



Building donor relationships in materialistic world: mission impossible?

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Who is Tine Faseur

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What motivates people to donate?

MOTIVATIONS

NEEDS

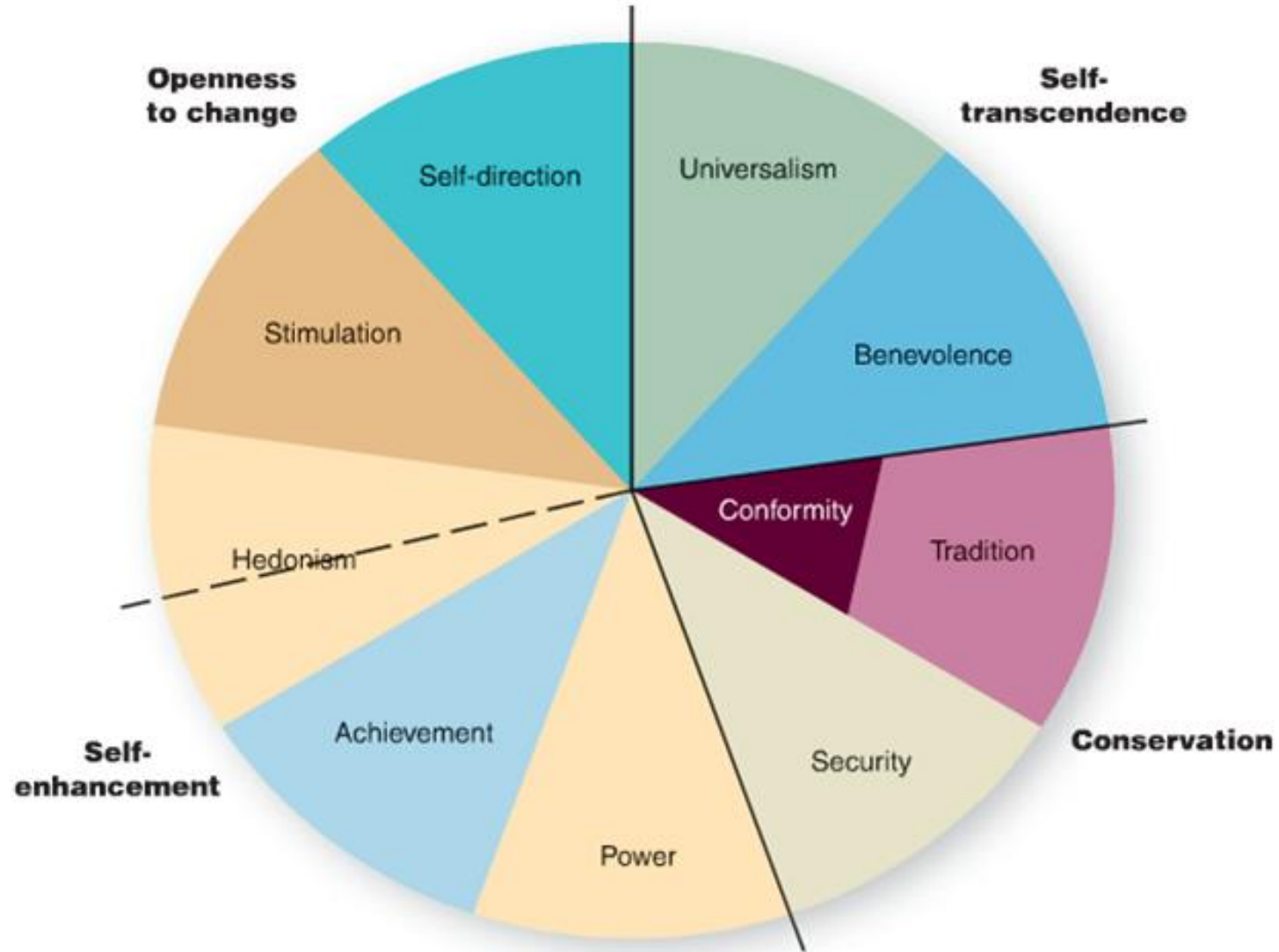
VALUES

GOALS

“Our goals (motivating our behavior) are a means of actualizing the values we perceive as important and relevant”

Schwartz

Values of Schwartz



Two research streams in donation literature

1. Altruistic intrinsic values ~ self-transcendence values



Two research streams in donation literature

2. Extrinsic values ~ self-enhancement values



**Fundraising
Reward Programs**



Extrinsic values match with materialism



What about long term donor relationship?

HYPOTHESIS

Although loyalty reward programs based on (increasingly) valuable extrinsic gifts could generate multiple donations,

focusing on extrinsic (materialistic) values and goals is detrimental in the achievement of long-term relationships between non-profit organizations and donors.

What about long term donor relationship?



- campaigns that engage people in extrinsic values and goals will enforce the relevance and importance people attach to these values.
 - Problem: extrinsic values are inherently associated with less concern about the environment and the society as well as less helpfulness
 - self-enhancement values ↔ self-transcendence values

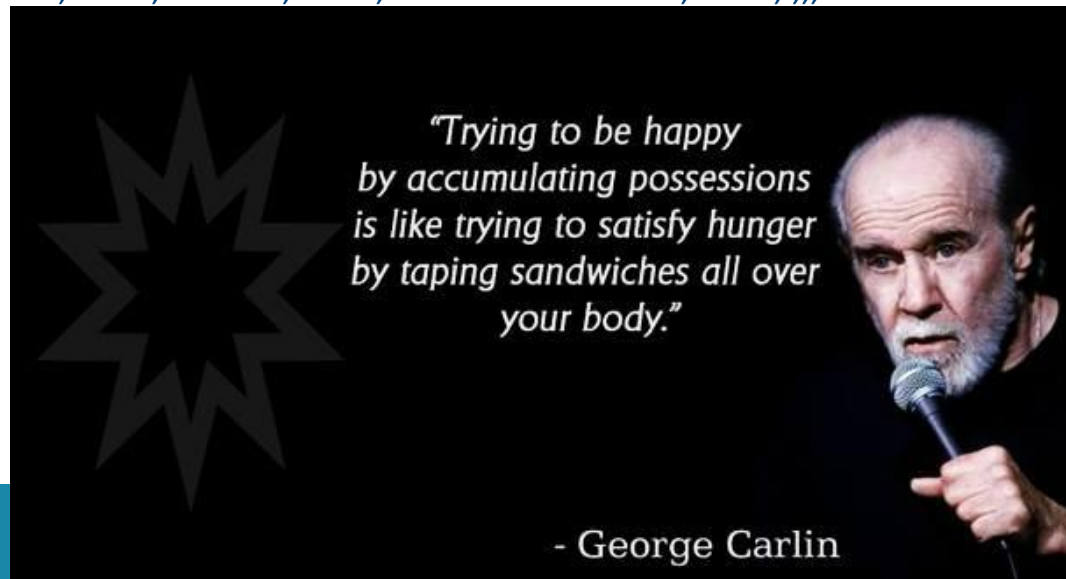
Common cause foundation (<http://valuesandframes.org>)

What about long term donor relationship?



- Materialism is negatively related to happiness and satisfaction
→ Research findings:
 - Donations mainly driven by extrinsic goals do not result in happy and satisfied donors whereas donations mainly driven by altruistic intrinsic goals do.

Hill and Howell, 2014; Krishna, 2011; Vecina & Fernando, 2013, ,,,



What about long term donor relationship?



- extrinsically oriented campaigns might detach intrinsically oriented donors
 - Research findings:
 - extrinsic incentives can crowd out the prosocial behavior of intrinsically motivated people

Benabou & Tirole, 2006; Deci, Koestner, & Ryan, 1999)..



dilemma

Campaigns focusing on altruistic values and goals have more potential to build relationships and gain long term donations

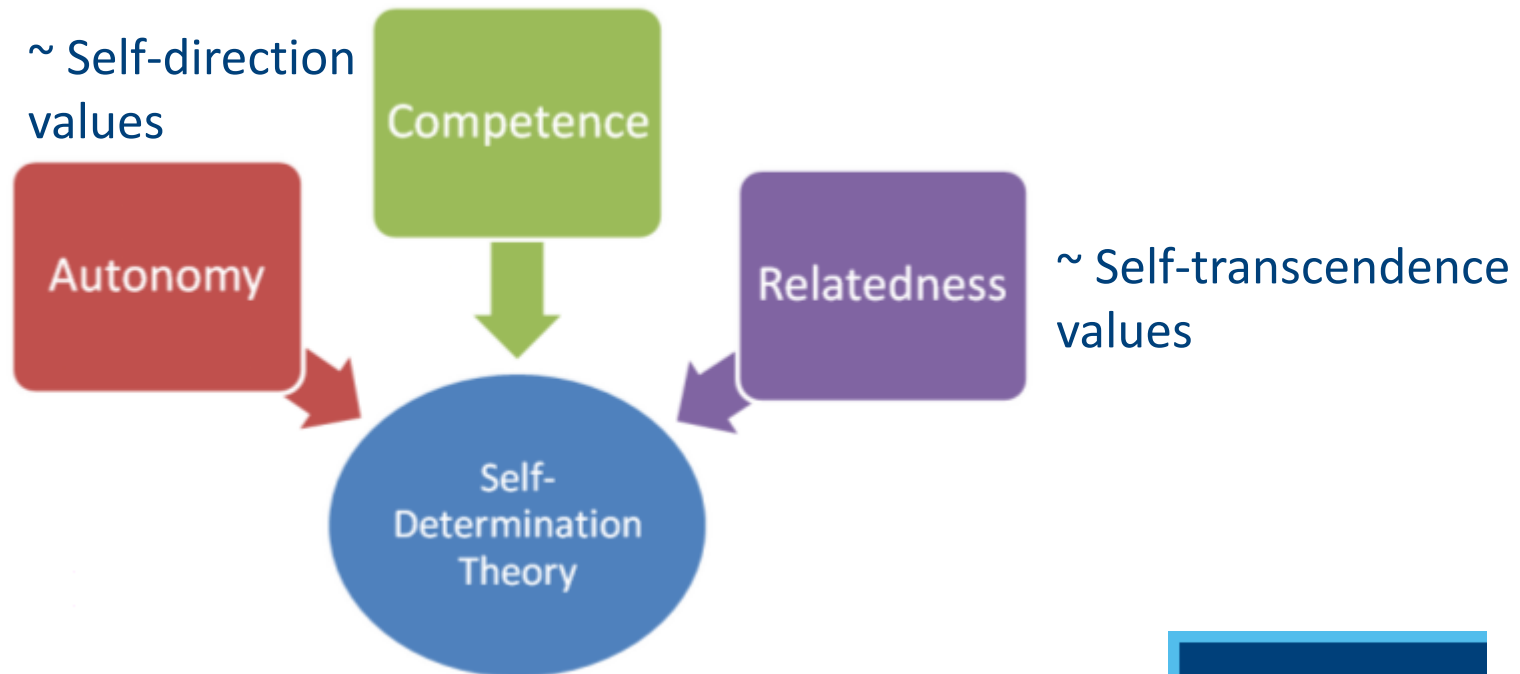
Campaigns focusing on extrinsic values and goals have more potential to grab attention from materialistic people



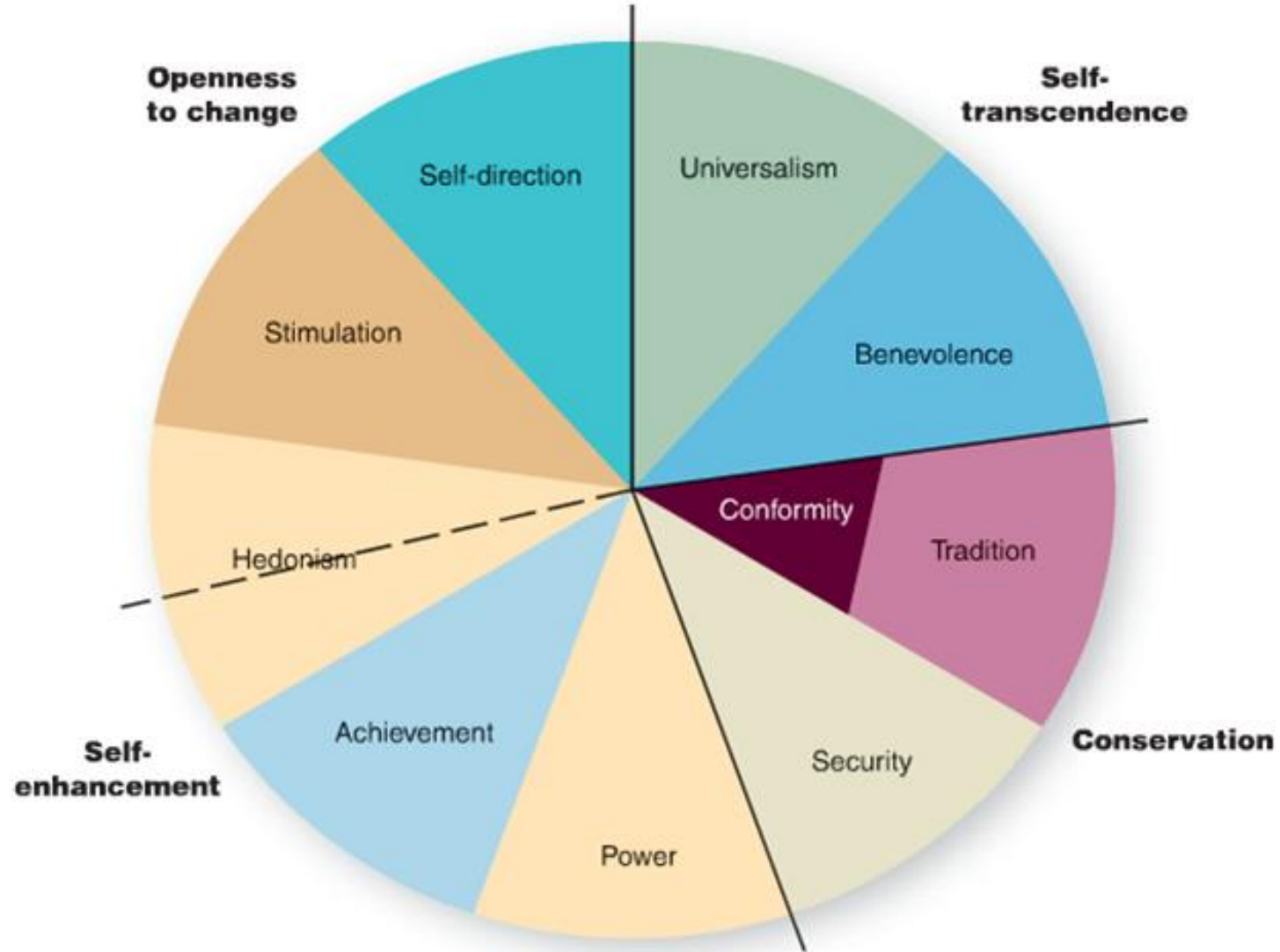
Alternative suggestion

SDT: a well-established theory on human motivation, distinguishing between intrinsic and extrinsic goals that drive all human actions (Kasser & Ryan, 1993, 1996)

Intrinsic goals stem from the fulfilment of our three basic needs.



Values of Schwartz



Alternative suggestion

Intrinsic goals are not necessarily purely altruistic

Instead of only focusing on altruistic intrinsic values and goals,

focus also on ego-oriented intrinsic values and goals.

- How can donations help people to fulfill their need for relatedness, autonomy and competence, and thus to grow as a person?

Alternative suggestion

Why would this work?

- everybody has an innate tendency to grow
 - fulfilling your intrinsic goals helps you to grow as a person
- (materialistic) people are ego-oriented: **“What’s in it for me?”**
 - Self-development related values and corresponding goals, driven by the need for competence and autonomy, are ego-oriented values.
 - More appealing to materialists than purely others-oriented values and goals.

What about long term donor relationship?

Key factors of donor loyalty (Sargeant):

Satisfaction Involvement

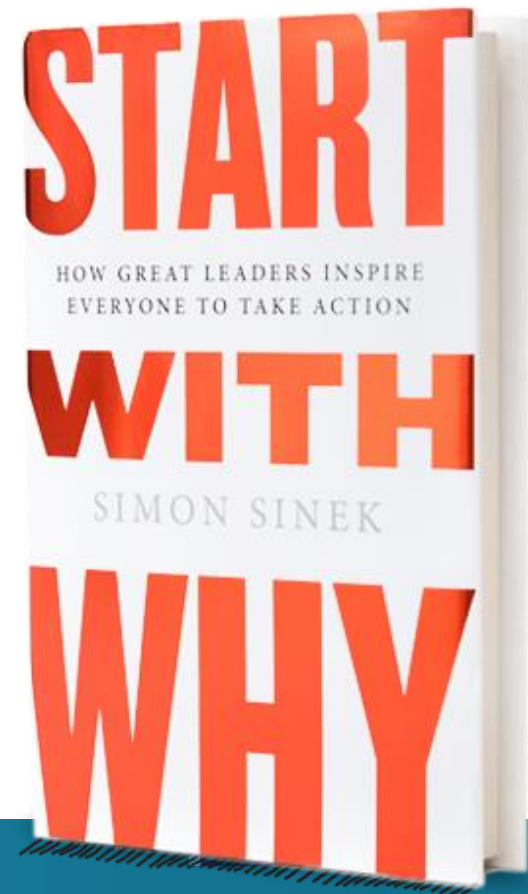
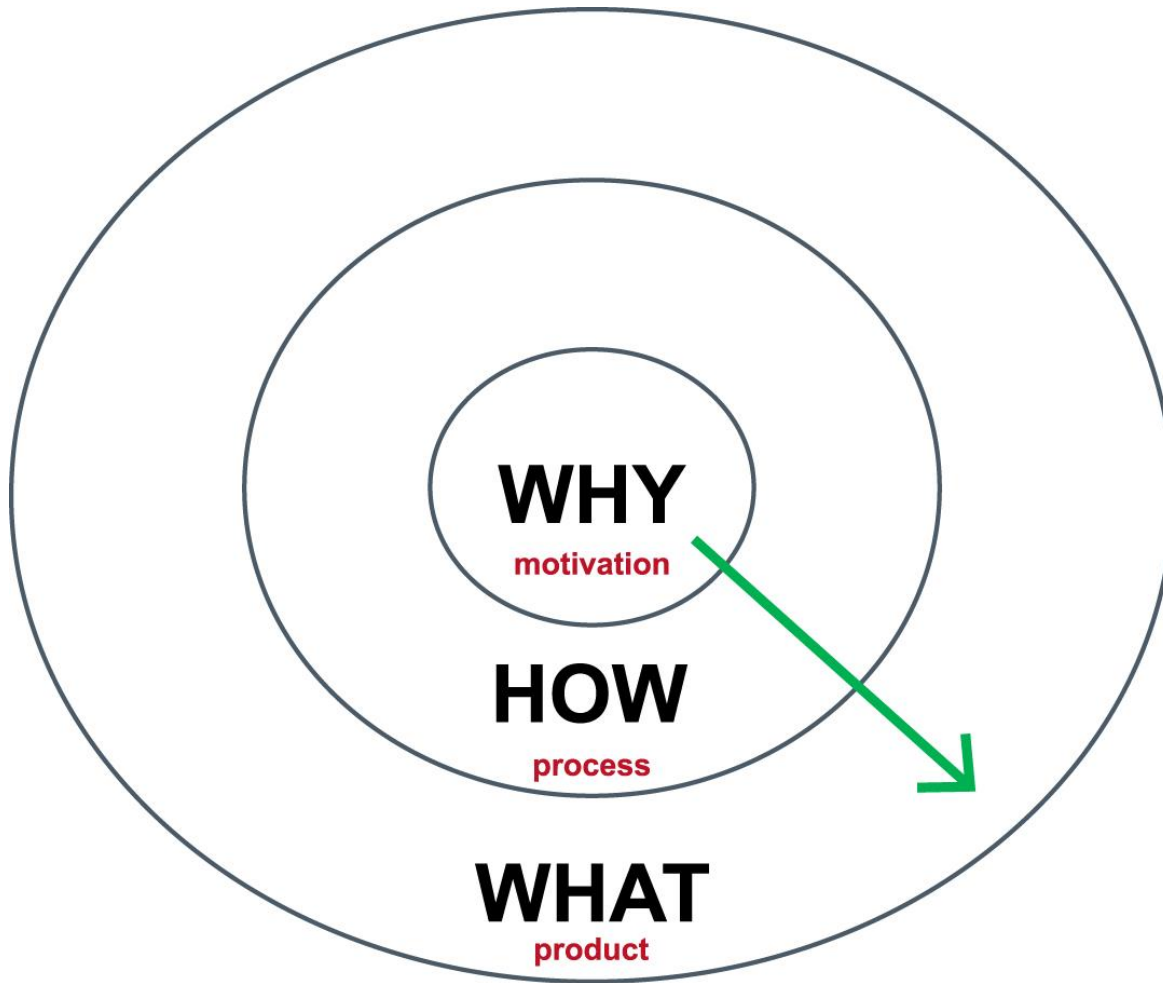
Identification trust

Extra factor

Donor ENGAGEMENT

More concrete...

- Tell stories. Inspire.



More concrete...

- **Relevance:** target people that have a clear link with your goal, people that can identify with your WHY (~ autonomy)
- **Care:** make donors see you care for them, not only for their money, and not only for the cause (~ relatedness)
- **Donor priority/reward strategies** are ok, but not based on material gifts.

Give personally rewarding experiences, gifts that relate to their competence (workshops, experiences related to the work of the organization...)

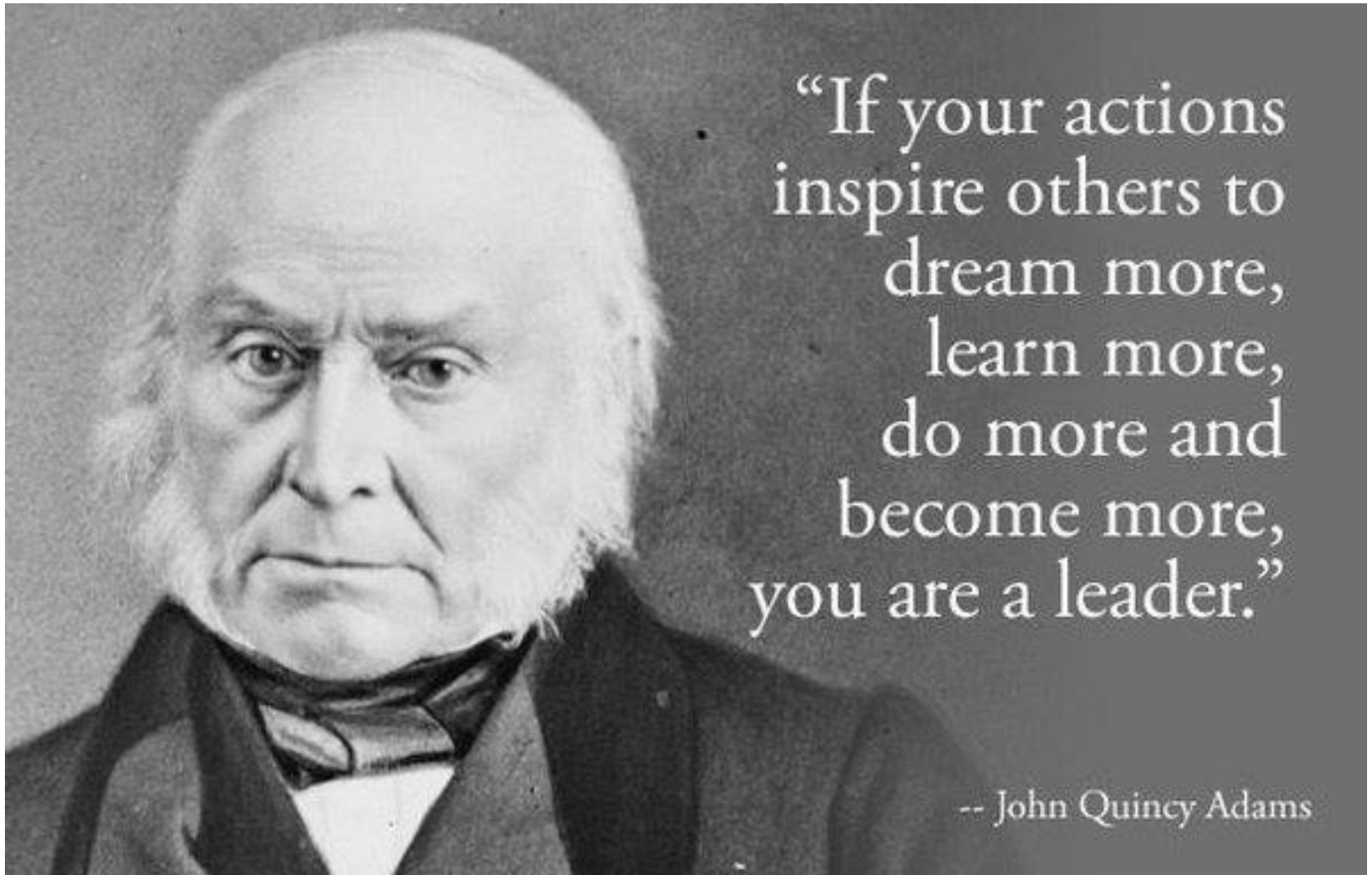
Give gifts that generate a warm glow, a feeling of happiness

Make donors feel good about themselves!

More concrete...

- Show donors what their help can do and has done. How does a gift make a difference? Show results (~ competence)
- **Open communication**
 - transparency
 - Finetune your communications to the expectations
 - Stimulate dialogue
 - listen to your donors.
 - Care for your donors, don't force them into anything (~ autonomy)

- **Challenge** your donors. Link the donation to a personal (long term) challenge, related to the cause (e.g., Oxfam trailwalker)
- **Activate** your donors (~ competence)
- Think about donating as sharing instead of giving



“If your actions
inspire others to
dream more,
learn more,
do more and
become more,
you are a leader.”

-- John Quincy Adams



