



COMMUNITY CONFERENCE **SPARK**





Hello, my name is Mallory Erickson

CONNECT WITH ME:



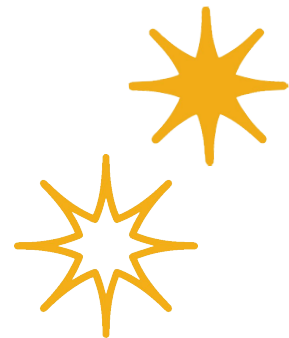
support@malloryerickson.com



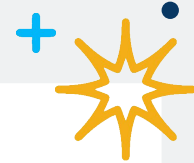
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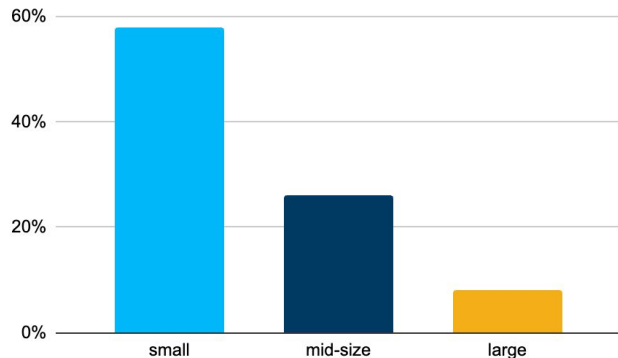
[linkedin.com/mallory-erickson-bressler/](https://www.linkedin.com/mallory-erickson-bressler/)



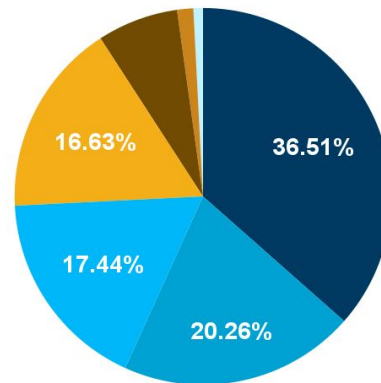
Attendee Breakdown



Nonprofit Size



Role



Location

1. CA
2. ON
3. TX
4. PA
5. FL

- Development Director
- Fundraising Assistant
- Executive/Board Member
- I do it all!
- Communications
- Volunteer
- Database User/Administrator

DonorPerfect Users

52% of attendees

Top 10 Sectors

1. Human Services
2. Education
3. Arts, Culture & Humanities
4. Health Care
5. Youth Development
6. Philanthropy, Voluntarism & Grantmaking Foundations
7. Housing & Shelter
8. Animal-Related
9. Food, Agriculture & Nutrition
10. Diseases, Disorders & Medical Disciplines

Changemakers

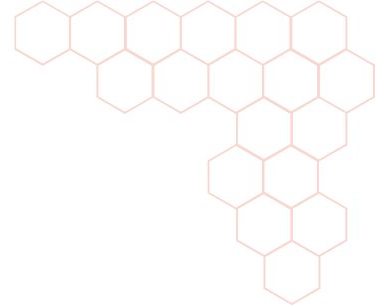
100% of attendees



Ignitighting Donor Motivation and Engagement

With Mallory Erickson





I became an
**accidental
fundraiser**
as a nonprofit
Executive Director...





**CONSISTENT
FUNDRAISING
SUCCESS**

**EMPOWERED
& CONFIDENT
LEADER**

**NEVER WORK
MORE THAN 40
HOURS A WEEK**

**HAVE
DONORS COMING
TO ME**

So I decided to change.



IMPACT REPORT FAKE

pretending like everything was great...



BUT IN REALITY...

this is how I felt at the end of every day

The
Power
partners
FORMULA™
was born!



Executive
Coaching
Tools

Modern
Fundraising
Strategy

power
partners
FORMULA™

Habit & Behavior
Design

Design
Thinking

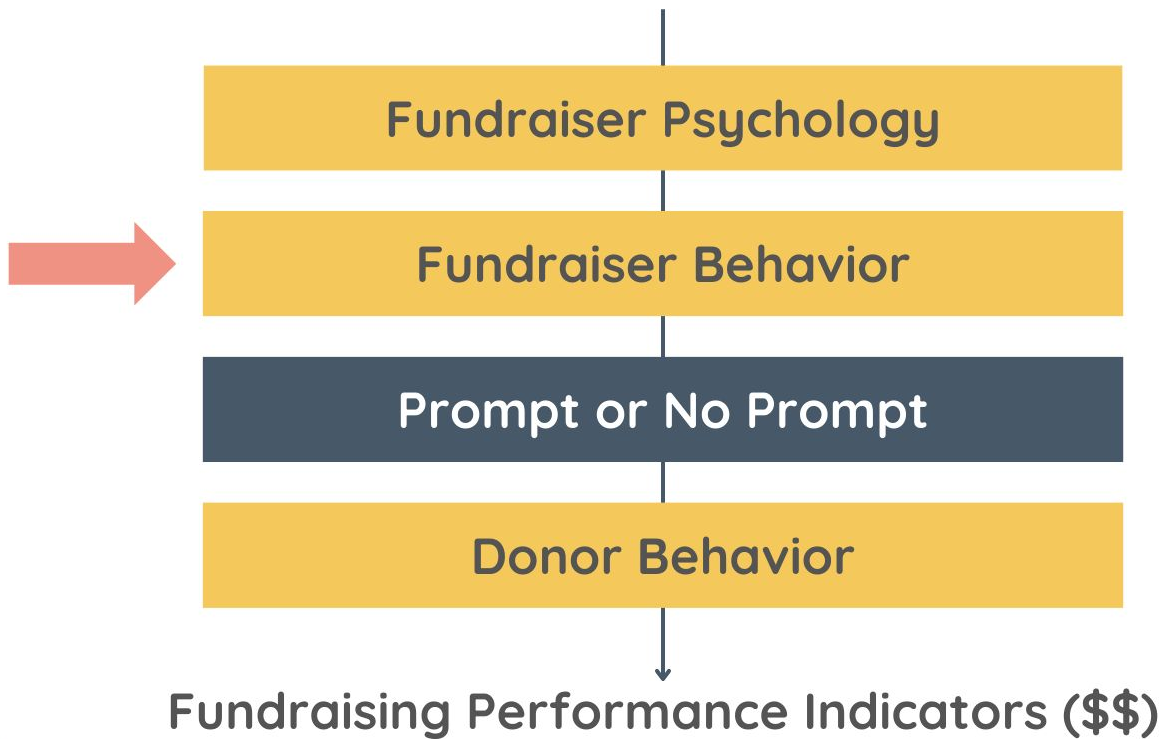


"Motivation is the art of getting people to do what you want them to do because they want to do it."

- Dwight D. Eisenhower



Donor Behavior is a **RESPONSE**



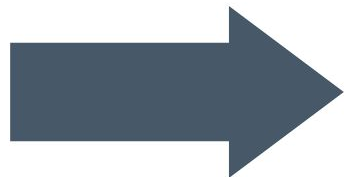
Why is motivation important?

For any **action** to take place, **3 THINGS** need to come together:

Motivation

Ability

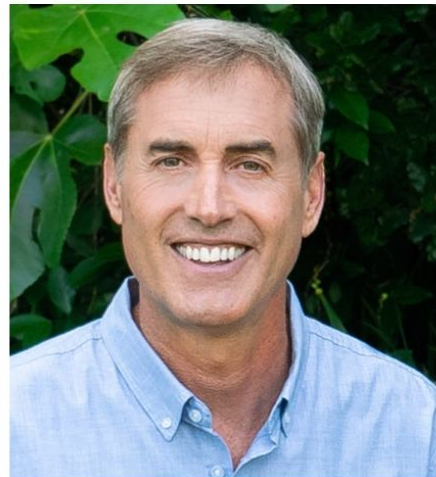
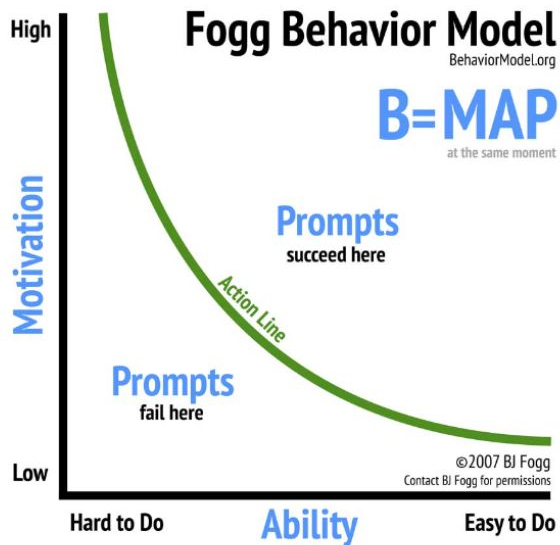
Prompt



Fundraising Results
(i.e. donor taking
desired action)

What Causes Behavior Change

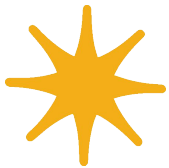
The Fogg Behavior Model shows that three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and a Prompt. When a behavior does not occur, at least one of those three elements is missing.



Dr. BJ Fogg founded the Behavior Design Lab at Stanford University, where he directs research and innovation. In addition, he teaches industry innovators how to use his models and methods in Behavior Design. The purpose of his research and teaching is to help millions of people improve their

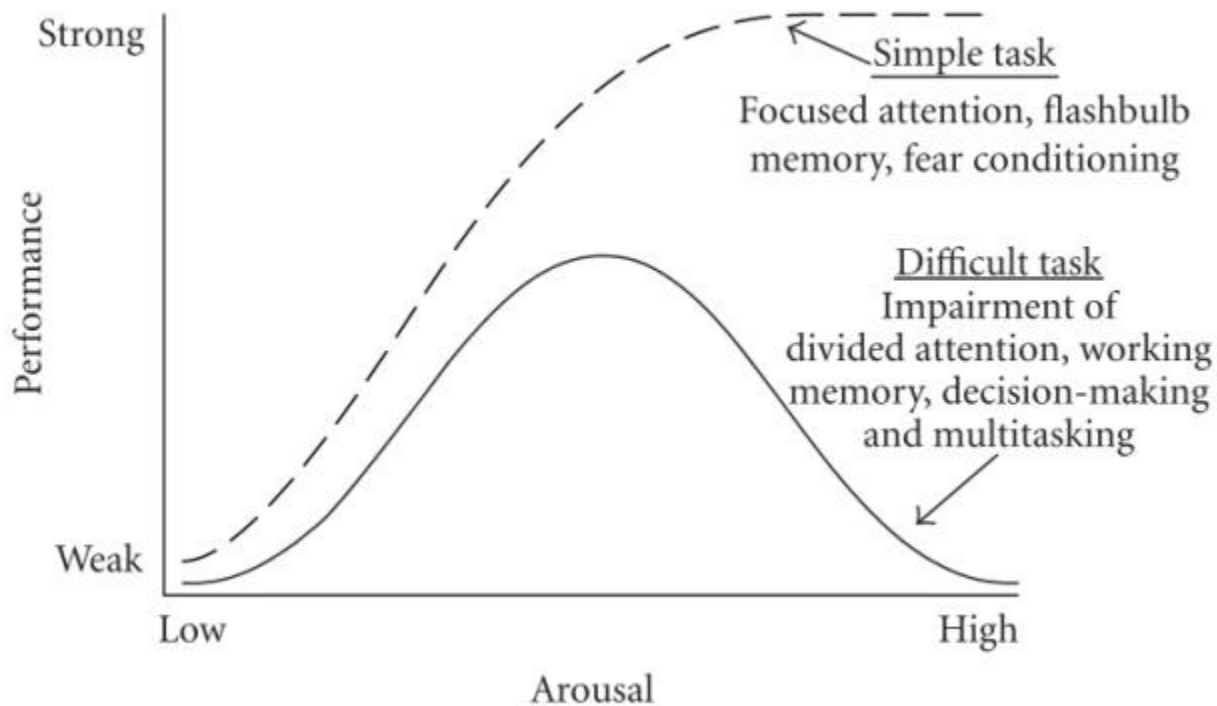
Diverse motivations for donor engagement

- **Emotional drivers:** Compassion, empathy, personal connections to the cause.
- **Social drivers:** Community belonging, peer influence, social recognition.
- **Psychological drivers:** The sense of making a difference, personal satisfaction.
- **Rational drivers:** Tax benefits, transparency, and accountability of the nonprofit.





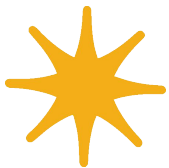
How Motivation Works



Embracing the ebbs and flows of your fundraising motivation is what will keep you consistent.

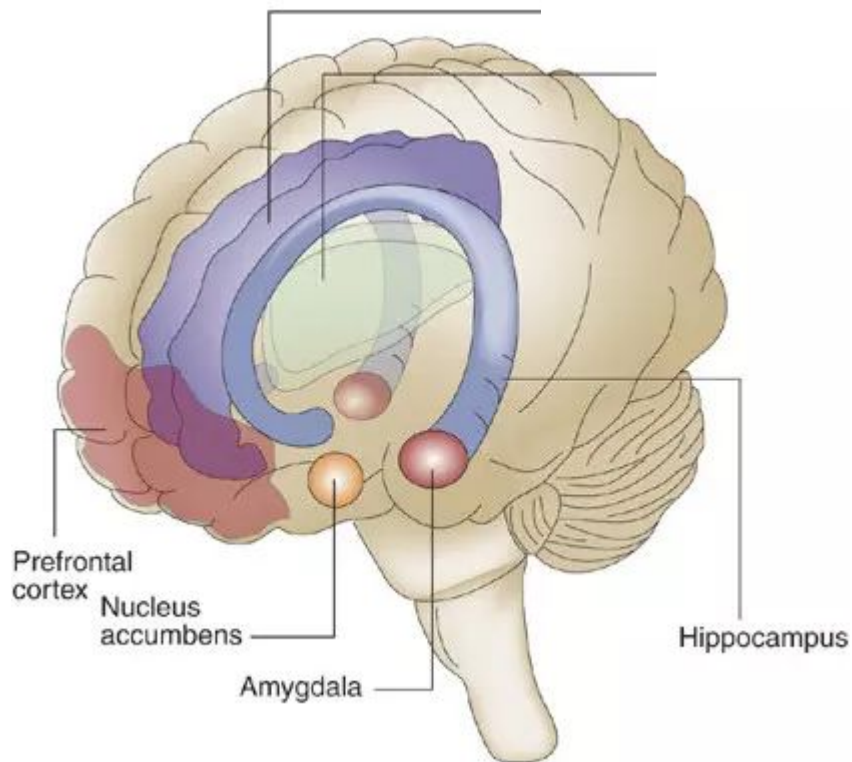
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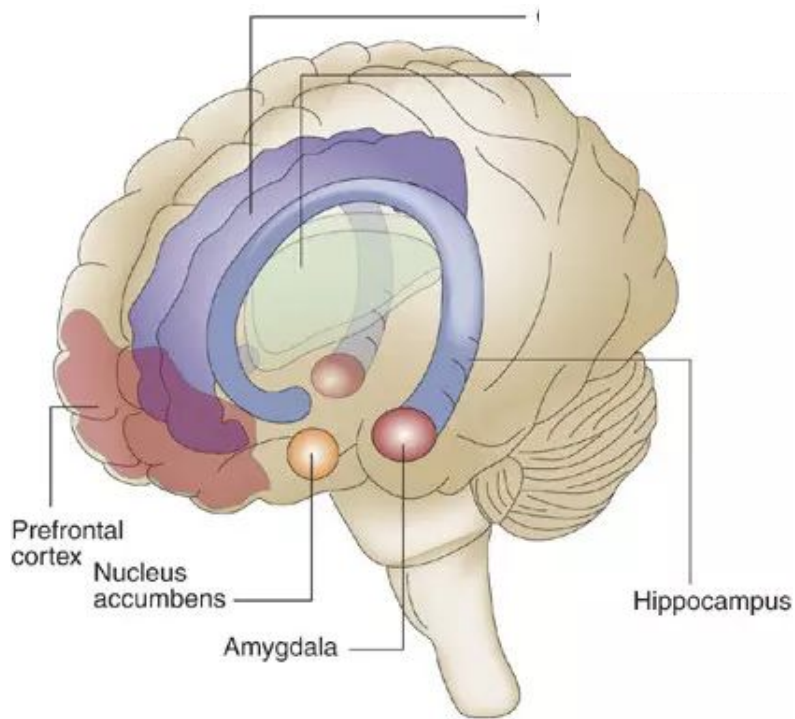
**Motivation is something
that happens in our brain
and body.**

(In many different ways.)



The Parts of Our Brain that Drive Motivation

(particularly action and reward-based
motivation which is typically donor
motivation)



Part of the Brain	Neurotransmitters and Hormones
Prefrontal Cortex	Dopamine, Serotonin
Nucleus Accumbens	Dopamine
Amygdala	Oxytocin, Endorphins
Hippocampus	Dopamine, Serotonin

Personalized Connection →
Oxytocin

Engaging Experiences → Dopamine

Values Alignment & Consistent
Messaging → Dopamine &
Serotonin

Recognition and Community →
Endorphins

Neuroscience of Motivation

Type of Driver	Hormones/Neurotransmitters	How It Drives Action and Reward-Based Motivation
Emotional: Compassion	Oxytocin, Endorphins	Enhances connection and well-being, reinforcing compassionate actions.
Empathy	Oxytocin, Serotonin	Strengthens social bonds and mood, making empathetic actions rewarding.
Personal Connections	Oxytocin, Dopamine	Enhances emotional bonds and rewards positive actions, reinforcing behavior.
Social: Community Belonging	Oxytocin, Serotonin	Promotes social bonds and positive mood, encouraging participation.
Peer Influence	Dopamine, Oxytocin	Rewards conforming behavior and enhances trust within the peer group.
Social Recognition	Dopamine, Serotonin	Provides reward and pride, motivating further recognition-seeking actions.
Psychological: Sense of Making a Difference	Dopamine, Serotonin	Rewards accomplishment and maintains positive mood, reinforcing behavior.
Personal Satisfaction	Dopamine, Endorphins	Provides reward and contentment, motivating continued involvement.
Rational Driver: Tax Benefits	Dopamine	Provides a tangible reward, reinforcing donation behavior.
Transparency and Accountability	Dopamine, Serotonin	Builds trust and confidence, encouraging sustained support.



SPARKing Initial Donor Motivation

One-Time Donation Motivation

1. Immediate Impact and Urgency:

- Highlight Immediate Needs
- Specific Goals
- Tangible Outcomes

2. Emotional Appeal:

- Compelling Stories
- Personal Connection

3. Ease of Giving:

- Convenient Donation Process
- Immediate Gratification



Immediate Impact & Urgency

High Impact Needs + Specific Goal +
Tangible Outcomes

RELEVANCE
creates
URGENCY.

Emotional Appeal:

Compelling Stories + Personal Connection

Good impact stories

create a real connection by following a ‘dramatic arch’ that changes our brain by producing **two chemical reactions**:

- **Cortisol** focuses our attention on something (distress)
- **Oxytocin** is responsible for care, connection, and empathy

DID YOU KNOW THAT THE AMOUNT DONORS GIVE HAS BEEN LINKED TO THE AMOUNT OF OXYTOCIN RELEASED?

(From research conducted by Paul Zak)



FREE MINI-COURSE

Capture & Create:

Master the Art of
Magnetic Storytelling
and Boost Donor
Engagement



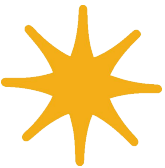
malloryerickson.com/storytelling

Ease of Giving

Convenient Donation Process +
Immediate Gratification

A few additional things help you increase motivation in the moment....

- **Social Proof:** The impact of seeing others donate.
- **Scarcity of Time:** The urgency created by limited-time campaigns.
- **Hope vs. Fear**



Hope, Social Proof & Urgency Can All Be Directly on Your Donation Form





What we create motivation around is what the donor is going to care about after the donation, too.





Moving from SPARK to SUSTAIN

SPARKing Long-Term Connection

- 1. Building Relationships:**
 - Regular Communication
 - Personal Touch
- 2. Engagement Opportunities:**
 - Volunteer Opportunities
 - Events and Activities
- 3. Shared Vision and Values:**
 - Consistent Messaging
 - Transparency and Accountability
- 4. Recognition and Appreciation:**
 - Donor Recognition
 - Community Building

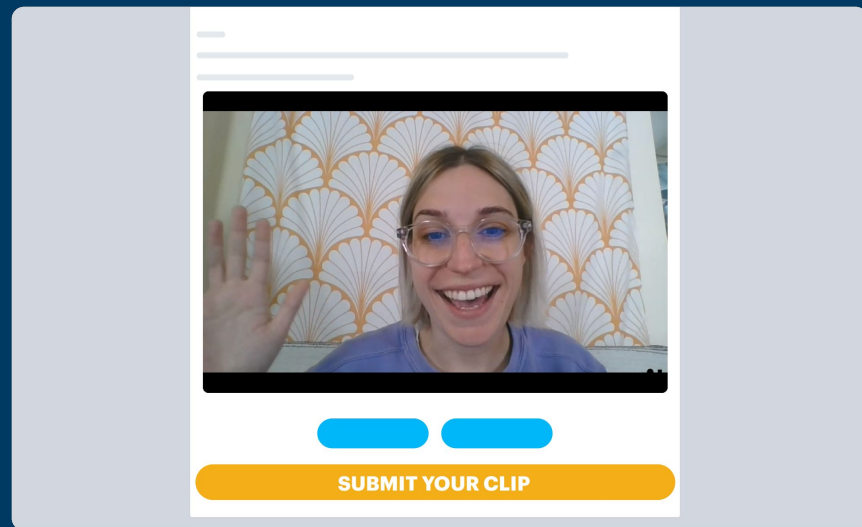


1. Building Relationships

Brain Mechanism: Oxytocin Release

- **Personal Touch:** Regular, personalized communication can trigger the release of oxytocin, the "bonding hormone," which strengthens social connections and trust.
- **Regular Communication:** Keeping donors informed fosters a sense of belonging and partnership, reinforcing their long-term commitment.

Personalized Surprise and Delight Tactics



2. Engagement Opportunities

Brain Mechanism: Dopamine and Reward System

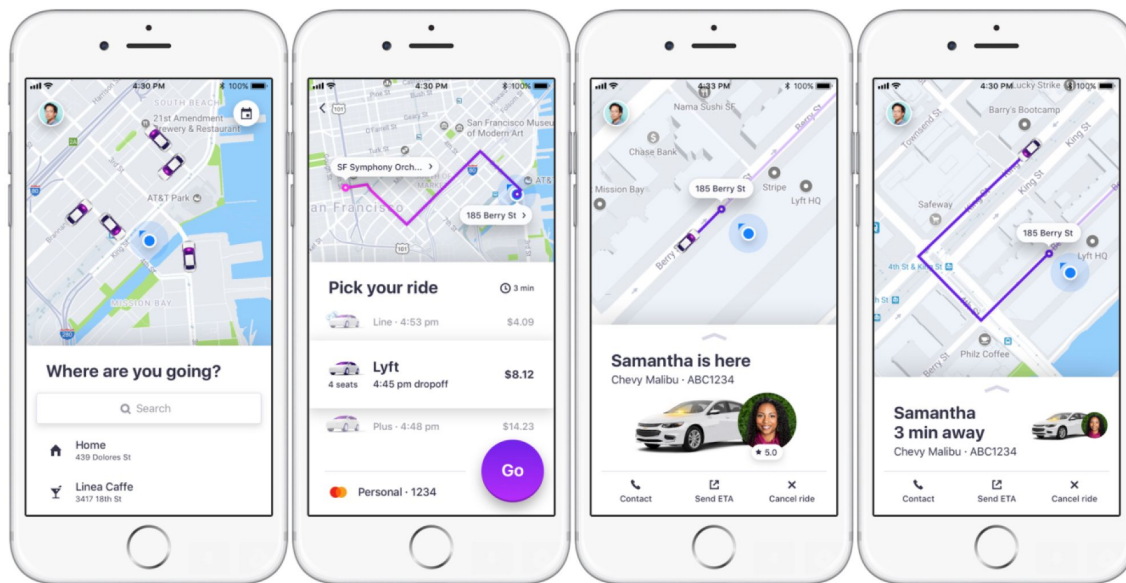
- **Volunteer Opportunities:** Active participation in volunteering releases dopamine, the "feel-good" neurotransmitter associated with reward and pleasure. This positive reinforcement encourages repeat behavior and sustained engagement.
- **Events and Activities:** Engaging in events and activities creates a sense of achievement and social reward, further stimulating the brain's reward pathways.

3. Shared Vision & Values

Brain Mechanism: Value and Meaning

- **Consistent Messaging:** Aligning with a donor's values activates the brain's prefrontal cortex, responsible for complex cognitive behavior and decision-making. When donors see their values reflected in your mission, it reinforces their intrinsic motivation to stay involved.
- **Transparency and Accountability:** Demonstrating integrity and clear impact helps maintain cognitive consistency, reducing any potential cognitive dissonance. This consistency strengthens trust and long-term commitment.

Operational transparency increases motivation



4. Recognition & Appreciation

Brain Mechanism: Endorphin Release and Positive Reinforcement

- **Donor Recognition:** Public and private recognition can trigger endorphin release, providing a natural high that enhances mood and feelings of well-being. This positive reinforcement encourages ongoing support.
- **Community Building:** Being part of a community taps into our social nature and the brain's innate desire for social connections. The social reward system is activated, making donors feel part of something bigger than themselves, which enhances long-term motivation.

Surprise & Delight Tactics

Send a Gift on Their Donation Anniversary

On the anniversary of a donor's first gift:

- Automate an email to be sent
- Consider including a digital certificate of appreciation or a discount code for nonprofit merchandise





**Segmentation & Data-driven
Approaches to Build Belonging &
Connection**

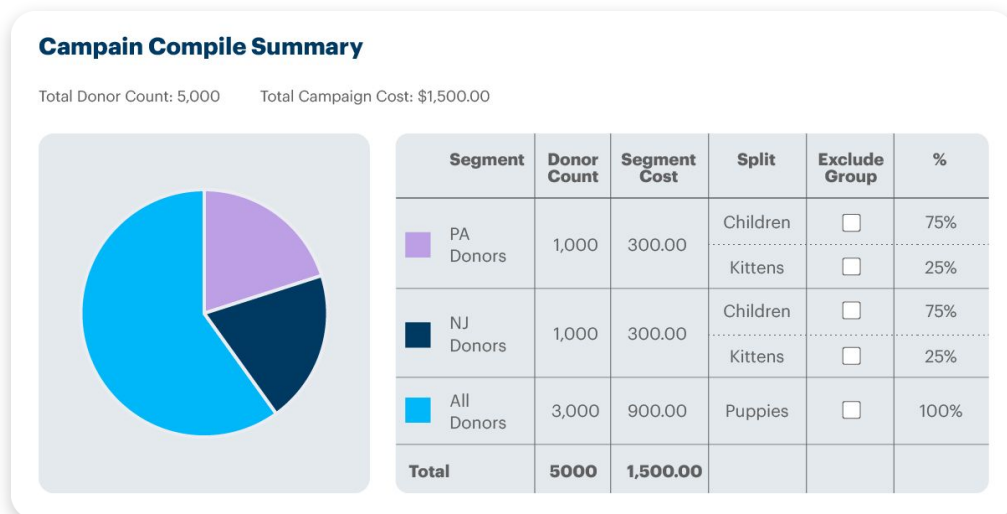
**Motivation is determined by
how we feel in a moment &
long-term.**

**How do we want to make our donors
feel?**

**How well do we make our donors feel
included and like they belong.**

Importance of segmentation

- **Identifying donor segments:**
Using data to categorize donors based on behavior, demographics, and motivations.
- **Personalized engagement:**
Creating tailored approaches for different segments understanding unique motivations.



Ways to Better Understand Your Donors

- Surveys
- Interviews
- A/B testing
- Check limiting beliefs and bias'





SCAN TO DOWNLOAD YOUR FREE COPY



IDENTIFYING YOUR DONOR SEGMENTS

Mallory Erickson +  donorperfect

STEP 4: Trends in Transcripts

Now it is time to map the patterns that you found in those conversations into 4 categories.

📌 SUCCESSFUL STORIES

t to experience or see
e experiencing.

Identify Your Donor Personas



Today's nonprofits can't rely on reaching every donor with a blanket approach or their fundraising efforts run the risk of feeling impersonal. **Defining specific identities within your donor base allows you to provide tailored engagements that ring true with each supporter.** In your world, personas - profiles of your nonprofit's typical constituents - are defined by who the donor is as a person: their jobs, goals, challenges, and above all, what influences their giving behavior.

Need help figuring out your donor personas? DonorPerfect can help with that!

[Download the Donor Persona Checklist >>](#)





Maintaining Your Spark to be able to Spark Others

MOTIVATION

is not always the same

#1



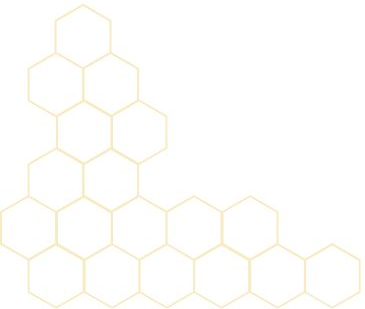
TORTOISE
MOTIVATION

#2

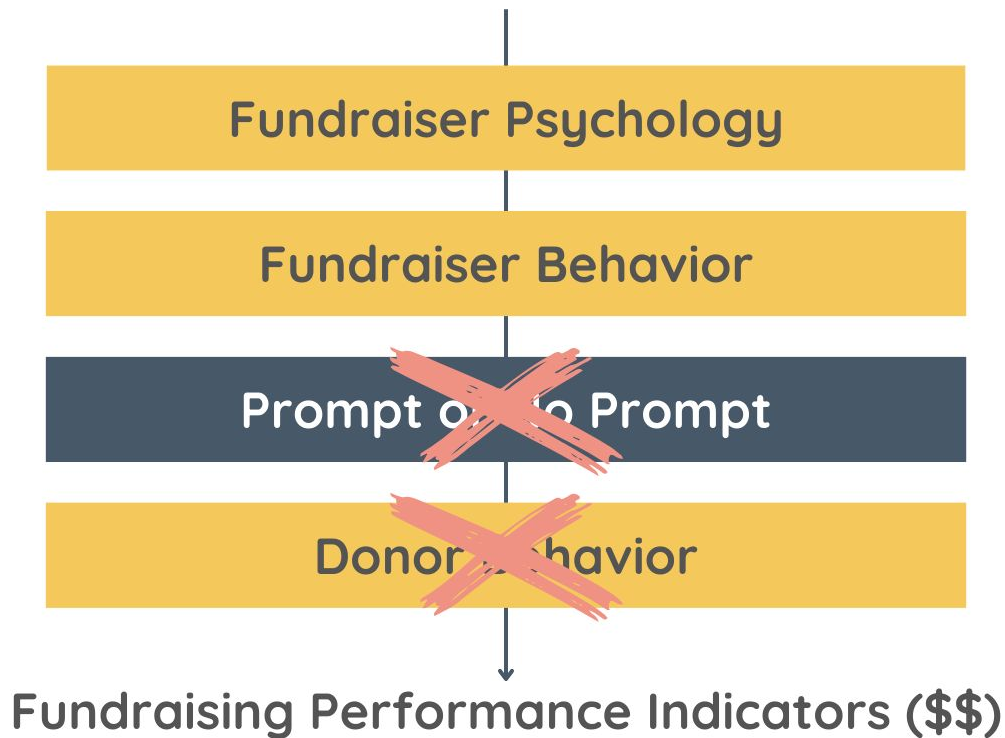


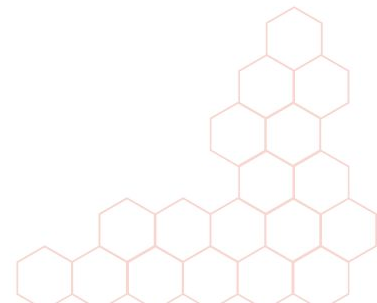
HARE
MOTIVATION

The Core of Coaching



Donor Behavior is a **RESPONSE**





CONNECTION



**INCREASED
MOTIVATION**



**The key to sparking
donor motivation
starts with**

SPARKING YOU.

COMING THIS FALL

**Join the
Waitlist!**

SCAN ME



WHAT

THE

FUNDRAISING

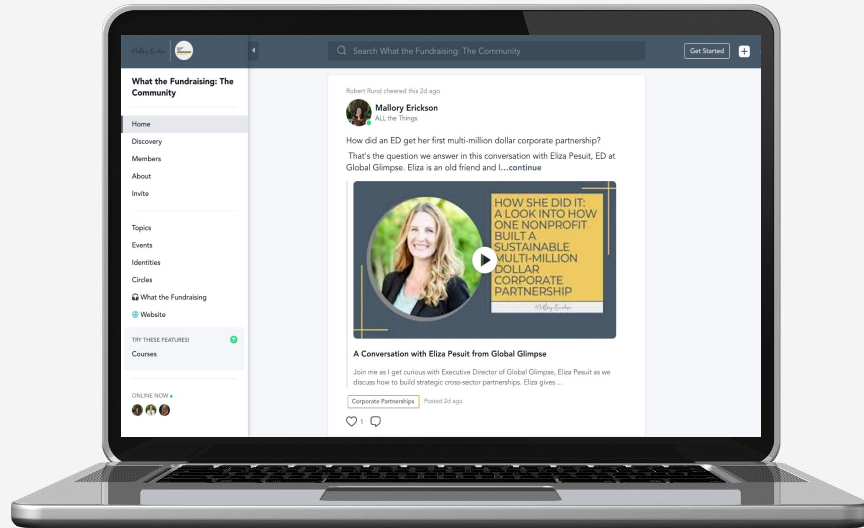
Embracing and Enabling the
People Behind the Purpose

MALLORY ERICKSON

WILEY

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What the Fundraising: The Community



whatthefundraisingcommunity.com

Questions?

Course Creator: Power Partners Formula™

Podcast Host: What the Fundraising

Website: www.malloryerickson.com

Say HI on IG: @_malloryerickson

Mallory Erickson

