



Individual Giving: 5 Steps to Getting More Donations

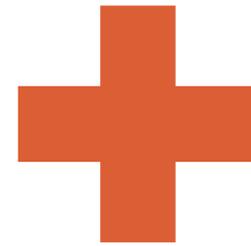
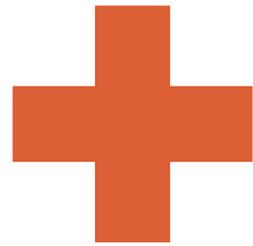
David Burgess

Director
Apollo Fundraising



A magic
formula

A Formula for Action!

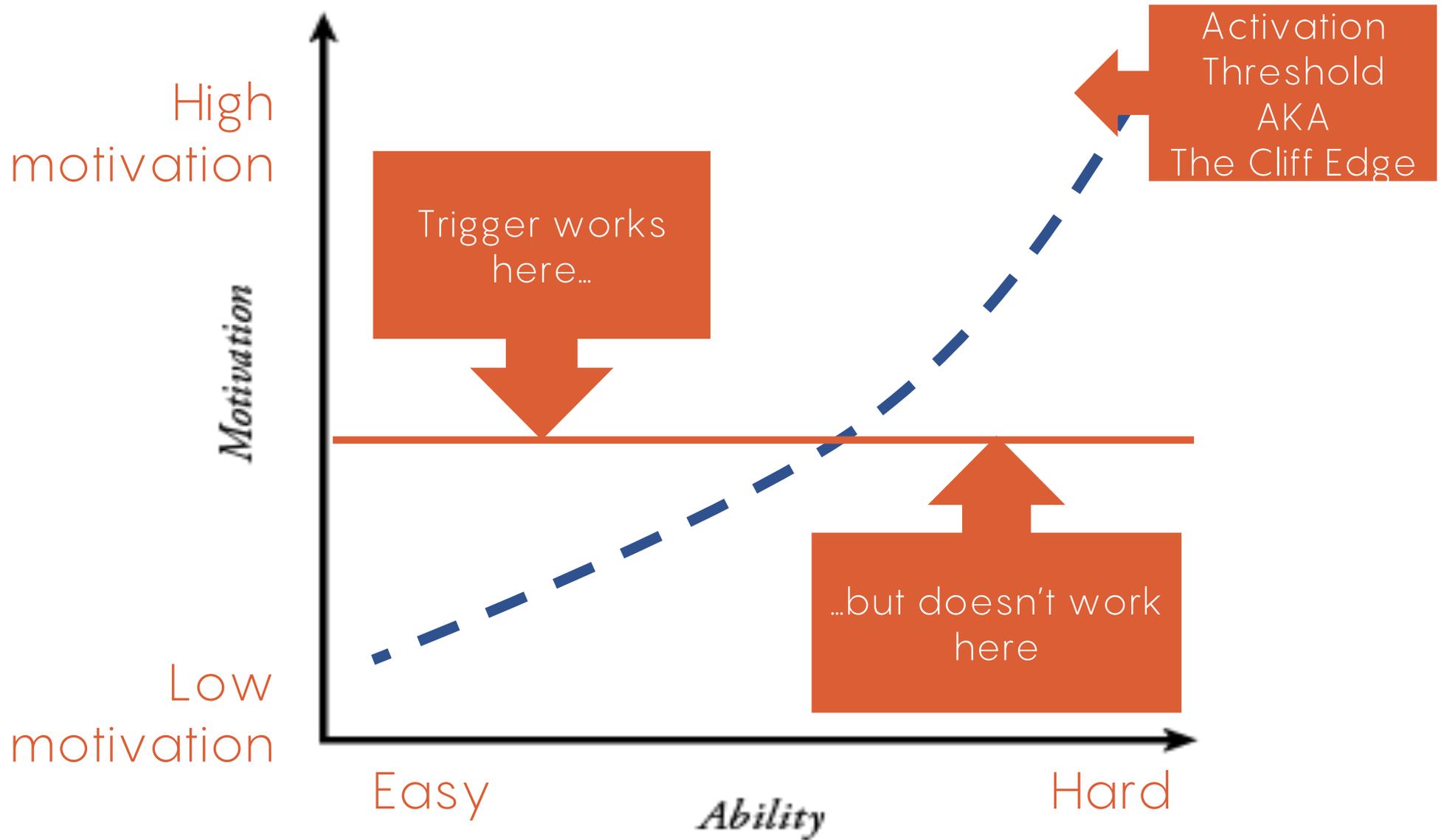


MOTIVATION

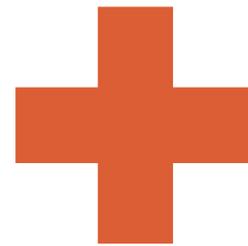
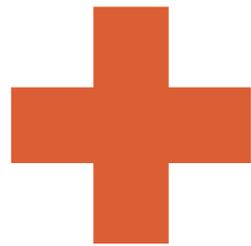
ABILITY

TRIGGER

Fogg Behavior Model



Our job is to maximise...



MOTIVATION

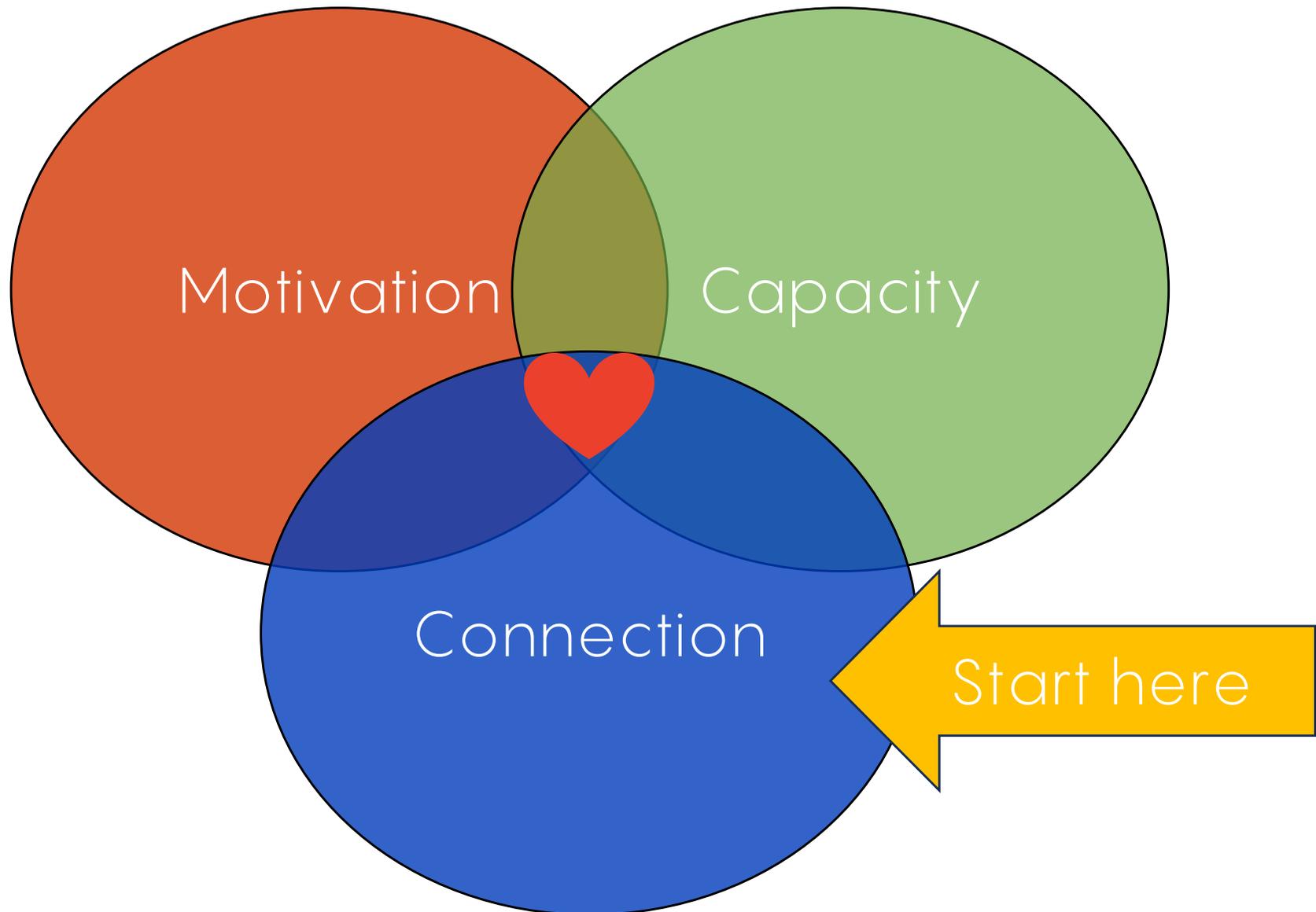
ABILITY

TRIGGER



Step 1:
Identify Your
Target Audience

Your potential donors must have...

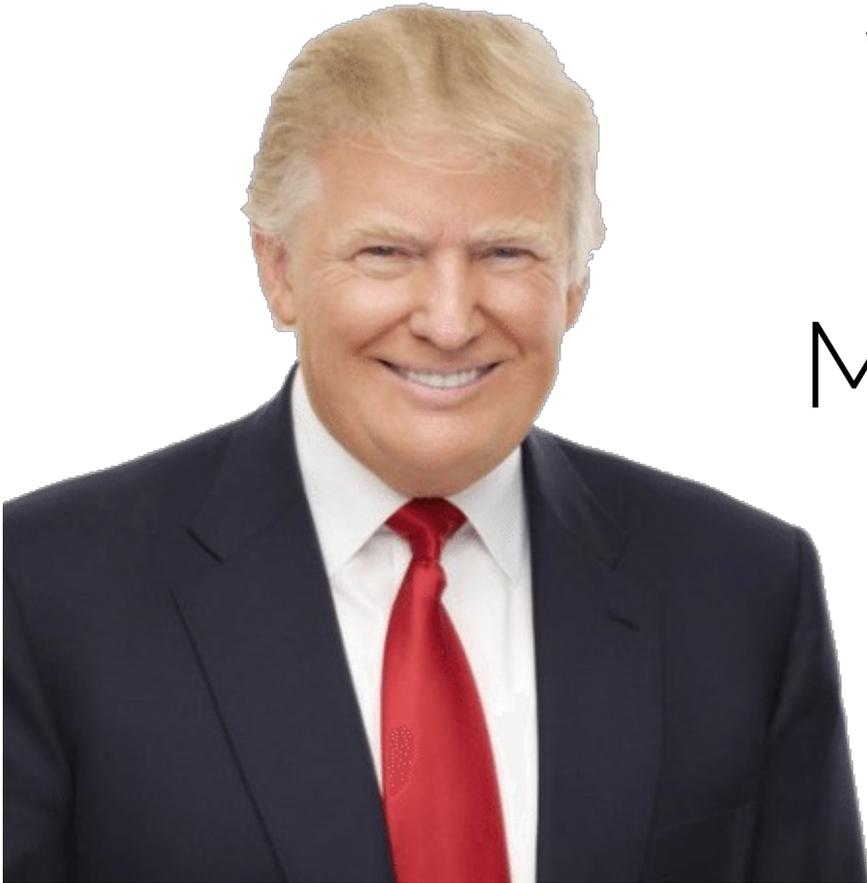




What do you
know about
your target
audience?

Demographics

Male
White
75+
Married
ABC1





Different things
motivate
different people
at different times

Common Motivators

- ⊗ I want to change something
- ⊗ I want to say 'thank you'/give something back
- ⊗ I want to strengthen a connection to someone
- ⊗ I want to be seen as part of a certain crowd
- ⊗ I want to fulfil a sense of duty
- ⊗ I want to fulfil a religious expectation
- ⊗ I want to strengthen my connection to a identity - for myself or others
- ⊗ I want to be proud of where I live
- ⊗ I want a sense of purpose
- ⊗ I want to be remembered
- ⊗ I want to honour/remember someone
- ⊗ I want to save money/get something in return
- ⊗ I want to stop feeling angry/spiteful/guilty
- ⊗ I want to be seen more positively
- ⊗ I want to have fun



Knowing your audience

- ④ Why are they connected to your org?
- ④ How do they want the world to be better?
- ④ What do they like/value most about you?
- ④ How important are you/your cause to them?
- ④ What parts of your work do they most align with?
- ④ What would they change about you/your mission?
- ④ Who within your org do they admire? Connect with?
- ④ Who do they admire/connect with?
- ④ What shared experiences do they have?
- ④ What else are they passionate about?
- ④ What values/identities do they hold?
- ④ What values/identities do they aspire to?
- ④ What communities are they part of?
- ④ What communities do they aspire to be part of?

How can you find this out?

- ④ Surveys / Questionnaires
- ④ One-to-one meetings/conversations
- ④ Ask when people sign up/donate (on form or after)
- ④ Focus Groups
- ④ Commission audience research

Give them an invitation...

...to change something

...to fight for something

...to fix something

...to create something

...to believe in something

...to be part of something

...to stand for something

...to save something

...to share something

...to be something

...to buy/get something

...to celebrate something

Supporter Journey

The 4 Cs



Catch
their
Attention



Compel
their
Heart



Convert
Interest
to action



Crystallise
their
Commitment

Interest

Engagement

Commitment



Step 2:
Bring Your
Message to Life

Ingredients for Telling Better Stories



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Good stories have...

- ⊗ A protagonist with a goal
- ⊗ An urgent, significant problem
- ⊗ The promise of resolution
- ⊗ A helping hero (aka the donor)
- ⊗ An emotional arc



Comfortable people don't take action



Happiness



Sadness



Surprise



Anger



Fear



Disgust

How can the supporter be a helping hero?



- ④ Money is boring!
- ④ What tangible thing are you asking the supporter to do?
- ④ Focus on the impact - not the ££



The most
important
word





Step 3: Catch Their Attention

Catch their Attention!

You need to:

- ⊗ Be visible
- ⊗ Be different
- ⊗ Be unignorable
- ⊗ Be compelling

Be Visible!



Norwich Castle

@NorwichCastle

From arms & armour to wedding rings & pottery - would you like to adopt an amazing medieval object?
adoptanobject.co.uk #KeepGiving





Museum of Oxford
@MuseumofOxford



Ever thought 'I'd like to adopt a 400 year old Real Tennis ball found at Wadham College'? Well, now you can! oxfordhiddenhistories.org/adopt

3:42 PM · Jul 31, 2017

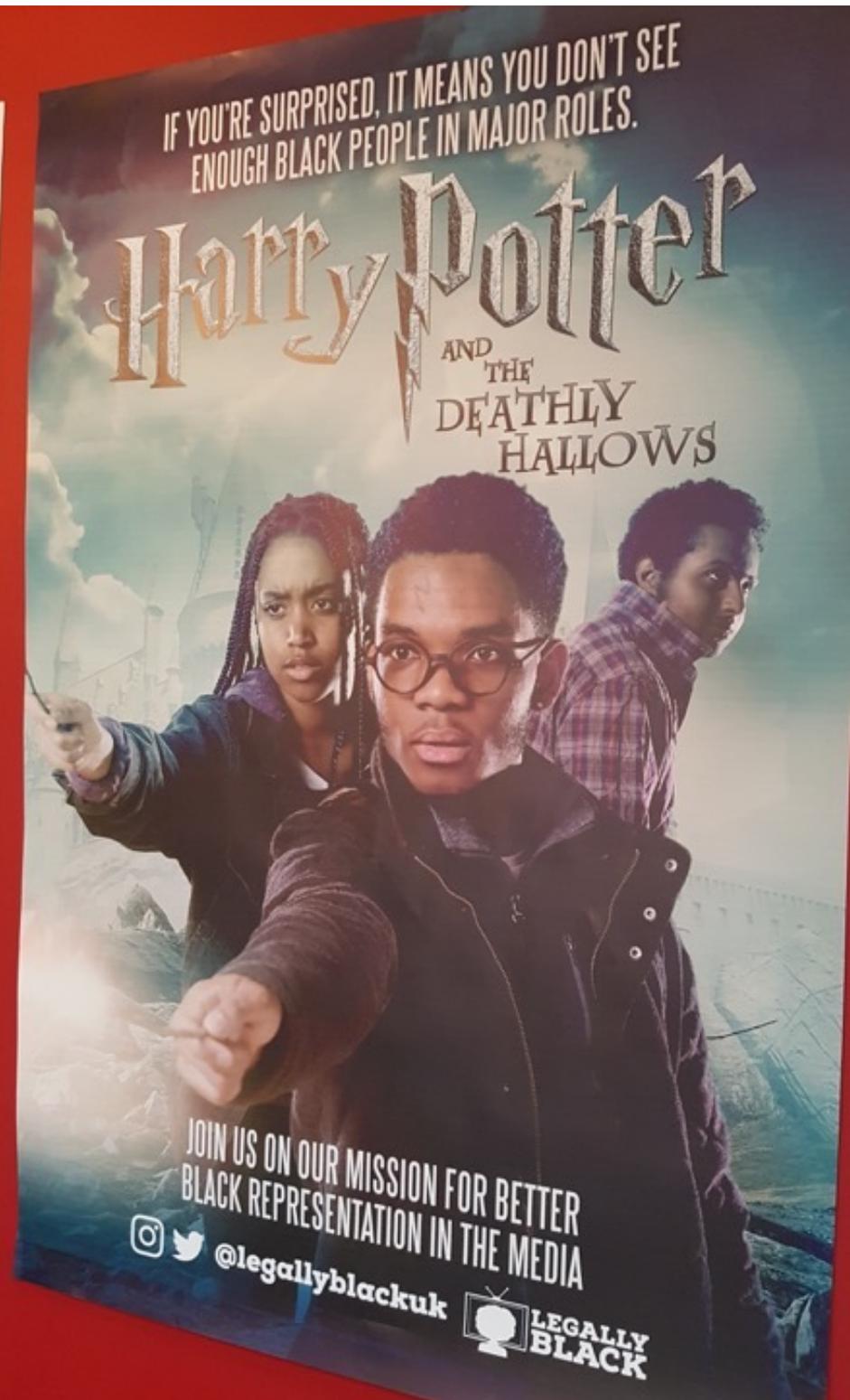
A **bad**
place for
a poster.
An even
worse place
for a **bed**.

#SeeThingsDifferently

INVISIBLE (YORK)

@GoodOrgCIC

is proudly powered by
goodorganisation





DID YOU SPOT THE LION?

No? Go to www.dpg.art/lightingappeal
to help us bring to light the secrets in
our paintings.

A Woman playing a Clavichord, Gerrit Dou c.1665, Oil on oak panel, DPG056



DULWICH
PICTURE
GALLERY

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Step 4:
Make It Easy
To Give

Want to donate?

Simply click on the link below to download the membership application form and Gift Aid declaration (*pdf 2 pages*).

You can complete the forms online.

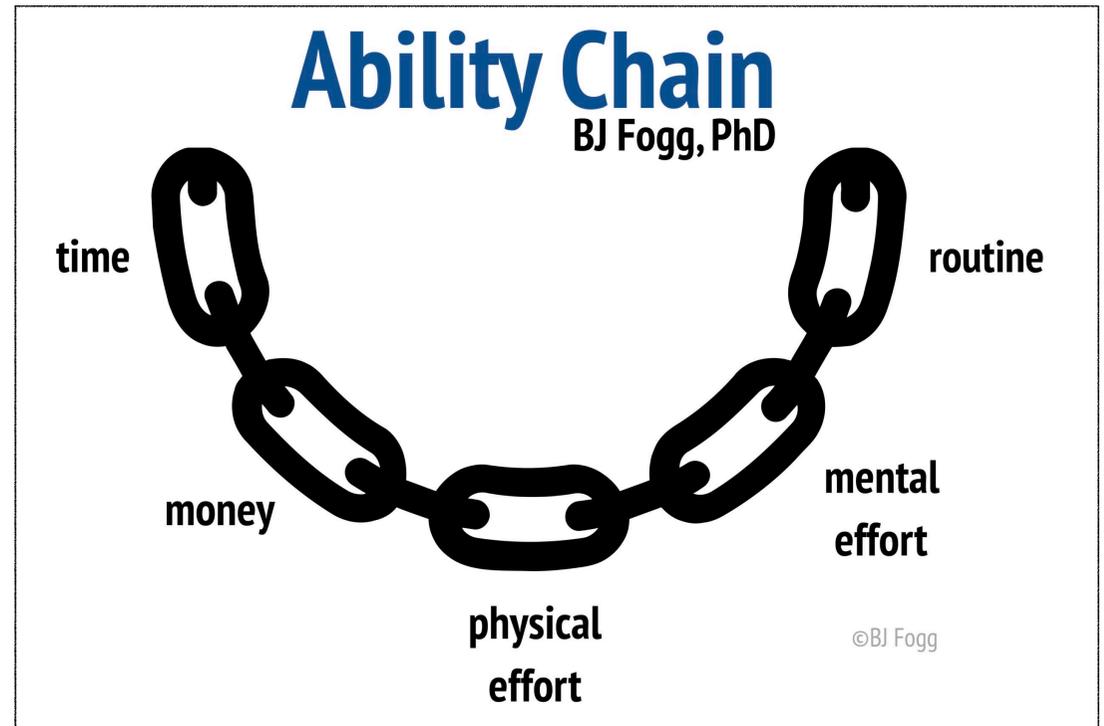
Once completed, save a copy to your hard drive and print both pages.

Don't forget to sign both of the printed pages.

Post both documents to the address at the top of the application form.

What do we mean by easy?

- ⊗ Time
- ⊗ Physical Effort
- ⊗ Mental Effort
- ⊗ Cost
- ⊗ Social deviance
- ⊗ Routine





Reducing Physical Barriers



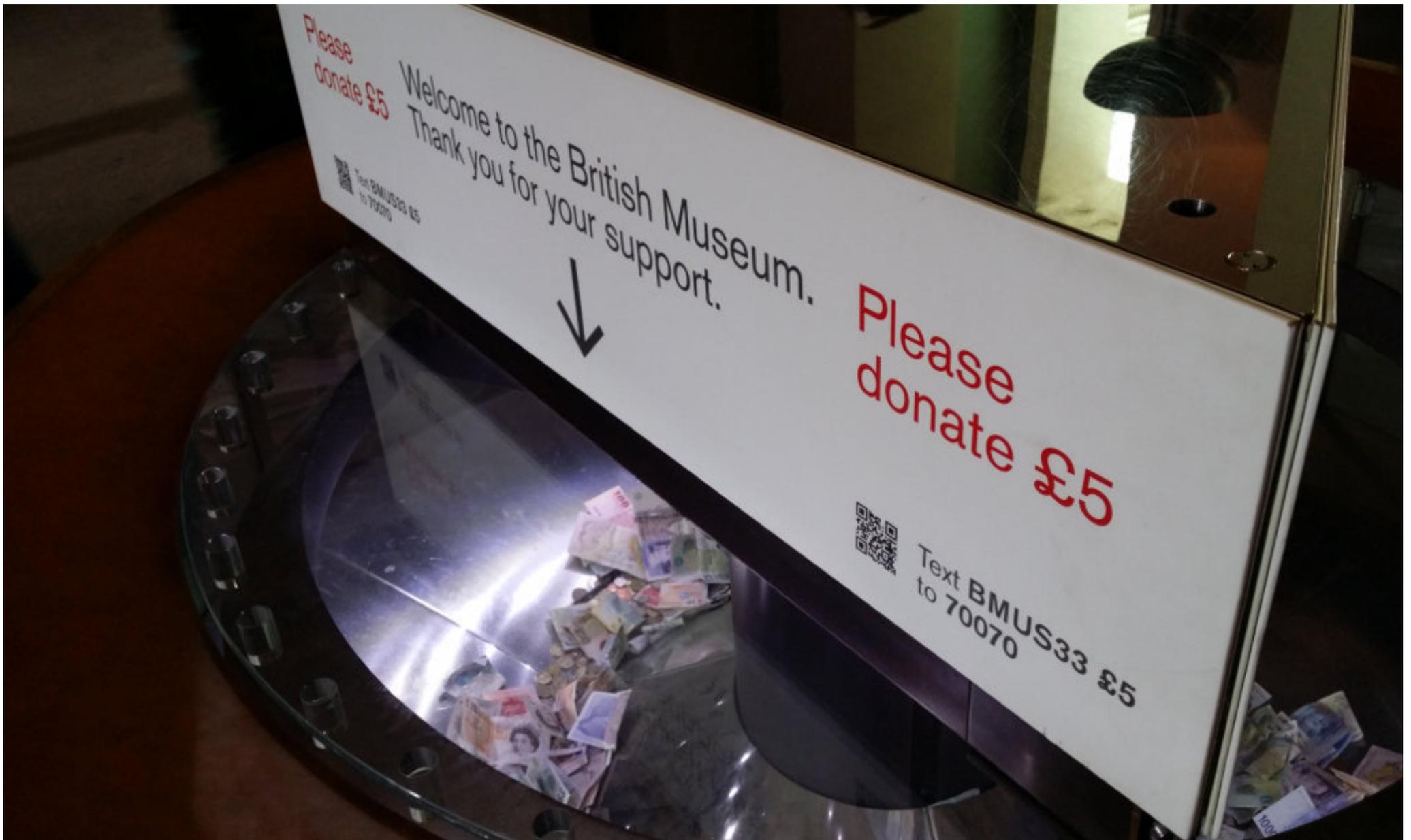
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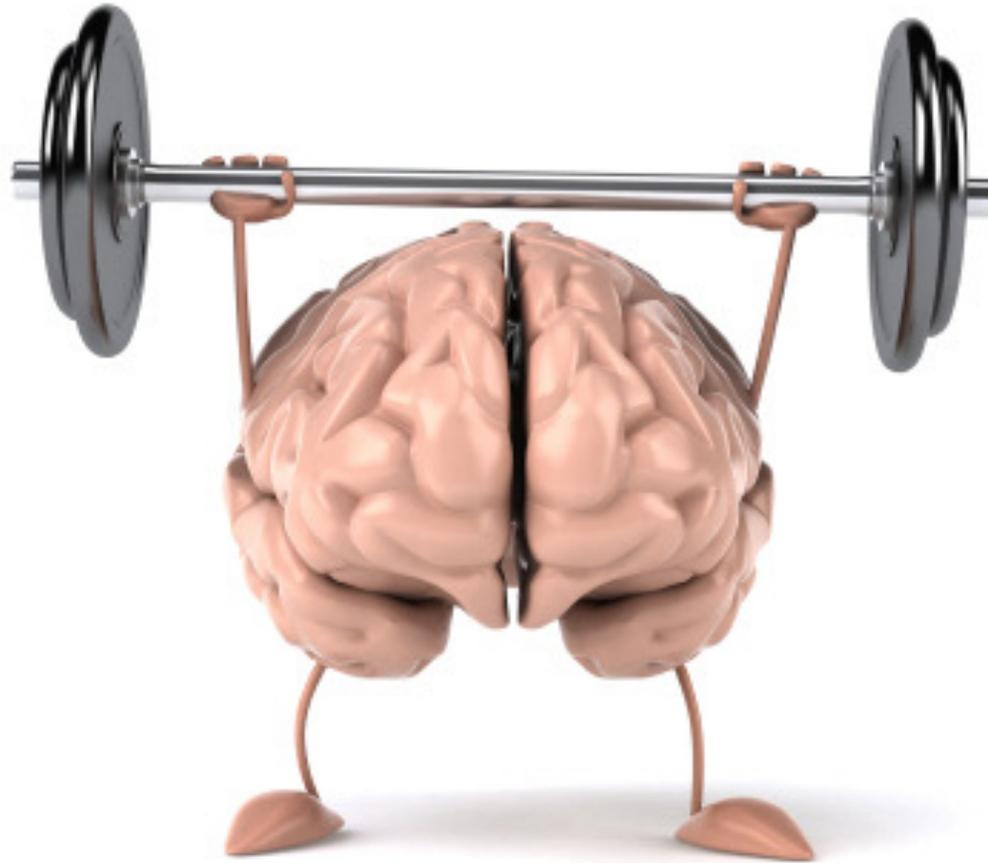
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Make it Easy! Physical Effort

Make it something they can do there and then:

- 🌀 Online (via QR code?)
- 🌀 Text
- 🌀 Paper form (with Freepost response mechanism)
- 🌀 Donation box/collection tins
- 🌀 Over the phone
- 🌀 Top-up donation
- 🌀 Contactless donation points



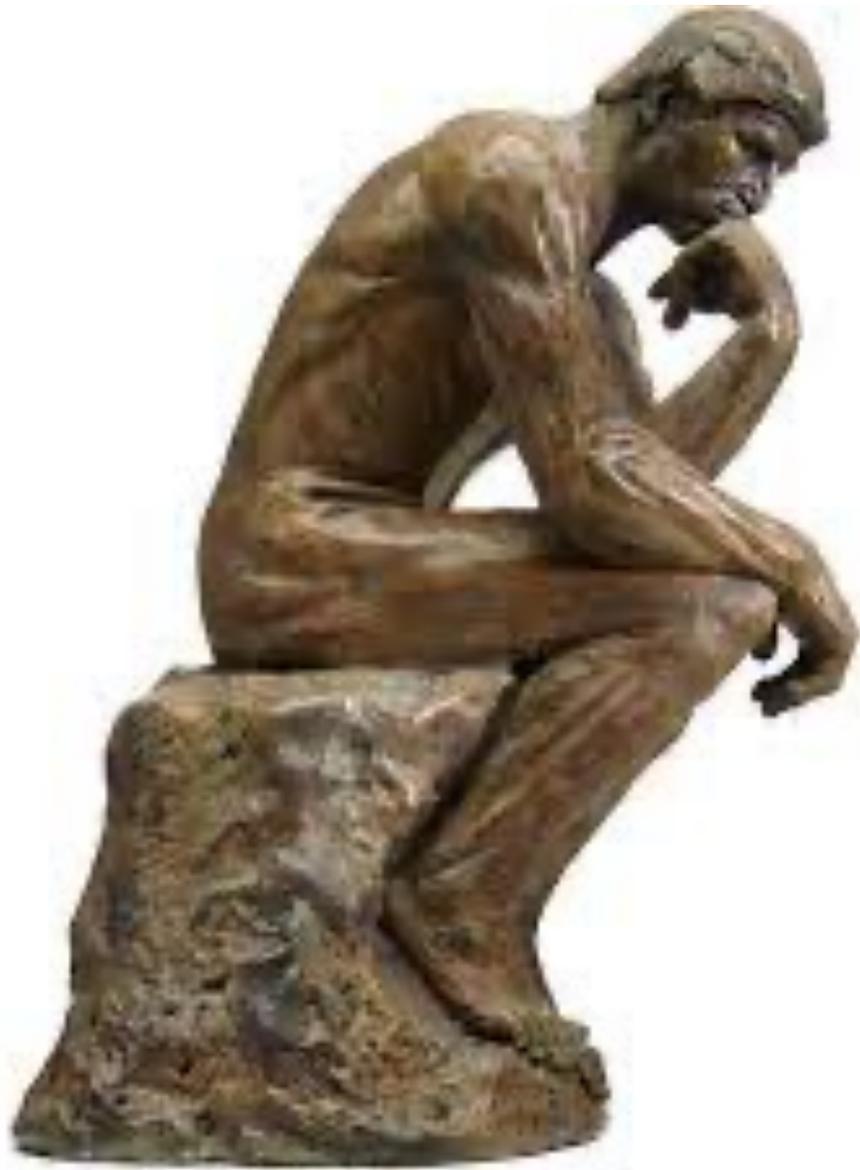


Reducing Mental Barriers



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How
much
should
I give??

How much would you donate to help 50,000 sea birds affected by an oil spill?

A) No prompt

£64

B) £5

£20

C) £400

£143

Making it easy to give

- ④ Include a lickert scale of donation amounts, showing the impact they will have.
- ④ Not too many choices – 3 is ideal
- ④ Put the intended average donation amount in the middle
- ④ Include the option for “Other Amounts”

HELP BY DONATING

Donate by phone

0844 736 0036

7 days 8am-10pm

£10

COULD BUY
**40 SEEDLINGS
FOR FORESTS IN
TANZANIA**

MOST POPULAR

£25

COULD PAY FOR A
**RHINO RANGER
SALARY FOR TEN DAYS**

£100

COULD PAY FOR A
**HAND-HELD GPS
TO MAP TURTLE NESTS**

£200

COULD PAY FOR A
**DOG HANDLER
TRAINING FOR ONE
MONTH**

Donate a different amount (£)

DONATE

JOIN WWF

Help protect our natural world for future generations.

MAKE A DONATION

We promise to spend your money wisely.



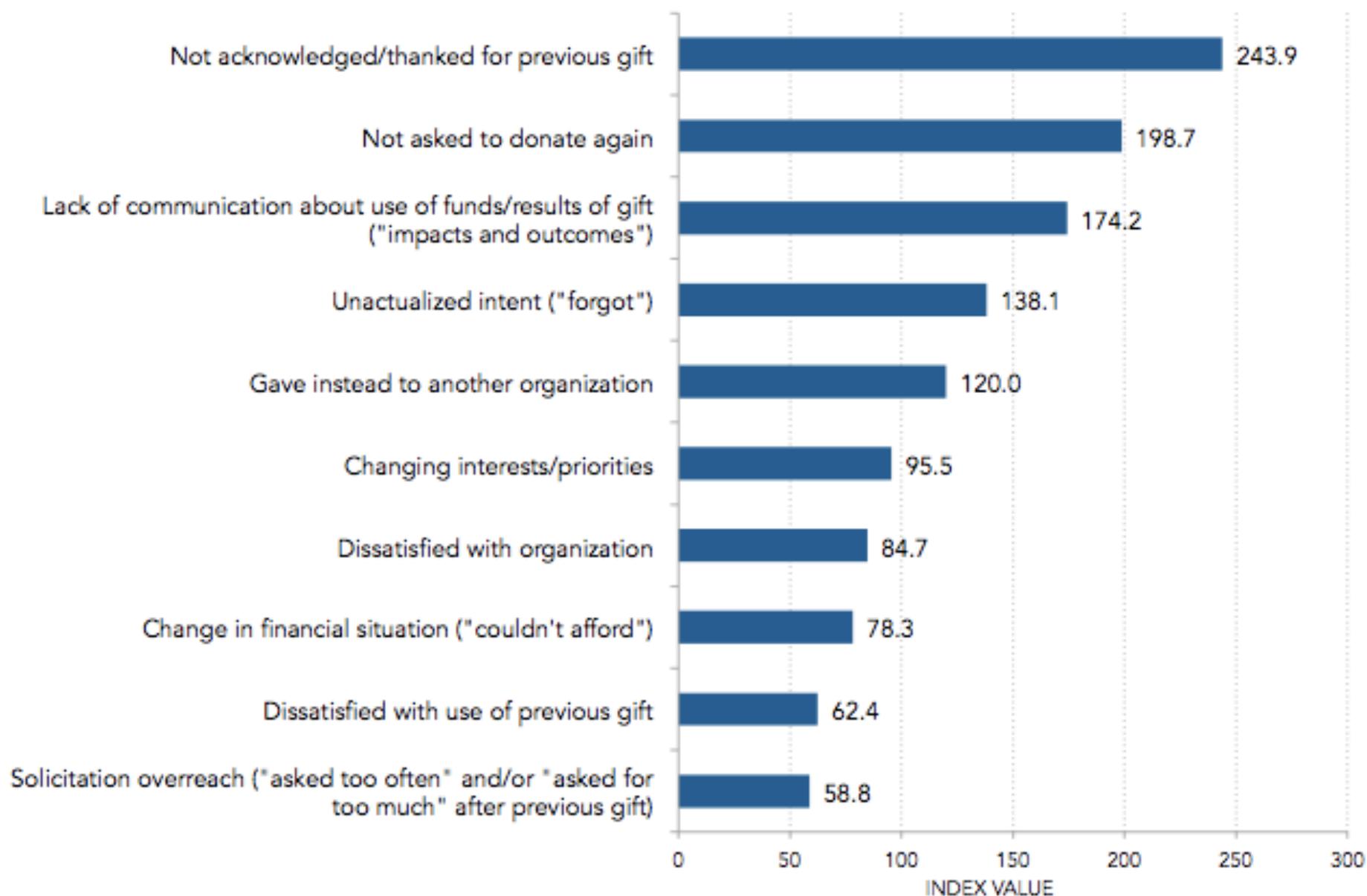
Step 5:
Make the
Experience
SUPER



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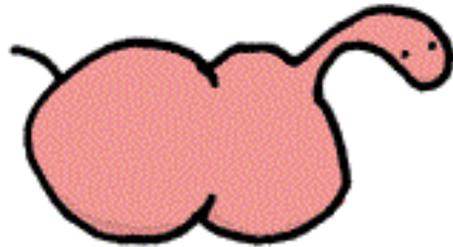
Why did you not make a donation?

(Previous \$250-\$2,500 annual donors who had did not donate again within 24 months)



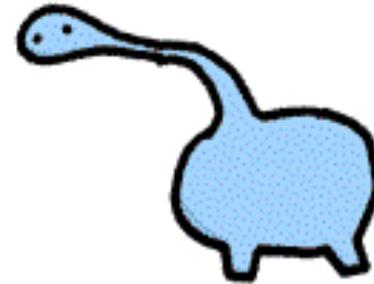


SEROTONIN & DOPAMINE



Released when we feel
significant and valued

Linked to social norming –
we feel important



Released when we
experience unexpected
pleasure or in the
expectation of reward

Make your Thank You SUPER!

Speedy

Unique

Passionate

Engaging

Repeated





The Whiny Donor

@thewhinydonor

.@romididi @Randi_Hogan My current annual gift to an org I started with at \$25 is now \$2,500. Not thanking for small gifts is short-sighted!

6:27pm · 11 Feb 2017 · Twitter for iPhone



A P O L L O
F U N D R A I S I N G

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Do these principles apply for corporates?

- ⊗ The principle of motivation+ability+connection is the same, but remember that the motivations are very different
- ⊗ If approaching a specific company, work out what problem(s) they're trying to solve & how you can provide the solution
- ⊗ More broadly, think about the solutions you can offer, and which companies have a relevant problem
- ⊗ The problem/solution approach enables you to think much more creatively about your offer
- ⊗ The "ask" amount isn't just based on the amount you need — you need to consider how much they might invest to solve their problem, and what other options they've got (your competition is not just other charitable orgs)
- ⊗ Connection here applies to both the company and individuals within it



Tips for legacy giving

- ④ Identify your legacy proposition — what problem will your organisation be solving in 20-30 years time? How does that align with the motivations of your target audience?
- ④ Drip feed information about legacy giving to be top-of-mind when people are writing/updating their will. In particular, try to show:
 - ④ It's possible
 - ④ It's something other people are doing
 - ④ It's easy
 - ④ It's positive and life-affirming
 - ④ Gifts of all sizes can have an impact
- ④ Make it easy for people to tell you of their intention to leave a legacy gift, but also recognise not everybody will want to
- ④ Look for ways to thank and engage legacy pledgers during their life (and consider the access needs of this audience)



Book Recommendations

- ④ *Made to Stick* by Chip and Dan Heath
- ④ *The Power of Moments* by Chip and Dan Heath
- ④ *The Choice Factory* by Richard Shotton
- ④ *Thinking Fast and Slow* by Daniel Kahneman
- ④ *Nudge* by Richard Thaler and Cass Sunstein
- ④ *Relationship Fundraising* by Ken Burnett
- ④ *The Influential Fundraiser* by Bernard Ross and Clare Segal

Fundraiser's Grant-Making Experience

Want to know what REALLY happens behind the closed doors of a funding meeting?!

⦿ ~~Fri 17th Oct - 10am-1pm~~

⦿ Wed 12th Nov - 2pm-5pm

Last ~~nine~~ five places at Introductory
Price of £50

ApolloFundraising.com/FGME

"I would highly recommend this training to all T&F fundraisers - it has been so valuable in transforming how I approach grant writing and prospect research. I have no doubt it will help me develop my skills to craft applications that are more likely to be successful"

David Burgess

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@Apollo_FR_

