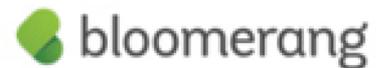


Relationship Fundraising



Where do we go from here?





DR ADRIAN SARGEANT

Author, Building Donor Loyalty
Fundraising Principles & Practice

Director, Centre for Sustainable
Philanthropy

Adrian.Sargeant@Plymouth.ac.uk



@rogareFTT

@ianmacquillin

@adriansargeant



IAN MACQUILLIN

Founder & Director
Rogare Fundraising
Think Tank

Ian.Macquillin

@Plymouth.ac.uk

Centre for Sustainable Philanthropy

- The Centre for Sustainable Philanthropy is the only academic centre focused on growing philanthropy in a sustainable way, by enhancing the quality of the experience for the donor or philanthropist.



Rogare – fundraising think tank

- Rogare is the engine that turns academic ideas into actionable information for fundraisers, by pulling together academic and practitioner branches of the profession.
- We aim to change the way fundraisers use theory and evidence to tackle the biggest challenges facing their profession.



'Critical Fundraising'

- Critical Fundraising is a concerted attempt to critically and constructively evaluate issues and provide practical solutions to them.
- Our objective is to use the lens of Critical Fundraising to achieve a paradigm shift in the way the fundraising sector interprets the concepts that lie at its heart and meets the challenges that confront it.

'Critical fundraising'

- **Under-researched**

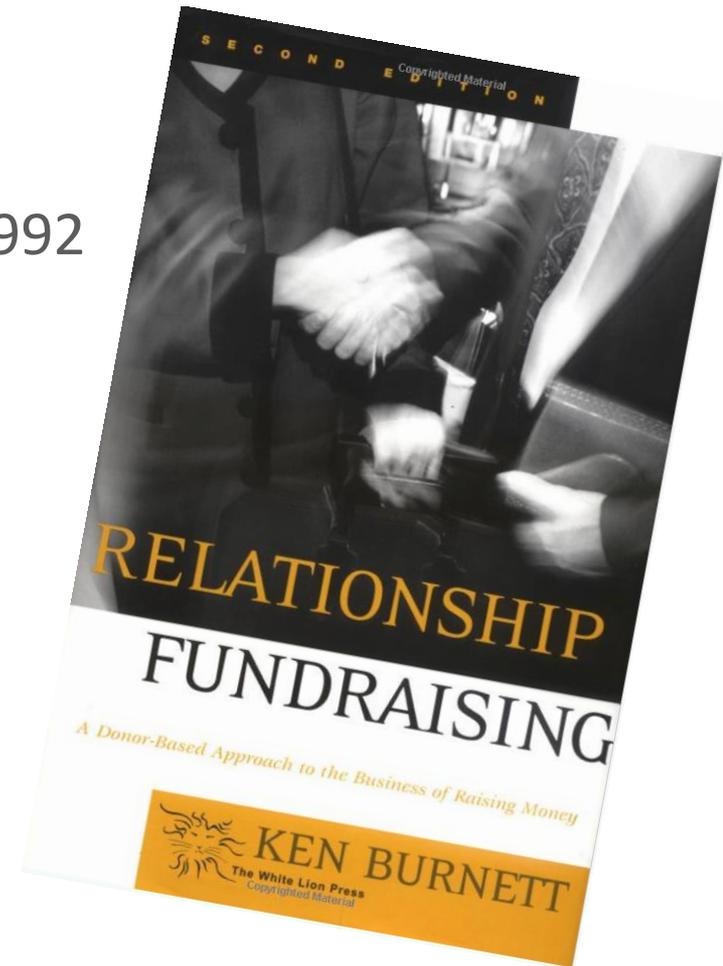
Topics where there is simply not enough reliable data to inform current practice. Our aim is to find out what research does exist and suggest how this could be used by practitioners.

- **'Under-thought'**

Topics where the arguments, discussions and debates lack cohesion, substance and/or internal logic. These are likely to be characterised by the same rhetorical arguments being trotted out time and again (from within the sector as well as without) but little progress actually being made.

Relationship fundraising

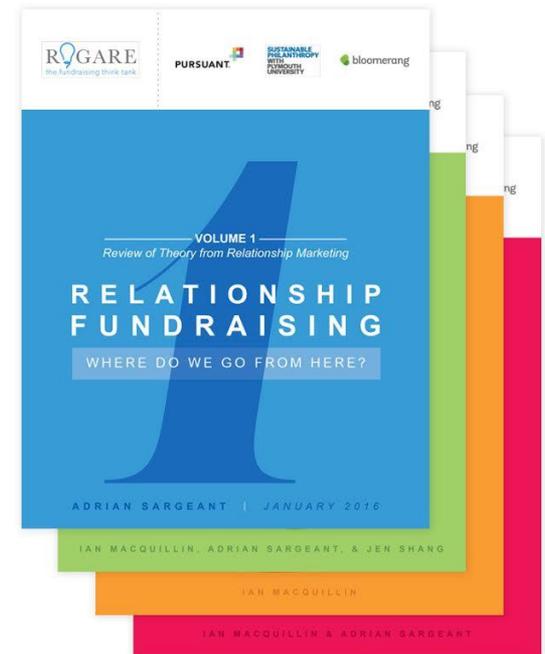
- Principles outlined by Ken Burnett in 1992
- Dominant mode of thought
- But little agreement about what a relational approach means practical
- Review and 'refashion'



Outline of the project

pursuant.com/relationshipfundraising

- Volume 1 – review of theory from relationship marketing
- Volume 2 – review of theory from social psychology
- Volume 3 – trends and challenges identified by practitioners
- Volume 4 – summary report





Trends and Challenges

Volume 3

Different British and American 'schools' of RF

What is 'Donorcentrism'?

Failed internal relationships and the need for an organisational culture of philanthropy

Evidence and measurement



Donorcentrism

“Essentially, this is about placing the donor, or prospective supporter, at the heart of all your activities; planning and executing your fundraising according to what is most likely to strengthen your relationship with them, according to their preferences, rather than what you, the fundraiser, may simply assume will be most beneficial for your charity.”

British charity fundraiser

“Goal: To acquire and retain donors based on ‘them’ not ‘us’.”

North American consultant



Donorcentrism

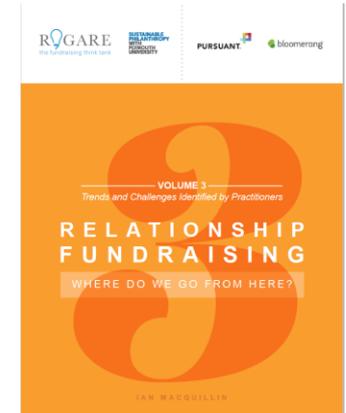
Understand donors

Connect them to a cause

Focus on the cause, not the organisation

Build 'deeper' relationships with them

Develop 'two-way' communications



Understand donors

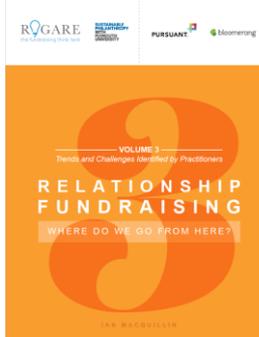
“I began to think from my donors’ perspective. I considered what experiences might delight them. My boss started to call me the “Director of Donor Experiences”. So I tell development staff their mission is to understand their donors. To get inside their donors’ heads. And to really enjoy being philanthropy guides and facilitators.”

North American consultant

“In my mind it’s really about being intentional about connecting with your donors on a very personal level, getting to know them, understanding their motivations, and considering them partners in your mission and organization.”

North American nonprofit fundraiser





Connect donors to a cause

“We see them as stakeholders and shareholders in our organization and the outcomes we achieve together. We are bold in letting them know that we still need them and make it clear why.”

British charity fundraiser

“The strength of relationship fundraising is that it provides fundraising practitioners with a framework for our organizations to connect with donors around our common goals and dreams, bring donors closer to our work, and facilitate the change they desire to see.”

North American nonprofit fundraiser





Focus on cause, not organization

“We turned our thinking through 90° from “Our charity is awesome. – We helped 100,000 children last year. Thank you for your help” to “You are awesome. You changed a child’s life last year. Would you like to change another child’s life today?”...Effective fundraising is not about your excellence. It is about your donors, and what they can achieve through you.”

British consultant

“In theory, relationship fundraising intends to establish and nurture a meaningful connection between a charity and its donors. But some charities over time come to view themselves as the beneficiary of donors’ philanthropy, rather than a service delivery partner or financial conduit flowing donor’s philanthropy to community beneficiaries.”

North American nonprofit fundraiser



A deeper relationship

“Relationship fundraising’s goal is to identify those donors who care about an organization or cause, then engage and empower to deepen those relationships in a mutually beneficial way to increase philanthropic investments, which support mission advancement.”

North American consultant

“During the interactions both parties build up a better picture of each other and their strengths and maybe weaknesses. This will enable the optimum ask for both sides to be presented and an increased likelihood of a positive response due to the donor having a deeper understanding and closer relationship with the cause.”

British charity fundraiser





Two-way communications

“The value exchange it provides between supporters and the charity they chose to support. It helps to debunk the fallacy that giving to charity is a one-way street and replaces this with a valuable socially responsible activity that rewards and enriches both sides.”

British charity fundraiser

“In encouraging the donor’s views to be heard, the organization must undertake to listen and act accordingly. That is not to say that any donor view must be seen as the right one but it is important that all staff and trustees go into such an exchange with an open mind, ready to consider adaptation.”

British consultant



Two-way communications

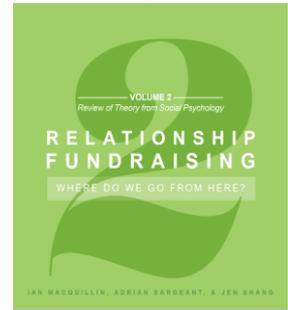
Excellence theory of public relations

Press agency

Public information

Two-way asymmetrical

Two-way symmetrical



Grunig, J.E. and Grunig, L.A, (1992). 'Models of Public Relations and Communication', in: Grunig, J.E. (ed) (1992). *Excellence in Public Relations and Communications Management*, Lawrence Erlbaum Associates, New Jersey



Two-way communications

“It is not an information exchange – the potential donor is getting a lot of information. S/he is giving feedback that is largely ignored. Further information about the same program or perhaps a different program is then shared. This loop continues: there is no progression. This fault in the progression can sit with a poorly-trained fundraiser who thinks that relationship building is the same as information sharing.”

British consultant





Intra-organisation relationships

“One major weakness of relationship fundraising is that the governing board and leadership volunteers are not sufficiently engaged in the process. Most times, the fundraising process is invisible to the board until there is a shortfall of funds. Often relationship fundraising is left mostly for staff to fulfill and failures are aligned with them [staff] even though they [trustees] are responsible for the financial health of the organization. More effort should be placed on keeping fundraising efforts high on an organization’s board agenda. Embracing a relationship fundraising process adds more visibility to fundraising.”

[North American consultant](#)





Intra-organisation relationships

“There are still far too many instances of short-term, transactional gain, taking priority over long-term investment in both the supporter and the charity. The high-volume, mass engagement models often place quantity over quality, stressing the need for a relatively rapid return on high acquisition costs...The challenge that fundraising directors must endure on a day to day basis is whether they can stick to their principles in the face of the acute pressures to meet monthly and annual targets.”

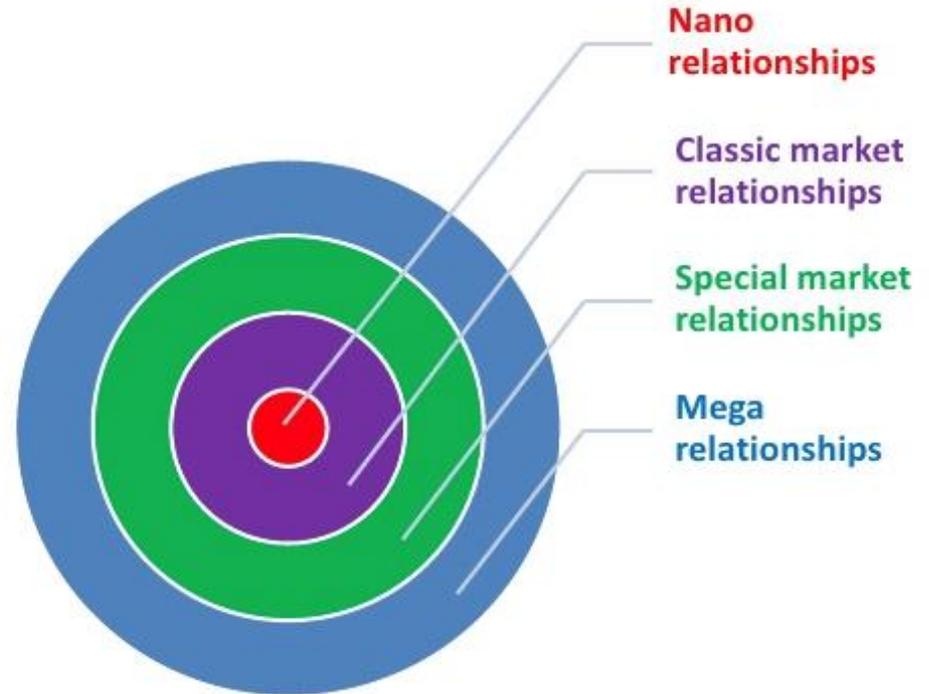
British charity fundraiser



'Total Relationship Fundraising'

Total relationship marketing
Classic market relationships
Special market relationships
Mega relationships
Nano relationships

Gummeson, E. (1999) *Total Relationship Marketing*
Oxford, Butterworth-Heinemann.

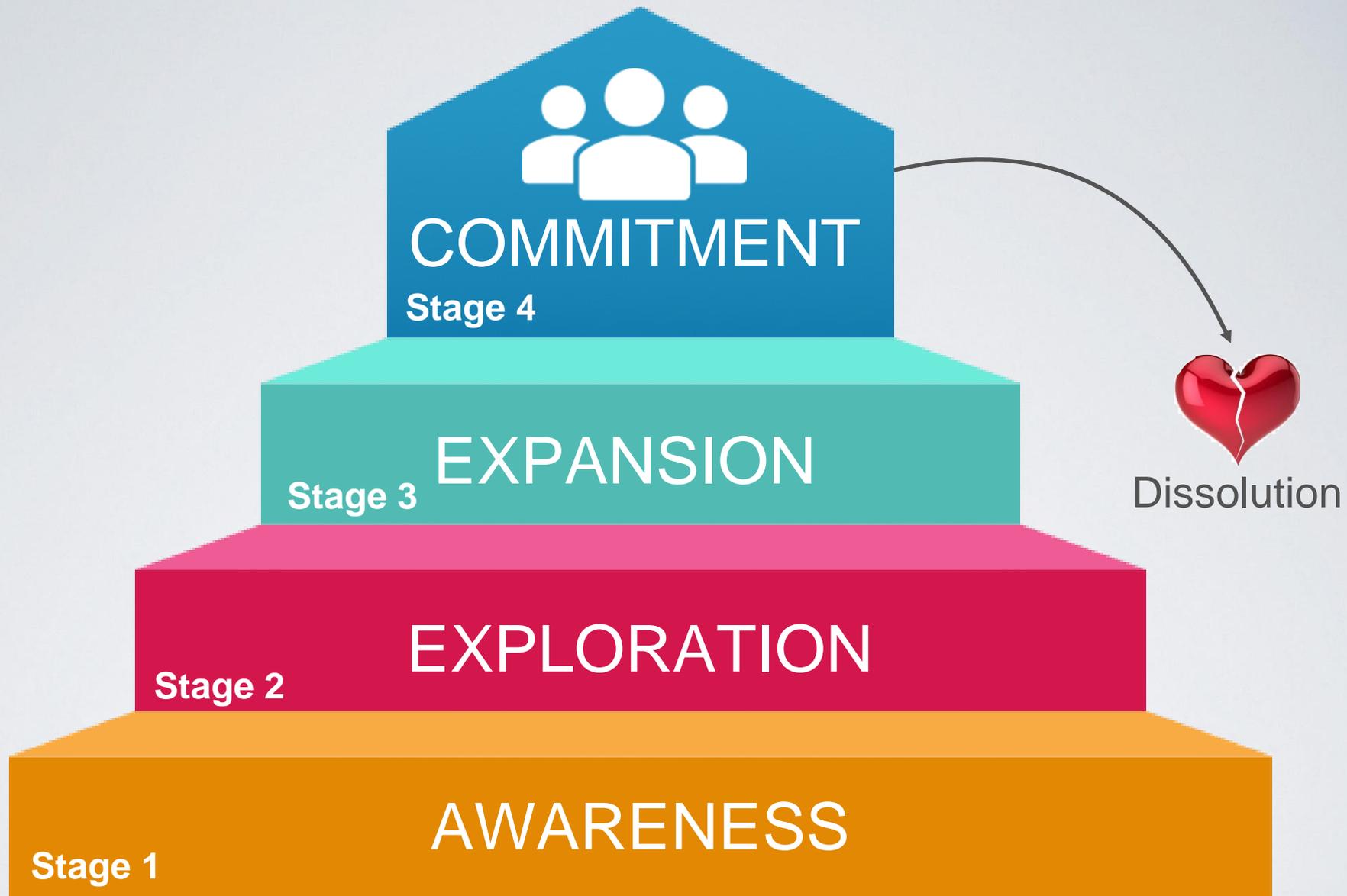


So How Do We Build Relationships?

Dr Adrian Sargeant

“

Everything we know about how to build a good relationship as a parent or friend we can apply to fundraising. ”



Stages of Relationship Fundraising

“

I feel I support them in spite of them.
It's not them I support, it's the cause. ”

Anonymous donor

“

Not all relationships are important to all companies all the time ... some marketing is best handled as **transaction marketing**.

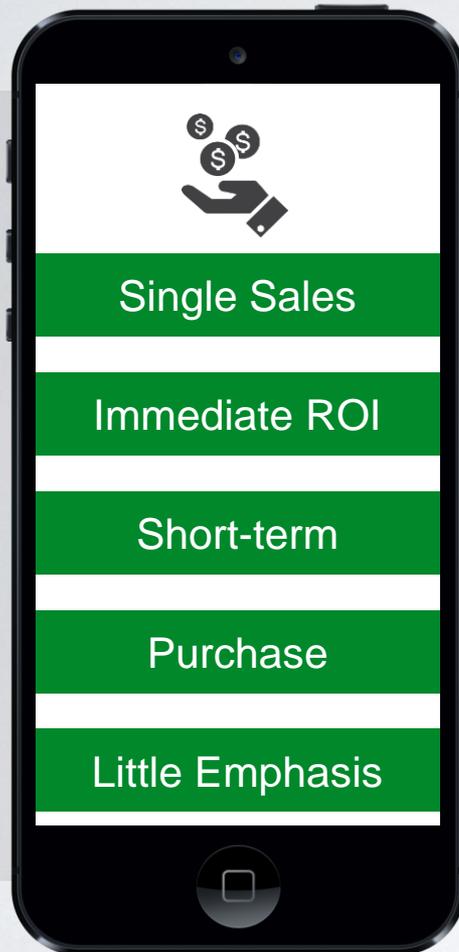
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Gummesson (1994)

Transactional Fundraising

VS.

Relational Fundraising



Single Sales

Immediate ROI

Short-term

Purchase

Little Emphasis

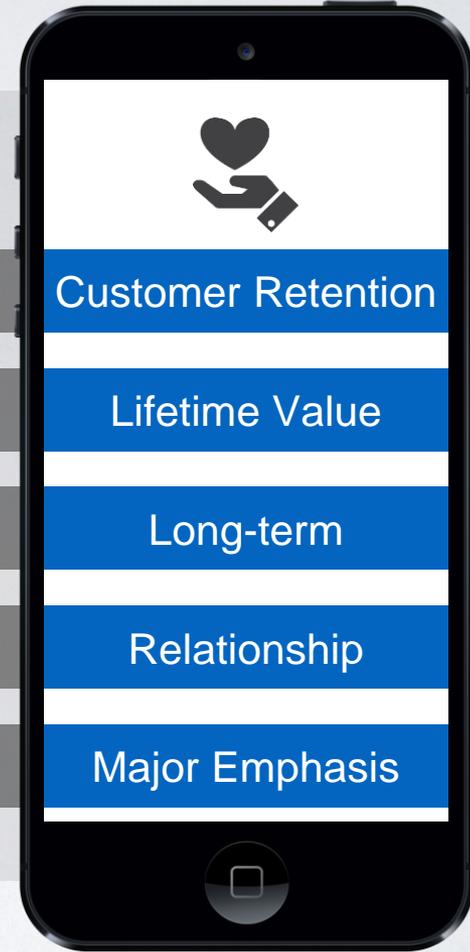
FOCUS

KEY MEASURES

TIMESCALE

ORIENTATION

CUSTOMER SERVICE



Customer Retention

Lifetime Value

Long-term

Relationship

Major Emphasis



Most relationships are an exchange.

Transactional
Fundraising

Relational
Fundraising



When to use transactional or relational?

The Fundraising Pendulum



Beneficiary Needs

Donor Needs

THE DONOR JOURNEY

How to Use Relationship Fundraising to Grow Philanthropy

START

Stage 1: AWARENESS

LOW LEVEL NEEDS
Focus is on the Beneficiary Needs

What matters most?

Intense arousal.
Make the donor
FEEL SOMETHING.

Stage 2: EXPLORATION

- Invest in **Immersive Experiences**
- Conduct **Donor Surveys**
- Offer **Donors Choice**
- Move from **Intrusion to Invitation**

FINISH

Stage 4: COMMITMENT

HIGH LEVEL NEEDS
Focus is on the Donor's Needs

- Create a **Sense of Longing**
- Pursue **Intimacy**
- Deepen **Perceived Similarity**
- Invite Them to Consider how Future Investment **Could Make Them Feel**
- Stretch Their Imagination of **How Good They Can Be**

What matters most?
Deemphasize the charity as the middleman between the donor and the beneficiaries.

Stage 3: EXPANSION

 **ROGARE**
the fundraising think tank

 **SUSTAINABLE
PHILANTHROPY
WITH
PLYMOUTH
UNIVERSITY**

 **PURSUANT.**

 **bloomerang**

www.pursuant.com/relationshipfundraising

Stage 1

AWARENESS

Make an impression

Invite them to share
contact information for
something they value





What will **inspire** a donor at this stage?

40 JAAR NIERSTICHTING. 40 JAAR VAN LEVENSBELANG.

De heer J. Krol*
Verlengde Pompstraat 9
4201 GX GORINCHEM
19/DHL/X077-VI762947XVI-519/B001/0010

123456-1201

Nierstichting Nederland
Groot Hertoginnelaan 34
Postbus 2020
1400 DA Bussum
Telefoon 0330 697 80 55
Fax 0330 697 80 09
www.nierstichting.nl
Giro 88.000 of 888.000

Wilt u de jarige Nierstichting een cadeau geven?

Bussum, 31 oktober 2008

Geachte heer Krol,

Veertig jaar Nierstichting Nederland. Moeten we daar blij mee zijn? Ja en nee. Ja, omdat de Nierstichting in die tijd veel heeft bereikt. Dialysebehandelingen zijn verbeterd, nierpatiënten krijgen financiële en sociale steun en we leveren een belangrijke financiële bijdrage aan wetenschappelijk onderzoek. Maar nee, omdat de Nierstichting nog steeds hard nodig is.

Leven met een nierziekte blijft zwaar en ingrijpend. Dialyse is eigenlijk geen leven, maar overleven. Een niertransplantatie lijkt de beste oplossing, maar is lang niet voor iedereen beschikbaar. Jaarlijks overlijden 100 tot 200 nierpatiënten onnodig door de lange wachttijden. En het aantal nierpatiënten dreigt door vergrijzing en een ongezonde levensstijl de komende jaren sterk te stijgen.

De Nierstichting wil nierpatiënten betere oplossingen bieden voor hun ziekte én voorkomen dat u of anderen een nierziekte krijgen. En dat kunnen we ook. Met uw cadeau voor onze verjaardag. Met uw geld kunnen we meer investeren in preventie, waardoor mensen met een nierziekte vroegtijdig kunnen worden opgespoord. Met uw geld kunnen we blijven vechten voor een structurele oplossing voor het grote tekort aan donormieren. En met uw geld kunnen we de kwaliteit van leven van nierpatiënten verbeteren door het financieren van hoopgevende nieuwe ontwikkelingen.

Met uw cadeau voor de 40-jarige Nierstichting komt een toekomst met zo min mogelijk nierziekten én een betere toekomst voor nierpatiënten dichterbij. Mag ik u vast heel hartelijk dankzeggen voor uw jubileumdonatie?



Met vriendelijke groet,
NIERSTICHTING NEDERLAND

Paul Beerkens

Paul Beerkens
Algemeen Directeur

P.S. Op de achterzijde van deze brief kunt u lezen hoe we werken aan doorbraken in de strijd tegen nierfalen.



euro-acceptgiro Dit is mijn cadeau voor de 40-jarige Nierstichting

0000 1201
0012 3450

0000 1201 0012 3450*

ik geef voor een betere toekomst voor nierpatiënten.

naam De heer J. Krol*
adres Verlengde Pompstraat 9
plaats 4201 GX GORINCHEM

op rekening 388000 Nierstichting Nederland Postbus 2020 1400 DA Bussum

van rekening 388000 Nierstichting Nederland Postbus 2020, 1400 DA Bussum

0000120100123450+ 0070388000+ 13>

Kidney Research UK
 Kings Chambers, Priestgate
 Peterborough PE1 1FG
 T: 0800 783 2973
 E: donations@kidneyresearchuk.org
 W: www.kidneyresearchuk.org



Mrs A Sample
 1 Sample Street
 Sampletown
 Anyshire
 AA1 2BB

XXXXX

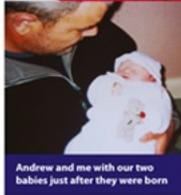
Why did both my baby boys have to die?

Dear Mrs Sample,

My heart skips a beat and my stomach churns every time I think about it. The moment when the Sonographer went quiet as she looked at the scan of my baby on the screen. In that split second I knew exactly what she was thinking. That the baby I was carrying had Potter's Syndrome, just like our last baby, Jack. So as soon as he was born he was going to die.



Not a day goes by when I don't think about my two beautiful angels. I gave birth to both Jack and Sam and they both died in my arms after just a few minutes. You somehow learn to live with the pain, but it still hurts. Some days are better than others, some days worse. I decided I was going to get through the grief by helping Kidney Research UK find out why my boys died - and maybe help save other babies like them too.



Andrew and me with our two babies just after they were born

That's why I'm writing to you now, to help spread the word about what a fantastic job Kidney Research UK does, and how you could help them save lives. They fund some of the world's most important research into kidney disease, research that could find a cure for conditions like the one that caused my babies to die. But the work they do can only carry on thanks to the support of kind people like you, so I do hope you choose to make a donation today.

The only way to save lives is to do the research

You've probably never heard of Potter's Syndrome. I certainly hadn't either until the day it tore my life apart.

continued...

Jack and Sam lived for just a few minutes.

Could you spare a few minutes to help save other babies like them.

Here is my gift of:

£15 £25 £50 Other £ _____

Make your cheque/postal order payable to **Kidney Research UK**
 OR Please debit the above sum from my (please tick box)

CAF CharityCard MasterCard Visa/Debit Maestro

Card no. _____ Maestro only _____

Start date [M][M][Y][Y] Expiry date [M][M][Y][Y]

Maestro issue no. _____ Security number _____ (See 3 digit on signature strip)

Signature _____ Date / / _____

Please tick if you would like acknowledgement of your donation

Please return this in the envelope provided to:

Kidney Research UK, FREEPOST ANG 3465, Peterborough PE1 1BR

Registered charity nos. 252892 & SC039245

Laurend Name

X Street Road, Anytown,
 Countyshire, AB1 2CD

XXXXXX

XXXXXX

You can make your gift worth 28% more by making a Gift Aid declaration. Please sign in the box below. I am a UK taxpayer and I want Kidney Research UK to claim back the tax on all donations I have made for the six years prior to this year and all donations I make from the date of this declaration until I notify them otherwise.

Signed _____ Date _____

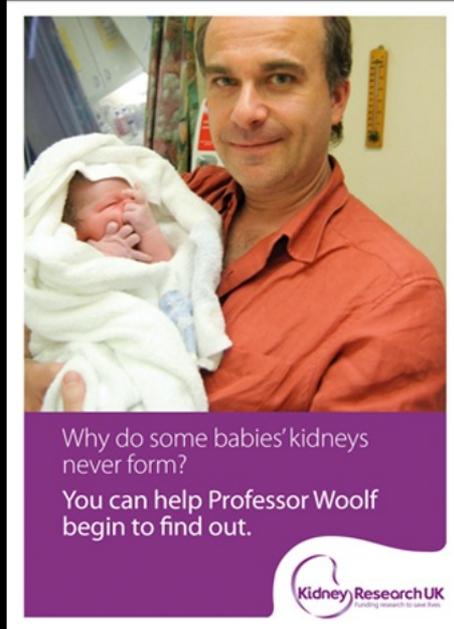
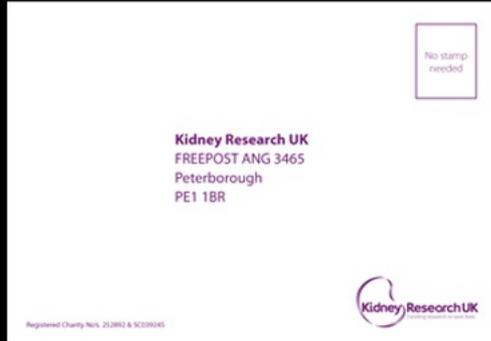
Fill this small gap an amount of income tax or capital gains tax at least equal to the tax we reclaim on your donations in the six year.

We may use your information to contact you in the future about Kidney Research UK activities, including fundraising. If you would not like to receive these communications please let us know. Please tick

Donation Line

0800 783 2973 (Freephone)

XXXXXX





Mrs A Sample
1 Sample Street
Samletown
Anyshire
AA1 2BB

xxxxx

Kidney Research UK
Kings Chambers, Priestgate
Peterborough PE1 1FG
T 0800 783 2973
E donations@kidneyresearchuk.org
W www.kidneyresearchuk.org

Inside, you'll find the most extraordinary letter you'll ever read...

Dear Mrs. Sample,
Little Katie looks so healthy, it's hard to believe with her.

I hope the letter you've just read helps to explain her condition – Multicystic Dysplasia. When Katie was still in her mother's womb, her bladder didn't join with her right kidney properly and developed abnormally and became enlarged. By the time she was a few years-old and her right kidney is still there, it's covered in cysts.

Understandably, Katie's mum is worried because her little girl may need a major operation.

Scientists funded by Kidney Research UK are studying children like Katie. She has two kidneys, but her right kidney is not functioning properly, but that means her left kidney is functioning properly, but that means it has to work extra hard, which can cause distress and discomfort.

The good news is Professor Gordon has discovered a new way of doing these checks using an MRI scanner so children can avoid the discomfort of a scan.

continued...

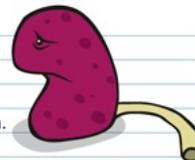
Mrs A Sample
1 Sample Street
Samletown
Anyshire
AA1 2BB

xxxxx



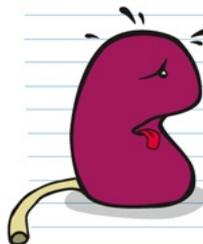
Dear Katie,

I'm so sorry I've let you down.



I wanted to be a strong, healthy kidney so I could clean your blood of toxins and keep you safe. But instead, here I am, covered in ugly cysts and useless.

Katie, you're such a good little girl. I really wanted to be there for you so that you'd grow up healthy.



Just inches away from me, your other kidney is having to work extra hard. Litres of blood never stop gurgling through it. Once it's filtered, out the blood flows, lovely and clean.

Your busy right kidney is



"When Katie was born it turned out the cysts had taken over the kidney completely so she only had one properly functioning kidney.

Despite her condition, Katie has always got a smile for you."

Ben, Katie's dad



What will **inspire** a donor at this stage?

Case Study: Plan UK

30 July 2013 by Jenna Pudelek, [1 comment](#)

The international charity's campaign Because I am a Girl generated 18,000 text donations

Remember your first period?
Leaving school? Getting married?
Having your first child?
Aneni does. She's twelve.



For some girls, starting their periods is the first step towards forced marriage.

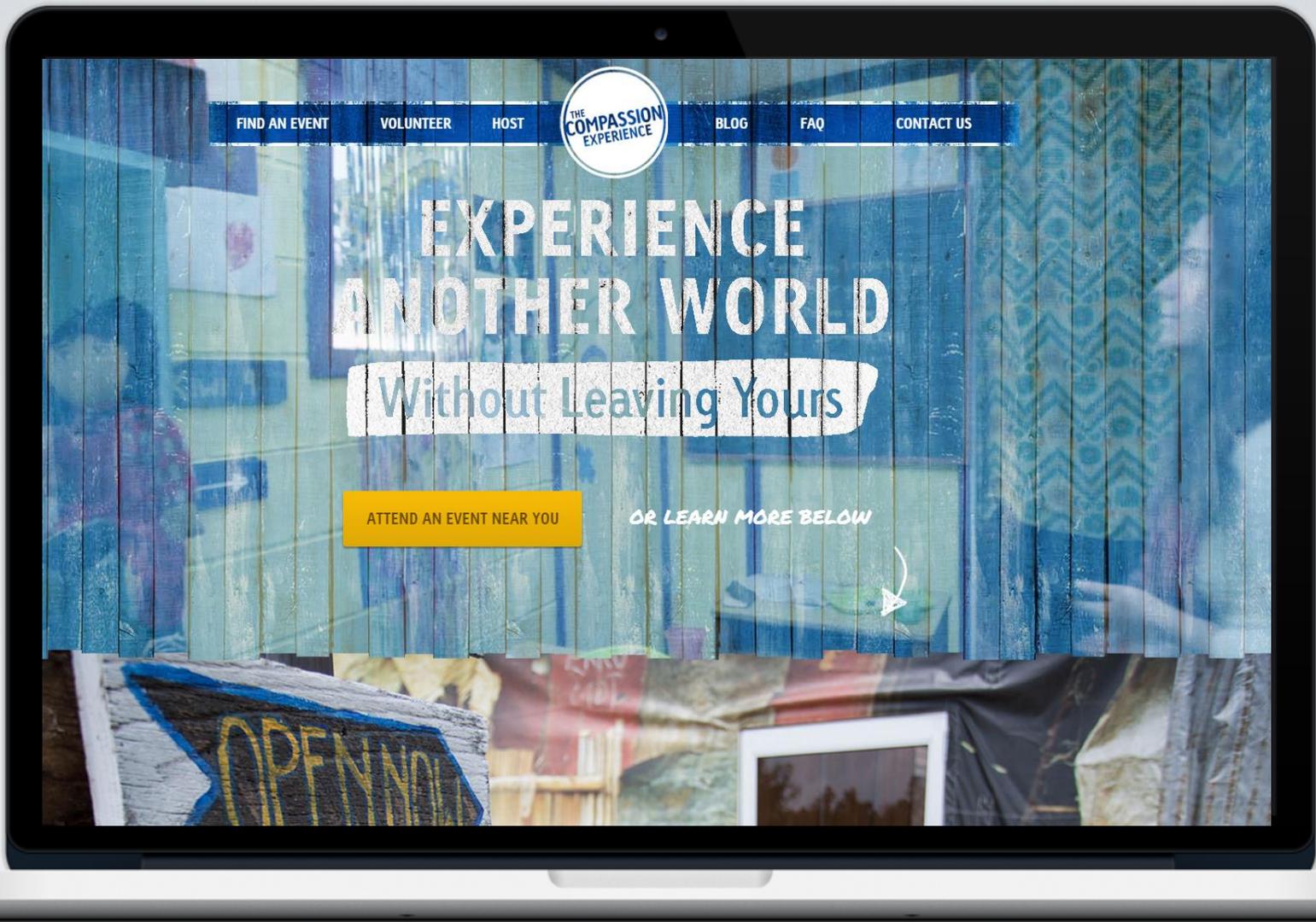
It means that they'll soon be taken out of school, isolated from their friends and forced into marriage with older men. Many will endure abuse. And every year, thousands will die in labour because their young bodies just aren't ready for childbirth.

As a woman, you understand just how terrible that is. And as a woman, you can do something about it – by helping Plan work with families and communities to keep young girls out of forced marriage. *Plan UK's hard-hitting campaign*

Organisation: [Plan UK](#)

Campaign: Because I am a Girl

Must Read



Invest in Immersive Experiences



Bring beneficiary needs to donor.

Offer Donors Choices



1

Satisfy them by giving them control

2

Don't ask on 1st Date

3

First prove value of communications

Botton Village

I want to be removed from your list

I only want updates not appeals

Write to me only at Christmas

I want to see editions of the newsletter

I'd like a copy of the book of what it's like to live at Botton Village

I would like to see the newsletter

I want to come take a tour

50%
Response Rate
on year end appeal!

Submit



Move from
Intrusion

Invitation



TELL US WHAT YOU THINK

As we've been working, we realized that something was missing: **YOU!** As a supporter of the Foundation, you are critical to us — we can't do what we do without you. So we created a brief 5-question survey to find out what you think. **Will you help us?**

TAKE THE SURVEY ▶

Conduct Donor Surveys Early

Question 2

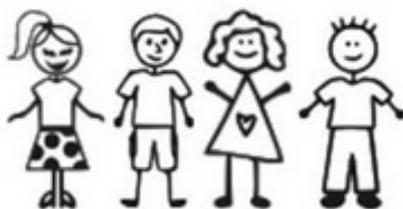
When it comes to literacy, I am most interested in:

QUESTIONS

2 OF 6



Helping all children learn to read



Helping all adults learn to read



Helping all families learn to read



NEXT QUESTION

Question 3

My primary reason for getting involved was to:

QUESTIONS

3 OF 6



Learn more about your literacy programs



Raise awareness about the literacy challenge in America



Donate money to help ensure literacy for all



NEXT QUESTION

Question 5

I want my donations to impact:

QUESTIONS

5 OF 6



Books



Teacher for 2 - 3 year olds



Youth Mentors



NEXT QUESTION



Deepening the relationship

Deepening the Relationship

Satisfaction is driven first by the attracted target but then by the fulfillment of donors' needs.

Shift from “how attractive you are” to “what needs this relationship can mean for them”.

Satisfaction of what ...?

Satisfaction is first driven by fulfillment of donors' lower level needs but then transition to be fulfilled by donors' higher level needs;

connectedness

growth

self-actualization

self-fulfillment

M O M E N T U M

A Newsletter for Patients, Families and Friends of Gillette Children's Specialty Healthcare



Kristin and Jay Belley have walked, jumped, and even danced, since Kristin's spinal surgery. The photo captures the joy and excitement of Kristin's recovery. Kristin is now able to play basketball and golf.

The John E. Linneman Spine Care Fund was created in honor of Linneman by his wife and children. Linneman is an orthopaedic surgeon at Gillette. Family, friends, colleagues, and patients provided additional funding. The fund supports projects and programs benefiting Gillette patients who have spinal disorders. Projects include picture books for pre-schoolers and printed videos and Web information for teenagers. For information about the fund, contact Brett Twiss at 951.229.1129 or twiss@gillettechildrens.com.

INSIDE

- 2 Creating Videos
- 3 Dina's Profile
- 4 Children's Miracle Network
- 4 Children's Miracle Network Champions
- 7 Tributes
- 8 Benefit Event

At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1947, doctors and guidelines at Gillette Children's Specialty Healthcare have established principles that are still considered the highest standards of care for children with spinal deformities. Kristin and Jay Belley are one in a long line of patients who have benefited from the hard work and dedication of Gillette's medical pioneers.

Kristin Belley is an elegant, statuesque 17-year-old with a warm smile. As a high school junior, she plays basketball and golf. In addition, she takes jazz, ballet and tap dance lessons and plays basketball in the school band. Her brother, Jay Belley, 15, is a well-spoken young man whose confident demeanor belies his young age. The play basketball, tennis and golf and is a member.

Both Kristin and Jay have scoliosis, a sideways curvature of the spine that can shape it into a single curve (like the letter C) or into two curves (like the letter S). About 8 percent of children have some type of scoliosis. One in every 200 of those children requires treatment. Doctors customize treatments to each child's particular needs.

Treatment

When Kristin was in third grade, her pediatrician grew concerned about the curve of her spine, especially in light of her family history of scoliosis. "Kristin's grandmother didn't have treatment," explains Jay Belley, Kristin's brother. "She has a noticeable curve, it's visible in her clothes and can't walk for any distance."

"Kristin's doctor said her curve looked different from the typical scoliosis curve," Belley adds. "Typically, the spine curves to the right. Kristin's went to the left and didn't have the S curve." She had pain when she took and couldn't sit comfortably for any length of time.

As a result, Kristin began wearing a brace when she was 8. Because of the unusual curve, her family discussed the possibility of spine fusion surgery with John Linneman, M.D., an orthopaedic surgeon at Gillette. Spine fusion surgery involves joining several spine bones to make one unit. The procedure is used to partially correct the curve and to stop it from progressing. During surgery, surgeons implant a smooth rod attached to the spine by hooks, screws and wires to hold the spine in place while fusion occurs.

Doctors also kept an eye on Jay. At 9, he had an X-ray indicating that he, too, had scoliosis. For the next 18 months, he's been wearing a brace for 23 hours a day. The brace is lightweight and worn under clothing. He'll wear it until he's done growing. "The brace really doesn't prevent me from doing anything," he says. "I can take it off when I play basketball, tennis or golf."

The Belley's experience is markedly different from that of past patients.

The Story Unfolds

In the early years, at Gillette and elsewhere, doctors treated scoliosis with exercises or casts, which often failed to keep the curve of the spine from progressing. In 1947, John Moe, M.D., established the Spine Service at Gillette. He brought together a team — including brace makers, nurses, surgery staff and physicians — to work with children who had spine deformities. Working with the team of special care, Moe used advanced braces for treating scoliosis and developed practical surgical techniques that resulted in a good fusion.

By the time he retired, Moe was known as the father of modern scoliosis surgery.

A Breakthrough Idea

Throughout the 1960s, doctors treated spine deformities, such as Kristin's, with a Milwaukee brace to support the entire spine and to keep a spinal curve from progressing. The brace extended to the neck and wasn't easily hidden under clothing. Surgeons also did fusion surgery, using bone grafts without screws and rods to stop the progression of the curve. Following surgery, patients spent one year in casts. Often the bones didn't fuse properly, and patients had second surgeries, which meant another year of cast.

In 1998, Robert Winter, M.D., was an orthopaedic resident at the University of Minnesota. He completed two rotations in pediatric orthopaedics at Gillette. "During my first rotation, significant things happened," he says.

A Texas surgeon, Paul Harrington, M.D., had developed a series of stainless steel rods and hooks that he surgically implanted in scoliosis patients to straighten and hold the scoliosis curve of the spine. Moe, a skilled surgeon, understood the value of the rods for spine fusions, and he invited Harrington to demonstrate the technique at Gillette. Winter assisted with the surgeries. We became one of the first hospitals in the country to use Harrington rods.

"With minimal rods, and a good cast, children healed better, and we could get them up walking within two weeks," Winter explains. When Winter completed his residency, Moe invited him to join the Gillette Spine Service. Throughout their tenure, these and other Gillette physicians and staff developed surgical techniques and imaging technology to revolutionize spine care.

Continued on Page 2



Bringing You Closer to the Lives You Help Change

Connections

Fall 2007 • Volume 17 • Number 1

Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet



To meet Zawadi Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an emphatic, "Thank you!" Before you can grasp why you deserve such adoration, you catch a mischievous glint in her eye. "No catch me!" she taunts, running in the opposite direction. Another game of tag has begun, and — just like that — you're it.

It's an idyllic scene, but Zawadi's story doesn't begin here. Before she could even dream of chasing about in sparkly sneakers, Zawadi needed feet on which to stand.

Her Community Believed She Was Cursed
Zawadi was born with two clubfeet in an impoverished village outside Arusha, Tanzania. Her community saw the disability as a curse, and local children threw stones at her.

Zawadi's father abandoned the family the day she was born, leaving her mother to care for three children alone. "Zawadi would have no future if something happened to me," says Zawadi's mother, Sofia, through an interpreter.

Few Could Help Her

Zawadi's fate changed when missionaries Tom and Polly Wiley spotted her. "She had huge brown eyes and a penetrating look," Tom Wiley recalls. "We knew we had to help her."

The Wileys discovered that Zawadi's case was too severe for treatment in Tanzania. She

needed a surgeon trained in the Iliarov method — a complex technique for reshaping bones, developed by Gavril Iliarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure.

But a Google search quickly uncovered one of the few surgeons in the world who could help Zawadi: Mark Dahi, M.D., pediatric orthopaedic surgeon at Gillette Children's Specialty Healthcare. In fact, Dahi trained in Siberia with Iliarov himself.

"My Daughter Has a Future!"

Within weeks, Zawadi flew to St. Paul for a treatment that Dahi had performed thousands of times, but on only a few children with Zawadi's condition. During a five-hour surgery, Dahi

Zawadi continued on Page 4

Without treatment in Tanzania, Zawadi might never have learned to walk on the rough cobblestones that formed where her feet should be.

But today, Zawadi is shopping for her first pair of shoes. Her friends helped her find shoes that fit around her braces, which will keep her feet straight while she grows.





At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1967, doctors and specialists at Gillette Children's Specialty Hospitals have established principles that are still considered the best in the world.

The Biceps' experience is markedly different from that of your patients.

How great the ORGANIZATION is = \$4,470 in gifts



Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

To meet Zawadi Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an

needed a surgeon trained in the Iizarov method — a complex technique for reshaping bones, developed by Gavril Iizarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure.

How great the DONOR is = \$49,600 in gifts



Self Verification Theory

“people can always feel better if others important to them see them in the same way they see themselves...”

“both partners reveal themselves, and seek and express validation of each other’s attributes” (Reis and Shaver 1988, 369).

Together we will beat cancer



Cancer Research UK
PO Box 123
London WC2A 3PX
United Kingdom
Supporter Services Department
Tel: 020 7121 6699
Fax: 020 7121 6700
www.cancerresearchuk.org

Mr S Pidgeon
St James House
St James House
CHELTENHAM
Glos
GL50 3PR

31641

August 2006

Please tell us what you think

Dear Mr Pidgeon,

I am delighted to enclose your latest copy of **Together**, keeping you up to date with all the progress you are helping us to make.

I would also like to thank you for your continued support of Cancer Research UK. Your generosity and kindness mean so much in the fight against cancer.

We value your views

Attached to this letter is a simple questionnaire. It asks about your experiences of and attitudes towards cancer and Cancer Research UK. We would be very grateful if you could take just a couple of minutes to complete it and post it back to us in the Freepost envelope provided.

Your answers are very important to us as they help us to understand people's attitudes towards cancer and the effect it has on their lives. This will in turn help us to know the best ways to communicate with all our supporters.

Depending on your personal experiences, I will completely understand if there are any questions that you would rather not answer - please feel free just to leave them out. And rest assured, your answers will remain completely confidential.

Thank you so much for everything you do for Cancer Research UK. It's because of people like you that more people than ever before are now surviving cancer.

Yours sincerely,

Claire Wilson
Supporter Services
Cancer Research UK

Patron Her Majesty the Queen
President HRH The Duke of Gloucester KG GCMG and HRH Princess Alexandra the Hon. Lady Ogilby KG GCMG
Chief Executive Professor Alan Harkin
Cancer Research UK is a registered charity No. 108944. Registered as a company limited by guarantee in England and Wales No. 4323234. Registered address: 41 Lincoln's Inn Fields, London WC2A 3PX.

ATDS

Agree or disagree with each of the following statements?
(Mark a box in each row)

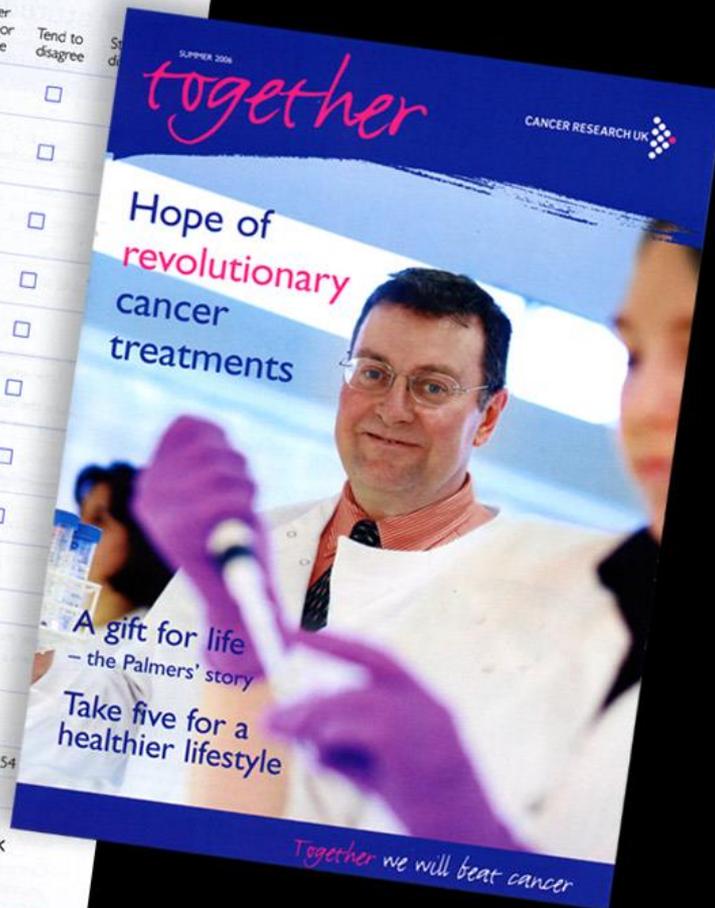
	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
... about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... into cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... to find a cure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... search into the	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... top treatments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... ourselves,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... the past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... being diagnosed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... may be	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... what may	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... haven't time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... to deal with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... to overcome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... us	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... to help	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... to be done	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How long have you been between? (Please place a cross in one box only)

- 16-24 25-34 35-44 45-54
 55-64 65-74 75-84 85+

If you would like to receive further progress within Cancer Research UK, please supply your email address below.

Thank you for your time. Please return the completed questionnaire to us in the FREEPOST envelope provided to: Cancer Research UK, Freepost RRAL-TRSC-TTEL, Halifax Road, Melksham, SN12 6YY. Charity No. 108944



88155D

06/YC/05

PRACTICAL ACTION
Technology challenging poverty



Mr S I Pidgeon
Sandy Pluck Lane
Shurdington
CHELTENHAM
Gloucestershire
GL51 4UB

September 2006

Dear Mr Pidgeon

Thank you very much for all your support of and interest in Practical Action. I am writing to ask if you would be able to help us in a different way.

We are planning to undertake some research with a number of our supporters and would really like to hear your views.

We want to know a little more about the people who support us and what they know and think about our work. In order to grow and expand our vital work overseas, we need to find the most cost effective ways of finding new supporters to help. By sharing your views with us, you can help us find more people like you to help with our work.

It does not matter whether you feel you know a lot or a little about us, or whether you have been interested in Practical Action for a long time or a short while; your contribution will be invaluable.

The research will take the form of a short telephone interview which we hope you will take part in. If you are happy to take part, you need do nothing further until you receive a call from the research company **JRA Research**. You are under no obligation to take part and you can make your final decision on about whether or not you want to participate at the time you receive the call. If this is the case then please inform the caller from **JRA Research**.

However, it is possible that you may not be contacted – so if you do not hear from **JRA Research** by the end of October please assume we have completed our research.

Once again, thank you very much for your help and for your continued support.

Yours sincerely

Jackie Taylor

Jackie Taylor
Head of Supporter Services

The Schumacher Centre for Technology and Development, Bourton on Dunsmore, Rugby, Warwickshire, CV23 9QZ, UK
T +44 (0)1926 634400 | F +44 (0)1926 634401 | E practicalaction@practicalaction.org.uk | W www.practicalaction.org

Practical Action is the working name of Intermediate Technology Development Group Ltd
Registered office is: The Schumacher Centre for Technology and Development, Bourton on Dunsmore, Rugby, Warwickshire, CV23 9QZ, UK
Company Reg. No. 871954, England | Reg. Charity No. 247257 | VAT No. 880 9924 76 | Patron HRH The Prince of Wales, KG, KT, GCB

‘For the clever fundraiser, the point of research is NOT the information...but the PARTICIPATION!’

Self Enhancement Theory

Katz and Beach (2000) tell us that people are most likely to seek partners who give them both verification and enhancement, and that in the absence of the latter, they seek the former. So how can fundraisers stretch their donors' imagination about just how good a human being they can be?

Stretch their idea of how good they can be

Search

Pledge your birthday and help change lives.

It's easy. Instead of gifts, ask for donations.

MM

DD

YYYY

Full Name

Email

Send me awesome emails

PLEDGE NOW



How it works.



Pledge your birthday



Start a campaign



Give people clean water

Identity Fusion

The giving of money is not experienced by the donor as a 'loss' or an 'investment' any more. The action of giving money, as the theory predicts, should make the individual feel stronger because of the closer connectivity they experience with others

Thank You's

Should not thank for the donor's generosity per se – but rather -
celebrate shared success

FirstName LastName
Address1
Address2
Address3

2nd March 2009

Dear NAME,

On behalf of XYZ Charity, thank you most sincerely for sending through AMOUNT donated on behalf of the winner of the ABC Competition. We truly appreciate your customer's generosity and support.

For over XXX years, XYZ Charity has been Ireland's leading independent charity advocating for the rights, well being & protection of children. Our mission is to end cruelty & injustice to children in all forms – ensuring every child is given the opportunity to experience love, happiness & equal opportunity. Despite Ireland's great progress, the moral obligation to protect fully our most vulnerable citizens remains unfulfilled. This is the gap XYZ Charity aims to fill each & every day with the public's generous support.

Our services to children, their families and communities include:

- ProgrammeName1 is Ireland's only multi-media listening service for children, providing daily round-the-clock support. With a network of over 200 volunteers nationwide, ProgrammeName1 has answered over 1.8 million calls, texts and online communications over its 20 year history. Nearly 2,000 calls are received each day.
- The ProgrammeName2 programme focuses on teenagers with behavioural or mental health problems as well as those at risk of substance abuse to prevent social isolation and early school leaving.
- ProgrammeName3 is a home-based service working with vulnerable young children who are experiencing behavioural or emotional difficulties with limited support options available.
- Now in its 12th year, ProgrammeName4 is a 24-7 service focused on children, young people and parents who are begging or at risk of begging on the streets. ProgrammeName4 also provides support to children from minority ethnic backgrounds who are seeking asylum in Ireland.

We rely on donations like yours to continue to expand and improve our programming.

- AMOUNT can cover the costs of one month's one-on-one web counselling.
- AMOUNT can help us train one new volunteer who will then devote 100 hours or more of service to our programmes, making an immeasurable difference to the lives of so many children.

We would welcome the chance to explain our work further or answer any questions you might have. Please do not hesitate to contact us anytime on (XX) XXX XXXX or visit www.xyzcharity.org.

Again, we really appreciate your support and we hope that you can continue to support us in whatever way you can in the future.

Yours sincerely,


Fundraising Campaigns Administrator

Before

After

[XYZCharity Letterhead]

FirstName LastName
Address1
Address2
Address3

2nd March 2009

Dear NAME,

Somewhere in Ireland, a child is calling for help. And because of you, a caring voice answers.

Thank you so much for donating AMOUNT through the ABC Competition to XYZ Charity. Your generosity – and your customer's support – are truly at the heart of all we do.

Nearly 2,000 times, each and every day, you make all the difference in the world for troubled children. Your kind contribution means that XYZ Charity can keep skilled volunteers standing ready to answer calls... offer counseling services that keep teenagers in school and away from drugs... and mentor young children (and their parents) to better cope with tough times.

Your support even extends to Ireland's "invisibles" – those who beg or are at risk of begging – as through XYZ Charity's round-the-clock outreach services, young lives are forever changed.

It's all thanks to you.

And we welcome the chance to answer any questions you might have. Please contact us anytime on (XX) XXX XXXX or visit www.xyzcharity.org. I'll also update you on all the good your gift is doing in XYZ Charity's [annual letter? quarterly newsletter?], which you'll receive [when].

All of us here at XYZ Charity really appreciate your support. Thank you again for giving vulnerable young children a place to turn for help... and a reason to hope.

Yours sincerely,

[INSERT SIGNATURE]


Chief Executive, XYZ Charity

With thanks to Lisa Sargent

Relationship Fundraising



Q & A



Thank you!

pursuant.com/relationshipfundraising

Ian MacQuillin Director, Rogare
ian.macquillin@plymouth.ac.uk

Adrian Sargeant, PhD
Adrian.sargeant@plymouth.ac.uk

Rachel Muir, VP Training at Pursuant
Rachel.muir@pursuant.com

