



NEW DISCOVERIES IN RELATIONSHIP FUNDRAISING

GG+A Webinar

Thursday, November 29, 2018

Presented by:

Adrian Salmon, Vice President, Grenzebach Glier and Associates

Jen Shang, Philanthropic Psychologist and Director of Research, University of Plymouth

YOUR WEBINAR HOSTS



Adrian Salmon

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Jen Shang

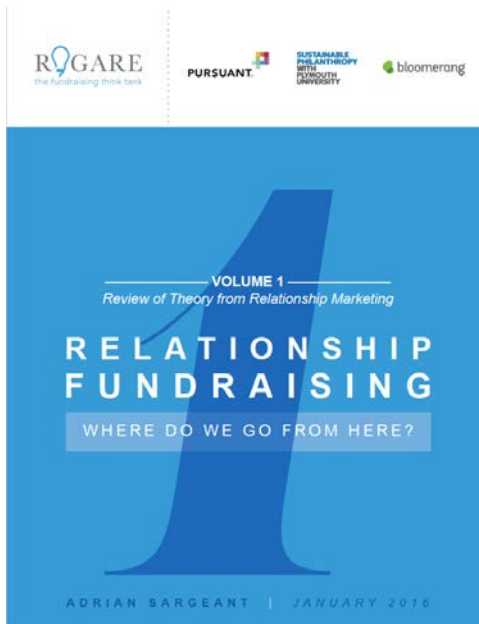
Philanthropic Psychologist and Director of Research
University of Plymouth
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THE FULL LITERATURE REVIEW CAN BE FOUND HERE

Type in Google: Pursuant
Relationship Fundraising

Or go to:
<http://www.pursuant.com/landing-page/relationshipfundraising/>



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MORAL IDENTITY – STUDY 1

Design

- + 2 (priming by control) x 2 (male by female)
 - Priming
 - “Thank you for being/becoming a compassionate, kind, caring, friendly, helpful (randomly selected two out of the five words) STATION_NAME member.”
 - Control
 - “Thank you for being/becoming a STATION_NAME member.”

Participants

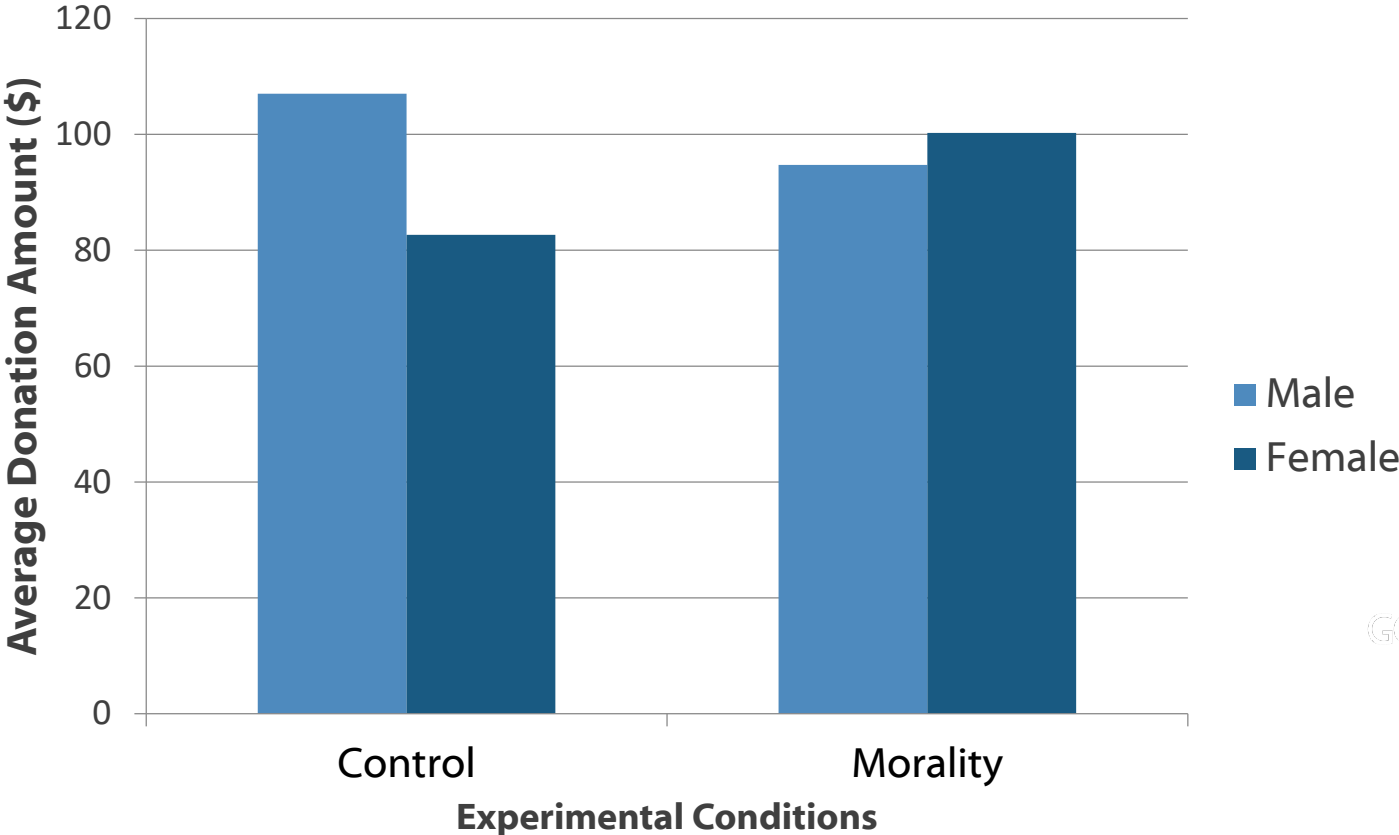
- + 147 males and 280 females
- + 129 in the control condition and 369 in the experimental condition
- + 366 New members and 134 renewal members
- + 477 one-time payment and 24 installments

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Procedure

- + Dependent Variables: “How much would you like to contribute today?”

RESULTS



MORAL IDENTITY – STUDY 2

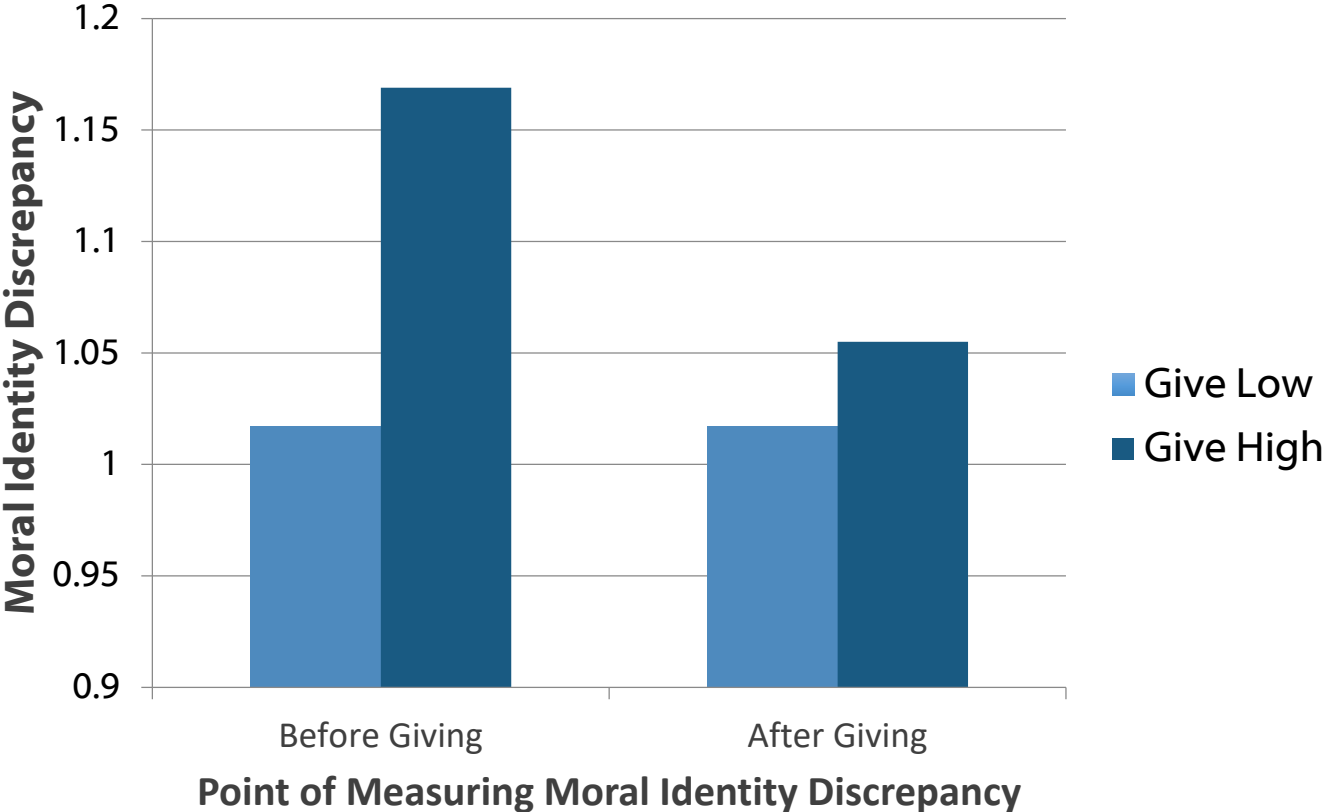
Participants

Procedure

- + Moral Identity Pre-Measure
- + Donation Scenario
- + Moral Identity Post-Measure
- + Dependent Variables:
 - Post-measure moral identity discrepancy

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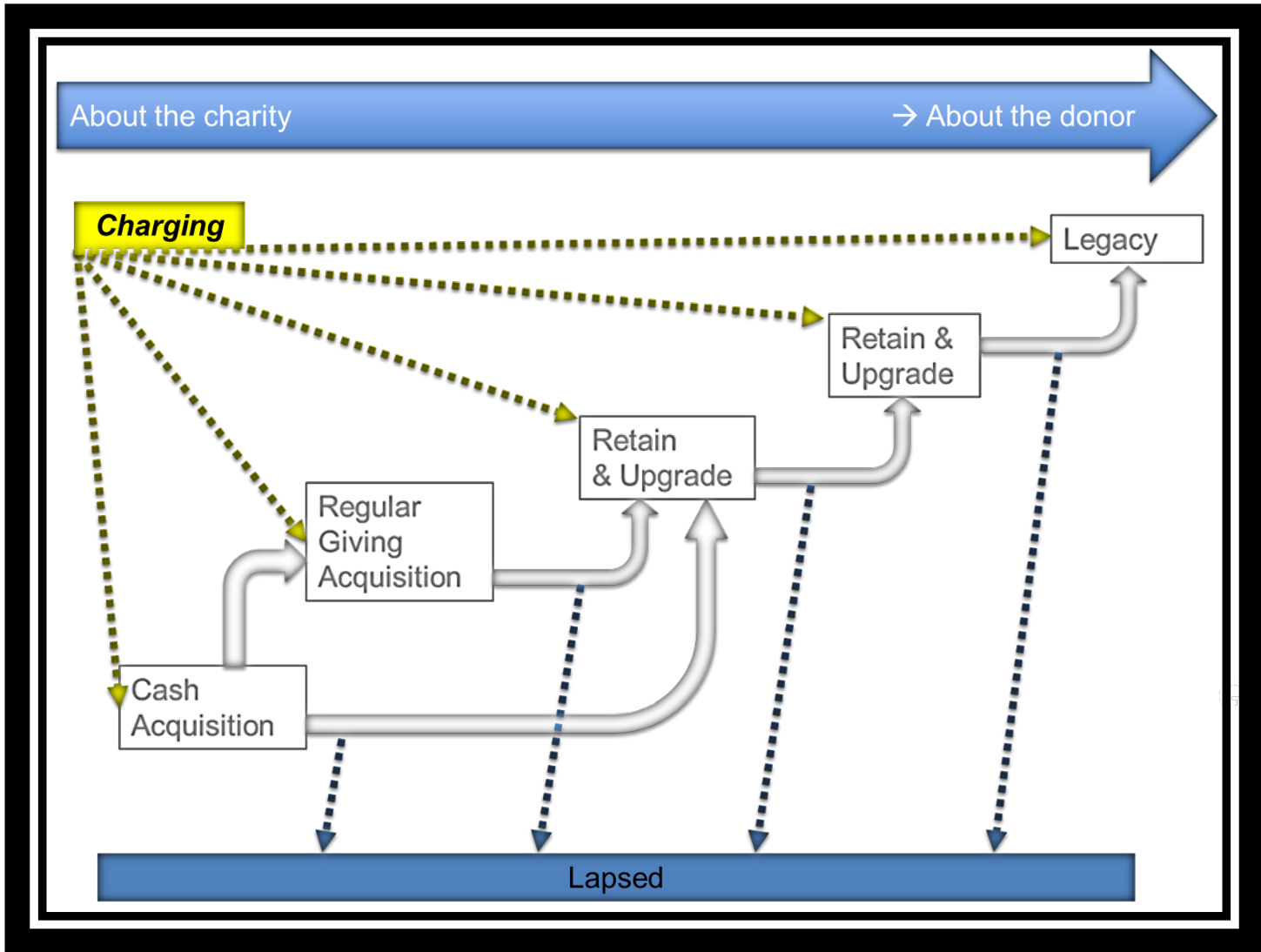
RESULTS



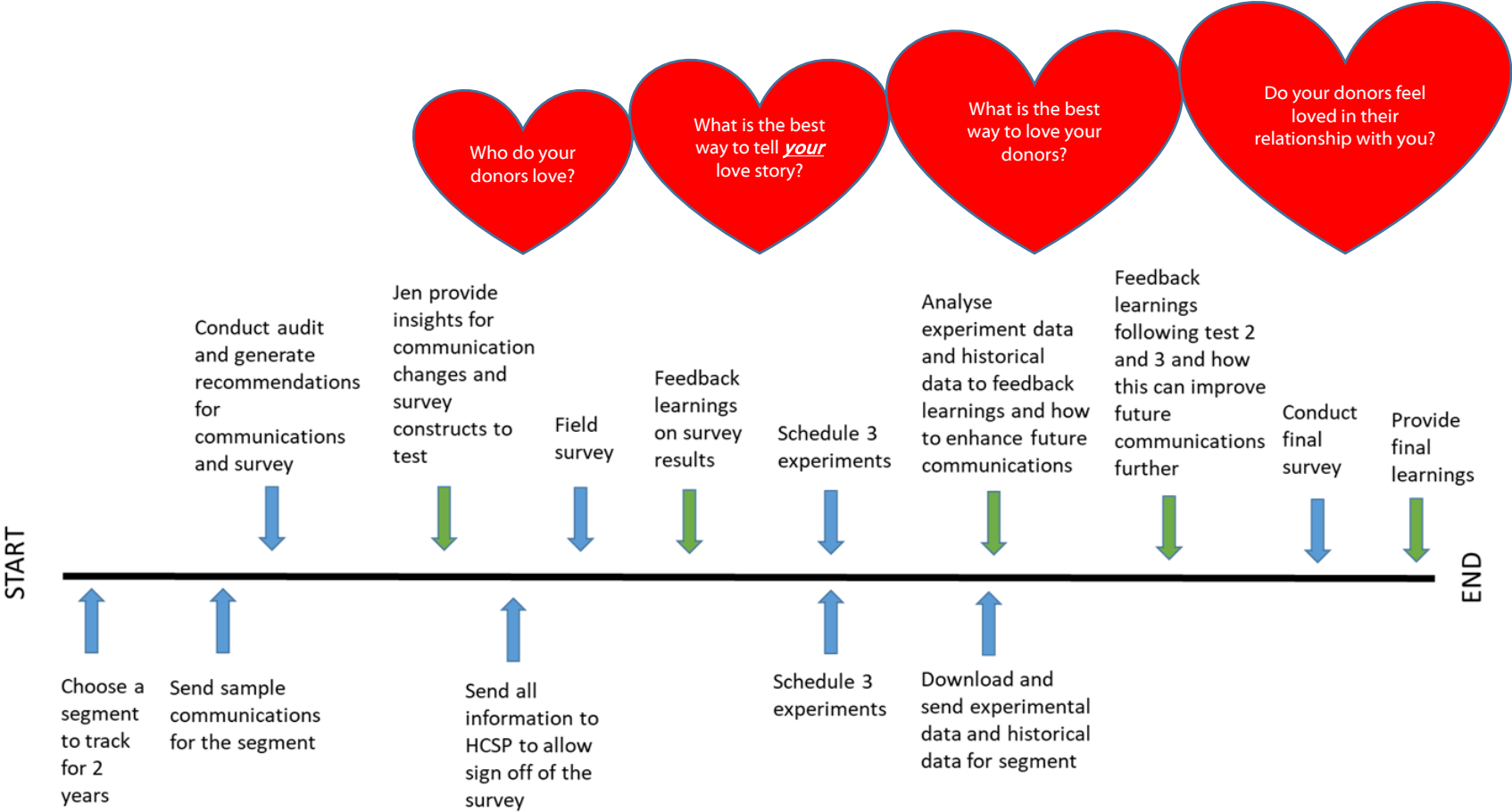
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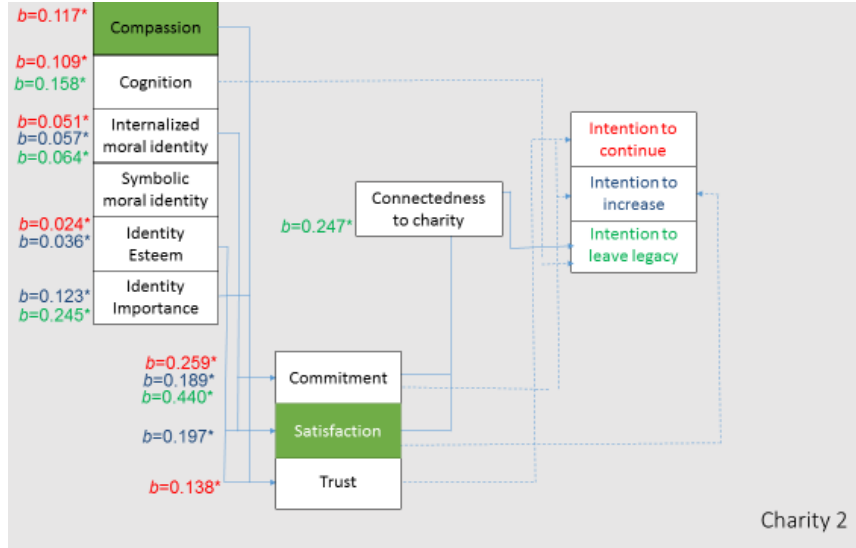
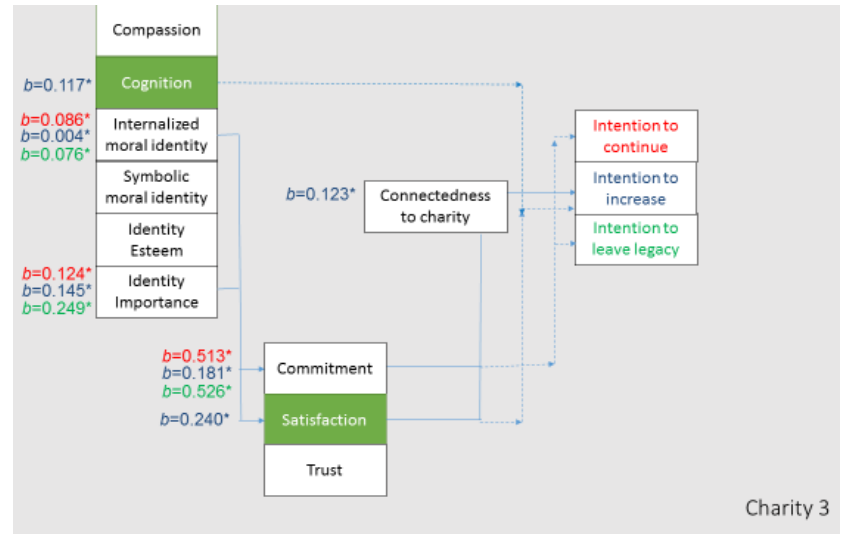
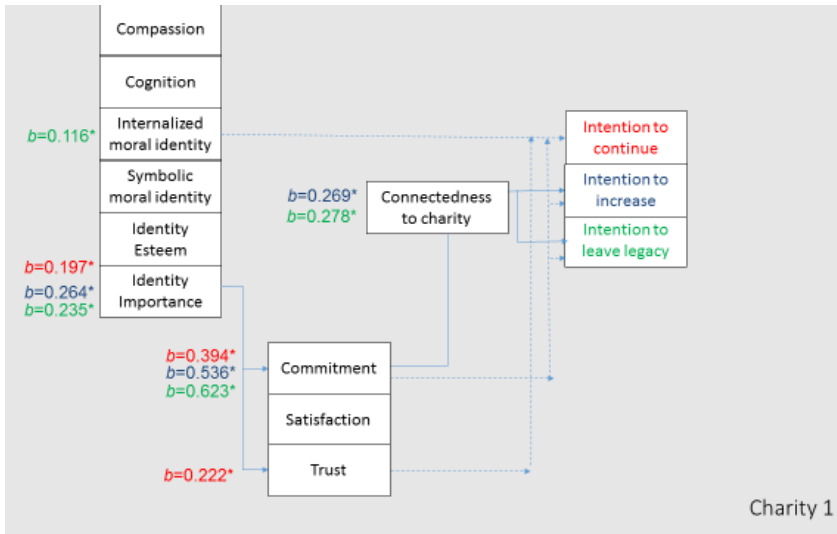


**GIVING HELPS PEOPLE
REACH THEIR MORAL
IDEALS**

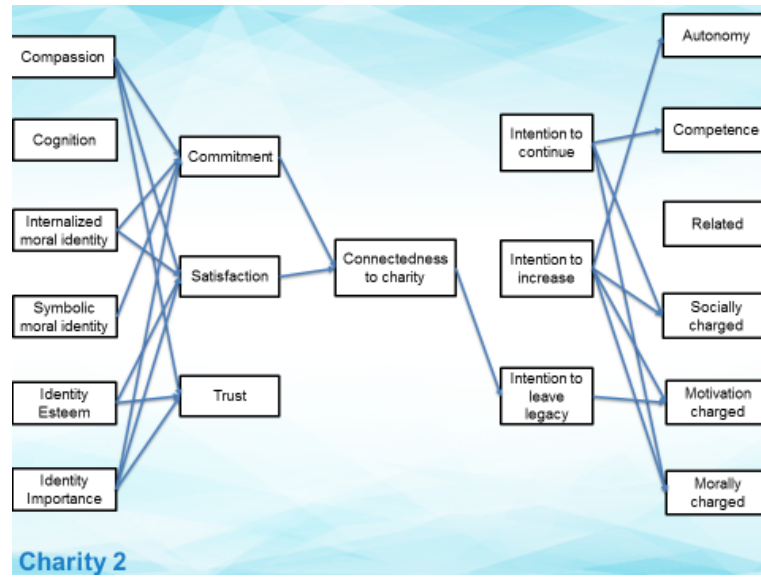
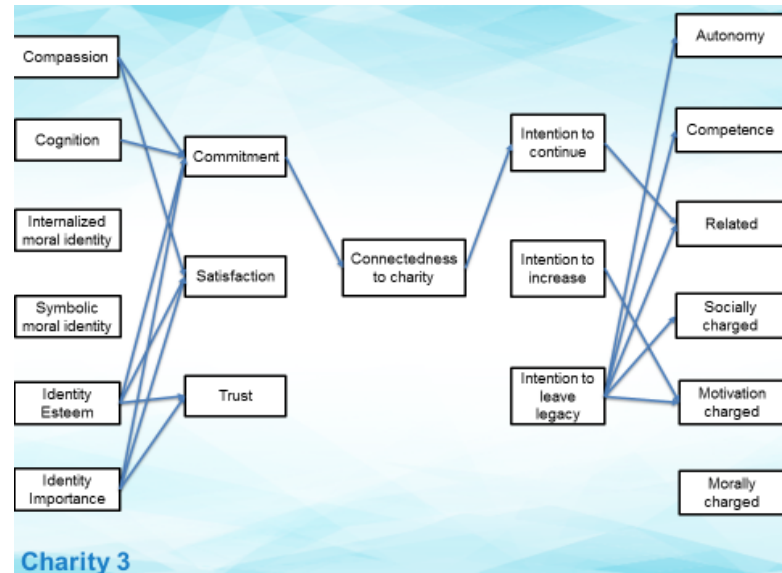
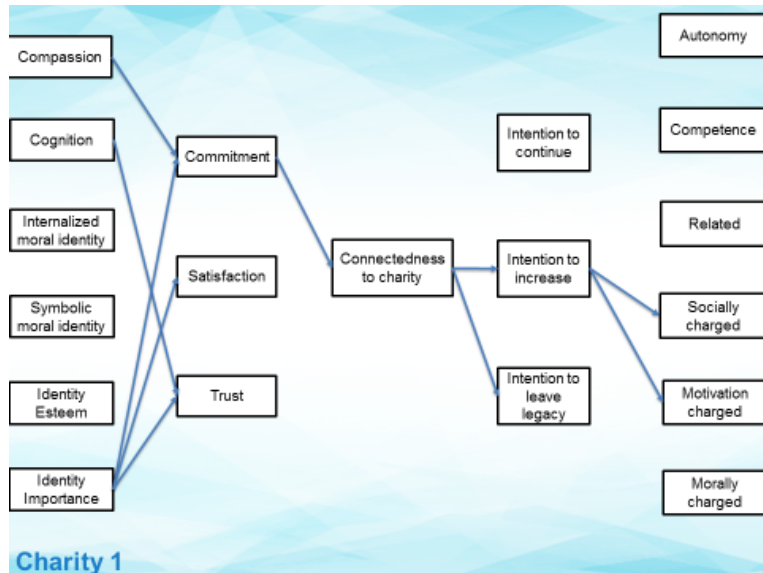


HOW TO LOVE YOUR DONORS IN A RELATIONSHIP?





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USE THE FINDINGS TO CHANGE THE STYLE OF THEIR COMMUNICATIONS OVER ALL



Sunny Days Community Centre

August 25, 2010

Mr. & Mrs. Green
222 Summer Drive
Edmond, OK 73035

Dear Mr. & Mrs. Green,

① It was a Saturday morning and we looked around to see the breakfast club full of happy, smiling children. Each one of them talking and laughing, completely oblivious to the fact that they were disadvantaged; they did not see themselves that way at all. Since you cannot see their dear faces, I am writing to tell you how wonderful it is to see them smile and how thankful we are for your donations that have made it happen! Your contribution has helped so much, but the need is still great.

② Each year, we help thousands of children by giving them a proper breakfast and somewhere safe to play after school. Without donations like yours, however, the centre will not have enough funds to keep operating. We are hoping to raise another \$10,000 to keep the breakfast club and our array of after-school clubs going through 2011. A financial gift from you will be a big help in reaching our goal. There are several levels of giving. Here's an example of what your gift will achieve:

\$20 – will feed one child breakfast for a month

\$50 – will feed two children breakfast for a month

\$100 – will feed two children for a month and allow us to buy 2 new basketballs for our after school program (playing basketball is something the kids really love!)

③ These services bring so much joy to the kids. Together we are transforming lives and building brighter futures – but without you, it just wouldn't be possible. Thank you so much for your support!

Sincerely

Peter Routawhilf
President

P.S. Mark your calendars for the annual BBQ bash on Saturday, Sept. 4th! Hope to see you there.

Address: 222 St. Bell Street Oklahoma Phone: 555-555-5555 SunnyDays.com

Key Variables to Check (Ranked from most to least important)	Has the copy delivered on them?
Compassion	
Cognition	
Internalised moral identity	
Symbolic moral identity	
Identity esteem	
Identity importance	
Satisfaction	
Trust	
Commitment	
Connectedness to Charity	

YES, I WANT TO HELP



GIVE HOPE

Your gift will be used to support partners to bring about transformation where the need is greatest around the world.

Please tick any of the statements below that are true for you

- Yes, giving is a vital part of what being a means
- Yes, I care passionately about the work of

I want to give:

- <EXX>
- <EXX>
- <EXX>

or my preferred gift of £

Please check your details and amend if incorrect:

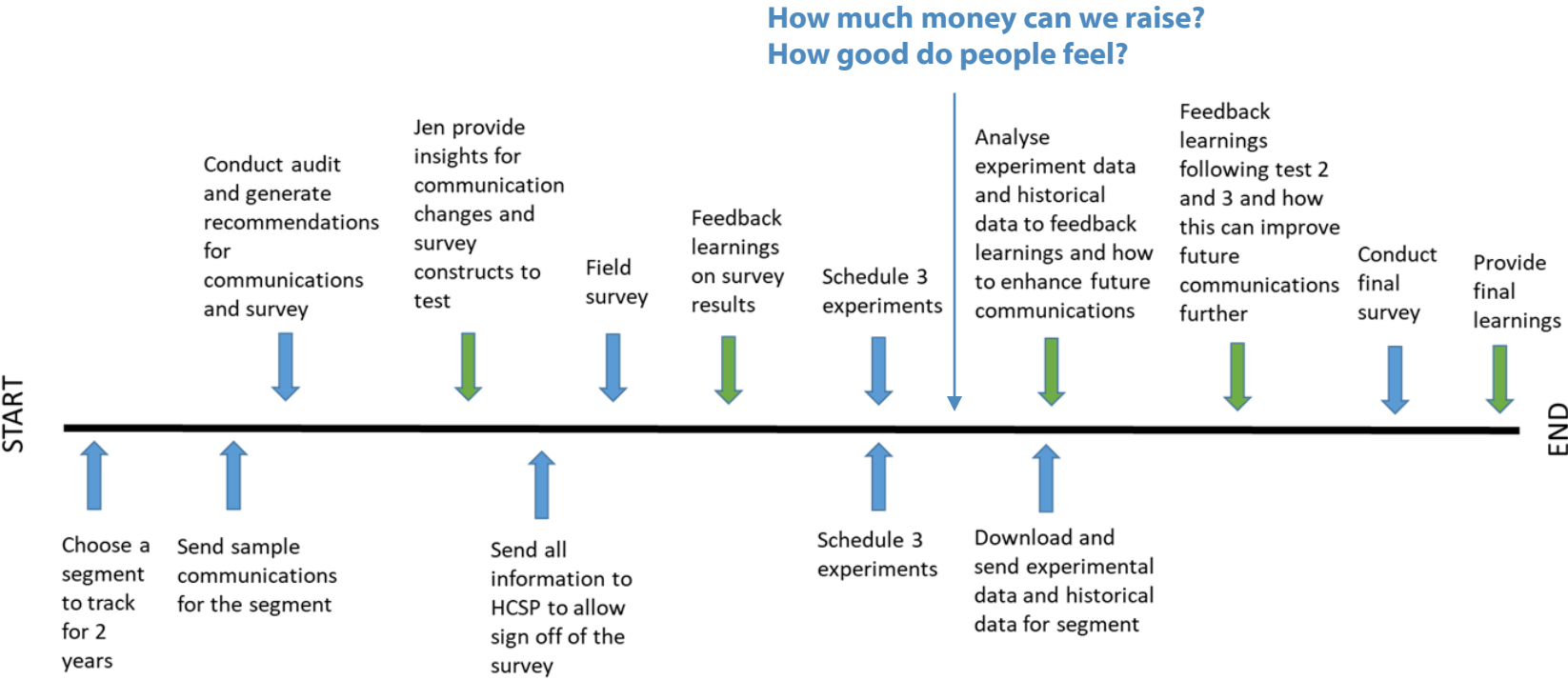
<XXXXXXXXXX/SupporterID/SegmentNo>

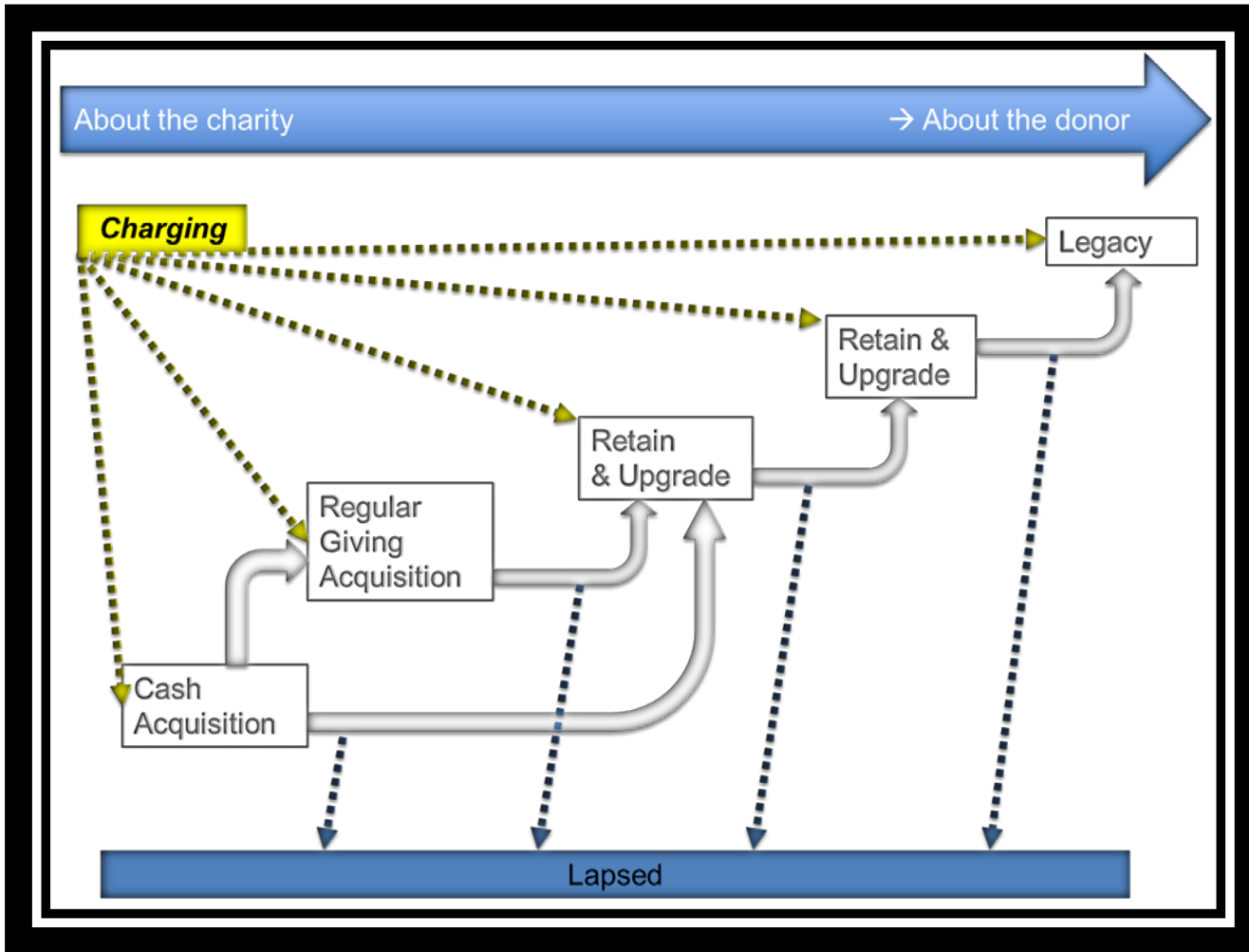
Mr. A. Sample
Housename
1, Any Street
Anytown
Anyshire
A12 B34



We increased response rate between about **57%** and **200%**, without reducing average amount of giving, or making people feel worse

HOW TO LOVE YOUR DONORS IN A RELATIONSHIP?





Brady Campaign
 ★ ★
 To Prevent Gun Violence

Iowa Public Television

Goodwill
 Greater Washington
 Transforming Lives and Communities

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Planned Parenthood
 Care. No matter what.

Brady Campaign



To Prevent Gun Violence



Tell Congress: RESIST the Gun Industry's Zimmerman Bill to Arm Anyone!

by: [Brady Campaign to End Gun Violence](#)
target: U.S. Congress



14,240 SUPPORTERS

15,000 GOAL

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Dear {First Name}

Thank you. Thank you. Thank you!

Thank you for signing the Brady Campaign petition to oppose the “Arm Anyone” bill!

By signing the petition to oppose the Zimmerman bill to “Arm Anyone”, you joined an army of hundreds of thousands of passionate people who care. You also stood up to say that you have had ~ENOUGH of the fact that more than 33,000 people die every year from gun violence. Together, we stand up to end gun violence.

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You support also made all of us here at Brady feel very, very good about what we do. Thank you.

In gratitude, we wonder if there is anything we could do for you. **Would you answer three quick questions to help us understand you better?**

Thank you.

[Take survey](#)

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Condition 1

What's important
for Brady?

Donor wellbeing

Donor intentions

Condition 2

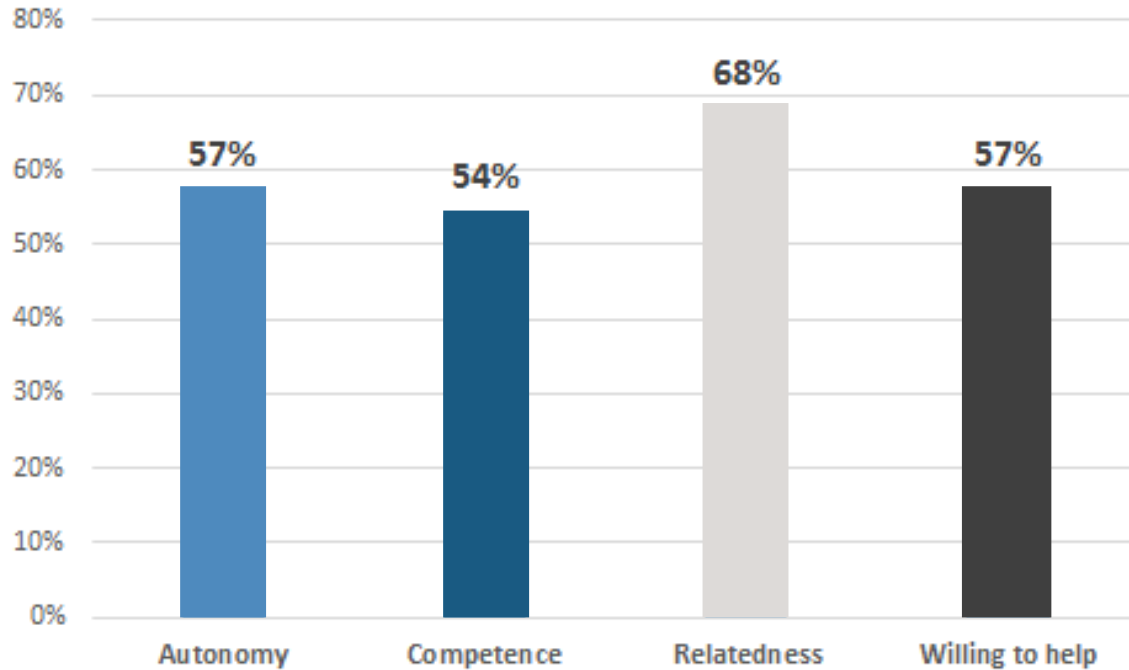
Donor wellbeing

Donor intentions

What's important
for Brady?

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WINNER!

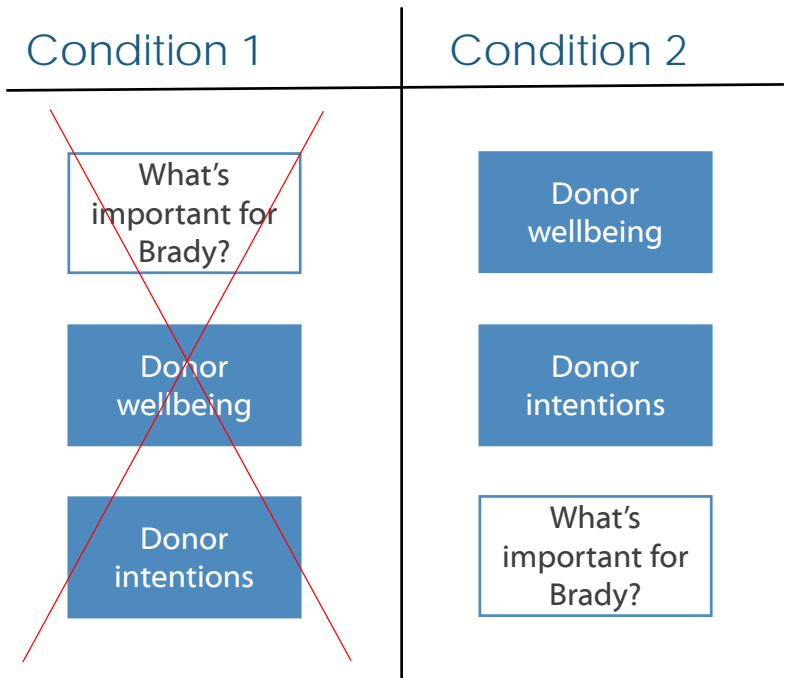


Condition 2

- Donor wellbeing
- Donor intentions
- GGHA
What's important for Brady?

HOW DID SIGNING THE PETITION MAKE YOU FEEL?

- [] Yes! Signing the petition made me feel I can voice my beliefs
- [] Yes! Signing the petition made me feel more strongly connected to those who need protection from gun violence
- [] Yes! Signing the petition made me feel I can make a meaningful difference



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CONDITIONS

Acknowledgement received

Thank you for taking the time to read this letter. I often write to you to ask for a gift, but not today.

Today, I want to tell you that you are the real gift.

Today, I want to thank you for changing lives.

Your past support of Planned Parenthood of Southern New England (PPSNE) changed Lauren's life.

After suffering years of abuse, Lauren found renewed hope for safety: gifts like yours allowed her to get her first well-women exam. This meant the world to her – safe, non-judgmental care provided by informed and thoughtful health care providers.

No acknowledgement

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DONOR IDENTITY BOOSTED

Planned Parenthood of Southern New England

Please check the box if the statement below describes you:
 Yes, I think standing together with PPSNE to guarantee safe, compassionate and affordable care is an important part of who I am.

Yes, I want to stand with PPSNE patients. Please accept my renewed gift of: \$25.00 \$30.00 \$37.50 Other _____

Planned Parenthood of Southern New England

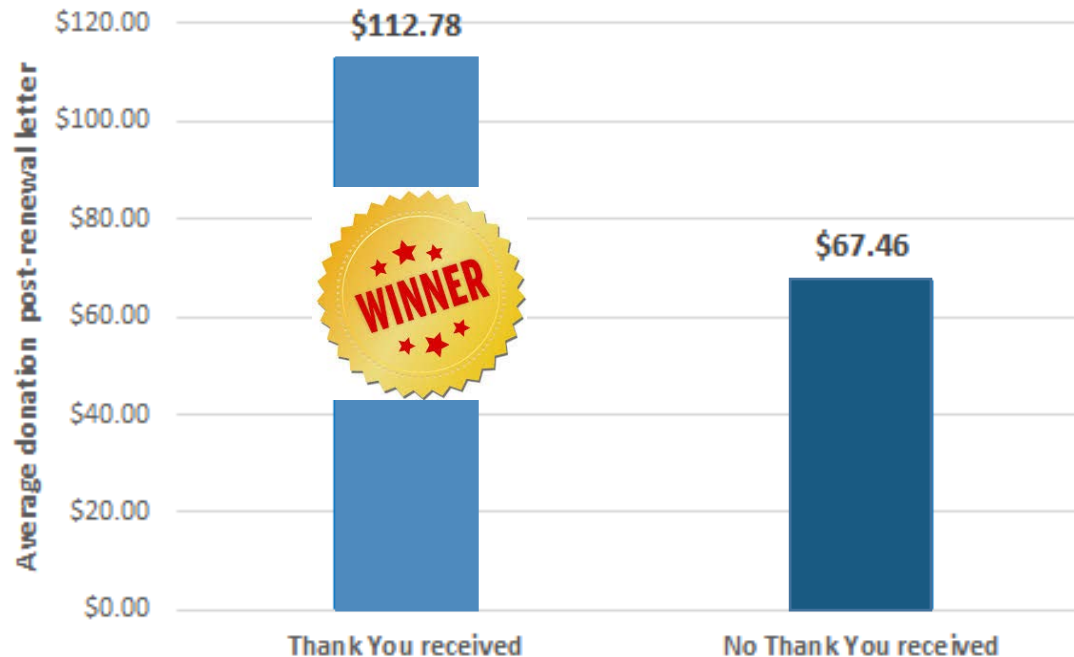
Please check the box if the statement below describes you:
 Yes, I think standing together with PPSNE to guarantee safe, compassionate and affordable care for 80,000 patients each year is an important part of who I am.

Yes, I am honor to support the patients PPSNE serves. Please accept my renewed gift of: \$150.00 \$180.00 \$225.00 Other _____

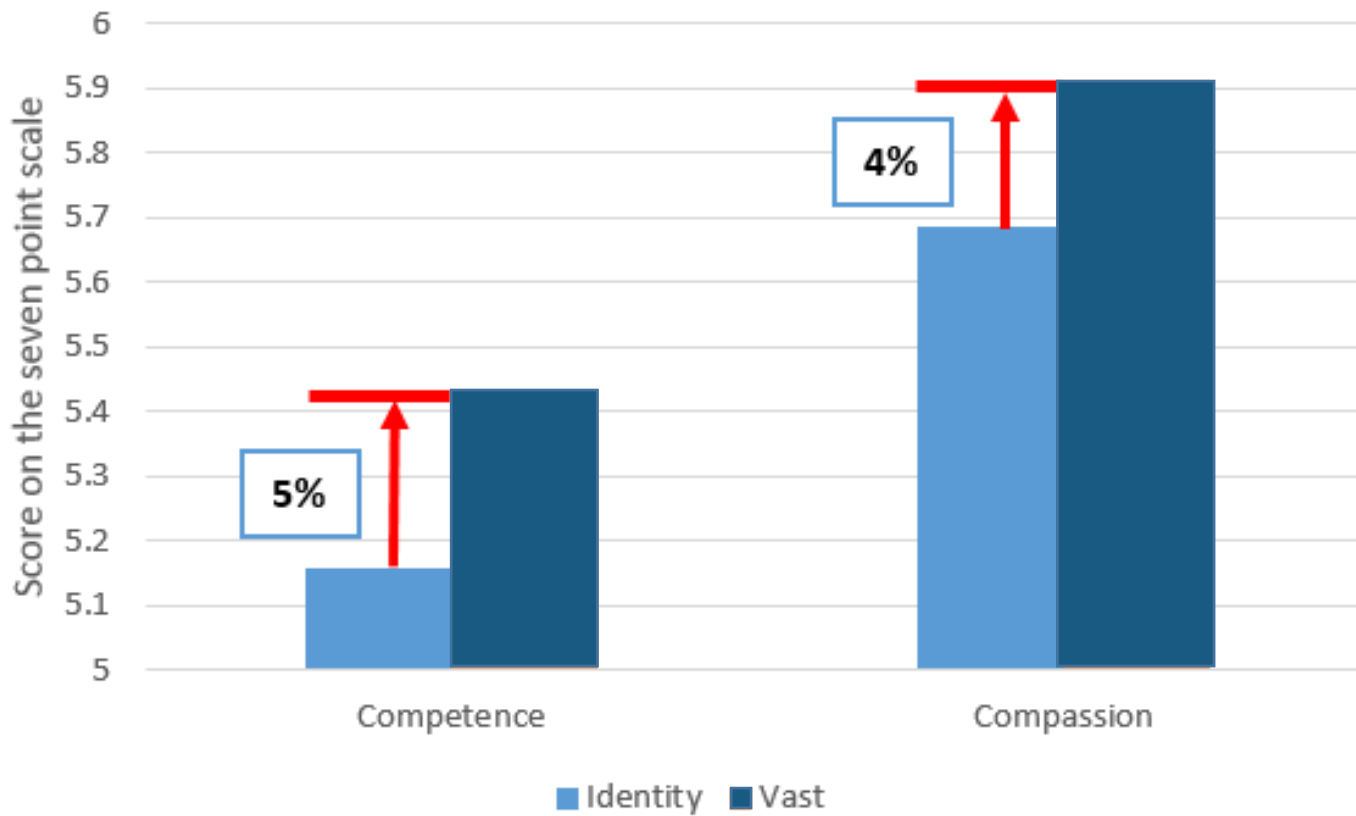


WINNER!

Those received the thank you letter gave on average **\$45** more than those who did not. This is a **67%** increase in giving.



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Iowa Public Television

The PBS logo, which consists of a stylized white head profile with a dot for an eye, set against a black circular background.

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RESEARCH QUESTION

What effect can centring a 'thank you' letter on the CEO or the donor have on renewal rates?

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CEO Focused

From the desk of *Susan Moritz*



Dear << Letter Salutation>>,

I am not going to ask you for money today. I have done a lot of it over the years and you can bet I will do it again some time very soon, too.

But not today.

Over the years, I have told you over and over again how many wonderful programs your donation has created, how many needs, dreams and hope that your donations have fulfilled for our community and how successful your investment in IPTV has been.

Donor Focused

From the desk of *Susan Moritz*



Dear << Letter Salutation>>,

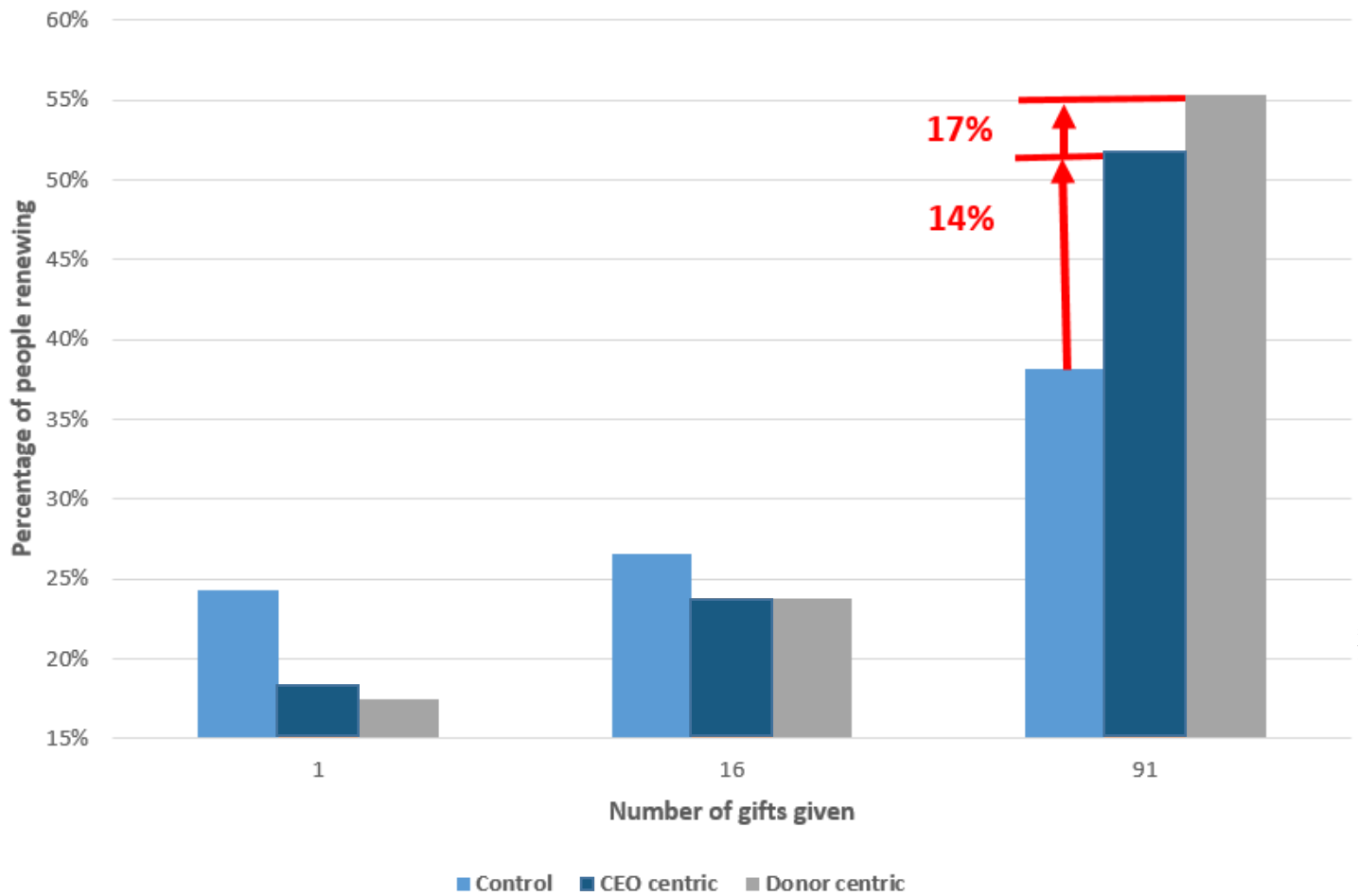
You are wonderful. Really. You are.

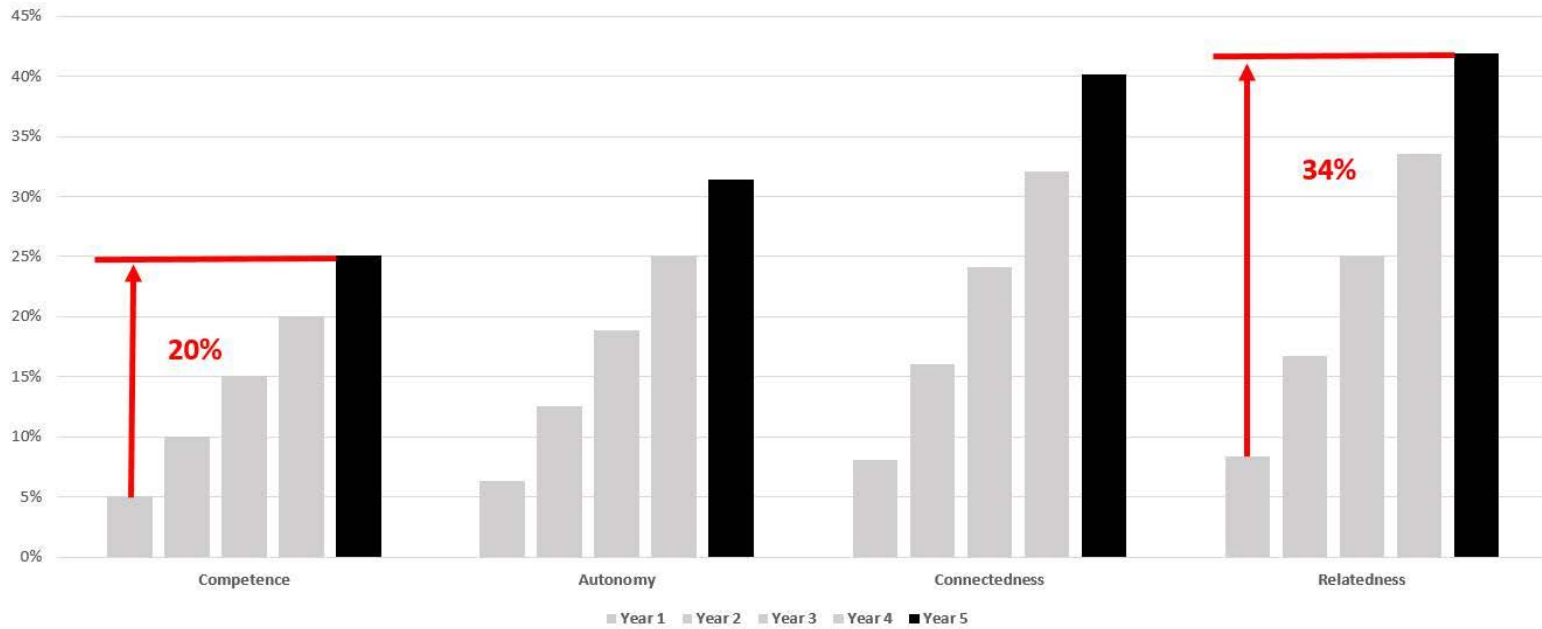
I often write to you to ask you for a gift. I am not going that today. I have done a lot of it over the years, and you can bet I will do it again some time very soon, too.

But not today.

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Today, I want to tell you that you are the real gift.





WINNERS!

CEO Focused

From the desk of *Susan Moritz* **Friends**
Iowa Public Television 

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Today, I want to tell you that you are the real gift.

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QUESTIONS?

- + Submit questions via chat function at the top of your screen
- + Thank you!



Adrian Salmon

Vice President
Grenzebach Glier and Associates
asalmon@grenzglier.com



Jen Shang

Philanthropic Psychologist and Director of Research
University of Plymouth
jen.shang@Plymouth.ac.uk

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