

FIA Conference 2023

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FIA

CONFERENCE



Emotions are not what you think

INDIVIDUAL GIVING

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Perhaps nothing creates more internal debate, procrastination and wheelspin than the subject of emotions and fundraising communications. Even though the science is clear, opinions about the use of emotion are rampant.



Great Fundraising organisations

Transformational growth

Sustainable growth

Mission driven growth

Growth that meets donors needs.





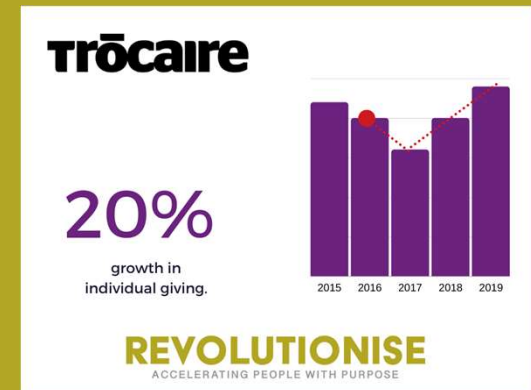
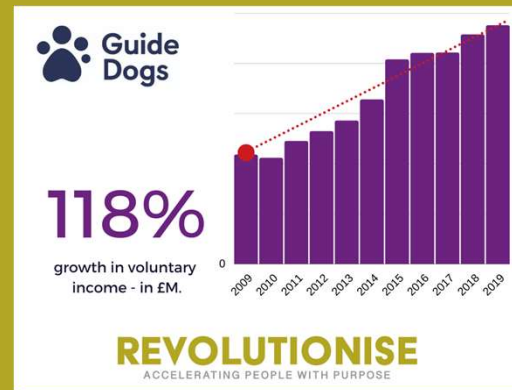
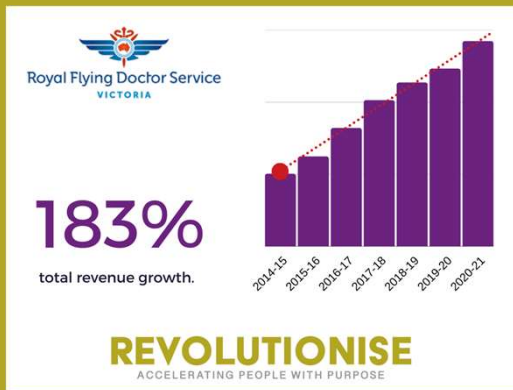
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**Today we are learning from the
behaviours of the
Great Fundraising organisations.**

Why?





The three key conflicts



The three key conflicts

Cultural conflicts

Investment conflicts

Communications conflicts



The communications conflicts

When it comes to communications, there is one subject which causes more conflict than anything else – **the use of emotions** in fundraising communications.



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Whole organisation buy-in for fundraising

Inspiration
Education
Design



The problems

1. 'Emotions are unprofessional'
2. 'Emotions damage our service users'
3. 'People don't like emotions'
4. 'Larger donors give rationally'
5. 'People need to understand us'
6. 'Emotions are manipulative'



Emotions are unprofessional



**Why do these conflicts
exist?**



One set of customers

Donors → Organisation → Service users



Two sets of customers

Donors ↔ Organisation ↔ Service users

The Great Fundraising organisation
meets the needs of both.



The non-profit culture clash

Fundraising

Ambitious Achievers

Need to stand out.
Need ambition/challenge.
Freedom to act.
Fast moving.
Emotions business.
Used to sales and marketing culture.
Manage simplicity.
Competitive.

Advocacy et al

Ethical intellectuals

Need consensus.
Need to be right.
Process to avoid error.
Thorough.
Evidence business.
Used to grant giving culture.
Manage complexity.
Judgemental.



The communications conflict

Fundraising

Ambitious Achievers

The problem.

The need.

Tell stories.

Emotion.

Donors' needs.

Empathy inducing images.

Data driven.

Advocacy et al

Ethical intellectuals

Our work.

The outcomes.

Give statistics.

Evidence.

Beneficiaries' needs.

Empowering images.



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Emotions are unprofessional

GFO's say:

We see no conflict between meeting
the emotional needs of our service
users and our donors.

We excel at both.



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Emotions are unprofessional

They run organisation wide training & seek buy in for:

- who their donors are,
- what their donors need,
- what the fundraising team needs to meet these needs



**Emotions damage our
service users**



The primacy of emotion

[primacy_of_emotions_1 \(Original\).mp4](#)

[Primacy_of Emotion_2 \(1\).mp4](#)



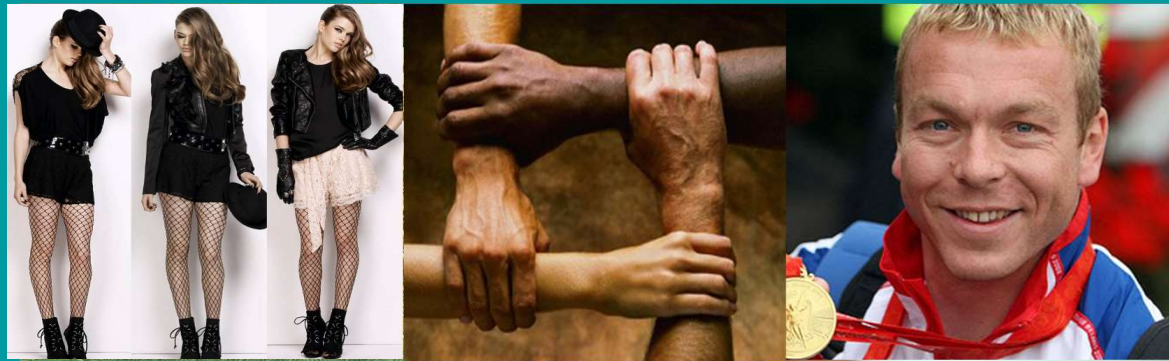
What are emotions?



How do our emotions develop?



What are our emotions for?



What is rational thought?

A fear response



How humans work



Simple summary

Emotions are why we do things
Logic is why we don't (do silly things)



Emotions damage our service users

GFO's say:

Empathy is the key to great fundraising.

Empathy means a shared emotional state.

We do this for both service users and donors.



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Emotions damage our service users

They run widespread education on:

- The primacy of emotion in fundraising communications
- What emotions actually are
- Why emotions are important for **their** donors & fundraising

They have a thorough process to find their emotional focus that does not degrade their service users



People don't like emotions



How people give



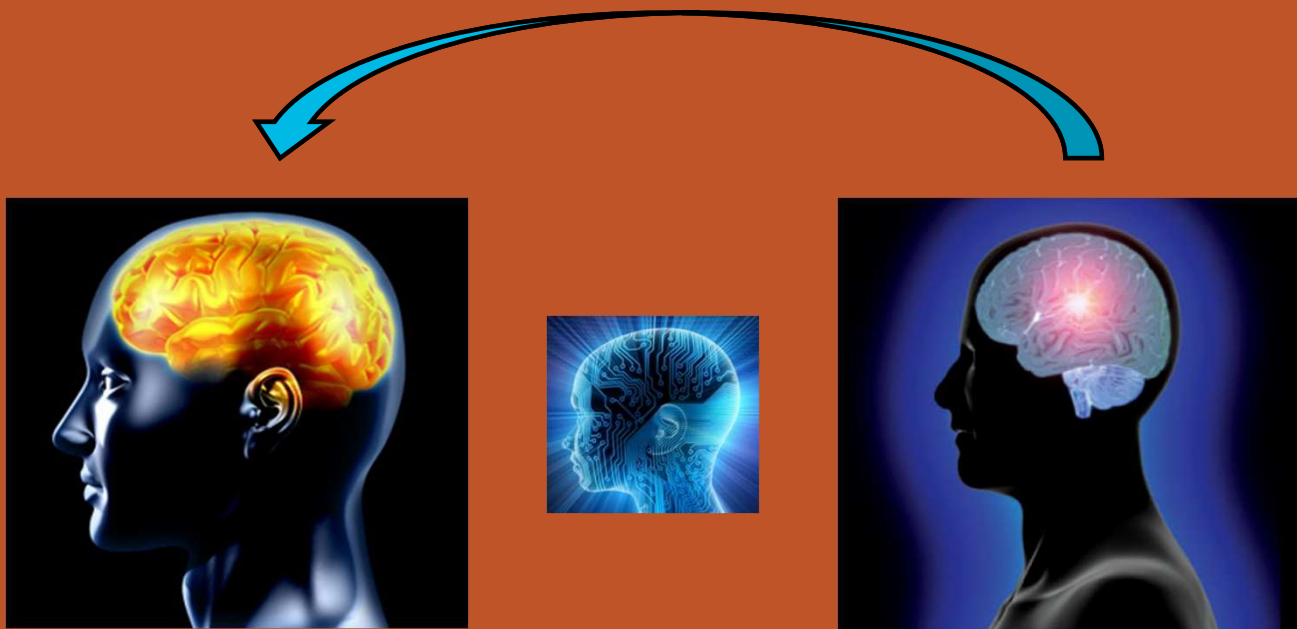
Our giving process



Overly 'professional' fundraising



Emotional fundraising



**Giving is often
HEALING**

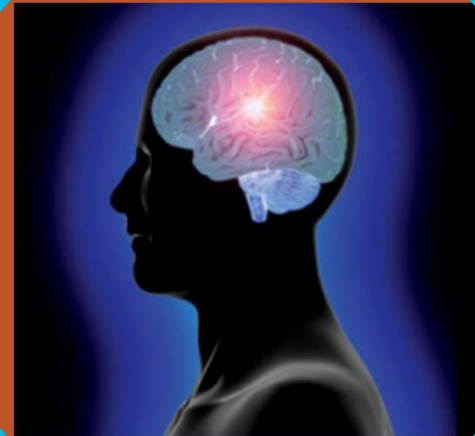


**Giving is always
HAPPINESS**



**‘This is your chance
to do something
truly extraordinary ...’**





**Anticipation of the reward
grows over time**





UNHCR
The UN Refugee Agency
Aotearoa | NZ for UNHCR

Türkiye Earthquake Emergency

Thousands are displaced by earthquakes near the border. We need your help to send life-saving aid.

Help restore sight

to someone like Salid.

HELP NOW

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P



Institute for Sustainable
Philanthropy

HOME DONOR-CENTRICITY 3.0 SERVICES EDUCATION BLOG **REPORTS** ABOUT Cart (0)

intentions is broadly NOT what predicts actual behaviour. Rather, what appears to drive subsequent behaviour is how giving leaves people feeling.

NEW: Relationship Fundraising 3.0

In this report, we chart the development of the concept of relationship fundraising, tracking trends in both academic and practitioner perspectives. Relationship Fundraising 3.0 builds on the new science of Philanthropic Psychology to form a new approach based on four years of experiments with fundraising communications with uplifts in excess of 100% in real world giving.

Relationship Fundraising 3.0 can dramatically increase giving while at the same time deliver enhanced levels of supporter satisfaction and wellbeing.

Development Plans and Fundraising Performance

The first study of its kind to examine how planning is undertaken in the fundraising sector and its impact on income. This report presents new data from a study of 325 fundraisers globally, demonstrating the importance of fundraising planning^[i] and providing statistical evidence to show that strategic planning

[DOWNLOAD THIS REPORT FROM THE REVOLUTIONISE WEBSITE](#)

Learning to Say Thank You: The Role of Donor Acknowledgements

How should we be thanking supporters? Should we thank donors for their gift, for the difference they have made or for being the kind of person they are or would like to be? And should a thank-you be designed differently for donors at different stages in their relationship?

Do certain types of thank-you allow donors to experience higher levels of well being and what does this mean for subsequent behaviour? Our latest report has the answers.

Major Gift Fundraising: Unlocking the Potential for Smaller Nonprofits

Major gift philanthropy plays a significant role in the nonprofit sector around the world. To date, relatively little academic interest has focused on how major gifts are solicited and the critical factors that should be managed in order to achieve superior performance.

In this report we draw together strands of literature to identify

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People need to give



People don't like emotions

GFO's understand:

The anticipation of the reward emotion increases with repeated giving, but the need for need never goes away



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People don't like emotions

The whole organisation
understands that people need
the joy of giving



becoming a
fundraising
champion



the reason we need to
think of our donors?

everything we do is
paid for by donors

A donor
did that



Now you know

- We need everyone to work together to become fundraising champions.
- That means everyone becoming donor-centric and recognising the opportunities they have to celebrate and thank our donors.
- And recognising that everything we do is powered by our donors



Giving is a basic and
wonderful human need!

**Larger donors give
rationally**

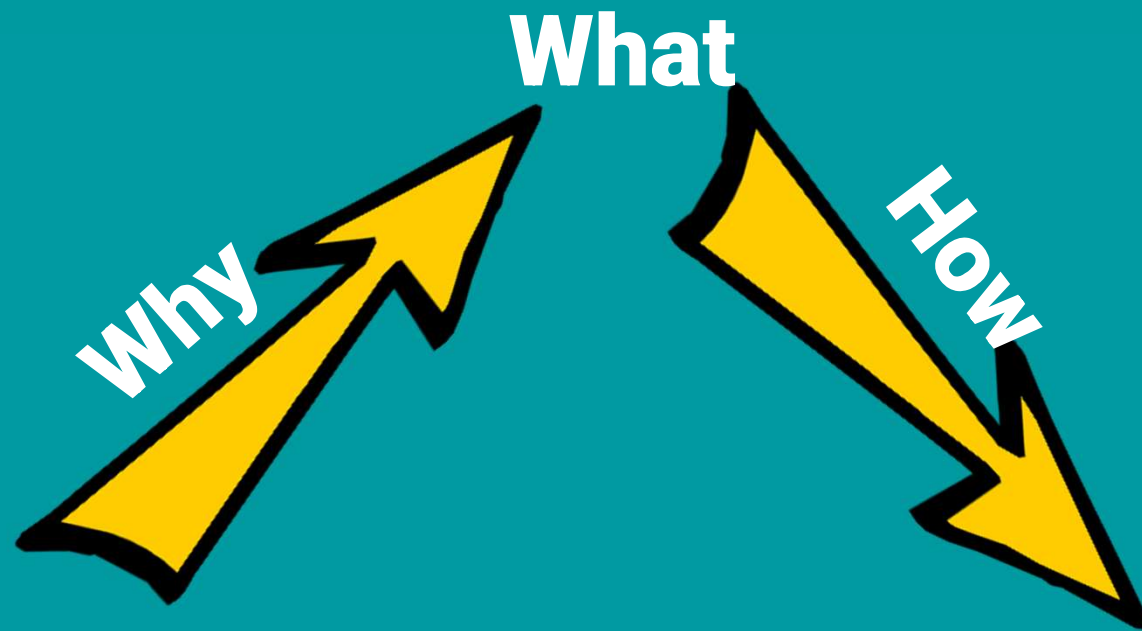


**You are not the
audience**



Why?

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Larger donors give rationally

GFO's know:

Emotion is the 'Why'.

The 'What' and the 'How' are objection handling.
The 'Why' opens the donation discussion, the rest
just close it.



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Larger donors give rationally

Everyone understands the decision to make a gift is always emotional.

The rational case is simply to overcome the fears about, or objections to, the gift being emotionally considered.

Our cases will be excellent, and concise to allow our fundraisers to return to, and focus on, the pivotal emotional need and reward.



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Emotions are manipulative



Will someone just say it as it is?



Explaining what we do is really complicated:

- 1. The sex trade**
- 2. Human trafficking**
- 3. Bonded labour**
- 4. Other**

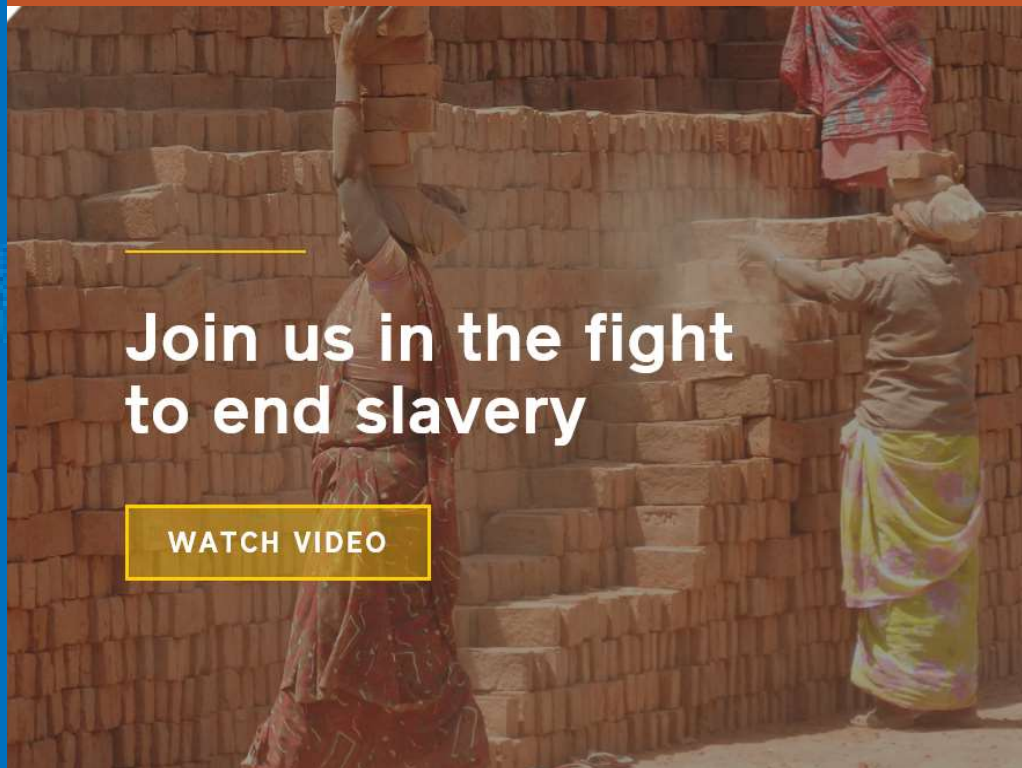




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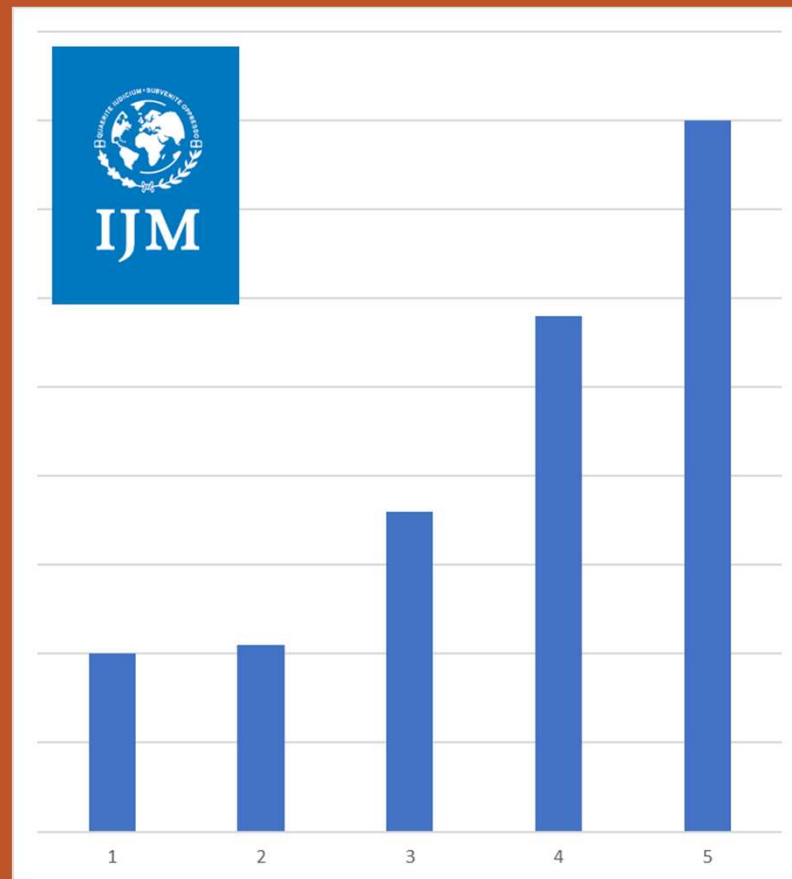
Join us in the fight
to end slavery

WATCH VIDEO



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Over 400% growth



Fundraising's key test; **'Is it true?'**

'Well told' is why we are here.



Emotions are manipulative

GFO's know:

The DNA of a Great Fundraising organisation is its stories. Without filter, without compromise, but told very, very well.




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Emotions are manipulative

We have a policy of the truth well told.

Our fundraising writer is the 'well told' part, everyone else just needs to provide the truth. As stories.





Tackle the
internal debate
Fundraising is in
the business of
emotions

Education
Professional
respect

Differentiation
by defining
your WHY

Emotionally
aligned



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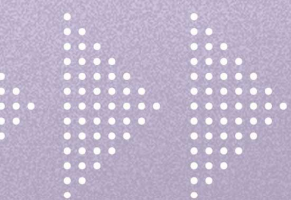
THANK YOU

Need help getting into and leveraging the emotional space for your fundraising?

- **The new ambition.** A co-creation sprint which helps you find the powerful, unifying emotional proposition which is at the heart of your brand, services and fundraising.
 - **Great Fundraising.** We are the home of the globally proven Great Fundraising programme and all its associated modules. Organisations implementing this evidence-based programme have raised billions.
 - **Mission accelerator.** Combining the emotional space with robust analysis, this programme aligns your theory of change with the emotional heart and allows you to build, streamline and align all strategies and communications around your mission.
 - **Communications.** Specialist sprints to bring wide and diverse teams together to co-create briefs, propositions, products and communications with complete buy-in and focussed impact.
 - **No compromise consulting.** Experienced, senior consultants and coaches to stand with you as you accelerate your purpose-driven revolution.
-
- We run public and in-house seminars and webinars to teach the art and science of working in the purposeful and emotional space – why it works, how it works and how to do it. Our events, research and publications can be found on our website, visit: www.revolutionise.com.

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Thank you

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