

How to Apply
Dr Adrian Sargeant's Essentials of
Donor Loyalty

Presented by Tom Ahern

Why bother?

Cost to acquire a new donor:

\$52

Average new gift:

\$25

LTV

Lifetime value

“Most donors make their largest gift between the 7th and 9th donation.”

Source: Harvey McKinnon

Tom Ahern | © 2012

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“...dead people, through their estates, give away more money year after year than all U.S. corporations combined.”

Source: *How to Raise \$500 to \$5,000 from Almost Anyone*, Andy Robinson

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A 10% improvement in your donor retention improves your revenue 50% immediately.

And that's just the beginning....

Source: Adrian Sargeant, 2010

© Tom Ahern 2013

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Loyalty factor #1

Your “service quality” is good

Do you anticipate questions, for instance? Do you acknowledge gifts promptly?

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Basic stuff

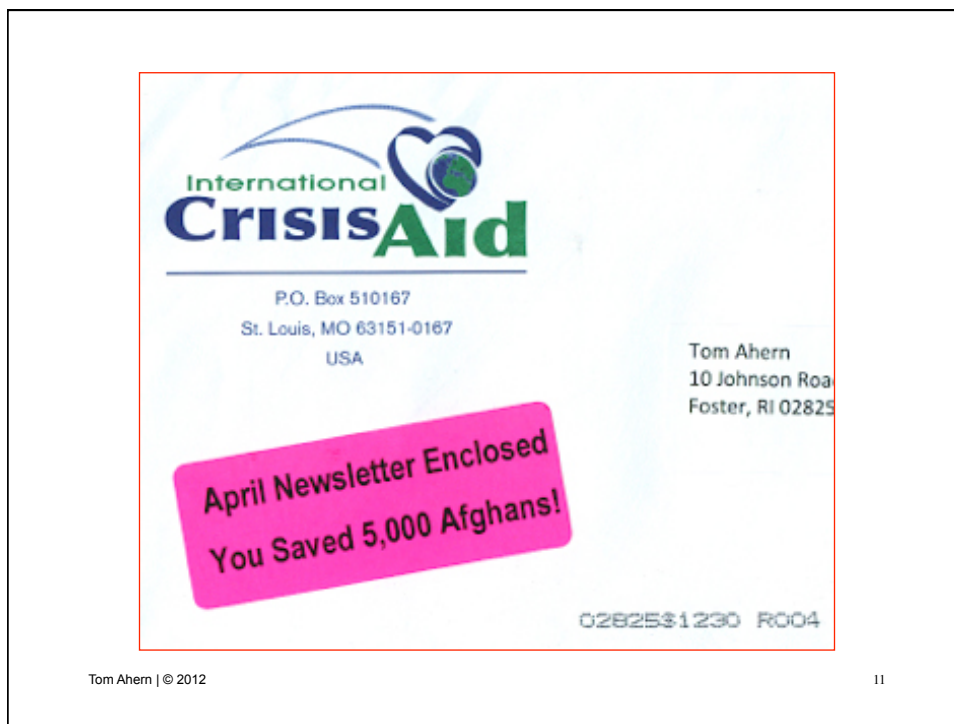
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“What’s this?”

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Tom Ahern | © 2012

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“Did they get my gift?”

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First-time donors who receive a **personal thank you** within 48 hours are **4 times** more likely to give again.

Source: Damian O'Broin via Bluefrog presentation at IFC

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An annual thanks increases the annual haul

- 25,000 of highest donors received a simple thank you at the beginning of the year, for their past generosity; no reply device included
- 25,000 did not

Both groups gave the same number of gifts during the year. But the group that received the simple thank you note was more generous: **they gave almost \$450,000 more that year.**

Source: from Angel Aloma, Food for the Poor, reported by The Agitator, May 2012

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“Can I give online?”

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The screenshot shows the homepage of the Giving to Princeton website. At the top is an orange navigation bar with the logo and the text "GIVING TO PRINCETON". Below the navigation bar are several menu items: "WAYS TO GIVE", "WHY GIVING MATTERS", "PRIORITIES", "NEWS AND MEDIA", and "CONTACT US". The main content area features a large photograph of a family (a woman, a man, and two children) outdoors. To the right of the photo is a text box with the heading "What Will Your Legacy Be?" and a "Learn more" link. Below the photo is a paragraph of text: "Gifts from undergraduate and graduate alumni, parents, and friends are vital to sustaining Princeton's historic mission and keeping the University at the forefront of higher education." To the right of this text is a "Make a Gift Online" button with a right-pointing arrow. Below the main text are two columns of content. The left column is titled "ANNUAL GIVING" and features a video thumbnail for "Reunions 2013" with a caption: "Video: Reunions 2013. More than 24,000 tigers from the Class of 1935 through the Class of 2013 came". The right column is titled "WHY I GIVE" and features two portrait photos with captions: "Sadler Poe '87. Fifty years ago, in a small high school in Rock Hill, South Carolina, an English teacher". To the right of these columns is a "Bequests, Trusts, & More" button with a right-pointing arrow. At the bottom right is a "LATEST NEWS" section with three news items: "The Poole Matches on in Print", "Raising the Bar: Princeton's Program in Dance", and "Even for a Seasoned Traveler, International Internships Expand Horizons".

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What Will Your Legacy Be?

Be inspired by the stories of alumni and friends who have made bequests and other planned gifts to Princeton. [Learn more.](#)

What Will Your Legacy Be?

Be inspired by the stories of alumni and friends who have made bequests and other planned gifts to Princeton. [Learn more.](#)

Involvement device

Social information

Right order

Next step


“What do you want me to do next?”

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[v](#) [reply](#) [reply all](#) [forward](#) [action](#) [delete](#) [share](#)

Subject: Can we stay #1?



Did you know that Case Western Reserve University is the best university in Ohio?

It's true. According to *U.S. News & World Report*, we beat out all other universities in our state. An exceptional achievement, considering the caliber of universities in Ohio.

We don't know how you feel ... but we want to stay #1. That's why we need you, Ms. McGinness, to show your school spirit right now ...

[Get All \[in\]](#)

In the next 24 hours, we hope to have at least 618 alumni make a gift to Case Western Reserve. Every alumnus who gets All [in] today will help us achieve this goal ...

Alumni giving drives our participation rate and determines how we rank against other universities. Your gift will help boost our alumni giving participation rate ... and our national ranking ... and help us remain #1 in Ohio.

[Can we count you \[in\]?](#)

**The size of your gift doesn't matter.
Your participation matters.**

Remember ... any contribution you make during All [in] will also be **doubled** by the [Matching Gift Challenge](#). So we hope you will show your CWRU spirit and [participate right now!](#) #CWRUallin

[Here Is My Gift!](#)

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University of Buffalo | The State University of New York | REASON #17486

UB Alumni

About Us | Contact | **Donate** | Use UB Websites

Membership | Benefits & Services | Events | Volunteer | Alumni Connections | News | Students | Pride & Spirit

UBmail
Powered by Google

Keep your UB email address

Let's Get Social
Facebook | LinkedIn | Twitter | YouTube | UB

UB Connect Login
Username: _____
Password: _____
Log in or Sign up
Forgot your password?

UBAA Membership: It's a really big deal
JOIN
Find out why the asterisk matters. Benefits, services, programs and events for 220,000 alumni in 120 countries. UB Alumni Association membership: It's a really big deal.
Join now >>

ALUMNI EVENTS & NEWS

JUN 22 Philadelphia: Baseball
Strong Line! Philadelphia / Citizens Bank Park 2:00 p.m. \$30; \$40 for UBAA members; \$20 for children 14 and under. Pre-game Only: \$25; \$20 for UBAA members; \$10 for children. Hosted by the Philadelphia Chapter of the UB Alumni Association.

JUN 27 CANCELLED The New UB Medical School...
The Army and Navy Club 6:00 p.m. \$25, \$30 hosted by the Washington, D.C. Chapter of the UB Alumni Association.

UB medical school names Peter L. Elkin chair of the new Department of Biomedical Informatics.

EnergyMark, LLC
Guaranteed savings on natural gas and power supply for UB Alumni

SUPPORT AND SAVE
SAVINGS FOR UB ALUMNI
UBAA PARTNERS
Our partners help us bring UB pride to our 220,000+ alumni around the world. See what they have to offer.

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PRINCETON UNIVERSITY

Email | A to Z | Contacts | Site Map | News | Multimedia

Shortcuts | Search Topics & People

About Princeton

Academics

Admission & Aid

Arts

International

Library

Research

Administration & Services

Campus Life

Visiting Campus

Students

Faculty & Staff

Alumni

Parents

Undergraduate Applicants

Graduate School Applicants

News at Princeton

- Learning continues on Princeton campus with summer outreach programs
- Is there an invisible tug-of-war behind bad hearts and power outages?
- Thirty-two faculty members transfer to emeritus status
- Board approves 19 faculty appointments
- Princeton researchers help protect New York from climate change
- FACULTY HONOR: Ostriker named White House Champion of Change

All Homepage Stories

Featured Events

- Summer performances offered at Richardson
- Princeton Summer Theater to present 'She Loves Me'
- Art museum to screen two films outdoors
- Exhibition explores the past century of photography

Featured Events and Calendars
Public Events Calendar

Community Resources

Athletics | Art Museum | Jobs | Campus Tours | Campus Shuttle | Faculty Blogs | Aid Estimator

GIVING to PRINCETON

Website Highlights

- Photos From Graduation Events
- Class of 2017: Your Path to Princeton
- Menloville Update
- Arts & Transit Project

Multimedia

View All | Submit Student Work

Social Media Feature
Princeton University Career Services
Visit Princeton on Facebook | Twitter | YouTube

VIDEO: Council on Science and Technology
Read Story | Play Video | See All Features

Looking Back: Reunions and Commencement 2013 Highlights
Play Video

Reunions and Commencement 2013 Highlights
Play Video

Student Work: Clean water for Peru
Play Video

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“Why do they need my
money?”

*I want to know how my
money will be used and
what difference it will
make.*

Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*

The screenshot shows the 'GIVING to PRINCETON' website. The header includes a search bar and navigation links: ANNUAL GIVING, CAMPAIGN PRIORITIES, GOALS, WAYS TO GIVE, MAKE A GIFT, and NEWS & VIDEO. The main heading is 'Why Giving Matters'. Below the heading is a navigation menu with links: 'Why Giving Matters', 'To the Budget', 'To Financial Aid', 'To the Faculty', 'To Academic Programs', 'To Student Life', 'To the Campus', 'To the Endowment', 'To Make a Gift', 'Aspire Campaign', and 'Annual Giving'. The main content area features a paragraph about Princeton's leadership, a quote by President Shirley M. Tilghman, and a video player with a 'Play' button. The quote reads: "It is the sense of community that this place fosters and then sustains over generation after generation that explains the loyalty of our alumni and why, when we need you, you are there. ... And we really, really need you."

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“Do they care about me?”

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Plan
Promising **ABOUT US**
Community by Community

ABOUT US | Center | Job Opportunities | Contact

ABOUT US | Who We Are | About Us | How to Help | Sponsorship | Gifts of Hope | Because I am a Girl | Blog

ABOUT US | Youth engagement and action | Sponsor a child | Make a donation | Sponsor an issue | Give a gift of hope | Take a trip to the field | Youth in action

75 Celebrating our **75th** Anniversary
YEARS to children

On March 20th Plan will celebrate our 75th anniversary. We began in 1937 by providing relief to children caught in the Spanish Civil War. Today, we reach 56.5 million children around the world.

- View a slideshow of the early years at Plan
- Read an article from 1961, written about Plan Philippines' first sponsor child

Featured Country: Paraguay | **ABOUT US** | **Featured Cause: Emergency** | **ABOUT US** | **Featured Program: Because I am a Girl** | **ABOUT US**

Did you know? Paraguay's currency is the Guarani. The Guarani is also the name of Paraguay's official language and indigenous people.

What is Plan doing?

- » In teams with Afaboun to teach social education
- » Invest grows in school gardens
- » San Pedro Community Bank
- » Children in Paraguay share their stories
- » More about Plan's work in Paraguay

Did you know? In 2011, Plan provided life-saving educational support in 39 disasters across the world.

Learn about Plan's emergency programs

- » The earthquake in Haiti, 2 years on
- » Stories from families in South Sudan
- » Plan's Global Disaster Strategy
- » Lessons learned from Haiti's earthquake
- » Help children and families when disasters strike

Did you know? Of the billion people living in extreme poverty, 70% are women and girls.

Give a Gift of Hope

What is Plan doing and how can you help?

- » Plan success stories because of you
- » Plan empowers girls to speak out in Egypt
- » Fight for gender equality, invest in girls today!
- » Learn more about the Because I am a Girl Campaign

What's New? | **Reports & Publications** | **Join us on Facebook**

Malian refugees sweeten communities in Niger

Plan produces a variety of publications including reports, manuals, and policy briefs

Plan on Facebook

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Future Students | Current Students | Faculty / Staff | International | Postdocs | Alumni | Media

Popular Links

Western
UNIVERSITY · CANADA

Search Western

About Western | Admission | Academics | Campus Life | Research

Be Extraordinary.
The Campaign for Western

Together, we will be extraordinary.

CAMPUS NEWS | **MAKING NEWS** | **WHAT'S ON**

Laumann: Persistence leads to life's 'gold-medal moments'

Talent might get you to the starting line, but it's what's inside that drives you to become a champion, said three-time Olympic medalist Silken Laumann.

Jun 19
Pathology Presentation

Jun 19
Toastmaster's Campus Communicators

Jun 19
The Department of Modern

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If I donate, does that make me extraordinary, too?

The screenshot shows the University of Western Ontario website. At the top, there are navigation links for 'Students', 'Alumni', and 'Media', along with a 'Popular Links' dropdown. A search bar labeled 'Search Western' is present. Below the navigation is a main banner with the text 'Be Extraordinary. The Campaign for Western. Together, we will be extraordinary.' The banner features a group of diverse people sitting on a bench. Below the banner are three columns of news: 'CAMPUS NEWS' with an article about Silken Laumann, 'MAKING NEWS' with a 'Pathology Presentation', and 'WHAT'S ON' with a 'Toastmaster's Campus Communicators' event. There is also a 'WHAT'S ON' section with a Canadian flag graphic.

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The screenshot shows the University at Buffalo website. The header includes the UB logo, 'University at Buffalo The State University of New York', and 'REACHING OTHERS'. Navigation links for 'ACADEMICS', 'ADMISSIONS', 'GLOBAL REACH', 'LIFE AT UB', and 'RESEARCH' are visible. A search bar is located on the right. The main banner features a green and blue background with the text 'CONGRATULATIONS CLASS OF 2013! COMMENCEMENT EXERCISES ARE UNDERWAY'. Below the banner are several news articles: 'UB Technology Incubator named world's top life sciences university business incubator', 'Researchers debate ping pong balls to better understand volcanic eruptions', 'UB 2020 MILESTONE', and 'ACADEMIC NEWS'. There is also a 'Calendar Highlight' section.

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University at Buffalo The State University of New York

Welcome to the University at Buffalo

ACADEMICS ADMISSIONS GLOBAL

CONGRATULATIONS CLASS OF 2013! COMMENCEMENT EXERCISES ARE UNDERWAY

INFORMATION FOR PROSPECTIVE STUDENTS PARENTS VISITORS

News

- 6/17/13 UB Technology Incubator named world's top life sciences university business incubator
- 6/17/13 Researchers detonate ping pong balls to better understand volcanic eruptions

RESEARCH NEWS

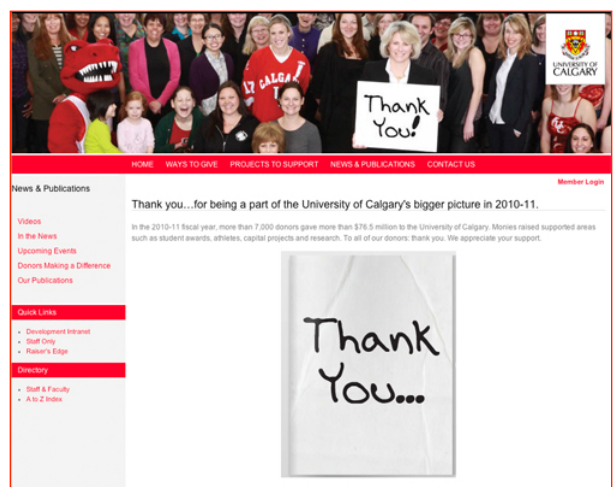
UB 2020 MILESTONE

ACADEMIC NEWS

UBThisSummer

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UNIVERSITY OF CALGARY

HOME WAYS TO GIVE PROJECTS TO SUPPORT NEWS & PUBLICATIONS CONTACT US

Member Login

News & Publications

Thank you...for being a part of the University of Calgary's bigger picture in 2010-11.

In the 2010-11 fiscal year, more than 7,000 donors gave more than \$76.5 million to the University of Calgary. Monies raised supported areas such as student awards, athletes, capital projects and research. To all of our donors: thank you. We appreciate your support.

Thank You...

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...FOR BEING PART OF OUR BIGGER PICTURE IN 2010-2011.

7,704
DONORS GAVE BETWEEN \$1.00 AND \$5 MILLION

\$33
MILLION RAISED TOWARDS RESEARCH

\$76.5
MILLION RAISED

33
CHAIRS SUPPORTED

7,186
SCHOLARSHIPS & BURSARIES AWARDED, TOTALING \$32.9 MILLION

Thank You

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SUPERFUND, SUPER DONORS

21st century students need 21st century classrooms. Each year, the Annual Giving Superfund appeal asks the contributors of alumni and friends to fund an area of need on campus. Since 2009, 2,897 Superfund donors raised \$309,000 of its \$330,000 goal to renovate classrooms such as this one, updating technology and resources so students like Lara Ahmed (left) can learn in the latest and greatest ways.

A GRAND FIRST — GRAD AWARD

Alberta's only veterinary college, University of Calgary Faculty of Veterinary Medicine accepted its first doctor of veterinary medicine (DVM) students in 2008. In 2010, it celebrated another milestone — the college's first graduate scholarship. Subochana Krishna Kumar, an international PhD student doing bovine reproduction research, was the worthy recipient, shown here at the Spay Hill campus.

UNIVERSITY OF CALGARY THANKS UAC ALUMNI

Before the University of Calgary became an independent institution in 1966, it was a satellite campus named the University of Alberta, Calgary (UAC). In 2010-11, 1,398 proud UAC alumni donated more than \$13,000 in support of the students of today and tomorrow. To these and all alumni who choose to give back — Thank you.

INDUSTRY RESEARCH SUPPORT

Faculty at the University of Calgary have enjoyed collaborations with Alberta Sulphur Research Ltd. (ASRL) and its industrial member companies for almost 50 years. Thanks to member donations, the establishment of an endowed chair will ensure the industry continues to benefit from the unique fundamental and applied research carried out by graduate students and faculty members at ASRL, says Dr. Bob Marrett, seated with Professor Peter Clark (right), technical director, ASRL.

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globalgiving

Billing Information Add-on Confirm **Receipt** [Having trouble? Let us help!](#)

Thanks for Your Donation! Here's Your Receipt

Your donation is supporting the work of amazing individuals who are leading these projects in local communities around the world.

[print your receipt!](#) [share on facebook](#) [tell a friend via email](#)

Here's what will happen next:

- We're sending you an [email receipt](#). Keep this email for your records or [print your receipt](#). We'll also keep a copy in [your donation history](#).
- We'll email you [project reports from the field](#), showing the impact your gift has made and how the project is going. [Edit your email preferences](#).

On a scale of 0 to 10, how likely are you to recommend GlobalGiving to a friend, family member, or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not at all likely Very likely

How was your GlobalGiving experience? Your feedback and suggestions will help us improve the site. (optional)

Your comments may be shared publicly [submit](#)

Your Receipt

Total Billed: \$115.00 USD

Receipt Information

Billing Information:
Thomas Ahern
10 Johnson Road

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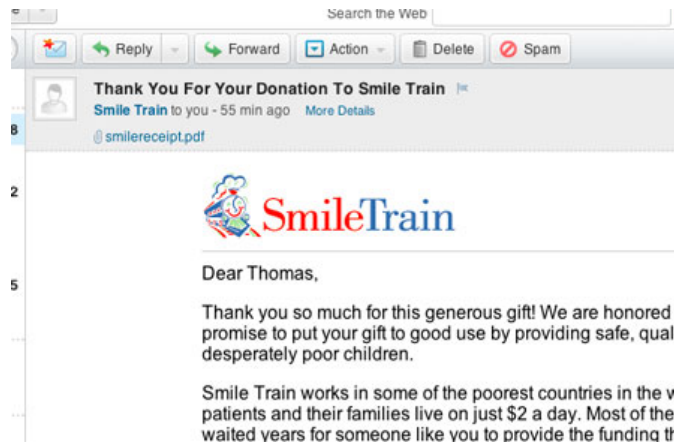
The most important things you can get right:

- my real name
- my current address

Mistakes dramatically reduce response.

Source: The Agitator, May 2012

What's wrong with this picture?



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“Tom”
not
“Thomas”

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You don't have to use
ALL words well.

You have to use **SOME**
words well.

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90% more response!

**Start your
free trial**

**Start my
free trial**

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Loyalty factor #2

They're aware of consequences

Believing “Someone might be hurt if I don't give.”

Believing “Someone will be helped if I *do* give.”

“If we show them how great we are, they'll support us.”

Wrong.

You've got to connect just 2 dots: (#1) the **donor** and (#2) the **outcome**. And *you've* got to get out of the way.

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“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

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Nicky Hamilton, MPS

Senior Development Officer

Arkansas Children's Hospital Foundation

1 Children's Way | Slot 661 | Little Rock, AR 72202

501.364.2093 office | 931.636.9080 cell | 501.364.3644 fax

HamiltonN@archildrens.org



**UNTIL NO CHILD
NEEDS US,
WE NEED YOU**

giving.archildrens.org

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University at Buffalo The State University of New York | REACHING OTHERS

Giving to UB

Make a Gift | Give Ed | Giving Options | **How You Help** | Why I Give | Contact Us

How You Help

Student Stories

- Shannon Alpe
- Bob Anderson
- Jim Bruck
- David Carlson
- Carson Cigga
- Laure Curtis
- Brad DiStasio
- Christopher Daly
- Zsoka Giacomara
- Natalie Gagnon
- Samuel Joseph
- Daniel Krompholt
- Brad Lelger
- Jacobi Madonia
- Tom McCarty
- Caitlin McLeod
- Marcia Ng
- Andrew Perkins
- Sarah Reilly
- Andrew Ring
- Meghan Rowcliffe
- Katie Salisbury
- Kevin Smith
- Daug Van Die
- Lauren Vokas
- Bich Vu

Your Impact Updates

GIVE NOW

Bich Vu

"Thanks to you, I'll keep our nation secure."

Vietnam native Bich Vu has widened her world considerably at UB. She's an Honors College double major in computer and electrical engineering with a Japanese minor, and she excels in getting involved. Vu participates in ROTC, was inducted into the National Society of Pershing Rifles, and served as president of the UB Society of Women Engineers. She studied abroad in France and Japan, and has taken part in Robotics Club, Tae Kwon Do Club and Japanese Student Association activities. The recipient of two scholarships established by UB donors, Vu plans to work in computer security for the U.S. government. Gifts like yours secure her future.

- Learn more about giving to the School of Engineering and Applied Sciences.
- Learn more about giving to the University Honors College.

FEATURED OPPORTUNITIES

Student Newspaper and Yearbook Digitization

The University Archives houses the historically valuable records of UB's academic departments, along with distinguished collections of faculty papers and archival manuscripts.

WHY I GIVE

David and Jane Chu and Family

"We fulfilled the American dream."

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I want to be inspired.

Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*

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The Importance of Gifts to Stony Brook

Private gifts received by the Stony Brook Foundation provide direct benefit to Stony Brook University. Gifts do not replace other sources of revenue for the University (such as tuition and State appropriations) but rather serve as a catalyst for improving the quality of teaching, research and service mission.

The University currently receives less than 20% of its annual budget from New York State appropriations. Thus, in order to keep tuition and fee structures at a level that does not restrict access to higher education opportunities for students from all economic backgrounds and maintain a high-quality learning environment, **private gifts are invaluable.**

Your generosity allows the University to nurture academic achievement among our students and faculty, encourage excellence in research and public service, and excel with integrity in all our endeavors. There are a number of [ways of giving](#). Your support can help attract and retain exceptional faculty, equip laboratories and libraries, fund construction of cutting-edge facilities, provide financial aid to deserving students, and improve programs throughout Stony Brook.

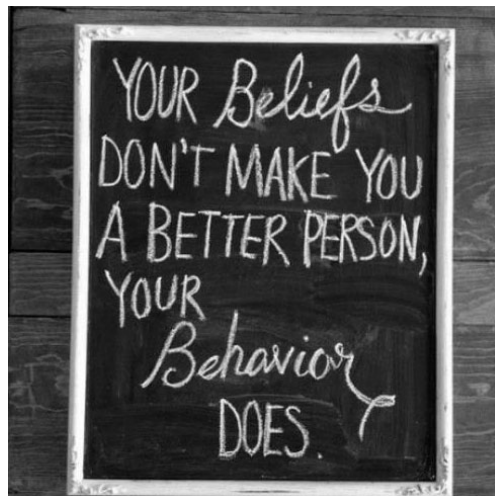
Reading ease: 23 out of 100 | **Grade level:** 12 | **Deflation factor:** HIGH

© 2012 Tom Ahern |
www.aherncomm.com

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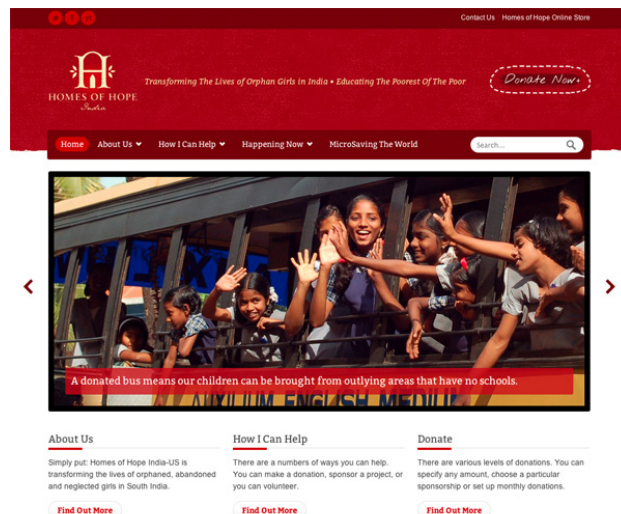
The opportunity to...

Help someone who is struggling.
Pay back. **Contribute** to something that matters to them personally. **Learn** something. **Memorialize** a loved one or themselves. **Change** lives. **Save** lives. **Relieve** pain. **Right** a wrong. **End** injustice. **Add** to the world. **Give** back. **Feel** good. **Feel** useful. **Feel** important.



If they believe they are doing good
If they believe they are making progress
They will stay and continue to ACT

55



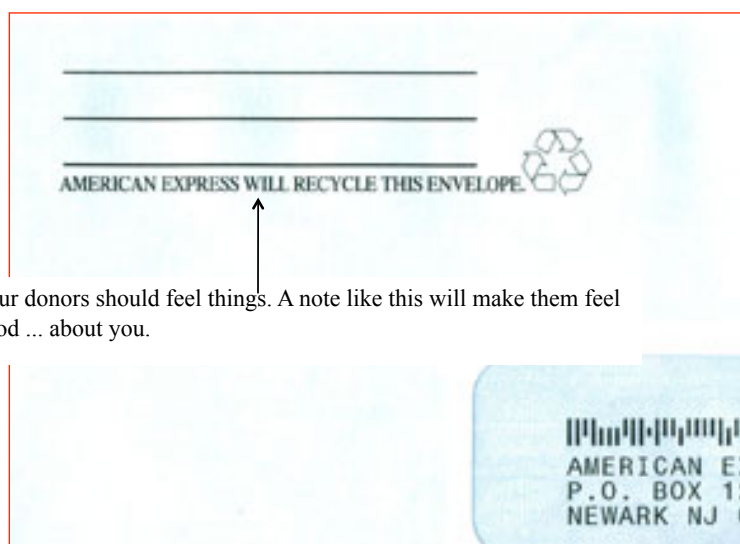
Loyalty factor #3

They trust you

Oddly, if you're seen as smart in one area, people assume you're smart in all.

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Your donors should feel things. A note like this will make them feel good ... about you.

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Authenticity
(confession, in
this example)
builds trust fast.

2007 press release. But it's worrying, she conceded. At the same time, unmarried childbearing reached a new record high, rising nearly 8% in one year.

Tell Me Your Story

We invite women who've come to Planned Parenthood for abortions to share their private thoughts anonymously in a book titled *Tell Me Your Story*. Here's an entry from 2007:

This is my decision, and I am making the best most compassionate one I can. It is sad to have to come into world with an already hurt mother/child relationship. It is unhealthy for a child to be brought here after nine months in a hostile environment. It is selfish to bear a child I am not prepared to take care of when I don't really know how to love with the capacity a child needs. I am 24. This is my first time. And I will do ALL I CAN to make it my last.

Can students from
disadvantaged backgrounds
anonymously tell their full,
true stories?

Loyalty factor #4

They share your beliefs

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Why donors really give...

- They're seeking personal significance by helping change the world.
- They're finding spiritual strength by following the calls of their spiritual tradition. **And other heartfelt values.**
- They're assuaging guilt.
- They're comforting fear.
- They're proving to themselves or others that they're good people.
- They know it feels good to give.
- They might even be seeking a tax deduction.

Source: Future Fundraising Now/Jeff Brooks

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Get them into a fight
that they want to win.

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Plan

OUR WORK > GET INVOLVED > DONATE > Learn > About Us > Media > Contact Us > MyPlan

Millions of children are denied access to their rights

[Sponsor a child now >](#)

Make a lasting difference to a child's life, and the lives of their family and community. Your sponsorship gives some of the world's poorest children the chance to realise their full potential.

Select a country...

Select a gender...

Select an age range... [Go >](#)

Stay up to date < >

HELP CHILDREN IN INDIA GET THE BEST START IN LIFE
[Donate now >](#)

A wedding should be the happiest day of your life... But not when you are 15 years of age.
[Donate to Girls Fund >](#)

SPEAK NOW TO END CHILD MARRIAGE
Tell your needs to the greatest body of representatives in the world.

DISCOVER THE WORLD AS A PLAN ADVENTURER

Slavery and people trafficking: Plan presents to parliamentary inquiry
16 May, 2013

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*I want to feel involved,
a part of something.*

Source: Key donor desires, from Ken Burnett's *The Zen of Fundraising*




How your gift has an impact on the educational experience

The decision to attend university is often a turning point in an individual's life. For some, it is also the decision to move away from something that they have always been passionate about.

It's a decision that changes their future.

At the University of Saskatchewan students receive not only an education; they are also exposed to new ideas, encouraged to understand our world. This is the true knowledge that stays with a U of S student throughout their lifetime. It makes the U great minds meet.

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Your job is to
provide threat and
optimism.

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“Bad is stronger than good.”

- angry
- annoyed
- appalled
- apprehensive
- ashamed
- bewildered
- betrayed
- confused
- confident
- cheated
- cross
- depressed
- delighted
- disappointed
- ecstatic
- excited
- emotional
- envious
- embarrassed
- furious
- frightened
- great
- happy
- horrified

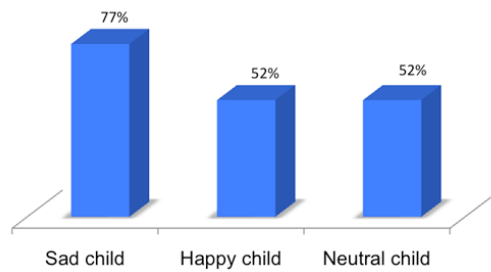
Of the 24 most common “emotion” words in English, only 6 are positive

Source: Switch, Chip & Dan Heath

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Donations by image type



Source: Jeff Brooks reporting on AMA Journal of Marketing Research, 2011

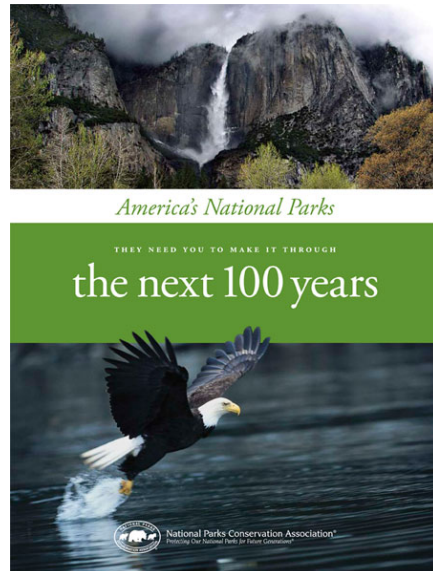
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Sell the threat...
... and make the donor responsible
for the solution (your programs).

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Who will
save them?
You will,
through your campaign investment in NPCA.

Proposed uranium mine will start digging right about here.

Threat stopped by National Parks Conservation Association (NPCA) and its ardent supporters — for now.

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Loyalty factor #5

You've established a personal link

You give the donor credit. You speak directly - and frequently - to the donor.

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The screenshot shows the 'Giving to UB' website. At the top, there is a search bar and a navigation menu with links: 'Make a Gift', 'Give To', 'Giving Options', 'How You Help', 'Why I Give', and 'Contact Us'. The main banner features a smiling woman with the text 'Thanks to you, I may soar as a flight nurse.' and two buttons: 'GIVE NOW' and 'LEARN MORE'. Below the banner is a 'Read our stories' section with a carousel of small photos. The page is divided into four columns: 'START GIVING' with radio buttons for \$25, \$50, \$100, \$250, \$500, and \$1000, and a text input for 'Enter other amount'; 'FEATURED OPPORTUNITY' with an image of a medical professional and the text 'BOCA: The Buffalo Outreach and Community Assistance Fund'; 'WHY OUR DONORS GIVE' with a quote: 'I want to give back to the school that gave me my career.'; and 'NEWS AND UPDATES' with several news items including 'First Niagara provides land for new UB medical school project' and 'Retired Coca Cola CEO establishes UB scholarship'.

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This screenshot is identical in layout to the one above, but the main banner features a different woman with the text 'Thanks to you, I will work to improve my patients' lives.' The 'WHY OUR DONORS GIVE' section now features a quote: 'In memory of James F. Phillips, MD.' The 'NEWS AND UPDATES' section remains the same as in the previous screenshot.

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Proven retention “best practices”

- Regular, relevant content (stuff individual supporters are interested in)
- Ongoing feedback
- Sharing human stories, of people your monthly support is helping
- The ability to look, touch, listen and feel. Content shared through video, audio, and the written word.
- It was about ‘me’ (the supporter). We were asked for ongoing feedback.
- Supporters were encouraged to become agents of change by advocating as well as giving.
- We shared stuff from the desk of the CEO.
- We made it mobile friendly (easy).
- The content was delivered programmatically (in other words it was automated, taking the pain out of complex retention programs).

Source: Jonathon Grapsas, May 2012

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Welcome to
the family

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St. Jude's welcome package

- #10 envelope: THANKS! Your St. Jude welcome materials are enclosed.
- Personalized, one-sided letter (for \$10 gift) gushes, "I've just received the marvelous news – you're the newest member of the St. Jude family." Marlo Thomas
- P.S.: "I know there are many worthy charities that ask for your help. Please know how honored we are that you've chosen to support the work of St. Jude."
- Inserts: thank you from patient, thank you from parent, small notepad, reply slip with a gentle ask for "extra gift"

“Did you anticipate my
age?”

Or do you assume donors of
all ages have the same
emotional triggers?

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“What psychologists refer to as ‘self-grieving’ or grieving for the loss of oneself is common with the elderly **as they begin to experience a number of physical difficulties and limitations. (Shaffer 1970). It is interesting to note that individuals attempt to compensate for these losses by searching for new sources of self-esteem, an ego need that could clearly be borne in mind by charities soliciting gifts from this age group.”**

Source: Adrian Sargeant - Jen Shang; ID, Death & Bequest Giving, Sept. 2008

Marketing bequests | © Tom Ahern | © 2012

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**Ettie's will said a lot about her.
What does your will say about you?**

Although Norfolk math teacher Ettie Fearing Cunningham died in 1989, she and her beloved husband Robert, who died before her, live *forever* because of the gift she put in her will. Cunningham Scholarships are helping 22 students attend college this year. Hundreds of past recipients – some of them honored as teachers of the year – are already making our world a better place.

Order your free bequest guide to learn how easy it is to leave a gift for your life's passion. Call us at 757-622-7951 or visit leaveabequest.org.

Learn more on your smartphone.

Adding Charity to Your Will or IRA
A quick guide to the pleasure and promise of charitable bequests

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Loyalty factor #6

They're learning

Are you taking them on a journey?

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Jargon takes no one
anywhere.

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MSU TODAY

HEADLINE STORIES



Finding not enough people wash hands correctly
A new study by MSU researchers found that only 5 percent of people who used the bathroom washed their hands long enough to kill the germs that can cause infections.



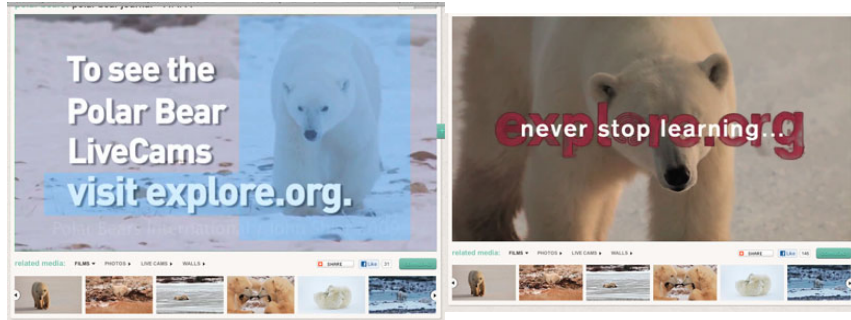
Helping pet owners make choices
Perhaps the hardest part of owning a pet is making difficult decisions when a beloved companion becomes seriously ill. That's why MSU researchers are developing a new tool to help people assess their ailing pet's quality of life, a key factor in decisions about when to order life-prolonging procedures and when an animal's suffering means it's time to let go.

Keeping spawning options open
A lake sturgeon can live to be 150 years old. And that's a good thing, because when it comes to making baby



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Journey to another country

Mali cover story

Donkeys working on the rubbish tips of Bamako, Mali, face very dangerous conditions. The new system for collecting rubbish means they are carrying heavier weights in the boiling heat for longer periods of time.

Thanks to your support, SPANA is working to ease their suffering – and with your help, we will continue to be there for the working animals of Bamako in 2010.

More from Mali

- Capital city: Bamako
- Population: 13 million
- Language: French, Bambara, Berber, Arabic
- Major religions: Islam, indigenous beliefs
- Local cuisine: injera

Turn over to find out more about a new threat that donkeys in Bamako face and how you are helping us to combat it.



Weighed down and weary






A heavy load to bear

Day in day out, thousands of donkeys perform a vital service for the people of Bamako. They collect tonnes of rubbish from the city streets, carrying the waste on heavy wooden carts piled high, struggling on the muddy roads. It's a hard, exhausting job – and a dangerous one, too, since more than one donkey has died.

A distressing sight

On a visit to one of the collection points in Bamako, we found a long line of exhausted donkeys waiting for rubbish to be loaded onto their carts. The donkeys were thin, their eyes were sunken and they had a look of despair. In some cases, we saw donkeys with injuries, including one that had a broken leg. It was heartbreaking to see the animals in such a state of distress.

What you can do today

SPANA is working to ease the suffering of these donkeys. We are providing them with veterinary care, including vaccinations and deworming. We are also providing them with shade and rest areas. Your support is vital to help us do this. Please visit [www.spansa.org.uk](#) for more information.

Thank you

Turn over to find out more about a new threat that donkeys in Bamako face.

Journey to street level, to witness the animal's plight

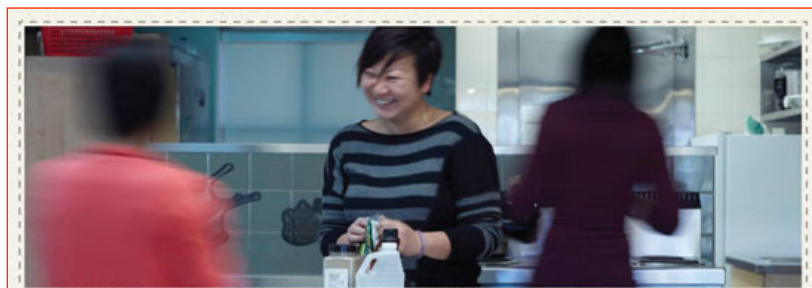
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OUR KITCHEN

The heart of our home. We take turns cooking, and everyone helps with cleaning. And we all eat together. It's busy. And noisy. And messy. And wonderful.

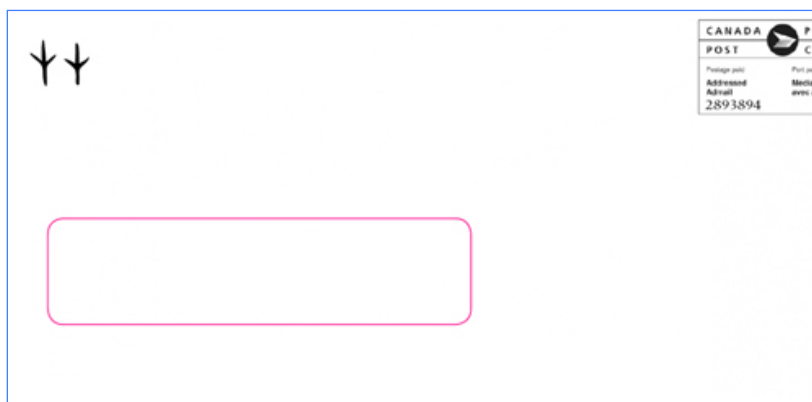
The other day the mom beside me was coaxing her 6-year-old boy to eat his beans. She tried "you'll grow up big and strong". She said, "If you eat all your beans you can have dessert!". He slowly picked up his fork. She got him with "it's a cupcaaaaake".

Outside of meal time, our kitchen is a place where moms sit with their kids over a snack and talk about their day.

I can see moms cherishing these every-day, regular-family moments — moments they likely never had in their own homes.


And every single time I touch the side of the kettle it is warm. There's always someone sitting and sipping tea in our home.

With the help of a student in Ryerson University's Nutrition and Food Program, we created a 5-week, culturally diverse and healthy meal plan. We offer workshops on healthy eating on a budget and are hoping to offer cooking workshops. Each and every day we hear talking and laughter coming from the kitchen. You can read more about our programs at www.intervalhouse.ca.



A shot taken of me just before we left Mexico... it's my good side...

Ms. Jen Love
71 Euclid Ave
Waterloo ON N2L 1Z2



June 11, 2010

Dear Jen,

I bet you've never received a letter from a bird before.

That's OK. I've never written a letter before! Caroline Schultz and the team at Ontario Nature wanted you to hear my story from my point of view.

What a journey it was for me this year!

I just arrived back home here in the spectacular boreal forest in Ontario after my annual 1,000 kilometre migration from Mexico.

Flying across the Gulf of Mexico was different for me this year - did you know there is a massive and foul oil spill? I had a lump in my ruby throat flying over that disaster. Luckily I was able to make a quick stop on one of the offshore oil rigs and clear my lungs out again.

After all, my journey was just beginning.

The northern United States is always treacherous for me. Clouds of pesticide from airplanes are the worst - but by now, I and other hummingbirds have become used to it, and we know to steer clear.

And then, I was slated to fill my lungs with fresh, clean air. I'm home in Ontario! I can smell the boreal forest and wonderful, wild, natural space. What a beautiful province we share!

I'm guided toward the Rouge River, and I'm home free. My heart beats at 1,200 times a minute when I fly. And it skips a

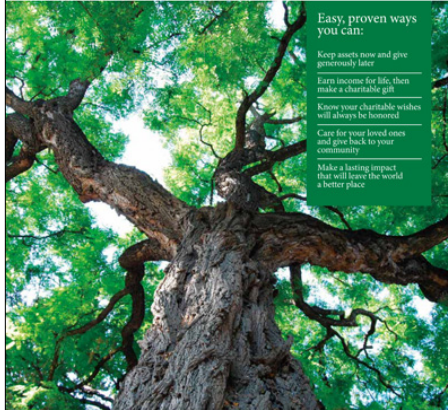
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‘The Ruby mailing felt really risky. It’s good to feel that way a few times a year.’

-- Kimberley MacKenzie, Ontario Nature

How you can give back to your community forever and leave a permanent legacy



Easy, proven ways you can:

- Keep assets now and give generously later
- Earn income for life, then make a charitable gift
- Know your charitable wishes will always be honored
- Care for your loved ones and give back to your community
- Make a lasting impact that will leave the world a better place



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The Fable of the Magic Coin Purse (and why it matters to you)



ong, long ago, a poor man in a poor village helped a traveling stranger. To thank him for his compassion, the stranger gave him a coin purse.

"This is a magic purse," the stranger said. "It will never run out of gold coins as long as you spend them to help others."

Indeed, it was true. The man helped his neighbors get through drought, disease, floods and other hardships, and the coin purse never ran out of gold coins.

He had a child and bred a number, brought a doctor to the village, and taught his sons and daughters to farm and business could travel to sell their harvest and goods. The purse never emptied.

The man died at a very old age, beloved by everyone in his now prosperous village.

To this day, descendants of descendants of those he helped tell his story and give away their own coins to help others.

Your gift can be like a magic coin purse. It allows you to help your community and support your favorite causes forever. It may even inspire others to do the same.



You can give generously over time—and never run out of coins.

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Loyalty factor #7

Multiple engagements

Every two-way interaction such as a survey significantly improves retention

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www.liveunitedanchorage.org

Become a Guiding Star in Someone's Life.

Become a Mentor.



United Way is currently in need of several mentors for our pilot schools. If you can give a little time to make a whole lot of difference, [CLICK HERE](#).

Please remember United Way of Anchorage in your will or estate plan. (And tell us if you have already - we want to recognize you!)

- 67% of volunteers are also donors.
- Volunteers donate 10 times more money to charity than people who don't volunteer.

Source: Fidelity Charitable Gift Fund and VolunteerMatch, December 2009

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Donors who get email give more.

ASPCA donors receiving email gave \$68/average vs. \$32/average for those donors w/o email.

Source: Ted Hart, May 2010

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Ruth Evatt | Trust & Foundations
Cancer Council NSW
T: (02) 9334 1897 | M: 0419 147 427
[WEB](#) | [FAN](#) | [TWEET](#) | [TUBE](#)
153 Dowling Street
WOOLLOOMOOLOO NSW 2011



What really causes cancer?
Your story will help us find the answers.

The CLEAR Study
NSW Cancer Lifestyle and the Evaluation of Risk Study

BUT FOR OHIO STATE...

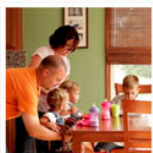
Announcing
Wexner Medical Center
at The Ohio State University



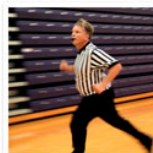
Wexner
Medical
Center



I WOULD HAVE NEVER BEEN ABLE TO GO TO COLLEGE.



MY TWINS WOULD NOT HAVE SURVIVED.



MY OFFICIATING DAYS WOULD BE OVER.



My
free
how-to
e-newsletter...
www.aherncomm.com