

FUNDRAISING DAY
IN NEW YORK **2015**

**It's Not All About You:
How to Make Your Direct Response Program
Truly Donor-Centric**

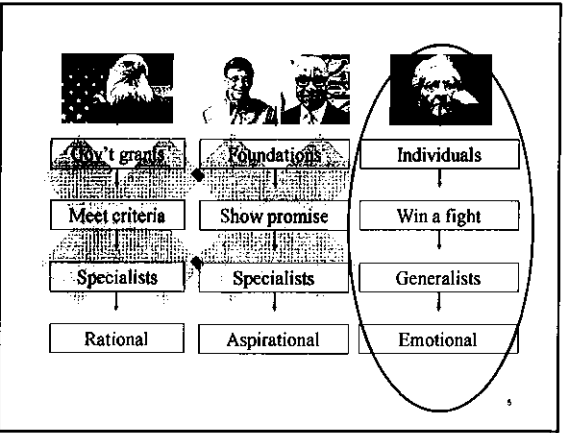
Tom Ahern, *Ahern Communications, Ink*

Conference Sponsored by **AFP** Track Sponsored by **LOG-ON**

You build successful communications backwards from your target audience.

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There are premiums of plastic.
There are "emotional premiums."
Donor-centricity is an emotional premium.



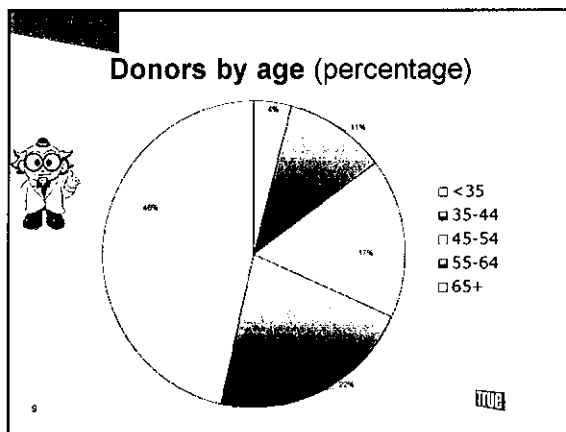
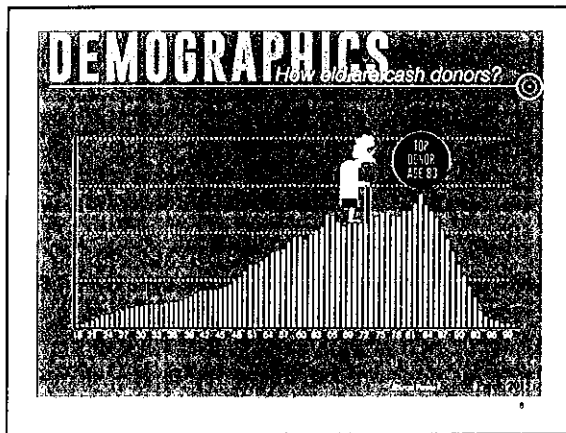
You're not information vendors.
You're emotion vendors.
You can sell that at a higher price ... for longer ... to more.

To whom art thou talking?

© 2015 Tom Ahern

And on the direct mail side:
"A young donor is 60."
Jeff Brooks


Average donor age at Sharp?
75



For eyes over 60...
AIGA recommends 14 pt. for body copy.

You're in sales

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Source: Jeff Brooks

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Fundraising has a
“valued customer.”
It’s the donor.

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70+% of first-time donors in the
U.S. do NOT make a second gift.

150 x 48 Pt | 2014 17

Your job is to make that
customer happy.

Unified theory of donor
communications in 2 words:

Customer satisfaction

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The world's 2nd most profitable insight:

Donor communications are a customer service experience.

Every touch point — from website to appeals to newsletters to call center — contributes BIG time.

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The world's MOST profitable insight:

Donor communications aren't really about your organization. They're really about the donor.

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How satisfied are you with your experience of being a donor?

Very dissatisfied
 Dissatisfied
 Neutral
 Satisfied
 Very Satisfied

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How are we doing?

So ... do *your* comms tell donors they're *indispensable* ... or interchangeable?

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If they are "very satisfied"...

In the commercial world, they are 6 times more likely to buy again.

In the nonprofit world, they are 2 times as likely to give again.

Source: Dr. Adrian Sargeant, Jan 2015

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AKA, The "Extraordinary Experiences" Grid

LOVE STORY GRID

	Week 1	Week 1-2	Week 1	2nd month	3rd month	4th month	5th month	6th month	7th month	8th month
objective	welcome	thank you & receipt	getting to know each other	surprise and delight	ack. highly valuable	action	helpful and helpful	demonstrate impact	action	purpose and delight
what is it?										
feeling	welcome, happy, friendly	thank you, happy, friendly	this is a dialogue & relationship	wow, amazing	happy, how my gift will make a difference	thank you, great! I can't wait to see you again	wow! Amazing	good to be part of this	wow, great! I can't wait to see you again	wow, amazing
metrics										

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Source: John Lepp, Agents of Good 24

I've learned from great Brits

“Fundraising is NOT about money.”

Source: a line of UK fundraisers going back to the 1960s

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The part the charity cares about

The part the donor cares about

THE VIRTUOUS CIRCLE...

Appeals, thanks, & newsletters work together.

You ask. You thank. You report.

You ask. You thank. You report.


You ask. You thank. You report.

28

Donor comms 101

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Your thanks and your newsletters are your HUG!



Donor News/Kit-1 | © 2015 Tom Ahen | www.AH-ERICOMM.com 29

The virtuous circle...

Appeals, thanks, & newsletters work together.

You ask. You thank. You report.

You ask. You thank. You report.

You ask. You thank. You report.

27

The virtuous circle...


You ask (and flatter).

You thank (and flatter).

You report (and flatter).

You cannot flatter too much.

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“Even when people perceive that flattery is insincere, that flattery can still leave a lasting and positive impression of the flatterer.”

Source: Neuromarketing blog

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The brain

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The first gift you ask for is my attention.

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Welcome to a family

35

You did it!

Animal Rescue League of Boston

January 22, 2015



DONATE

I just can't stop smiling!

RESCUE

You Put the Smile on Rocco's Face!


Thanks to you, Rocco, the fuzzy man in the picture above, can't stop smiling. Why? Because he's as happy as we are to say that we hit our fundraising goal in the final days of 2014!

Your support has an important impact on animals in our community. Last year, your donations helped:

- Find permanent homes for over 4,000 cats, dogs, birds, and livestock
- Save or treat more than 3,900 cats and dogs on the ARL's "Silly Street"
- Deliver critical care to animals recovering from neglect like Ruggie and Mace

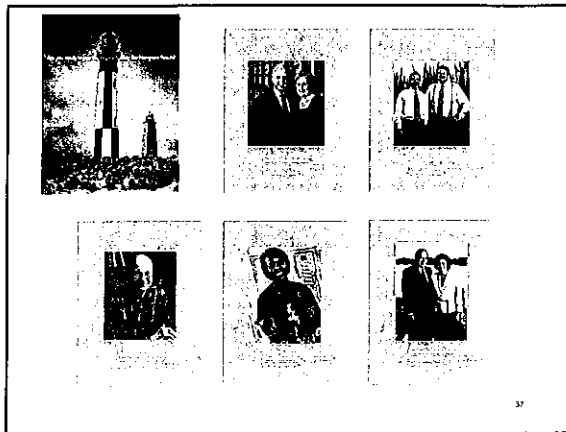
33

“Synthetic family”



Source: Russell James III, 2014

36



Direct mail secret to success.....

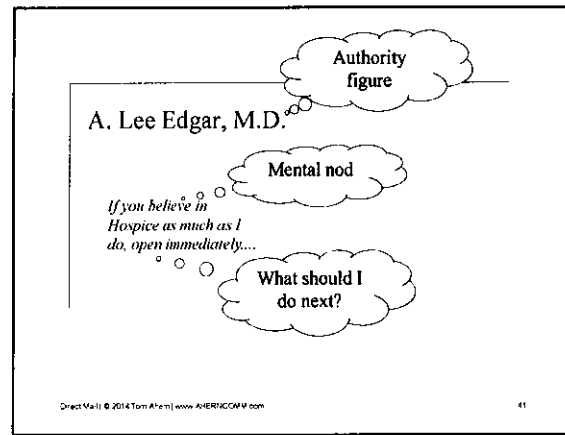
You're trying for "mental nods."

Direct Mail © 2010 Tom Ahern | www.aherncomm.com

I've learned from great Brits

"Donors are staggeringly ignorant of the causes they support."

--
Richard Radcliffe



DONORS MAY BE IGNORANT, but what they DO have in abundance are their own personal values, interests, beliefs, connections, experiences, upbringing, lost loves, secret passions, regrets, fears, angers, hopes, and built-in empathy [except for psychopaths]...

"We support a charity or a soccer team or a perfume because it gives us a chance to love something about ourselves."

Source: Seth Godin

WILL
FIGHT
FOR SOCIAL JUSTICE

From you....

They want to **feel good**.
They want to **feel loved**.
They want to **feel smart**.
They want to **feel needed**.
They want to **feel important**.
They want to **belong**.
They want to see their values in **action**.
They want to **win!**

WILL
FIGHT
FOR THE HUNGRY

I will only pay attention to
what interests me.
And what interests me most
is me. Ask anyone.

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47

WILL
FIGHT
FOR CUTE THINGS IN DISTRESS

The story's about the donor

...every time someone donates to a good cause, they're buying a story, a story that's worth more than the amount they donated.

It might be the story of doing the right thing, or fitting in, or pleasing a friend or honoring a memory, but the story has value.

For many, it's the story of what it means to be part of a community.



Source Seth Godin

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48

So... what story are you telling *me* about *me*?

46

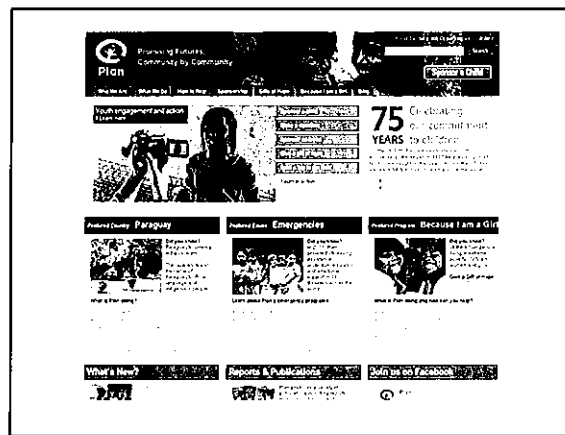
Donors: Why they're just not that into you

© 2015 Tom Allen 52

How are we doing?

Communications are a mirror held up to donors. They see themselves in what you say.

50

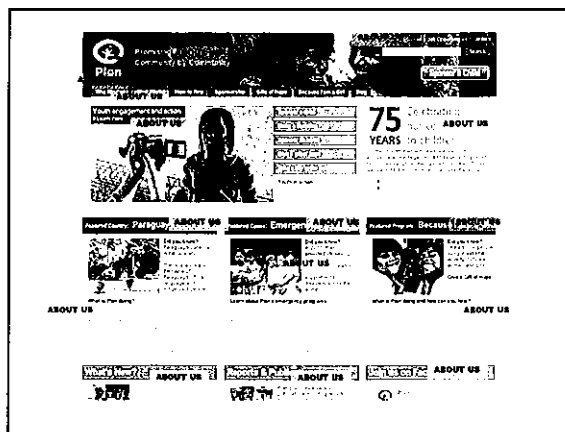


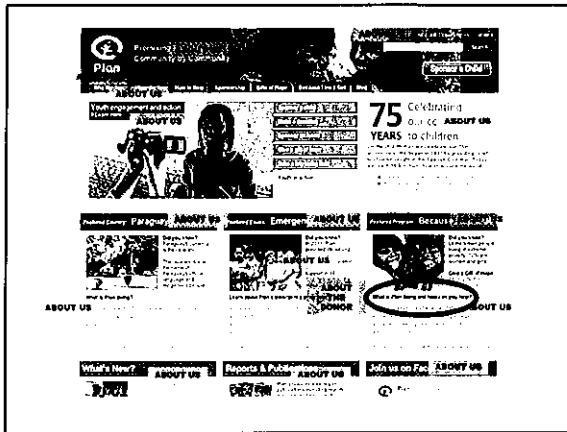
I've learned from great Brits

KIND
CARING
COMPASSIONATE
HELPFUL
FRIENDLY
FAIR
HARD-WORKING
GENEROUS
HONEST

Source: psychologist Jen Shang, quoted in the NY Times 2012

51

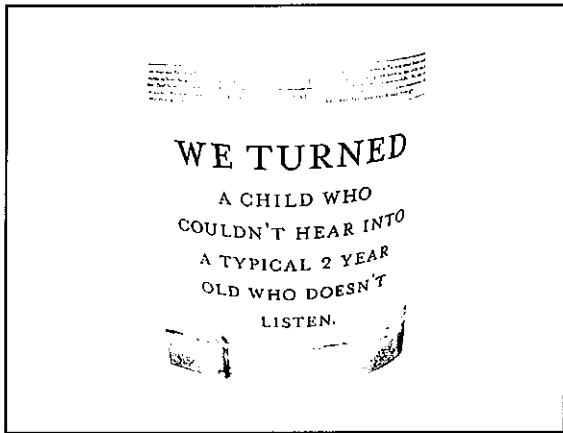




Corporate communications are about how great the organization is. Favorite pronoun:

we

A lot of charities could be mistaken for egotistical maniacs.




How are we doing?

“Are you claiming the credit or giving it to your donors?”

“YAY, team!”

Donor communications are about how great the donor is. Favorite pronoun:

you



“Humans are driven by a will to establish meaning in their lives. They need purpose.”

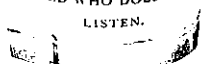
That’s your real job, in donor communications: to bestow purpose in exchange for support.

Source: Neurologist and psychiatrist Viktor Frankl, via the For Impact blog

64

Thanks to you
and other generous donors like you,
we were able to turn...

A CHILD WHO
COULDN'T HEAR INTO
A TYPICAL 2 YEAR
OLD WHO DOESN'T
LISTEN.



GROWING SUCCESS FROM DISASTER

REMOTE COMMUNITIES IN THE PHILIPPINES EXPERIENCE SOME OF THE MOST EXTREME WEATHER DISASTERS, RESULTING IN EXTENSIVE AND HUNGRY FAMILIES. DIFARI'S AMY CHRISTINA DISCOVERED HOW YOUR SUPPORT IS HELPING FARMERS ADAPT TO THEIR CHANGING CLIMATE.

The part that donors care about

Photo credit: Soledad Josefine Espantador for DIFARI and her organization

65

**Actually ON
the team**

63

Donor-NEGLIGENT:

“We did this. We did that. We were amazing. Oh, by the way, thanks.”

To make ME
 Pleased! Proud of myself!
 Wanted!
 feel good!!!
 Happy! Important! Needed!
 Surprised! Entertained!

73

Served Enemy
 Every 15 minutes someone in the UK begins to lose their sight. Today, with your help, we can give them the practical support needed to rebuild their shattered lives.
 Hero Vision

Source: Stephen Pidgeon and Tangble

76

Your donors will never get tired of hearing how great and how needed they are.

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74

donors make sad
 happy

77

"Me?" vision I've learned from great Brits
 enemy
 hero
 served LOVE

Source: Stephen Pidgeon and Tangble

75

hero defeats enemy

78

Give the donor an important job to do.

79

The Front Line Report CrisisAid

25 Year Get Together Just 19 Families!

Your Generosity Gave a Child the Gift of Life

From the Office of Chief and Child Support Center to Help More Starving Children

The gift of joy

82

How are we doing?

“What is our gift of joy?”

90

A MESSAGE FROM DR. SALLAN

The gift of joy

As the holidays approach, I'm thankful for you!

The stories in this issue of the *Dana-Farber Research* are...

93

35th Anniversary

ANIMAL RESCUE LEAGUE OF BOSTON

Thank you for giving and Happy Thanksgiving!

SPECTRUM

94


Heart of the Mission

Feels Like HOME

The gift of joy

Editor Michelle Binsson

94



I've learned from great Brits


**Dr. Adrian Sargeant:
Why donors stay loyal**

You've established a personal link

Dear Donor, Angelo has something he'd like to tell you...

"You saved us!"

Severe wounds made work nearly impossible for this discharged Iraq war vet. With a new baby coming and past-due bills piling up, Angelo turned to Operation Homefront for a little emergency help -- and help you did!



THE FAMILY'S FUTURE

It's a relief to see a family that's been through so much adversity smiling together again. Angelo's story is a testament to the power of community support and the impact of Operation Homefront's assistance. We're proud to have helped Angelo and his family get back on their feet. Thank you for your generous donation that made this possible.

DONATE ONLINE NOW!

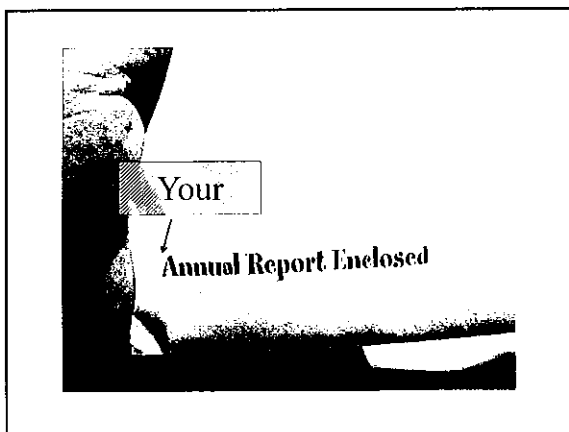
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The word "you" is a

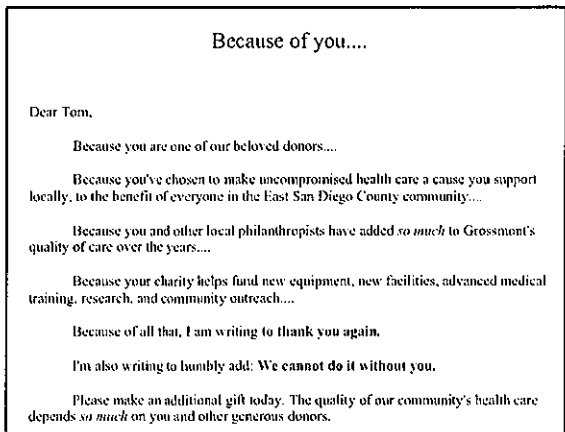
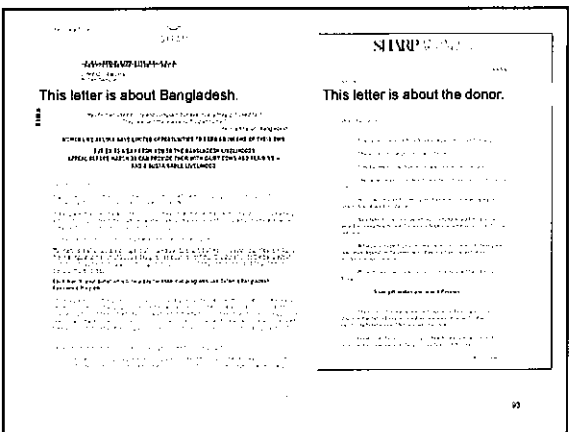
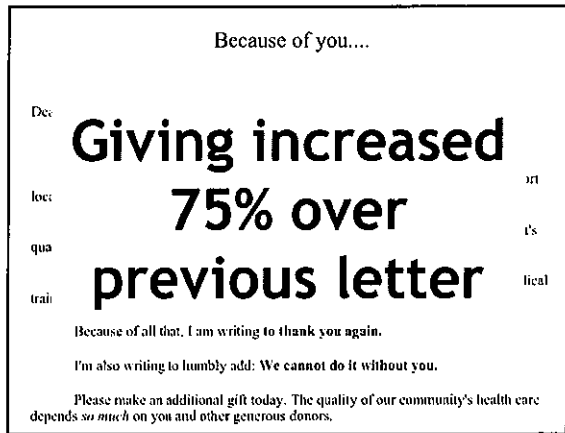
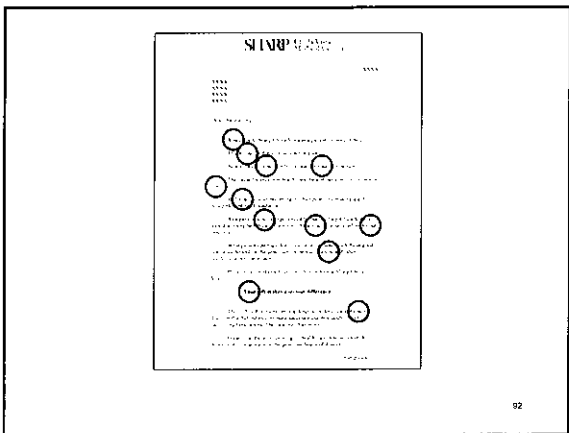
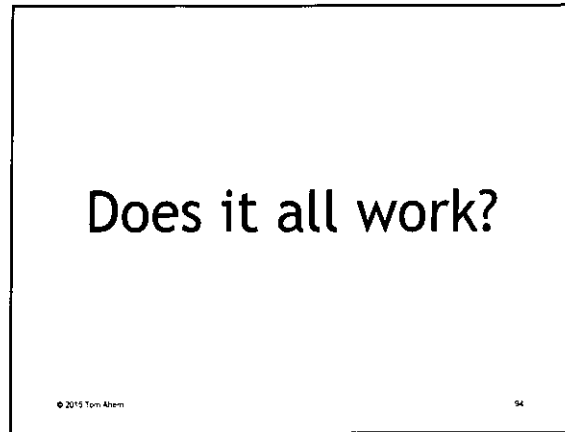
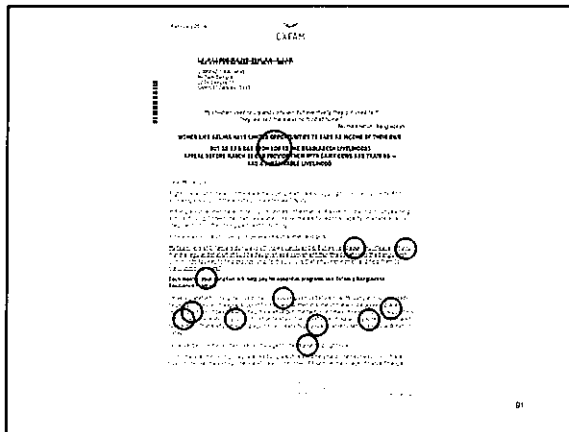
profound

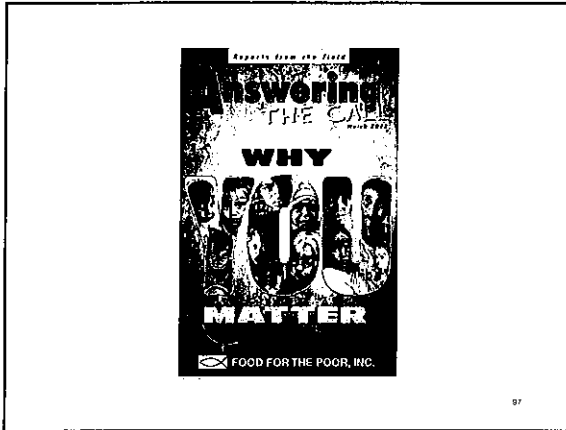
emotional trigger.



How are we doing?

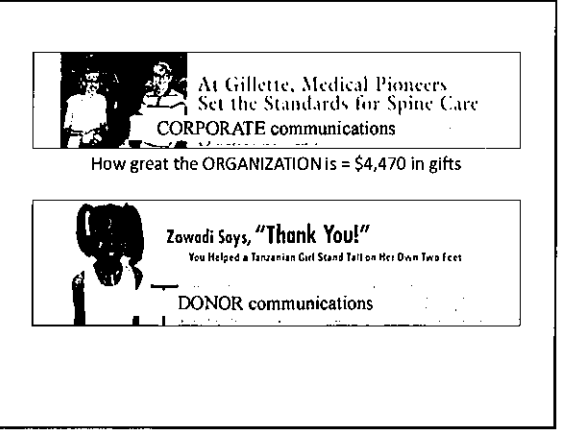
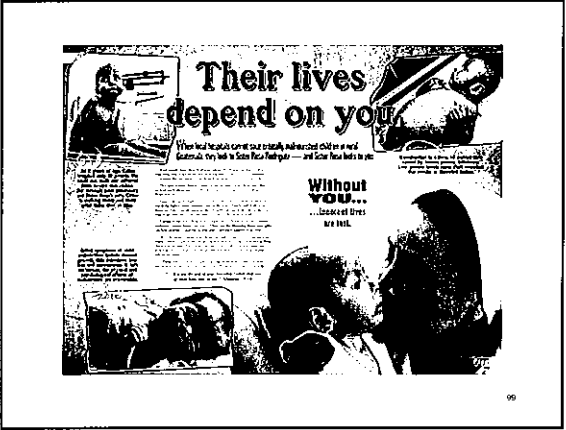
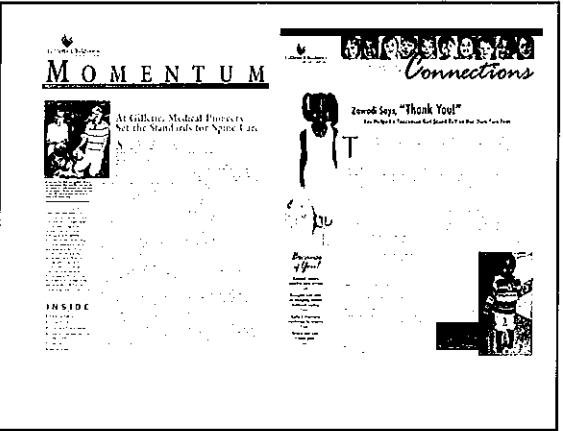
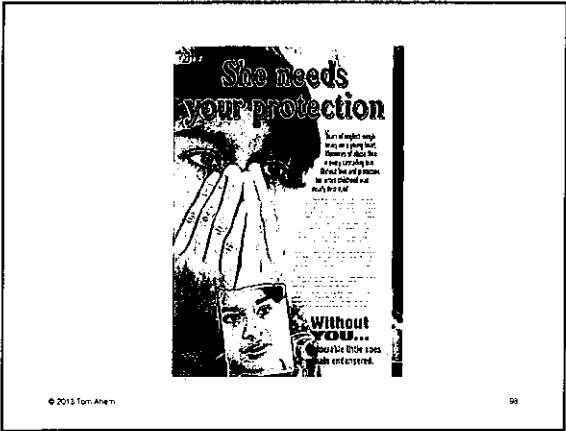
"Does my stuff pass the 'you test'?"






Angel Aloma, ED of Food for the Poor, a billion dollar charity, to Tom Ahem.

"I want to reiterate that much of what we are doing now in regards to donor centricity was inspired by your wonderful presentation.... I am convinced that the reason why we have grown in the last years of tough economic conditions in the country is because of that wonderful switch that you inspired [in our communications]."



1,000% 

It's all thanks to THE ORGANIZATION'S 470+ GIFT
IMPROVEMENT!!!
Carol says, "THANK YOU!"
You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

How great the DONORS = \$49,600 in gifts

My
free
how-to
e-newsletter... 

I subscribe!

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