

Relationship Fundraising: Where do we go from here?



#AFPFC
AFPFC.com

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**

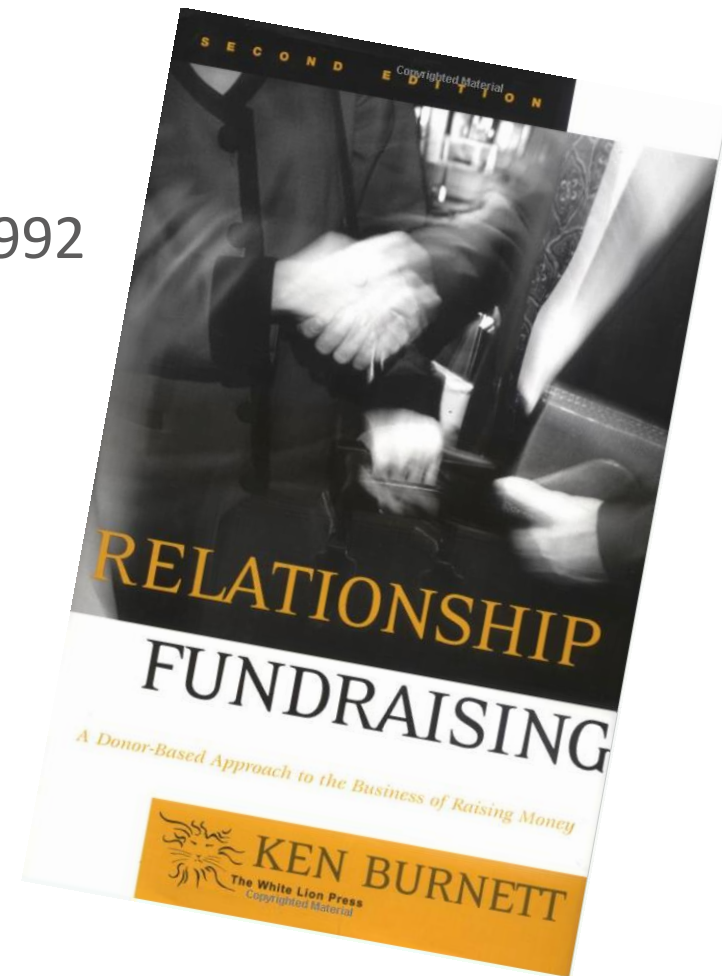
Topics where there is simply not enough reliable data to inform current practice. Our aim is to find out what research does exist and suggest how this could be used by practitioners.

- **'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

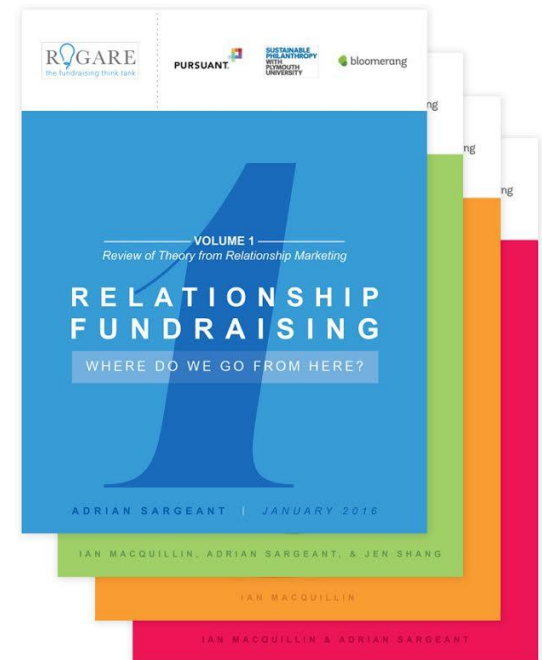
- Principles outlined by Ken Burnett in 1992
- Dominant mode of thought
- But little agreement about what a relational approach means practical
- Review and ‘refashion’



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



INTERNATIONAL
FUNDR**ISING**
CONFERENCE **BOSTON, MA**
MARCH 20 - 22, 2016

Jay Love

Relationship Marketing

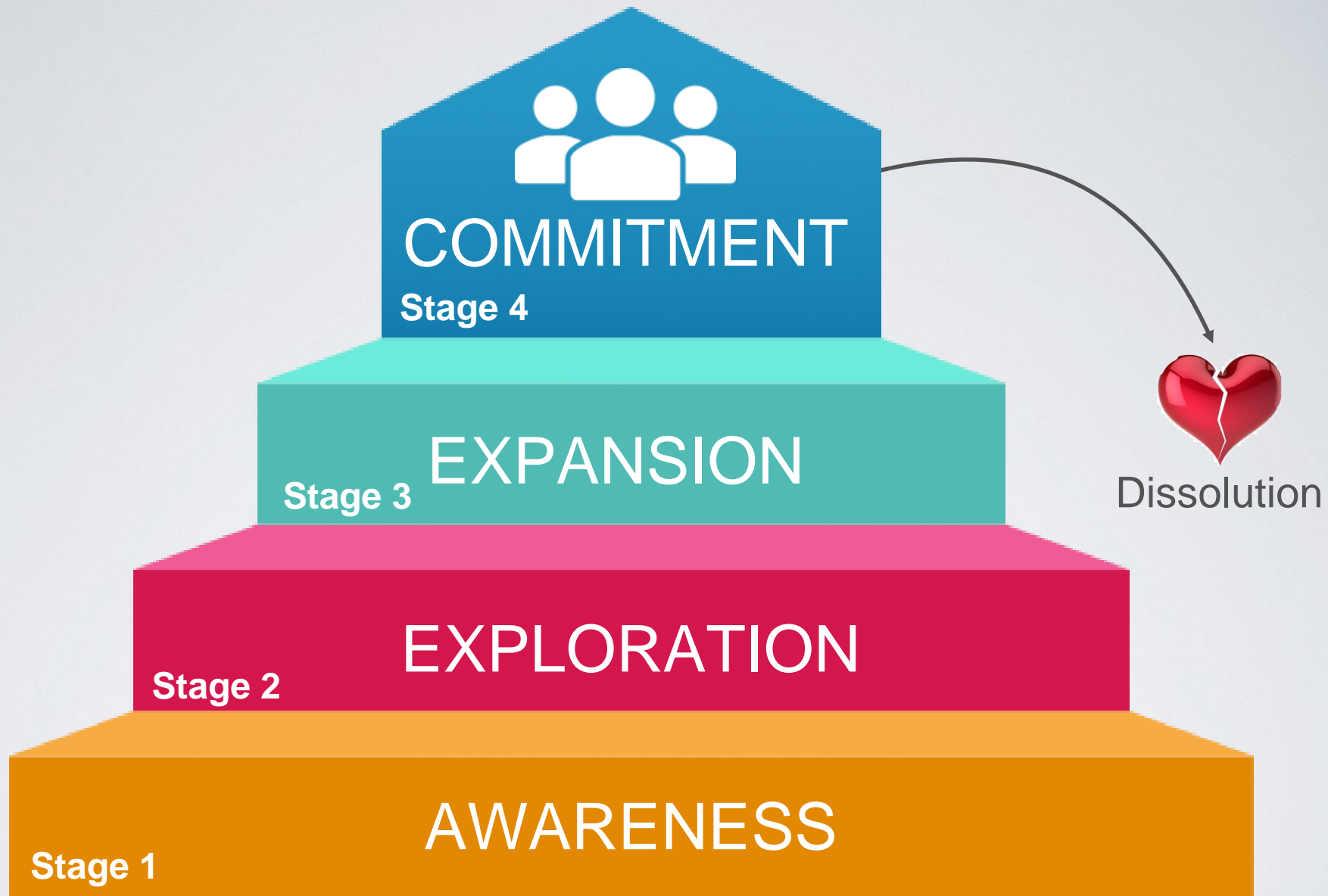


@JayBarclayLove

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



Stages of Relationship Fundraising

What does one need to develop a successful relationship?



Choose one's partner carefully

Structure the partnership carefully

Devote genuine time and resources to developing the relationship

Maintain open lines of communication

Establish and maintain trust between the parties.

How do you do this when...

Trying to establish relationships with people who may not desire a relationship with you?





Donors give through us,
not **to us!**

“

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**.

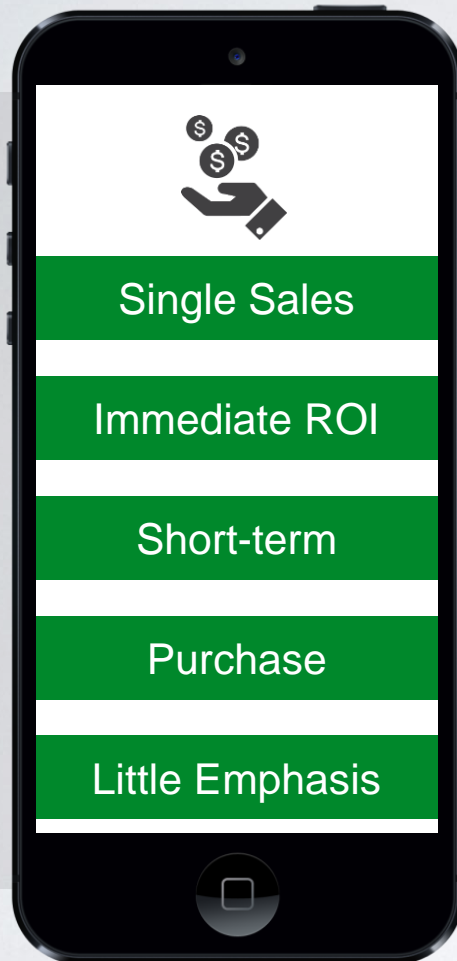
”

Gummesson (1994)

Transactional Fundraising

VS.

Relational Fundraising



Single Sales

Immediate ROI

Short-term

Purchase

Little Emphasis

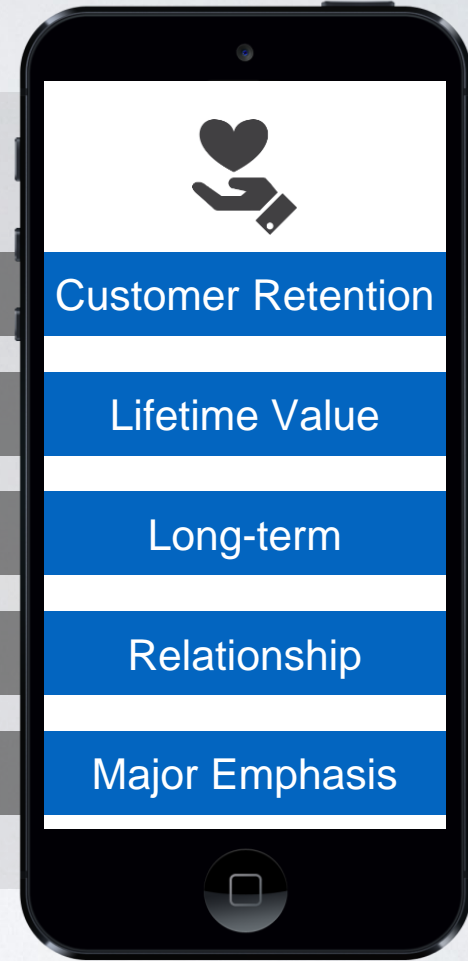
FOCUS

KEY MEASURES

TIMESCALE

ORIENTATION

CUSTOMER SERVICE



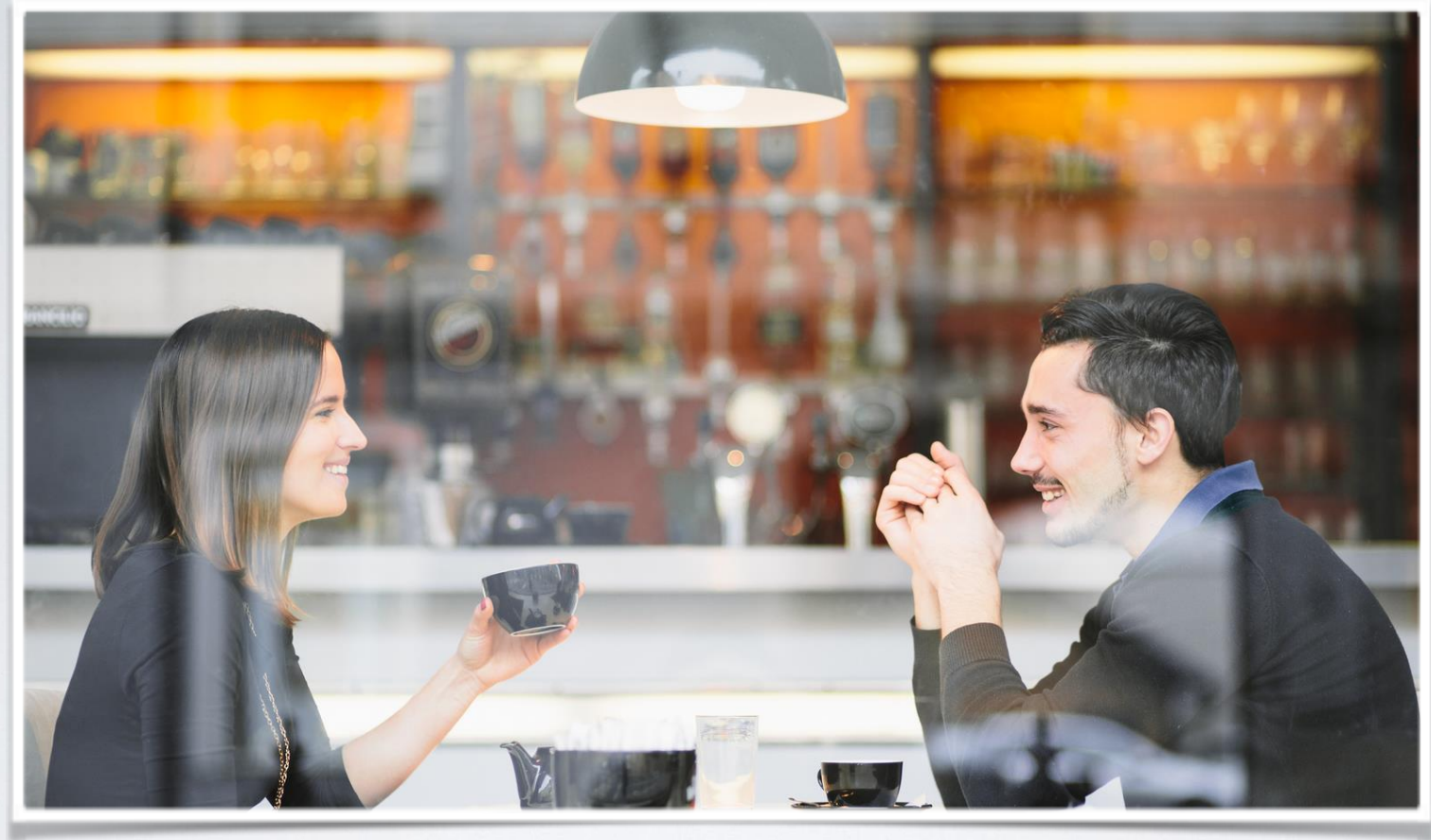
Customer Retention

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



Transactional
Focus on beneficiary
Meeting low level needs of donor
(Early stage of giving)

Relationship
Focus on donor
Meeting high level needs of donor
(Later stages of giving – after 5 meaningful gifts)

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

R²GARE
the fundraising 2.0 network

SUSTAINABLE
PHILANTHROPY
WITH
PLYMOUTH
UNIVERSITY

PURSUANT.

bloomerang

www.pursuant.com/relationshipfundraising

Rachel Muir, CFRE
The early relationship stages

Stage 1

AWARENESS

Make an impression

Invite them to share
contact information for
something they value





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

Stage 2

EXPLORATION

Invest in Immersive experiences

Conduct Donor Surveys

Offer Donors Choice

Move from Intrusion to Invitation





Invest in Immersive Experiences



Bring beneficiary needs to donor.



Pictures are good. Video is better.

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 more editions of the newsletter

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

I would like to see more of 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 1

The amount of communication I receive is:

QUESTIONS

1 OF 6



Too much



Just right



I want more!



NEXT QUESTION

Question 2

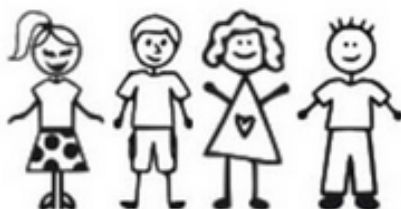
When it comes to literacy, I am most interested in:

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

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

Adrian Sargeant, PhD

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 Beley love volleyball, tennis, soccer and more. Their relationship just like the relationship with most patients receiving spine surgery. Kristin and Jay Beley are one in a long line of patients who have benefited from the hard work and dedication of Gillette's medical pioneers.

The John E. Lomenzo Spine Care Fund was created in honor of Lomenzo by his wife and children. Lomenzo 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 preteens and printed videos and Web information for teenagers. For information about the fund, contact Brent Twiss at 951.229.1729 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 spine deformities. Kristin and Jay Beley are one in a long line of patients who have benefited from the hard work and dedication of Gillette's medical pioneers.

Kristin Beley 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 Beley, 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 slight 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.

Tailored Treatments

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 Beley, Kristin's mother. "She has a noticeable curve, it's visible on X-rays and can't walk for any distance."

"Kristin's doctor said her curve looked different from the typical scoliosis curve," Beley 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 Lomenzo, 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 vertebrae 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 past 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 Beley'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 1950s, 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 a cast. 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 careers, these and other Gillette physicians and staff perfected surgical techniques and tracking 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 Iliizarov method — a complex technique for reshaping bones, developed by Gavril Iliizarov, 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 Dahl, M.D., pediatric orthopaedic surgeon at Gillette Children's Specialty Healthcare. In fact, Dahl trained in Siberia with Iliizarov himself.

"My Daughter Has a Future!"

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

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.



Source: Tom Ahern



At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1967, doctors and specialists at Gillette Children's Specialty Healthcare have established principles that are well considered.

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

Source: Tom Ahern

JOIN OUR SALUTE TO THE FALLEN

TO HONOUR THE BRAVEST OF THE BRAVE

INSIDE: YOUR OPPORTUNITY TO HONOUR THE BRAVEST OF THE BRAVE

If undelivered, please return to: The Royal British Legion, PO Box 232, Halifax Road, Bowfield, Mill Lane, Walsley CV22 0VF. Registered Charity No. 219273

905 OF 8

recycle

THE ROYAL BRITISH LEGION

Patron Her Majesty The Queen

The Royal British Legion
Flood House
150 Ryeleigh Place, Seven
London SE1 1AL
Supporter Cardline 0845 845 1945
www.poppys.org.uk
Fax 020 7027 2364

October 2009

Join our salute to the Fallen.
Help us create a 'Flanders Field' of Poppies.

Dear Mr Sample,

On November 11th 1918, the last shot of the Great War was fired. The war to end all wars was over. The fields in Flanders.

On Remembrance Day this year, The Royal British Legion is honouring the memory of not just those heroes, but of all the brave men and women who fell during action in their wars. We are planting a special Poppy. I am inviting you to play an important role in our salute by returning the instructions on how to return your Poppy to the Legion.

The Poppies will then be planted beside the Menin Gate in Ypres, close to the area that bore some of the heaviest fighting of the Great War. Please return your Poppy by November 2nd so enable us to arrange for the Poppies to be planted in Flanders ready for Armistice Day on November 11th.

If you could also include a special Remembrance donation of £15 it would mean we could help the British Legion, as it was then, was formed in 1923 to help the men and women who served in the war. The help and vouchers for essentials, such as coal and bread.

88 years later we are still on active duty for service men and women, all ages from 16 to 100. We are proud to help them in any way we can, and we need your support. It is our duty to be here for all those who serve.

ARMISTICE DAY

The first time Private Ken Blakey saw military action was on D-Day in Normandy. He was part of the Beach Group's rear task to maintain the beach under fire.

HONOUR THEM

ON NOVEMBER 11TH

HAVE YOUR POPPY PLANTED IN OUR 'FLANDERS FIELD'

THE ROYAL BRITISH LEGION

CREATE A 'FLANDERS FIELD'

AT THE HISTORIC MENIN GATE

In 1919, November 11th signalled the end of the Great War; the Armistice was signed. Since 1921, the nation has come together to remember with pride the sacrifices that hundreds of thousands of British and Commonwealth Service men made – not just during the Great War, but World War II and all subsequent wars and conflicts, including Iraq and Afghanistan.

To salute all these heroes and express the gratitude they deserve this Remembrance Day, the Legion is planting a 'Flanders Field' of Poppies beside the ramps of the Menin Gate Memorial at Ypres. Please be part of this heartfelt act of commemoration by returning the enclosed Poppy with your personal message. Every Poppy planted is one more deed of courage remembered.

The Menin Gate is unique because it is the only place in the world where the fallen of the Great War are remembered each day.

Please return your Poppy to the Legion by November 2nd so we can make sure it is planted at Ypres on November 11th and plays a part in our special Remembrance Day. Your message could be to a member of your family who fought in the Great War, or to remember the thousands who have laid down their lives for our country since then.

THE ROYAL BRITISH LEGION

Please give a gift of to help today's heroes

Here is my gift of: £15 £10 Other

Please make your cheque payable to The Royal British Legion, 150 Ryeleigh Place, London SE1 1AL. Cheques should be made payable to the order of the Royal British Legion.

Card no:

Supporter No. XXXXXXXX KANABX XXX

Please return, along with your Poppy, by November 2nd. Thank you.

giftaid it: Make your donation worth almost a third more if you return it with Gift Aid.

To make an instant gift please call our Supporter Cardline on 0845 845 1945 or give on-line at www.poppys.org.uk

THE 'FLANDERS FIELD' POPPY

AT THE GOING DOWN OF THE SUN, AND IN THE MORNING

WE WILL REMEMBER THEM

The wild poppies that grew around the battlefields of Flanders became synonymous with the bloodshed of the Great War. For nearly 90 years they have been the symbol of remembrance for all those who sacrificed their lives whilst serving their country.

Please write, in the space provided overleaf, a personal message to honour the memory of all the men who fell in the Great War.

FOR THE FALLEN: LAURENCE BRITTON

HONOUR THE FALLEN

YOUR 'FLANDERS FIELD' POPPY

Please write your message of remembrance on the Poppy opposite, then detach your 'Flanders Field' Poppy and return it to the Legion in the enclosed envelope, along with your donation. We will plant it for you in our 'Flanders Field' in time for Armistice Day, Wednesday 11th November.

Please remember all those who fought for their country during the Great War. Return this Poppy with your message by November 2nd.

THANK YOU

Registered Charity No. 219273
www.poppys.org.uk



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"/>
... into cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... themselves,	<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"/>
... what may	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... 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"/>
... done	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How old are you?
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
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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?

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

The first step is simple - just pledge your birthday by using the form above, and share your pledge to let the world know you're serious.



Start a campaign

When your birthday is near, we'll remind you to start a fundraising page and ask your friends to donate to clean water for your big day.



Give people clean water

We'll use 100% of the money you raise to fund clean water projects. When complete, you'll see the exact projects you funded with photos and GPS.

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

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

Before

Date

<addressee>
<street>
<city>, <state> <zipcode>

Dear <formalsalu>,

Thank you so much for your gift of <treptant> in support of the Ontario Science Centre.

Science and technology enriches our lives, and a single visit to the Science Centre can plant a seed and provide the tools for a lifetime of exploration and discovery. Thanks to your support, young people and their families from Toronto's at risk communities will experience the inspiration and excitement that you and your family enjoy each time you visit.

We're thrilled to announce top-notch exhibitions and IMAX films in honour of our 40th anniversary. Come and experience our upcoming features The Science of Spying, followed by Lizards and Snakes, Alive! and our summer food programming. Watch for news on our anniversary celebration in September.

In recognition of your donation, we'd like to acknowledge your support by including your name in our Annual Report and on our Donor Wall. Your donation receipt, in the form of a letter, is enclosed. If you have any questions or need any assistance, please contact Matt Wiesenfeld, Head of Annual Giving at (416) 696-3233.

I hope you visit us soon, to see the impact you are making when you chose to donate to the Science Centre.

Yours sincerely,

Lesley Lewis
CEO (6)

Encl.

After

Date

<addressee>
<street>
<city>, <state> <zipcode>

Dear <formalsalu>,

Robots whirl. Comets streak. Tide pools gurgle. When science comes to life, anything is possible... and all because of you.

Thank you for your contribution of <treptant> in support of the Ontario Science Centre! Your gift is already inspiring a generation of future scientists and their families who, without you, might not have the means to visit our Science Centre.

... You provide the tools for a lifetime of exploration, too - illuminating the comets, giving tide pools their gurgle, and much more - sharing with others from Toronto's communities the same excitement that you and your family enjoy each time you visit.

... In recognition of your kind gift, we'll add your name to our Annual Report and our Donor Wall. (And you'll find your donation receipt enclosed.) If you have any questions, please contact Matt Wiesenfeld at (416) 696-3233. We'd love to hear from you.

Thank you so very much for sowing the seeds of discovery,

Lesley Lewis
CEO

P.S. There's lots going on for our 40th anniversary - from The Science of Spying to Lizards and Snakes, Alive! - so I hope you'll visit us soon. Stay tuned for updates in our upcoming [newsletter?] and at www.ontariosciencecentre.ca. Thanks again.

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

INTERNATIONAL
FUNDR**ISING**
CONFERENCE **BOSTON, MA**
MARCH 20 - 22, 2016

Questions?

Thank you!

pursuant.com/relationshipfundraising

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