Constituent Behavior

THE ACT OF GETTING INVOLVED WITH CAUSES
Two Populations:

- **Average American National Representative Sample**
- **Outlier Highly Involved Volunteer/Stakeholder**
THOUGHTFUL OR THOUGHTLESS
What is the first action taken by someone interested in causes?
WHY DO WE ACT FOR CAUSES?
EMOTIONAL REACTION
PEER INFLUENCE
Paul Adams, “Grouped”
CROWD EFFECT
WARM GLOW EFFECT
What do you expect from your donors?
Donor Engagement and Organization Expectations

ARE THEY AT ODDS WITH EACH OTHER?
Donor Response:
I am involved, I...

Organization Response:
You should get more involved by...
DONORS
DO NOT READ EVERYTHING
DONORS ARE BUSY & FORGET ABOUT YOU
DONORS WILL NOT EXPERIENCE YOUR WORK
DONORS
ARE TREATED POORLY
BY OTHER ORGANIZATIONS
DONOR GROUPS
VOLUNTEER
INTRODUCE
PARTICIPATE
Concept:

Creating a donor journey based on lifecycles and personal commitments.
IDEAL APPROACH
LEARN
LEARN
ACT
LEARN
ACT
GIVE
GIVING EXPERIENCE
Usability

- Learnability
- Satisfaction
- Errors
- Efficiency
- Memorability
EXPRESSION OF PASSION TO OTHERS
SUPPORTIVE ACTIVISM

LIKE

COMMENT

POST

TEXT

ORGANIZING ACTIVISM

MEET

CALL

EMAIL
BUILDING COMMITMENTS TO LARGER ENGAGEMENT LEADING TO DONATIONS

1. EMAIL ACQUISITION
2. SHARE
3. SERVE
4. SUPPORT
5. ASK OTHERS
Donor Behavior

THE ACT OF GIVING
HOW WILL THE MONEY BE USED?

MEDIA
We create films to document LRA atrocities, introduce new audiences to the conflict, and inspire global action.

MOBILIZATION
We mobilize massive groups of people to support and advance international efforts to end LRA atrocities.

PROTECTION
We work with regional partners to build and expand systems that warn remote communities of LRA attacks and encourage members of the LRA to peacefully surrender.

RECOVERY
We work to rehabilitate children directly affected by the LRA and invest in education and economic recovery programs in the post-conflict region to promote lasting peace.

CONTACT US
Meet the members of our support team

- JILL
- JUSTIN
- JESSIE
- SARAH
- CORAL
- ANGELICA

BY PHONE
General – (619) 562-2799
TRI/Legacy – (619) 562-2799 x218

BY EMAIL
Click Here
SOLICITATION APPROACHES BASED ON DONOR BEHAVIOR
ANCHORING
Please give $100 now

Join other donors who gave $100
MODELING BEHAVIOR
Giving today means we can add you to the list of...
OVERHEAD
is it a challenge?
IF YOU GIVE TODAY, YOUR GIFT WILL GO DIRECTLY TO THE PROGRAM BECAUSE OF ANOTHER GENEROUS DONOR.
AMOUNTS
$95 gives a person who is blind the 4 hours of rehabilitation training necessary to get a job.

DONATE
bosma.org/donate

BOSMA ENTERPRISES
8020 Zionsville Road,
Indianapolis, Indiana 46268
1.866.602.6762 // info@bosma.org

$100 gives a person who is blind the 4 hours of rehabilitation training necessary to get a job.

DONATE
bosma.org/donate

BOSMA ENTERPRISES
8020 Zionsville Road,
Indianapolis, Indiana 46268
1.866.602.6762 // info@bosma.org
$30 gives a person who is blind the 4 hours of rehabilitation training necessary to get a job.
$30
GIVES A PERSON WHO IS BLIND THE 4 HOURS OF REHABILITATION TRAINING NECESSARY TO GET A JOB.

$50
GIVES A PERSON WHO IS BLIND THE 4 HOURS OF REHABILITATION TRAINING NECESSARY TO GET A JOB.
$30 GIVES A PERSON WHO IS BLIND THE 4 HOURS OF REHABILITATION TRAINING NECESSARY TO GET A JOB.

$50 GIVES A PERSON WHO IS BLIND THE 4 HOURS OF REHABILITATION TRAINING NECESSARY TO GET A JOB.

$70 GIVES A PERSON WHO IS BLIND THE 4 HOURS OF REHABILITATION TRAINING NECESSARY TO GET A JOB.
THE ACT OF MAKING A DEAL
Match Scenarios

GIFT INCENTIVES WITHOUT TANGIBLE BENEFITS

Frequency is important – and can inhibit if overused.
SOCIAL PRESSURE
Giving in an unpressured manner can instill persuasion with the donor.
AT OR ABOVE
ASKING FOR LOWER AMOUNTS, EVEN IN PASSIVE WAYS WILL RESULT IN LOWER GIVING.
ALTRUISM
THE ACT OF GIVING IS AN ACT PEOPLE ENJOY
IMPACT
IMPACT IS A TWO-PRONGED APPROACH

Donations impact the donor and the beneficiary.
Summary

**Constituent Behavior**
- People act in small ways for causes.
- Actions are self expressions for personal reasons.
- Create empathy – constituent journey.

**Donor Behavior**
- People give because of altruism.
- People behave emotionally when giving.
- People need others to be a part of the giving process to inspire and encourage the act of supporting a cause.
- Create a donor journey based on lifecycle and personal expectation of the donor and not the organization.
QUESTIONS:

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