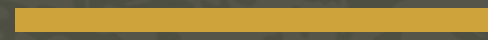


AmPhil

STRENGTHENING CIVIL SOCIETY





OUR MISSION

As a leading provider of integrated professional services, AmPhil strengthens civil society by helping mission-driven enterprises flourish.

Principle One



Your next major donor is already in your active donor file.

50%-63% of
Americans. . .

. . .could not pay an unexpected
\$500 medical bill without going
into debt or digging into savings.


Boosting Major Gifts Through Direct Mail

Austin Detwiler
Senior Director

DMAW
October 24, 2024

AmPhil
STRENGTHENING CIVIL SOCIETY

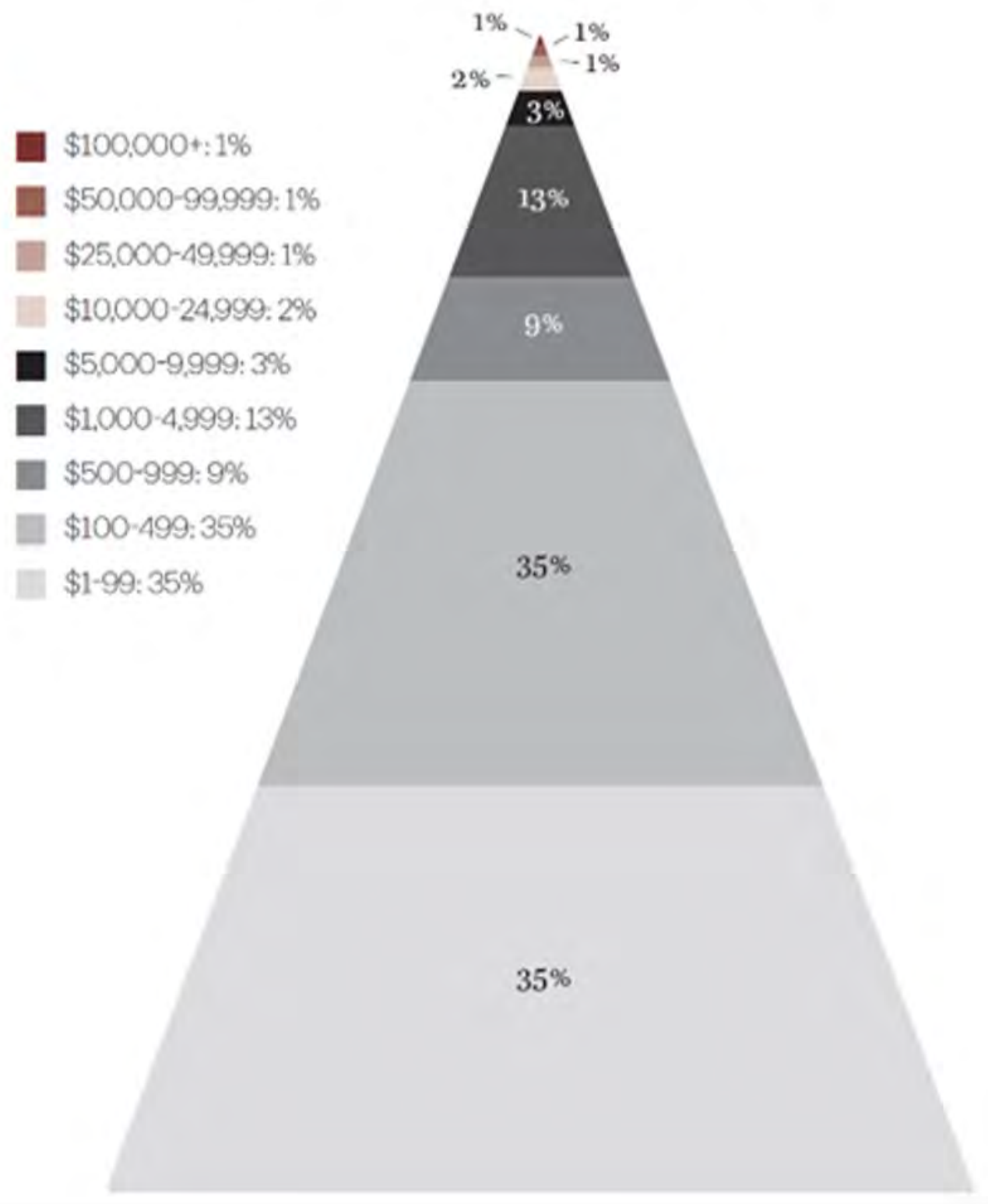
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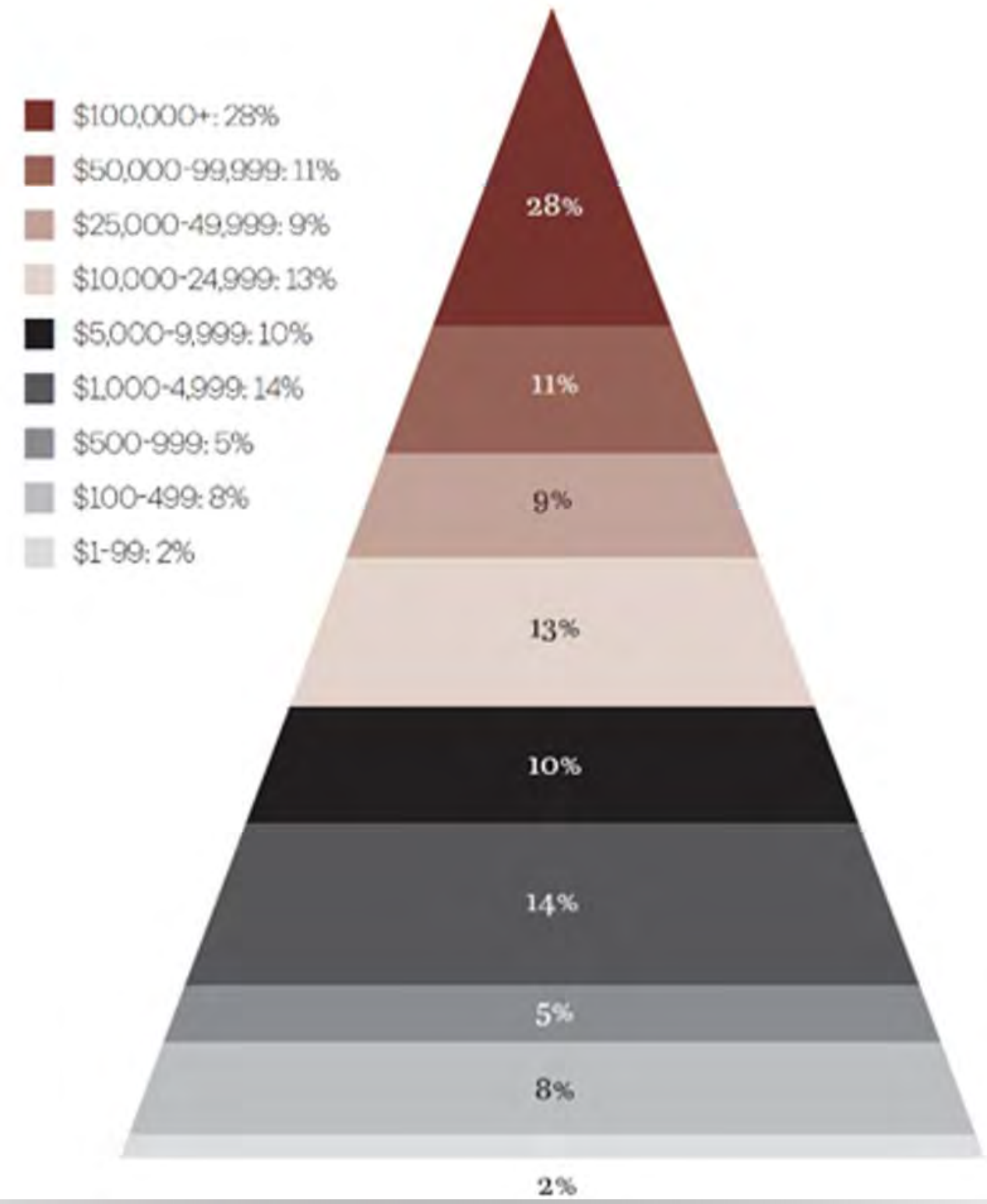
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A

PERCENTAGE OF DONORS



PERCENTAGE OF DOLLARS



- 21 percent of all individual donors give \$1,000 or more per year.
- These donors make up 85 percent of all individual fundraising revenue.

Why care about major donors?



I rob banks because that's where the
money is.

— *Willie Sutton* —

AZ QUOTES



What motivates donors?

- Why do people give away their money?
 - help those in need.
 - assuage guilt.
 - obtain a tax break.
 - bring about social change.
 - get results, make an impact, receive a good return on their social investment.
- Some of that is true—but it misses the bigger truth about what *most deeply* activates donors.

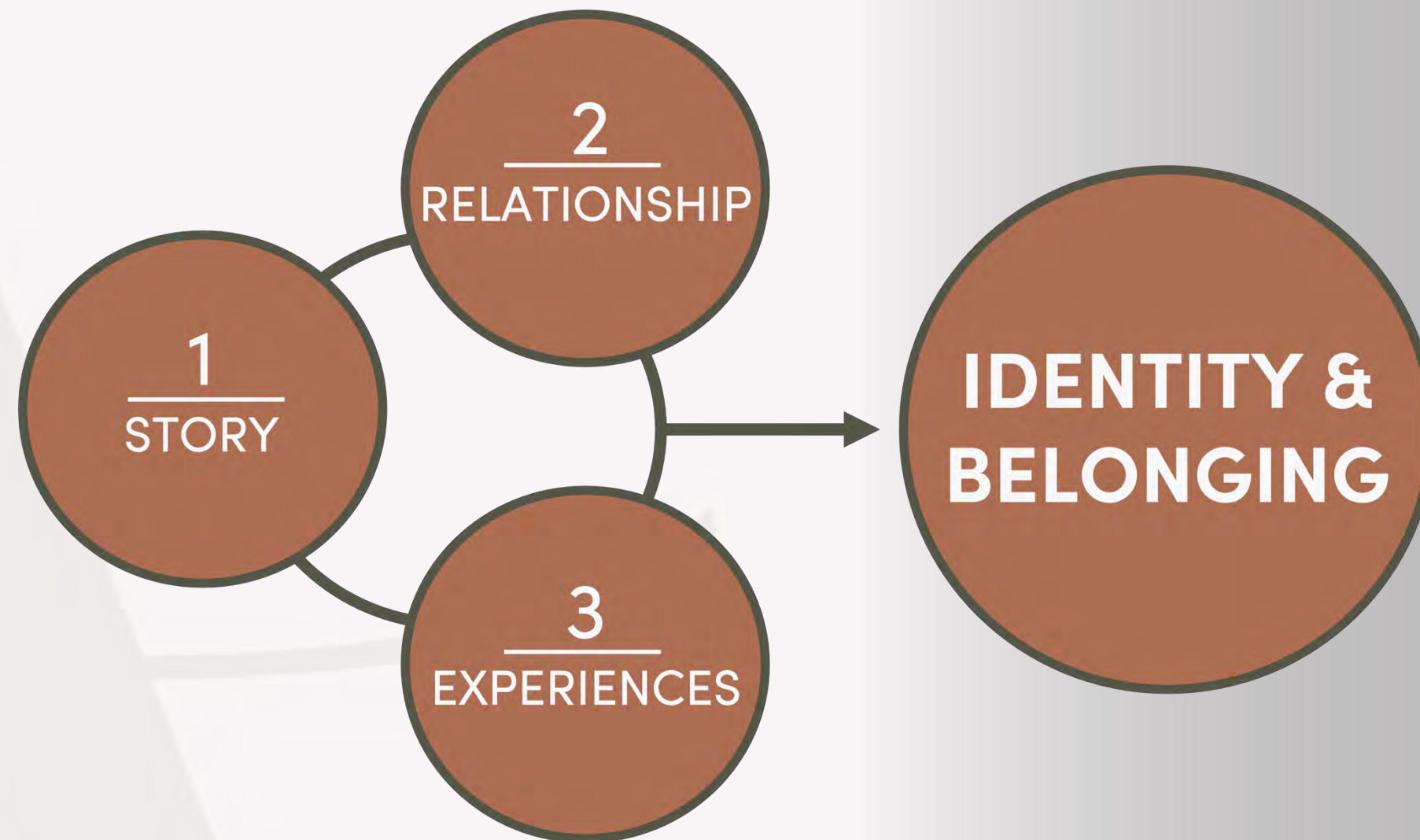
How do we motivate donors?



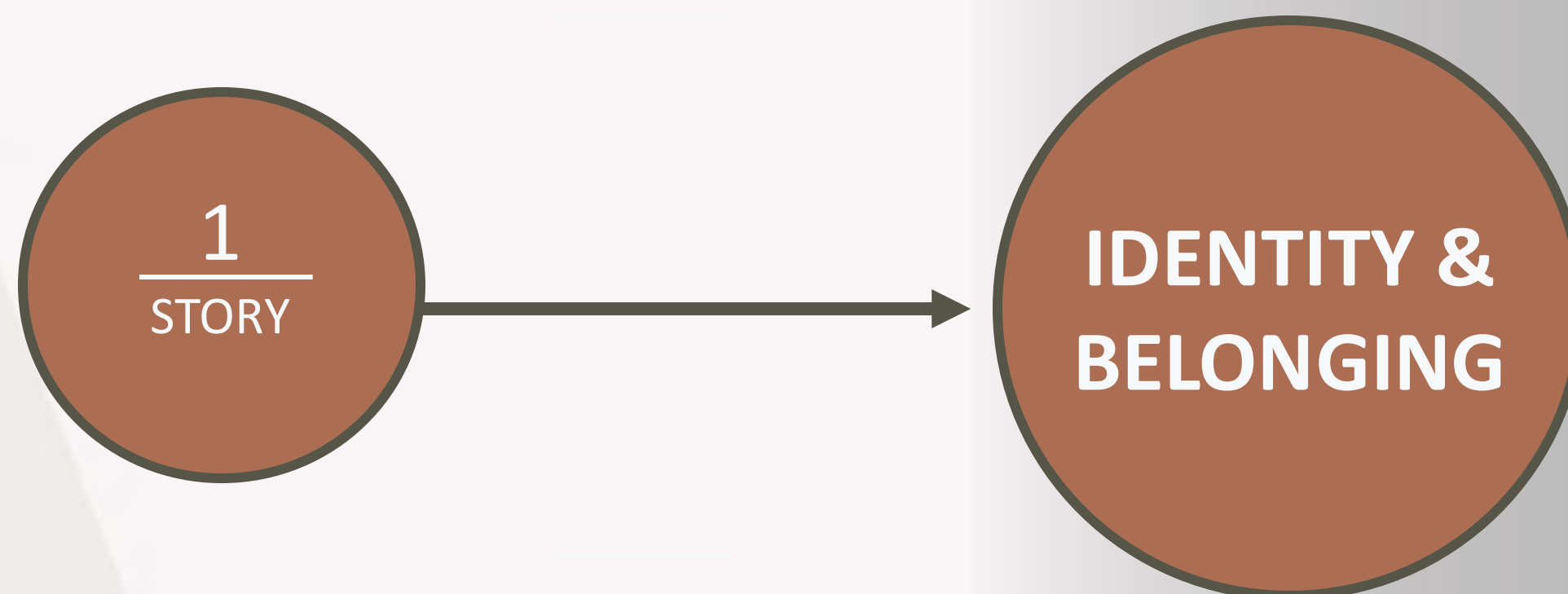
IDENTITY & BELONGING

- We are all motivated to **create and affirm a particular identity**: we have a need to **know who we are**.
- We are also all motivated to **belong to something** larger than ourselves: we have a need to **belong**.
- No matter the technique, medium, or platform, we can **REALLY** connect with donors if we help **meet these basic human needs** of **Identity** and **Belongingness**. How do we do that?

Affirming Identity, Achieving Belonging

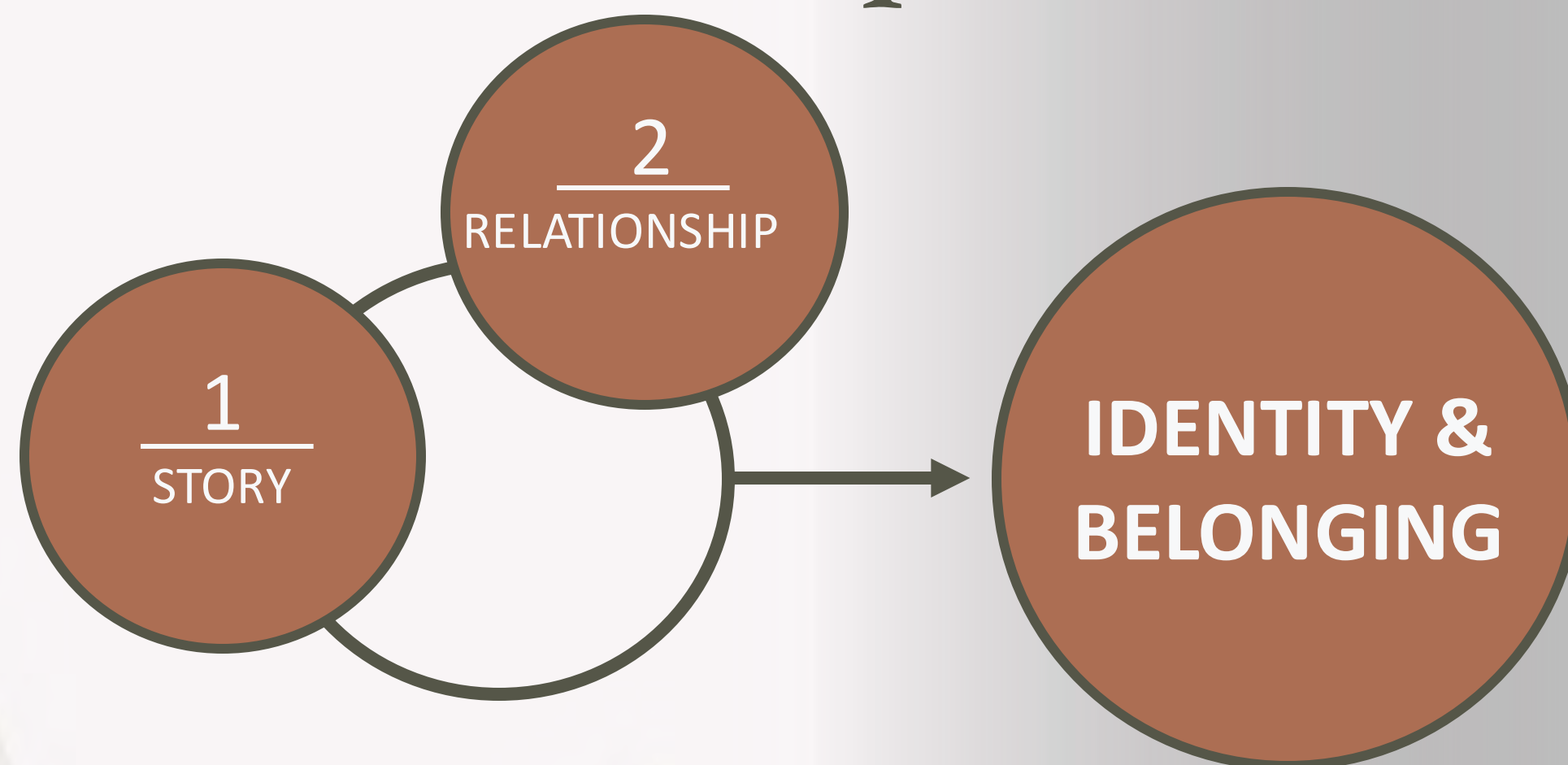


Key 1: Story



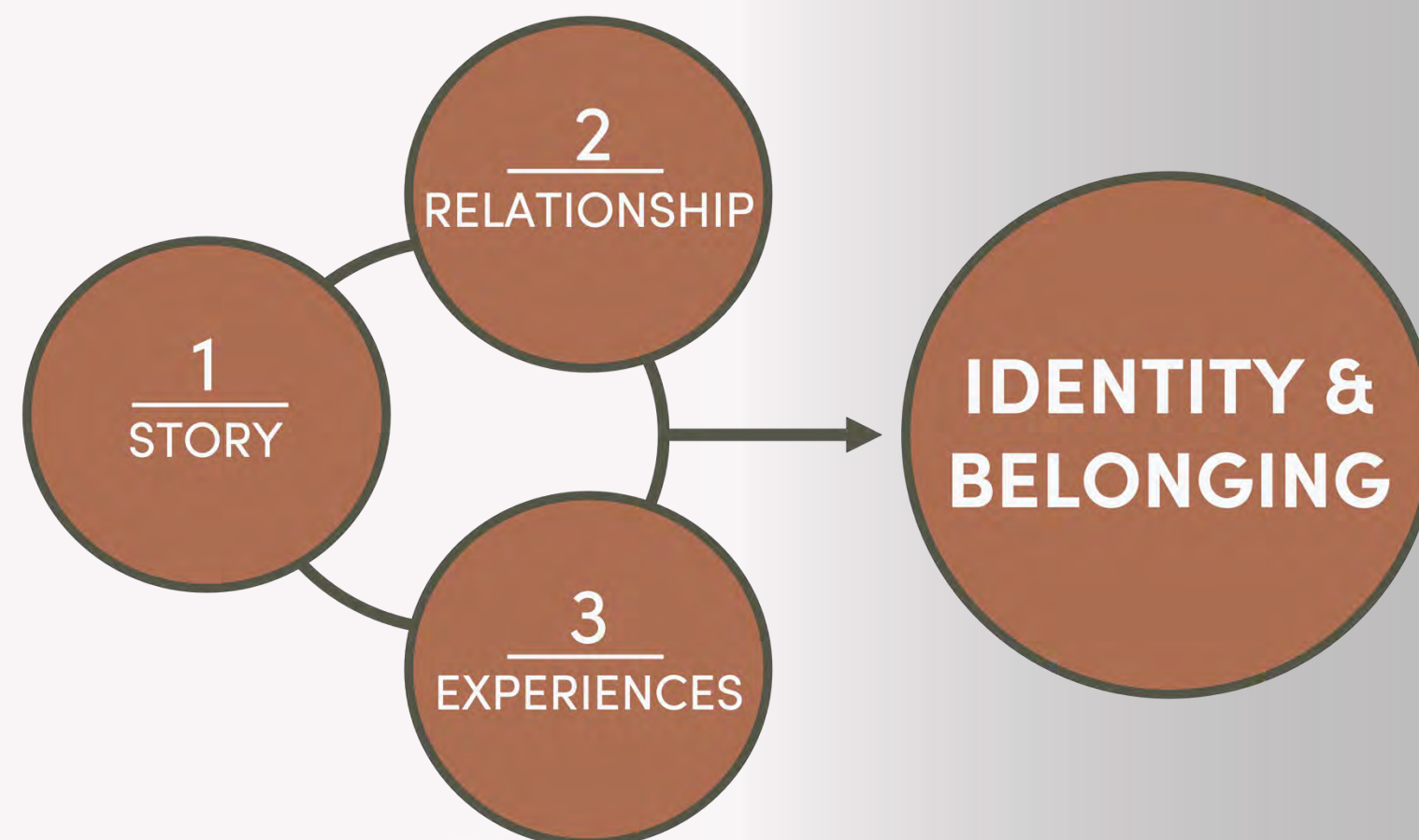
- **STORY.** We see ourselves as actors in stories, and stories help us determine who we are, what we believe in, and what we should do next.
- As fundraisers, we need to tell good, compelling, attractive stories, helping donors locate their story in our story in a way that advances a happy plot.

Key 2: Relationship



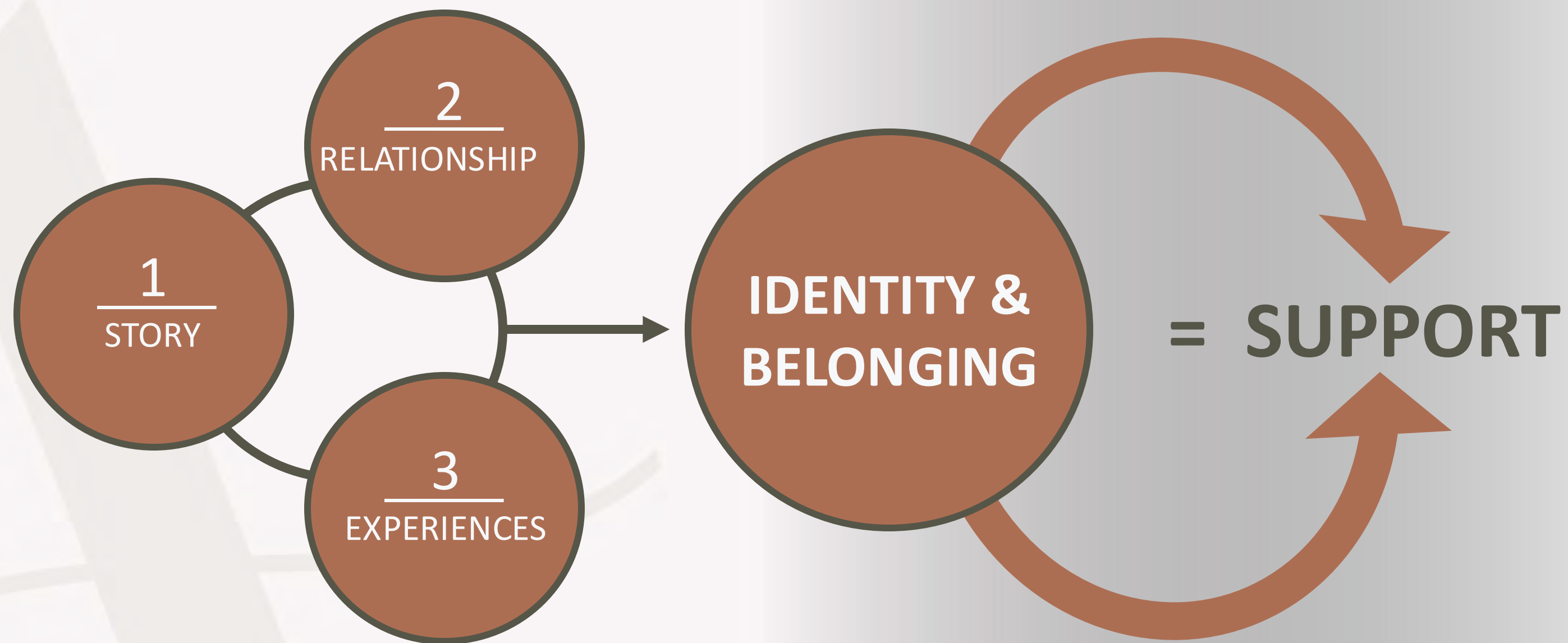
- This is obvious: there is **no belongingness without relationship**.
- People's **identities are built and given shape** within a network of relationships.
- As fundraisers, we therefore need to find ways to enter into **genuine relationships with our donors**.

Key 3: Experiences



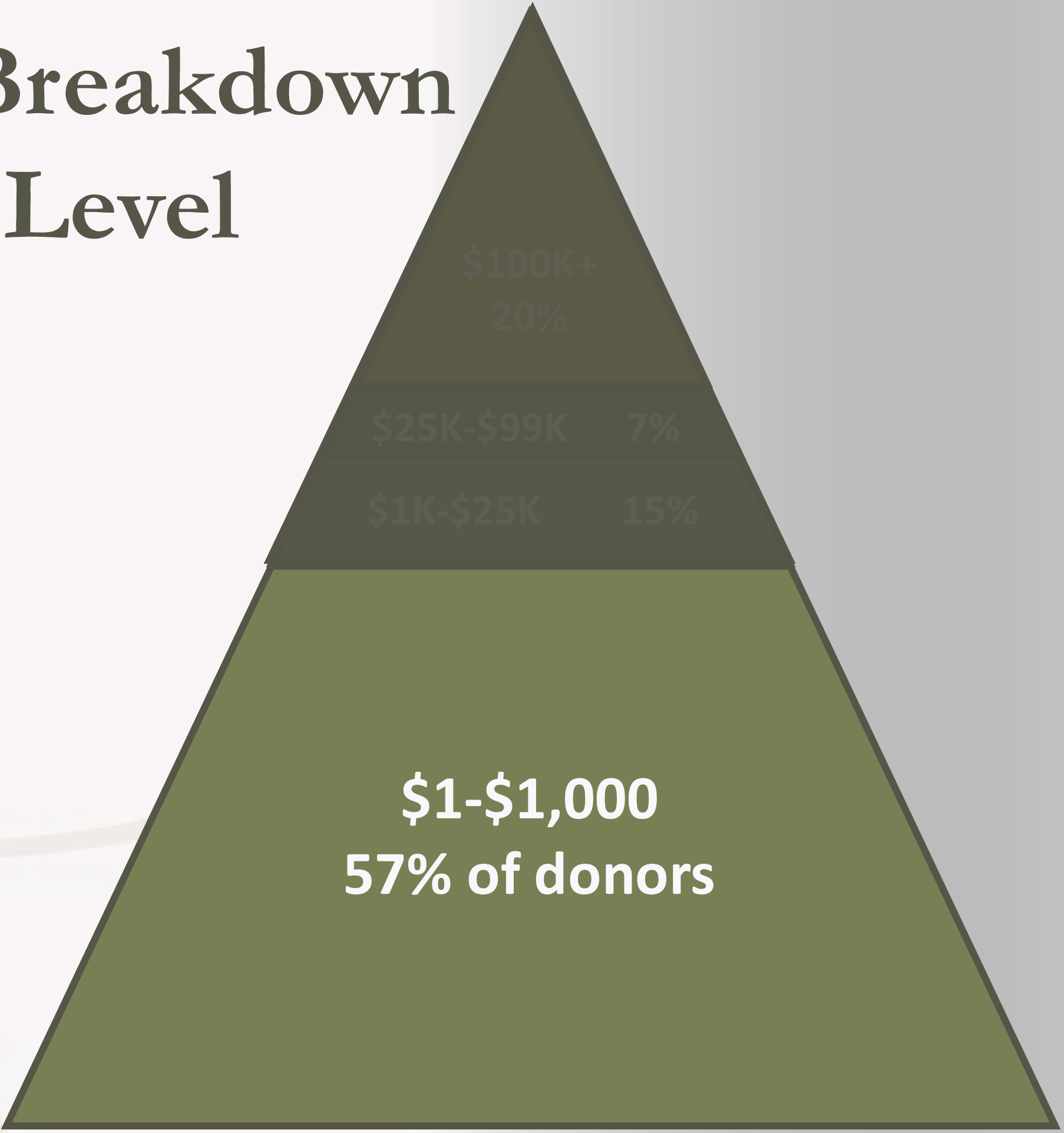
- Stories and identities hinge upon the experiences we have had.
- When we **share experiences with others**, it strengthens our sense of community and fellow-feeling.
- As fundraisers, we need to look for ways to **give donors positive experiences** with our organization and with one another.

What's the upshot?





Revenue Breakdown by Giving Level





Principle One



Your next major donor
is already in your active
donor file.

Principle Two



Donors are motivated
by Identity and
Belonging.

What next?



You can't rob a bank on charm and
personality.

— *Willie Sutton* —

AZ QUOTES

Final Thoughts...

1

You are acquiring and cultivating major donors.

2

Invite current and future donors *into the mission*.

3

You aren't thanking a \$50 donor; you are thanking a future \$50,000 donor.


Questions?

Austin Detwiler

austin@amphil.com | 267.218.1156



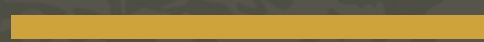
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Thank you.



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