

# HOW TO CRAFT MESSAGES YOUR DONORS WILL INVEST IN

**PROOF.**  
POSITIONING

# ABOUT KATIE

## KANSAS UNIVERSITY GRADUATE

- + Fell into fundraising and spent entire career in fundraising 12+ years
- + Nonprofit nerd
- + Raised over \$30 million
- + Have worked in nonprofits at 3 national organizations and then was a fundraising consultant
- + Board Source Certified Consultant
- + National speaker



# WHY DO YOUR DONORS SUPPORT YOU?

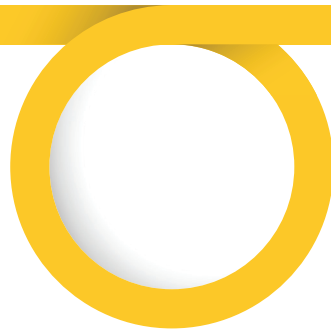


ONLINE SEARCH



ONLINE SEARCH

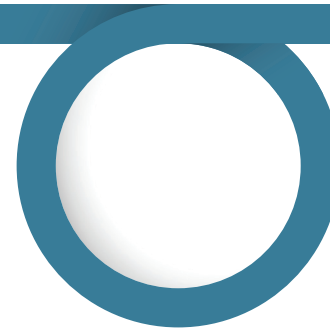
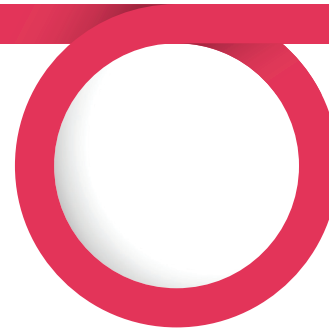
EXPENSIVE COFFEE



ONLINE SEARCH

EXPENSIVE COFFEE

GREETING CARDS



ONLINE SEARCH



EXPENSIVE COFFEE



GREETING CARDS



BIG BURRITO



ONLINE SEARCH



EXPENSIVE COFFEE



GREETING CARDS

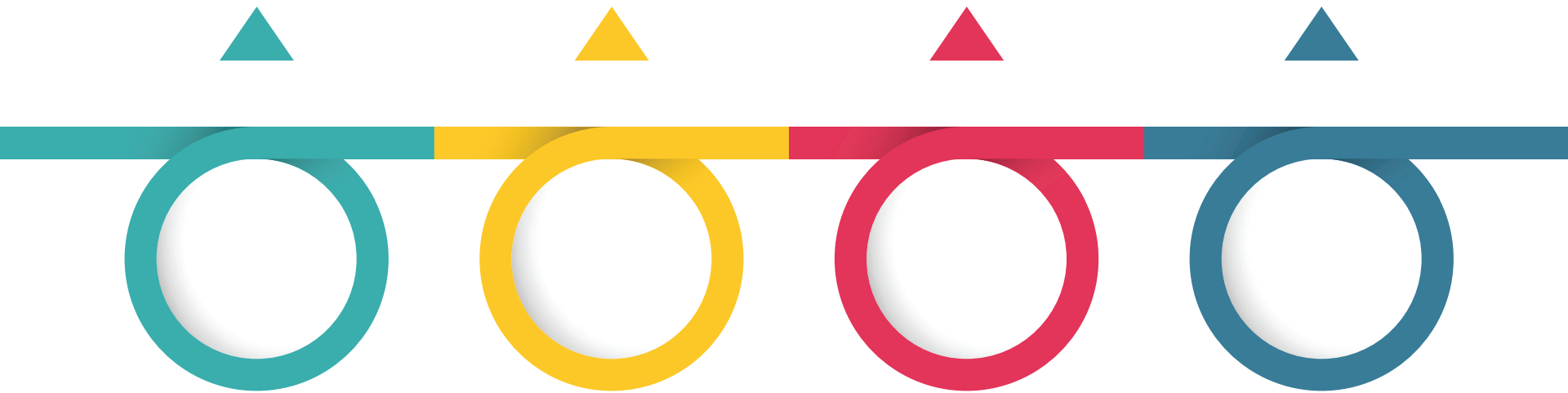


BIG BURRITO



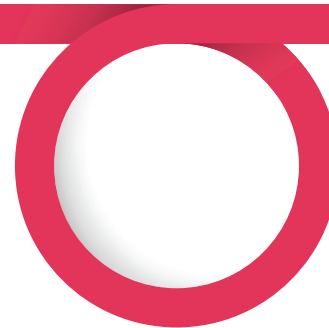
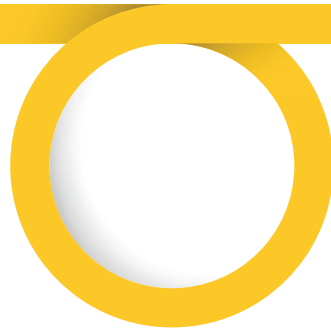


LOW PRICES



LOW PRICES

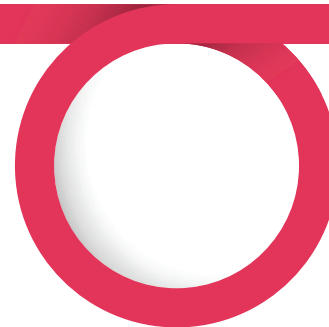
ONLINE AUCTION



LOW PRICES

ONLINE AUCTION

EXPENSIVE WATCH



LOW PRICES



ONLINE AUCTION



EXPENSIVE WATCH



ONLINE BOOKS



LOW PRICES



ONLINE AUCTION



EXPENSIVE WATCH



ONLINE BOOKS

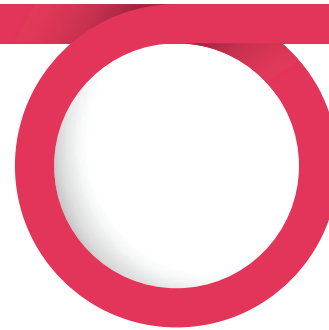
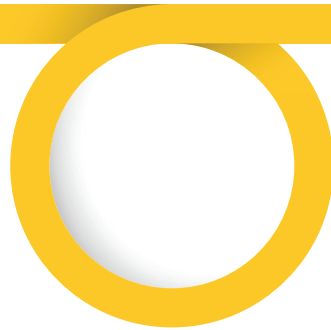


SOFT DRINK



SOFT DRINK

JEANS



SOFT DRINK



JEANS



AFFORDABLE AIRLINE





SOFT DRINK



JEANS



AFFORDABLE AIRLINE



FRIED CHICKEN



SOFT DRINK



JEANS



AFFORDABLE AIRLINE



FRIED CHICKEN



# UNDERSTANDING THE BRAIN'S NATURAL PROCESSES



# DONOR PSYCHOLOGY

**+ How donors feel about the actions that they take?**



# BEHAVIORAL ECONOMICS

- + **How to motivate donors to take actions or modify behavior**



# PSYCHOLOGY OF GIVING

## + Brief Neuroscience Lesson

### - Happiness Trifecta

- + Dopamine, Serotonin and Oxytocin

- + “Givers Glow”

### + Life Outcomes

- Live longer

- More Fulfilled with life station

- Healthier- lower blood pressure/depression





# PSYCHOLOGY OF GIVING

## + People who give are more likely to

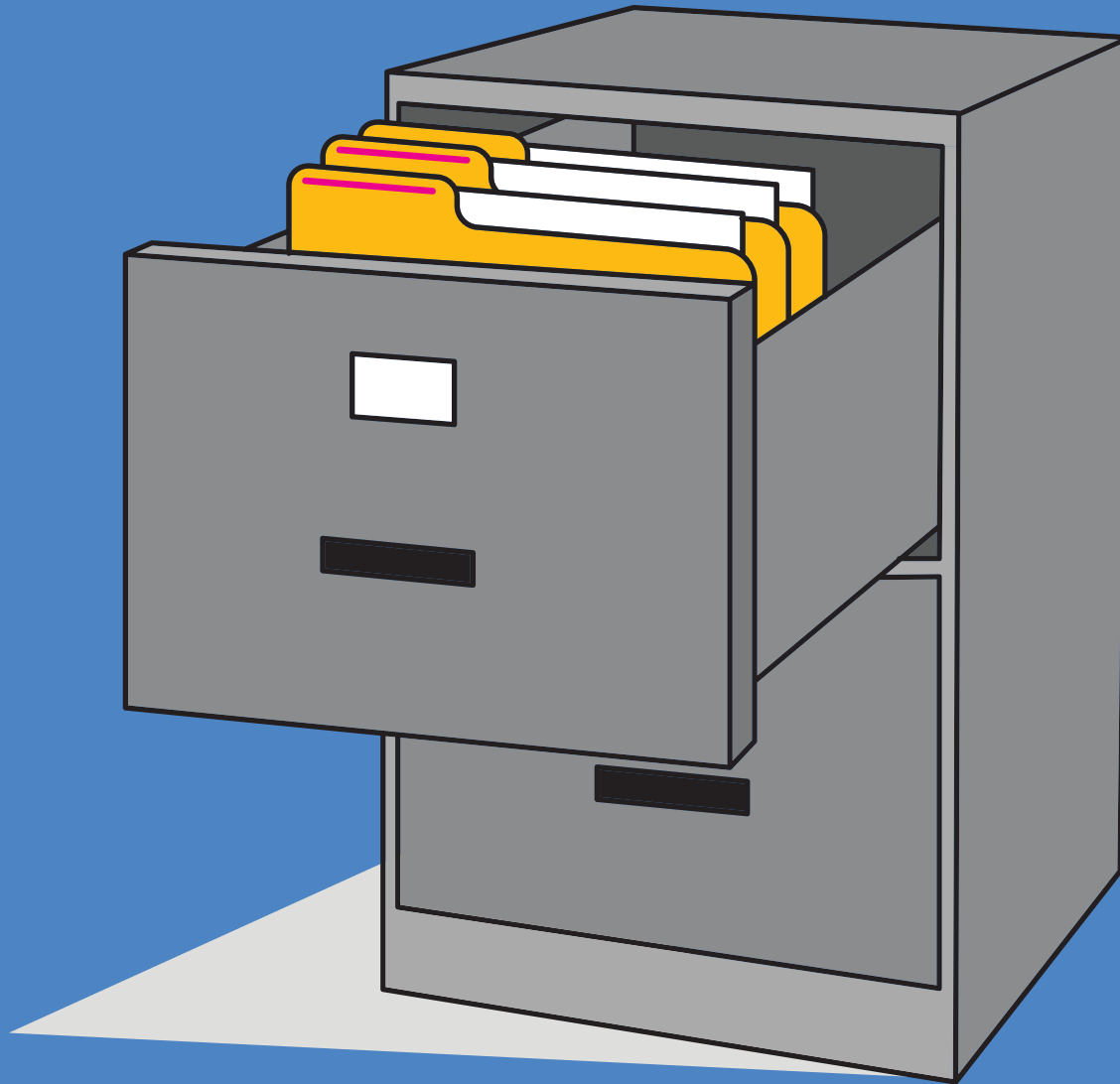
- Higher levels of Education
- Live in Smaller towns/Metros
- Married
- Have a Religious Affiliation
- Own a Home
- Driven by: Understanding of need  
& Affiliation or relation to cause



\*THE SOCIAL PSYCHOLOGY OF GENEROSITY: THE STATE OF CURRENT INTERDISCIPLINARY RESEARCH

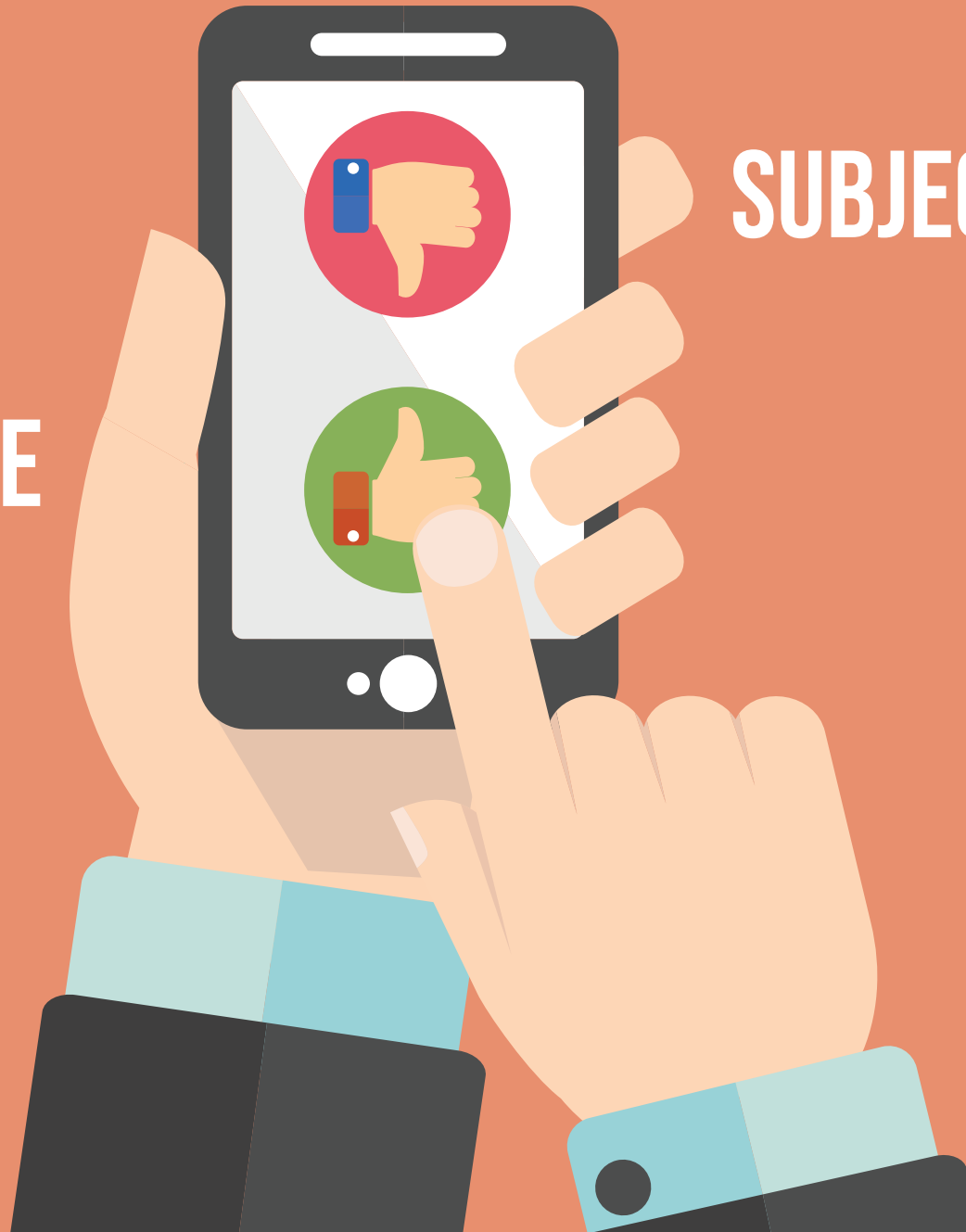
Jessica L. Collett and Christopher A. Morrissey Department of Sociology, University of Notre Dame

PROOF. | 23



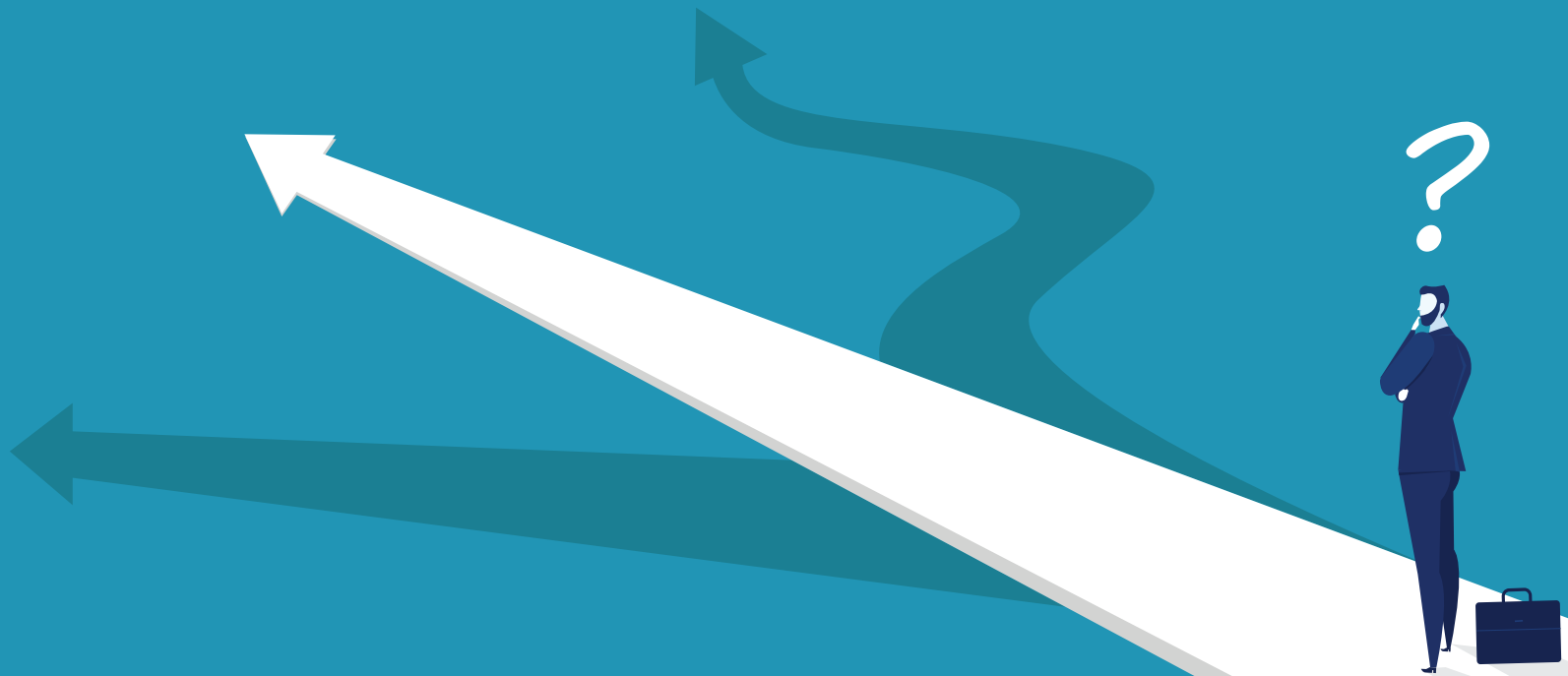


**OBJECTIVE**



**SUBJECTIVE**

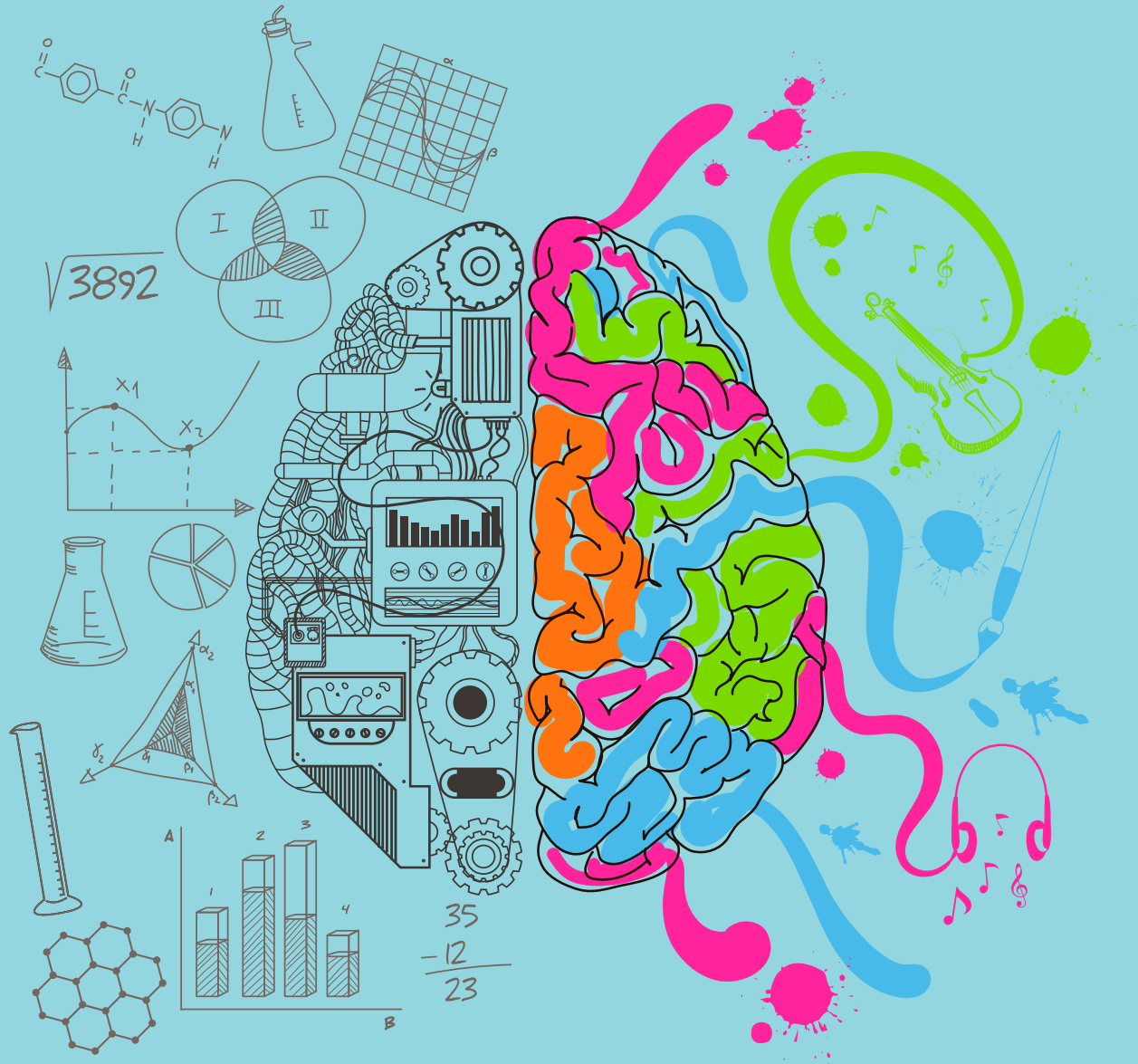
# HOW LONG DOES IT TAKE FOR THE BRAIN TO MAKE A DECISION?



# 200 MILLISECONDS



# LOGIC BRAIN VS. EMOTIVE BRAIN



# SEGMENTATION BASICS

- + Communication Preference /Frequency
- + Annual or Cumulative Support Levels
- + Length of Involvement
- + Program or Mission Interests
- + Generational Cohort



# SEGMENTATION ADVANCED

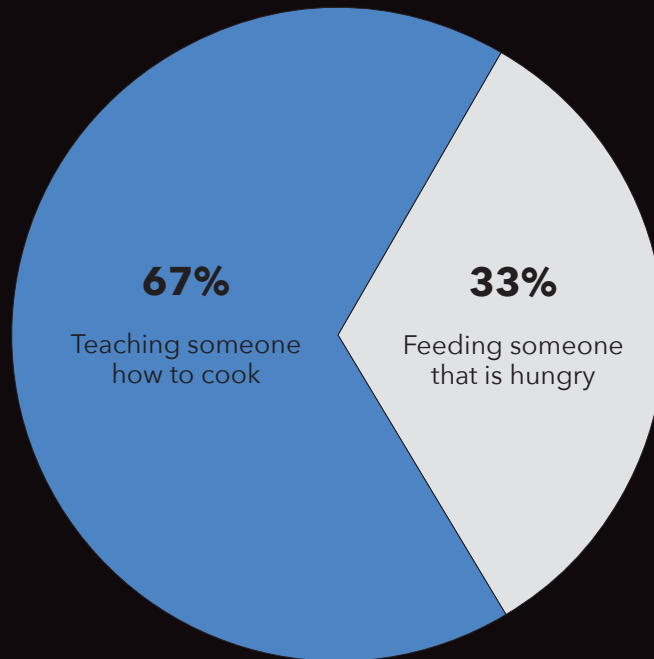
- + LYBUNT/SYBUNT
- + Program or Mission Interests
- + Emotional Resonance
- + Multi-Levels of Engagement
- + Upgrading
- + Legacy Society

# WHAT ARE THE DIFFERENCES BETWEEN OUR DONORS AND OUR VOLUNTEERS?

## MESSAGE DIFFERENTIATION

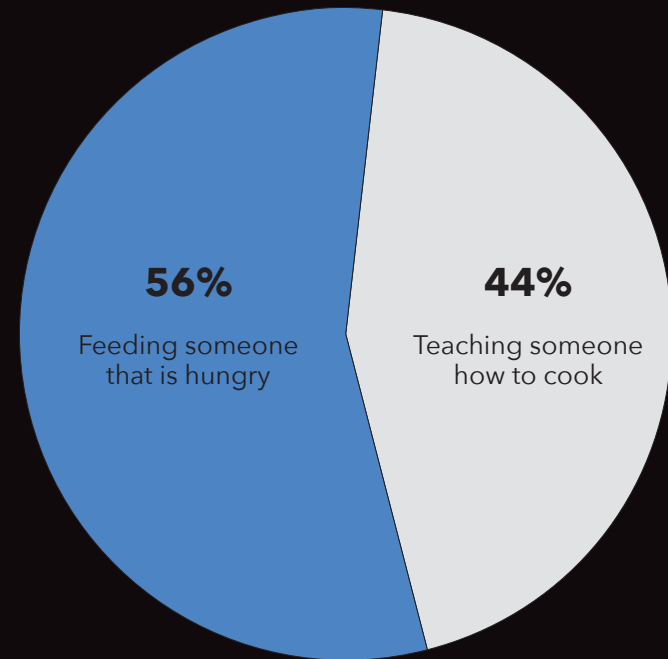


## VOLUNTEERS BELIEVE IN TEACHING HOW TO COOK.



**VOLUNTEERS**

## DONORS BELIEVE IN FEEDING THE HUNGRY.



**DONORS**



**DONORS:** Want to give a fish

**VOLUNTEERS:** Want to teach to fish

Create segmentation in your database and your communication to reflect this dichotomy.



# SUMMARY

MESSAGES ARE MOST RESONANT  
TO THE BRAIN IF THEY ARE:

1. **OBJECTIVE** avoid subjective language
2. **SINGULAR** no lists or feature sets
3. **EMOTIONAL** use emotions, memories  
and avoid logic
4. **SIMPLE** requires no thinking or  
problem solving





Katie Lord -LinkedIn  
Katie\_Lord360- Instagram  
ProofPositioning.com