



CHARITABLE GIVING KC

Connecting Hearts & Minds

Connecting Hearts and Minds

In our Connecting Hearts and Minds emails we share articles and resources with you that we think will enhance your nonprofit knowledge database and give you ideas for your own nonprofit work based on our experience.

Why You May Need to Rethink Your Individual Donor Levels

As we all know, or we should know anyhow, individual donors give for very different reasons than companies do. That means having a one size fits all donor levels vs. a separate program for individuals and for corporate donors is a big no no.

That being said, how do we know how to differentiate between reasons for giving for individuals and companies? Also, you need to understand how and why you are creating these levels in the first place. Once you know who and why you are creating your donor levels, it is much easier to go about creating levels that will influence your donors to support your organization in a way that is beneficial to them and to you.

Individual Giving

Individual giving is very much focused on the ego and how giving will make that individual "feel." There is a lot of research out there that shows that individuals respond well to giving levels that show what their gift is accomplishing. For example, you may be a nonprofit that offers food for the homeless and one donor level may be to feed a family for one week at \$50 vs. feed a family for a month for \$100. In essence, it matters if they can really see the good they will accomplish with their money and in seeing that they are more likely to elect to spend a bit more. Millennials are especially attuned to this type of strategy for creating donor levels. Recognition can also be important. If people know they will be recognized personally in your newsletter or on your website as a donor, that peer recognition can go a long way! Ultimately, you want to look at the motivations of the individual donor and try to capture benefits or language that will be meaningful to the individual that will motivate them to give at a higher level because they see how much good just a bit more will go towards.

Another idea is to create giving groups. This is similar to what some of you are already familiar with in donor clubs you may already have in your organization, like legacy societies or monthly giving groups, or young professionals, etc. You can also create "affinity groups."¹ This may be the "quilting circle" within your nonprofit that provides bedding for homeless shelters, or the "bingo brigade" for individuals that have an affinity for bingo, especially when that bingo is done with little kids with learning disabilities so they can learn to interact more and help with their coordination! It may sound a bit silly, but it works! Much of this does depend on the nonprofit's mission and ultimately you do want to tie these affinity groups back to the mission

of the nonprofit. Ideally, you are encouraging individuals who already have a common interest to get more involved with the nonprofit and also develop more of an understanding of and affinity towards the nonprofit because they feel they too are receiving a benefit of camaraderie in helping the organization. You are essentially trying to foster continued relationships with the nonprofit and your donors to retain them and hopefully propel them to higher giving levels in the future.

Up Next? Stay tuned for our next *Connecting Hearts and Minds* article in a few weeks!

Sources:

1 Georgia Center for Nonprofits, 2021, "An Introduction to affinity fundraising: How to Deepen Your Peer-to-Peer Practices."
2 The Philanthropy Roundtable, 2021, "Philanthropy Quotes"

Sources and additional information is linked below:

[DonorSearch, 2021, "Major Donor Fundraising: Effective Strategies for 2022."](#)

[NeonOne, 2021, "The Moves Management Guide."](#)

[Georgia Center for Nonprofits, 2021, "An Introduction to affinity fundraising: How to Deepen Your Peer-to-Peer Practices."](#)

Quote of the Week

"The best means of benefitting the community is to place within its reach the ladders upon which the aspiring can rise."²

Andrew Carnegie

Bill Eckert, CAP® is a registered representative and investment advisor representative of Securian Financial Services, Inc. Securities and Investment Advisory Services offered through Securian Financial Services, Inc. member FINRA/SIPC. Renaissance Financial is independently owned and operated.
Financial professionals do not provide specific tax/legal advice and this information should not be considered as such. You should always consult your legal/tax professional regarding your own specific tax/legal situation. Address: 7500 College Boulevard, Suite 350, Overland Park, KS 66210-4012. 3891086 DOFU 11.2021