



Breakout Session #4A

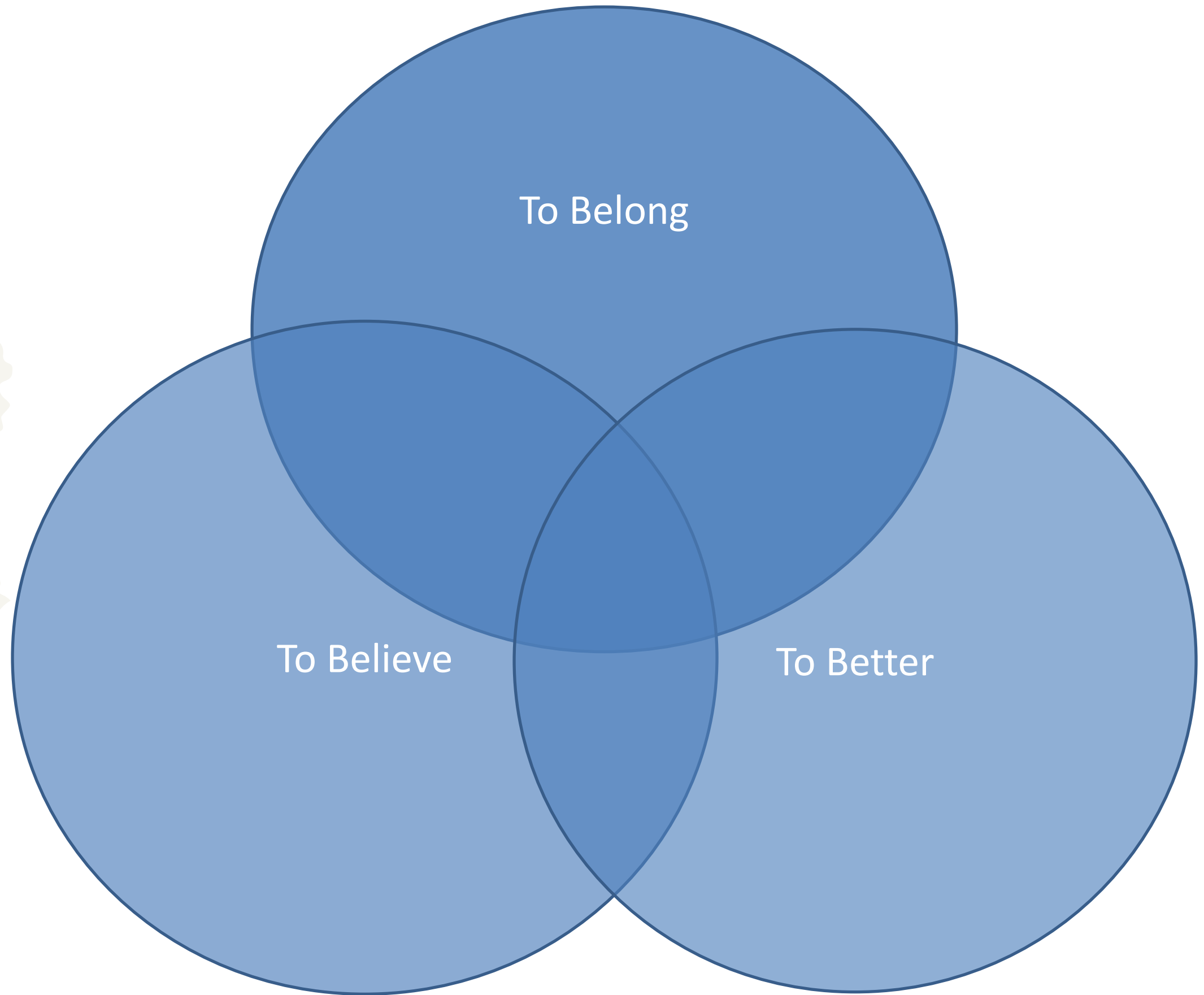
Why Do People Give? Lessons from over 100,000 Conversations with Donors



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Q&A: Karen Fujita, Account Manager, Growth, Bonterra

Three Dominant Donor
Desires





Why Donors Give

- To belong
 - Community, volunteer
 - Kindred spirits
 - Gratitude
 - Not doctrinaire about beliefs, more trusting
 - Give loyally
 - Not likely to give generously within this means
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Why Donors Give

- To believe
 - High standards
 - Not for everyone
 - Worried about corrosive effects of larger culture
 - To preserve and perpetuate the ideology
 - More vigilant
 - The stronger they believe, the more generously they will give within their means
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Why Donors Give

- To better
 - Arises out of personal experience
 - Lessons taught by life or career
 - Meaning out of adversity, ease the burden or light the path of those that follow
 - Lucky, blessed, altruistic
 - Making a difference with their lives
 - Believe we are here for a reason
 - Don't want to subsidize organizations, want to optimize service delivery
 - Most likely to give most generously within their means
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Why Donors Give

- “Belongers” need to belong, to be in community
 - Believers need champions, keepers of the flame, willingness to battle
 - Betterers need outcome projections, monitoring, learning from experiments
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Why Donors Give

- Most organizations and most fundraising strategies act as if they have far more “belongers” and believers than they actually do
 - Decline in volume of giving households from 74% to 49.5%
 - Decline in loyal giving
 - Less trusting of institutions
 - Too few are making effective cases for those who seek to better in significant, sustainable ways
 - Want to optimize service delivery not subsidize organizations
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Why Donors Give

- Organizations make their biggest mistakes by
 - Not giving betterers more difference-making initiatives
 - Trying to soap them up with inducements to belong or to be content with ideals
 - Employing too much wow, too little how
 - Next biggest mistake by trying to walk the line between belief systems, better to pick right, left or middle, all will be unsatisfied by efforts to be all things to all people
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Questions?

Moderated by: Karen Fujita, Account Manager, Growth, Bonterra