

St. Elizabeth Foundation

Seven Touches Donor Program

DRAFT

Purpose:

Foundation Board at the Foundation Retreat stated they want the Foundation to be known as the most donor engaged charity in the region and, therefore, the top of mind charity in the Greater Cincinnati Region. Based on this direction, we have pursued research, analysis of our situation, and questions for donors. This is a work in progress.

Research Summary:

- Brain is built for generosity according to Dr. Grafman research (Wall Street Journal, *Wired for Giving*, Elizabeth Svoboda, 2013)
- Generosity is an emotional decision (Harbaugh, Mayr and Burghart, 2007)
- Giving makes people happier (Aharon, et al, 2001)
- Happier people give more (Wang and Graddy, 2008)
- Donors most engage where there is an identifiable recipients (Lowenstein and Small, 2003)
- Four elements make things go viral within a population: Social currency, practical value, emotion and narrative (Popular Mechanics, *How Stuff Goes Viral*, Dr. Jonah Berger, August 2014)

Situation Summary:

- Foundation donor retention is below the national average and the average for similar size organizations
- Donors perceive they have been approached in the past for donations but seldom or never for donor appreciation/updates
- Donors generally feel there is no organization that is recognizable as donor-engaged in our region
- Donors have less time to be engaged but have a stronger desire to be engaged by a foundation; this creates an interesting challenge for a foundation

General Approach Considered:

- Develop Study and Control groups of 300 people each; work with statistician to properly develop these groups
- Survey for input and baseline
- Key questions being developed: what does donor want to feel, what does donor want to learn, how does donor feel about foundation XYZ, what motivates donor to make gift, what is most satisfying gift ever made and reasons for this, what organization keeps you best involved and how, what would you like to change in the world, how can XYZ foundation help you to make this change, what legacy do you want to leave for your family and your community, who may be needed to help you create this legacy
- Based on feedback: Identify methods that create the most memorable donor experiences
- Study group receives communication that each donor will be engaged in experience
- At the end of the first and second year, the Study Group and Control Group will be surveyed to identify changes in perceptions and behaviors
- From learnings, inpatient cues will be developed and coordinated with the Seven Touches Program for potential donors who are inpatients. This program will be expanded to outpatient areas following the inpatient launch
- Publish results of this program

7-29-2014