

Lessons From Non-Profit Fundraising



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@turnkeywow



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2018 National
PAC Conference



Getting your people to fundraise

Who We Are



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What stops us in fixing all that?







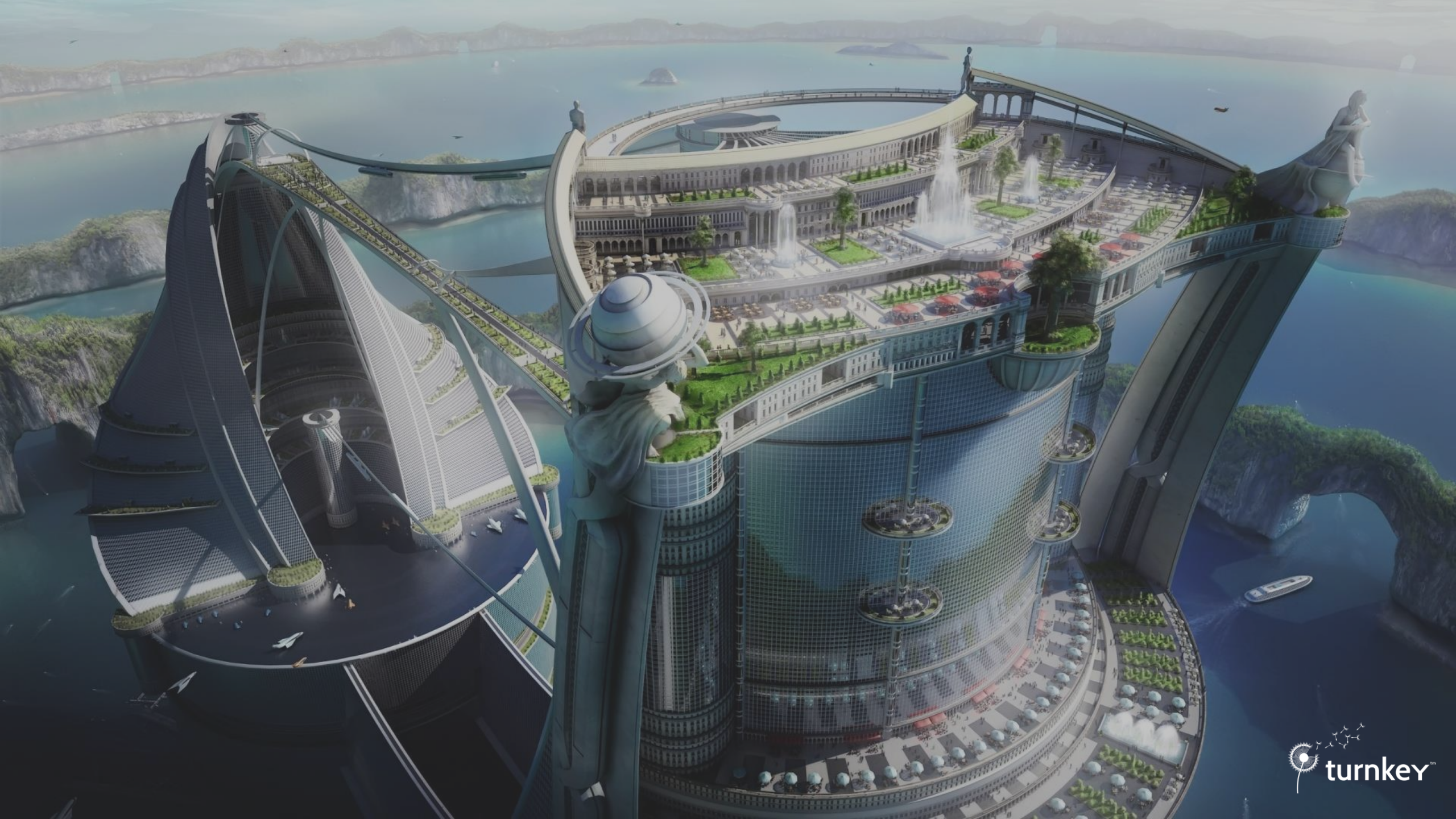
IGNORED



Leaks

- Staff turnover
- Management turnover
- Volunteer turnover
- Lost revenue
- Can't fulfill the mission





A man with a beard and a woman are walking towards the camera. The man is wearing a dark suit, white shirt, and red tie. The woman is wearing a grey suit and a large necklace. They are outdoors, with a brick wall and a red and white striped barrier in the background.

Confident Non-Profit Staff Using Time Wisely

A man and a woman are in an office setting. The man, wearing a light blue button-down shirt, is leaning over the woman's desk. The woman, wearing a green t-shirt, is sitting at a desk with a large computer monitor. She is holding a smartphone in her hands. Both are looking at the phone with interest. In the background, another person is visible working at a computer, and there are shelves with books or binders. The overall atmosphere is professional and collaborative.

Supportive Nonprofit Management with Great Reporting



Nonprofit Staff & Fundraisers
Feel Appreciated

A photograph of three IT professionals in a modern office setting. In the foreground, a man with glasses is partially visible, smiling. In the middle ground, a man with a headset is smiling while working on a computer. In the background, another man is also smiling at his computer. The office has a bright, airy feel with a bookshelf and a plant visible in the background.

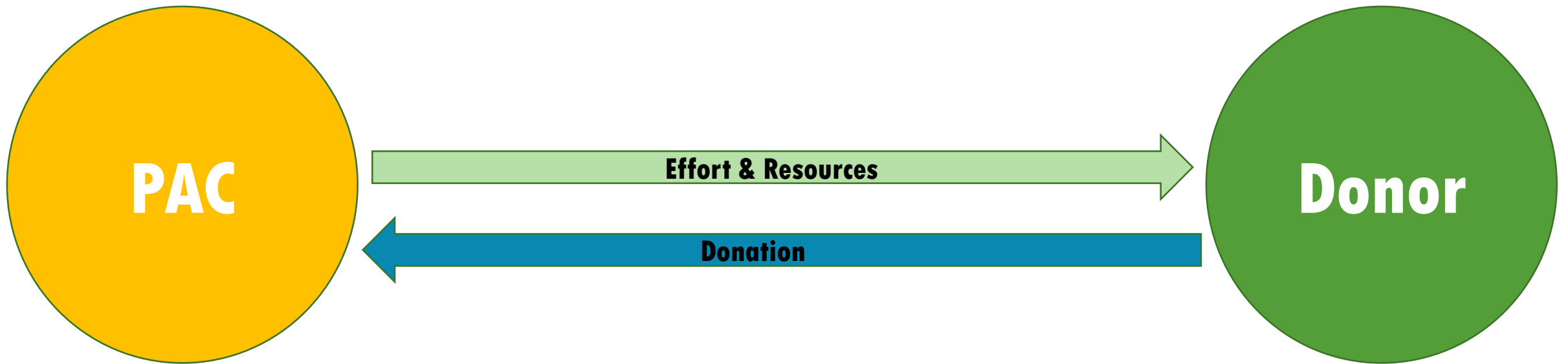
**Technical Work is
Outsourced,
Staff is Put to
Highest &
Best Use**



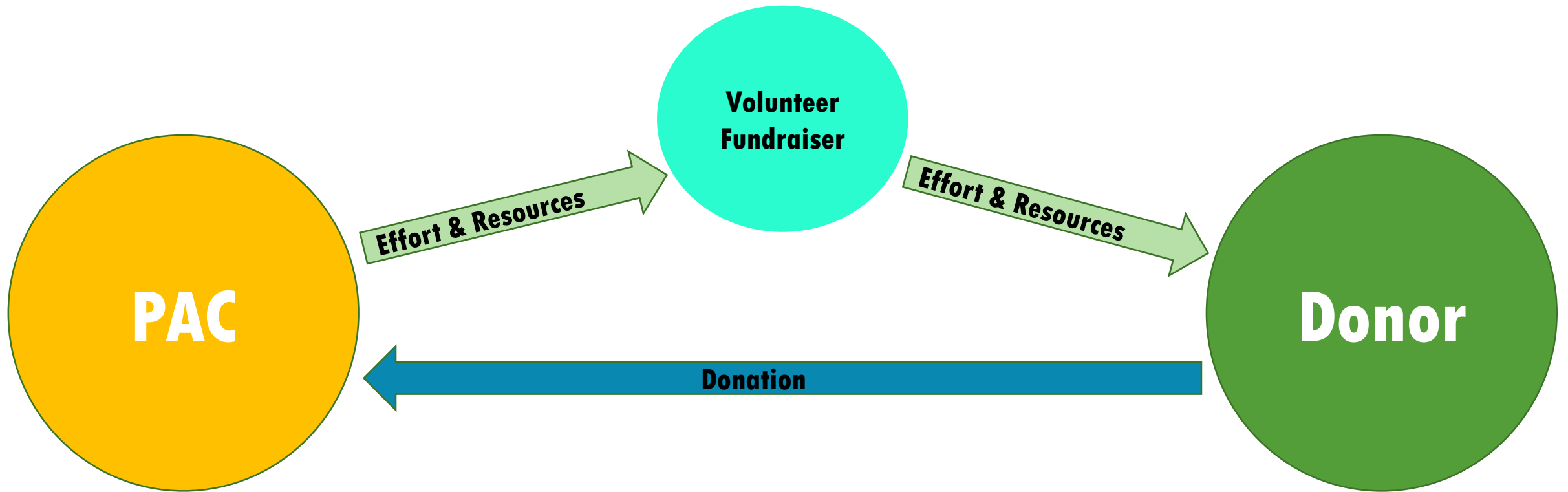
Human Decision Making is Considered in Design



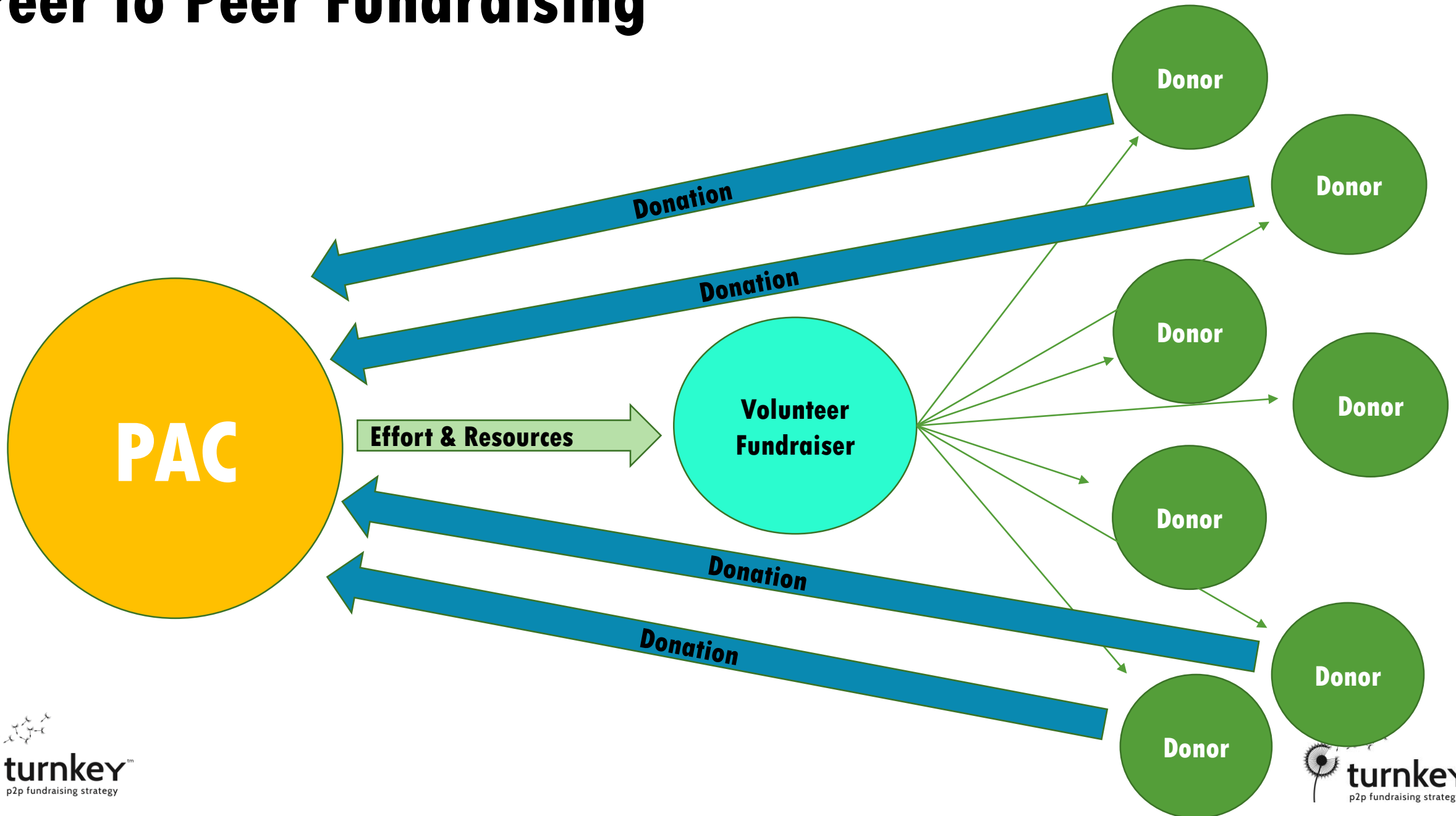
Traditional Fundraising



Peer-to-Peer Fundraising



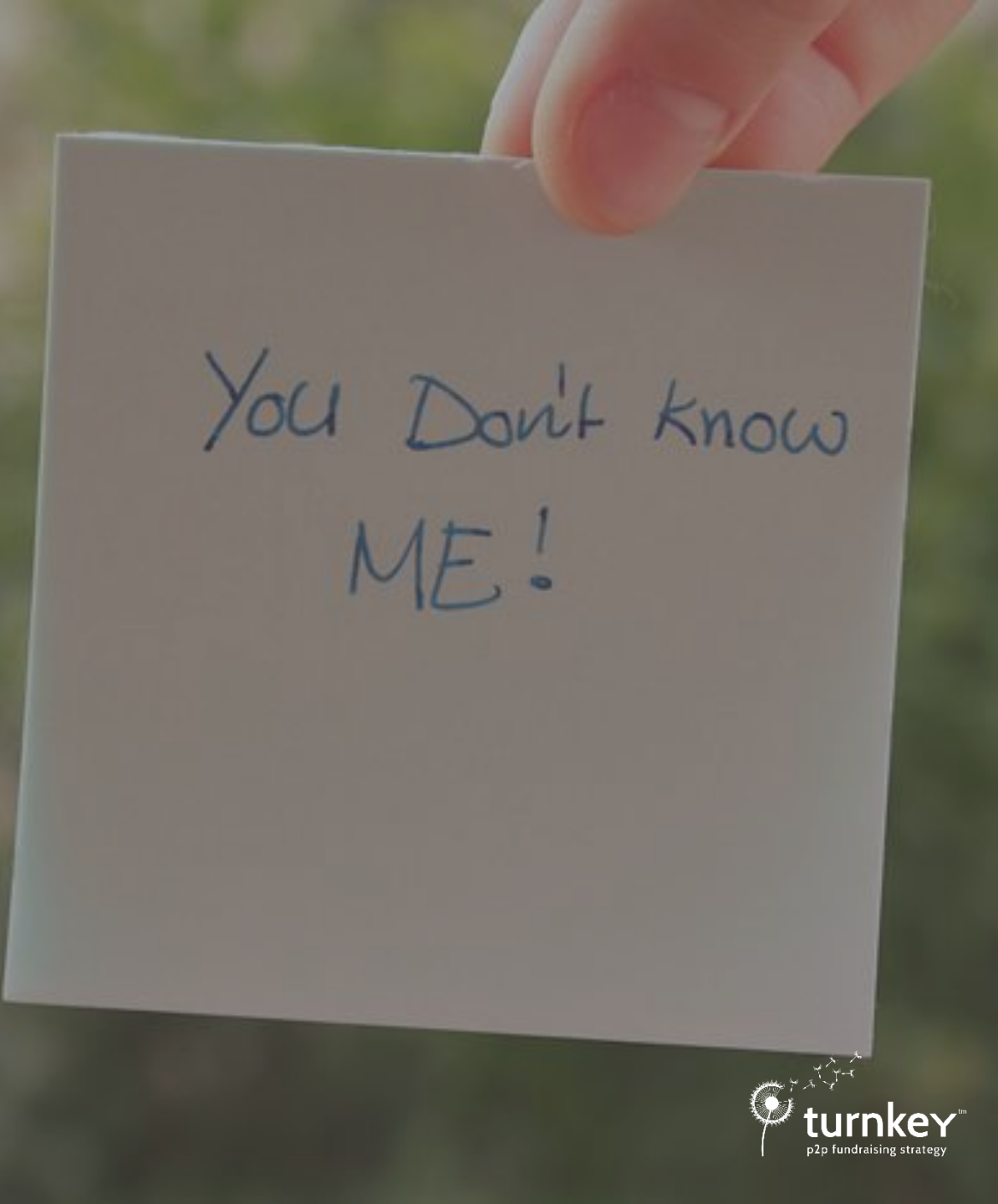
Peer to Peer Fundraising



A photograph of a man and a young man in hunting attire. The man on the left is wearing a camouflage vest over a grey shirt and a grey baseball cap with a logo. He is holding a rifle. The young man on the right is wearing a camouflage jacket over a grey shirt and a white baseball cap with a logo. They are both looking directly at the camera. The background is a blurred green forest. The text "Barry Moore for Congress" is overlaid in white.

Barry Moore for Congress

**Direct response
=
.04% contribute**

A close-up photograph of a hand holding a small, rectangular piece of white paper. The paper has handwritten text in blue ink. The background is a blurred green, suggesting an outdoor setting with foliage.

You Don't know
ME!

PAC = 16% contribute

**P2P response in
typical nonprofit**

=

25% contribute

(My friend asked me)



Peer-to-Peer

IT'S TOUGH TO SAY NO



A photograph of a savanna landscape. In the foreground, there is dry, yellowish-brown grass. A large, mature acacia tree with a wide, spreading canopy stands prominently on the right side. The background shows a flat horizon with several smaller, similar trees. The sky is filled with heavy, dark, grey clouds, suggesting an approaching storm or late afternoon light.

Recognition = Survival



Recognition is like food



The WALT Disney Company

DATE *March 6, 2015*

PAY TO THE
ORDER OF

UNCF

\$ **1,000,000**

One million 00/100

DOLLARS

MEMO

Scholarships

Disney

600 64556

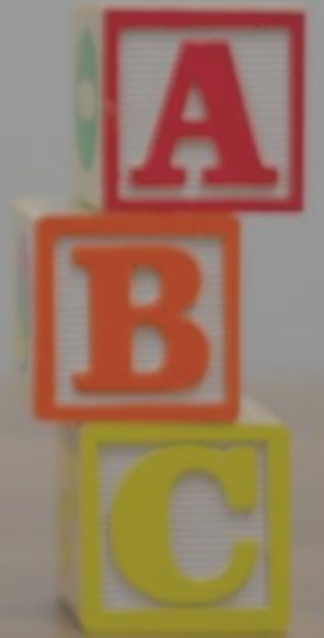
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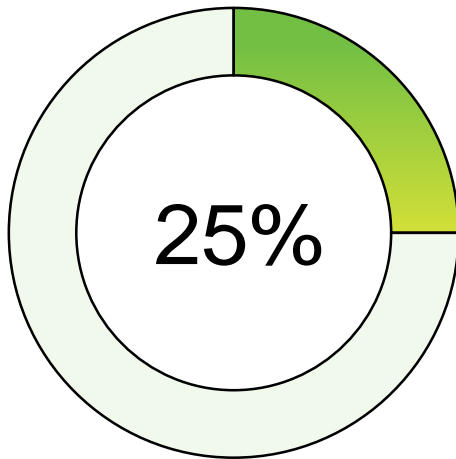
turnkey
p2p fundraising strategy

It's all about relationships



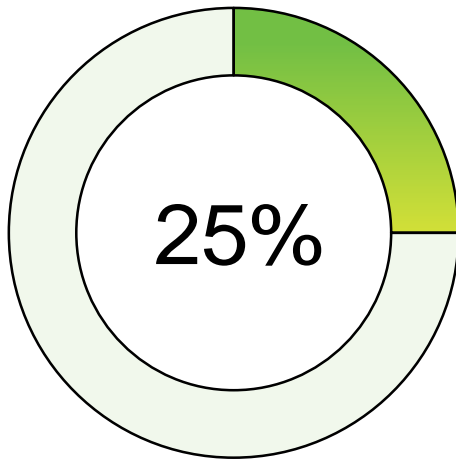


DAYCARE STUDY

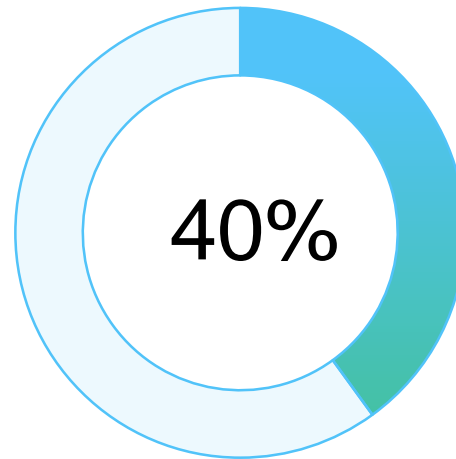


LATE PICKUPS

DAYCARE STUDY

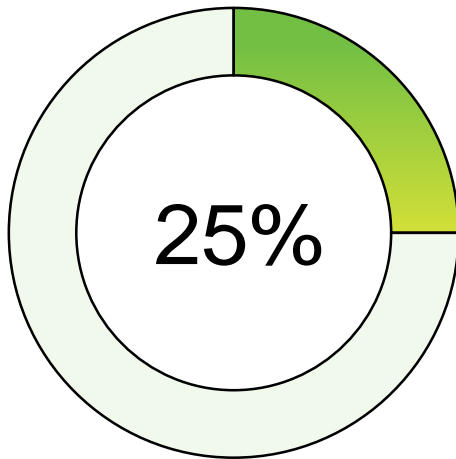


LATE PICKUPS

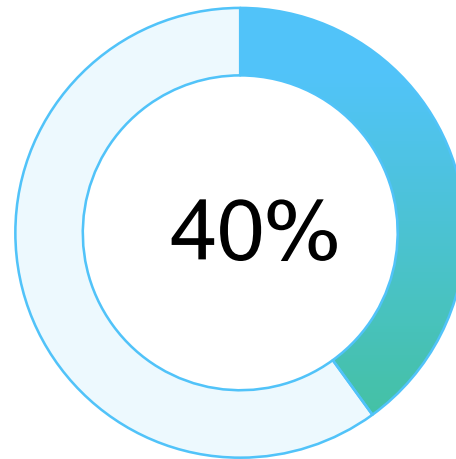


WITH FINE

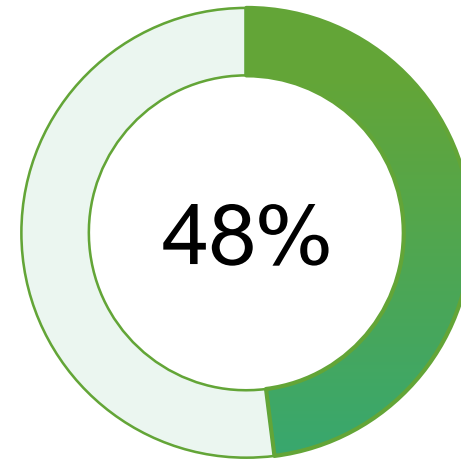
DAYCARE STUDY



LATE PICKUPS



WITH FINE



AFTER FINE

Market Versus Social Relationships





Market Relationships hurt Social Relationships

“

Once you've offered to pay for her delightful Thanksgiving dinner, your mother-in-law will remember the incident for years to come.

”

- Dan Ariely, Professor of Behavioral Economics, Duke University



Two Types of Motivation

Intrinsic versus Extrinsic

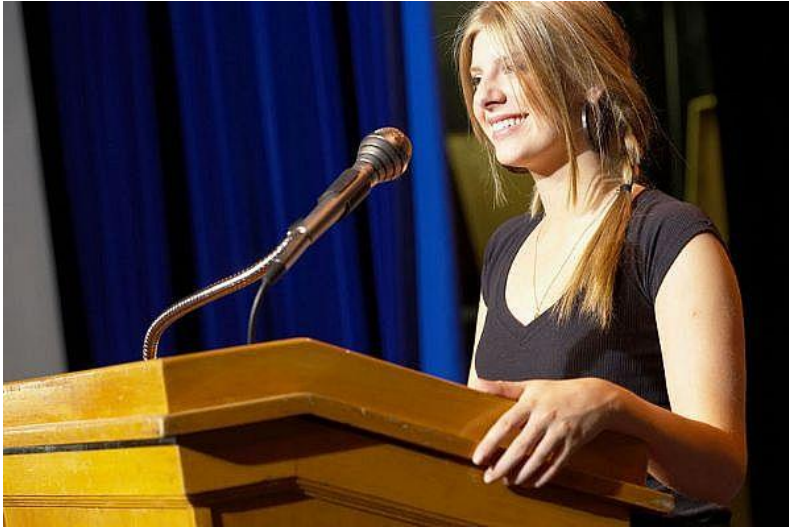






Consistency Bias

Recognition Reinforces Intrinsic Labels



Less Is More



Less Is More

- Always branded
- Modest value
- Otherwise unavailable





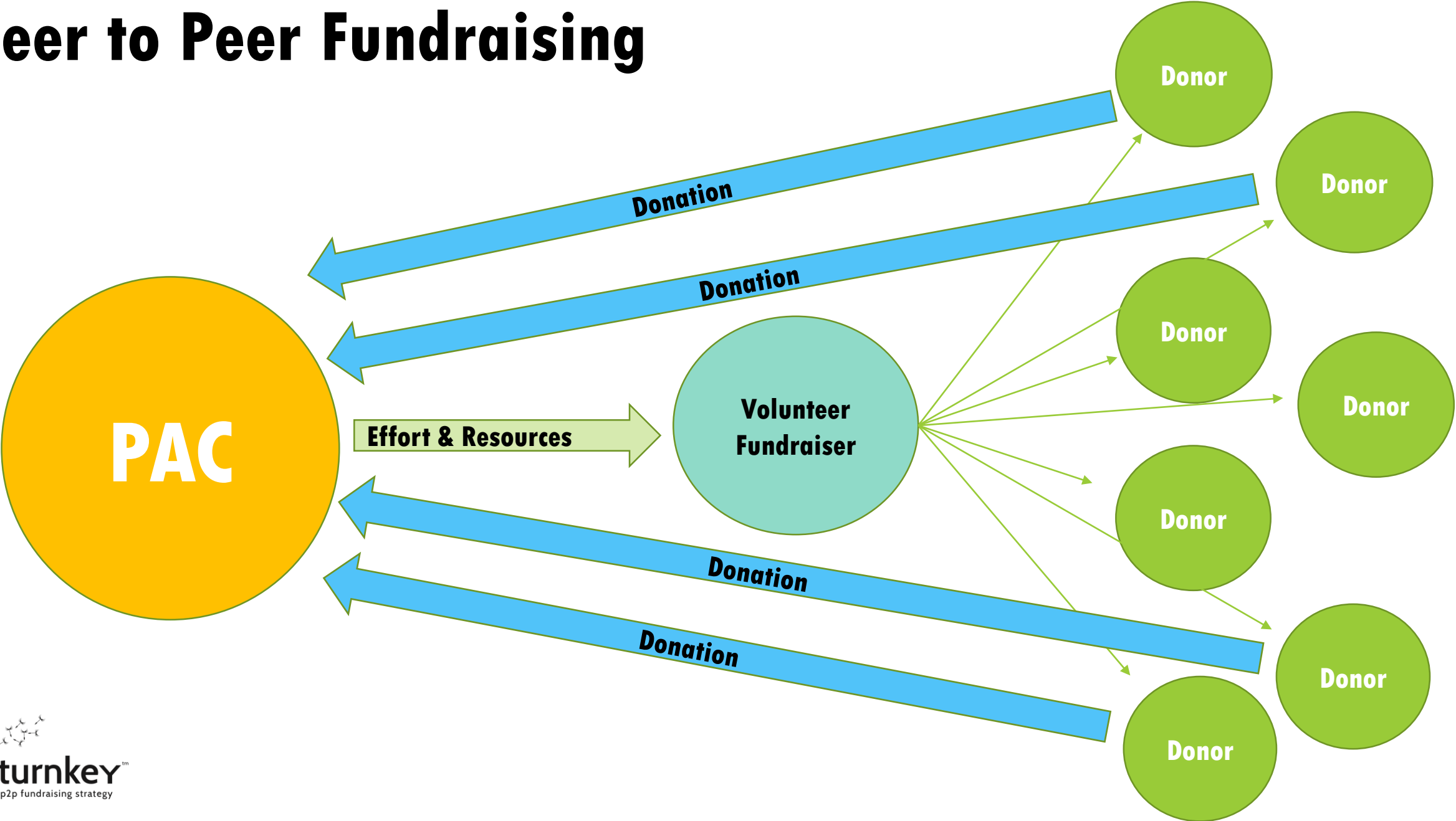
Faux Pas

- Offering discounts
- Using incentives (monetized gifts)
- “Only 2 days & the price goes up!”
- Get (incentive) by registering by...

Turnkey's Best Gift Ever

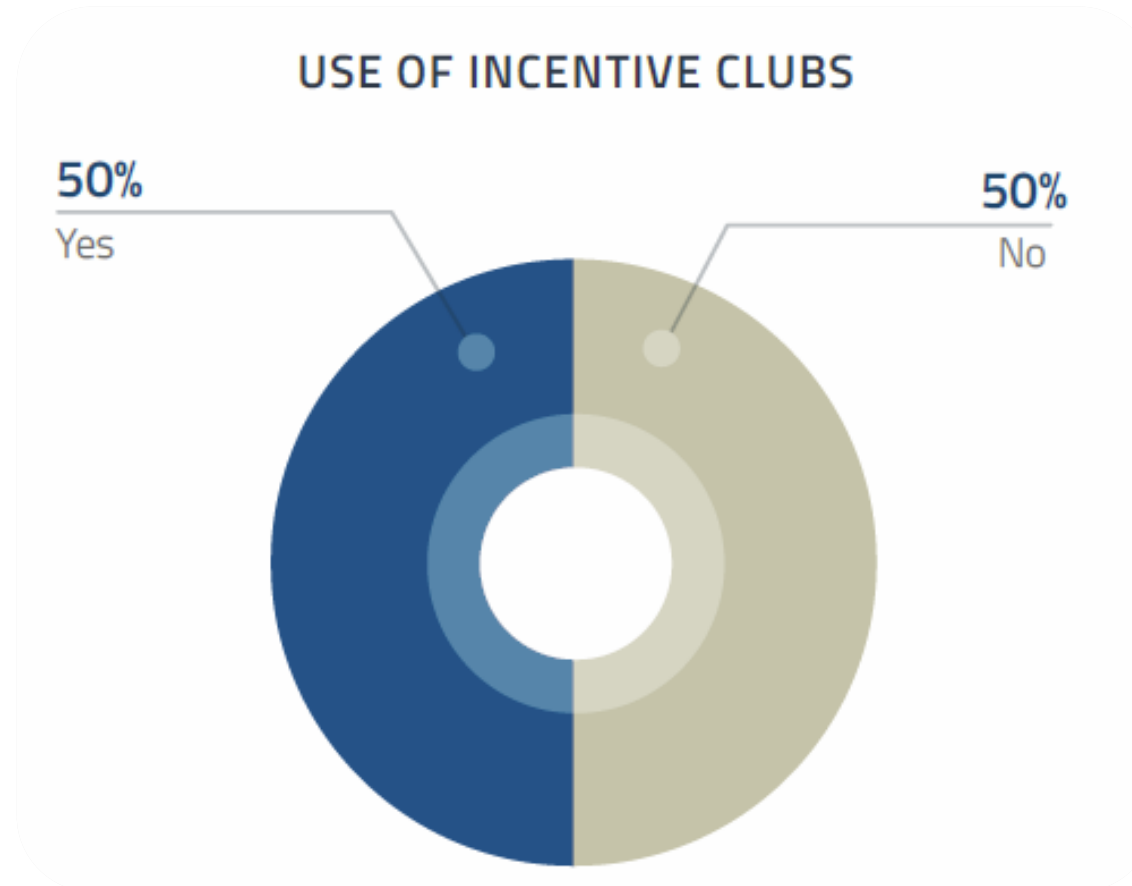


Peer to Peer Fundraising



Solicitation Approaches	Most used	Most effective
Online solicitations (e.g., email)	88%	68%
Peer-to-peer solicitations	69%	58%
Small group meetings	61%	53%
Large organization event (e.g., leadership meeting or shareholder meeting)	51%	23%
Large group meetings	39%	9%
New hire communication or orientation	38%	11%
PAC video	33%	5%
Regular staff meetings	28%	6%
Fundraising events (e.g., dinner, reception, auction)	27%	13%
Phone calls	18%	6%
Interoffice mail	18%	6%
Mail to home address	12%	4%
Other	3%	3%
Mobile solicitations via text	0%	0%

Only donors are recognized, not fundraisers



What are the minimum contributions required for membership at the following levels? Please answer only the options that apply to your incentive club structure (e.g., dollar amount or percentage of base pay).

	Min	25 th percentile	50 th percentile (median)	75 th percentile	Max	n=
Minimum annual contribution required for lowest incentive club	\$1	\$94	\$250	\$500	\$2,000	70
Minimum annual contribution required for highest incentive club	\$204	\$2,200	\$3,750	\$5,000	\$5,000	65
Minimum percentage of base pay required for lowest incentive club	0.008%	0.3%	0.5%	0.8%	1%	30
Minimum percentage of base pay required for highest incentive club	0.015%	1%	1%	1%	4%	35

Key Takeaways

- Change focus to fundraiser
- Peer leverage is powerful
- Recognize, don't reward



A person with long brown hair, wearing a grey jacket and dark pants, is kneeling on a rocky, light-colored shore. They are looking out at a calm, light blue body of water under a pale sky. The foreground is filled with irregular, light-colored rocks and some small, dark patches of vegetation.

#makeamove