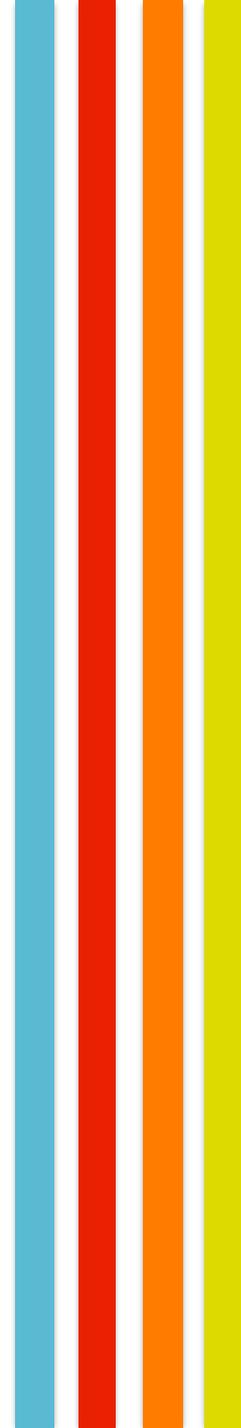


Donor Motivations Study 2016

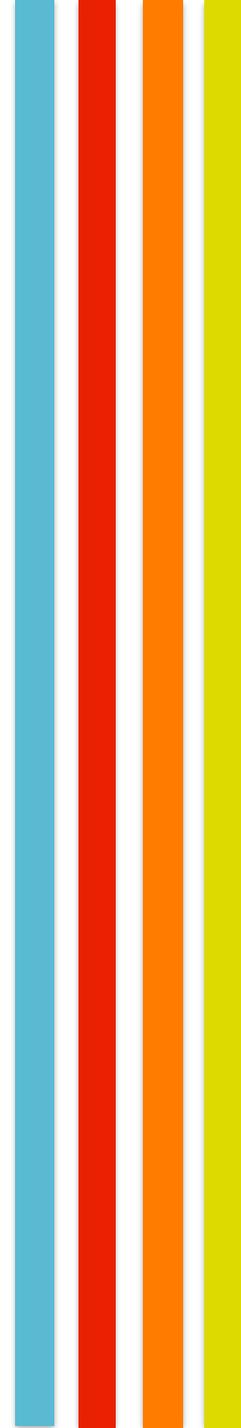




Current research suggests that people actually derive more satisfaction from giving money to others than from spending it on themselves. This is true regardless of the wealth level of the individual. It appears that there is something innate in humans that makes this type of altruistic act quite gratifying and people are driven to do it.

But why? What do people get out of giving money away to someone they don't know? Is there some innate, unconscious logic lodged deep in the psyche that makes donating feel good?

What goes through donors' minds?



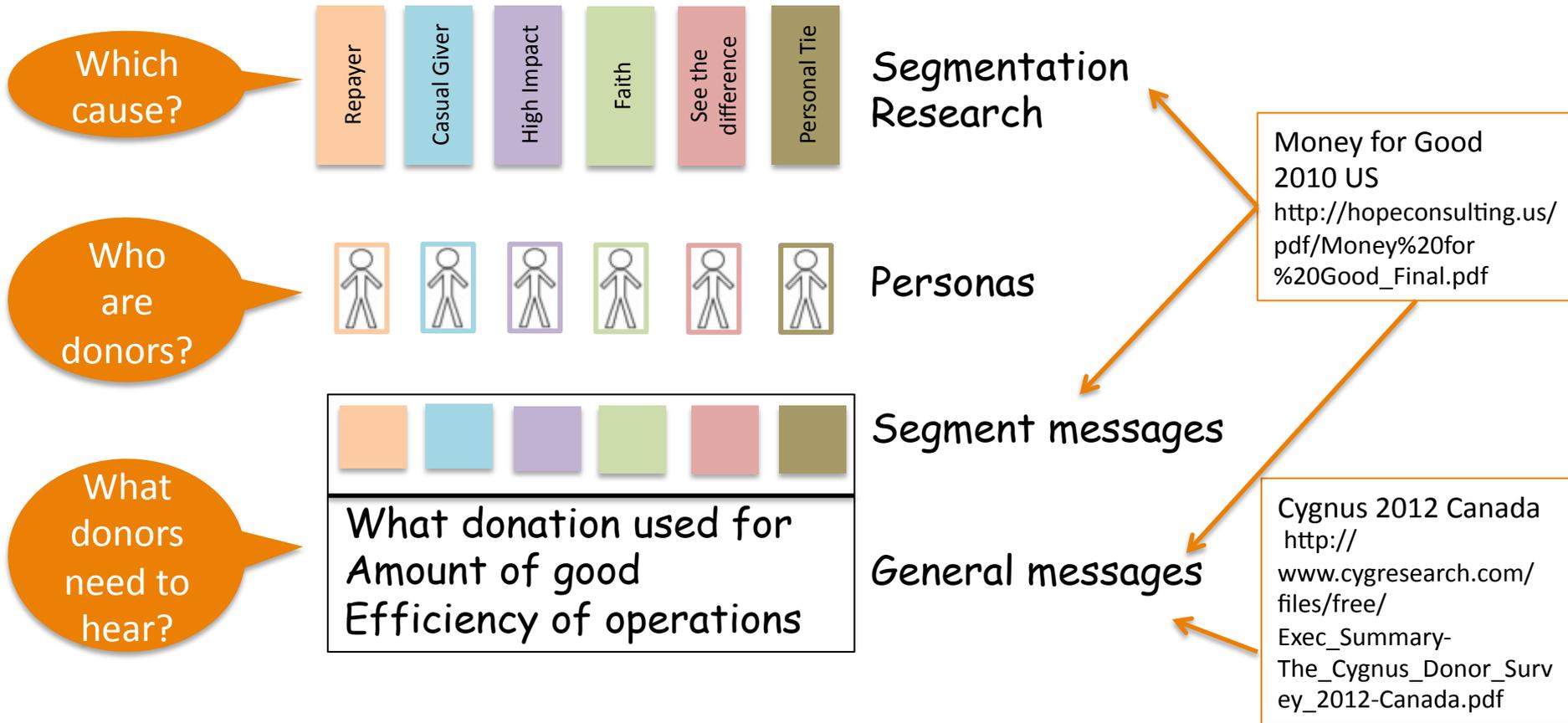
The Issue:

A lot of research has been done on WHO donates and how much. The industry has a good profile of donors and their demographics.

However, while all of this work is descriptive of the consumer, it does not really explain WHY people donate.

If charities understood what motivates people to donate, then marketing communications can address these issues directly. Charities could structure their programs so that they deliver what people want to see happen. More consumers would donate. Everyone wins.

There has been research on donors

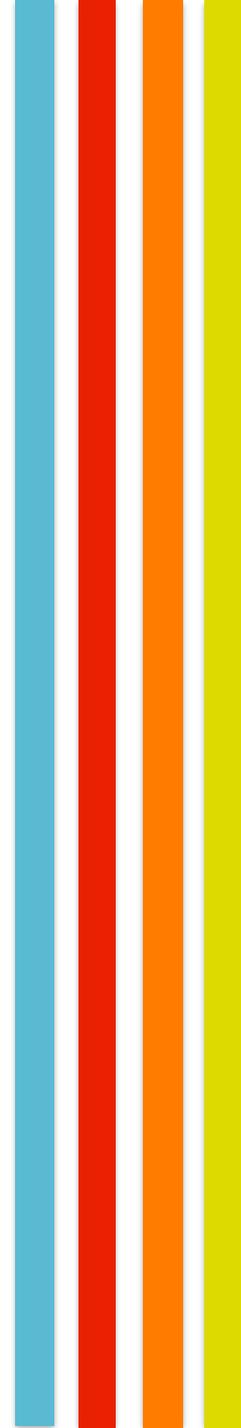


To date, all research is based on what donors "say".

But, if donating is something that is part of a deep-set belief system which is unconscious and unstated, then you can't ask people to tell you something they are not aware of.



So how can you find out, if you can't ask?



Why do donors donate?

Research Goals:

Short term = to find the key donor messages for **one** charity to use

Long term = to find the key donor messages for **all** charities to use

Research Objectives

Specifically, the research would address the following questions:

- What is the imprinting of charitable giving? How do people form the belief system for donating? What is it they believe?
- What do people "buy" when they donate to charities? What set of psychological benefits are being fulfilled from giving?
- What part of the brain seems to be involved in charitable giving? Is it the Cortex (logic), the Limbic (emotion) or the Reptilian (survival)?
- How is the decision to give made? What forces drive the decision to donate to one charity versus another?
- Can we build a mental model of giving that can be used to evaluate the attractiveness of any charity to donors?
- What should charities always say to their donors, and what should they never say?

The research will be conducted through projective techniques that are administered as an add-on to a regular qualitative marketing research project which the charity is already going to be conducting.



pictures, drawings, collages



discourse analysis



psychological theory



story exercises

Example of a story exercise

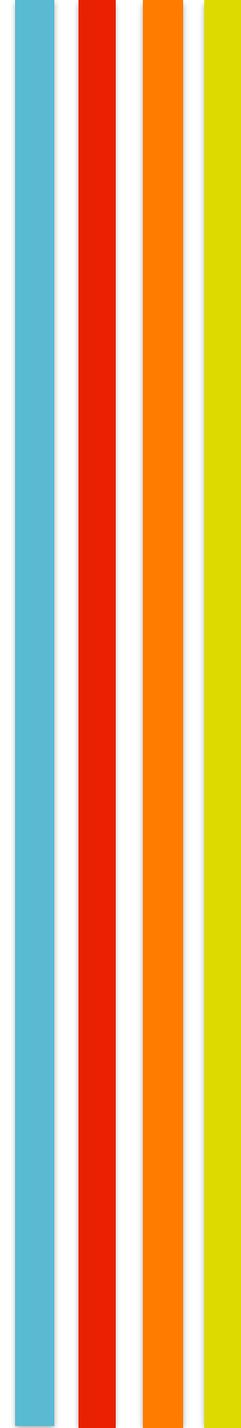
My most recent donation was to a local community centre that my kids used to enjoy and I want other younger kids to enjoy too. (The segmentation would probably categorize me as a "repayer", somebody who wants to "give back" to the community). But that is not why I donated.

When I was growing up, we didn't have a lot of money, but every Sunday at church my parents put their envelope on the collection plate. I watched that collection plate get passed along each pew. Some people contributed cash; the families that came regularly added envelopes. I remember passing that plate along, it was big but quite light. At the end, the collection plates were full and presented at the altar. This happened every week and I didn't question it. I didn't feel badly (because I didn't know that we were low income). I didn't feel good because it happened every week and everyone gave. My parents didn't talk about it. I knew that the money would pay for the minister's salary and that was important to my father, because his father was a minister who depended on donations. Donating is what good adults do and you do not question it.

When I became a teenager, I realized that the money would also go to building maintenance. I learned that the money was kept to maintain the church community, and did not go "to the poor", which I didn't think was right. But I never questioned the fact that everyone should give.

When I graduated and moved out, I was surprised when I realized I had the option to not donate. On my first job, I started donating what I thought was normal and then someone told me I had donated the most.

I donate because I am "supposed to". I don't go to church, so I do not have a regular reminder to donate. When I realize that I am not donating enough, I give a little more to the next charity. When I forget, I feel guilty that I am not donating to my old charities. There are a few charities that I want to stop donating to, but I cannot bring myself to stop. (This is illogical and it would be hard for me to admit this to a researcher.)

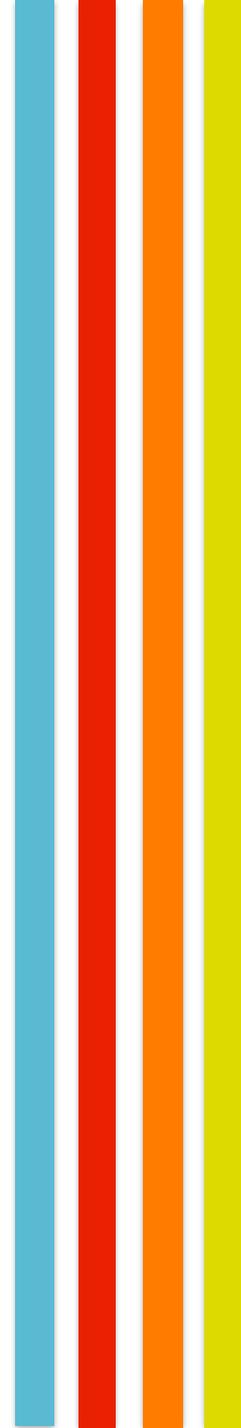


Costs = \$0

Research Analyst donates her time (\$5,000 value)

MAS is pro bono service (\$5,000 value)

Data collection is piggybacked onto existing activities



Benefits = more donations

To your charity:

- Deeper understanding of your donors
- Keep proprietary findings
- Act as a leader in your cause

To your cause:

- Clearer messages from all charities will encourage more donors to donate more. Results will be published in industry blogs, newsletters, etc.

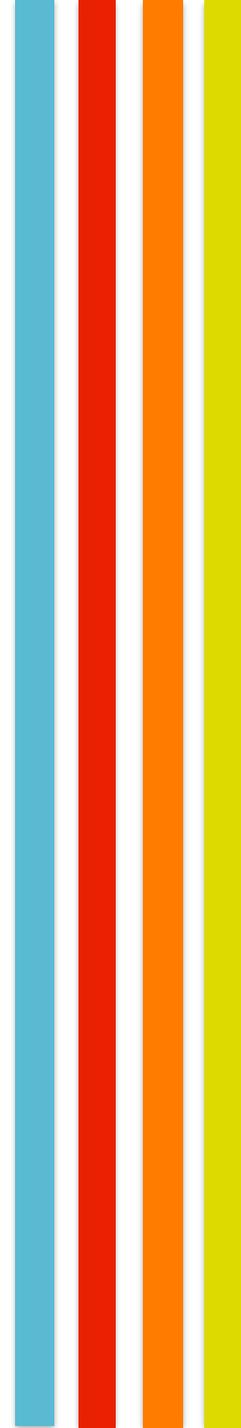
About us

MAS is a pro bono consulting service, operating in Toronto since 1993. Completing 200+ projects per year, we help small and midsize non profits in governance, strategy, HR, marketing, fundraising and facilitation. As a volunteer-run charity, MAS is funded by donations from satisfied non profit clients.

Our 50+ Volunteer Consultants are professionals who want to give back using the skills we learned in our careers. Our mission is to build capacity in the non profit sector.

Thelma Beam is a psychotherapist who works with multinational companies to understand consumer motivation. She was trained by Dr. Clotaire Rapaille, the internationally known marketing guru and author of "The Culture Code". She uses her background and experience to understand and uncover how people make choices, at an unconscious level, about products and services.

This unconscious programming is revealed through projective techniques, and the approach is a powerful addition to the more standard in-depth probing used in focus groups.



Contact us:

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