

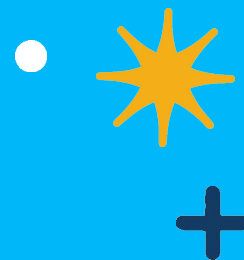


Boosting donor connections and activating key motivational drivers

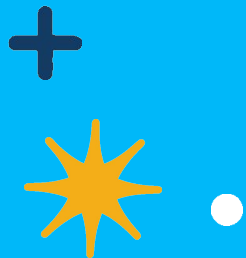


by Mallory Erickson





Emotional Drivers



Compassion

Hormones/Neurotransmitters

Oxytocin, Endorphins

How It Drives Action and Reward-Based Motivation

Enhances connection and well-being, reinforcing compassionate actions.

Examples

Small: Share personal stories of those helped by donations.

Small: Host small gatherings to discuss the impact.

Medium: Host virtual or in-person tours showing impact.

Medium: Organize Q&A sessions with beneficiaries.

Large: Organize large-scale events featuring beneficiary testimonials.

Large: Create impactful social media campaigns.



Empathy

Hormones/Neurotransmitters

Oxytocin, Serotonin

How It Drives Action and Reward-Based Motivation

Strengthens social bonds and mood, making empathetic actions rewarding.

Examples

Small: Send personalized thank-you videos from beneficiaries. (when appropriate).

Small: Write personalized letters explaining the impact of their involvement.

Medium: Create interactive online experiences showing donor impact.

Medium: Organize workshops that simulate the work of the organization and the impact.

Large: Produce and distribute high-quality documentary films showcasing donor-driven change.

Large: Create a video game that helps donors visualize the cause and effect of how investment now will create mission impact in the future



Personal Connections

Hormones/Neurotransmitters

Oxytocin, Dopamine

How It Drives Action and Reward-Based Motivation

Enhances emotional bonds and rewards positive actions, reinforcing behavior.

Examples

Small: Facilitate direct communication between donors and beneficiaries (when appropriate).

Small: Arrange coffee meet-ups with beneficiaries, partners, or staff members.

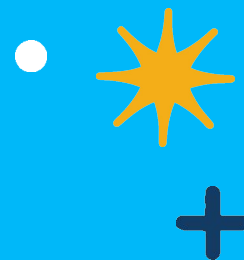
Medium: Host exclusive small-group meetings with nonprofit leaders.

Medium: Create mentorship programs linking donors to projects.

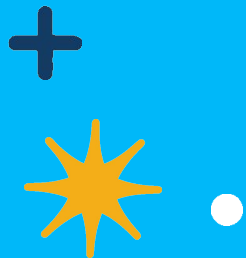
Large: Develop personalized engagement plans including regular updates and tailored experiences.

Large: Organize multi-day trips to visit projects and programs.





Social Drivers



Community Belonging

Hormones/Neurotransmitters

Oxytocin, Serotonin

How It Drives Action and Reward-Based Motivation

Promotes social bonds and positive mood, encouraging participation.

Examples

Small: Start a community social media group for donors.

Small: Arrange local community service days.

Medium: Host regional donor meetups.

Medium: Develop regional community projects with donor involvement.

Large: Organize annual events celebrating the donor community.

Large: Establish a community advisory board.



Peer Influence

Hormones/Neurotransmitters

Dopamine, Oxytocin

How It Drives Action and Reward-Based Motivation

Rewards conforming behavior and enhances trust within the peer group.

Examples

Small: Highlight donor segment contributions on social media.

Small: Create donor group spotlights in newsletters.

Medium: Establish donor recognition programs where donors can nominate peers.

Medium: Host peer networking events.

Large: Implement peer-led fundraising challenges and public recognition events.

Large: Organize donor appreciation banquets with media coverage.



Social Recognition

Hormones/Neurotransmitters

Dopamine, Serotonin

How It Drives Action and Reward-Based Motivation

Provides reward and pride, motivating further recognition-seeking actions.

Examples

Small: Feature individual donors in newsletters and on the website.

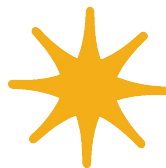
Small: Send personal thank you notes from the CEO.

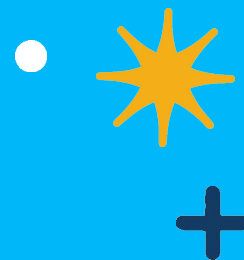
Medium: Create annual awards for top contributors.

Medium: Develop a recognition wall for significant donors.

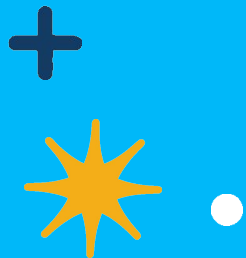
Large: Host recognition ceremonies with media coverage.

Large: Launch a public recognition campaign across multiple platforms.





Psychological Drivers



Sense of Making a Difference

Hormones/Neurotransmitters

Dopamine, Serotonin

How It Drives Action and Reward-Based Motivation

Rewards accomplishment and maintains positive mood, reinforcing behavior.

Examples

Small: Share specific, tangible outcomes achieved by their donations.

Small: Provide regular progress updates via email.

Medium: Send regular impact reports and updates.

Medium: Host events showcasing project milestones.

Large: Develop comprehensive impact stories and share them through various media channels.

Large: Produce annual impact reports and host conferences to present them.



Personal Satisfaction

Hormones/Neurotransmitters

Dopamine, Endorphins

How It Drives Action and Reward-Based Motivation

Provides reward and contentment, motivating continued involvement.

Examples

Small: Share success stories and milestones regularly.

Small: Recognize individual donors on social media platforms.

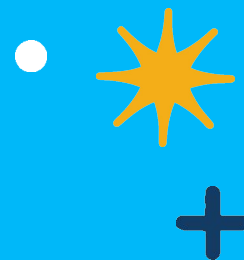
Medium: Offer personalized messages of gratitude and recognition.

Medium: Develop a loyalty program for recurring donors.

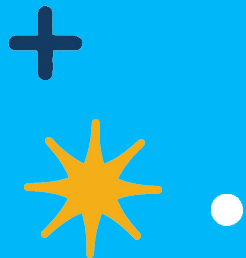
Large: Publicly acknowledge contributions through major campaigns and media outlets.

Large: Organize exclusive events for long-term supporters.





Rational Drivers



Tax Benefits

Hormones/Neurotransmitters

Dopamine

How It Drives Action and Reward-Based Motivation

Provides a tangible reward, reinforcing donation behavior.

Examples

Small: Provide easy-to-understand tax benefit information with donation receipts.

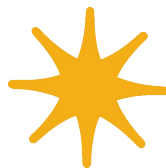
Small: Offer downloadable guides on maximizing tax benefits.

Medium: Offer webinars explaining tax benefits and financial planning for donors.

Medium: Host workshops with financial advisors.

Large: Create detailed guides and offer personalized consultations with tax experts.

Large: Develop an online calculator for estimating tax benefits.



Transparency and Accountability

Hormones/Neurotransmitters

Dopamine, Serotonin

How It Drives Action and Reward-Based Motivation

Builds trust and confidence, encouraging sustained support.

Examples

Small: Publish clear and concise financial reports.

Small: Send regular updates on impact.

Medium: Host regular town hall meetings for donors to ask questions.

Medium: Create content that provides operational transparency.

Large: Develop a comprehensive transparency portal with real-time updates and detailed reports.

Large: Create regular opportunities for 1:1 meetings

