



WIN YOUR DONOR'S AFFECTION

WITH A STRATEGY THAT MATTERS
AFPCO | MAY 15, 2020



CIZ
DIFFERENTIATION
ZONE



WELCOME!

Your donors are dialed-in 24/7, 365

That was true before the pandemic and
even more so today when

Online is our lifeline

I'M KARLA RAINES

I'm a strategist

Here are two examples of my work:

- ✓ Keystone Strategic Plan for the College of Arts, Humanities & Social Sciences at DU
- ✓ 2030 Master Plan for the Children's Museum of Denver at Marsico Campus



FROM STRATEGY TO RESULTS IN LESS THAN TWO YEARS



The **University of Denver** received a **\$5 million commitment** from philanthropist John Madden, Jr. to support the Center for Innovation in the Liberal and Creative Arts at the College of Arts, Humanities & Social Sciences.

DU's **College of Arts, Humanities & Social Sciences** is re-imagining liberal and creative arts education through its **Keystone Strategic Plan**.

"We are using the strategic plan as a framework to guide the small moves that make a difference in the long game. We are aligning ourselves in a specific way to generate that force—that turbocharge. In the first 12-24 months, we are experiencing results," remarked the dean.



The Andrew W. Mellon Foundation has awarded **\$250,000** to the University of Denver's Center for Innovation in the Liberal and Creative Arts to develop the **five major startup initiatives** through the end of 2019.

STRATEGY HAS TAUGHT ME

To think like a customer

To consider competition

To discover differentiation

MY HOPE FOR TODAY

Bring an organizational perspective
on strategy

Help you make the case for
differentiation

OUR PROGRAM TODAY

Context

Donor mindset

Differentiation strategy

Resources



WINNING YOUR DONOR'S AFFECTION

A bit of context

DIFFERENTIATION ZONE® DISTORTION INDEX

WATCHWORDS FOR THE WEEK OF MAY 11, 2020

OUR COLLECTIVE EXPERIENCE IS DEFINED BY:



PEOPLE	ECONOMY	PUBLIC POLICY
NERVOUS	AVOIDABLE INSOLVENCY	HEALTH OR WEALTH?
		

LANGUAGE OF OUR TIME

Upheaval

Trauma

Shelter in place

Business on top

DIY face masks

Zoom overload

McGyvering

Homebodies

Trillions lost

No modern precedent

Avoidable insolvency

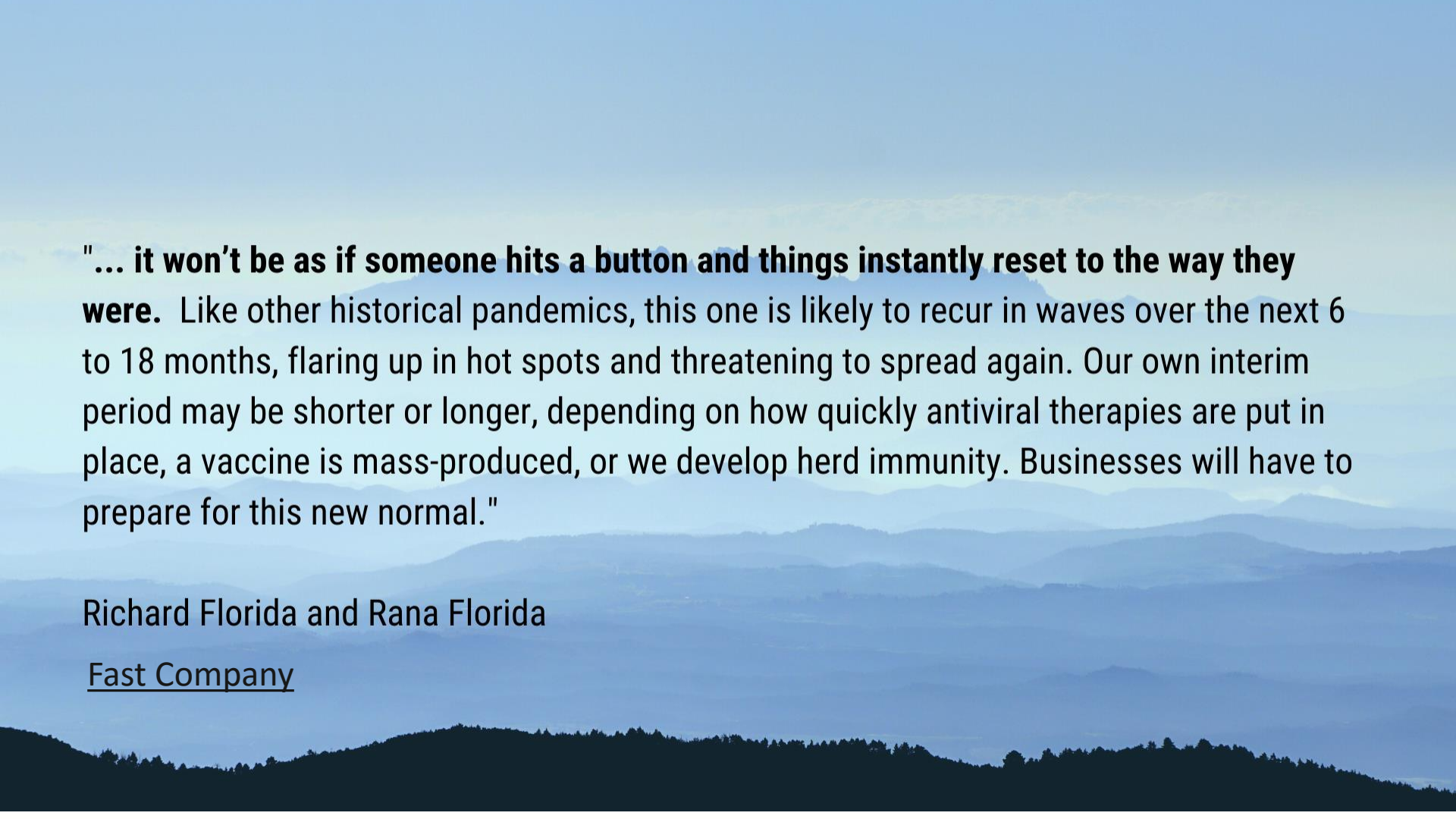
War time footing

Governors decide

Social insurance

PPP v2

Loosen the lockdowns

The background of the slide is a photograph of a vast mountain range. The mountains are layered, creating a sense of depth, and are covered in green vegetation. The sky above is a clear, bright blue. The overall tone is serene and expansive.

"... it won't be as if someone hits a button and things instantly reset to the way they were. Like other historical pandemics, this one is likely to recur in waves over the next 6 to 18 months, flaring up in hot spots and threatening to spread again. Our own interim period may be shorter or longer, depending on how quickly antiviral therapies are put in place, a vaccine is mass-produced, or we develop herd immunity. Businesses will have to prepare for this new normal."

Richard Florida and Rana Florida

Fast Company

Our next normal will evolve in phases

COVID-19 Health Crisis

Early/mid pandemic
Additional waves of infection
Anti-viral therapies
Late pandemic
Herd immunization
Vaccine

Economic Crisis

Off the cliff (March)
Recession
Stimulus
Recovery
Stabilization
Growth

OF NOTE

When the world is hurting

When everyone is seeking assistance

Pain is not a strategic differentiator

Talk about donor fatigue.



Questions
Comments
Realizations



IDENTIFYING DIFFERENTIATION FROM A

Donor mindset



ZEITGEIST

/noun/

the defining spirit or mood of an era

Market influences and
disrupting **customer**
preferences drive choice.

Savvy donors are often better informed about the competition than we are.

So many choices!!

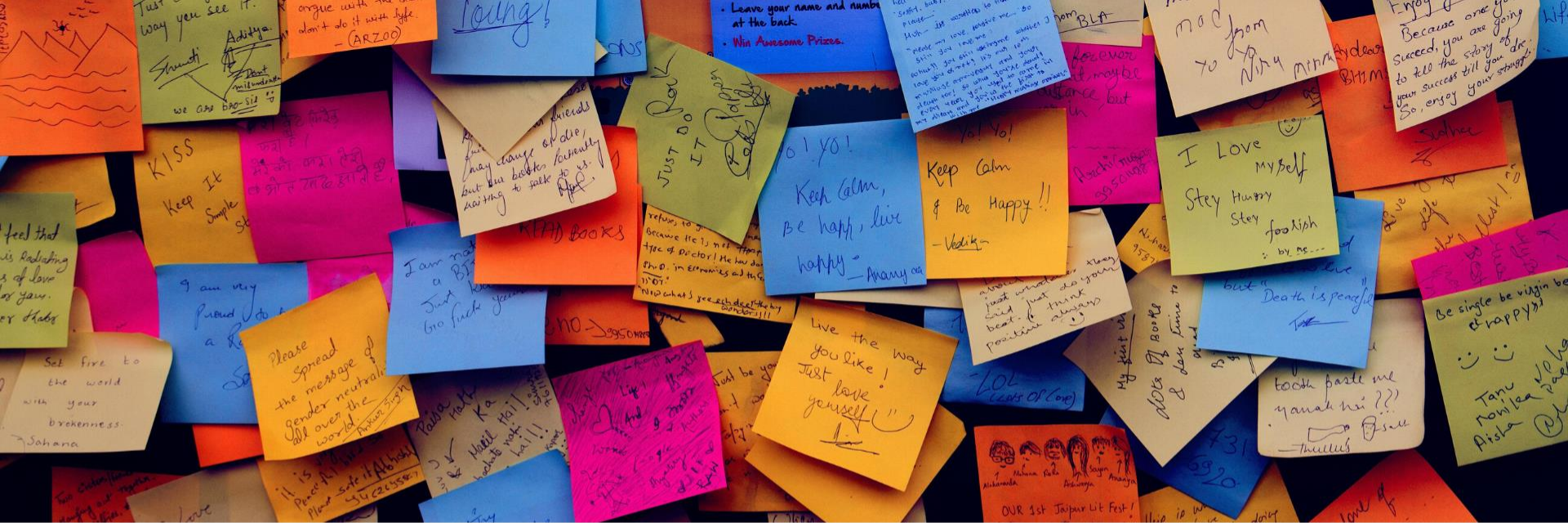


COMPETITION IS FIERCE



So many

Replacements !!!!!!!!!



Donor mindset is a holistic understanding of your donor. When you adopt a donor mindset, you appreciate the intrinsic link between the rational and the emotional. You care about what they care about.

You consider choice from their point of view.



Why does your organization matter?
Why should it matter to me?

That's the tape running through the back
of your donor's mind.



WHAT MATTERS MOST TO YOUR DONOR?



Partnership



Mission



Outcomes



Community

What else?

IMAGINE YOU ARE THE DONOR

ADOPT A DONOR MINDSET



What matters?

What doesn't matter at all?



ZONE OF INDIFFERENCE™



COMPETITORS' EDGE

ORDINARY TRAP

What is unique to your organization.

What matters most to your DONOR.





WHY DOES YOUR ORGANIZATION MATTER?

Why should it matter to me?



Questions
Comments
Realizations

THE ESSENCE OF
STRATEGY is

CHOICE

- KARLA RAINES

CIZ
DIFFERENTIATION
ZONE[®]

WIN YOUR DONOR'S AFFECTION

With a strategy that matters

Why does your organization matter?

How will your organization impact the lives of those you serve?

What is distinctive about your organization?

How will your strategy deliver mission success?

A STRATEGY THAT MATTERS

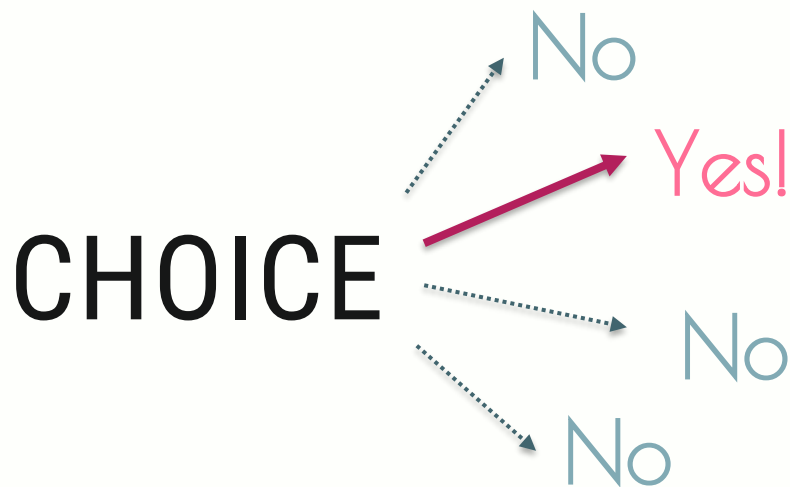
Is clear about:

Objective – what is your aim? Deadline?

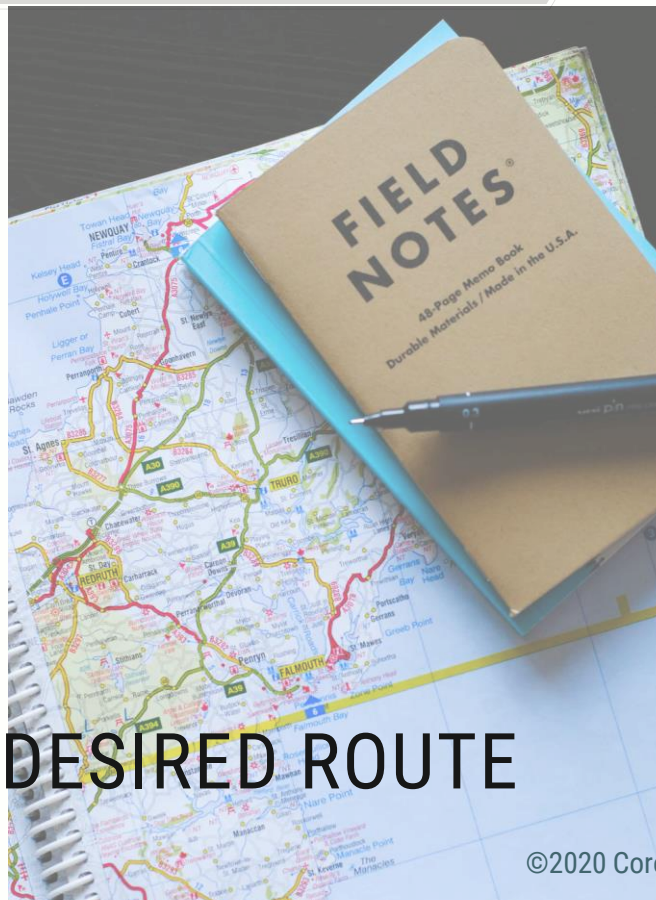
Scope – what is the scope of your market?

Advantage – what is your differentiation?

A STRATEGY THAT MATTERS MAKES A:



SAY YES TO YOUR DESIRED ROUTE



WHY DIFFERENTIATION MATTERS

WE DON'T (TYPICALLY) COMPETE ON COST

WE DO COMPETE ON UNIQUENESS

"Low fares. Nothing to hide. That's TransFarency!"



Is an example of **differentiation and low-cost strategy**.
They are known for a fun and pleasant flying experience PLUS lower prices.

Who can name a nonprofit with a
low cost strategy?

Who is the Walmart of nonprofits?

A STRATEGY THAT MATTERS....

Is differentiated

Your donor appreciates how your organization uniquely meets its mission.

Your donor connects your strategy to your mission.

Your donor is excited to see where you are going over the next 1 - 3 years.

Your donor believes in your plan.

Your donor is eager to help make your plan a reality.

YOUR DONOR

Connects your fundraising opportunity
with your overall strategy for the future

It matters to them.

It matters more than other choices.



"LET YOUR MISSION BE YOUR LIFE RAFT"



Questions
Comments
Realizations



Thank you!!

KEEP IN TOUCH



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