

The background features a blue-tinted collage of various people's faces, overlaid with a series of yellow wavy lines that create a sense of movement and connectivity. The text is centered and rendered in a clean, white, sans-serif font.

Raise
2020

From Behavioral Economics to Philanthropic Psychology

P2P Grows Up

WELCOME



Katrina VanHuss

CEO, Turnkey

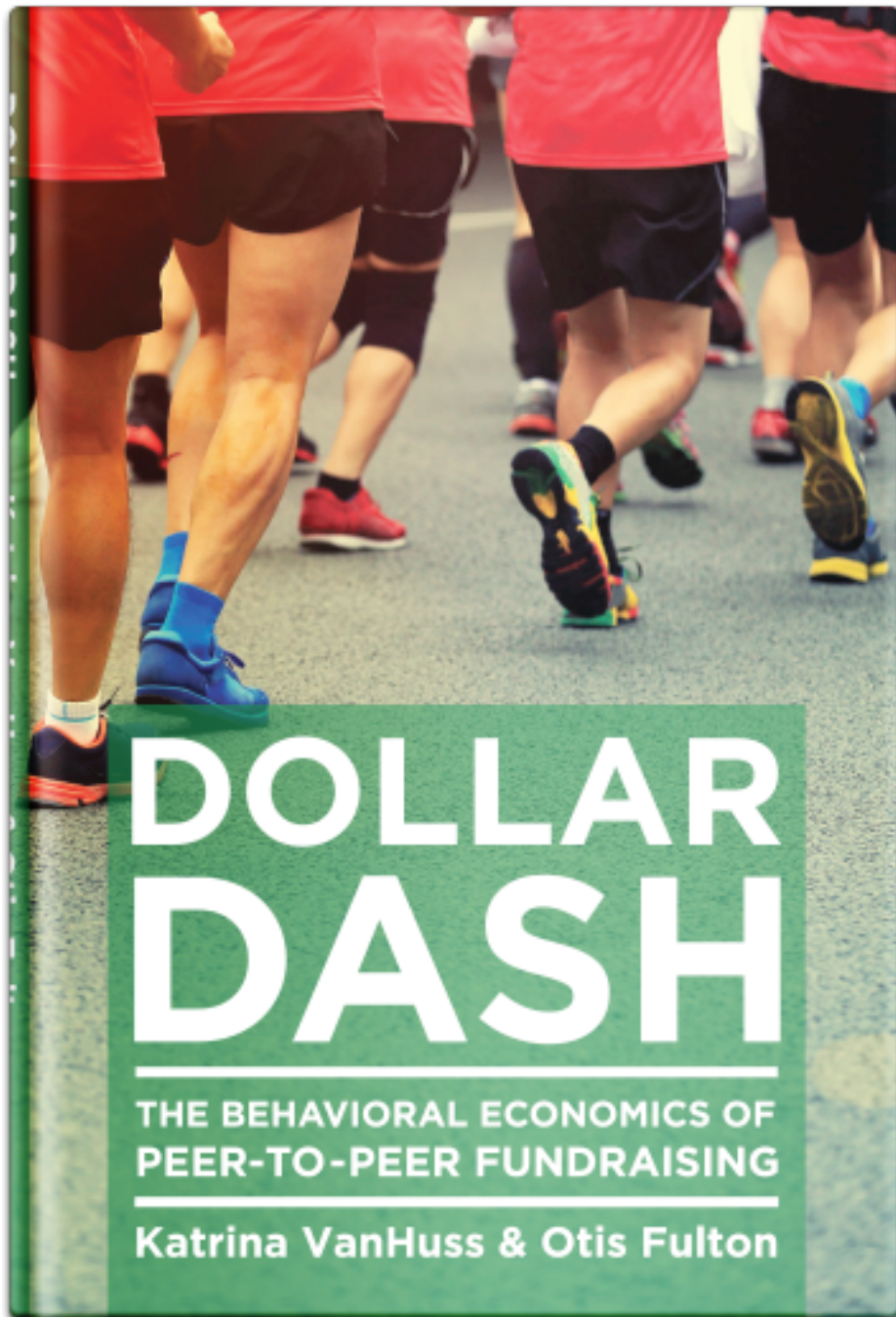
turnkeyp2p.com



Otis Fulton

VP, Psychological Strategy, Turnkey

turnkeyp2p.com



Behavioral Economics “Nudges”

Philanthropic Psychology

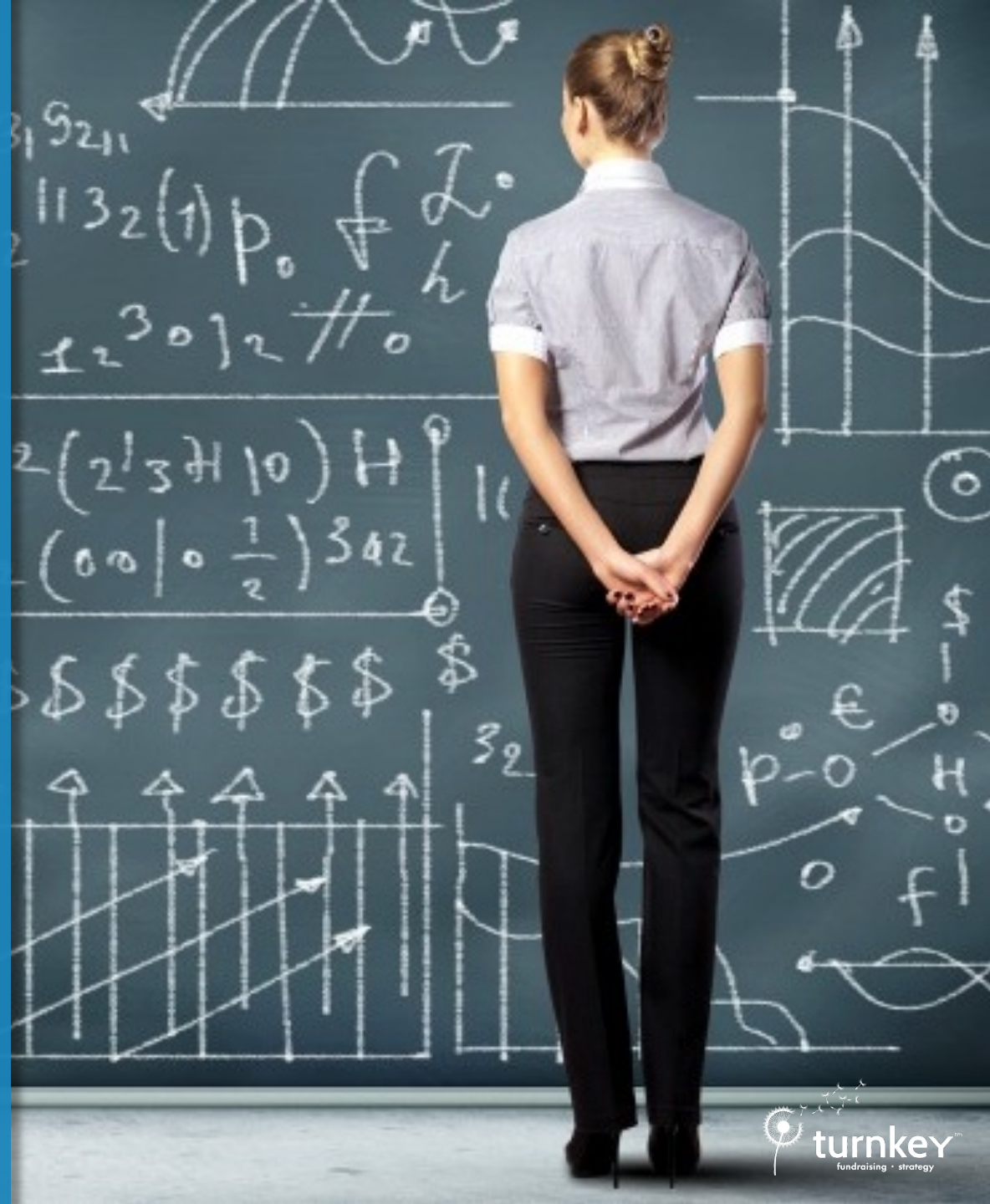


Fundamental Shift

Donors are not giving **TO** you or fundraising **FOR** you.

They're giving and fundraising **THROUGH** you, to make something they care about happen.

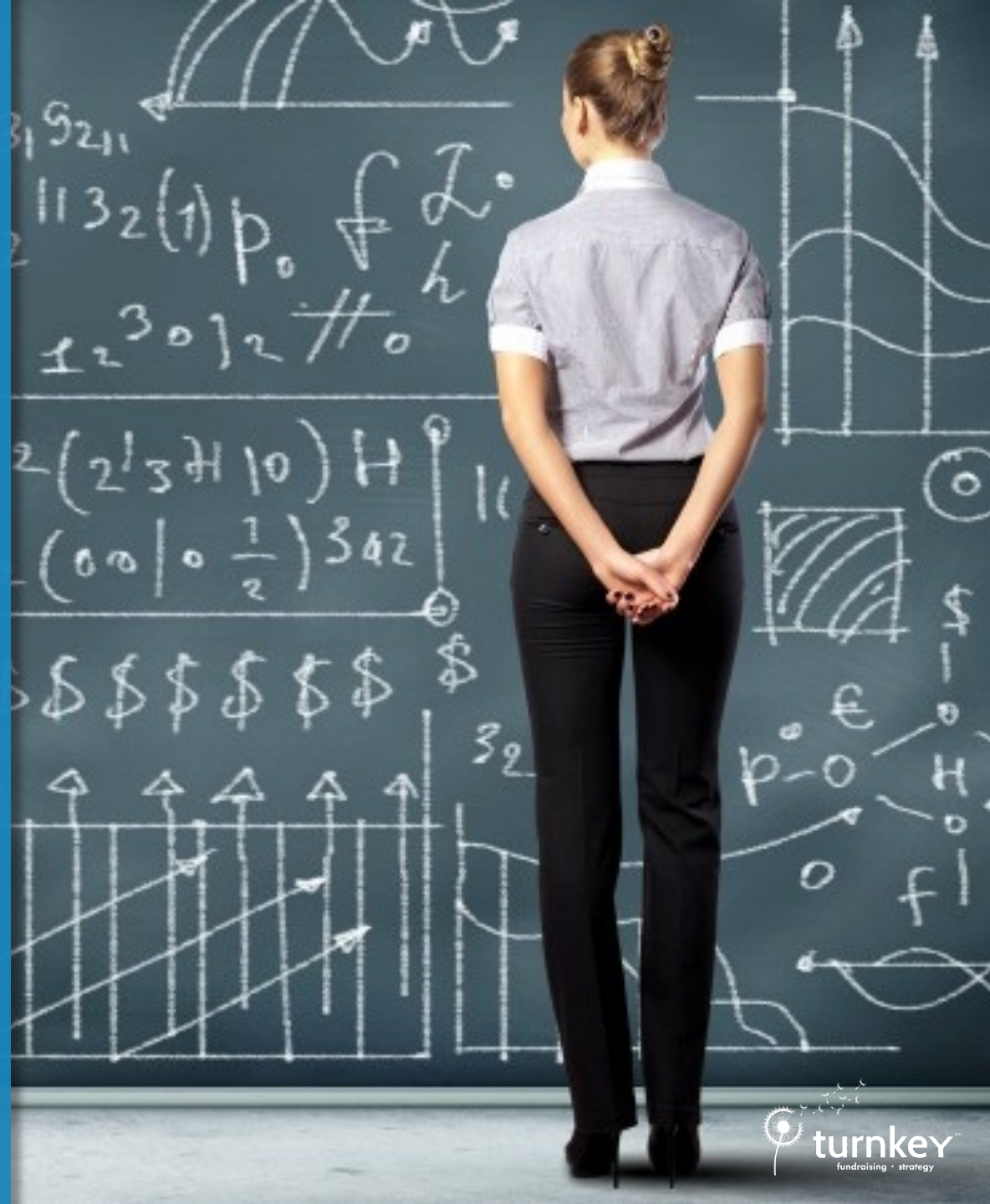
What motivates supporters to respond?



What motivates supporters to respond?

Emotion of the Appeal

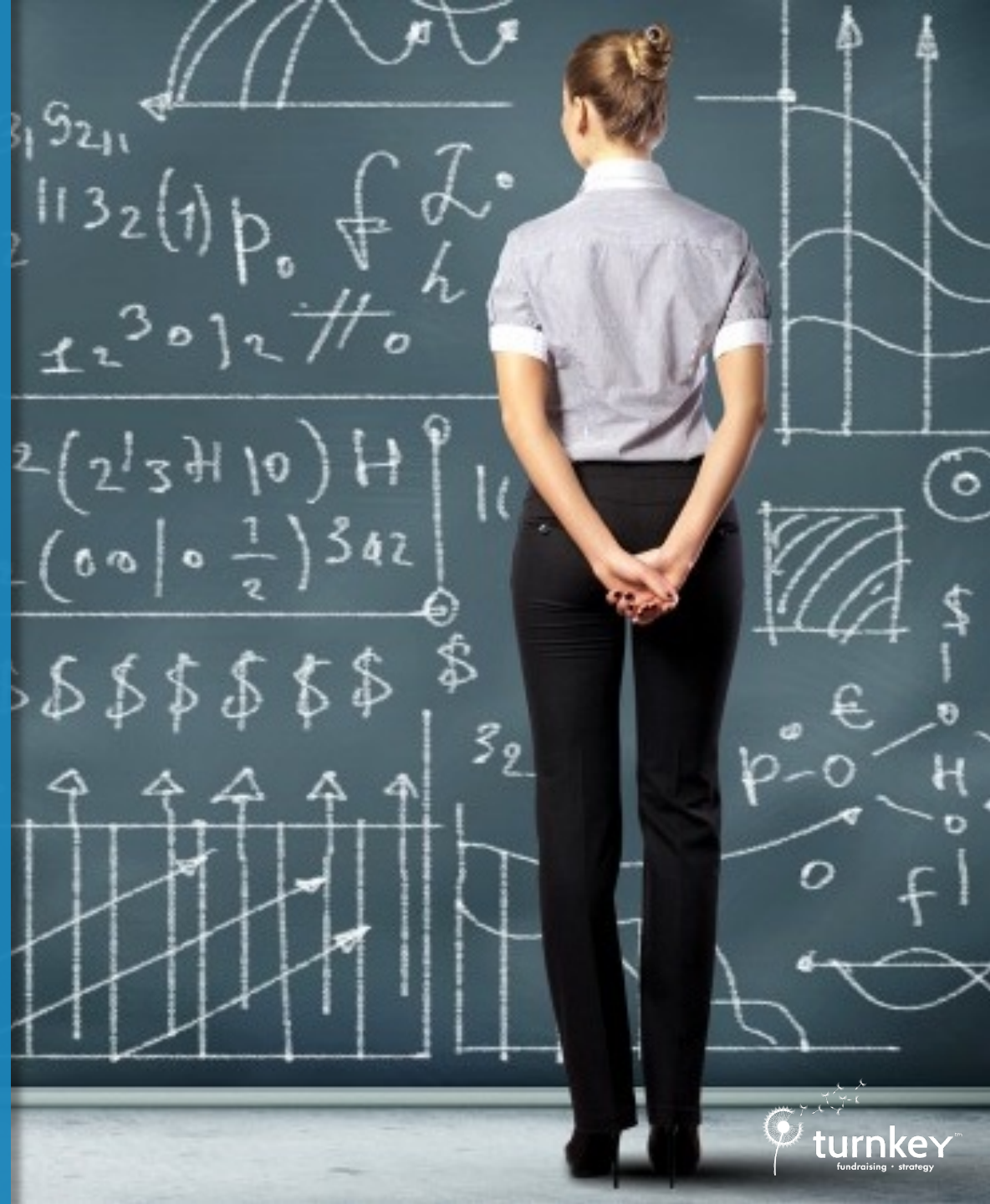
How we make them feel



What motivates supporters to respond?

Supporter's Goals

(Identity, Perceived Impact)



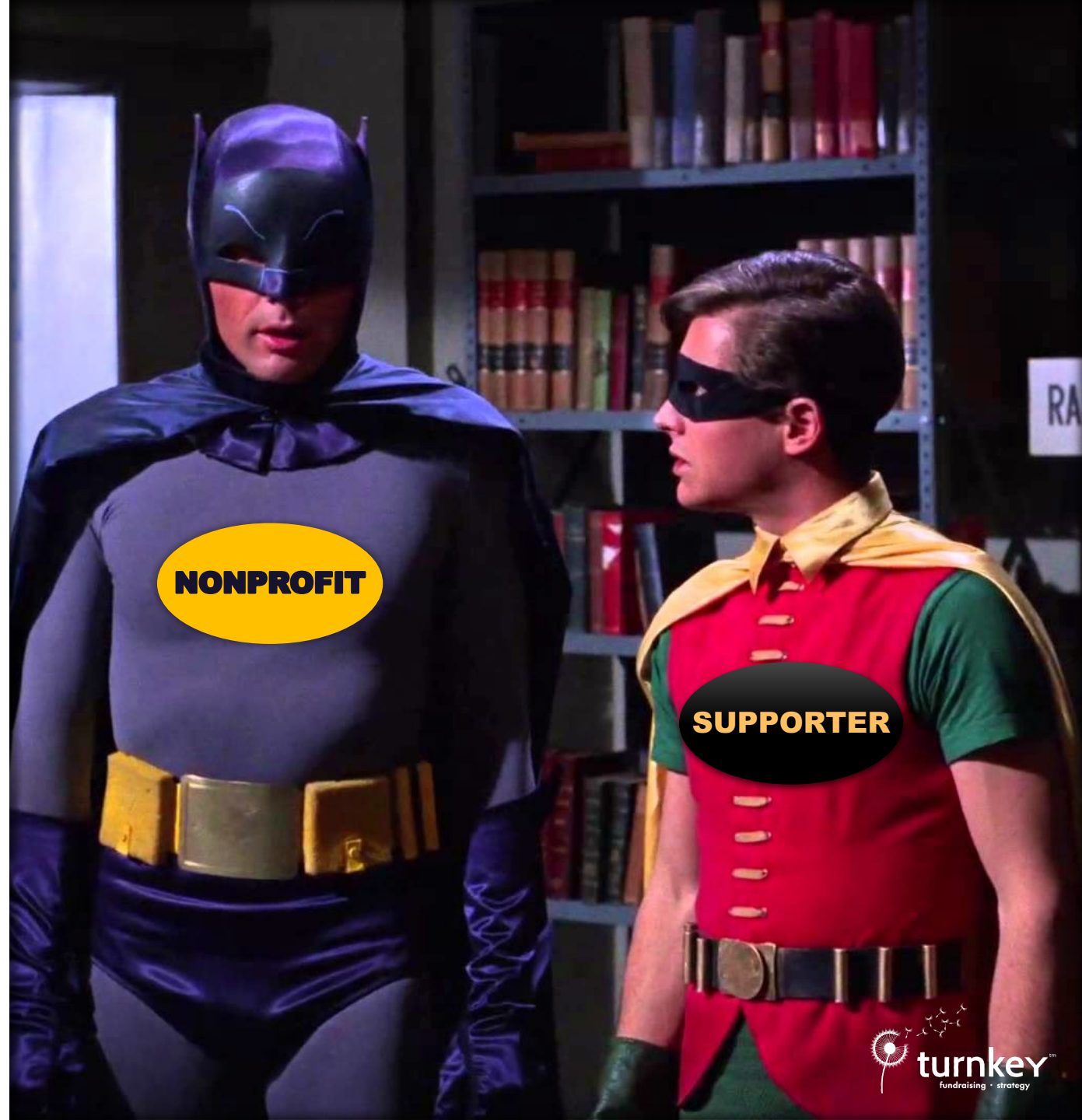
The "Batman Model"

- Jeff Brooks
Future Fundraising Now



The "Batman Model"

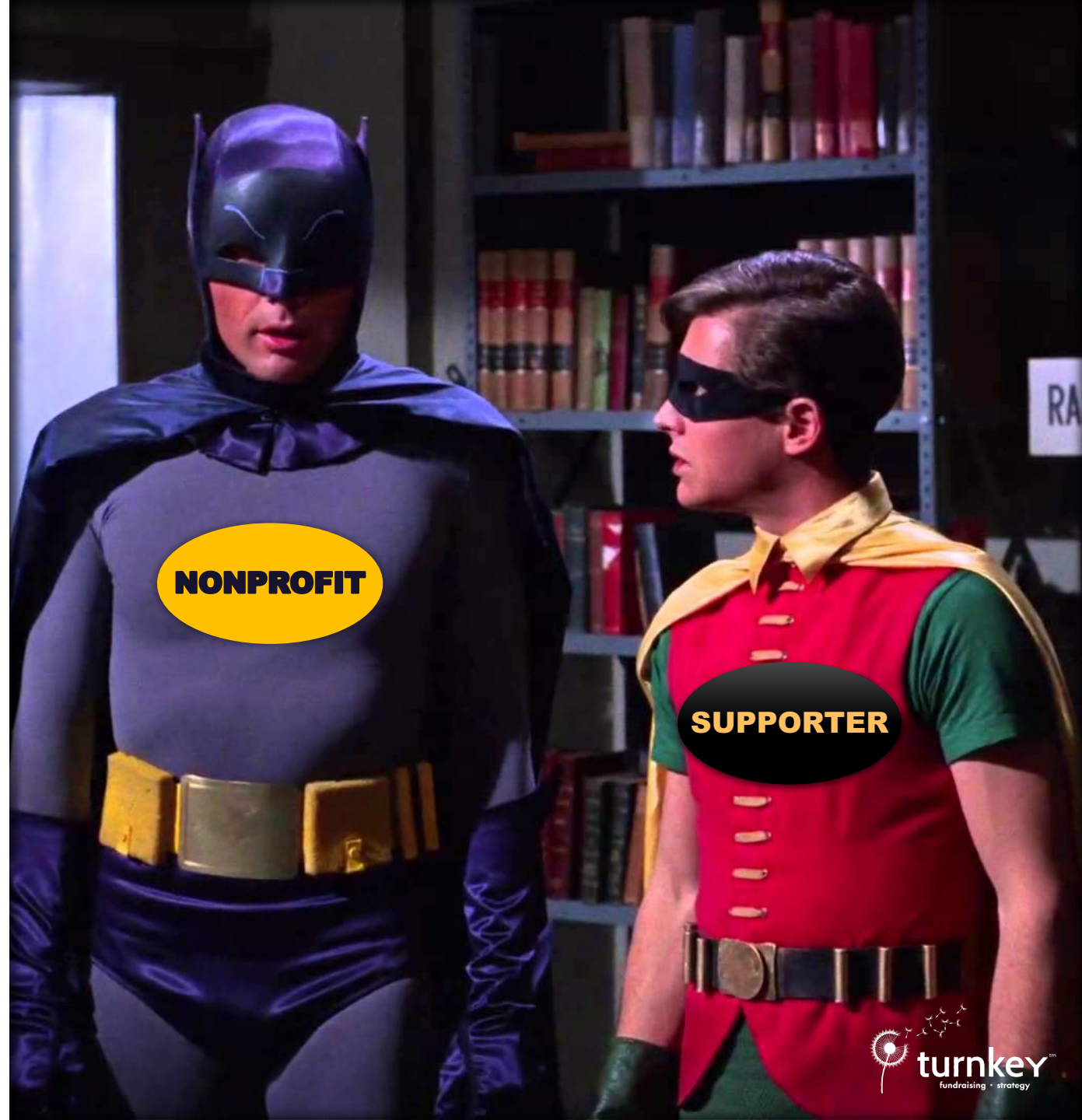
Nonprofit & Supporter



"Please donate so we can..."

"Help us help the children..."

"Support this great work..."



How Most Nonprofits Talk

YOU–WHATEVER:

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

This Raises Much More Money

YOU-CENTRIC:

“Because of **you**, all these amazing things will happen. Without **you**, they won’t.”



“People like
us do things
like this.”

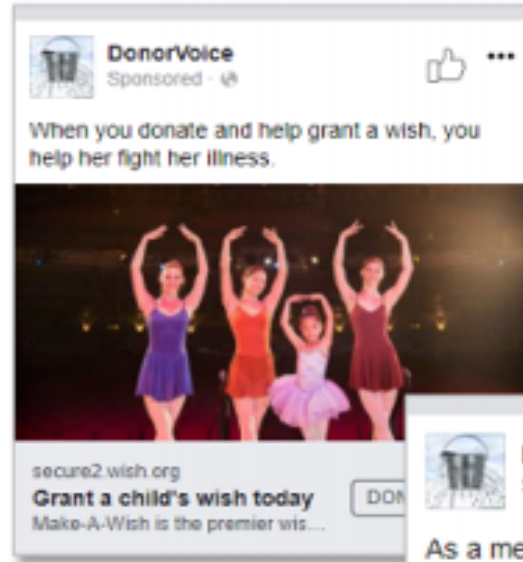
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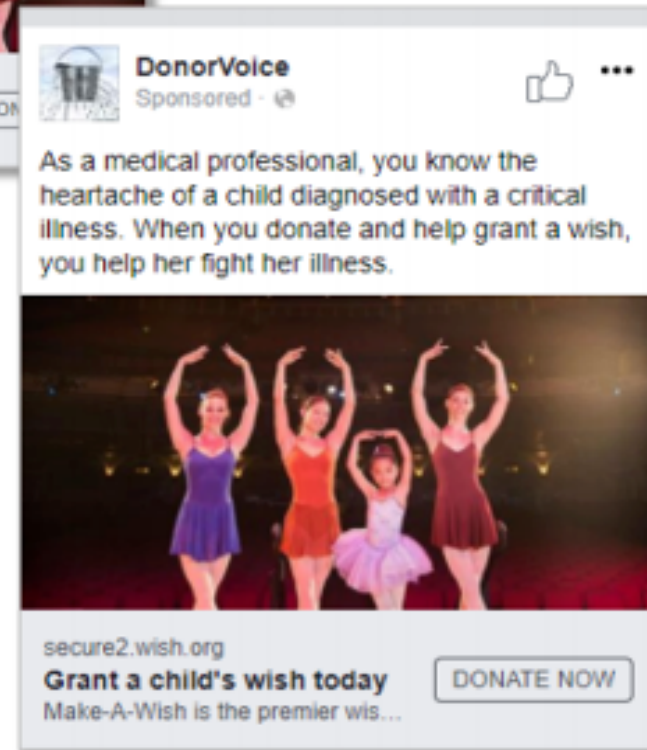
Supporter Identity



Tailoring Messaging to Identity



One-size fits all



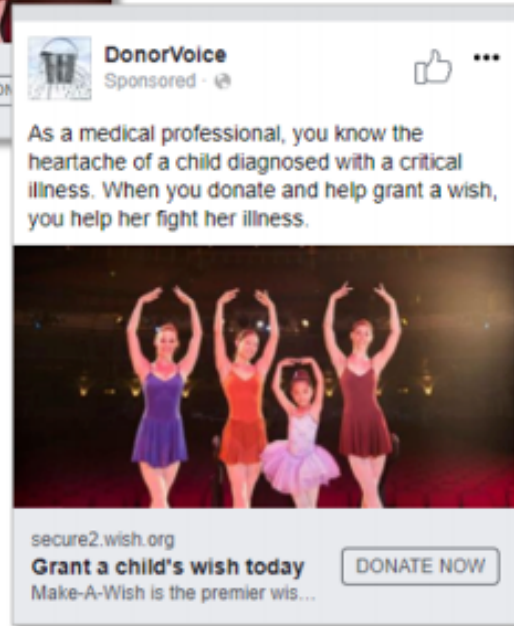
Tailored to Match Identity

Credit: Dr. Kiki Koutmeridou

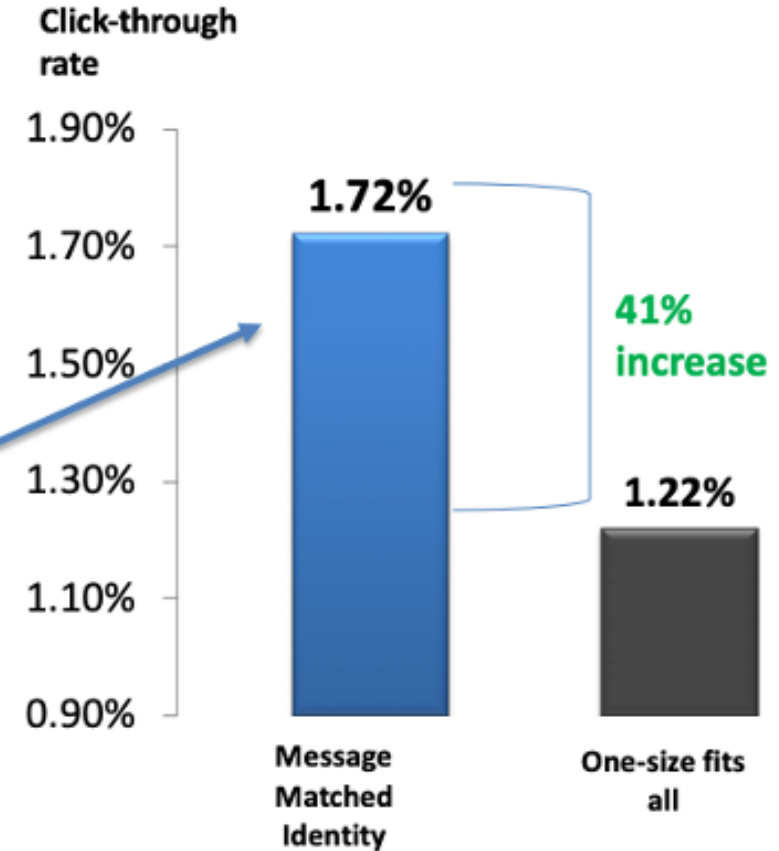
Tailoring Messaging to Identity



One-size fits all



Tailored to Match Identity




Identity-Based Ad vs. Gift Ad

Credit: Dr. Kiki Koutmeridou

Control

BACK BY POPULAR DEMAND! Join, renew or extend your [] membership today and receive the [] Quilted Jacket as our gift to you!



[]


Join []: Get the [] Quilted Jacket as Our Gift! [LEARN MORE](#)

Identity-Based Ad vs. Gift Ad

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1.33% Conversion

Identity-Based Ad vs. Gift Ad

Credit: Dr. Kiki Koutmeridou

Conservationist Identity

As a conservationist, you know how important the wetlands are to flood control, clean water and the wildlife who call them home. Help our shared ecosystem and be a supporter of one of the world's largest wetland conservation organizations, [REDACTED].



[REDACTED]


Your support preserves the wetlands ecosystem [DONATE NOW](#)

Identity-Based Ad vs. Gift Ad

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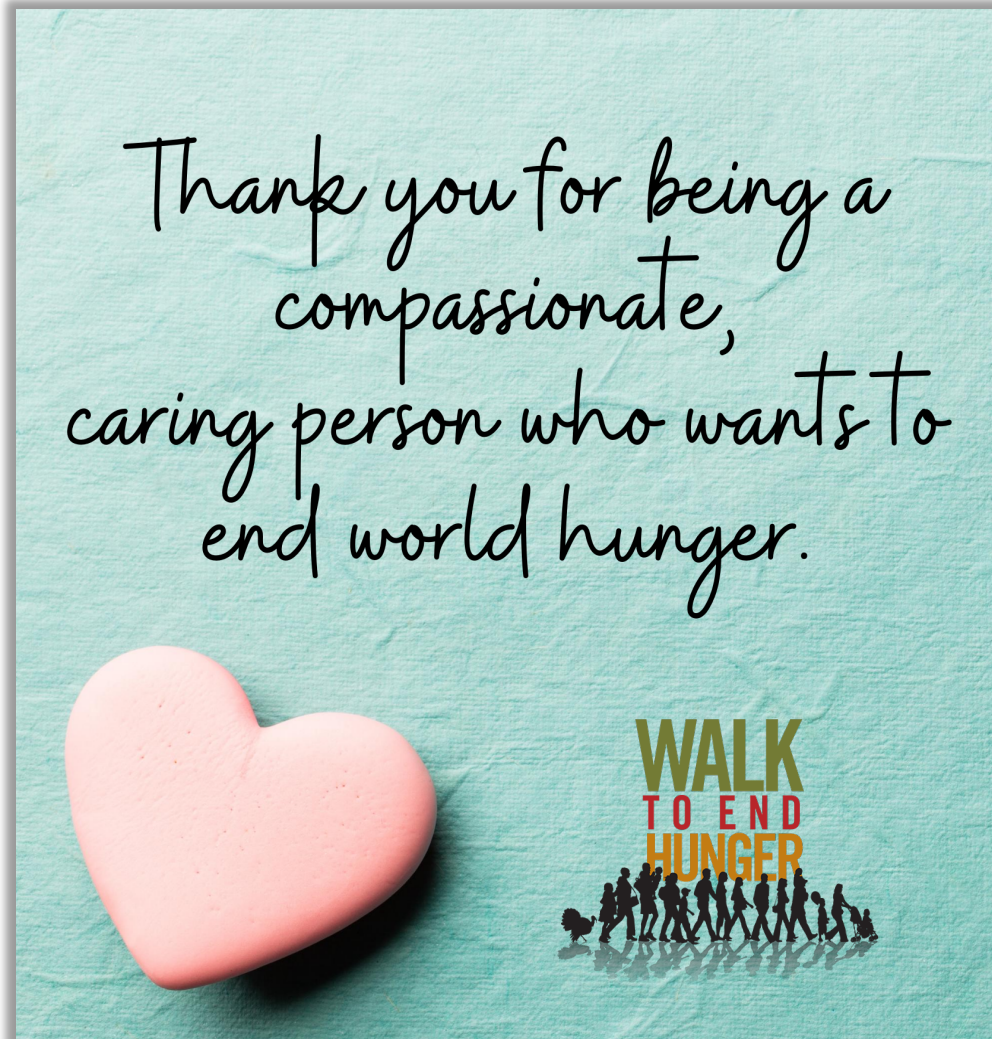
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Recognition for who they are vs. what they do



Tailoring Copy to Identity



Raise
2020

Three Questions (your “case for support”)



Why us?

What are we doing that makes you want to support us?

Why now?

Why is this urgent?

Why you?

Why should you care? Is this you?

Example – Fundraising Message

Subject: (XYZ) families are in crisis – they need your help!

Dear Margaret,

I'm reaching out to you because you've stood with (XYZ) through thick and thin.

Please step forward to be a fundraiser today. You can make such a difference.

You've fought a brutal disease. Now you're fighting **two** brutal diseases.

The coronavirus has hit your people hard.

Those suffering from (XYZ) are now more isolated than ever. Please raise funds to protect the people you care about in this crisis.

Because of you,... (specific outcome)

Because of you,... (specific outcome)

Because of you,... (specific outcome)

Please reach out to friends and family members to help (XYZ) sufferers and their when they need it most.

BUTTON: **I'M A FUNDRAISER!** (appears top and bottom)

Sincerely,

(individual, not the organization)

P.S. – Thank you in advance for being the light in the darkness for (XYZ) families.

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Ask → Thank → Report

Subject: Know why you're so special?

Dear (first name),

You. Wonderful you!

You didn't have make an XYZ caretaker's life easier... **But you did!**

You didn't have to be the light that shines on an XYZ sufferer... **But you are!**

The funds you raised will be put to use immediately.

Every dollar will be used to break the terrible isolation that is being felt by XYZ suffers and their caregivers right now.

Because of you, they will have access to virtual home visits, 24/7 phone support by Care Staff, and desperately needed telehealth services.

That's what makes you so very special.

Thank you!

Sincerely,

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P.S. – Today, because of you, someone feels more hopeful and less alone.

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What is the purpose of your messaging?



Subject line: A special valentine for YOU

Dear (firstname),

We know – it's June, not February. So why are we sending you a Valentine?

Valentine's Day is all about love, but you show your love year-round by supporting strong moms and healthy babies.

Because of you, [REDACTED] can put volunteers and resources for moms in all 50 states.

You're helping to curb premature births, the leading cause of infant mortality.

So, that's why June really *is* a good month to send you a Valentine.

Because you're someone special all the time!

Thank you so much for being a part of the [REDACTED] family.

♥ Affectionately,

Team [REDACTED]





Stories of Strength

Made possible by **YOU!**



Nayeli,
Patient of Congenital
Zika Program



Children's National Foundation +

Why Give +

Stories of Strength

Ashley's Story of Strength

Macie's Story of Strength

Nayeli's Story of Strength

Noemi's Story of Strength

Nurse Kristen's Story of Strength

Riley's Story of Strength

A Worried Mother's Story of Strength

Vinny's Story of Strength

The Difference YOU Make



Noemi's Story of Strength



Macie's Story of Strength



A Worried Mother's Story of Strength



Noemi's Story of Strength

When doctors at a DC-area hospital diagnosed Noemi, a tiny preemie, with a life-threatening intestinal disease, Noemi's parents worried they might lose her. Could expert pediatric care at Children's National save her life?

[Read Noemi's Story of Strength](#)

[Help Kids like Noemi](#)



Nayeli's Story of Strength



Vinny's Story of Strength



Nurse Kristen's Story of Strength

YOU

save lives.

YOU

celebrate lives.

YOU

lead the fight for
a world without cancer.

Staples of p2p fundraising - gifts and fundraisers...



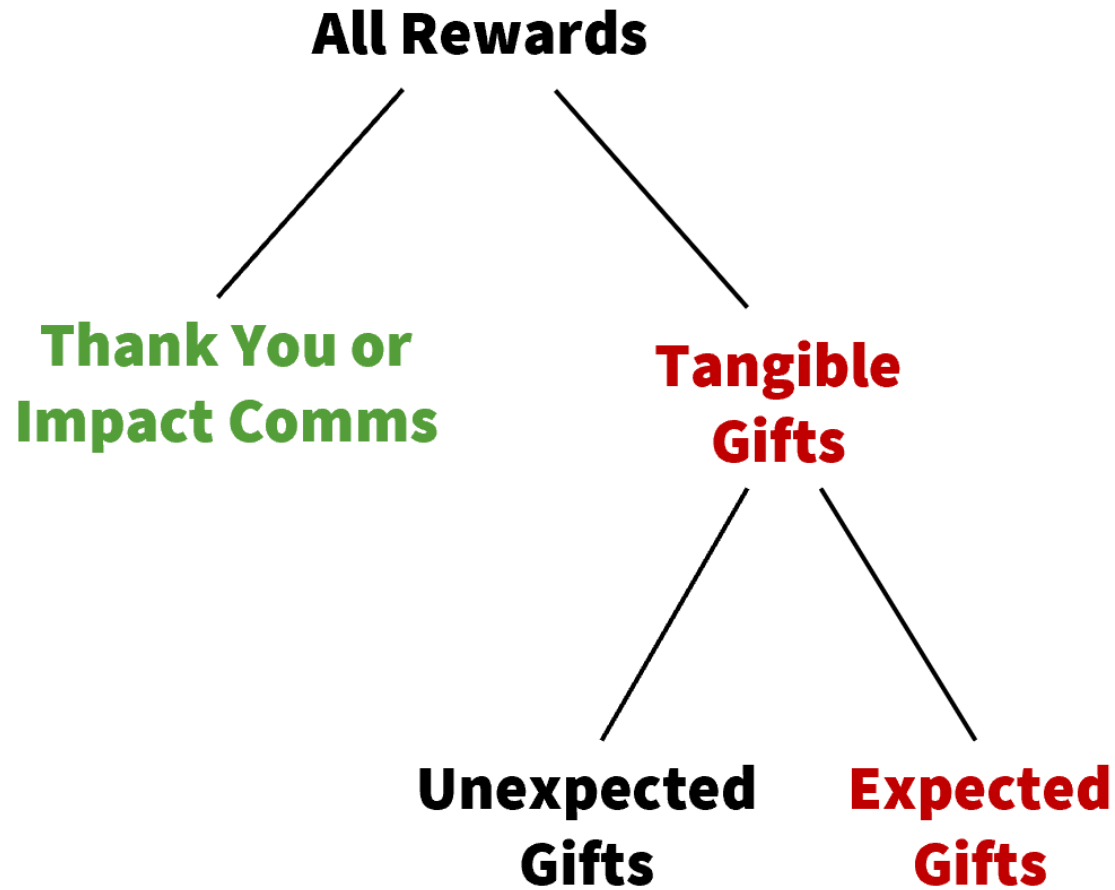
A Meta-Analytic Review of Experiments Examining the Effects of Extrinsic Rewards on Intrinsic Motivation

Edward L. Deci
University of Rochester

Richard Koestner
McGill University

Richard M. Ryan
University of Rochester

A meta-analysis of 128 studies examined the effects of extrinsic rewards on intrinsic motivation. As predicted, engagement-contingent, completion-contingent, and performance-contingent rewards significantly undermined free-choice intrinsic motivation ($d = -0.40, -0.36, \text{ and } -0.28$, respectively), as did



Red = Less likely to repeat behavior
Green = More likely to repeat behavior
Black = Neutral

Nonprofit's Brand

**What people think-about
the organization.**

Nonprofit's Brand

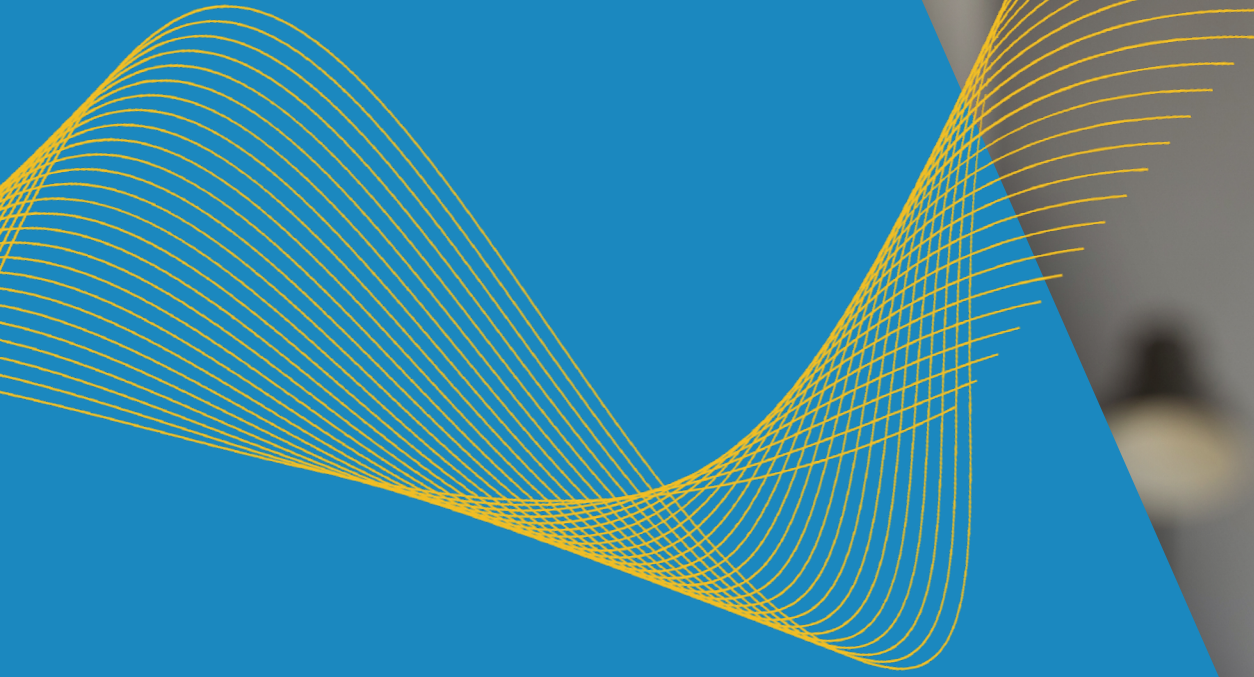
What people ~~think~~ **feel**
about the organization.

Royal Navy Lifeboat Institute





Hi there, my name is Dave



QUESTIONS?

Now's the time to
hear from you!

Raise
2020



FOLLOW US ON SOCIAL

#2020RAISE



fb.com/onecause



[@onecauseteam](https://twitter.com/onecauseteam)



[@onecauseteam](https://instagram.com/onecauseteam)

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