

Unlocking Fundraisers:

A Deep Dive into the Relationship
Between Fundraiser Behavior &
Donor Engagement

with Mallory Erickson













Hi, I'm Mallory!

Course Creator: Power Partners Formula™

Podcast Host: What the Fundraising

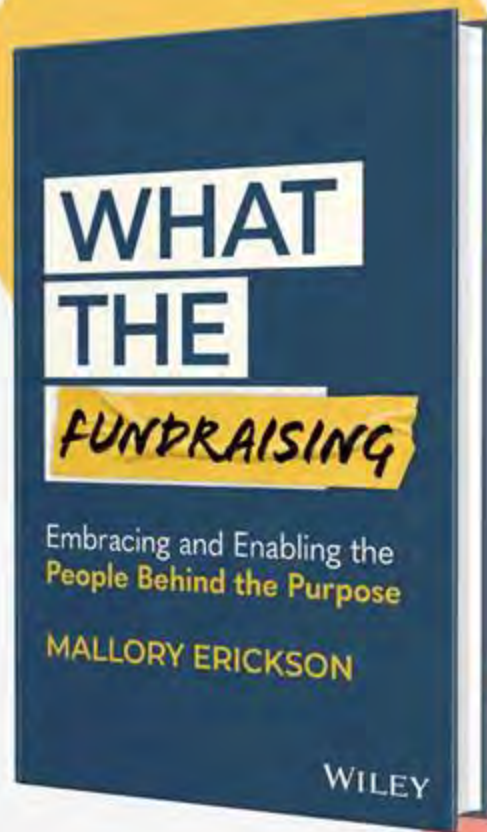
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SIGN UP TO WIN

A Signed Copy of What The Fundraising

SCAN ME





I became an
**accidental
fundraiser**
as a nonprofit
Executive Director...

A woman with curly hair is sitting at a desk, looking thoughtfully to the right. She is holding a light green mug. In front of her is a laptop. To her right, several thought bubbles of different colors (grey and yellow) contain text. The background is a plain white wall with a decorative honeycomb pattern in the top right corner.

**CONSISTENT
FUNDRAISING
SUCCESS**

**EMPOWERED
& CONFIDENT
LEADER**

**NEVER WORK
MORE THAN 40
HOURS A WEEK**

**HAVE
DONORS COMING
TO ME**



IMPACT REPORT FAKE

pretending like everything was great...



BUT IN REALITY...

this is how I felt at the end of every day

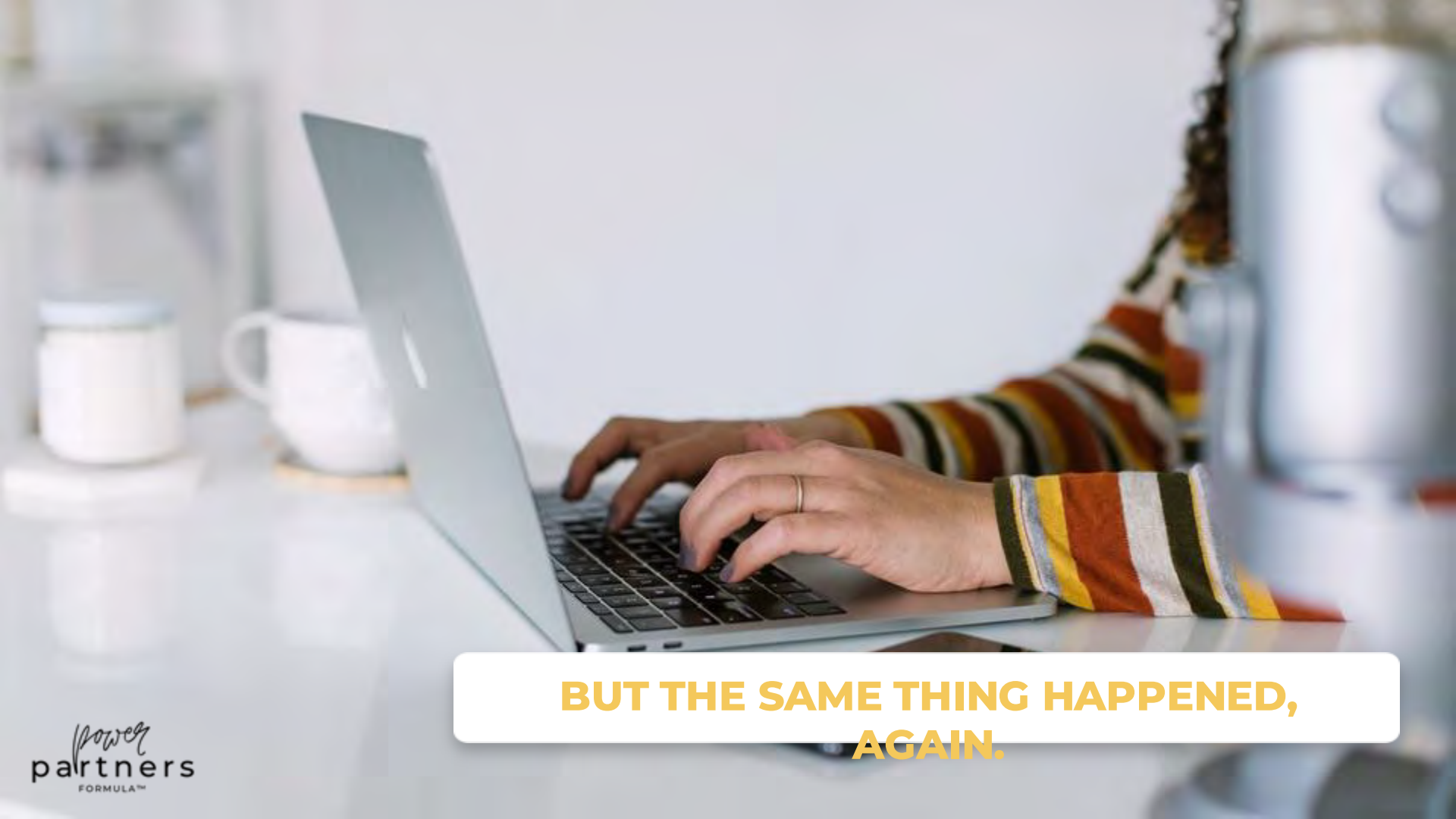
I GAVE UP.





**AKA... I switched
organizations.**





**BUT THE SAME THING HAPPENED,
AGAIN.**



HOW ON EARTH
could I do this???

So I decided
to change.

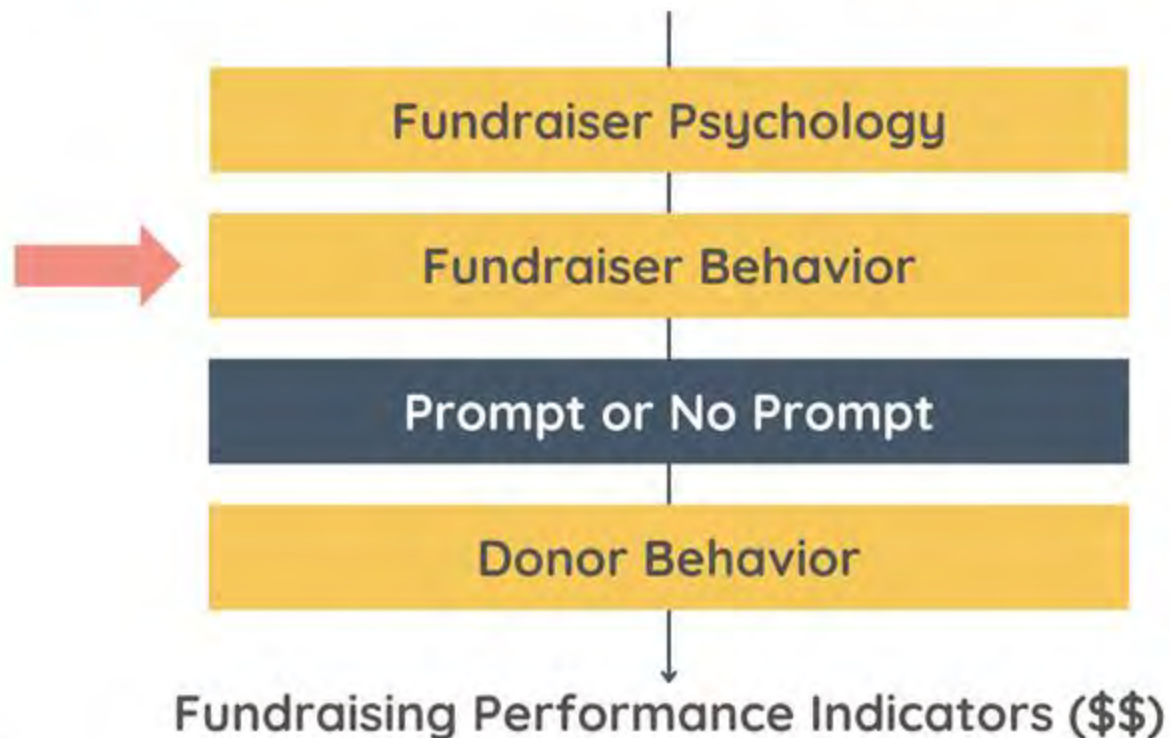


The
power
partners
FORMULA™
was born!



**Donor engagement
is the intersection of
connection & action**

Donor Behavior is a **RESPONSE**



For any **action** to
take place, you need
3 THINGS

FUNDRAISING
RESULTS (I.E.
DONOR TAKING
DESIRED
ACTION)

Motivation

Ability

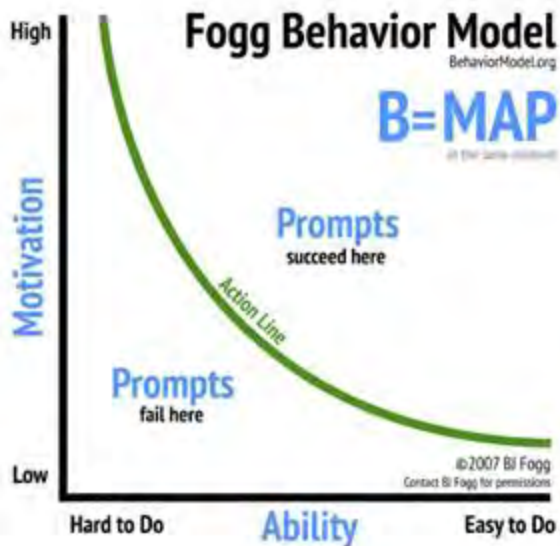
Prompt



What Causes Behavior Change

The Fogg Behavior Model shows that three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and a Prompt.

When a behavior does not occur, at least one of those three elements is missing.



Dr. BJ Fogg founded the Behavior Design Lab at Stanford University, where he directs research and innovation. In addition, he teaches industry innovators how to use his models and methods in Behavior Design. The purpose of his research and teaching is to help millions of people improve their




Questions to ask when a donor is not taking an action you want them to take:

#1 - Are you prompting them?

#2 - How can you make the action easier to do?

#3 - How can you increase motivation?



**THERE IS A VERY
IMPORTANT
COMPONENT THAT'S
OFTEN NOT TALKED
ABOUT ENOUGH...**





**What happens
when we look at
fundraiser action
through the lens of
behavior design?**

Ability Issue



👁️ RESPONSES ARE PUBLIC

Trying to figure out how to best support this group for EOY. Do you send nurture emails to your email list between now & the end of the year?

Yes! It's a huge part of our campaign strategy!

40%



No, we only email a little and they are all linked to donation requests.

0%

0 votes

What's a nurture email?

60%

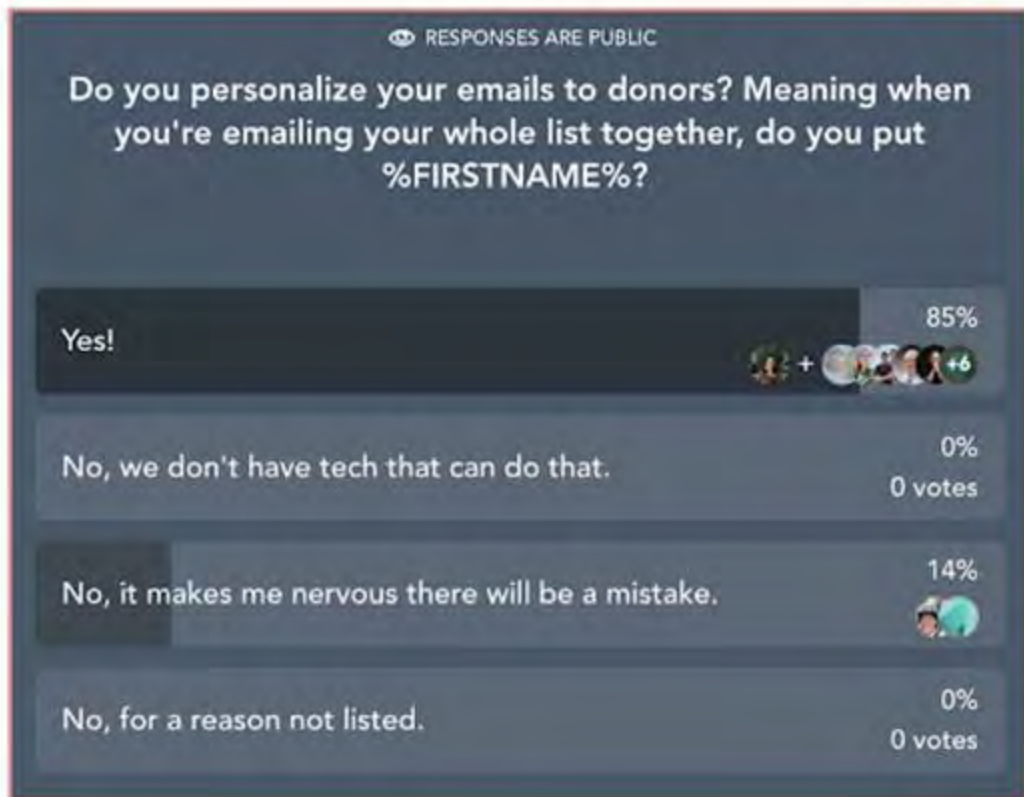


**FUNDRAISING HABITS NEED
TO MAKE THE ACTION AS**

EASY AS POSSIBLE

But sometimes that is still
not enough...

Motivation issue



HOPE

FEAR

drives motivation



UP

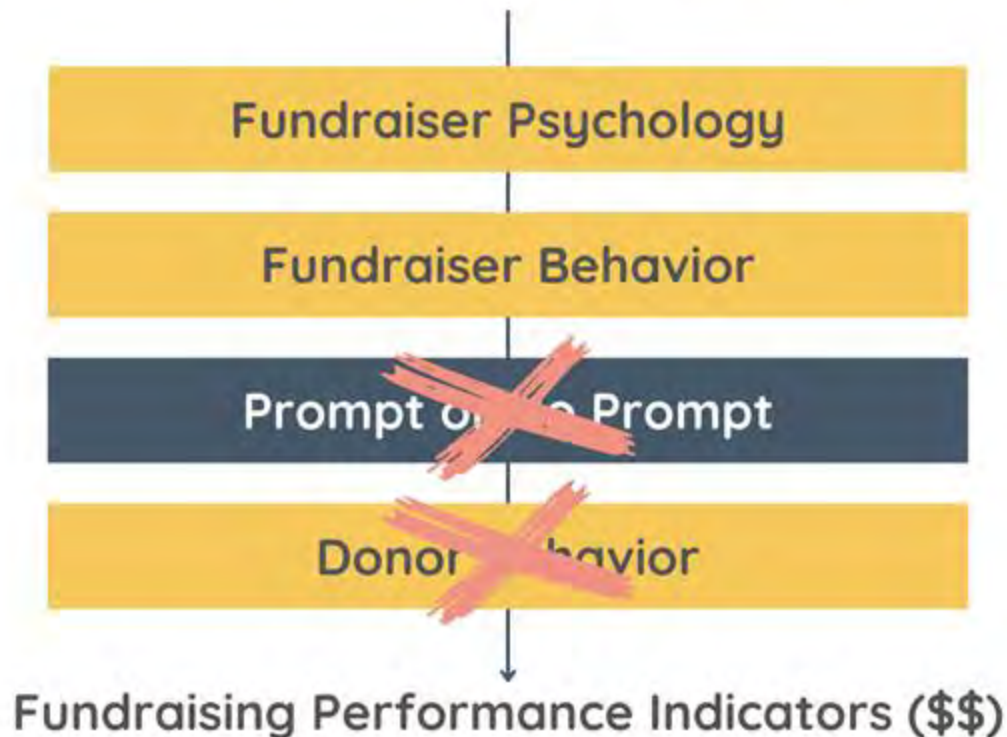


DOWN

Ability

can be an issue of time, tech, or skill.

Donor Behavior is a **RESPONSE**



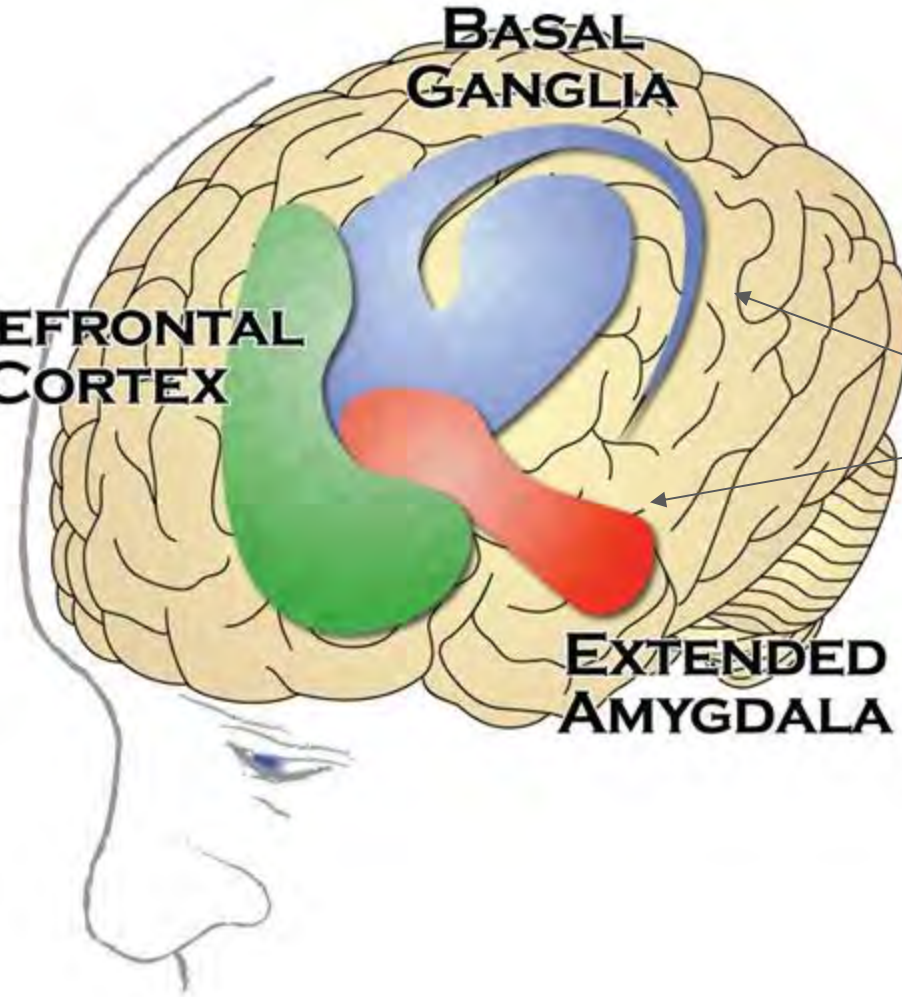
**FUNDRAISING
DECISION MAKING**

**PREFRONTAL
CORTEX**

**BASAL
GANGLIA**

**FUNDRAISING
IMPLEMENTATION**

**EXTENDED
AMYGDALA**



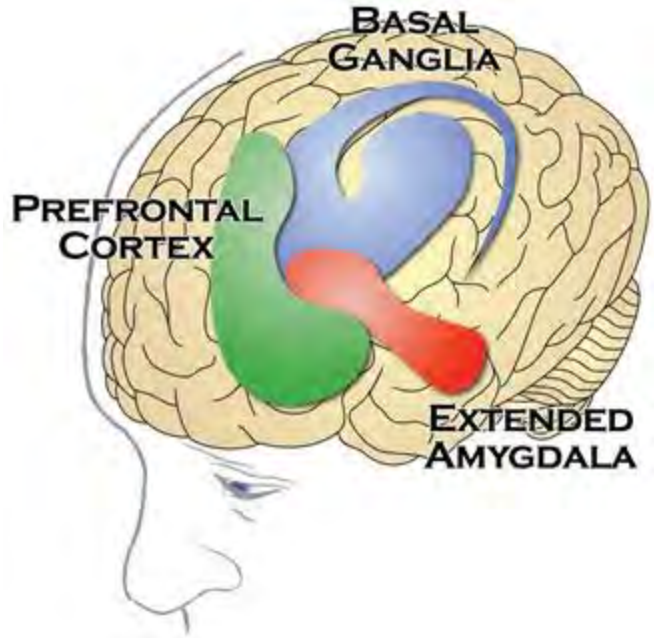
The parts of our brain & body that

make a decision

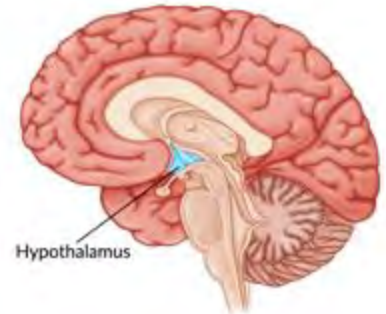
are different than the parts of our
brain & body that come online

IMPLEMENTING

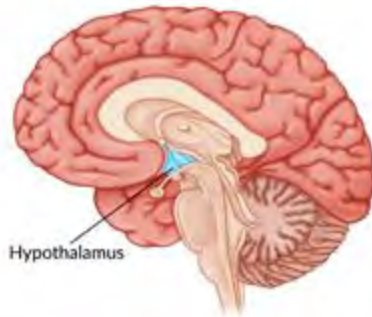
that decision.



HYPOTHALAMUS



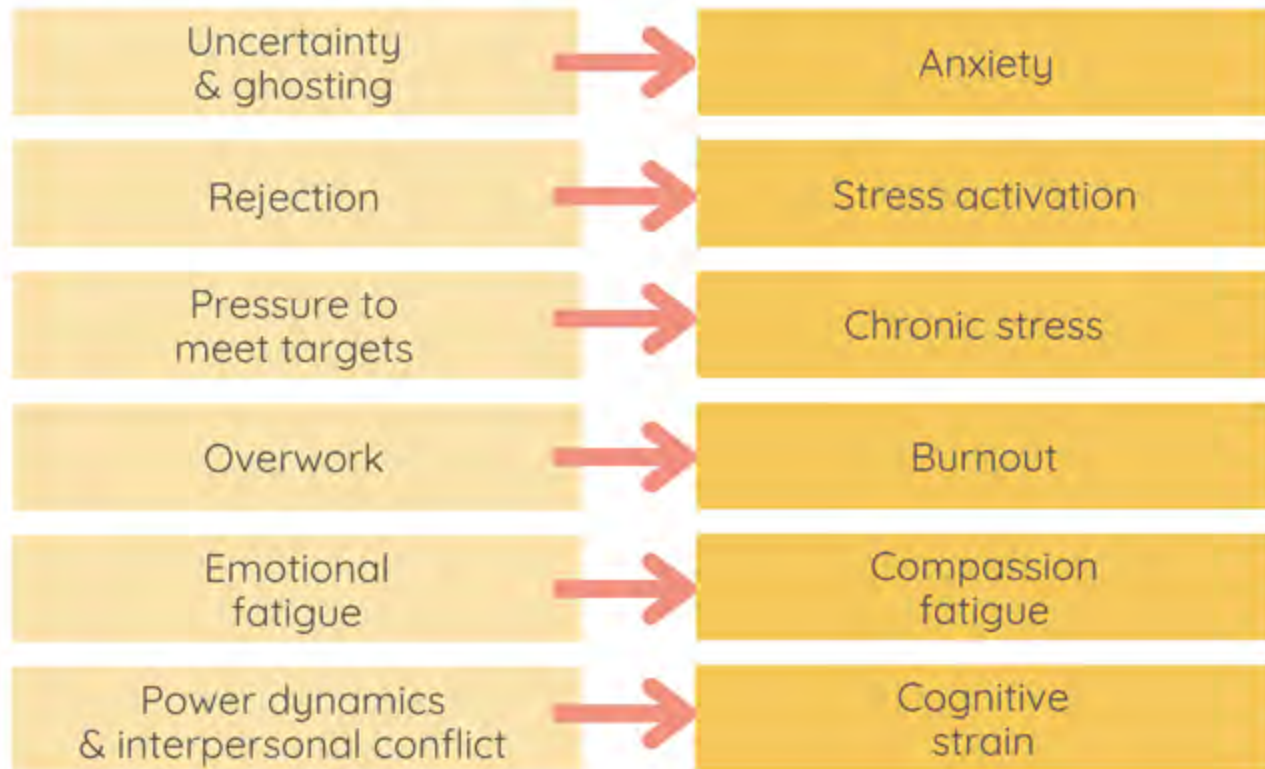
What's the big deal?



Regulates the release of hormones & activity of the nervous system (i.e. fight, flight)

HYPOTHALAMUS

Fundraising Impacts Our Nervous System



Our Nervous System Impacts Our Ability to Connect with Donors & Take Action

- Anxiety & stress activation
- Chronic stress & burnout
- Compassion fatigue
- Cognitive strain



- Capacity for connection, compassion, & closeness
- Feelings of trust, empathy, & social recognition
- Innovation, collaboration, flexibility, resilience, etc.

And this is how fundraising
becomes a

***self-fulfilling
prophecy.***

So... what can WE do?



TIP #1

Start with Awareness
& Acknowledge and Validate
How You Feel



A Fundraiser's Cognitive Behavior Loop



Great fundraising is
not an ask...
it's an

OFFER.





It's about
partnership
and
opportunity!



AWARENESS

of our emotions
gives us important
information.



ACKNOWLEDGE & VALIDATE

“That makes sense.”

“You can do this, [First Name]!”



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TIP #2

Focus on Alignment

Your goal

=

getting in front of
the RIGHT PEOPLE regularly.

Old-fashioned gurus
focus on the warm intro.

But we need to be
focused on the right
person strategy.



How old-fashioned gurus teach

PROSPECTING & ENGAGEMENT

- Do a search based on wealth and loose mission alignment
- Look for a warm connection
- Get an intro (maybe) and then crickets



SO NOW WHAT
DO I DO WHEN
NO ONE RESPONDS
TO MY OUTREACH?

**THIS IS A
BROKEN
STRATEGY.**





But if you focus on
ALIGNMENT and
WIN-WIN opportunities,
**successful COLD
OUTREACH is easy!**



How I Teach

Prospecting & Engagement



BUDGET & REVENUE GOALS

Understand funding gaps & opportunities



ASSET MAPPING

Know what to look for in a partner - what they want and what you have to offer



FUNDER MATCHING

Identification, segments, connection, and calendar

What actually creates fundraising success for your nonprofit!

**What makes this work is that
it's all about true
WIN-WIN ALIGNMENT.**

Cold outreach works when you **map your funders**
and speak to the **win-win** in your outreach.



TIP #3

Be Transparent
to Build Real Relationships

BEING TRANSACTIONAL



TALKING ABOUT MONEY

BEING TRANSACTIONAL



**ONLY CARING
ABOUT MONEY**

But money is not the point.
**And money is not
the only thing of
VALUE.**

FAVOR FUNDRAISING

has a long history in this sector



These old-school
“relationship-building”
strategies



UNCERTAINTY + DISCOMFORT
for the fundraiser



Because those
strategies use a lot of
**MANIPULATION,
GUILT,
& FAVORS**
to raise money.



Times have changed...

**but most
fundraising training
hasn't caught up.**

2 WAYS

to cultivate a funder

#1



THE CAR
SALESPERSON WAY

#2



THE ALIGNMENT
FUNDRAISING WAY



THE CAR SALESPERSON WAY

**Why do they
make us
uncomfortable?**



THE CAR SALESPERSON WAY

“No, I’m not interested in funding! I JUST want to go on a listening tour.”



THE CAR SALESPERSON WAY

“Oh, well since you said that, let me tell you about...”



THE CAR SALESPERSON WAY

“Wait! Why won’t you get back to me? I thought we had a connection!”

THE ALIGNMENT FUNDRAISING WAY

- Find the win-win
- Be transparent & authentic
- Bring YOUR Power Partner energy to the meetings



FREE SUPERPOWER QUIZ

What's Your Fundraising Superpower?

When you're struggling with fundraising results, the last thing you often think about is how to leverage your fundraising superpowers but it is one of the MOST important things you can do to raise more right now!

SCAN ME



TIP #4

Focus on Continuous
Improvement, Not Perfection

Nothing harms
good fundraising
like

PERFECTIONISM.

PERFECTIONISM leads to:

Fear of Failure

Lack of Adaptability

Decreased Motivation

Lack of Collaboration

ADDRESS PERFECTIONIST TRENDCIES


- Set realistic expectations
- Create a culture of feedback and learning
- Celebrate failure
- Demonstrate self-compassion






TIP #5

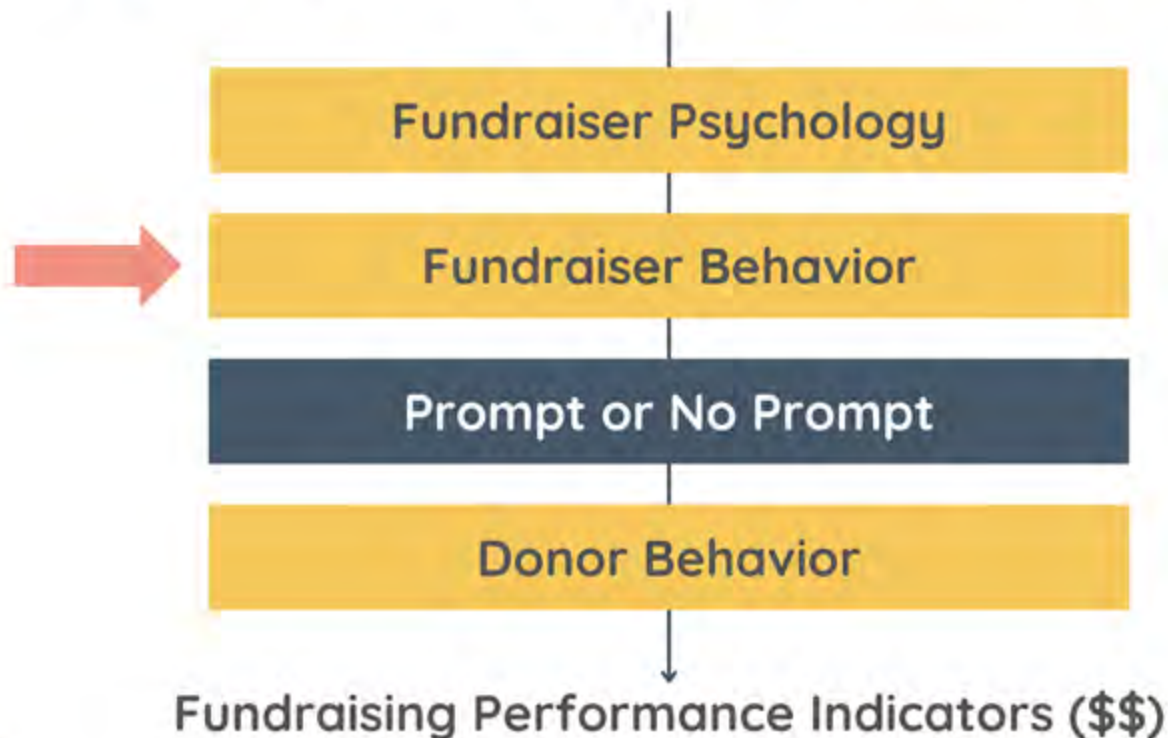
Celebrate Fundraising Actions



Habits are cemented
when we
**CELEBRATE THE
BEHAVIOR**
instead of the
outcome.



Donor Behavior is a **RESPONSE**



Come together to practice SHINE



- **Identify the actions** that you want to be taking
- **Prioritize** those actions
- Decide how you will **celebrate each time** you/someone does that action
- Use meetings to check-in on the action totals and **confirm that SHINE was given**





Good fundraising

IS THE WORK.



**The key to unlocking
funding for your
organization
starts with unlocking you.**

Alignment Fundraising Collective

GET A FREE 30-DAY TRIAL



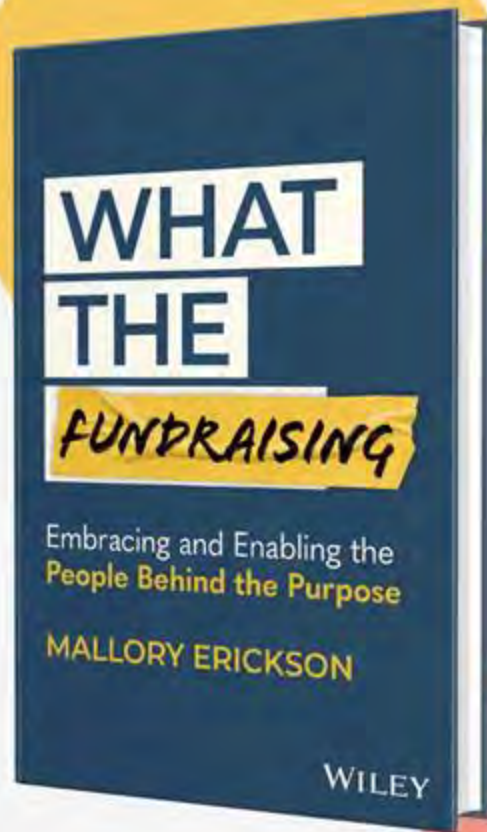
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USE CODE: **SPEAKINGAF**

SIGN UP TO WIN

A Signed Copy of What The Fundraising

SCAN ME



Questions?

Course Creator: Power Partners Formula™

Support Community: Alignment
Fundraising Collective

Podcast Host: What the Fundraising

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