WIN YOUR DONOR’S AFFECTION
WITH A STRATEGY THAT MATTERS
AFPCO | MAY 15, 2020
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 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
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.
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
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:*

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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
"... 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
When the world is hurting

When everyone is seeking assistance

Pain is not a strategic differentiator

Talk about donor fatigue.
IDENTIFYING DIFFERENTIATION FROM A

Donor mindset
ZEITGEIST

/noun/
the defining spirit or mood of an era

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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

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?

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IMAGINE YOU ARE THE DONOR

ADOPT A DONOR MINDSET

What matters?
What doesn't matter at all?

ZONE OF INDIFFERENCE™

What is unique to your organization.
What matters most to your DONOR.

COMPETITORS’ EDGE

ORDINARY TRAP

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WHY DOES YOUR ORGANIZATION MATTER?

Why should it matter to me?
THE ESSENCE OF STRATEGY IS CHOICE

- KARLA RAINES
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?
Is clear about:

Objective – what is your aim? Deadline?

Scope – what is the scope of your market?

Advantage – what is your differentiation?

Source: Can You Say What Your Strategy Is?
A STRATEGY THAT MATTERS MAKES A:

CHOICE

SAY YES TO YOUR DESIRED ROUTE

Photo by Hello I'm Nik on Unsplash

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WHY DIFFERENTIATION MATTERS

WE DON’T  \textbf{(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!!