

Persuasion User Guide

Helping ASD obtain donors

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December 2014

Helpful Persuasive Terms and Techniques:

Elaboration Likelihood Model

- Central processing is when a person has to actively think about what is being shown or asked of them
- Asking for donations is central processing
 - Deciding on whether or not to donate
 - How much to donate
 - What to donate to
- Give options of what to donate to
 - ASD Food
 - ASD Forest
 - ASD Sustainable Agriculture
 - ASD General Fund
- Have the options explained in the newsletters
 - This is so the donors can make an informed decision on what to send their contributions towards

Continued Contributions

- Once people invest time and money into a cause, they can get attached to the cause
- Donors feel responsible to donate again
 - Feel the need to donate a minimum of what they previously donated
- Make donors feel like a significant part of the cause
- To accomplish this:
 - Write thank you letters, emails, and call to say thank you

TimeTable as a Package

- The timetable suggests multiple thank you letters, emails, and phone calls
 - Show the donors how important they are
- According to Ronan King, the Director of Annual Giving at Emory&Henry College, donors must be thanked seven times throughout a year.
 - This way the message sticks and they are more willing to donate in the future
- Sending out newsletters on a regular basis gets people used to them and expecting them
- The newsletters being sent out are symbols of what the contributions from the donors are going towards
- To help the success of donation letters, send out a newsletter that show the progress made by the previous donations

Gravitas

- Gravitas are defined as seriousness
- Having more weight can make something seem more important
- Print important letters or donation letters on a heavier bond of paper
 - The weight of the paper will make people see it as a significant letter and the contents as having more importance

Have a Goal for Donors

- Have the donation letters be clear about what they are asking for
- Choose one big thing that donors can see and contribute to
 - Garden Box Project
 - Explain the Garden Box Project in a newsletter before the donation letter
 - After donations are given, show in the newest newsletter the progress made with the project due to the contributions that were made
 - Use photos
 - Mention how the project was a success and that you want the success to continue

Warmth Appeals

- Warmth appeals are words and actions that have people seeing you as family or friends
- They encourage positive thoughts on a cause
- Personalized letters, handwritten addresses and hand signed letters
 - These show that time and energy were put into sending the letters
 - Receivers of the letters will want to give you the same effort you put in for them
- Holiday office photo
 - Send a holiday office photo to donors in the holiday thank you letter
 - Make them feel like they are part of the family

Incentives

- A donor picnic for people who have contributed \$50+ to ASD
- Give donors who refer at least three people a sticker, a pin, or a button
- People who refer others should be put into a drawing to possibly win a prize

Credibility

- Credibility is defined as how someone sees an institution based on how it communicates
- The website donation button
 - Currently: it blends into the background
 - Currently: takes you to a simple PayPal page
 - Currently: very impersonal
 - Suggested: change the color of the button to make it more inviting to click on
 - Suggested: the link, when clicked, should take you to a page that is welcoming for the donor. So they feel like they are donating to ASD and not just giving money to PayPal
- Personally signing letters
 - Shows that time was taken to send each letter
- Letters should state what ASD has done and how long they have been doing it
 - This helps people understand what ASD does and how it has impacted them.

ASD Donor Timetable Plan

January

Week One – Send out Branch 1 Donor Newsletter

February

Week One – Thank donors (phone call)

March

Week One – Thank you (email)

April

Week One – Send out Branch 2 Donor Newsletter

May

Week One – Thank donors (phone call)

Week Three – Donor picnic

June

Week One – Thank you (email)

July

Week One – Send out Branch 3 Donor Newsletter

August

Week One – Thank donors (phone call)

September

Week One – Thank you (email)

October

Week One – Sent out General Fund Donor Newsletter

November

Week Two - Phone-a-thon

December

Week Two - Holiday Thank You card

Year-round Goals

- Donor refer incentive program (included in emails and phone calls)
 - o Refer a friend, receive sticker/pen/pin/bracelet/t-shirt
 - o Donate \$100+ you are invited to our Donor picnic
- Online donating
 - o Separate into 3 branches, general fund
- After every donation, send general thank you email and handwritten note
- Social media presence
 - o Hootsuite (website that schedules posts)

Newsletters

THREE BRANCHES

Who are we helping live better locally?

Provide information and a backstory on one individual ASD has helped.

What's the next big thing?

Explain the next projects ASD is looking to implement OR continue working toward with ASD, give brief descriptions of what these projects are and who they may help.

Check out who's chipping in!

Write up a quick profile on a volunteer or staff member at ASD.

A word from our director...

Give them an update about ASD's goals and how they are being met

Help with our mission...

List ways recipients can help,

- 1) Donate to branch/where and how they can donate
- 2) Volunteer time/where and how they can sign up
- 3) Donate to general fund/ where and how they can donate
- 4) Donate to specific cause/ where and how they can donate
- 5) Any other methods in which recipients may help

DONORS

Who are we helping live better locally?

Provide information and a backstory on one individual ASD has helped.

What's ASD looking forward to?

A plan for the coming year, new goals for ASD to reach.

Being a donor matters!

How donations this year have helped ASD projects; how donations have helped ASD meet certain goals.

A word from our director...

Give them an update about ASD's goals and how they are being met

Help with our mission...

List ways recipients can help,

- 1) Donate to all branches/where and how they can donate
- 2) Volunteer time/where and how they can sign up
- 3) Donate to general fund/ where and how they can donate
- 4) Donate to specific cause/ where and how they can donate
- 5) Any other methods in which recipients may help

How this helps ASD

- All of the newsletters look the same, this provides unity
- Separation of branches allows them to get out more information in an organized way
- Separation also organizes donations and encourages donations across all fronts
- Can even send these in PDF email format OR by mail

How this persuades donors to donate to ASD

Credibility - unified look enhances this

Branding - look also has to do with this

Warmth appeal - "Who are we helping live better locally?" attaching them to a person ASD has helped (and in turn their MONEY has helped) makes them feel good and want to keep donating

Pity/guilt appeal - "What's the next big thing?" "What's ASD looking forward to?" look toward new projects/goals shows a pressing need for more funding to continue helping these people that they just learned about

Social proof - "Check out who's chipping in!" "Being a donor matters!" showing who is already helping marks it as appropriate behavior and pushes donors to conform and help one way or another

Identification - "A word from our director..." after hearing what the director says, either identify with issues and agree with goals and choose to help or don't

Danger control - "Help with our mission..." after seeing who ASD is helping, what projects are coming up, who else is helping, and the goals ASD has receivers may be afraid ASD is not getting all the support it needs to continue helping the local community but the list provides them a way to constructively contribute

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Food Access

July 2015

Who are we helping live better, locally?



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Sustainable Agriculture
 January 2015

Who are we helping live better, locally?



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Check out who's chipping in!



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A word from our Director...



Kathlyn Terry

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Help with our mission...

“The mission of Appalachian Sustainable Development is to grow food, communities and opportunities to build a thriving Appalachia.”

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livebetterlocally



@ASDevelop1



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Donor Newsletter

October 2015

Who are we helping live better, locally?



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What's ASD looking forward to?



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Being a donor matters!



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A word from our Director...



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Help with our mission...

“The mission of Appalachian Sustainable Development is to grow food, communities and opportunities to build a thriving Appalachia.”

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livebetterlocally



@ASDevelop1



asdevelop

Thank You Emails

Four thank you letters were written overall. Three will be sent throughout the year and one will be sent when a supporter donates.

In the three sent throughout the year, each would focus on each branch of ASD. In the thank you letters there are a few things to include:

- Discuss what projects ASD is doing. Donors will feel their support is going to a good cause.
- Also discuss projects ASD wants to do, but do not overwhelm the donor. If the project or goal seems too big, the donor will feel they cannot help.
- Include that ASD has been around 20 years. This will increase ASD's credibility and donors are more likely to donate money.
- Be as personal as possible. State, "Dear Lisa" in the beginning of the letter instead of "Dear Donor"

A thank you holiday card is suggested; again, the more personal the better. A handwritten note or a handwritten signature is suggested. This will appeal to an older demographic. The handwritten aspect of the cards will make the donors feel ASD staff has taken the time and energy to thank them. ASD can choose the front photo but we suggest a photo of the staff would be affective. People will see the people who work for the company.

**COMPANY**

Work Street
 Work City, Work State Work ZIP

T Work Phone
 F Work Fax Phone
 Work Email

Work URL

November 30, 2014
 Donor Name
 Title
 Company Name
 4321 First Street
 Anytown, State ZIP

Dear Donor (place individual name here to make more personalized),

You are a special member to Appalachian Sustainable Development and we want to thank you again for your help. You have helped us reach our goals throughout the years.

The money you have sent will go towards ASD projects such as growing local foods, expanding farmers markets, and teaching children about agriculture and healthy eating.

Our food hub helps local farmers distribute their supplies and it is one of the largest running rural food hubs in the country! We've also helped local farmers connect with restaurants in the area.

ASD supports locally grown food and has for 20 years now. We hope to grow continually to helping our community. With your help we can continue to reach our goals. We thankfully accept any donations no matter the size.

There is so much ASD has accomplished in the past 20 years, imagine what can be accomplished next!

For more information or to get involved contact us at (276) 623-1121 or visit our website at <http://asdevelop.org>.

ASD Signature

**COMPANY**

Work Street
 Work City, Work State Work ZIP

T Work Phone
 F Work Fax Phone
 Work Email

Work URL

December 3, 2014
 Donor
 Title
 Company Name
 4321 First Street
 Anytown, State ZIP

Dear Donor,

ASD would like thank you again for your support, we graciously appreciate it. Your support will go towards projects and food markets in this area.

ASD promotes and advocates farmer's markets here in Appalachia. We help people live better locally, and you have helped us reach our goals. Through our branch, Sustainable Agriculture, we connect farmers to larger markets in urban areas, for a chance for farmers to sell their locally grown food to a larger audience.

We also promote local food markets because everyone should have a chance to eat healthy, delicious food. At a farmers market you know your food is non-processed and all natural.

For the past 20 years, we have helped farmers distribute their locally grown food, and the food is used in local restaurants. Your support has helped projects such as these, and we could not have done it without you!

For more information or to get involved contact us at (276) 623-1121 or visit our website at <http://asdevelop.org>.

ASD



COMPANY

Work Street
Work City, Work State Work ZIP

T Work Phone
F Work Fax Phone
Work Email

Work URL

December 3, 2014
Donor
Title
Company Name
4321 First Street
Anytown, State ZIP

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ASD



COMPANY

Work Street
Work City, Work State Work ZIP

T Work Phone
F Work Fax Phone
Work Email

Work URL

December 3, 2014
Donor Name
Title
Company Name
4321 First Street
Anytown, State ZIP

Dear Donor,

You are an important part of our organization at ASD, and we want to thank you for all of your support. It is the beginning of a new year and there are many project ASD has to overcome! This year we celebrate our 20th anniversary. We have accomplished so many of our goals, imagine what we can accomplish next.

Just in one of our branches, Food Access, we have covered many projects. Through our Health Families and Family Farms program we provided 22 participants with Garden Boxes. Participants can grow their own food and increase accessibility and good, natural food.

Your support has helped programs such as the Garden Boxes project. You have helped us reach our goals and we hope this upcoming year is just as successful as the last.

For more information or to get involved contact us at (276) 623-1121 or visit our website at <http://asdevelop.org>.

ASD



COMPANY

Work Street
Work City, Work State Work ZIP

T Work Phone
F Work Fax Phone
Work Email

Work URL

December 3, 2014
Donor
Title
Company Name
4321 First Street
Anytown, State ZIP

Dear Donor,

The end of the year is coming and with your help we have accomplished our goals! Many projects have been completed and distributed throughout Appalachia. ASD hopes you have had a great year and will continue to support our company.

Just in one of our branches, Forestry, we have promoted the conservation of our forestland. We promote the cultivation of Agroforestry products such as shitake mushrooms, ginseng, goldenseal, and pawpaws.

In the past year we have visited many classrooms to educate children on environmental growth. We plan to continue to increase the knowledge of children in this local area.

Thank you again for all of your support. Every donation, no matter the size, matters to us. Your donation will be going towards a good cause and help us with projects throughout the year.

For more information or to get involved contact us at (276) 623-1121 or visit our website at <http://asdevelop.org>.

ASD

Online Donating

Suggested Changes:

- Make the button stand out!
- Create a primary information page that allows the donor to fill out basic information on ASD's website. ASD is a credible source that donors trust.
 - Basic contact information (name, email, address, etc.)
 - Where they want to give to within ASD (Different branches, specific programs, general fund)
 - One-time donation vs. monthly gift
 - Choices for how much to give
 - If they are giving in honor or in memory of someone
 - If they would like to be anonymous
- After filling out preliminary information they are then directed to the PayPal
- Good Examples:
 - Opportunity Council: <http://www.oppco.org/>
 - Feeding America: <https://www.faswva.org/>
 - United Way: <http://www.unitedway.org/>
- General Fund
 - Umbrella Fund
 - ASD Fund
 - Universal Fund
 - Unreserved Fund
 - Annual Fund

Phone-a-thon

Steps for Success:

1. Create a donor database
 - a. Name and spouse
 - b. Address
 - c. Email
 - d. Past giving records
 - e. Any other relevant information
2. Create a Volunteer guide
 - a. Rules surrounding phone-a-thon
 - b. Hours phone-a-thon will run
 - i. Monday through Thursday from 6-9pm
 - c. Script for what to say
 - i. Introduction of caller
 - ii. Why they are calling
 - iii. Ask to start a conversation
 - iv. How their gift will help
 - v. Answers to common objections
 - vi. Thank you!
 - d. Reminders for calls
 - i. Personalize the message whenever possible
 - ii. Suggest an amount to donate

- iii. What to say if they choose not to pledge
- iv. Reminder to update information regardless of donation
- e. During calls
 - i. All the callers in a room together
 - ii. Foods!
 - iii. Attainable goals for each night/donor

Useful Sources:

- http://www.supportingadvancement.com/employment/training/wwu_phonathon_survival_guide.pdf
- <http://www.academicimpressions.com/PDF/0414-fund-calls-monograph-sample.pdf>
- <https://doublethedonation.com/blog/2014/05/phonathon-tips-nonprofits/>
- <http://www.kluth.org/fundraising/28keys4phonathons.htm>
- <https://www.nationalservicerresources.gov/files/w3382-successful-volunteer-led-phonathons-handbook.pdf>

Donor Refer and Incentive Program

The donor incentive program will be initiated throughout the year.

- ASD could include simple advertising on their website, thank you letters, newsletter, and during phone
- If donors refer three friends they could receive a small gift, such as an ASD pen, and are put in a drawing to win a larger gift.
- The program could also institute a picnic for donors who give larger financial gifts.
- Offering donors incentives are a good way to convince them to do what you are asking of them. We suggest a donor picnic for people who have contributed \$100+ to ASD.
- We suggest that ASD give donors a sticker, pin, or button for referring at least three people. The people who refer others will be placed in a drawing to possible win a prize.