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**PERSONAL
FUNDRAISING
POWER**

OF
17

Influencing Donors



**Bright
Spot**

The Members Club

IMPACT



Impact

Whereas the first half of The Magic Formula is about helping your donor connect with what the beneficiary's problem is, now we need to be able to help them feel certain that your charity's solution works.

a) Find and be able to tell specific stories

Giving a specific, real example of someone helped by your service is very powerful. If you choose to tell the full version, then the best structure to use is the story arc: If your charity does research, then either tell an example of someone who has benefited from research into another disease, (ie prove that medical research works), or tell an example of someone who has now benefited from some previous research into this field, even if this is not the exact research you are currently raising money for.

There must be some examples somewhere as to why your charity feels that this kind of research is worth doing. If you were a determined journalist or detective, how would you find them?

Think of one real example / story that shows your charity's solution works.

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1 **Who is it about?** (Do you know their name (and is it appropriate to use it?); Or where they live, or their rough age or were they married? What was their job and did they have children? You don't need to know all of these, but being able to include just one or two of these details helps the listener connect on a human level.

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2 What was their problem? What was so difficult about their situation? Why were the stakes so high? The most common mistake fundraisers make in story-telling is to assume that the listener knows and has connected to how difficult this situation is.

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3 What did your charity do to help? This step often feels like the easiest, because it is a thing your colleagues in the charity probably talk and write about a lot. But the key idea for fundraisers is not to go into much detail. In fact, lots of information about precisely how you do the counselling / research / scholarships takes focus away from the more important point which is that what you do works (ie the progress from Problem to Result).

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- 4 What was the result?** (ie can you show me that you solved their problem)? This does not need to be a measurable number. It could just be something the main person in the story said or did which shows that their confidence or comfort etc improved.

Note, sometimes the more persuasive thing to do is to share several one sentence stories or 'big fat claims'. How would you sum up your story in one sentence? (ie you probably won't be able to include all four of the elements from above, but make sure you include the result, eg 'using the advanced key-hole surgery machine, instead of this patient having to stay in hospital for ten days, she recovered so quickly she went home the same day as the operation.'

Write down the one sentence version of your story from above.

b) Find and be able to give numerical evidence

How can you find ways to show your charity's solution works using numbers? Note, this is not about 'outputs' (eg how many students you helped) but about outcomes (something that measures whether your service produced the desired result for the beneficiaries, such as 94% of them secured a job within 6 months of leaving your college).

Acknowledge that most organisations are not as good at measuring as we may want, and in many ways this is not surprising. Then, where possible, be a catalyst to help increase your charity's willingness and skill in measuring.

And commit to finding whatever numerical evidence you can that shows that this service or kind of research is effective.

Focussing on one area of your charity's work use the following prompts to brainstorm ideas.

Has anyone within your charity found numerical evidence to show that this kind of solution works, even in another charity / country. Or could you google for such a piece of research yourself? Could you start working more closely with your colleagues from now to improve how the effectiveness of your services is measured?

c) Use the power of Social Proof and Authority to frame how we perceive

So much of what influences us is not what our common sense suggested it was (a carefully assessed analysis of the pros and cons of an action). We are always taking account of other factors which 'frame' what we pay attention to. What ideas do these two of Cialdini's influence principles give you, to help the donor understand the effectiveness of your charity's solution?



Social Proof. Who else (similar to the donor you are talking to) has supported this service, or said they especially like a part of this service?

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Authority. What expert / authority figure from a relevant field has given a glowing endorsement of your charity's solution? What awards has your charity won / could it win? Who or what could you start referring to as 'award-winning...'

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Be able to briefly explain what your charity's solution / service is.
What are the one or two special ingredients which are fundamental to why your solution works?

You've been working on:

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