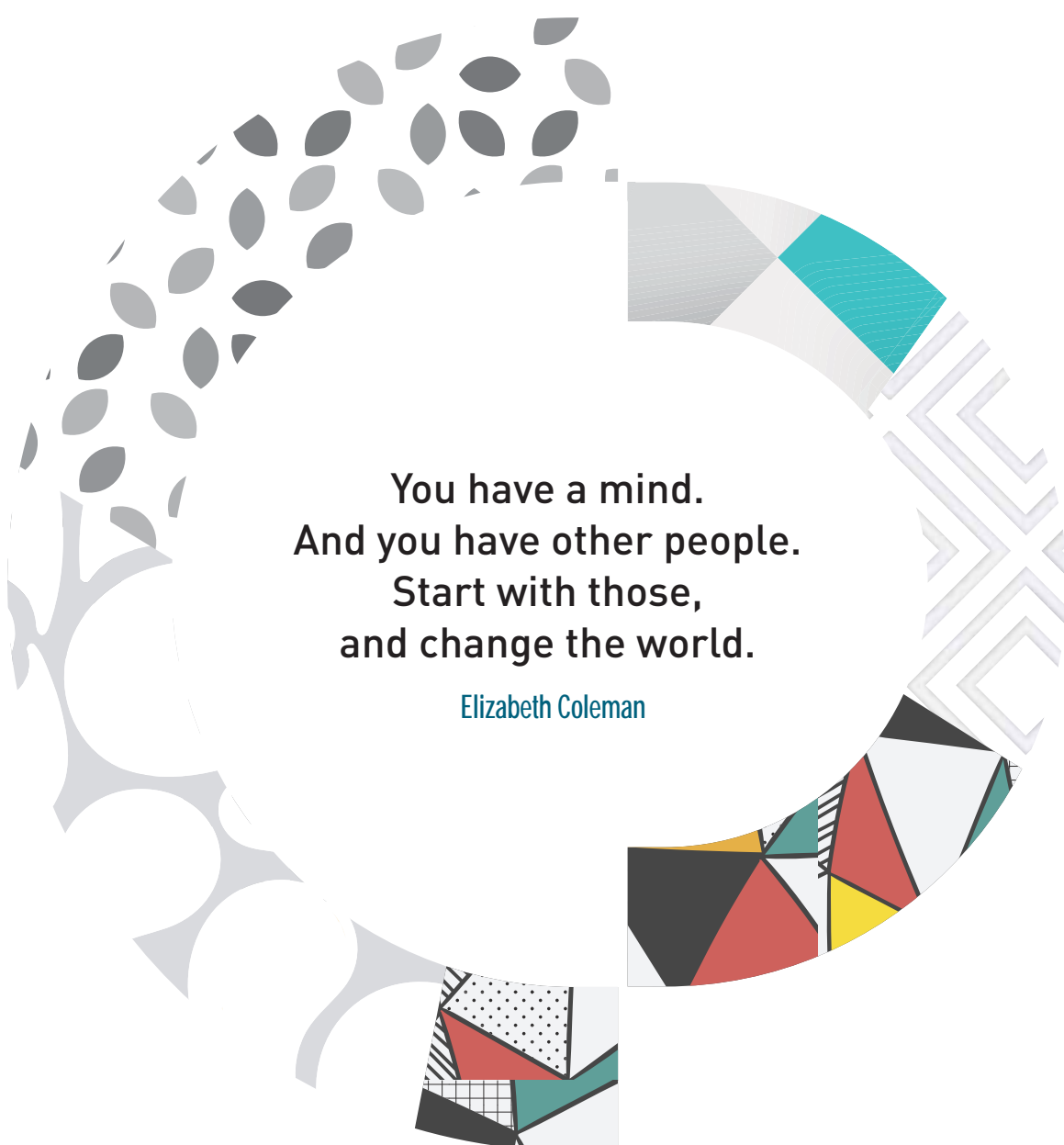


CONNECTIVE IMPACT

Accelerating donor support
by uniting development
and communications



A large, circular graphic composed of various geometric and organic patterns. The patterns include a series of grey leaves, a teal and grey geometric design, a white and grey geometric pattern, a colorful abstract design with red, yellow, and black, and a grey and white geometric pattern. The graphic is centered around the text.

**You have a mind.
And you have other people.
Start with those,
and change the world.**

Elizabeth Coleman

CONTENTS

- 4 THE POWER OF CONNECTING**
 - 5....The new giving revolution
 - 6....The donor's new journey
 - 7....The power of unity
 - 8....How well-connected is your organization?
 - 9....Our story
- 10 ALIGNING THE TALENT IN YOUR ORGANIZATION**
 - 11...What is connective impact and how does it work?
 - 12...We have met the enemy and he is us
 - 13...Shared goals to the rescue
 - 13...Five steps toward unity
 - 14...Developing shared goals together
 - 15...What to watch out for
- 16 FINDING A SHARED VISION OF YOUR DONORS**
 - 17...Understanding breeds awareness
 - 18...That's where personas come in
 - 19...The persona building process
 - 19...The contents of a donor persona
 - 20...What a persona looks like
- 21 BECOMING CONTENT RICH**
 - 22... Content and donor engagement
 - 23...Content is a carton of eggs. Engagement is a soufflé
 - 24...Converting content into engagement
 - 24...Using a content inventory
 - 25...Finding holes and repurposing
- 26 LEVERAGING TECHNOLOGY**
 - 27...Taking you to new places
 - 27...The red flag
 - 28...Problems with the marketing technology boom
 - 28...What boom looks like
 - 28...Choosing the right technology; an issue worth analysis
 - 29...Finding your inner tech
- 32 THE REST OF THE STORY**
 - 33...Here's to the ones who dream



THE POWER OF CONNECTING

A dream you dream alone is only a dream.
A dream you dream together is reality.

John Lennon



Exhausted and afraid, **they came**.

Forced to flee their homes, **they came**.

With nothing but the clothes they were wearing and what they could carry in one small bag, **they came**.

Abandoning their schools, their jobs, their dreams, **they came**.

They were doctors and lawyers, public servants and Nobel laureates. They were teachers and homemakers, students and poets and artists. Having lost everything, **they came**.

More than 4.7 million refugees walked and boated into neighboring countries. And the flood of people living in camps created a refugee crisis in every nation.

With tears in their eyes, but hope in their hearts, **they came**.



And we were not ready to help them

At least, that's how the folks at **the Center For Disaster Philanthropy (CDP)** felt.

CDP was established to help people donate to disaster relief. It gives people the information they need to make more thoughtful decisions. And to maximize the impact of their gifts.

But then the immense challenge of the Syrian refugee crisis hit.

And the folks at **CDP** realized they had a problem. Many donors were not familiar enough with the organization to feel comfortable committing funds to them. And that greatly limited the amount of help they could give. They needed a way to build a well-connected community quickly.

But they were their own worst enemy

Communications and donor development were siloed. Each worked in their own little vacuum.

Magnifygood was asked to help them re-engineer their organizational approach. Together, donor development and communications developed new processes and procedures. Each one leveraged the efforts both groups already had in place.

They integrated technology into communications platforms and automated many functions. This saved a lot time and provided robust data to donor development.



Finding the power of unity

Most important, they brought communications and development together. So both groups understood their donors' worldview in the same way.

As a result, they developed a connection strategy that took advantage of the content **CDP** had already created.

And people's lives were changed.

But that's not the end of the story

There's more to tell. More details of the transformative effect connective impact had on **CDP**. We'll share them with you at the end of this eBook.

But first, let's explore what connective impact is. And how it can be implemented to do the same for your organization.

Say hello to the new giving revolution

The story of **the Center For Disaster Philanthropy** is the story of two revolutions. One is a technology revolution. The other is a monumental change in how people give.

As nonprofit professionals, we're at the frontline of both of these paradigm shifts in information control. Gone are the days when we can just send out messages and expect a return. Donors and potential donors now control how they receive information and communications—while consciously deciding how to act on it.

Mobile technology and all things digital create instant access to information. Together, they are driving a new giving revolution.

The digital revolution
is changing how
and when donors
come into contact with
your organization.

THE DONOR'S NEW JOURNEY

Times have changed. And so has the way donors connect with the organizations that share their passions, beliefs and worldview. Their new approach offers us new opportunities to connect with them at each stage of their journey.

Problem Discovery	Opportunity Research	Solution Identification	Donor Decision
A triggering event causes a prospect to realize they have a problem or opportunity.	The prospect goes online to search for options.	The prospect researches various nonprofits and national organizations.	Prospect contacts a nonprofit entering into a moves management cycle.



The donor's new journey

This digital world is always accessible. And it changes how and when donors come in contact with your organization. Potential donors are in a constant state of search. On the lookout for causes and organizations that align with their values. Searching for ways to share their time, talent and resources in meaningful ways. So instead of waiting for an appeal from us, they search and almost instantly find what they seek. They evaluate this information, form conclusions and make decisions without ever having a face-to-face meeting.

When people
and systems connect,
you can qualify,
nurture, convert
and cultivate relationships
more effectively than
ever before.

Making the most of the donor revolution

This new world offers us an unprecedented opportunity to succeed.

Especially when you look at where donations are coming from. According to GivingUSA, 2015 was the most generous year on record with \$1 billion donated to nonprofits and causes every day.

And guess what? Seventy percent of that was from individual donors.

No place for silos

When donor development and communications align, these generous people find you at the right place at the right time.

In this new environment, when people and systems connect, you can qualify, nurture, convert, and cultivate relationships more effectively than ever before.

The question is how well-connected is your organization?

Collective impact is a term used in philanthropy to describe what happens when organizations from different sectors agree to solve social problems using a common agenda. When they align their efforts and measure success together.

Connective impact works much the same. It brings together diverse groups within your organization to achieve more together than they can alone. Or in silos.

Connective impact happens when organizations align their donor development and communications efforts around three things:

- Increasing the prospect base.
- Elevating the conversion of prospects to donors.
- Using new techniques and technologies to increase giving.



HOW WELL-CONNECTED IS YOUR ORGANIZATION?

Any of this sound familiar? Or interesting?

Here are a few questions that might help you quickly assess your situation and the opportunities connective impact might have for your organization.

1. Our development and communications teams work together to create strategic efforts:

- ☐ All of the time
- ☐ Some of the time
- ☐ Hardly ever
- ☐ Never

2. Our communications team understands that, as part of their responsibilities, fundraising and maintaining strong donors relations are:

- ☐ Very important as their primary goal
- ☐ Important as one of their primary goals
- ☐ Somewhat important as one of their goals
- ☐ Not very important as that is development's job

3. Our development and communications team understands and can profile the various types, wants, needs, and importance of our donor and prospect audiences.

- ☐ Completely, 100 percent
- ☐ Somewhat
- ☐ In a few cases
- ☐ No

4. Communications and development staffs track and can identify the effectiveness of each donor outreach effort:

- ☐ Every time
- ☐ Usually
- ☐ Sometimes
- ☐ Hardly ever
- ☐ Never

5. Our donor and prospect databases are integrated with the ability to select specific people for specific emails or invitations:

- ☐ Fully across departments
- ☐ Just within development
- ☐ Limited ability to select specific people
- ☐ Just a contact list
- ☐ No database available

6. Our content assets-such as videos, photos, logos, stories, brochures, pamphlets, banners- are available to our staff digitally without requiring new designs and new copy.

- ☐ Yes, a very well-populated folder/file/location
- ☐ Yes, but limited to a few items
- ☐ Yes, but just for our logo
- ☐ No, people need to request items

You'll find a more robust, interactive analysis at <http://magnifygood.com/MGSurvey.html>

It will let you perform a self-assessment that will show where and how the connective impact process can help your organization.



OUR STORY

Three hundred and seventy three billion dollars.

When we saw it we were shocked.

But that's how much Americans historically give annually to charities.

Yet, thousands of foundations and nonprofits aren't effectively tapping into all that generosity.

As a result, their ability to create lasting change is often in jeopardy.

We have faced adversity ourselves. And we have been helped by these organizations. We've also enjoyed great success in starting and building four different communications businesses.

So, one day we sat down to see if there might be a way to bring what we learned from business to bear on the problem.

We looked at all the great work being done by so many unselfish people to educate our young, feed our hungry, heal our sick. And we wondered what we could do to magnify the good work of these good people.

We asked ourselves:

What if they had a better understanding of what emotionally drives their constituents?

What if they could use that information to make deeper, more meaningful connections?

How can they use those connections to create powerful communities and movements?

Movements that thrive in today's always-on, multi-channel world?

That's why we started **Magnifygood**. And that's why we exist.

To help these important organizations increase the impact of their missions. And do it through the power of connecting.

And, of course, in the process, change the world.

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ALIGNING THE TALENT IN YOUR ORGANIZATION

The best teamwork comes from men and women
who are working independently toward one goal in unison.

James Cash Penney



Alice stood at the crossroads.

Before her floated the Cheshire Cat: The font of insight and knowledge in Wonderland.

Alice: "Would you tell me, please, which way I ought to go from here?"

Cheshire Cat: "That depends a good deal on where you want to get to,"

Alice: "I don't much care where,"

Cheshire Cat: "Then it doesn't much matter which way you go,"

Alice: "So long as I get somewhere,"

Cheshire Cat: "Oh, you're sure to do that, if you walk long enough."



How long do you want to walk?

In our work with nonprofits, we see deeply committed people working hard to support their organization's mission.

Donor development works to build relationships. They match donors with opportunities that make a difference in the world.

Communications has a vision of branding and digital communications. And how to use them to take advantage of this new age to better connect with people. But they may not connect these activities directly to how the organization can raise more money.

That's the problem

Both teams are focused on what they do best. But are they united on the mission?

We know that the donor revolution has changed things. But have we adapted to take advantage of it?

Limited time and resources make it tough. But can we envision the dramatic increase in efficiency and effectiveness that uniting people and technologies will bring to support our organization?

Is everyone going in the same direction on the way to the same goal?

Here's the opportunity

Connective impact aligns the efforts of donor development and communications functions to generate six opportunities:

- Increase organizational efficiency
- Better define potential and existing prospects
- Repurpose and streamline content
- Move donors into deeper levels of engagement by emotionally connecting with them
- Increase funding to support your mission



It does this by using shared goals, strategies, and tactics to connect development and communications people and functions. It brings new communications techniques and methods into your organization's existing operations and skill sets. But most importantly, it connects all communications efforts with donor wants and needs.

We have met the enemy and he is us

The biggest roadblock to enjoying those opportunities is alignment. Or the lack thereof. In most of our organizations we are simply not on the same page.

The 2016 Nonprofit Trends Report asked leaders from 1,613 different nonprofits about their top goals. The responses varied greatly between communications directors, development directors and executive directors.

For development directors and executive directors, acquiring new donors and retaining current donors were their top goals. But less than 50 percent of communications directors listed either of those as their top priority. And only 12 percent felt that meeting fundraising goals was one of their responsibilities.

Teams may be
focused on what
they do best.
But are they united
in achieving the
mission?

Collective goals to the rescue

If your organization is out of alignment like this, and chances are very good it is, then creating shared goals should be your first priority.

It's not just the goals that are important. It is the process of developing the goals together that gives them power.

So start by getting your marketing and communications people together in the same place at the same time. Their assignment is to develop goals for their work together.

What happens when ideas rub up against each other

The give and take between the two groups will generate new energy, new insights and probably a little heat. But the results will likely be the most dynamic, actionable goals you've seen.

The key is to ensure the goals are both SMART and shared.

We have some ideas that might help you get there. Check out **Developing Shared Goals Together** for some tips and examples.

On to a unified strategic plan

Shared goals make it a lot easier to do strategic planning as a group instead of planning in isolation. Or by department.

Why is a unified strategic plan so important? Because planning in silos keeps you from raising more money to support your mission. It's really that simple.

Avoid the vacuum

When a group is in sync, the work they do reinforces each function's and each person's insight, talent and work.

They can see how parts of your strategy resonate with their peers. And as a result, they're more likely to reconsider them in a positive light.



Five Steps Toward Unity

Here are five steps you can take to develop a strategy that incorporates the strengths of both donor development and communications.

Step One: State Your Shared Goals

This is the easiest part if you worked as a team to develop a set of collective goals that everyone buys into.

You'll find ideas about what shared goals look like and how to develop them in this chapter. If you don't have a set of goals that everyone agrees on, keep trying.

Step Two: Develop a Campaign Manifesto

This internal document covers two areas. First, it explains why funding your organization's mission is important. And second, it states what's in it for donors if they get involved.

This is a valuable tool for your communications team. It guides their marketing strategies to drive more qualified donors to your organization.

Step Three: Get to Know Your Audiences

How well do you know your donors and prospective donors? Who are they really?

If you answer this one with something vague like high net worth donors, think again.

Make a detailed list. And this time get more specific.

This is important because this list will be the foundation for creating detailed donor and donor prospect personas. And these personas will drive many content, media and messaging strategies.

We'll walk through the persona process later. But for now, focus the team on developing a list of detailed, specific types of possible donors.

Step Four: Identify Incentives

Do you have a corporate partner willing to step up with a match or volunteer power?

Identifying these kinds of possible incentives ahead of time will add depth to your plan.

Step Five: Outline the Plan

An effective strategic plan includes **six** areas of focus:

1. Your shared goals
2. Your audience descriptions stated as personas
3. A financial fundraising goal
4. A donor acquisition goal
5. Strategies that incorporate development and communications
6. Tactics that incorporate development and communications

Look, Alice, a Road Map

With shared goals and strategies in place it's much easier to do things that can greatly increase both your effectiveness and your efficiency. You can streamline systems to eliminate redundancies. And you can clarify who's doing what in fundraising to cut wasted effort.



DEVELOPING SHARED GOALS TOGETHER

You can think through exactly where you want to go with the help of an acronym called **SMART**. A SMART goal is:

Specific

That is, it's well-defined.

It's clear to anyone who has a basic knowledge of the project.

Measurable

It's a goal that is attainable. One that recognizes how far away you are from completing it. It defines when you have achieved your goal.

Agreed Upon

There is agreement between executive directors, development and communications on what the goal should be.

Realistic

The goal can be reached within the available resources, knowledge and time.

Time-Based

You have enough time to achieve the goal.

But not too much time, which might affect project performance.

If your organization is out of alignment, creating shared goals should be your first priority.

Okay, smarty, you're not done yet

Powerful goals aren't just smart, they're shared.

Shared goals focus specifically on the "Agreed Upon" part of a SMART goal.

They do this by addressing shared roles. That is, assigning specific roles that complement each other to development and communications.

For example

Let's say your goal revolves around gaining greater recognition from donors. Development could be assigned the role to strengthen relationships. Communication could focus its efforts on gaining media attention.

What if your goal is to increase the knowledge of the organization's key campaigns? Then development might focus on sustaining campaigns. Communications' role could be to increase the depth of knowledge about your organization.

Want to reduce the time it takes to produce materials? Development could focus on reducing lead time. Communications could take on the challenge to produce things more efficiently.



WATCH OUT FOR...

When we work with nonprofits where planning is fragmented and done in silos, duplication of efforts and redundant processes are not far behind. Followed closely by wasted time. And wasted, precious resources.

Especially in two areas:

Database management redundancies

The typical scenario goes something like this.

The donor development team is using programs like DonorPerfect, Raiser's Edge, and Salesforce. Communications teams work with Constant Contact, MailChimp or other email marketing software.

As a result, many, if not all, of the names in the donor development database are duplicated in the email software. The problem is these databases don't work together.

So there's no opportunity to mine valuable data. Like identifying the specific website content being viewed by each individual donor to build better, more robust donor profiles.

Content development disconnects

Here's another hotspot to look out for.

The marketing department may be focusing on writing press releases and posting on social media. In other words, getting out information about programs and events.

But without a shared strategy these actions are often not directly connected to helping raise money. And most importantly, how the content they create can be used to attract more qualified donors.

Creating Shared Goals: Examples

Goal	Development Role	Communications Role
Capture attention of more prospects	Increase numbers	Increase awareness
Decrease time between initial interest and donation	Increase giving	Increase top-of-mind recall
Increase visibility for the organization among specific, targeted audience	Expand the base of targeted audience	Target media
Increase attendance at donor functions	Increase event effectiveness	Strengthen messaging



FINDING A SHARED VISION OF YOUR DONORS

Empathy is the faculty
to resonate with the feelings of others.

Matthieu Ricard



B

essie had spent a good part of her life trying to find the secret. She'd searched and searched.

Then one day, when she least expected it, Ma turned to her and said the most insightful and profound thing she had ever heard.

"You just got to decide for yourself."

"You got the Saint Louie Blues, the Chicago Blues, the Gin House Blues, the My Baby Done Left Me Blues.

They all the same song, ain't they? With the same three chords?

And you done heard em about a dozen-hundred times from a dozen-hundred people."

"So what makes folks want to hear from you?"

"You got to put somethin' else in it.

The Blues ain't about people knowin' you. It's about you knowin' people."



What comes first?

Sometimes we obsess over people knowing us.

What we should be obsessed with is understanding our donors and potential donors better.

When we do, we naturally attract more of the people who matter most to our mission.

It's possible to go beyond describing the demographics of our audience. We can understand how they feel and what they believe. And when we do we can communicate on a more compelling level.

Understanding breeds awareness

In fact, when we put ourselves in their world several good things happen.

First, we can better target and segment people to find those who are most likely to respond to our mission.

Second, we can choose the ideas and appeals that will best resonate with them. So that behind the words we use are the worldviews, the passions and the beliefs they have before they even consider what's being said. These cultural and learned worldviews alter the way people see and hear, and speak.

And finally, development people and communications people can share a common understanding of not only who they are talking to, but what drives them.



When that happens it becomes much easier for them to work together. And to communicate in unison.

That's where personas come in

A persona is a composite sketch of a key segment of your audience. It describes the audience as if it were one person. It is a personal view of their motivations, beliefs and aspirations. It goes beyond their age, gender, income, etc.

Personas organize all the key information about each target audience in one place. So everyone has the same information to guide their work.

For content marketing purposes, you need personas to help you deliver content that will be most relevant and useful to your audiences.

But creating personas together puts development and communications people on the same page about who they are trying to connect with.

A persona is a process

Remember that list of audiences we asked you to make earlier? Now's the time to take it out.

Start by collaborating together to capture all the information you know about each audience you listed.

You'll quickly discover that personas are best developed when you have data and qualitative research to work with.

When we go beyond describing the demographics of our audience to understanding how they feel and what they believe, we can communicate on a more compelling level.

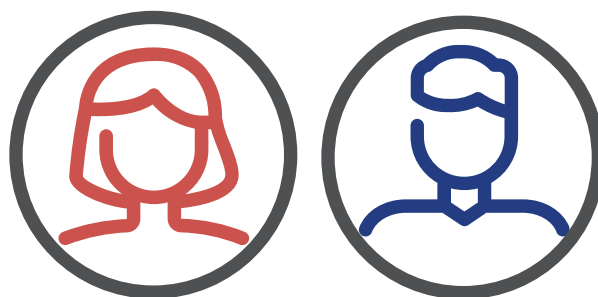
Don't panic

Don't let the term research intimidate you.

And by all means, don't let it stop you. You can conduct interviews to gather the information you need.

Once you've captured insights, take a step back and look at what you've collected. What are the gaps?

As you look at the information, you'll also notice common attributes among advocates. You'll start to weed out personas that are a waste of your time and energy.





Finally, the fun part

Now it's time to create the persona profile. Here's a snapshot of what's typically included.

Picture & Name

You don't have to use a picture of someone you know.

But using a picture, even if it's a stock image, helps make the persona come to life. We also highly recommend naming the person.

Identity

The WHO of your persona goes here.

Think about their gender, marital status, education, job title, level of education, etc.

A Day in the Life

The WHAT of your persona goes here.

What are they facing on a day-to-day basis? What is their function at work and what are they responsible for?

Biggest Challenge

What are their pain points? What keeps them up at night?

Motivation

The WHY of your persona goes here.

What are their hopes, fears and dreams? Why do they get up in the morning?

Why do they do what they do? What does success look like? What will change if they are successful?

Personas put development and communications people on the same page about who they are trying to connect with.

Congratulations

You've just taken a giant step toward connective impact.

Clearly understanding who you're attempting to attract as funders and supporters of your cause is an essential element in building an effective communications and digital media strategy.

It's well worth the time and effort spent.

In some cases, it's wise to hire an outside specialist to help guide you through the research. They can also field-test your key marketing messages with your funder and supporter personas.

But most important, the process of creating personas brings development and communications people together to share their insights. And to get on the same page about the people they are trying to influence.

Because Ma was right. It's about you knowin' people.

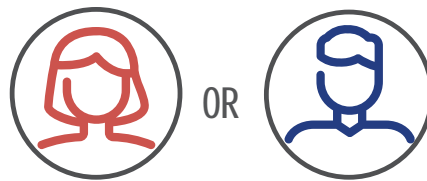


HERE'S LOOKIN' AT YOU, PERSONA

Here's what a typical persona looks like. A single page profile of a person both development and communications people are trying to connect with.

Give Your Persona a Full Name

NAME &
PICTURE



"Use a quotation that captures the essence of this person's personality"

IDENTITY

Quick Facts About the
WHO of Your Persona

Age: 1-100

Education Level: College, High School

Marital Status: Single, Married, etc

Location: City, State

Work: Job Title

A DAY IN
THE LIFE

The WHAT of Your Persona:
More In Depth Details

Day to Day: Job Description

Responsibilities: List them

Brief Bio: A paragraph or two

BIGGEST
CHALLENGE

What Are Their Pain Points?
What Keeps Them Up At Night?

Frustrations: List them

Obstacles: List them

MOTIVATION

The WHY of Your Persona:
More in depth details

Hopes & Fears: What's working?
What's not?

Dreams: What does the future hold?

Driving Forces: What does success
look like?



More content is not better.
What's the worst case scenario
if we slow ourselves down
and do some analysis?

Kristina Halvorsen

BECOMING CONTENT RICH



It

t was a glorious, early spring morning in the city.

The sun shone brightly. The trees were newly green. All around, vibrant splashes of color punctuated the scene.

David was on his way to work. Late as usual. So he picked up his pace. But even at his half-walk, half-trot gait he couldn't help but feel the beauty of the day. It was an amazing morning in the city.



At least it was until he ran headlong into a homeless man begging on the street.

Before he went down, the man was holding up a sign that read:

I am blind. Please help.

David helped the man up and dusted himself off. In the process, he couldn't help but notice that the man's cup was empty.

But would he give the beggar even a few cents?

No, not David. He didn't think that way. It was against his nature.

Instead, David reached into his suit pocket and pulled out a marker. Then he grabbed the sign from the man, flipped it over and wrote on the back of it. He wrote:

It is spring and I am blind

With that simple act, David tapped into something powerful. Something the old sign didn't have. Something that made people stop. Something that engaged them emotionally and filled the blind man's cup.

There is a tremendous power in empathy.

Content that is driven by empathy has the power to connect.

But it also has the power to unite.



Worrying about the wrong thing

Lots of people shudder to think of all the content they'll need to launch a communications program. Let alone sustain one. Especially one that truly drives donor and prospect engagement.

But fear not.

It's not really about the amount of stuff you have.

It's about connecting and engaging the personas you just defined.

Because raw content is not connection

Having a whole bunch of nifty, packaged information doesn't mean you're connecting with people. Yet more and more people seem to think so.

The fact of the matter is content, in and of itself, is not engagement.

Engagement is making content emotionally compelling to your personas.

And in an age of ever-expanding media, fragmented messages, and ever-contracting time and attention, engagement is not just something that's nice to have.

It's the requirement.

Without it, the people who count never get to your content.

Content
is the vehicle
for engagement
with your
prospects and
existing
donors.

Content is a carton of eggs

Today, content is not just what you say. It also includes the interactive devices, brand experiences and social interactions that make information more involving.

But before people will ever get involved in your content you will have to emotionally engage them.

Engagement includes the creative elements that gain attention and keep attention. Elements that make people want to have a dialogue with you around your purpose. And elements that help them share your stories.

Engagement is a soufflé

So let's get the two straight.

To say that raw content encased in media is engagement is like saying a carton of eggs is a soufflé. It is not. It never will be.

It's what you do with the content of the carton that makes it special.

It is not about starting from scratch

So it's not so much the amount of content you'll need.

It's about finding the content you already have. It's about how to repurpose that content to connect with your personas.



It's about converting content into engagement

From blog posts and fact sheets, to webinars and podcasts, content is the vehicle for engaging your prospects and existing donors.

Converting content to engagement is a four-step process that requires:

- Empathy with your personas.
- An understanding of all the content assets you already have.
- Matching content with personas.
- Repurposing that content in a way that resonates with their needs, aspirations and belief systems.

If you look
real hard,
in enough places,
you'll find that
you have more
content than
you think.

So let's start another list

By taking an inventory of your existing content you can choose what pieces can be repurposed. Then you can map those pieces to the right donor personas you created earlier.

If you look really hard, in enough places, you'll probably find that you have more content than you think. It may simply need to be repurposed to support your campaign.

Oh no, a hole

You may also find a hole or two that need to be filled with new content to meet your shared goals.

Beyond increasing content effectiveness, the inventory performs another vital role for connective impact. It's a perfect way to spot content areas that are duplicated between communications and donor development.

Content's work is never done

This requires constant oversight.

It's an ongoing process of checking content against your donor personas. And repurposing it when necessary to be sure it connects with them.

Because developing rich, compelling content is a commitment, not a campaign.



A CONTENT INVENTORY

To get you started, here's a list of categories of content that would be worth exploring to develop your inventory. In this case, the devil is in the details.

You'll find him in the right-hand column.

Content Category	Specific Content A detailed description of each piece, its subject and objective.
Web Content	
Blog Posts	
Social Postings	
Newsletters	
Email Marketing	
Appeal Letters	
Public Relations	
Advertising	
Events	
Whitepapers	
Webinars	
Podcasts	
Fact Sheets	
Videos	
Case Statements	
Brochures	



LEVERAGING TECHNOLOGY

Technology is anything
that wasn't around
when you were born.

Alan Kay



It's December 28, 1895.

You are among the curious assembled at the Grand Café at 14 Boulevard Les Capucines in Paris. You're there to view a screening of *L'Arrivée d'un Train en Gare de la Ciotat*. It is the first motion picture you, or anyone in the hall with you, has ever seen.

Suddenly something clicks.

Everything vanishes and a train appears on the screen.

It speeds straight at you.



Risqué! Risqué!

It seems as though it will plunge into the darkness in which you sit. That it will turn you into a ripped sack full of lacerated flesh and splintered bones. Crushing into dust this hall and this building, so full of men, women, wine and music.

The arrival of the train "on camera" makes spectators scream and dodge.

The use of movement toward the viewer and the surprising depth of field in the sequence create an experience totally foreign to the theater. As a result, it scares the heck out of people.

Where fear and panic will take you

In this case, it took everyone directly out into the streets. They jumped out of their seats and run out of the hall screaming for their lives.

New technology is like that. It's always scary until you get used to it.

But when you get to know it, technology can take you to new levels of engagement. Like the movies, it can take you to places you've never been before.

Oh, the places you will go

We believe that the purpose of technology is to take you to new places. To help you be more efficient in your outreach. To remove barriers and help you cast a wider net when reaching out to donor prospects.

It doesn't replace human interaction at all.

Rather, the right technology helps you qualify those who are the most willing to raise their hands. The people who want to talk with you. People who are willing to contribute to your organization. And do it in a meaningful way. Whatever form that support takes.



But here's the red flag

The problem is that your communications and development people may be using technologies that only seem to be shiny and new. But in reality they're no longer advancements.

For example, most nonprofits now build websites, send out e-newsletters, take online donations, blog and send out emails. They use Twitter, Facebook, Instagram, LinkedIn and YouTube.

It used to be that having a Facebook page and a blog was considered "doing social media."

But it's taken five or six years for us to get comfortable with these basic technological tools.

In the meantime, the world of marketing technology has moved way beyond the basics.

**It's all about seeing the possibilities.
And then pairing the right ideas with the right tools to meet your goals.**

The sound of BOOM

In fact, the rate of innovation has made the way we use these tools passé.

Not only that, but our choices in marketing communications technology have exploded. They have doubled every year for the past three years.

In 2014, we had less than a thousand choices to make. In 2016, we were the lucky recipients of nearly five thousand.

Mind-blowing

If that doesn't blow your mind it probably already has blown your communications team's.

The fact is, it's impossible to keep up with all the changes. Unless you dedicate all your time to analyzing and testing all the options.

Chances are your communications folks don't have that kind of time. And they probably don't have experience with the broad range of technology that's now available.

So where's the plan, Stan?

The question is, "Do you have a plan to leverage this technology dynamic?"

Remember the donor's journey?

Turns out, that's a vital technology question. Especially when you consider that the way donors come in contact with your organization has changed. Dramatically.

With instant access to information, prospects are in a constant state of search. They are looking for an organization that aligns with their compassion and desires.

And more and more, it's technology that helps them find it.



An issue that deserves some analysis

So here's good place to start. Determine what you think technology should enable your communications and development people to do. Things that they can't do now.

Here are few things you might want to explore together:

- Integrate data between donor development and communication databases.
- Develop personalized, automated email campaigns to nurture new donors and keep current donors.
- Launch campaigns based on specific actions taken by prospects and donors.
- Assign points to each website page based on their value to the development team.
- Track and record each website page visited by each donor or prospect in the database
- Build specific profiles for each donor and prospect in the database.
- Set up automatic alerts to inform donor development when prospects are engaging with the organization. This can drive more timely and informed outreach.

Technology can help
you dramatically
increase efficiency
and improve results.
The question is,
"Do you have a plan
to leverage
the technology
dynamic?"

Finding the right technology

Once you have a direction, there's a systematic approach that will help you leverage the right technology.

It starts with an audit of your current technology stack. That means identifying the various software solutions you use. That includes databases, email marketing, analytics, social automation tools, etc.

Look for gaps in your stack, Jack

From the audit you'll need to identify the gaps that should be filled to accomplish the goals you established earlier.

You'll also need to check your organization's capacity to identify and implement solutions. Do you have a digitally savvy person in place? Do they have the time, talent and expertise?

The tricky part

Now it's a matter of identifying technology solutions. You should find and vet at least three vendors.

And of course, you'll finally have to implement the solution.

If you have some smart, dedicated people who know their way around all the current digital capabilities out there, it shouldn't be a problem.

If not, working with a strategic partner can help you define your needs. And they can help you choose the right technology stack to make your goals a reality.

Either way, technology is out there waiting to take your communications and development people to wonderful new places. Together.



Will you be ready to go?

The digital revolution is already here.

So is the new giving revolution.

Each one of them is driving and multiplying the other.

So the question for each of us is, "How are we going to adapt to take advantage of them both?"

And in the process, create a more efficient and effective future of our own making.

A future of connective impact.

THIS IS WHAT BOOM LOOKS LIKE

The marketing technology landscape is filled with an overwhelming range of choices.
But, as always, small choices can have great consequences.

http://cdn.chiefmartec.com/wp-content/uploads/2017/05/marketing_technology_landscape_2017_big.jpg





FINDING YOUR INNER TECH

There is a mindset that will help your organization deal with technology.

It's all about seeing the possibilities.

And then pairing the right ideas with the right tools to meet your goals.

Here are some ideas that might put you in the right state of mind to deal with vicissitudes of technology. And give some direction to the technology choices you make.

Think efficiency Technology can help you dramatically increase efficiency and improve results. When you choose the right tools, you begin to reduce redundancies.

Pairing multi-channel solutions with the right technology stack opens the door to digital moves management. And that reduces inefficiencies that cost you precious time and support.

Donor development and communications teams that develop shared goals can use technology to unite their efforts. They can create integrated programs that drive, qualify and nurture more donor prospects to your organization.

Think like a donor The personas you developed will help you understand your donors. But having empathy for them is even more important. That's when you start to think like them.

When you do, you begin to understand the ways they're using technology to benefit their lives. And how they're using it to learn about your organization before ever talking to someone on the phone.

According to the 2016 Global NGO Online Technology Report, the majority of donors across generations prefer to give online. In fact, they are most inspired to give after seeing something on social media and through email.

Think connection Social technology has the power to take you beyond mere messaging and communications. It can actually connect donors with each other. And connect your advocates to prospective donors.

It can unite donors by creating shared experiences. And together they can spread those experiences like wildfire to others through stories.

The worst thing you can do is to dismiss this as a fad. Better to embrace how this growing social ecosystem can help you connect with and better understand your donors.

Concentrate on curiosity When you're strapped for time and resources it's easy to start operating from a place of fear. That's how organizations end up doing the same things over and over again. You know, "the way things have always been done." That's because "the way things have always been done" feels safe and comfortable.

But in a changing world, safe and comfortable isn't always the best place to be. And staying the same doesn't help anyone. Especially your organization if you want to garner more support.

Being curious means trying new things that align with your goals. It might mean experimenting with newer ways to tell stories. With Instagram or Snapchat, for example.

Or it could mean breaking down barriers between functions in your organization to help them see the bigger picture.

Think high tech, high touch There will always be great value in personal interactions. They do things that technology can't.

But don't dismiss the value that technology can bring to those personal interactions.

The right digital tools can enhance and strengthen relationships. And they can help you receive valuable feedback that helps guide your next meeting or event.



THE REST OF THE STORY

Vision without action is merely a dream.
Action without vision just passes the time.
Vision with action can change the world.

Joel A. Barker



Here's to the ones who dream.

Here's to the ones who see things that need to be changed.

Here's to the ones who unselfishly go out into the world and change them.

Their energy is endless. Their talent is great. Their insights are profound.

Their sacrifices are many.

But when united together they make a difference.



The real heroes of the story

The Center for Disaster Philanthropy (CDP) discovered the power of these people when they aligned and organized their efforts.

And in return they transformed CDP's core marketing approach to be more targeted, strategic and efficient.

Robert Ottenhoff is President and CEO of CDP. He described their journey this way:

Magnifygood and connective impact took us down several new roads, including the development of three personas, the reframing and refining of content offerings, and the creation of fully automated email campaigns.

And every step of the way, they kept us

focused on measurable outcomes and long-term opportunities."

Here's to the results they make

After just six weeks The Center was growing their constituent base. And driving increases in their key indicators. Like increasing their contact list by 22 percent. Moving email open rates from 22 percent to 38 percent. Expanding click-through rates from 9 percent to 14 percent. And, as a result, increasing content downloads.

Beyond that, they deepened engagement with more of their advocates by implementing new tools and processes.

Here's to the future they create

According to Mr. Ottenhoff, connective impact is moving the organization's development and communications people toward a more integrated and engaged donor network.

They are doing it by:



- Focusing messaging on quality, targeted benefits and features.
- Expanding the donor network through digital and online campaigns.
- Deepening donor engagement with direct, coordinated, custom outreach.
- Enabling a more connected and collaborative donor network through social media, webinars and online events.
- But most important of all, they are extending their reach and impact. Making a difference in more people's lives.

Here's to the potential in all of us

Things worth doing are rarely easy. But we get the feeling that doesn't phase you.

The future of connective impact is about becoming more efficient and effective. But doing it by using everyone's energy and unique talents to drive more donors to support you.

It's a future of deeper engagement with those who have already shown they care about your mission.

It's about doing more good in this world.

And that's the potential that lives in each of one of us.

A MANIFESTO FOR CHANGE

Connecting with people,
not just sending messages to them, creates deep, emotional ties.

Connecting people together transforms organizations and their
communities.

Connected communities build movements.

And movements **connect** with others to change the world for good.

So we choose to focus our minds, hearts and creativity
on making **connections**.



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