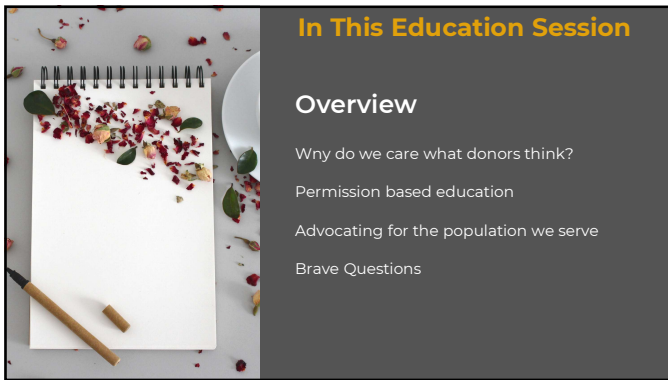


1

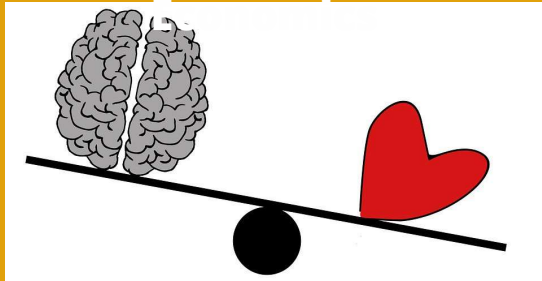


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3

Behavioral



4

Why Should We Care?

Fundraising doesn't happen by MAGIC. Donors give for many reasons.

- Altruism
- Guilt
- Reciprocity/Acknowledgement

Behavioral economics studies the effects of psychological, cognitive, emotional, cultural and social factors on the decisions of individuals and institutions and how those decisions vary from those implied by classical economic theory.



5

"Our industry has long been focused on donor-centric relationships. A community-centric approach allows us to celebrate the strength and needs of the communities we serve."

Lynnette Adams

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Healthy Donor View	Biased Donor View
<ul style="list-style-type: none"> • I admire the strength of the community I am supporting. • I want to help provide access to those who deserve it. • I want to pay it forward. • I believe in the work your organization does. 	<ul style="list-style-type: none"> • These people NEED my help without it they can't succeed. • These people are lazy and need this handout because they CANT get it on their own. • Looking down on a population based off incorrect stereotypes. • I believe I am better so there for I feel obligated to do something.

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When Is It Time To Be Brave?

1	2	3	4	5
Instance When you hear a stereotype being projected You hear them disparagingly speaking on the population.	Instance They communicate a bias that is incorrect They speak a statistic or thought that is wrong in relation to the population.	Instance They down the population. They speak about the population as if they are less than.	Instance You identify savior complex As you are talking to the client you realize they are speaking from a savior complex.	Instance Educating can increase contribution You identify that educating them could lead to more sustainable support.

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Permission Based Education

When you ask the donor for permission to educate them on the population you serve. This is a strategic and intentional process designed to combat stereotypes and course correct conscious and unconscious bias with the donor.



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Permission Based Education

Here is how you can redirect with compassion

Clarify

Ask the donor to give you more information about their thought process.

Ask Permission

Ask them if you could share valuable statistics that would address their knowledge around the community they are supporting.

Educate

Provide statistics, facts and leave room for questions and clarifications from the donor.

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What should I ask?



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BRAVE QUESTIONS

Here are some questions you can ask that get more information from the donor.

Permission based questions

- I heard you say...could you tell me more about that?
- I have heard others say that about our clients/population we serve. May I have a moment to clear that misconception up?
- Our goal at our organization is to empower the population we serve, and inspire our donors. Can I share a story with you about xxx?
- Would you be open to discussing your thoughts around our population?

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Advocating For Your Organization and The Community It Supports

They Deserve You As Their Champion

Your clients/community deserve a representative for them that is grounding equitable and social justice. IT IS NEVER JUST ABOUT THE MONEY. This idea of community centric fundraising places the community first and celebrates how we can come together for a bigger purpose. The donor moves from a transactional to relational. Its a win for the organization, its population and the donor.

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The communities we serve simply do BETTER when we celebrate them.

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So what if they still don't agree with me?

- Affirm what you know and thank them for listening to your perspective.
- Give them an opportunity to tell you why supporting your organization is important to them.
- Reevaluate the relationship. All money isn't money you want.
- Invite them to tour your facility
- Understand that you can't win EVERYONE

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Do you have any questions?

Send it to us!
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