



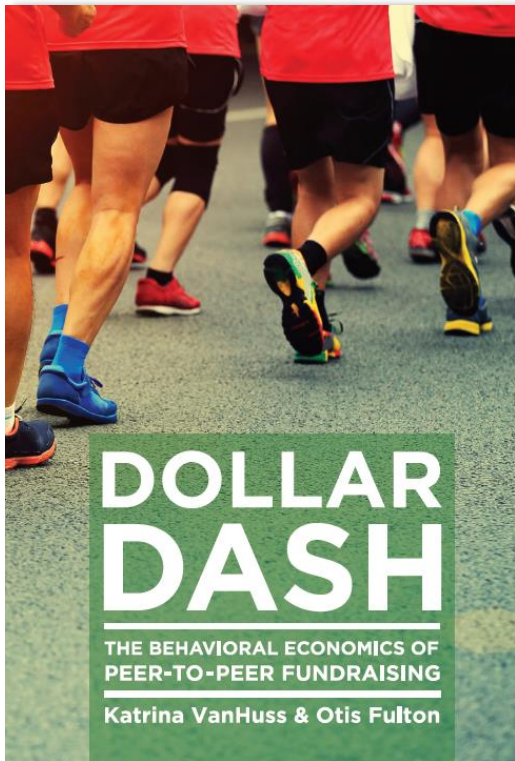
The Unexpected Failure of Traditional Recognition in Social Media Fundraising – Why It Won't Work



Katrina VanHuss,
CEO Turnkey



Otis Fulton, PhD
Social Psychologist



Behavioral Economics – “nudges”



Philanthropic Psychology





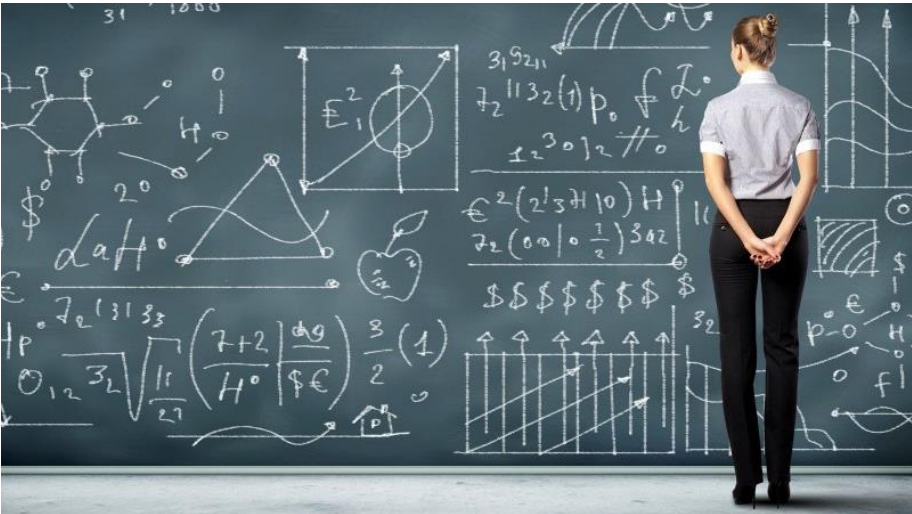
Fundamental Shift

Donors are not giving **TO** you
or fundraising **FOR** you.

They're giving and fundraising
THROUGH you, to make
something they care about
happen.



What motivates supporters to respond?





What motivates supporters to respond?

Emotion of the Appeal

How We Make Them Feel





What motivates supporters to respond?

Supporter's Goals

(Identity, Perceived Impact)

Emotion of the Appeal

How We Make Them Feel





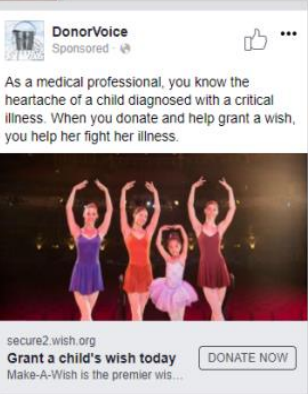
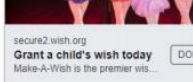


2018 – Make-A-Wish

The Value of Tailoring Message to Their Identity



One-size fits all



Tailored to Match Identity





2018 – Make-A-Wish

The Value of Tailoring Message to Their Identity

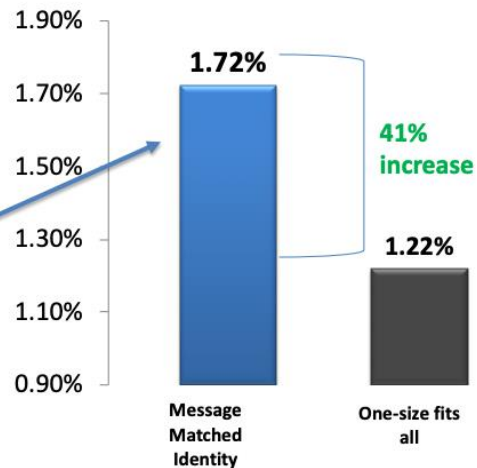


One-size fits all



Tailored to Match Identity

Click-through rate





2019—Church World Service

Control

You can put food on Svetlana's table and ensure she doesn't go hungry with your lifesaving gift.



Bless God's People
Your initial donation will be follo...

[DONATE NOW](#)

1.36% CTR



2019—Church World Service

Control

You can put food on Svetlana's table and ensure she doesn't go hungry with your lifesaving gift.



Bless God's People

Your initial donation will be follo...

[DONATE NOW](#)

1.36% CTR

Emotion Only

You can put food on Svetlana's table and ensure she doesn't go hungry with your lifesaving gift.



Don't let Svetlana down

Your initial donation will be follo...

[DONATE NOW](#)

1.61% CTR





2019—Church World Service

Control

You can put food on Svetlana's table and ensure she doesn't go hungry with your lifesaving gift.



Bless God's People

Your initial donation will be follo...

DONATE NOW

1.36% CTR

+18%

Emotion Only

You can put food on Svetlana's table and ensure she doesn't go hungry with your lifesaving gift.



Don't let Svetlana down

Your initial donation will be follo...

DONATE NOW

1.61% CTR

+29%

Religious Identity Only

As an evangelical Christian, you believe Jews should return to Israel to fulfill biblical prophecy. Your gift today can help Svetlana do that.



Receive God's blessing by blessing the Jewish people

DONATE NOW

2.08% CTR


+53%



2019—Ducks Unlimited

Control

BACK BY POPULAR DEMAND! Join, renew or extend your **DU** membership today and receive the **DU** Quilted Jacket as our gift to you!






Join **DU**: Get the **DU** Quilted Jacket as Our Gift! [LEARN MORE](#)






2019—Ducks Unlimited

Control

BACK BY POPULAR DEMAND! Join, renew or extend your  membership today and receive the  Quilted Jacket as our gift to you!



 Join : Get the  Quilted Jacket as Our Gift! [LEARN MORE](#)


1.33% Conversion



2019—Ducks Unlimited

Control

BACK BY POPULAR DEMAND! Join, renew or extend your [redacted] membership today and receive the [redacted] Quilted Jacket as our gift to you!




Join [redacted]: Get the [redacted] Quilted Jacket as Our Gift! [LEARN MORE](#)

1.33% Conversion

Conservationist Identity

As a conservationist, you know how important the wetlands are to flood control, clean water and the wildlife who call them home. Help our shared ecosystem and be a supporter of one of the world's largest wetland conservation organizations, [redacted].




[redacted] Your support preserves the wetlands ecosystem [DONATE NOW](#)



2019—Ducks Unlimited

Control

BACK BY POPULAR DEMAND! Join, renew or extend your [redacted] membership today and receive the [redacted] Quilted Jacket as our gift to you!




Join [redacted]: Get the [redacted] Quilted Jacket as Our Gift! [LEARN MORE](#)

1.33% Conversion

Conservationist Identity

As a conservationist, you know how important the wetlands are to flood control, clean water and the wildlife who call them home. Help our shared ecosystem and be a supporter of one of the world's largest wetland conservation organizations. [redacted]



[redacted] [DONATE NOW](#)

Your support preserves the wetlands ecosystem

1.34% Conversion



9 Effective Words for Fundraising

Kind

Caring

Compassionate

Helpful

Friendly

Fair

Hard-working

Generous

Honest



9 Effective Words for Fundraising

-
- Kind
 - Caring
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 - Honest



Otis' Research





Otis' Research

**“THE INTERACTION OF MORAL
IDENTITY AND RECOGNITION ON
FUNDRAISING BEHAVIOR”**



Recognition



People Want To Be Recognized





Moral Identity

Qualities associated with being "moral" people:

- **Caring**
- **Compassionate**
- **Fair**
- **Friendly**
- **Generous**
- **Hardworking**
- **Helpful**
- **Honest**
- **Kind**



Two Kinds of “Moral” People

Internalizers — Do the right thing when no one’s around.



Two Kinds of “Moral” People

Internalizers — Do the right thing when no one’s around.





Two Kinds of “Moral” People

**Symbolizers — Do the right thing
when other people are watching.**



Two Kinds of “Moral” People

Symbolizers — Do the right thing
when other people are watching.





Two Kinds of “Moral” People

Internalizers — Do the right thing when no one’s around.



Symbolizers — Do the right thing when other people are watching.





Previous Research on Fundraisers



RECOGNITION

NO

YES

\$\$\$	\$\$\$
\$	\$\$\$



Otis' Research—Facebook Fundraisers

Nonprofit Fundraisers

Fundraisers for nonprofits you may care about. Donations may be tax-deductible.



Leigh's birthday fundraiser for American Cancer Society

Fundraiser for American Cancer Society by Leigh Critzer Thraves

\$2,595 raised of \$2,500



 Karen Duncan Pape and 45 others donated.

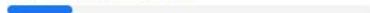
Donate



George Honors Pride Live's Stonewall Day 2021 And LGBTQ+ Equality

Fundraiser for Pride Live by George Takei

\$8,799 raised of \$50,000



347 people donated.

Donate



Kristin's birthday fundraiser for City of Promise Inc

Fundraiser for City of Promise Inc by Kristin Layng Szakos

\$1,285 raised of \$2,500



16 people donated.

Donate



Peer-to-Peer Fundraising





Question — Will volunteer fundraisers on Facebook respond to recognition like "traditional" fundraisers?

(Otis predicted “yes”)



Review — Previous Research on Fundraisers

RECOGNITION

NO

YES



\$\$\$

\$\$\$



\$

\$\$\$



Volunteer Fundraising on Facebook



RECOGNITION

NO

YES

\$\$\$	\$\$\$
\$\$\$	\$\$\$



**On Facebook, just doing
a fundraiser provides
recognition enough.**



Null Result!

Sad Otis.





Happy Katrina!

3-5% of revenue is typically spent on recognition!



