

Donor Relationship Myths & Strategies for Success

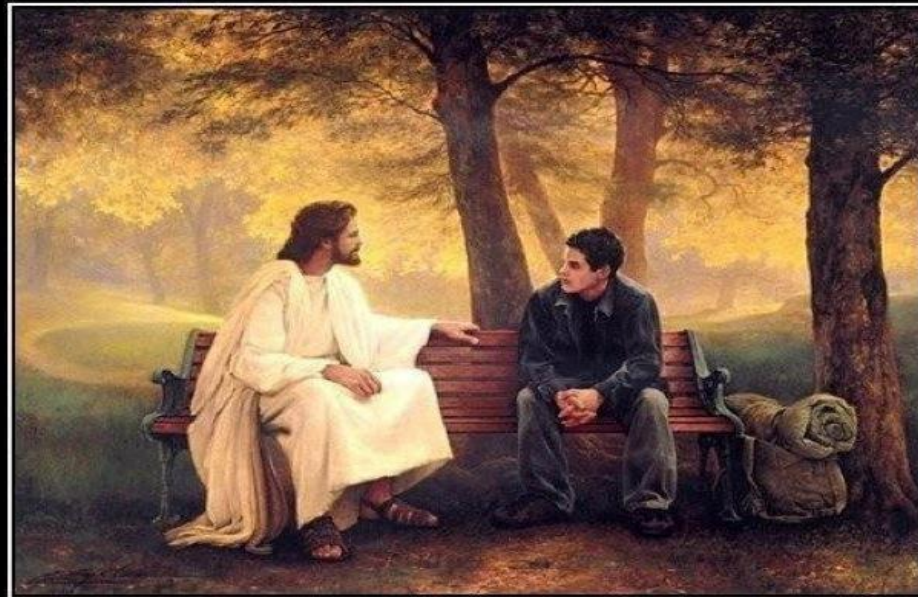
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My Advice: Get on Twitter!



LOL

"No, I'm not talking about Twitter. I literally want you to follow me" = Jesus

Jennifer's Story

“If I look at the mass, I will never act. If I look at one, I will.” – Mother Teresa

Do We Really Know our Stakeholders?

Developing Relationships with our best
is key to sustainability.

Who is Ian Adair?

- 10 years in Nonprofit
- 5 Years in Education
- College Professor
- Social media: Twitter, LinkedIn, & Google + (Facebook is for remembering birthdays and stalking old high school flames)
- **Interesting about me:** Former 2 sport college athlete, night club bouncer, avid hiker, musician, and pro tennis player (retired)

Who is He Really?

- Father was a drug addict & physically abusive
- Father left when he was 10 years old
- Mother was ill her entire life
- Severe learning disabilities
- Grew up on welfare system
- Brother is mentally ill (two suicide attempts)
- Spent 5 years in high school
- DHS tried to remove him from the home

Proud Papa & Child Advocate



My son Noah

Relationships
start with
getting to know
someone- not
researching
them!



**After hitting
the bottle a
little too
hard!**

Relationships
have a lot to do
with finding
common
ground, which
leads to trust.



In Fundraising there is a Major Problem

I'm Positive
We Have A Problem

**Don't be a Sly Dog,
People will see it a mile away**



**What is causing us to overlook
our current donors &
supporters?**

Answer: TTWWADI

Defining TTWWADI

“That’s The Way We’ve
Always Done It”

**Example of TTWWADI:
Spacing between Rails= 4 feet 8.5inches- Why?**



English Railroad Cars vs. Horse Drawn Wagons

4 feet 8.5inches between the axles



Roman Chariots 2300 years ago

4 feet 8.5inches between the axles



Tendency to do the same

Policies

Procedures

Work Instructions

Traditions

Institutions

Systems

All roads can lead to TTWWADI

Just wide enough for
Two Horses Asses!



TTWWADI in Utah?

Thiokol Propulsion now ATK Aerospace Systems

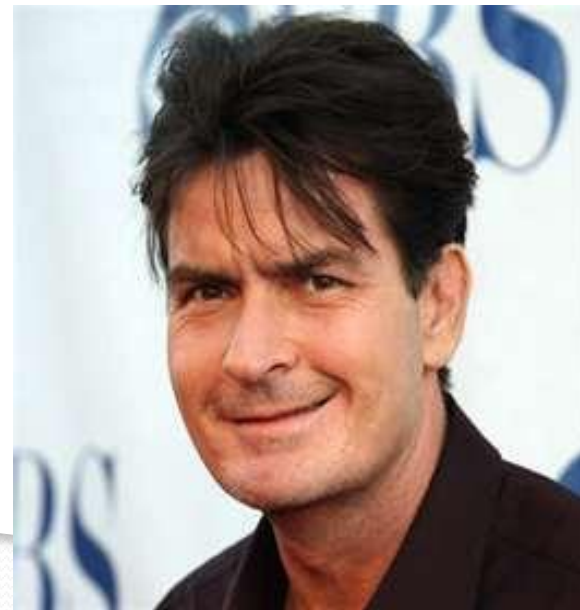
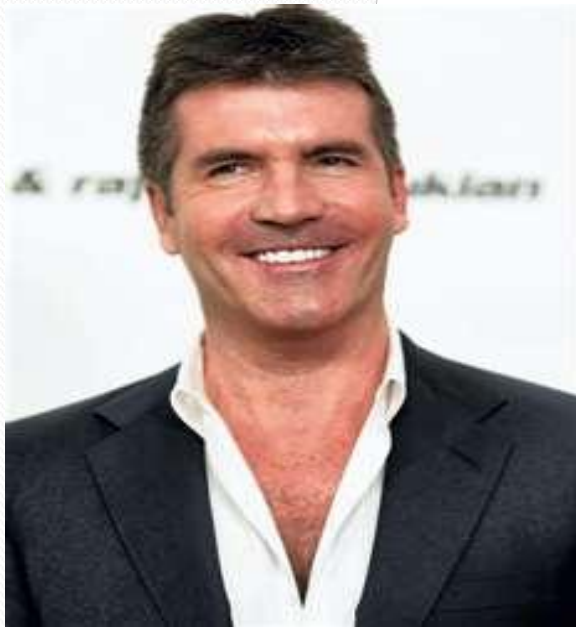


From Utah to Florida

Transporting a portion of the Solid Rocket Booster by train



Two Horses Asses!



Technology Evolution



Small Things = Big Impact



7 Donor Relationship Myths

Search Less, Engage More!

Myth #1: Give Once, Always Give



Myth #2: Copying Others Works



Myth #3: Everyone will Participate



Myth #4: It has to be Fancy & Dressed Up



COOLNESS

You may be cool...but you'll never be 4 popped-collars cool.

Myth #5: Make the Competition Look Bad



Myth #6: Stewardship is Easy

CONGRATULATIONS!
George Brownridge



*for pleasing 15 women
for an entire day!
We were all exhausted and
very satisfied and we
look forward to next year...
We all thank you!*

OUR SINCERE APOLOGY
to George Brownridge & Staff

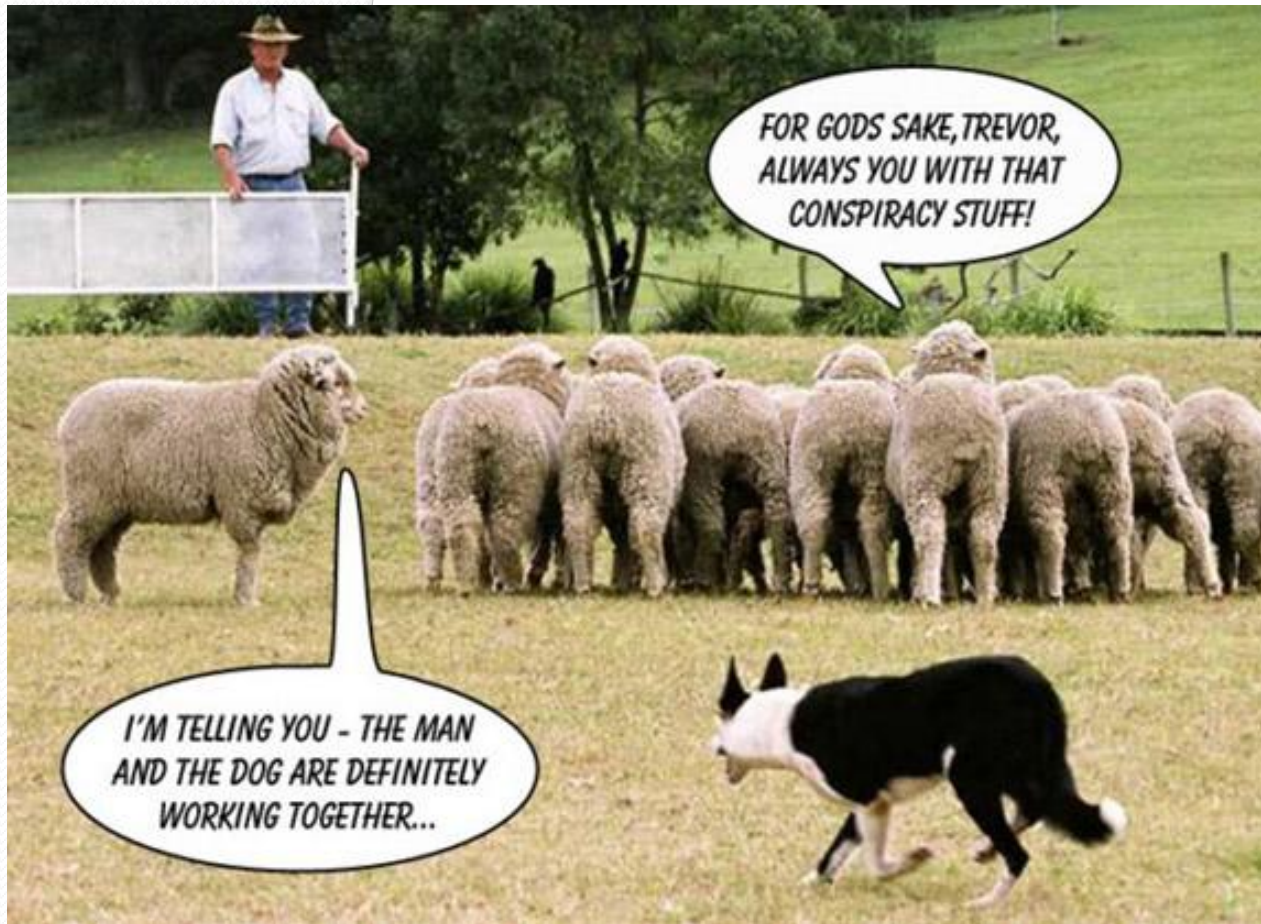


Our intentions were to thank him for a generous holiday shopping trip which he arranged. This annual tradition is much appreciated. Any inappropriate innuendoes were unintentional and we take full responsibility for the ad that appeared in yesterday's papers.

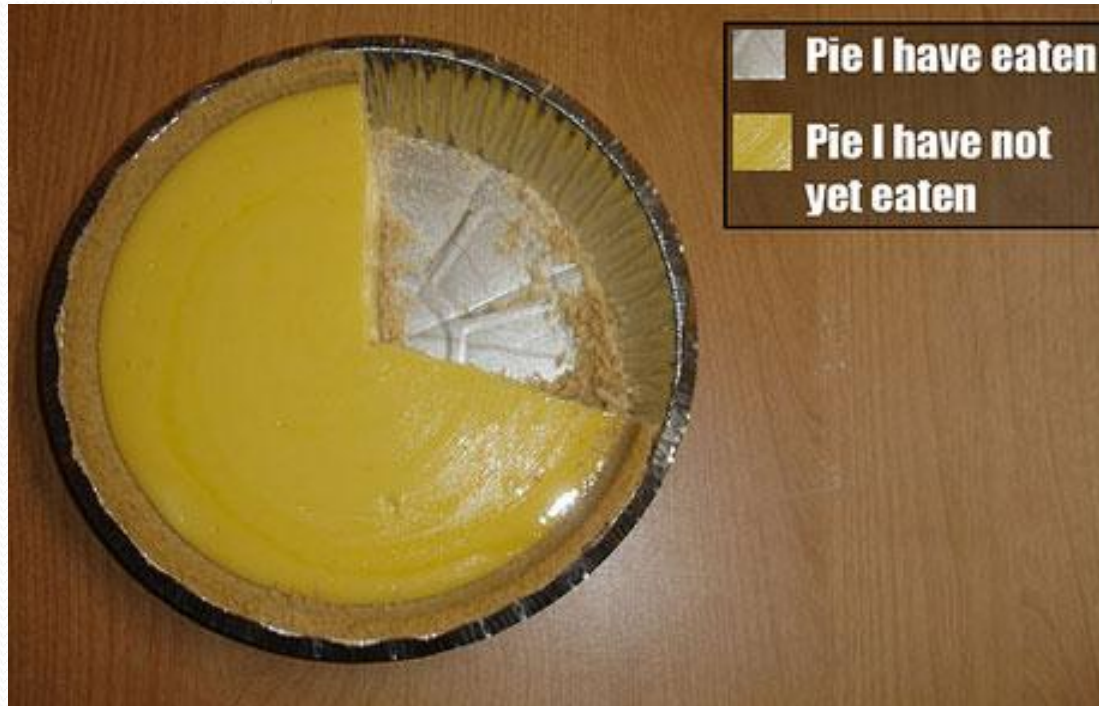
Myth #6: Social Media Cures All



Myth #7: Strategy Wins Donors



**“Jargon Jars, numbers numb, and no one ever
gave money because of a pie chart.”
—Andy Goodman**



Are we getting our messages mixed up?



Eliminate what does not work



“I’m just as proud
of what Apple
chose not to do.”
- Steve Jobs

Where do we go from here?



Thank You USFR!

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