

Donor Centricity 3.0: The Philanthropic Psychology Way

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Institute *for* Sustainable
Philanthropy

These organizations



Brady Campaign
★ ★
To Prevent Gun Violence



unicef 
for every child

BCSPCA
SPEAKING FOR ANIMALS

The Children's Society



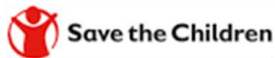
Planned Parenthood®
Care. No matter what.



WWF

Iowa Public Television 

tearfund



 British Heart Foundation

The Heritage Foundation


Lifeboats

GREENPEACE



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What will we cover ...

- Perspectives on Donor Centricity
- Science of Wellbeing, Identity and Love



Donor Centricity 1.0 – 1980s

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



The Birth of Relationship Fundraising

“An approach to the marketing of a cause that centres on the unique and special relationship between a nonprofit and each supporter. Its overriding consideration is to care for and develop that bond and to do nothing that might damage or jeopardize it. Every activity is therefore geared toward making sure donors know they are important, valued, and considered, which has the effect of maximizing funds per donor in the long term.”

Ken Burnett (1992)



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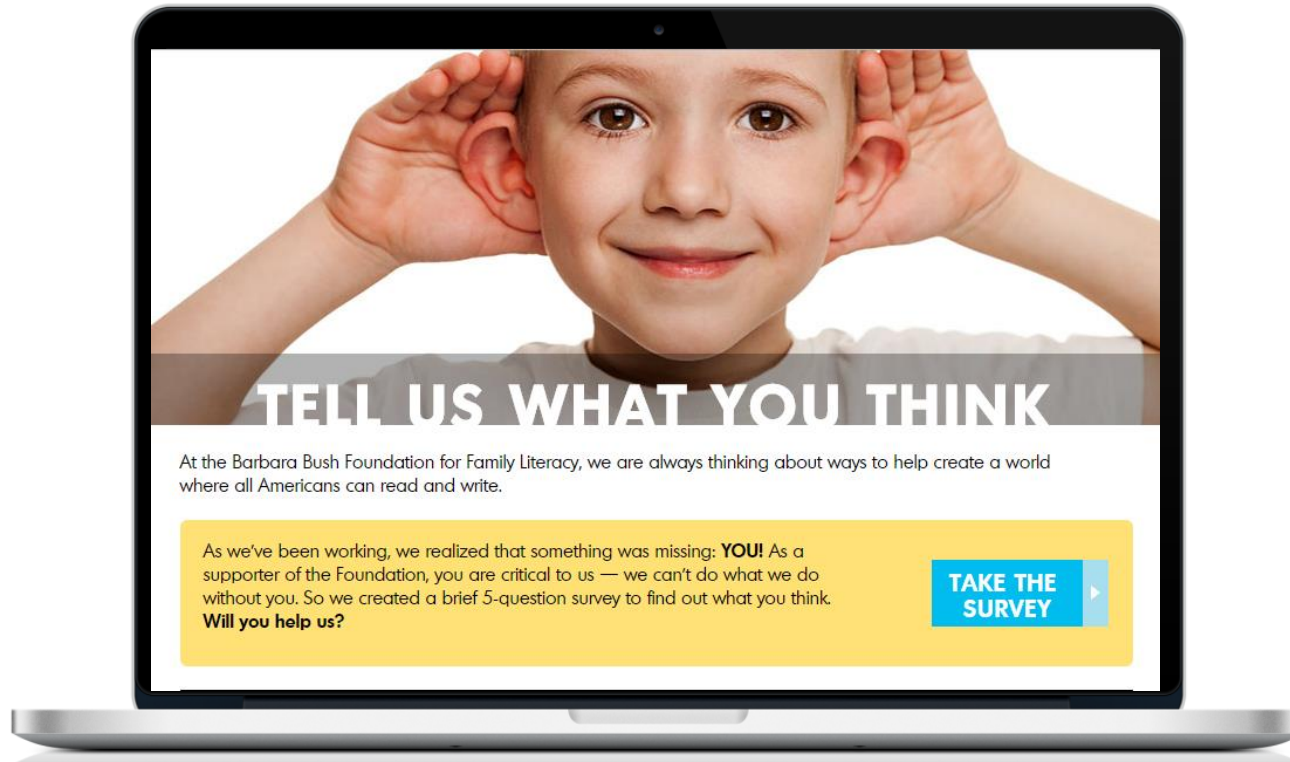
What Matters?

- Saying thank you
- Responding within a reasonable time
- Taking the donation immediately
- Treating donors with respect
- Capturing data accurately
- Communicating appropriately
- Not swopping names



Donor Centricity 1.0

- And conduct donor surveys



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

Significant 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

With thanks to Sean Triner



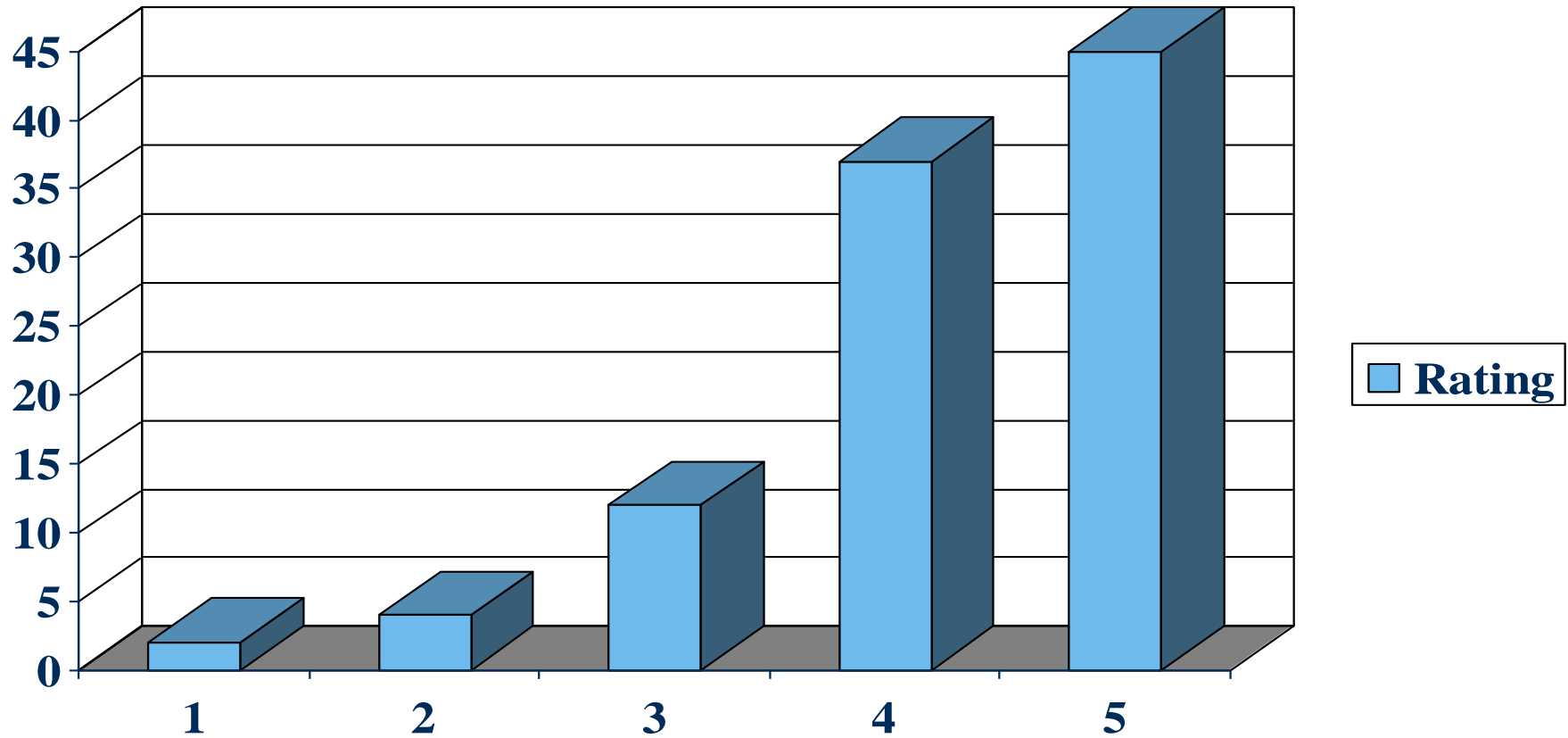
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Donor Centricity 2.0 Early 2000s

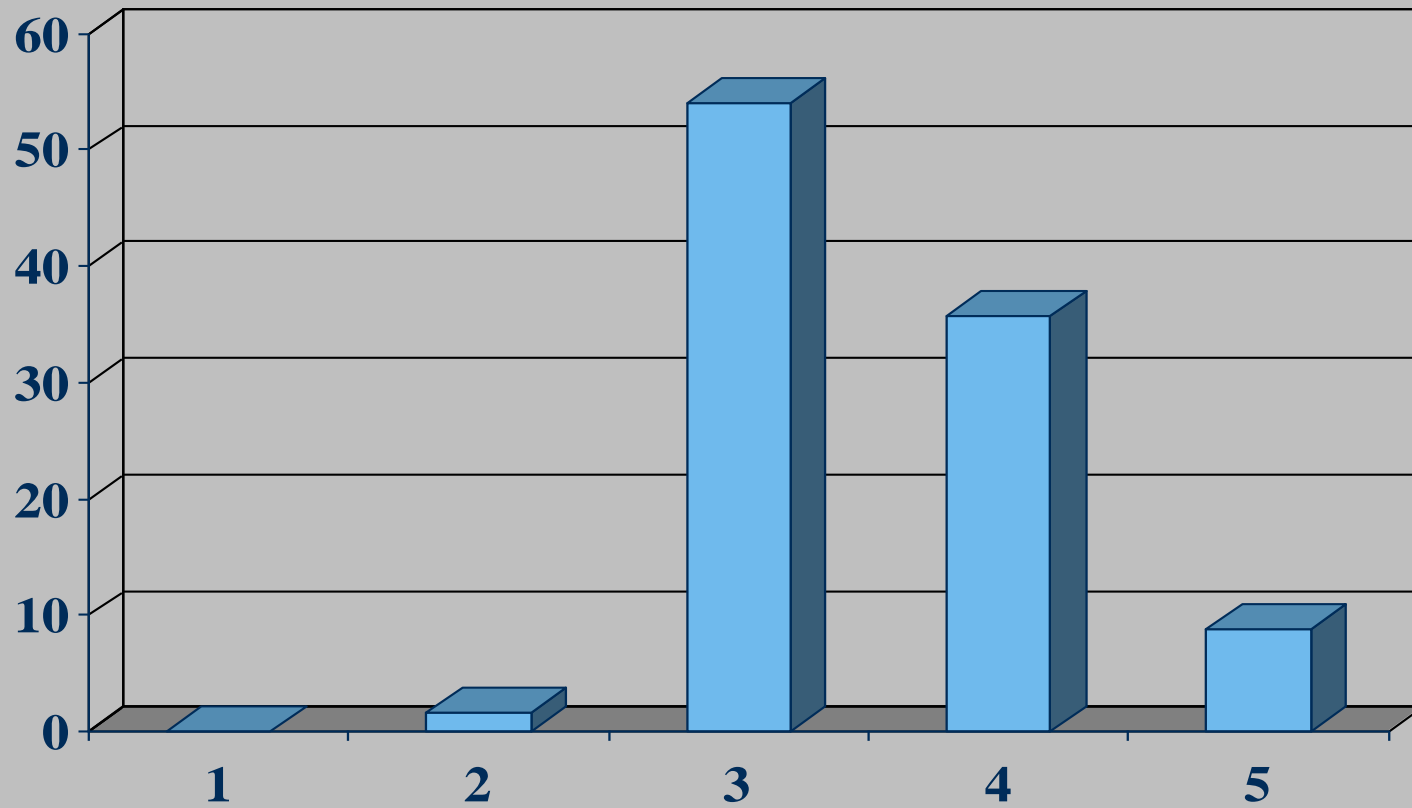
- Satisfaction
- Commitment
- Trust



Customer Satisfaction



Donor Satisfaction

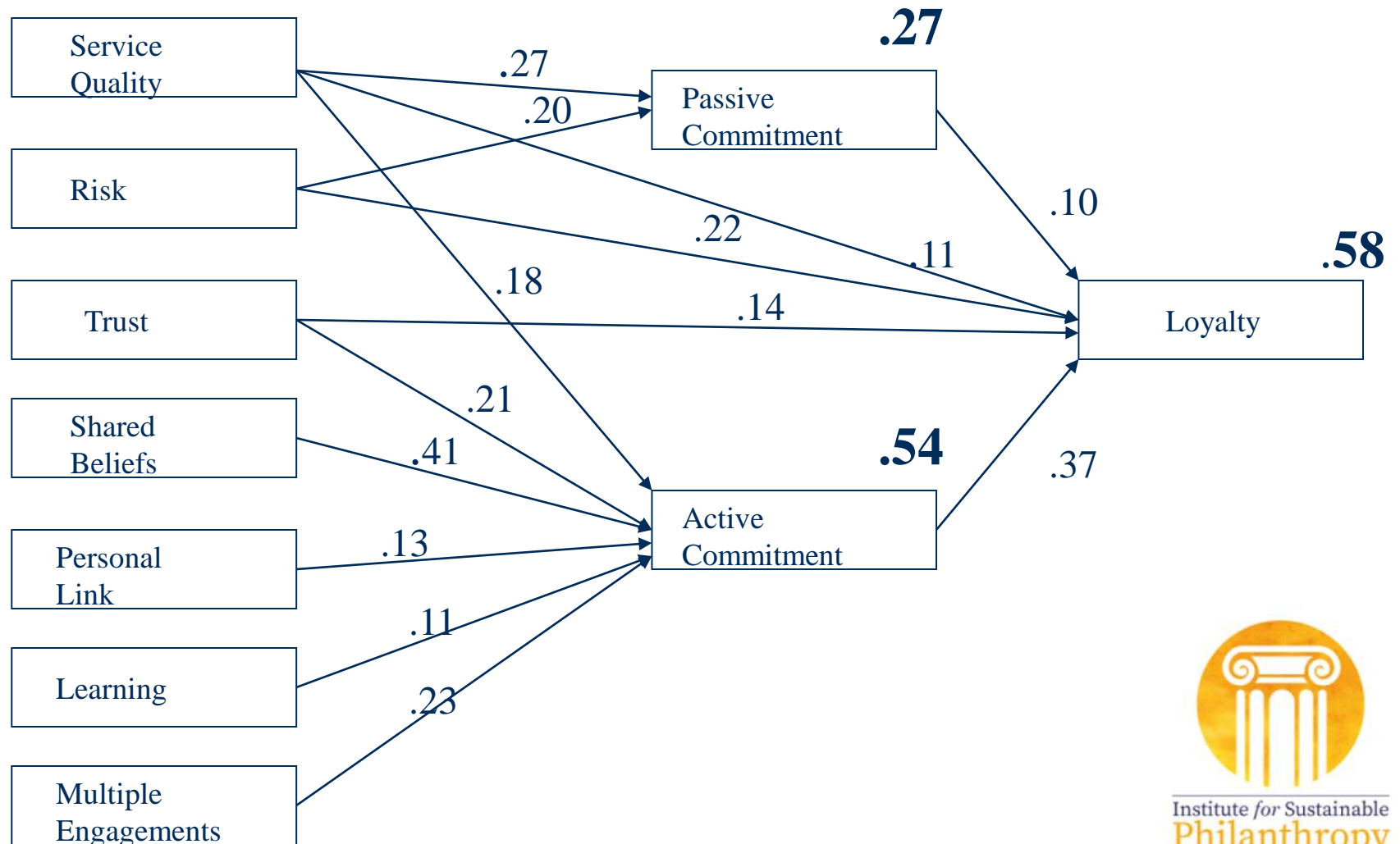


But what about commitment?



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Structural Equation Model



.....

.....

.....

.....

.....

.....

4) On a scale of 0-10, please indicate how much you agree with each statement.

(0 = "strongly disagree", 10 = "strongly agree")

..... I am a committed CCMF donor

..... I feel a sense of loyalty to CCMF

..... CCMF is my favourite charitable organization

- Maybe, but I'd like some more information before deciding
- Not within six months, but maybe a little later or next year
- Not right now, thanks

PROFYLE patient Marlow, age 8. Rhabdomyosarcoma.



BUT Satisfaction Commitment and Trust are Problematic

- Drawn from the commercial sector – dominated by transactional relationships
- Difficult to draw conclusions for strategy
- Better predictors of giving intentions rather than behavioural loyalty

And 2.0 also got us all pronoun swopping



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**“Corporate” communications
and “donor” communications
are 180° different.**

Corporate communications are about
how great the organization is.

Favourite pronoun:

we

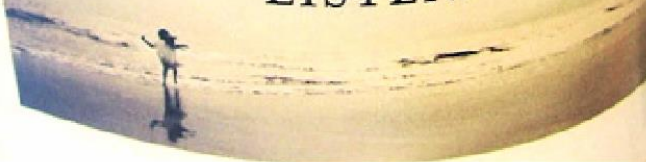
Two year old Parrieta Puta sat on her mother's lap, unable to hear the gentle voice that tried to comfort her. Deaf from birth, her life in Romania was lived in silence. But a month after undergoing cochlear implant surgery at Mount Sinai, the silence was filled

MOUNT
SINAI

with the sounds of a world Parrieta never knew. "I feel like I've just given birth to this child for the second time," her mother said tearfully. "The day she hears." 1-800-MD-SINAI - www.mountsinai.org
Another day, another breakthrough.

WE TURNED

A CHILD WHO
COULDN'T HEAR INTO
A TYPICAL 2 YEAR
OLD WHO DOESN'T
LISTEN.



Donor communications are
about how great
the donor is. Favorite pronoun:

you

Email subject line: **You** are amazing!

Dear John!

Because of **you**, we reached our Summer Match Campaign fundraising goal. Thank **you**!

But WHO is the YOU?



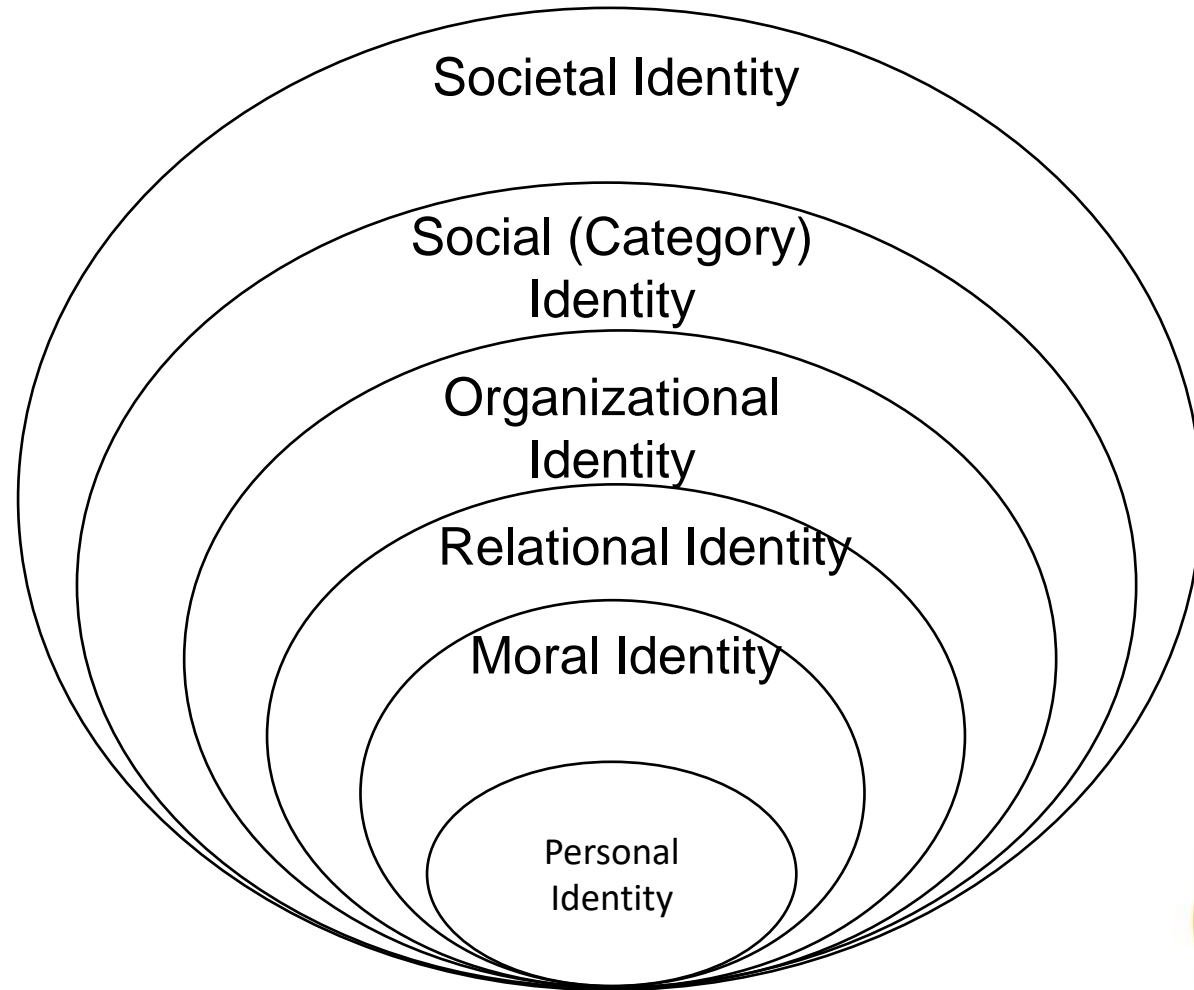
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Donor Centricity 3.0: A New Approach

- Identity
- Wellbeing
- Love



Who are your donors?



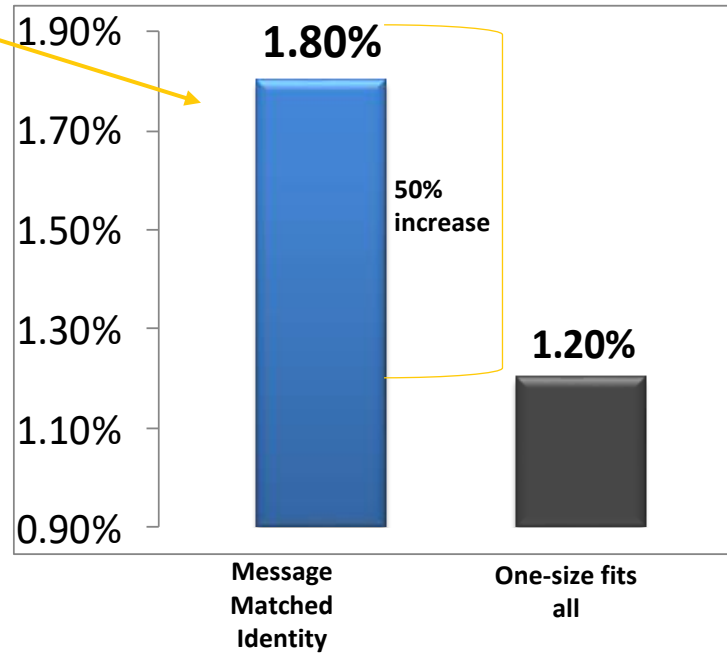
The Value of Tailoring Message to Their Identity



Tailored to Match Identity

- Emergency medicine physician
- Emergency room nurse
- Oncology RN
- Pediatric nurse practitioner
- Pediatric nursing
- Pediatrics
- Registered nurse

Click-through rate



One-size fits all



A Canadian Animal Charity

What are the top 5 words that come to mind when you describe yourself?



What are the top 5 words that come to mind when you describe yourself as a supporter?



**Talk to their sense of
who they are**

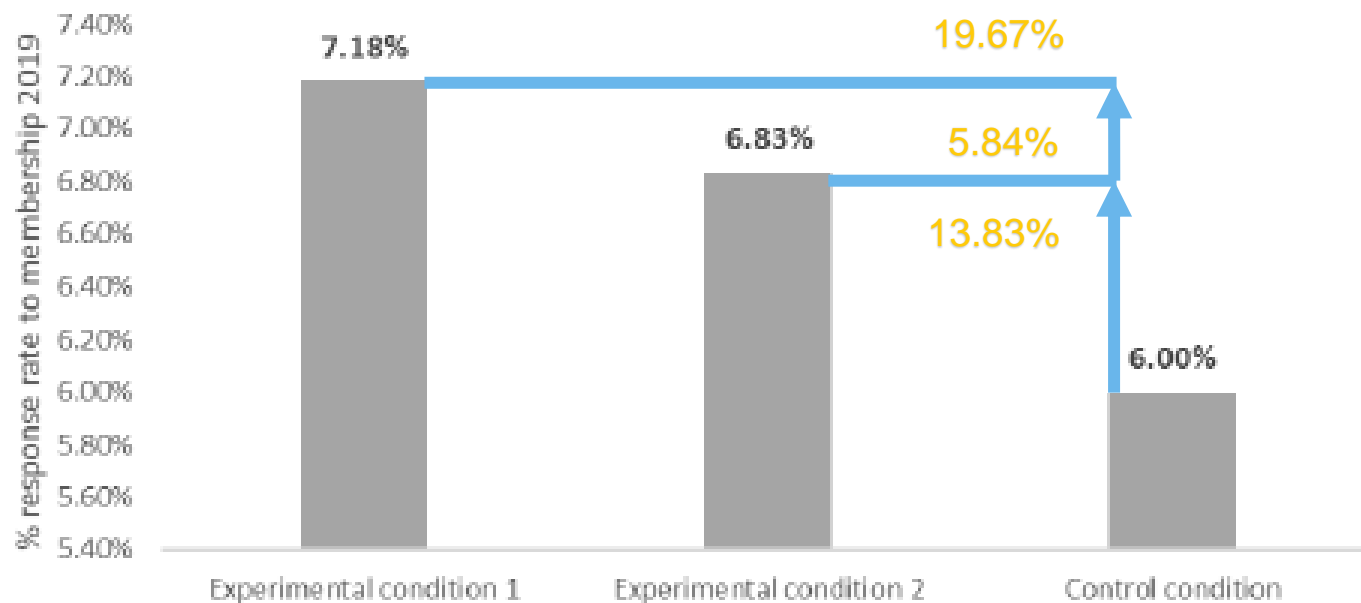
A US Conservative Think Tank

Control	<p>1) I have reviewed my 2019 MEMBERSHIP CARD.</p> <p>2) I am renewing my membership in _____ today. I'm enclosing my tax-deductible contribution in the amount checked below.</p>
Condition 1 Self Adjectives	<p>Kay, thank you for sending my 2019 _____ MEMBERSHIP CARD. I'm faithfully on board! It is absolutely vital for _____ to help President Trump counter the endless assault from the radical Left, the biased media, and the Washington Establishment. I [am passionate about] supporting _____'s role in helping President Trump drain the swamp and end the Washington cronyism and corruptions that have been destroying [my community and] the America I know and love.</p> <p>1) Yes, Kay! Use my donation to take _____ and our country from victory to victory. I trust</p> <p>2) Yes Kay, not only will I give _____ my membership support, you also have my unwavering faith in American values, my undefeatable determination to underpin American policies with the highest quality research, and my compassion for my hard working community to get what they deserve.</p>

A US Conservative Think Tank

Control	<p>1) I have reviewed my 2019 MEMBERSHIP CARD.</p> <p>2) I am renewing my membership in _____ today. I'm enclosing my tax-deductible contribution in the amount checked below.</p>
Condition 2 Supporter Adjectives	<p>Kay, thank you for sending my 2019 _____ MEMBERSHIP CARD. I'm proudly on board! It is absolutely vital for _____ to help President Trump counter the endless assault from the radical Left, the biased media, and the Washington Establishment. I [am passionate about] supporting _____'s role in helping President Trump drain the swamp and end the Washington cronyism and corruptions that have been destroying [my community and] the America I know and love.</p> <p>And four booster statements:</p> <p>1) Yes, Kay! Use my donation to take _____ and our country from victory to victory. I'm proud of _____.</p> <p>2) Yes, Kay, not only will I give you my membership support, you also have my unwavering hope for American values, my undefeatable determination to underpin American policies with the highest quality research, and my pride for my patriotic community to get what they deserve.</p>

Significantly* more people responded in the experimental conditions compared to the control condition



What

Significantly* more people responded in the experimental conditions compared to the control condition.



**What
changed?
Just four
words!**

Unique tax incentives ending soon! [Here's what to do.](#)



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[Easy gifts +](#)

[Income gifts +](#)

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[Resources & more +](#)

[Contact us](#)

[Legacy giving](#) / Gift in your will or living trust

Gift in your will or living trust

Deepen your connections

You want to leave money to Lyric Opera of Chicago in your will. You *also* want the flexibility to change your will in the event that life circumstances change. You can do both.

In as little as [one sentence](#), you can complete your gift. This type of donation to Lyric in your will or living trust helps ensure that we continue our mission for years to come.



SELF WORDS	
*	KIND
*	CARING
*	INTELLIGENT
*	CURIOUS
*	THOUGHTFUL
*	COMPASSIONATE
*	CREATIVE
	GENEROUS
*	HONEST
*	FRIENDLY
*	HARD-WORKING
*	SMART
*	LOVING
	LOYAL
*	HELPFUL
*	EMPATHETIC
	FUNNY
	MUSICAL
	HAPPY
	PASSIONATE

Be a beacon of creativity; shining from Chicago, across the USA and around the world

All of Lyric's elements—our artists, chorus, orchestra, technicians, and administrators—are interdependent, contributing to Lyric's worldwide reputation of excellence. The most crucial part of Lyric, however, is you! A vital component of Lyric's future is its group of donors who have included Lyric in their estate plans, known as the Ardis Krainik Society.

Lyric's Gift Planning Department is ready to help you leave a planned gift to Lyric, and to become a treasured member of the Ardis Krainik Society.

You can channel your curiosity and passion for the arts into your estate plans to help share the spectacle and splendor of the Lyric for generations to come.

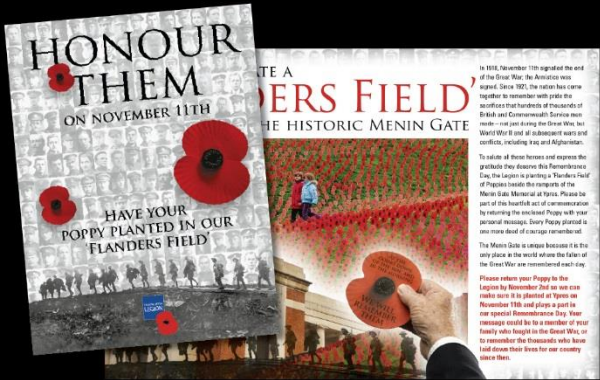
So what identities are people articulating when they give to you ... and what will you change to build wellbeing?

And What Would Make These Kinds of People Feel Good?

The Science of Wellbeing

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





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 did soccer, plus basketball and golf. In addition to ball and patient fundraising activities, they are raising Jay and Jesse. He is an avid golfer who works as a caddy at the country club.

The John E. Lonsdale Spine Care Fund was created in honor of Lonsdale by his wife and children. Lonsdale 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 pre-schoolers and printed video and Web information for teenagers. For information about the fund, contact Scott Nelson at 951-229-1770 or snelson@gillettechildrens.com.

INSIDE

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

At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1947, doctors and specialists 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 troubadour.

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.

Talking 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 metallic brace, it wasn't so hot 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 Jesse's has 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 Lonsdale, 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 smooth rod attached to the spine by hooks, screws and wires to hold the spine in place while fusion occurs.

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 Moe, 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 special ties, Moe used advanced braces for treating scoliosis and developed practical surgical techniques that resulted in a good fusion.

By the time he retired, Moe 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 heal properly, and patients had several surgeries, which meant another year of cast.

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 first rotation, 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 scalloped curvature of the spine. Moe, 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 stainless 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, Moe 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.

Special thanks to Kristin and Joey Boley.



Bringing You Closer to
the Lives You Help Change

Connections

Fall 2007 • Volume 17 Number 3

Zawadi Says, "Thank You!"

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



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-Mark helped her find shoes that fit around her joints, which will keep her feet straight while she grows.

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

- Who would your donors like to be connected with?
- Do your communications foster that connection?
- Do your communications make donors feel like they are competent in articulating their love for others?
- Do they build a sense of autonomy?



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 GIVE HOPE

Your gift will be used to support partners to bring about transformation where the need is greatest around the world.

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

- Yes, mending broken relationships connects me to God's heart.
- Yes, piecing together fractured lives is a vital part of what being a Christian means.

I want to give:

- <EXX>
- <EXX>
- <EXX>

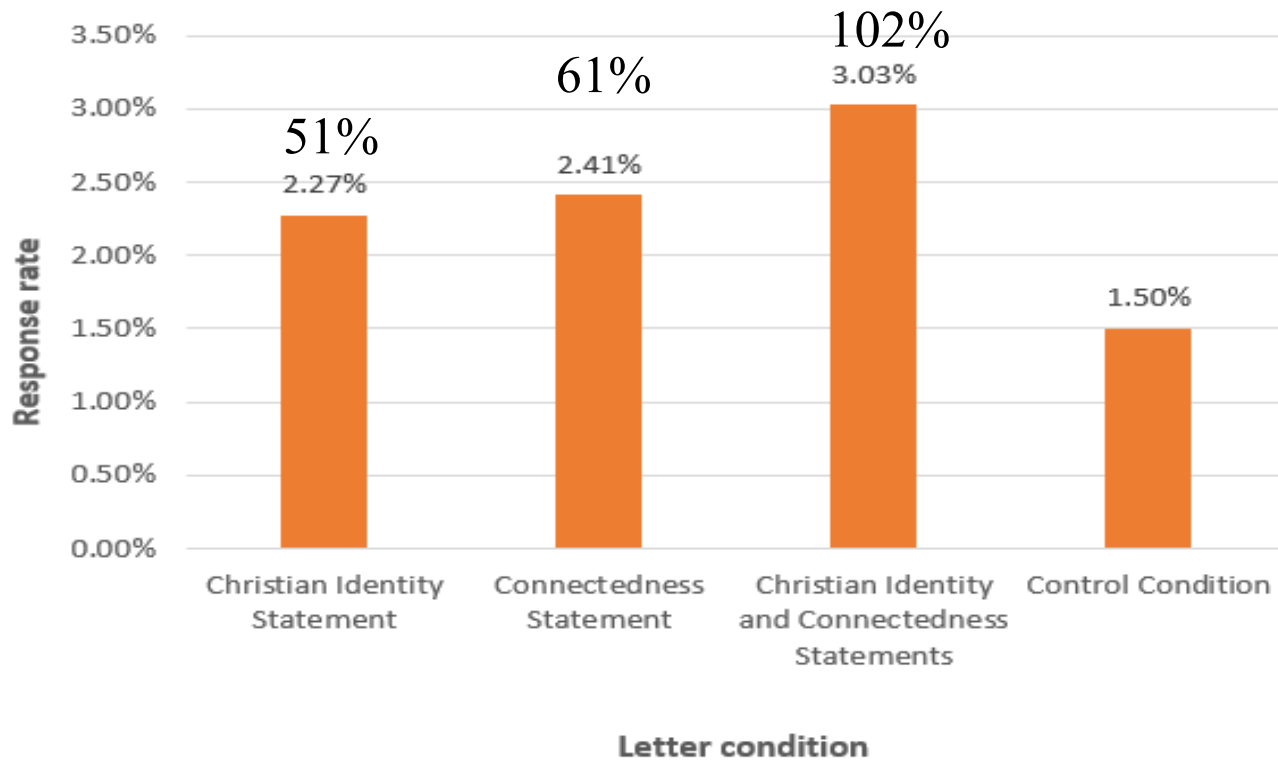
or my preferred gift of £

Please check your details and amend if incorrect:

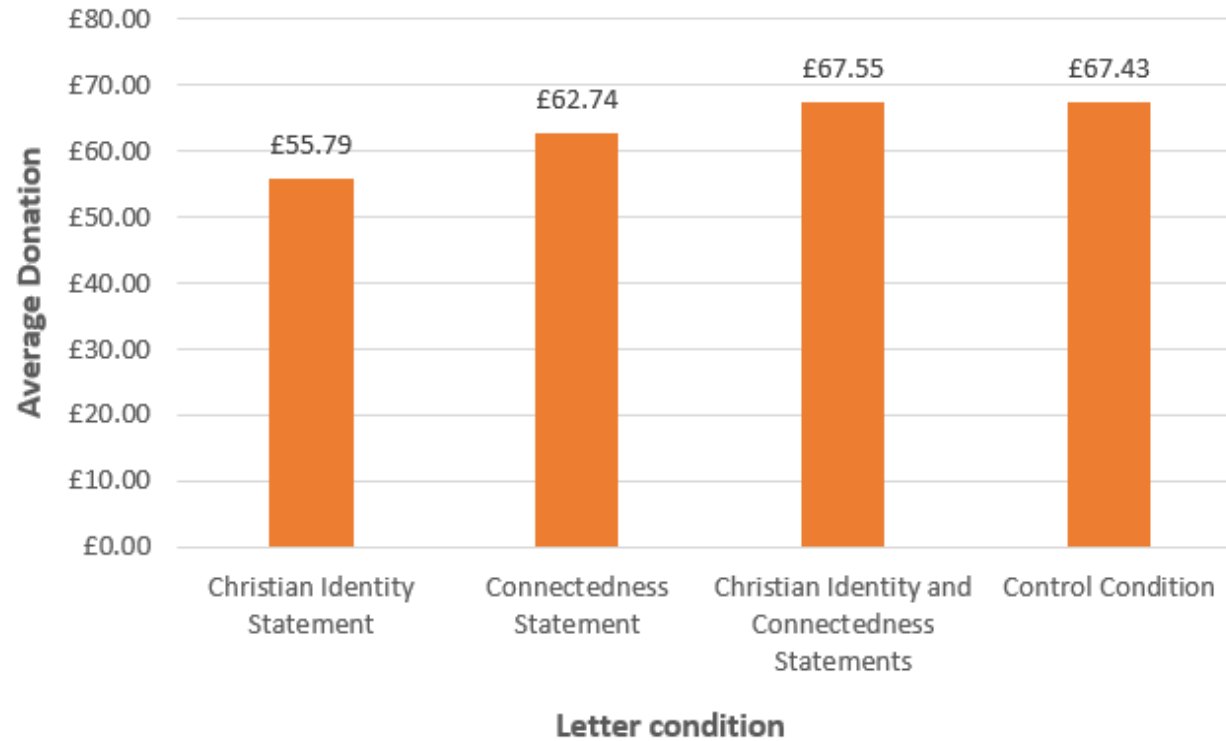
<XXXXXXXX/SupporterID/SegmentNo>

Mr. A. Sample
Housename
1, Any Street
Anytown
Anyshire
A12 B34

Response Rate



Average Donation



YES, I WANT TO HELP GIVE HOPE

Your gift will be used to support partners to bring about transformation where the need is greatest around the world.

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

- Yes, it is important to me that those suffering in <Area> can feel God's love'
- Yes, I want <Charity's> staff and partners in <Area> to know my heart is with them'.

I want to give:

- <EXX>
- <EXX>
- <EXX>

or my preferred gift of £

Please check your details and amend if incorrect:

<XXXXXXXX/SupporterID/SegmentNo>

Mr. A. Sample

Housename

1, Any Street

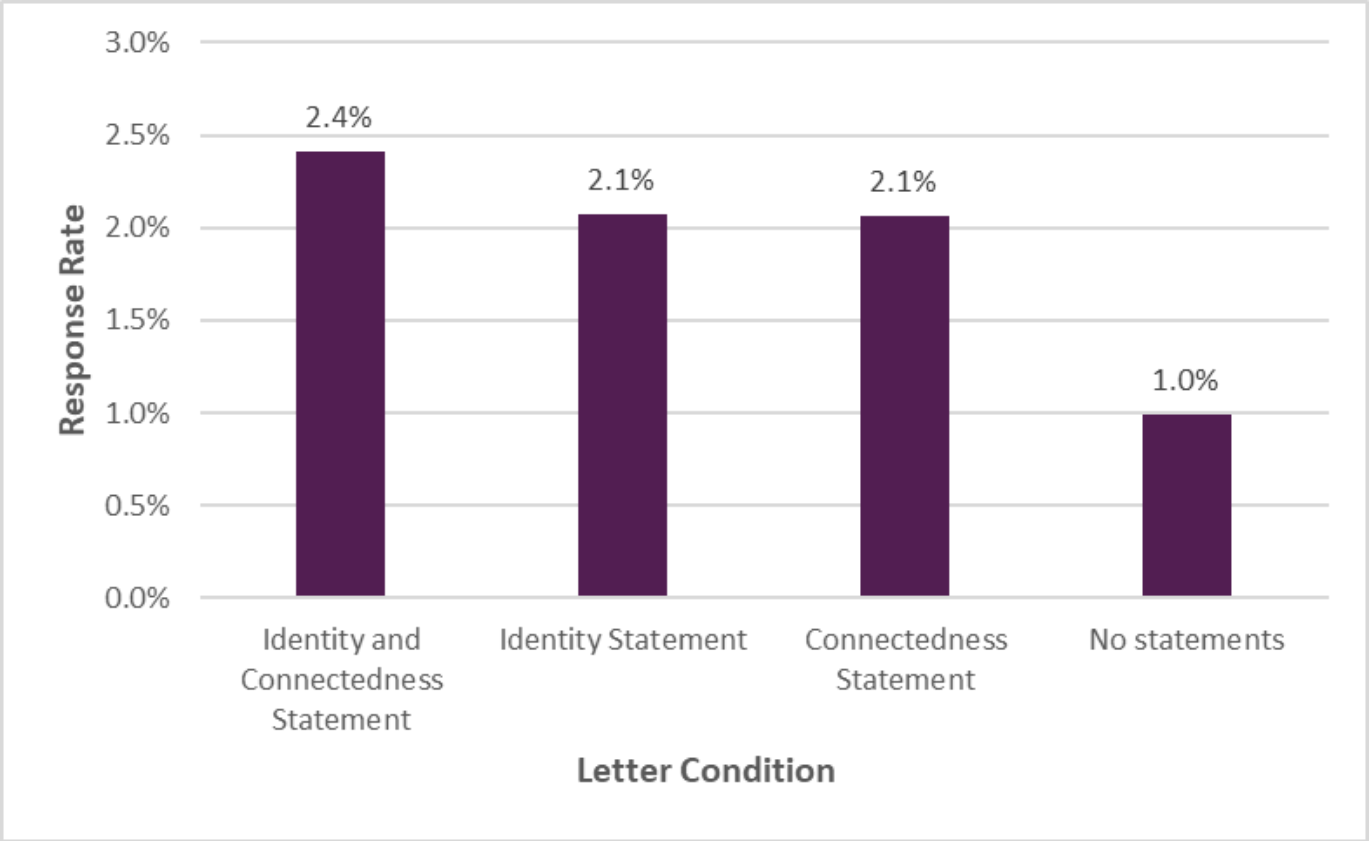
Anytown

Anyshire

A12 B34



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And Finally – Are you talking enough about ... LOVE

Your donation can ...

Your gift can ...

Thanks to your gift of

Thanks to your support

The language of MONEY





The starting point of every donor relationship

“Is this all I am to you?”



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#GIVINGTUESDAY

On this worldwide day of giving, every \$1 you give will be matched, dollar for dollar, thanks to a \$50,000 matching grant from a generous donor. That means every \$1 you give will help provide 6 nutritious meals at a time when Maryland families need help more than ever.

Thank you for remembering your neighbors hit hardest by the effects of the pandemic.



[Continue to website](#) →

Your Love Matched

Imagine...a home without a family; compassion without action; humanity without giving.

Your generous monthly gift can provide desperately needed supplies to refugee families – and the first three months will be **MATCHED** for a limited time to help 2X more families.

This World Refugee Day, you can turn your love into **TWICE** the lifesaving aid and **TWICE** the hope for resilient refugees around the world. Match ends 6/20.

DOUBLE MY IMPACT →



APPEAL EMAIL

A sick child in Yemen needs **you**

You can make a lifesaving difference right now for Walid and his family. Be the hope they have been waiting for.

Send **your love** to a sick child in Yemen

You can make a lifesaving difference right now for Walid and his family. Be the hope they have been waiting for.



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Before Phil Psych

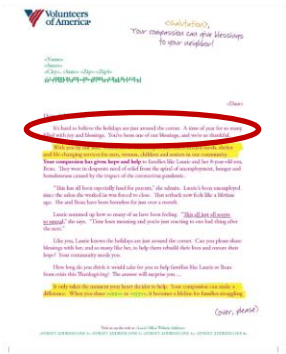
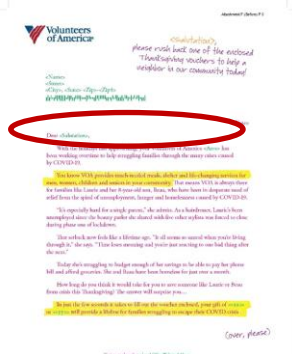
Dear <Salutation>,

With the holidays fast approaching, your Volunteers of America <Area> has been working overtime to help struggling families through the many crises caused by COVID-19.

After Phil Psych

Dear <Salutation>,

It's hard to believe the holidays are just around the corner. A time of year for so many filled with joy and blessings. You've been one of our blessings, and we're so thankful.



Love Can Double Giving !!!!

Who knew ...?



Donor Centricity 3.0

- Identity
- Wellbeing
- Love



Upcoming Online Courses

- Certificate in Philanthropic Psychology - 40 hours of learning over 8 weeks
- Certificate in Fundraising Copywriting - 20 hours of learning over 4 weeks
- Find out more at www.philanthropy-institute.org.uk

