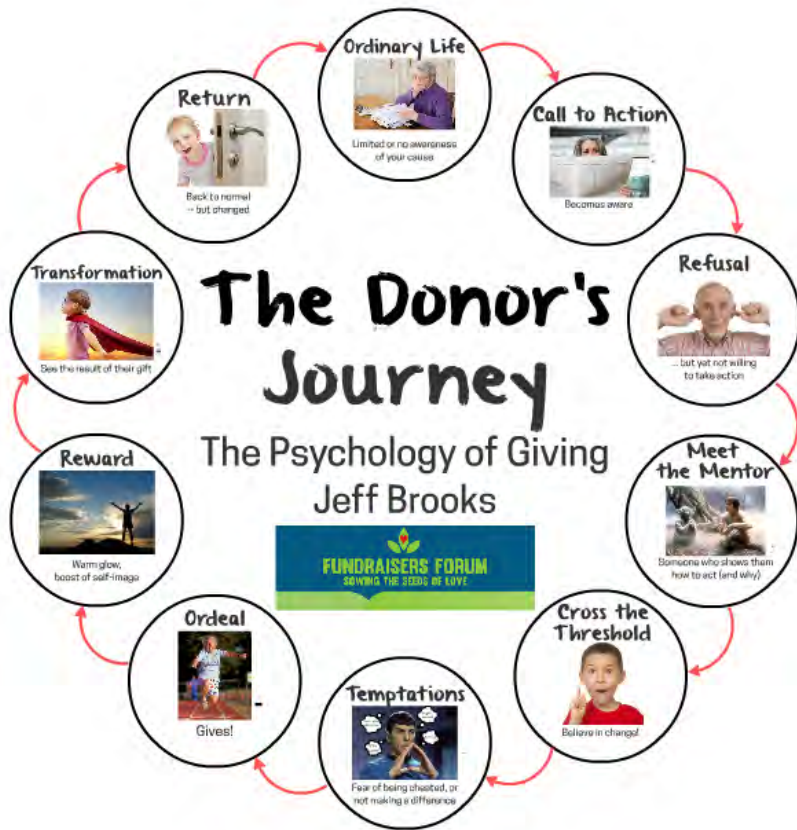
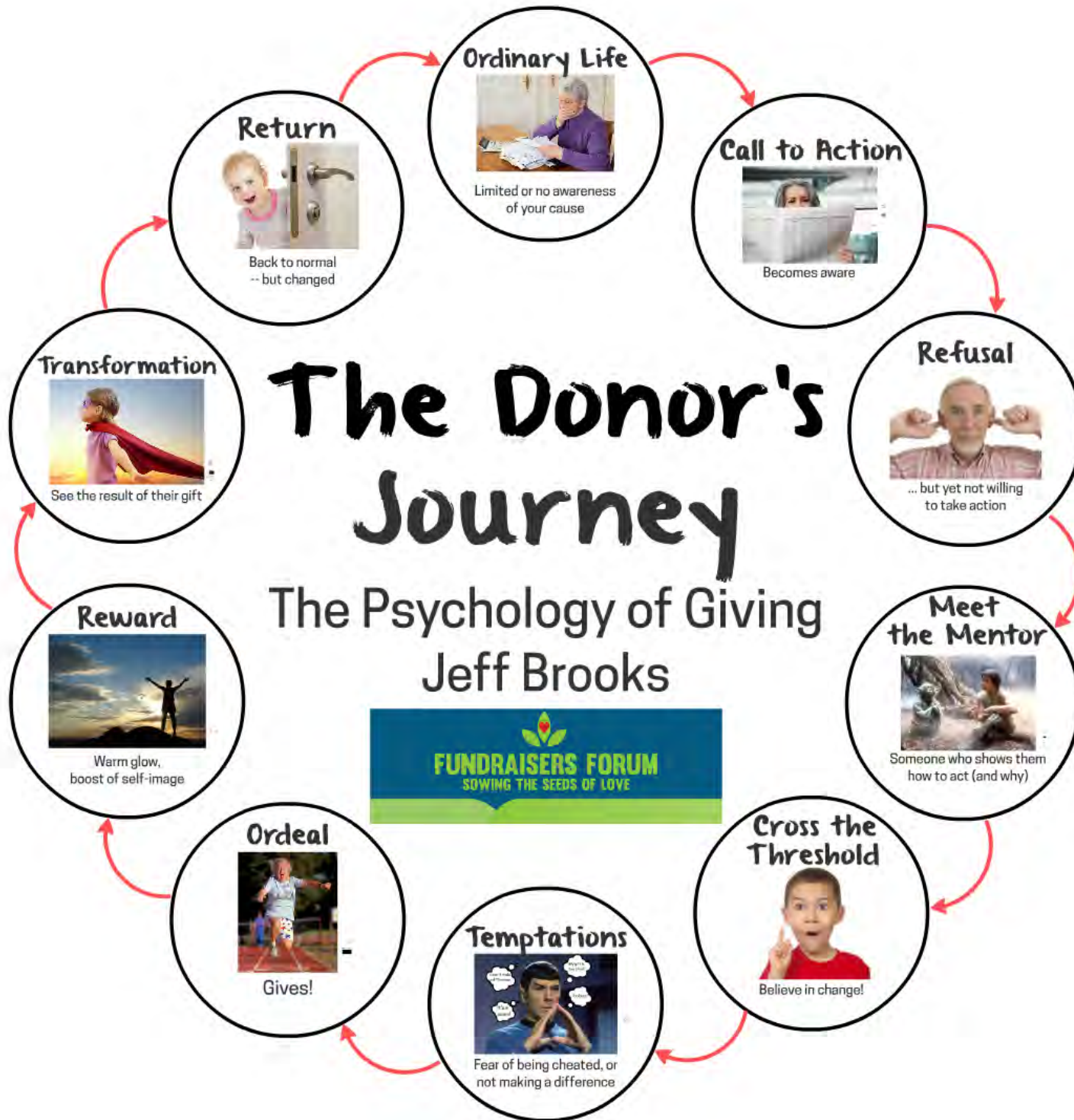


jeffbrooks@moceanic.com

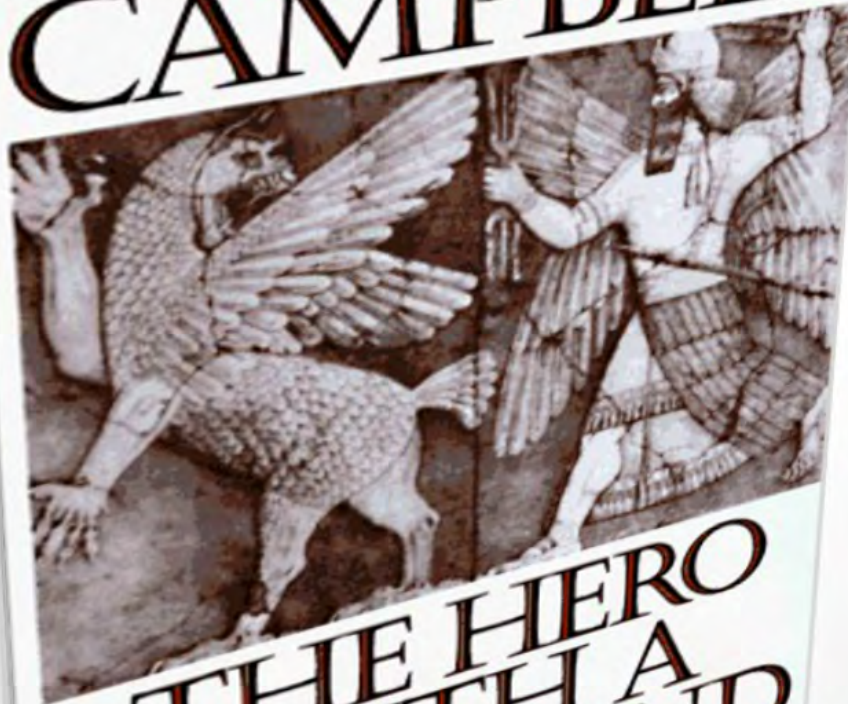


The Donor's Journey

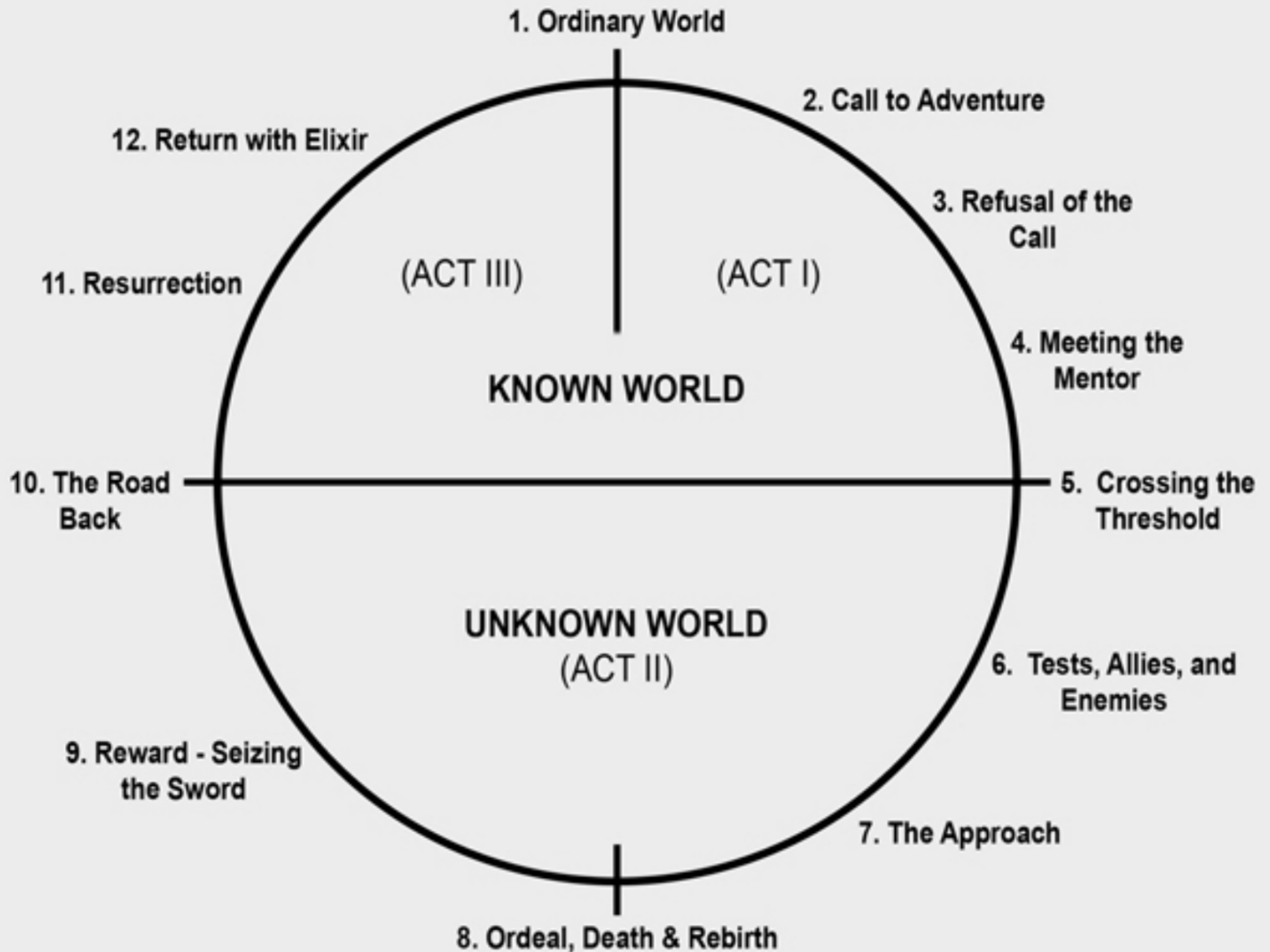
The Psychology of Giving
Jeff Brooks



JOSEPH
CAMPBELL



THE HERO
WITH A
THOUSAND
FACES

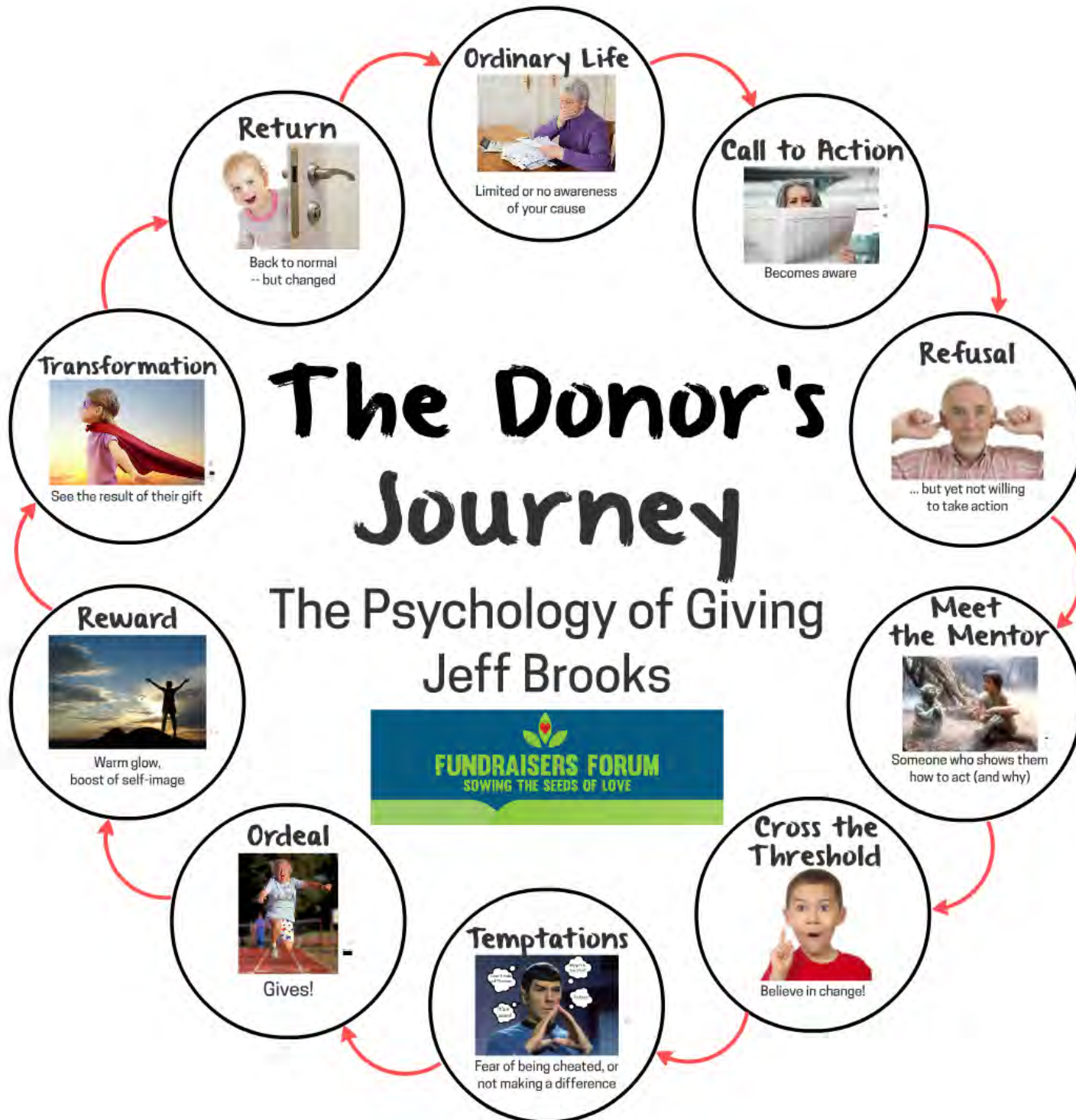


The Hero's Journey Is a *Psychological Reality*

- 1. Live a better life.**
- 2. Tell better stories.**
- 3. Create better life stories for donors.**

The Donor's Journey

The Psychology of Giving
Jeff Brooks



Ordinary Life



Limited or no awareness
of your cause



Call to Action



Becomes aware



It's harder to get attention
than to get money

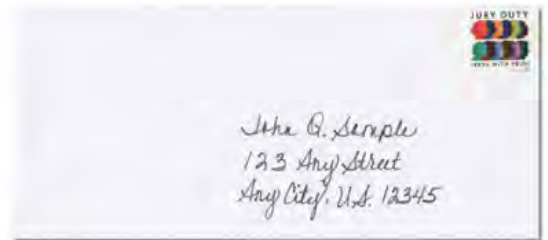
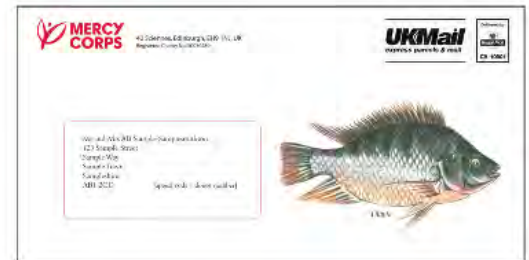


much harder!

Get attention Mystery

Promise

Drama



Drama

TERRORISM: no longer “out there”

How they’re becoming a threat
to YOU and your family



Promise

URGENT
TIME-SENSITIVE INFORMATION



<Mrs. Joan Sample>
<TrueSense Marketing>
<155 Commerce Drive>
<Freedom, PA 15042>



Your gift **TRIPLES** in impact

Save more lives — IF you act now

Mystery



40 Sciennes, Edinburgh, EH9 1NJ, UK
Registered Charity No. SC030289

UKMail
express parcels & mail



Mr and Mrs AB Sample-Samplesmithson
123 Sample Street
Sample Way
Sample Town
Sampleshire
AB1 2CD

[appeal code / donor number]



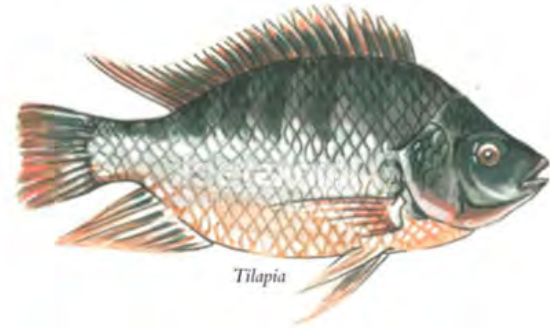
Tilapia



40 Sciennes, Edinburgh, EH9 1NJ, UK
Registered Charity No. SC030289



Mr and Mrs AB Sample-Samplesmithson
123 Sample Street
Sample Way
Sample Town
Sampleshire
AB1 2CD [appeal code / donor number]



Tilapia



John Q. Sample
123 Any Street
Any City, U.S. 12345

Refusal



... but yet not willing
to take action

g

Meet the Mentor



Someone who shows them
how to act (and why)

ee the



Action, not education!



Offer

Call to action

- A specific action or item
- Not a concept or abstraction
- "Visible," photographable
- An outcome, not a process

"Support our cause"

"Engender hope"

"Join us"

Restock Our Pantry for Thanksgiving

YES, NORM! I'll help buy food so that everyone who comes to the Mission for Thanksgiving will be fed. I'm enclosing my gift of:

- \$125 to provide meals and care for 66 people.
- \$156.25 to provide meals and care for 82 people.
- \$ _____ to help as many people as possible.

Your last gift of \$25 had such a big impact. Can you send a gift of meals today?

Mr. and Mrs. Maynard [REDACTED]
[REDACTED]
[REDACTED]

0113523 D13H1ABP07 3



Each \$1.92 provides a meal that can be someone's first step to getting off the streets for good.



P.O. Box 202 • Seattle, WA 98111
206.788.HOPE • www.UGM.org

Please return this portion with your check.
See back to give by credit card or online.



**Each \$1.92 provides a meal that
can be someone's first step to
getting off the streets for good.**



P.O. Box 202 • Seattle, WA 98111
206.788.HOPE • www.UGM.org

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- \$156.25 to provide meals and care for 82 people.
- \$_____ to help as many people as possible.

*Your last gift of \$25 had
big impact. Can you send a gift*

Mr. and Mrs. Maynard _____

Cross the Threshold



Believe in change!



Temptations



Fear of being cheated, or
not making a difference

How to prove you
aren't running a scam

Specificity

Transparency

Promise

THE PROJECT HOPE PROMISE TO YOU

Your Support Multiplies in Impact to Help More People

Every dollar you give to Project HOPE will be multiplied, doing more good to save lives. That's because we use your gift to unlock matching funds, shipping opportunities, corporate donations, global partnerships, government and private grants, volunteer labor and other resources. With creative approaches like these, your gift is doubled, tripled, multiplied 10 times, 50 times, even 100 times or more to help poor, sick and hurting people across the globe. So you have more impact and make a greater difference in the world.

Project HOPE. This is where the good you do grows.



Your generosity multiplied. Always.

*This is where the
good you do grows.*



Ordeal



Make it easy!

Gives!



Make it easy!

YES! Multiply my gift x 4 to save mothers and babies

I am rushing my gift of:

- £16 multiplies x 4 to £64 to save mothers and babies
- £22 multiplies x 4 to £88 to save mothers and babies
- £30 multiplies x 4 to £120 to save mothers and babies
- £_____ My own amount to be multiplied by four

Please complete your details on the back. Thank you

Mr A B Sample
1 Sample Street
Sample Town
Sampleshire
Sample County
XX1 1XX

Donor ID_Campaign code_Seg code

Thank you.
Every £1 you give
= £4 to kindly treat
"untouchable" ones

mission direct
Volunteers helping the world's poor

Mission Direct, 27 Bury Mead Road, Hitchin, SG5 1RT

A company limited by guarantee no. 5289161 | Registered Charity no. 1107824

In the event that the maternity ward at Emmanuel Hospital in Lalitpur becomes over-funded, your gift will apply to another valuable project which is most able to save and change lives through Mission Direct.

**Online and
offline giving
are tangled up!**



Reward



Warm glow,
boost of self-image



Phone
Number
1234567890

A great gift acknowledgment

Prompt

24-48 hours!



Specific

- Thank for the same thing you asked
- Connect money to outcomes

Emotional

Spend just as much time, energy, and brain-power on thanking as you do on asking

Prompt

24-48 hours!



Specific

- Thank for the same thing you asked
- Connect money to outcomes



Emotional

Spend just as much time,
energy, and brain-power on
thanking as you do on asking



Transformation



See the result of their gift



Donor newsletters



Raise money

Improve donor
retention

Together, you and Bridget are fighting for her life

Young women with breast cancer face unique challenges. Thanks to you, Dana-Farber is ready and able to help.

Bridget Spence would be the first to tell you her fight with cancer is a long way from being won. But she also knows things could have been a lot worse. This remarkable young woman thanks you for the

“Dana-Farber’s personal touch takes the fear out of battling cancer.”

difference you have made for her and women like her through your support of Dana-Farber and the Jimmy Fund.



Bridget Spence has been battling breast cancer at Dana-Farber Cancer Institute for six years. Today she and her husband, Alex, and their new puppy, Daisy, thank you for all the time they can spend together.



Tom Ahern

Making Money with Donor Newsletters

Foreword by Roger Craver
Editor, The Agitator

The How-To Guide to Extraordinary Results

Return



Back to normal
-- but changed

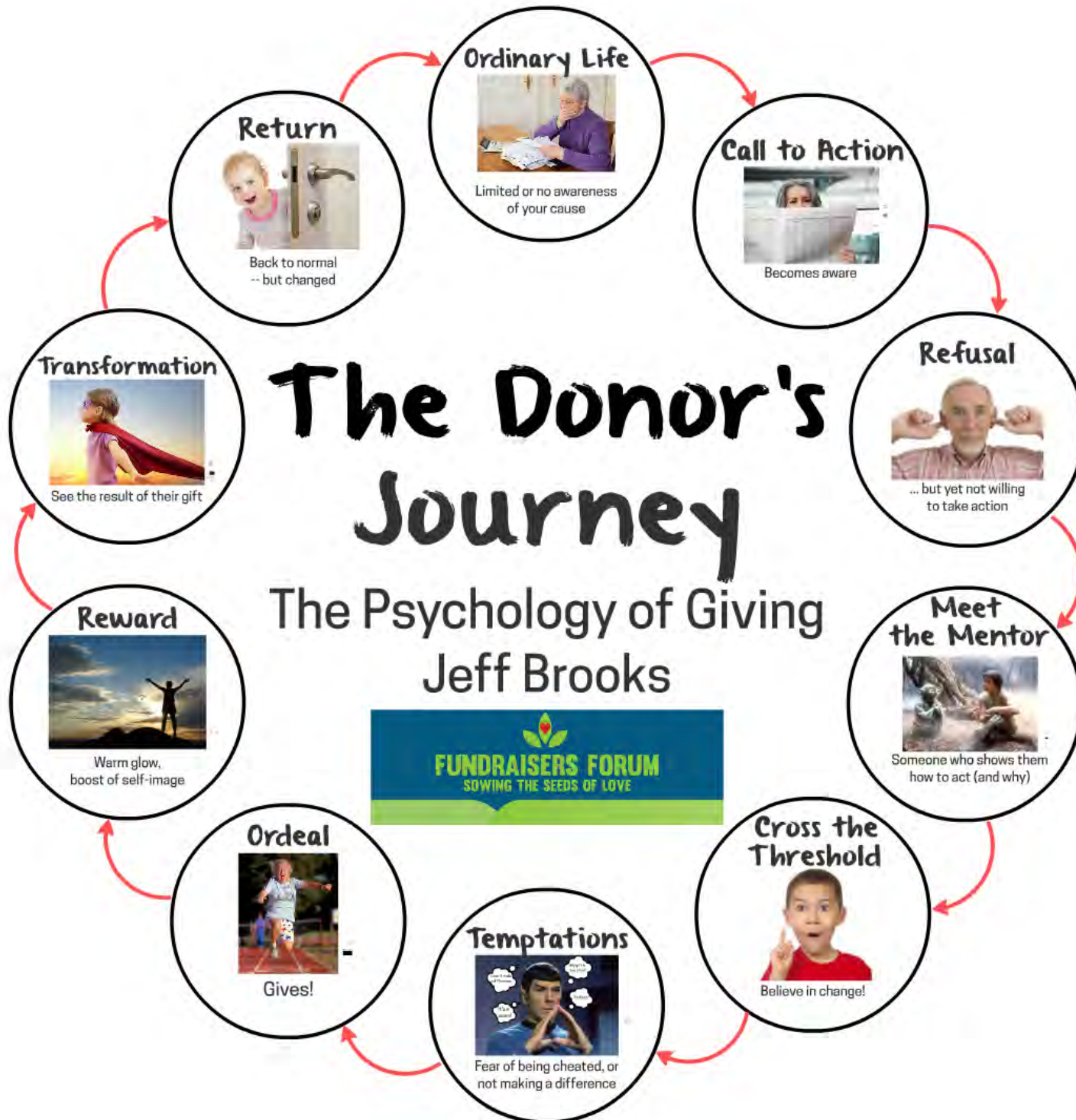
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