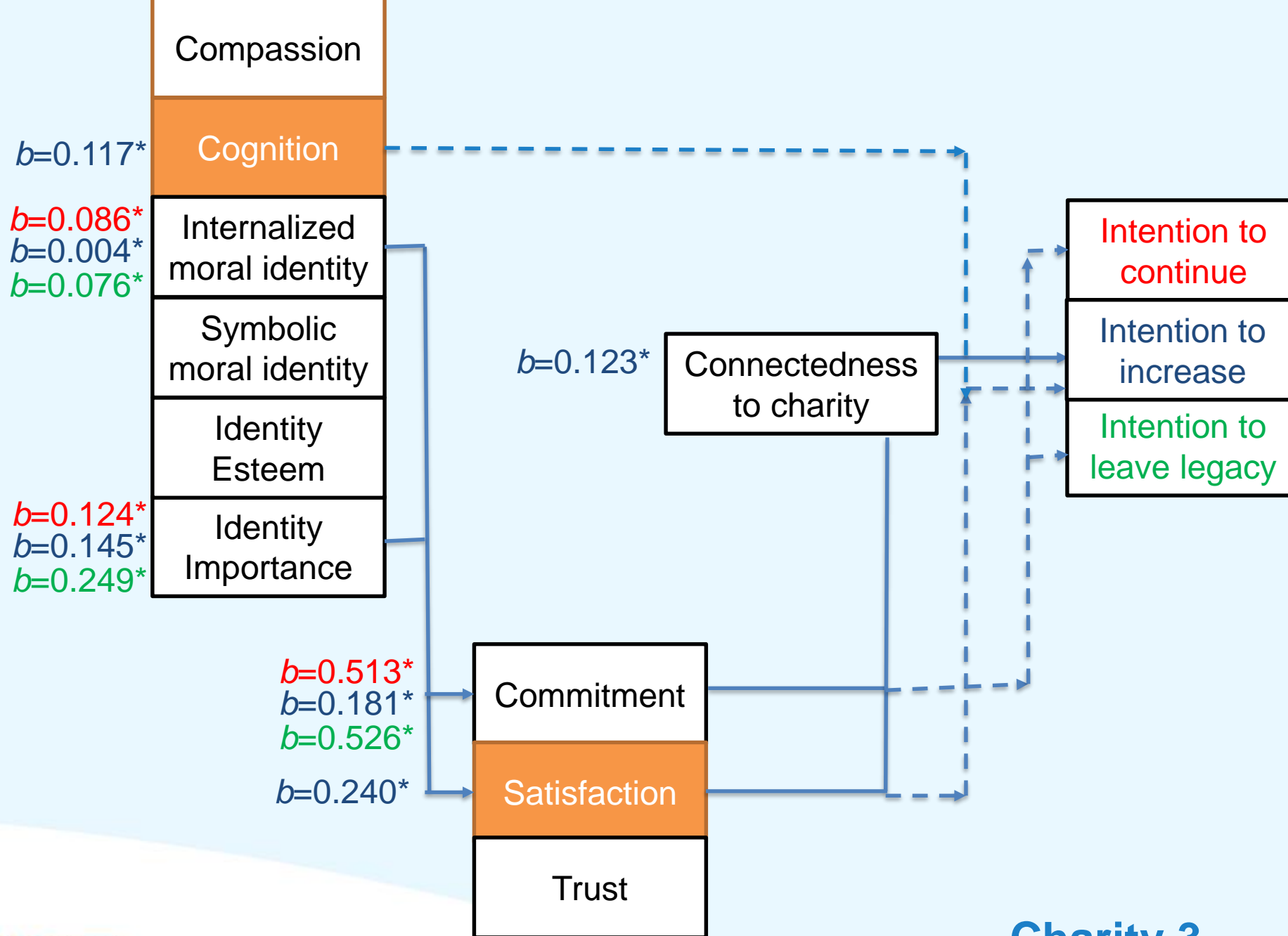
Intention to continue

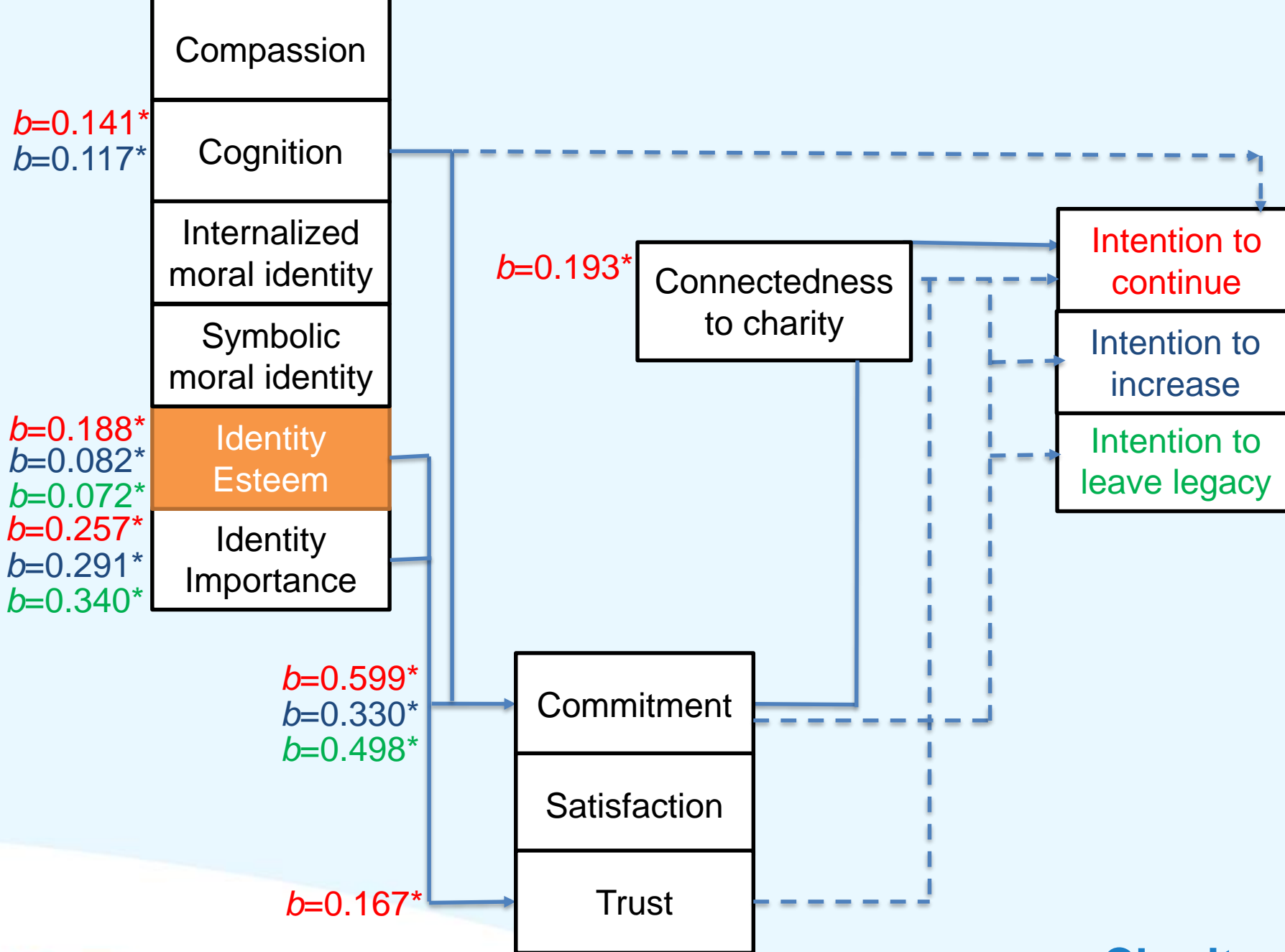
Intention to increase

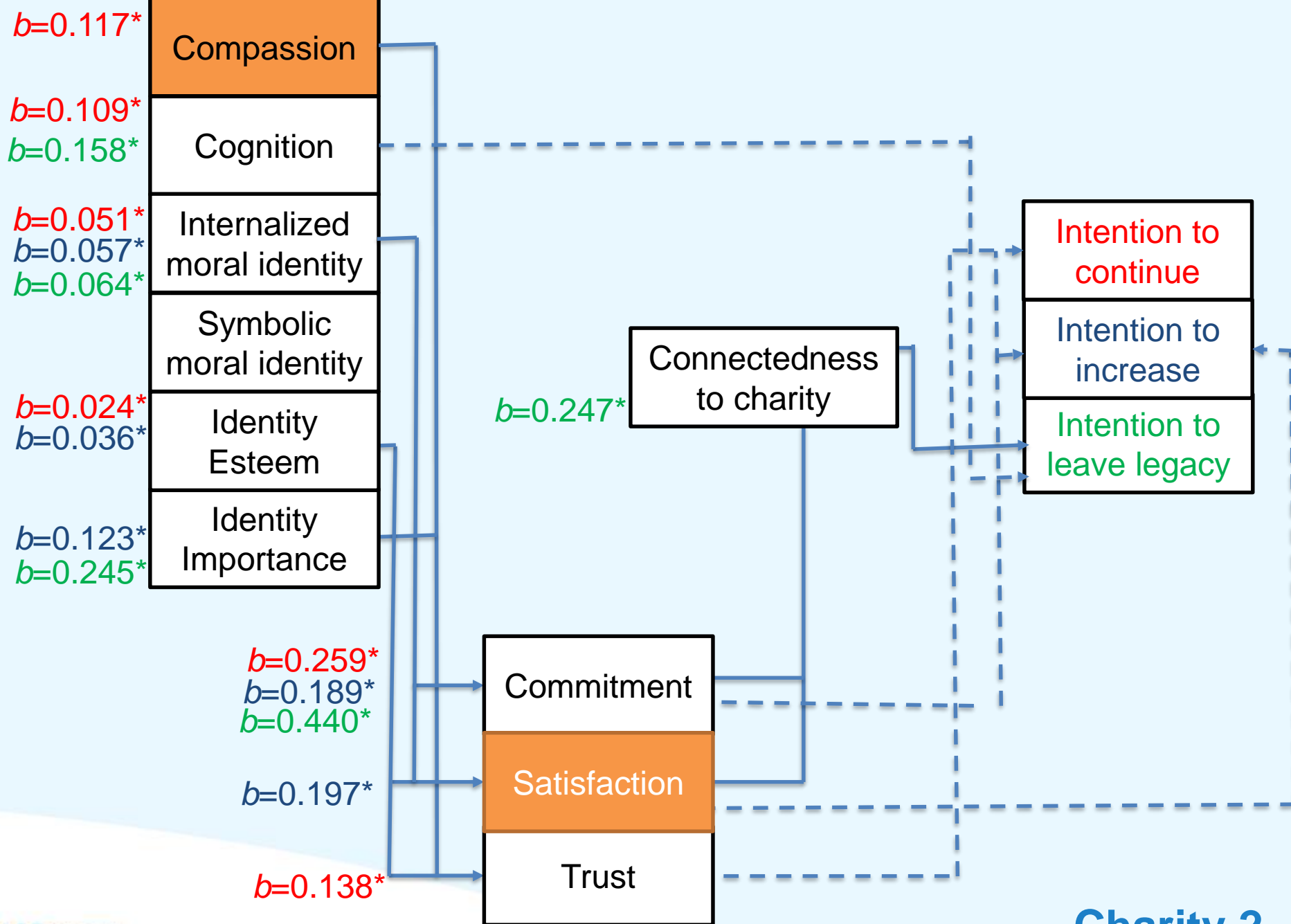
Intention to leave legacy

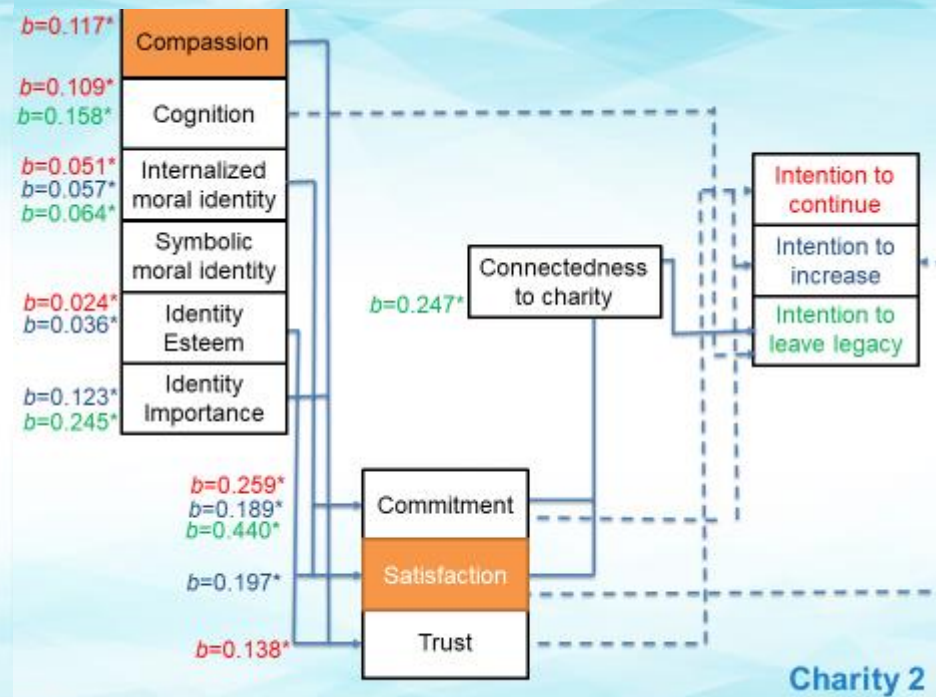
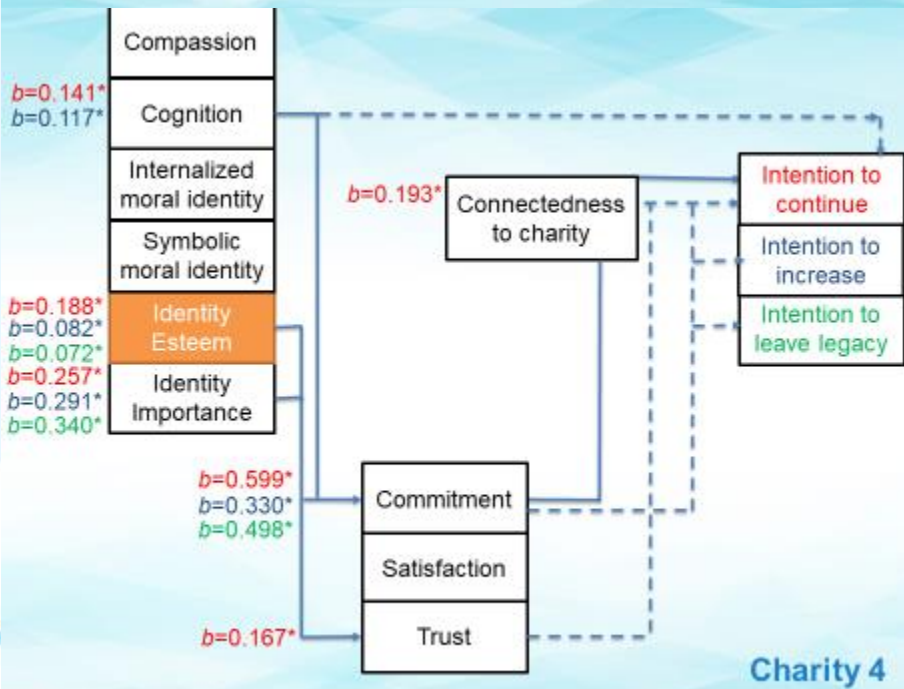
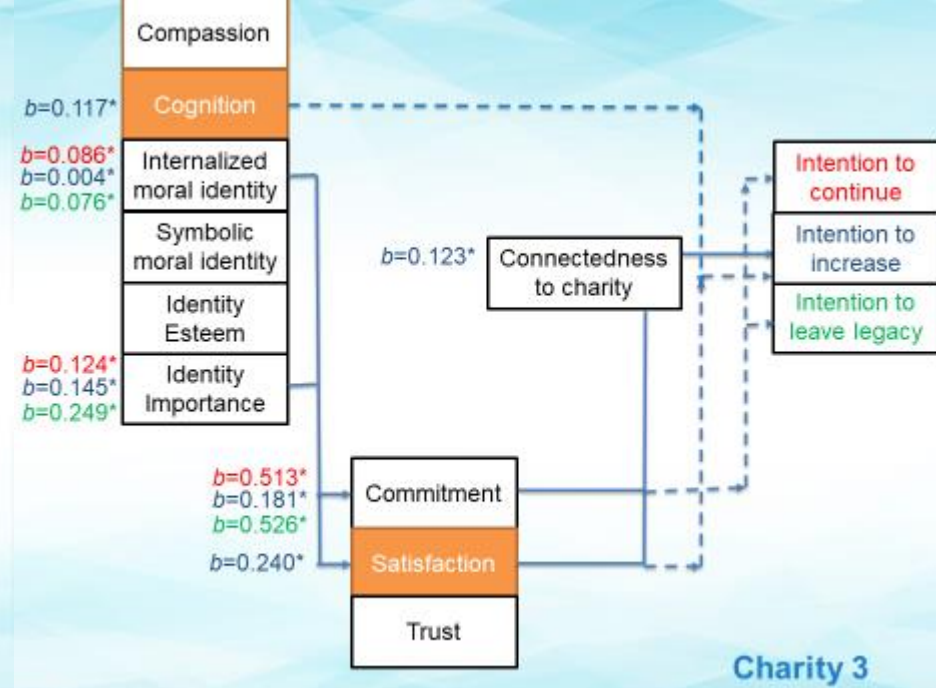
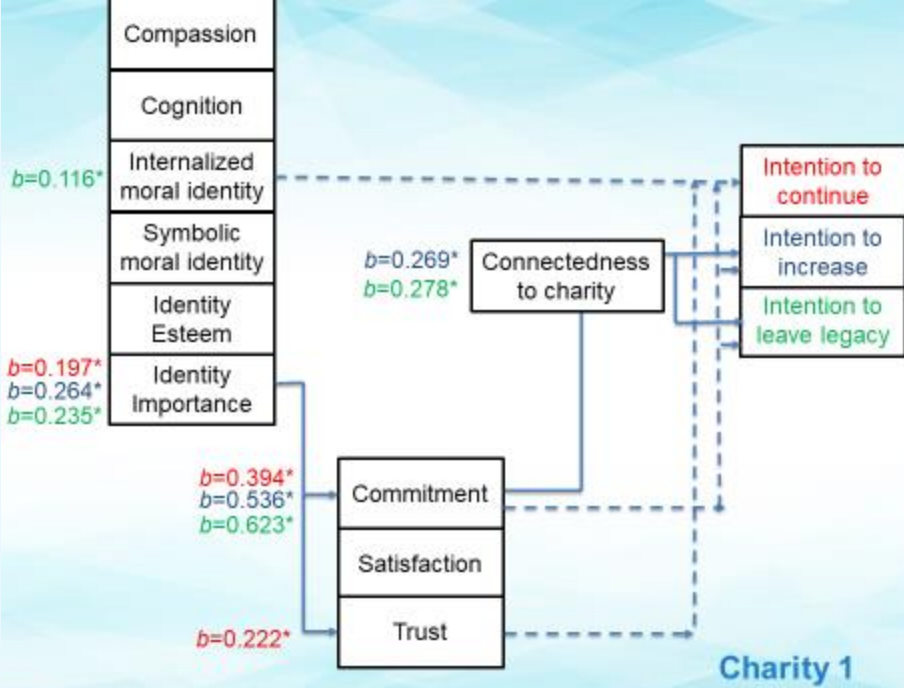
Charity 1











**Now that we get action out of the way, let's care about how people feel, so we can sustain the action.**



Compassion

Cognition

Internalized moral identity

Symbolic moral identity

Identity Esteem

Identity Importance

Connectedness to charity

Autonomy

Competence

Related

Socially charged

Motivation charged

Morally charged

Commitment

Satisfaction

Trust

Intention to continue

Intention to increase

Intention to leave legacy





Compassion

Cognition

Internalized moral identity

Symbolic moral identity

Identity Esteem

Identity Importance

Socially – sociable, warm, friendly  
Motivation – motivated, energetic, organized  
Morally – encouraged, invigorated, heartened

Autonomy

Competence

Related

Socially charged

Motivation charged

Morally charged

Commitment

Satisfaction

Trust

Intention to continue

Intention to increase

Intention to leave legacy



Compassion

Cognition

Internalized moral identity

Symbolic moral identity

Identity Esteem

Identity Importance

Commitment

Satisfaction

Trust

Connectedness to charity

Intention to continue

Intention to increase

Intention to leave legacy

Autonomy

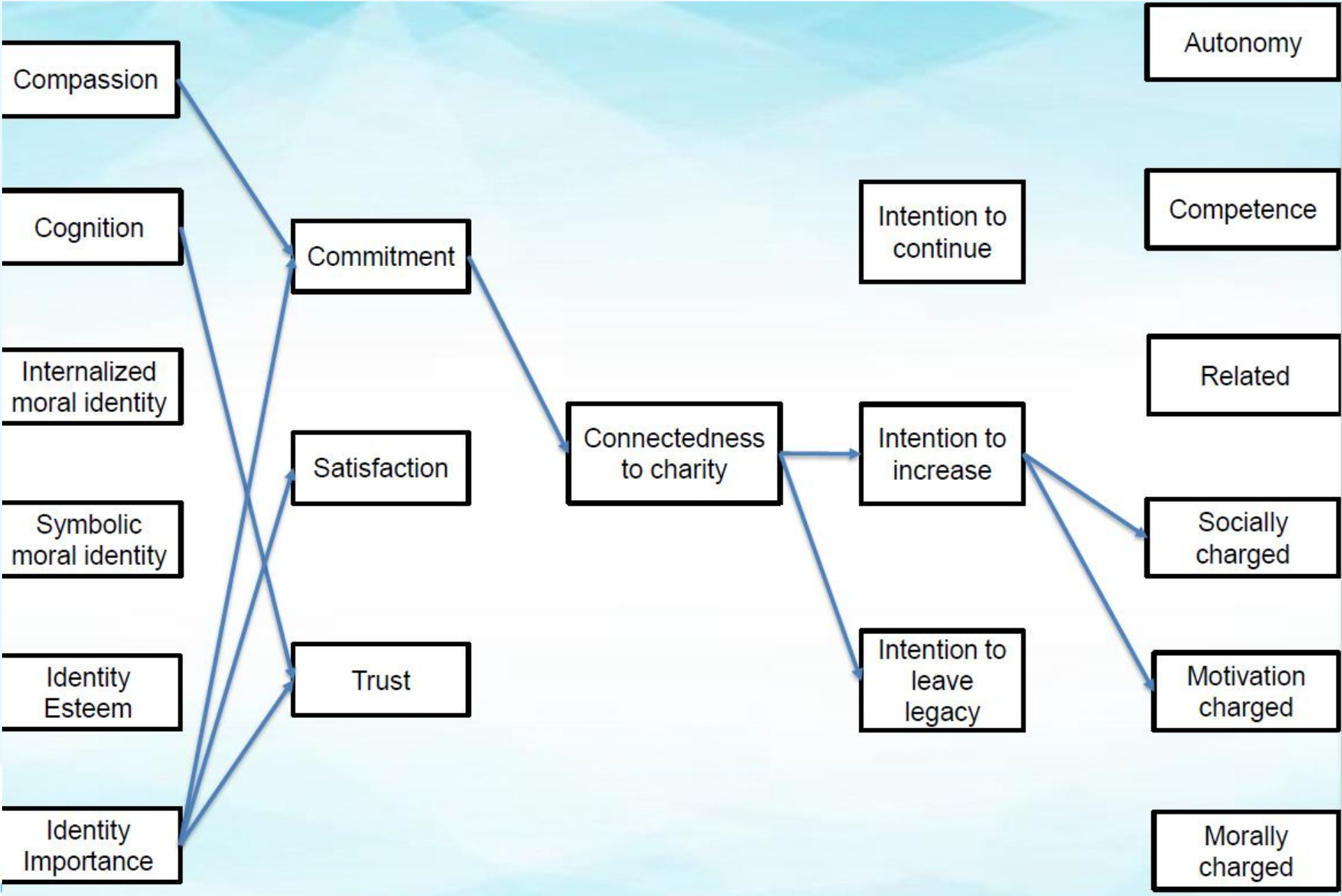
Competence

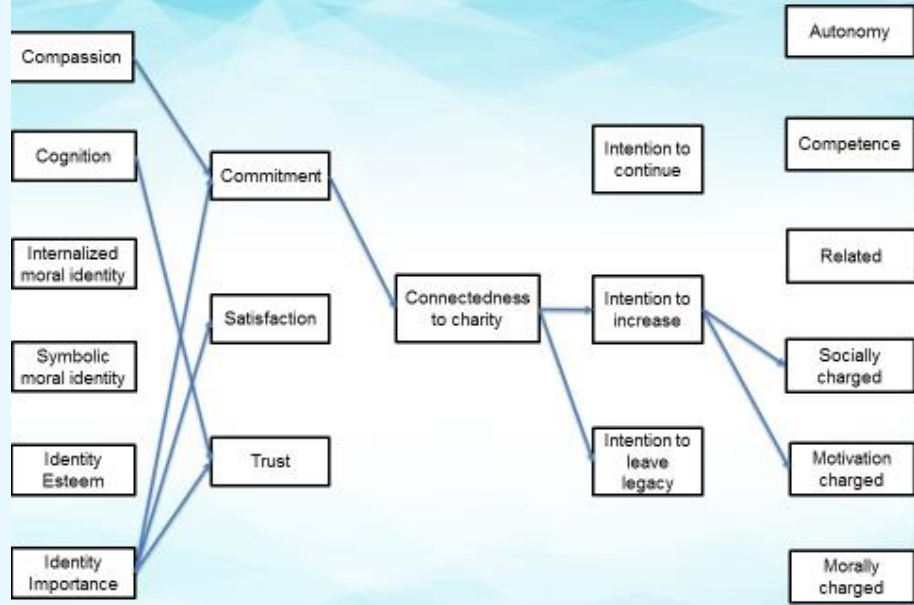
Related

Socially charged

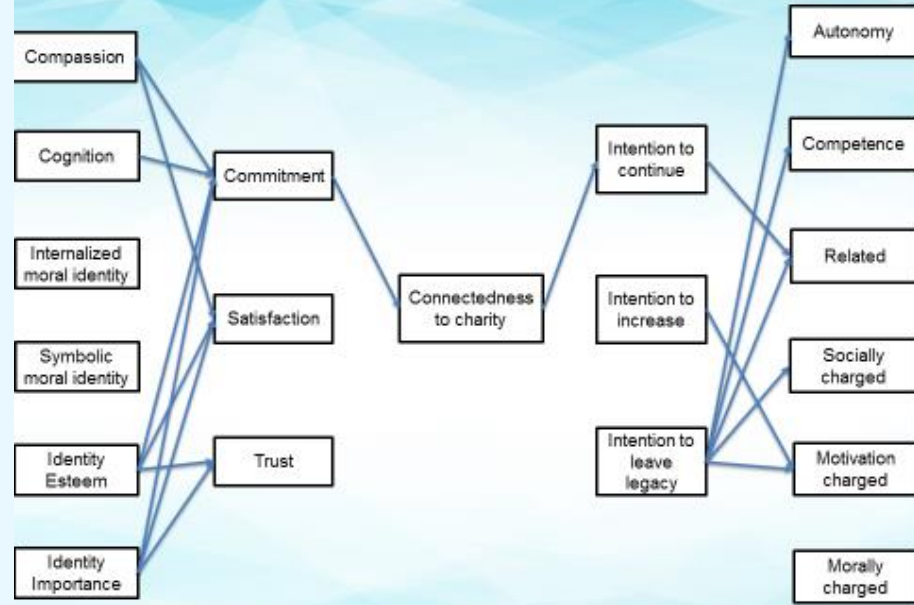
Motivation charged

Morally charged

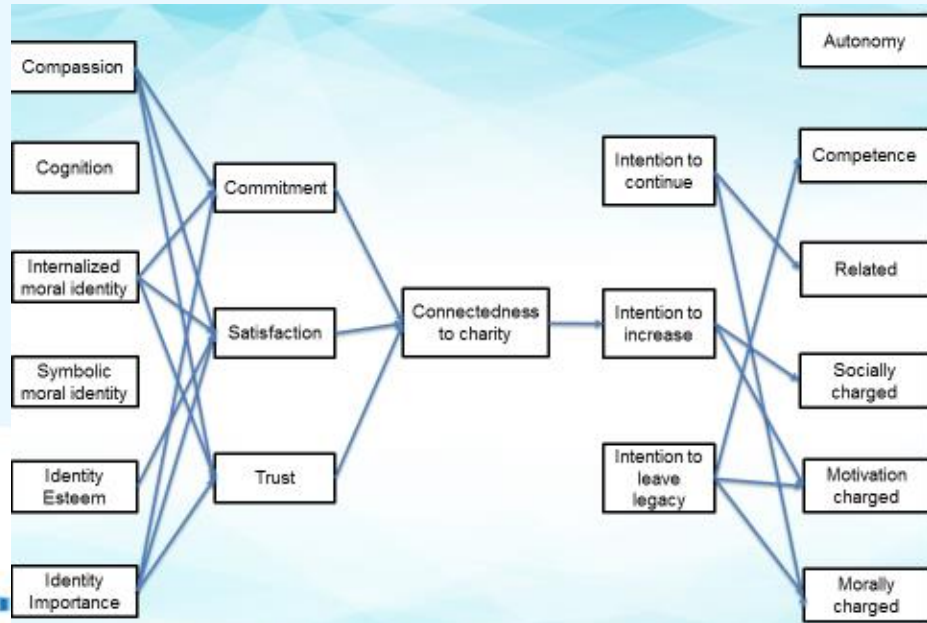




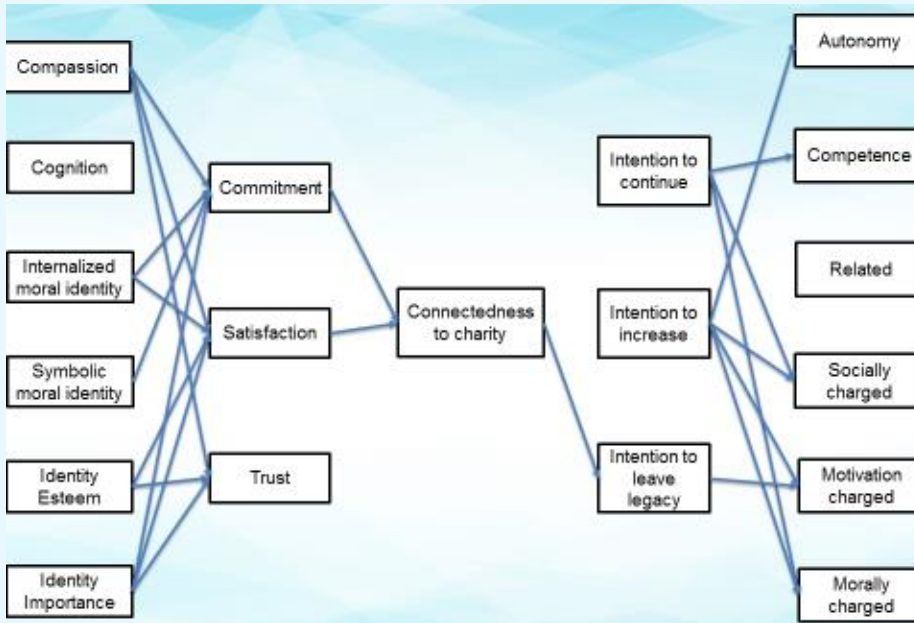
Charity 1



Charity 3

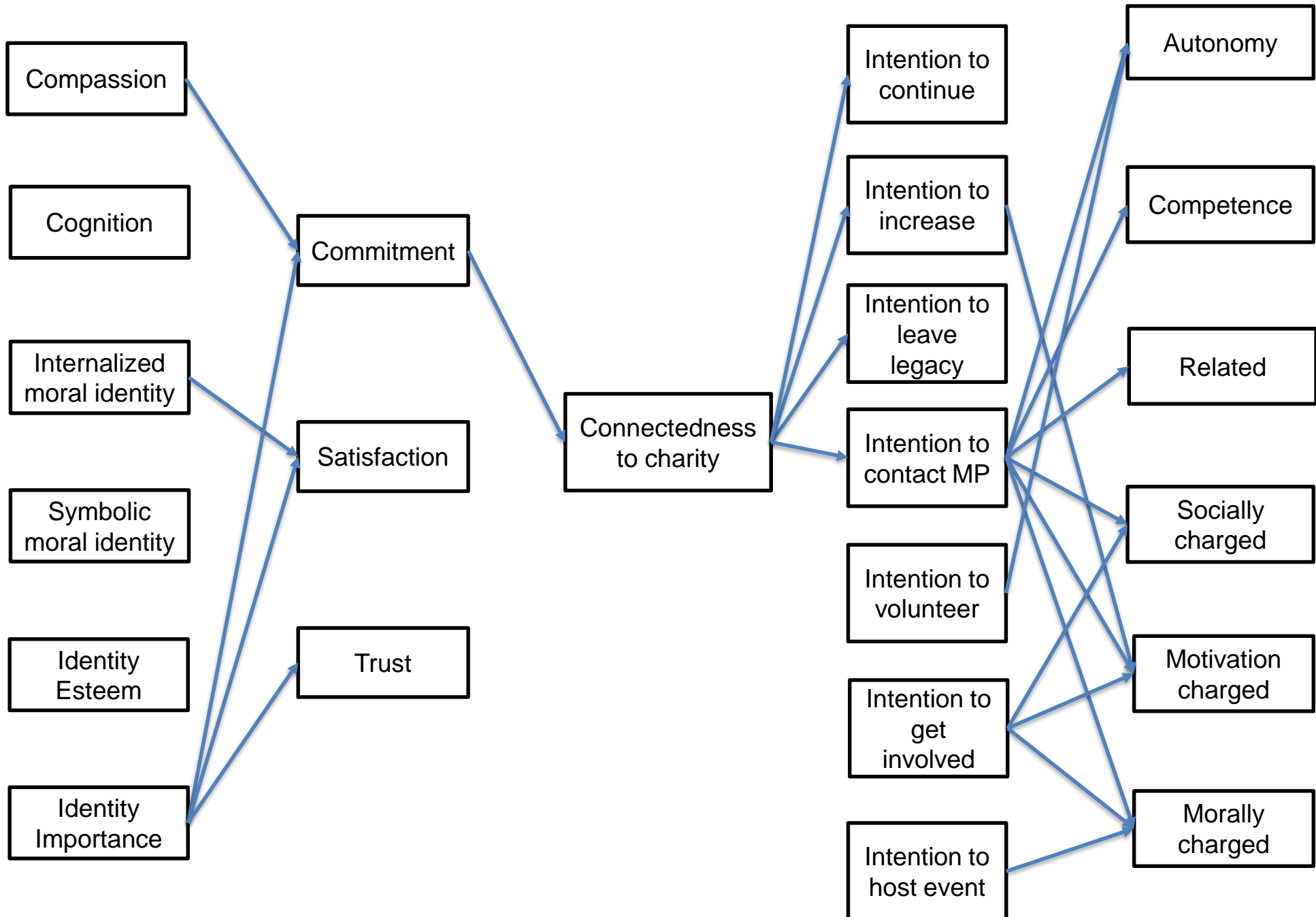


Charity 4

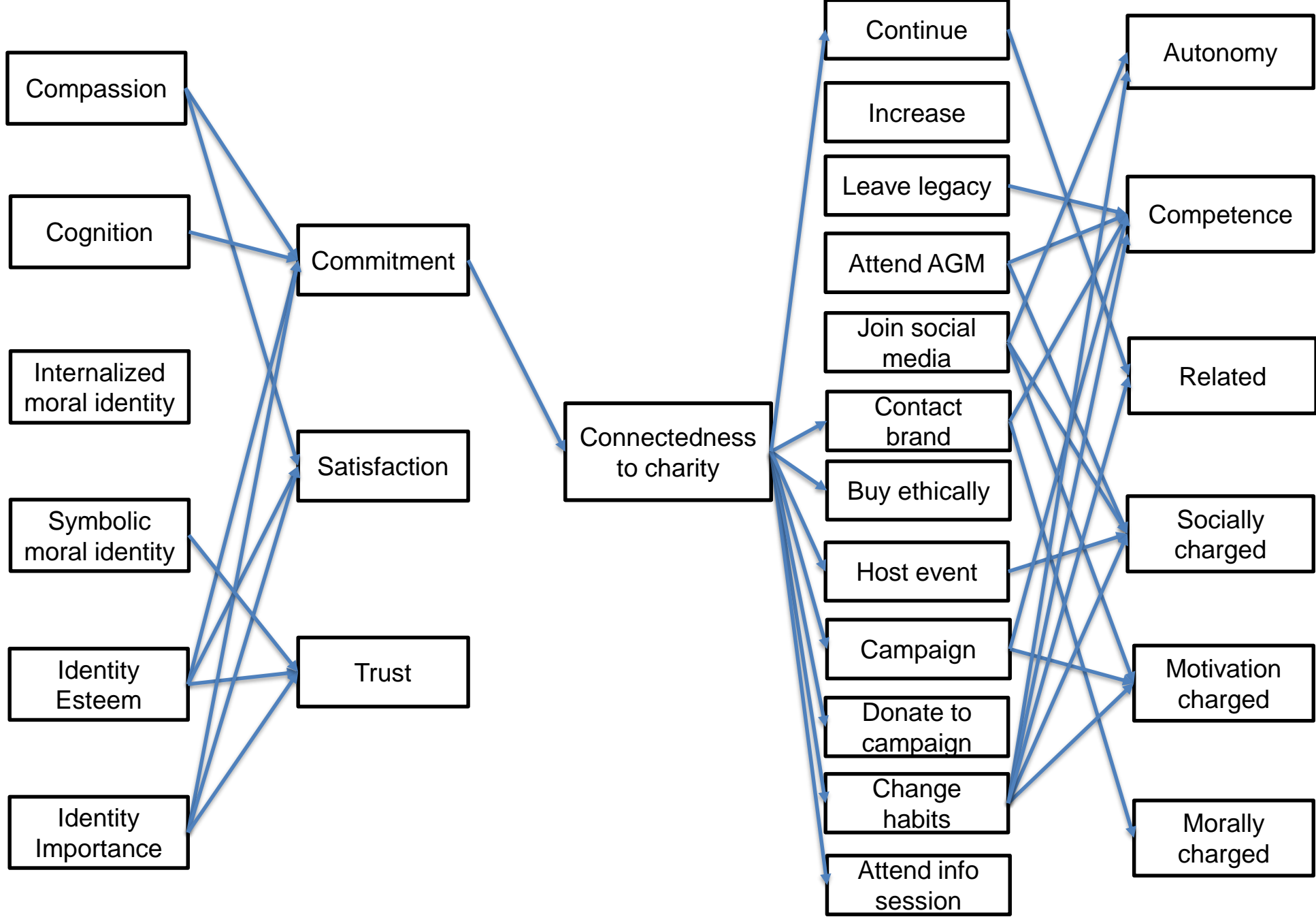


Charity 2

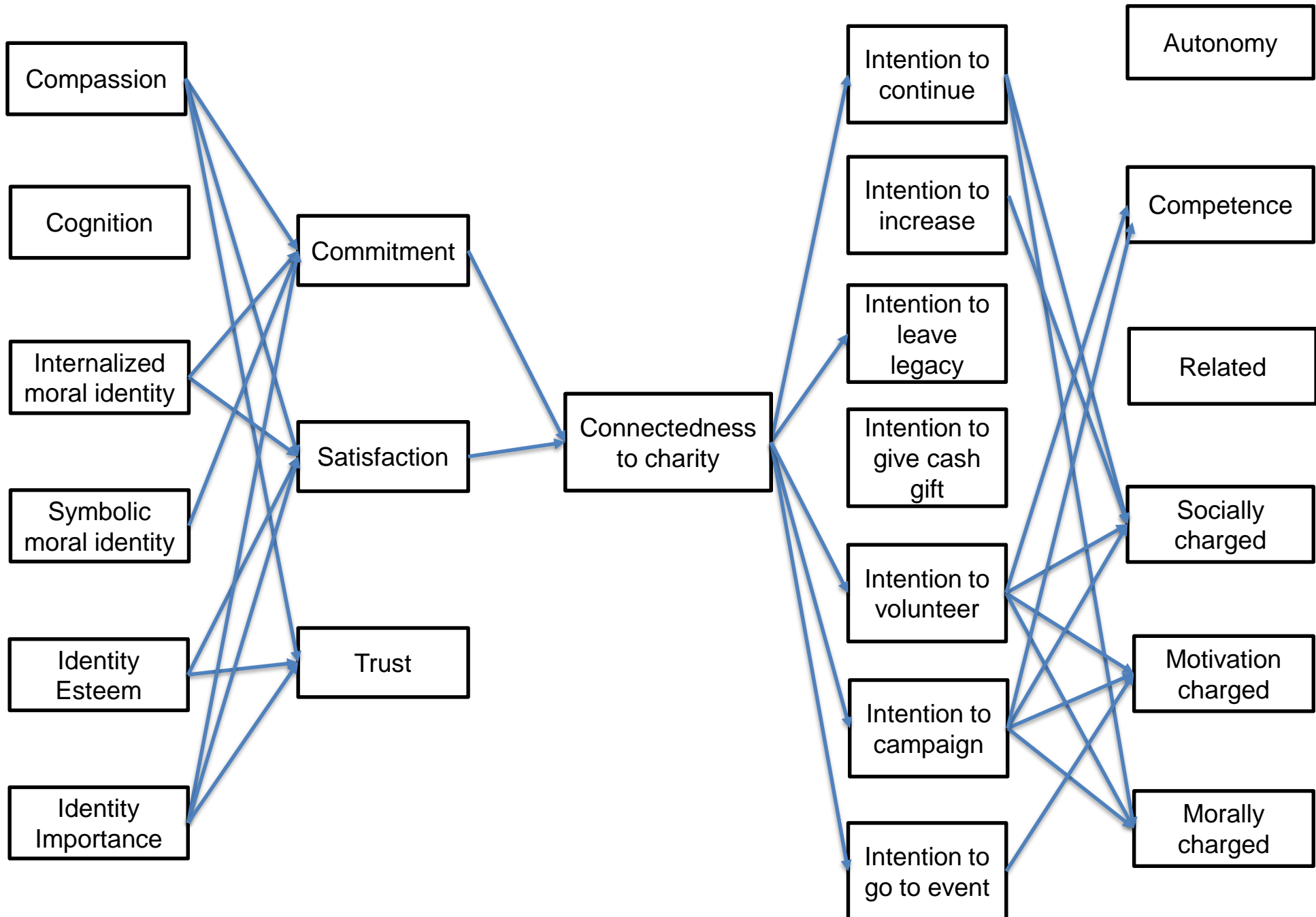




# Charity 1

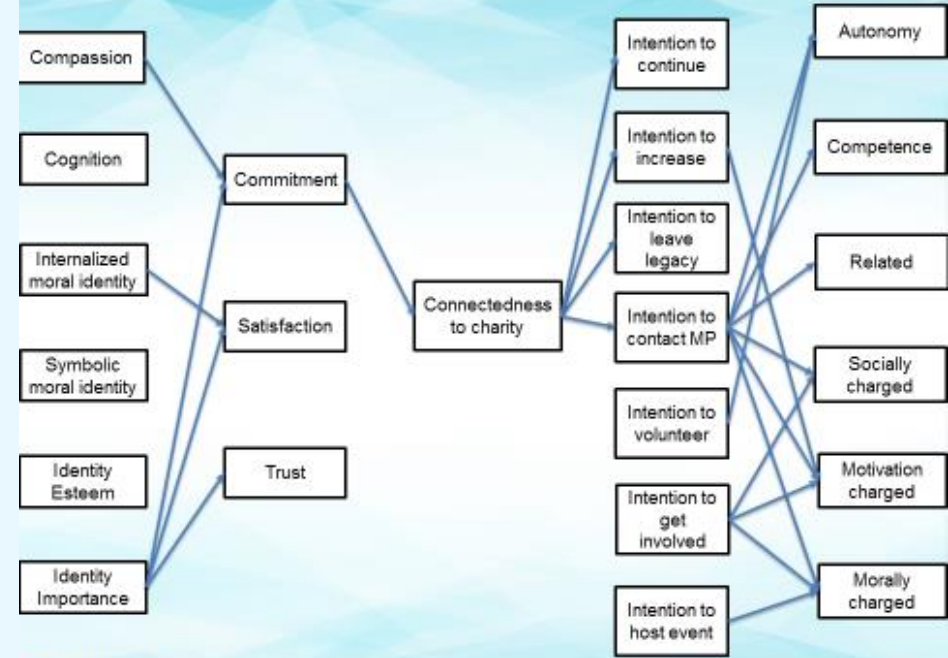


## Charity 3

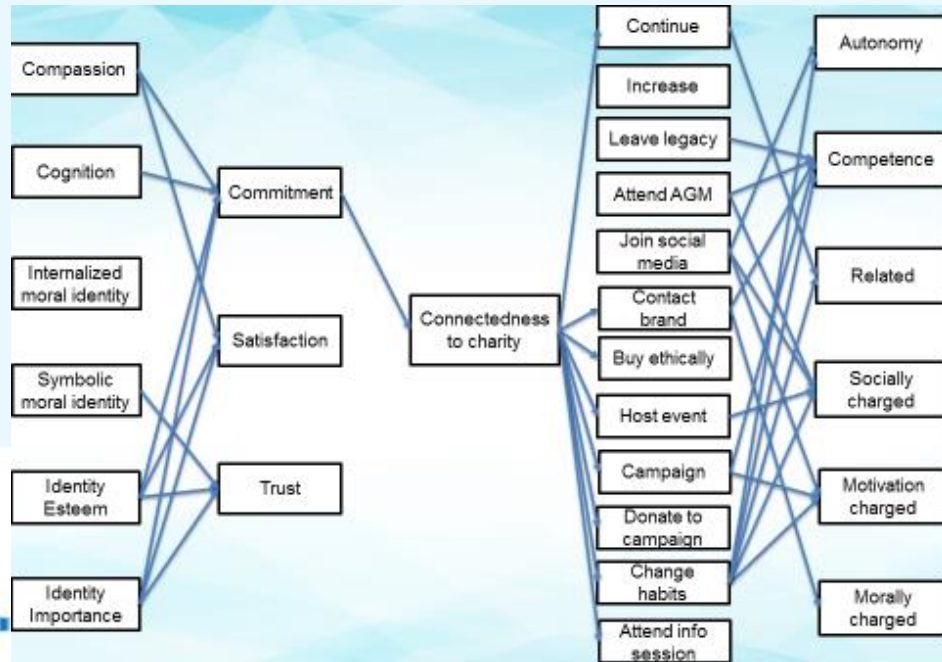


## Charity 2

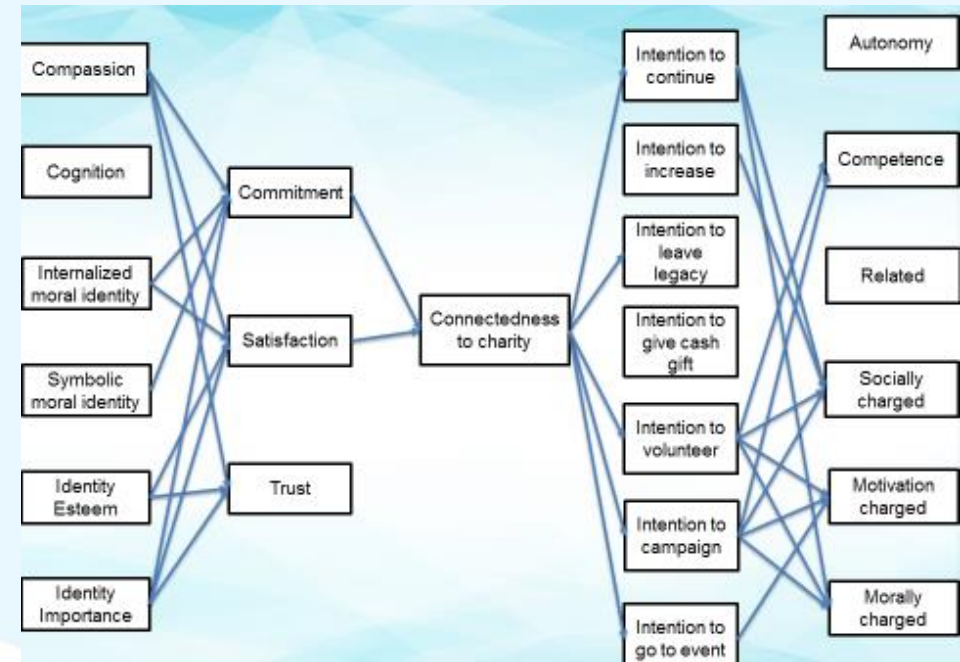
# How can charities use it?



Charity 1



Charity 3



Charity 2



# Use the findings to change the style of their communications over all.



Sunny Days Community Centre

August 25, 2010

Mr. & Mrs. Green  
222 Summer Drive  
Edmond, OK 73035

Dear Mr. & Mrs. Green,

① It was a Saturday morning and we looked around to see the breakfast club full of happy, smiling children. Each one of them talking and laughing, completely oblivious to the fact that they were disadvantaged; they did not see themselves that way at all. Since you cannot see their dear faces, I am writing to tell you how wonderful it is to see them smile and how thankful we are for your donations that have made it happen! Your contribution has helped so much, but the need is still great.

② Each year, we help thousands of children by giving them a proper breakfast and somewhere safe to play after school. Without donations like yours, however, the centre will not have enough funds to keep operating. We are hoping to raise another \$10,000 to keep the breakfast club and our array of after-school clubs going through 2011. A financial gift from you will be a big help in reaching our goal. There are several levels of giving. Here's an example of what your gift will achieve:

\$20 – will feed one child breakfast for a month

\$50 – will feed two children breakfast for a month

\$100 – will feed two children for a month and allow us to buy 2 new basketballs for our after school program (playing basketball is something the kids really love!)

③ These services bring so much joy to the kids. Together we are transforming lives and building brighter futures – but without you, it just wouldn't be possible. Thank you so much for your support!

Sincerely

Peter Routawhiff  
President

P.S. Mark your calendars for the annual BBQ bash on Saturday, Sept. 4<sup>th</sup>! Hope to see you there.

Address: 222 St. Bell Street Oklahoma Phone: 555-555-5555 SunnyDays.com



Key Variables to Check	Has the copy delivered on them?
Compassion	
Cognition	
Internationalised moral identity	
Symbolic moral identity	
Identity esteem	
Identity importance	
Satisfaction	
Trust	
Commitment	
Connectedness to Charity	

# They can use the findings to test the best way to increase giving while making people feel better

Please tick any of the statements below that are true for you

- Yes, giving is a vital part of what being a XXX supporter means to me
- Yes, I care passionately about the work of XXX charity

I want to give:

<£XX>

<£XX>

<£XX>

Or my preferred gift of £

	Total Number of Donations	Total Donation per Condition	Difference between the testing conditions and the control condition
Condition 1: Commitment + Identity Importance	517	£32,840.00	£17,698.80
Condition 2: Commitment	551	£30,797.00	£15,655.80
Condition 3: Identity Importance	606	£29,846.79	£14,705.59
Condition 4: No questions	288	£15,141.20	
Benefit from doing one experiment for this research			£48,060.19



# Yes! I want to help reduce the suffering caused by cancer.

## Personal Details

(Please ensure your details are up-to-date so we can issue you with a tax deductible receipt)

Phone \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

Birthday \_\_\_\_\_

I would like to regularly support research & join the Community of Hope

I'd like my monthly gift to be:  \$30  \$40  \$50  Other \$ \_\_\_\_\_

Please debit my bank account



**THANK  
YOU!**



Bold Leadership. Transformative Fundraising.



@vitreogroup



@vitreogroup

[www.vitreogroup.ca](http://www.vitreogroup.ca)