In This Education Session

Overview

Why do we care what donors think?
Permission based education
Advocating for the population we serve
Brave Questions

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Who Am I

- University of Denver Adjunct Professor/Nonprofit Leadership
- Fundraising Strategy Coach
- PhD Student in Global Leadership & Change at Pepperdine University
- Lover of Philanthropy
Behavioral Economics

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 decision-making of individuals and institutions and how those decisions vary from those implied by classical economic theory.

"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."

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It's All About Relationships

Biased Donor View
- These people NEED my help without it they can't succeed.
- These people are lazy and need this handout because they CAN'T get it on their own.
- Looking down on a population based on incorrect stereotypes.
- I believe I am better so therefore I feel obligated to do something.

Healthy Donor View
- 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.

When Is It Time To Be Brave?

1. When you hear a statistic or thought that is wrong in relation to the population.
2. They communicate a bias that is incorrect.
3. They down the population.
4. You identify a savior complex.
5. Educating can increase contribution.

- Instance
  - When you hear a statistic being projected.
  - You hear them disparagingly speaking on the population.
  - They communicate a bias that is incorrect.
  - They down the population.
  - You identify a savior complex.
  - Educating can increase contribution.

- Instance
  - As you are talking to the client you realize they are speaking from a biased complex.
  - As you are leading a conversation with a client.
  - As you are speaking to a donor complex.
  - As you are educating them.
  - As you are doing something.
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.

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 thoughts around the community they are supporting.

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

What should I ask?

1. Ask the donor to give you more information about their thought process.
2. Ask for permission to share valuable statistics that address their thoughts around the community they are supporting.
3. Provide statistics and facts and leave room for questions and clarifications 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?

BRAVE QUESTIONS

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

Advocating For Your Organization and The Community It Supports

They Deserve You As Their Champion

Your clients/community deserves 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. It’s a win for the organization, its population and the donor.

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

Do you have any questions?

Send it to us!
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