

SOCIAL GENEROSITY

THE POWER OF BEHAVIOR

1. Behavior is observed. And if it can be observed, we can target it.
2. Giving behavior is usually tied to a reason— and that reason may be the key to the message.
3. Behavior tends to describe groups that have similar needs— and that enables us to focus the message.

6 BEHAVIOR SEGMENTS OF PEOPLE WHO GIVE

Repayer

"I give to my alma mater"
"I support organizations that have had an impact on me or a loved one"

Casual Giver

"I primarily give to well known nonprofits through a payroll deduction at work"
"I donated \$1,000 so I could host a table at the event"

High Impact

"I give to the nonprofits that I feel are generating the greatest social good"
"I support causes that seem overlooked by others"

Faith Based

"We give to our church"
"We only give to organizations that fit with our religious beliefs"

See the Difference

"I think it's important to support local charities"
"I only give to small organizations where I feel I can make a difference"

Personal Ties

"I only give when I am familiar with the people who run an organization"
"A lot of my giving is in response to friends who ask me to support their causes"

Note: Segments based on statistical analysis. See appendix for details

HOPE CONSULTING

SOCIAL GENEROSITY

Using social media to increase generosity, fundraising and volunteers at your church!



5 Ways to engage donors based on giving behavior

1. Giving is a lifestyle and isn't just for Sundays!

- **Easy access points to online giving.** Put the link in the corners of videos, social media shares, and mentions — in addition to printed materials.
- Make sure your **donation page works seamlessly** and consistently on mobile devices. Have consistency through your app (if you don't have an app, build one!) or giving service provider.
- We're on our phones constantly, take advantage with a **text-to-give campaign**. These work great when done within a time frame and a specific goal in mind.
- **Keep it simple.** For any giving page, minimize steps, make your recurring giving option highly visible and encourage members to use it. If you're having an event you can even have a customizable thermometer graphic that updates as people are giving and their names can appear on the screen.

2. Thank you! Thank you! Thank You! I read some time back that donors had to be thanked SEVEN times before realizing they were being thanked! How do you follow up? **Remember to send an email, a card with a handwritten note, phone call, text, etc.** Remember to communicate with your audience *with their behaviors and motivators in mind.*

3. Keep donors informed and be transparent

to build and maintain trust. The key for some people based on behaviors and motivators has to do with what happens with their gift. Where does the money go? People love to feel rewarded and included so **share inspirational stories of what recent gifts are doing and if there is a larger campaign going on provide regular updates with additional opportunities to engage.** For example, if you're short of a goal you may have a member or local business step up and offer a challenge match to help you reach your goal and inspire others to give.

4. Share videos and graphics volunteers and givers who are genuinely excited about your church. Let them **convey how giving and participating makes them feel.**

5. Always keep the language on giving simple.

Easy to sign up, easy to ways to give and also clear ways to ask for help, or opt-out.

SPECIAL THANKS to Ryan Wakefield for having us be part of this year's [Social Church Conference!](#)



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