

# Communicating with Yr Donors

Practical Psychology

A.k.a.  
*The dark arts*

(Chicago Tribune, 6/15/2007) That good feeling you get by writing a check to your favorite charity could be your brain patting itself on the back.

Reporting in Friday's issue of the journal Science, a team of economists and psychologists at the University of Oregon have found that...

donating money to charity  
activates regions of the brain  
associated with pleasure.

## *Dale Carnegie: The Only Rule*

“You’ll have more fun and success when you stop trying to get what you want...” (a donation) “...and start helping other people get what they want.” (I.e., a feeling of being important.)

The Society for Nice,  
Middle-Class, Older  
People (SONMOP)  
needs your help to feel  
good about themselves

Source: Mark Phillips, Bluefrog, via Jeff Brooks



“Is this  
all I am  
to you?”

Donor-NEGLIGENT:

“We did this. We did that. We were amazing. Oh, by the way, thanks.”

Favorite pronoun:

we



## Donor-CENTRIC:

“With your help, all these amazing things happened. And without your help, they won’t.”

Favorite pronoun:

you

Sore throat? My tonsils had filled with cancer.

But thanks in part to donors like you,  
Sharp cancer care had the cure.

**Donor love**



Dear Tom,

My name's Diane York.

I'm a mother, a wife, a career fashion designer ... and, thanks to the magnificent care I received at Sharp, I am also now a cancer survivor.

If you are, or have been, a donor to Sharp, I want to take this special opportunity to thank you personally for your contribution to my recovery.

ETC....

Donor-centricity =  
**Flattery Bath**

ance on gifts.

checkbooks.



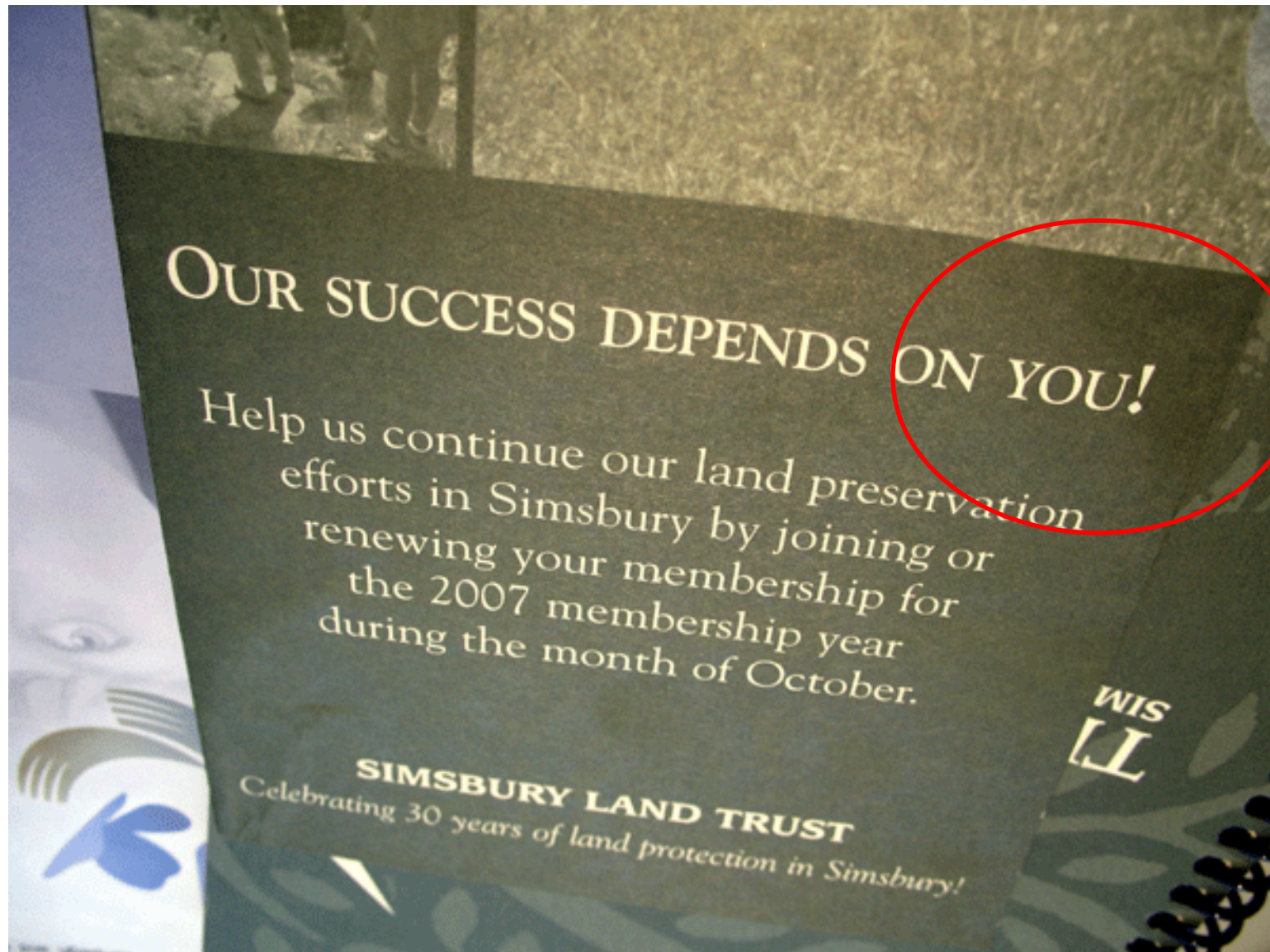
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*Show your support for  
PPRI right now...*

PE, AS IT

ful thing.  
ople use

1. With a safe, secure online donation today. Your gift to PPRI is protected by GeoTrust,<sup>®</sup> a world leader in secure on-line transactions. Enjoy credit card convenience — with the security of Fort Knox.





Donors need to  
— see that they make  
a difference

*Proposition:*  
You communicate so that  
people will READ.



~~You communicate so that  
people will READ.~~

You communicate so that  
people will ACT.

# Emotional triggers

“I’ve always said that people give money for one of three reasons: guilt, ego, or emotion.”

Sol Price, who donated \$100 million to help revitalize the neighborhood where he grew up

Change lives.  
Relieve pain.  
Right a wrong.  
End injustice.  
Add to the world.  
Give back.

*(Direct mail industry trade secret!)*

Seven emotional triggers cause people to respond to direct mail:

- Anger
- Exclusivity
- Fear
- Flattery
- Greed
- Guilt
- Salvation

# CHILD ABUSE. TURN YOUR OUTRAGE INTO ACTION.

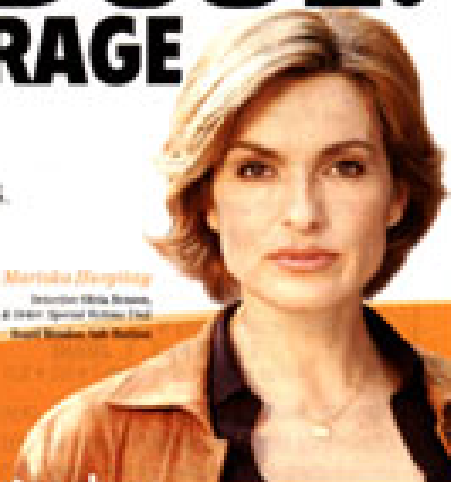
*Child abuse is reported, on average, every 10 seconds in the U.S.*

*But you can help prevent another child from suffering.*

*Visit [www.safehorizon.org/stopabuse](http://www.safehorizon.org/stopabuse) for a copy of  
"10 Ways to Stop Child Abuse" from Safe Horizon,  
the nation's leading provider of services  
for victims of violence.*

*We all have a role to play to stop child abuse.  
Please join me and take action now.*

*Martina D'Amico*  
Executive Vice President,  
SAFE's Office of Public Affairs and Policy  
SAFE's National Task Force



[www.safehorizon.org/stopabuse](http://www.safehorizon.org/stopabuse)

  
**safehorizon**

moving victims of violence from crisis to confidence



# Mal Warwick's 5 positive triggers

- Hope
- Love
- Compassion
- Duty
- Faith

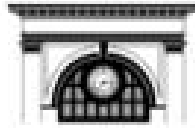


Top 10  
positive  
emotions

- Joy
- Gratitude
- Serenity
- Interest
- Hope
- Pride
- Amusement
- Inspiration
- Awe
- Love

Source: Dr. Barbara Frederickson, author, *Positivity*

TOMORROW, WE WILL ALL BE SURPRISED – and some of us will be ready. To be prepared, we must be fearless in imagining the future and relentless in pursuing our ambitions. At Yale we know that excellence is perishable: sustaining it requires not just stewardship, but innovation and investment. A century ago, Shakespeare had just entered the curriculum. Mercifully, we are not obliged to predict what Yale will be like one hundred years from now. But we are obliged to take the dare of the future. If we love Yale, we must make sure it is ready for its best tomorrows.



THE RHODE ISLAND FOUNDATION

*Committing private philanthropy with the public good since 1918*

One Union Station  
Providence, RI 02903

RETURN NOW

Curiosity builder

Exclusivity trigger

*Inside . . .*

A Circle of Influential Friends  
Awaits the Pleasure of Your Company

Flattery trigger



*You are hereby invited to become a  
Member of the Kennedy Center  
at a full 20% discount  
and gain the special privilege to  
purchase advance tickets before the general public  
to the finest Kennedy Center presentations.*

Dear Friend,

I would like to make you a two-part offer which, quite  
honestly, I hope you'll find too good to resist.

For the first part, I am pleased to offer you the special

You are hereby invited [flattery] to become a  
Member [exclusivity] of the Kennedy Center  
at a full 20% discount [greed]  
and gain the special privilege [exclusivity] to  
purchase advance tickets before the general public [greed]  
to the finest Kennedy Center presentations. [exclusivity]

You're selling a chance to  
solve a problem.

What PROBLEM are ...  
*your donors*  
... the SOLUTION to?

Nothing stops a  
bullet like a job.

L.A. anti-gang crusader



“I believe that if I hadn’t had  
SOFIA House my son and I  
would not be alive today.”

-- Former resident of SOFIA House,  
Second Stage housing for abused women and their children,  
United Way member agency, Calgary, Alberta





“We wanted to help urban children learn computer skills, and were gratified to find out about a program that trains teens in technology.”

“I was working at a fast food place and knew I wasn't living up to my full potential.”

“Giving is not about a calculation of what you are buying,” Yale economics professor, Dean Karlan, proved. “It is about participating in a fight.”

The New York Times | March 9, 2008

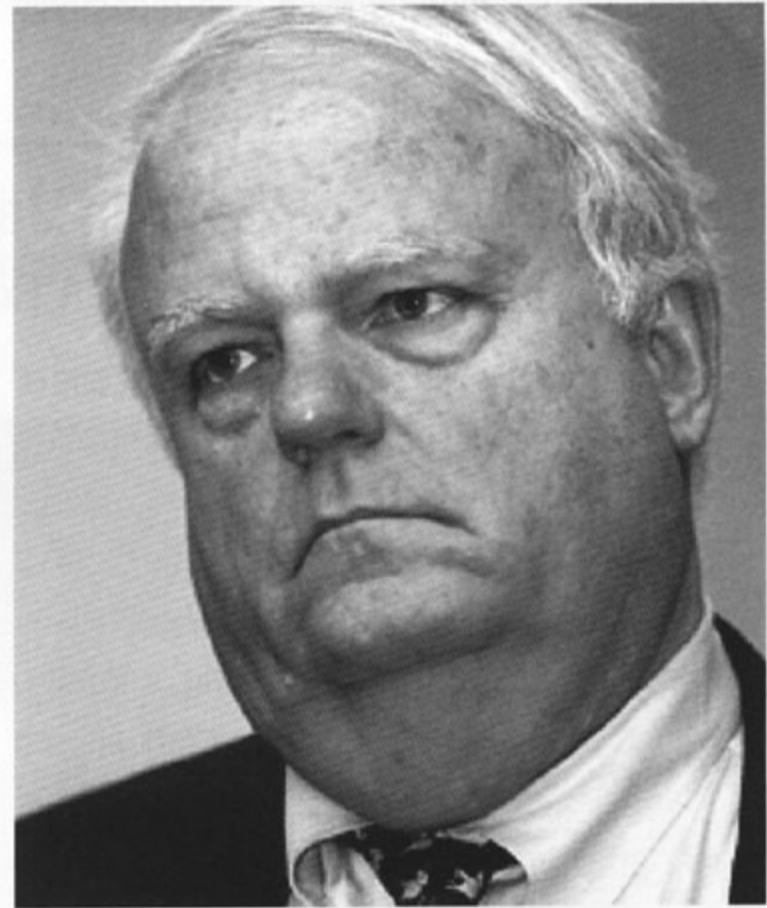


## **FIGHTING JUNK SCIENCE IN OUR SCHOOLS.**

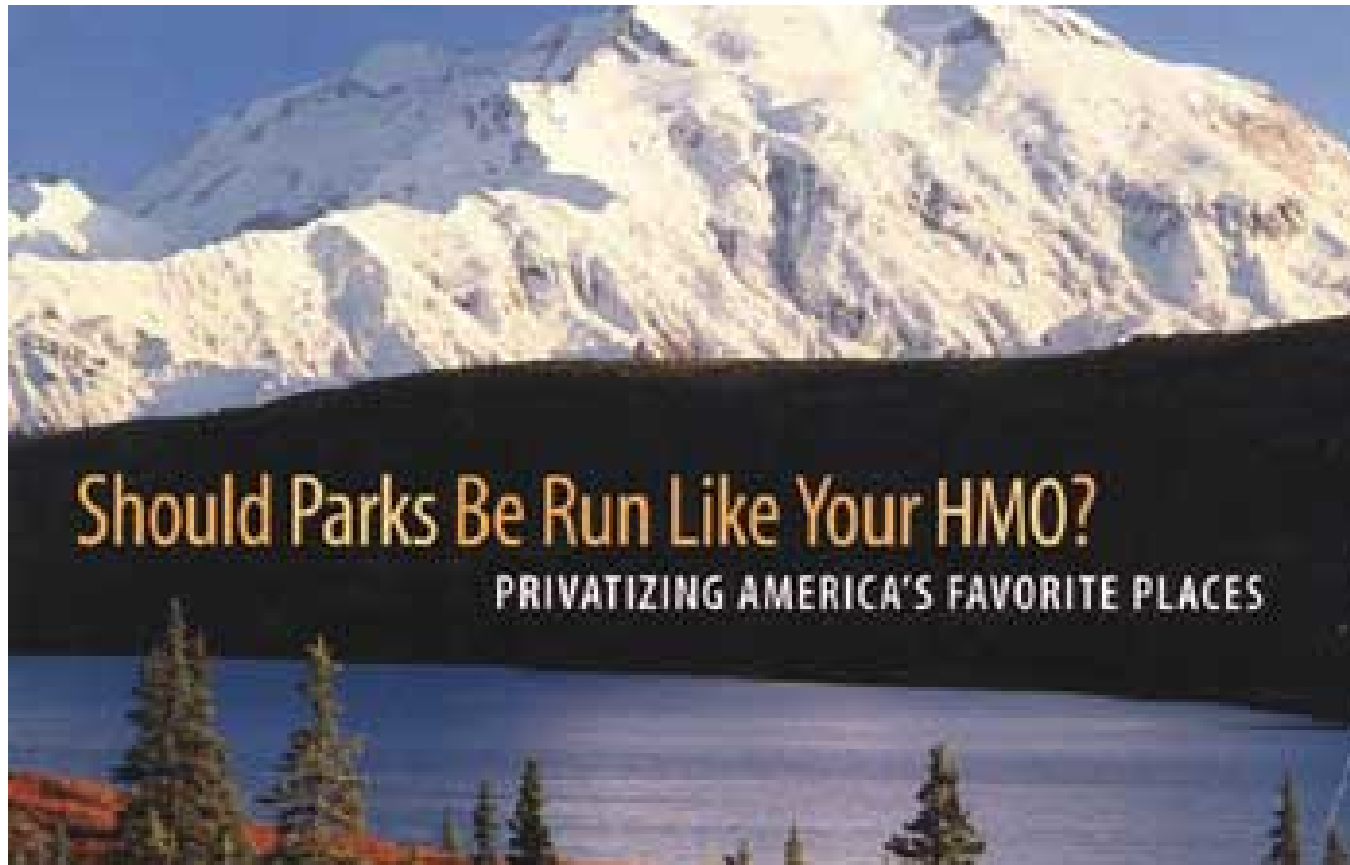
**We are the primary resource for sexuality education in Maryland. We:**

- Reached 12,600 adolescents, adults and professionals, an increase of 10% over the previous year.
- Provided 76 trainings to professionals who work with adolescents through our Training Institute.
- Graduated seven Peer Educators in the sixth annual Peer Education training.
- Conducted *Back on the Dating Scene* programs at every Baltimore County Senior Center.
- Expanded education, outreach and reproductive health care services to Spanish speaking clients.

If your cause has an enemy, show the enemy. Make it personal.



*This man – Congressman James Sensenbrenner (R-WI) – wants to make you a soldier in the war on drugs. A bill he proposed would require all Americans who witness certain drug offenses to report them to the police within 24 hours or face jail time.*



Subtext: “What your gift prevents”

# A time-honored twinset sequence...

- Brew emotional unease with negative emotions.
- Relieve that unease with positive emotions.
- Ask the donor for help.



{ negative } These are dark days nationally in the struggle to keep theology out of women's health care. { positive } But here, in our state, we've always won our battles, day after day (those picketers never quit), year after year (certain legislators never quit), thanks to your continued support. { ask } Now we need you more than ever.

“...for a \$100 gift we’ll be happy to add you to our monthly mailing list, for \$500 you can receive our quarterly appeals, and for a \$1,000 gift you will never hear from us again.....”

“Entertain” doesn’t mean  
juggling and rubber  
noses. Although...

# Putting the “fun” back in fundraising

# HELP US MAKE THE FILM!

And we'll add your name to the list of  
credits for as little as \$50.00 with  
your tax deductible gift!

[Donate](#)



SAN FRANCISCO  
**FILM SOCIETY**



FROM THE HEART  
PRODUCTIONS



## Adopt a Word campaign

# Communicating with Yr Donors

## Hooks

# Cialdini's Principles of Persuasion

- **Reciprocation:** We feel obligated to return favors performed for us.
- **Authority:** We look to experts to show us the way.
- **Commitment/consistency:** We want to act consistently with our commitments and values.

Source: *Influence: Science and Practice*, by Robert Cialdini



# Cialdini's Principles of Persuasion

- **Scarcity:** The less available the resource, the more we want it.
- **Likability:** The more we like people, the more we want to say yes to them.
- **Social proof:** We look to what others do to guide our behavior.

Source: Influence: Science and Practice, by Robert Cialdini

The other Golden Rule:

*“What’s in it for me?”*

*Your* AMIABLE side  
responds to...

Intimacy, warmth, faces, the need to  
nurture, anecdotes, the community, the  
tribe, conversation, friendliness and ...  
the word “you.”

**missing people**  
SEARCHING AND SUPPORTING IN IRELAND



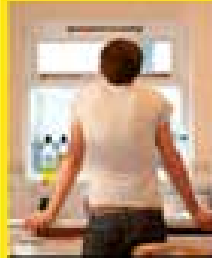
15:48:08

He's been gone seven years.

But this is the hour he'll decide to call us.

And ask us to help him go home.

**missing people**  
SEARCHING AND SUPPORTING IN IRELAND



15:48:14

**Help Missing People make every hour count**

**Sponsor an hour now >**



Puppies, kittens (and children) raise a lot of money. It's the cuteness factor.

Everything MUST pass  
the “you test”

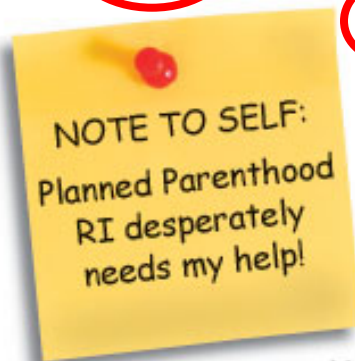
# Get yourself one of these



*Success has a cost: Soaring growth at PPRI sharply increases reliance on gifts.*

## Donors: Start your checkbooks.

- **Waiting to exhale:** This year PPRI must raise an extra \$400,000 in gifts to meet demand for core programs
- **"Tomorrow dollars" just as important:** Consider making a gift in your will



YOU ARE OUR ONLY HOPE, AS IT TURNS OUT.

Growth is a wonderful thing. We're thrilled that people use PPRI more than ever.

But growth brings with it a perennial problem: finding the money to pay for it all ... and to continue growing. There's a lot more we want and need to do.

All PPRI's numbers are up. More people every month depend on PPRI for superb, easily obtained, and affordable reproductive health care in a safe and understanding setting. "We provided over 20,000

*Show your support for PPRI right now...*

1. With a safe, secure online donation today. Your gift to PPRI is protected by GeTrust, a world leader in secure online transactions. Enjoy credit card convenience — with the security of Fort Knox.
2. With a monthly gift charged online to your credit card. A small amount each month makes a wonderful difference in a year. Click "Donate Now," scroll down and enter your monthly pledge.
3. With a gift in your will. "Tomorrow dollars" are just as important as "today dollars." Adding a charitable bequest to an existing will takes just a quick phone call to your lawyer.





Donor Story

## Couple Uses Fund to Simplify Their Tradition of Giving

Donors to the Fremont Area Community Foundation (FACF) find that beginning a fund with the Foundation provides them the giving experience they desire, while relieving them of many administrative responsibilities associated with operating a private foundation. One Fremont couple, who chose to remain anonymous, shared their story.

In 1995, the couple decided to roll over the contents of their private foundation to create a donor advised fund with the

Northern California in 1959 because the husband was transferred by his employer, Gerber. Fifty percent of the

### Benefits of a Donor Advised Fund through FACF:

- Maximize your tax savings and simplify your charitable giving
- Gain advice and information on local nonprofit organizations and community needs
- Create a fund without having to dedicate your gift to a single charitable organization or local cause
- Expose your children or grandchildren

Dear Ms. Jones,

First, the thanks. *Then*, the invitation.

Thank you from each of us on the board.

You make everything possible. The Women's Fund of Rhode Island is 100% charity funded. You are our investors.

Your support already means a better, more promising life for women and girls across Rhode Island. You've done more than you might realize.

With your gift to the Women's Fund of Rhode Island, you've helped launch a dozen innovative programs that can improve the well-being of our state's women and girls. You've influenced legislative action. You've researched the truth and revealed important new facts about the *real* situation for women and girls in Rhode Island.

Thanks to your help, women's issues are again receiving serious public attention. The *Providence Journal* devoted two days of front-page coverage to the Fund's surprising 2006 poll results regarding women's political behavior in Rhode Island.

Today, we're thrilled to say, we have yet another reason for writing.

We want you to join us.

We'd like to see you inside Simone's Circle.

Simone's Circle is our new legacy society. It is destined to be our most exclusive group ... but the best kind of exclusive. In this small circle, you will find *just* those determined to keep their values alive ... forever.

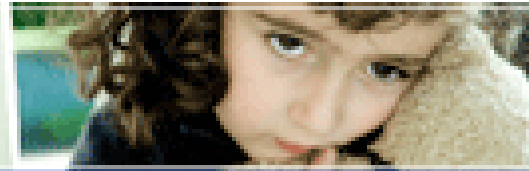
If you believe that the problems of Rhode Island's women and girls *can* find solutions ... as long as someone cares enough to stand up and do something ... consider joining us inside Simone's Circle.

Which, though exclusive, *is* quite easy to join.

To enroll, simply include in your will a charitable gift for the Women's Fund of Rhode Island ... and let us know (we enclosed a convenient card). We will acknowledge your gift immediately and automatically enroll you in the Circle and all its activities. Of course, we will also assure your privacy, if you wish your gift to remain anonymous.

you will

Contribute now and help break  
the cycle of child abuse & neglect.



**DONATE ONLINE TODAY.**

*Your* EXPRESSIVE side  
responds to...

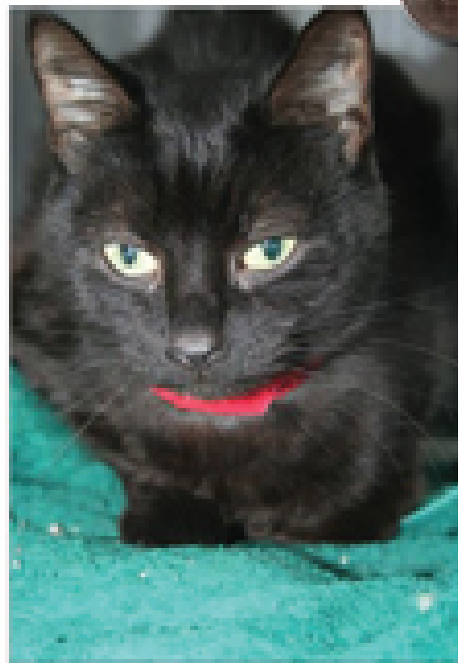
Anything NEW!

“Tell or show me something I don’t  
know...please, I’m begging you!”

# Neuroscience says...

“Coming across new information triggers a chemical reaction that makes us feel good, which in turns causes us to seek out even more of it.”

Source: Wall Street Journal article by Lee Gomes, on USC neuroscientist, Dr. Irving Biederman; published March 12, 2008



LILU

*Lilu - (3 year old, female)*

"Hey ya'll! I'm easy, breezy and beautiful. If you are looking for "Kitty Kisses", I'm the girl for you. I don't like to share, so I would prefer a home where I can have "my people" all to myself. I'm a talker too, so you can tell me your story and I will tell you mine."

## DID YOU KNOW?...

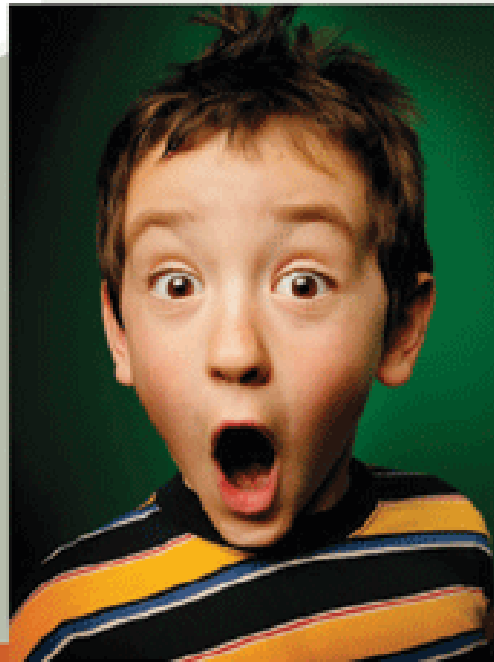
that many people  
would rather tell  
employers they  
committed a petty  
crime and served time  
in jail, than admit to  
being in a psychiatric  
hospital?





ALL NEW...

## Children's Play Zoo!



More Fun!

Zoos can be a bit, well, tame if they're only about looking. Coming to the New Zoo: a top-grade Children's Play Zoo filled with things TO DO... play structures, approachable animals, fun activities especially for pre-schoolers and elementary school-age kids. Think of it as a children's museum wrapped inside a zoo.



The Campaign for Nature Region Wildlife Fund (an exceptionally small dog)

You will never  
**BORE** anyone into  
being interested.

# Surprise (the overturning of assumptions) keeps people interested...and reading

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th \$8.05  
e man-  
ne," the  
anager  
women

at every Wal-Mart store. The time has surely come for equality for women."

Featherstone is particularly good at capturing Wal-Mart's appeal to the

patriotic, religious, and bootstrap ideologies so successfully promoted by Wal-Mart. "Wal-Mart," she writes, "is not only showing an indifference to hard work

**Many of the women suing Wal-Mart for sex discrimination are conservative Republicans who have never had much use for feminism or unions.**

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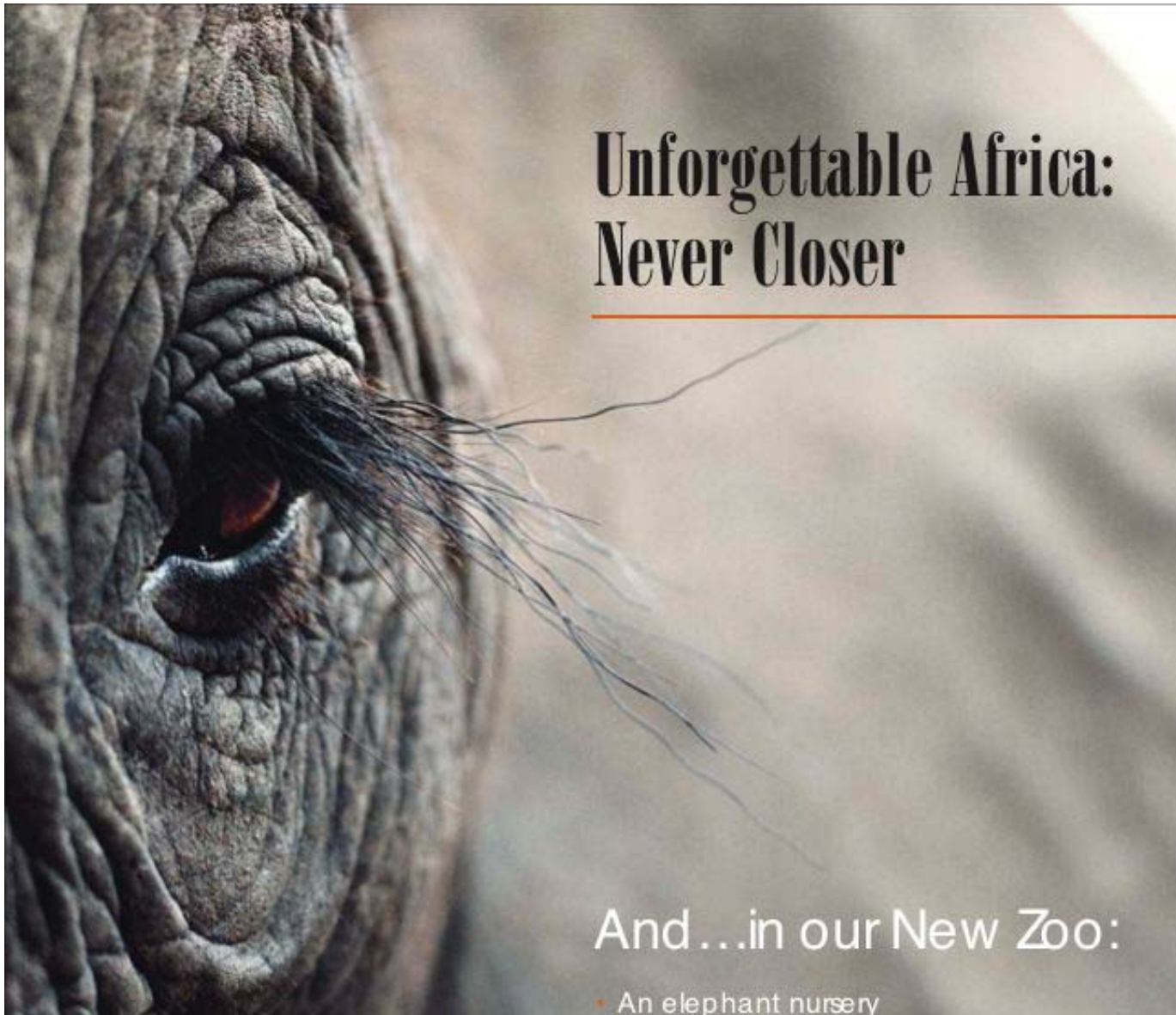
overworked and underpaid American women who shop at the stores every week. The company's goal is to attract low-income women who appreciate the stores' easy parking, low prices, and one-

dramatically at odds with the company's patriotic bootstrap rhetoric, it is also trapping them in overwork and poverty."

The national debate over Wal-Mart is also part of the larger national and

# Visual drama





# Unforgettable Africa: Never Closer

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And...in our New Zoo:

• An elephant nursery

# Verbal drama



Waging war on dull Saturdays  
Waging war on teen suicide  
Waging war on global warming  
Waging war on homelessness  
Waging war on waging war

...you get the idea

*Your* SKEPTICAL side  
needs...

Reassurance. Lots of information. This is your “inner skeptic.” *Hint:* Know what the usual questions and objections are...and answer them in clear, direct language. This is what FAQs are for. Evasion is the kiss of death.



## **Executives Sentenced in Church Fraud**

Investors Lost Millions to Southern Baptist Foundation Scheme in Arizona

*By Terry Greene Sterling*

Special to The Washington Post

Sunday, October 1, 2006; Page A08

PHOENIX -- In 1999, Richard Kimsey and his wife, Susan, deposited \$100,000 with a Phoenix-based Southern Baptist agency that promised to do the Lord's work. A few days later, the Kimseys' money had all but

Ad

We call ourselves “not-  
for-profits.”

What are the business  
connotations of *that*?

# Trust and results.

“The research ... found that trust in an organization (82%) and measurable community impacts (81%) are key to decision makers when determining which cause to support.”

Cone, Inc., January 2007

### An Organization You Can Trust

In fiscal year 2007, we spent 90% of all expenditures on program services. 90% is an average for all of Save the Children's programs worldwide; the percentage spent in a particular program may vary.

- Program Services - 90%
- Management & General - 4%
- Fundraising - 6%



Save the Children has been recognized by the following institutions for financial and organizational accountability:



Fastest way to  
reassure the skeptic?  
Testimonial.

“By any measure, Smile Train is one of the most well-managed and cost-efficient charities around.” -- *Bill Bradley*

Testimonials est. trust

loving mercy!

✠ "I have visited the National Shrine of The Divine Mercy in Stockbridge, MA, several times, and each time something wonderful has happened — either to me or someone who was traveling with me."

itual family



*Your* **BOTTOM-LINER**  
wants...

To know **EXACTLY** what to do next.

Keep it brief.

Make calls to action bold and easy to spot.



**Miraculous Medal of Our Blessed Mother.** I want to help the Daughters of Charity fix broken hearts and broken smiles for our sisters and brothers who are poor and needy.

☒ I ask the Sisters to pray for my special intentions listed on the back. I have enclosed my offering of:

☐ \$25   ☒ \$15   ☐ \$35   ☐ \$50   ☐ Other \$ \_\_\_\_\_

*Your gift in this amount would really help!*      Please make check payable to: **Daughters of Charity**

Yes, Father Vincent! The wonderful work of the Capuchin Franciscan Friars is important to me. of St. Pio of Pietrelcina, I am enclosing my gift to support your ministries of outreach to the needy poor . . . to struggling families . . . to those who are ill or lonely . . . or away from the Church.

☐ \$25   ☒ \$20 *This would help a lot!*   ☐ \$15   ☐ \$10   ☐ \$50   ☐ \$100   ☐ \$

☐ Yes, Sister Mary Jean, I want to seek the heavenly intercession of St. Elizabeth and to promote the essential mission of her National Shrine in Emmitsburg, MD.

☐ Please ask the Sisters to pray for my needs and intentions. Enclosed you will find:

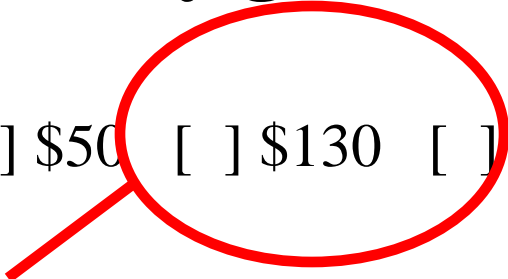
☐ \$25   ☒ \$15   ☐ \$35   ☐ \$50   ☐ Other \$ \_\_\_\_\_

*This offering would be helpful.*

**Please make check payable to: Seton Shrine.**

**Yes! I want to help the kids of Pawtucket with  
my gift of:**

☐ \$25   ☐ \$35   ☐ \$50   ☐ \$130   ☐ \$250   ☐ Other \$ \_\_\_\_\_



*A \$130 gift would really help!  
That's how much the Club needs to raise per  
child every time we do a program.*

#1 reason people didn't give  
online, research said?

They didn't know they could.



*“The offer is  
king!”*

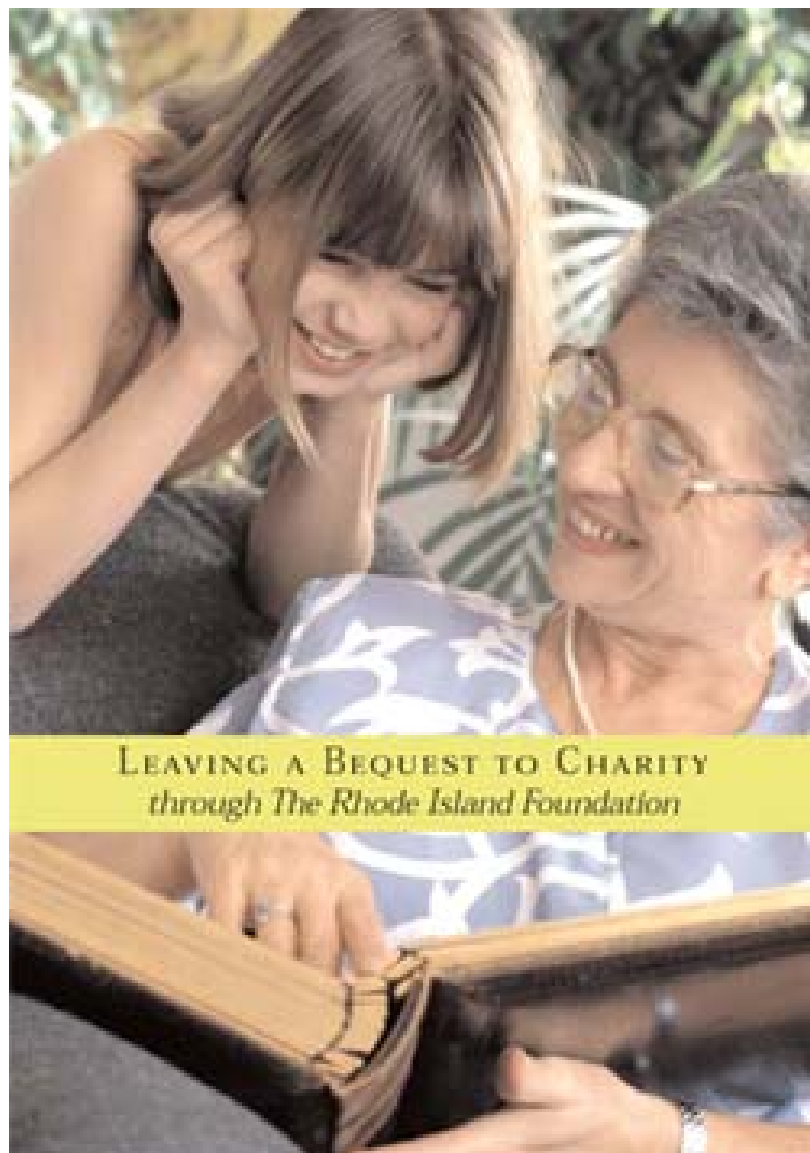
Special Offer...



## The Hidden Zoo Tour

Take our special "behind the scenes" V.I.P. (W.L.A.) Tour\*

Spend a little time with us on your own personal, expert-guided tour of the Hidden Zoo... and we guarantee you'll be talking about it to every



LEAVING A BEQUEST TO CHARITY  
*through The Rhode Island Foundation*



Opportunity



Don't bury your offers. And always include a call to action, an easy next step.



Don't BURY your offers.

# Leave Your Legacy

For nearly eighty years, thousands of thoughtful and generous people like Richard Thalheimer have expressed their enduring commitment to this region by making a gift to their favorite charity through The Community Foundation for Greater New Haven.


In 1970 Richard established the Edna May and Richard M. Thalheimer Fund at The Foundation by bequest. The Fund represents a wonderful vote of confidence by a former member of the Distribution Committee who believed so strongly in the important role The Foundation plays as the community's permanent charitable endowment.

It provides a perpetual revenue stream for two organizations near and dear during Richard's lifetime — Yale-New Haven Hospital and the New Haven Boys & Girls Club.

It also provides flexible, unrestricted support for programs that best serve the current needs of the Greater New Haven community — like the adult education classes and after-school activities held at the Casa Latina Family Learning Center.

We invite you to join Richard and the many other caring visionaries who have had the charitable forethought to leave a legacy to the community through a gift in their wills.

For more information, call Dotty Weston-Murphy at (203) 777-7081

 The Community Foundation  
for Greater New Haven  
*Taking philanthropy to the next generation*  
[www.cfnh.org](http://www.cfnh.org)

R.I.P.