Volunteer or Donate - What Do You See?

<table>
<thead>
<tr>
<th>Volunteer Name</th>
<th>Phone (Home)</th>
<th>Phone (Cell)</th>
<th>Email</th>
<th>Area of Expertise/Interest</th>
<th>Days/Times Available</th>
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- **People give when they are asked**

- **Q. Describe the different psychological hurdles donors must jump over before they open their wallets.**  
  A. Grabbing a donor’s attention is the very first psychological step that a supporter takes during a potentially lifelong journey that they take with a charity. This is the step where donors become aware of the existence of a giving opportunity. To give money, people need to then be satisfied with the ways that organizations treat them as supporters. They need to trust the organization to best achieve what they would like to achieve with their limited funds. They need to commit to supporting the organizations in such a way that the commitment itself is meaningful to them as individuals. The psychological transformation from paying attention to giving money is the process of integrating that cause from the external world into one's most inner sense of who they are.

- **Q. You write that nonprofits can increase contributions “by changing a handful of words in a solicitation.” What are those magic words?**  
  There are nine adjectives Americans use to describe a moral person: kind, caring, compassionate, helpful, friendly, fair, hard-working, generous and honest. Charities can randomly select a couple of adjectives from those nine words and use them in their fund-raising solicitations when appropriate. We've found that women then increase their giving on average by 10 percent.

- **Q. What words in solicitations prompt men to give more?**  
  The adjectives that male donors used during our focus groups include strong, responsible and loyal.

- **Q. How important is it for nonprofits to thank donors properly?**  
  It’s extremely, extremely, extremely important for nonprofits to thank people properly. Make sure it’s done immediately, the first opportunity they get to thank people. When they thank people, they need to make sure that with first-time donors they are really taking a donor on a journey that this person will travel with the nonprofit to achieve some social goal. Thanking needs to serve the purpose of holding the donor’s hand on this exciting journey. - JEN SHANG


- **Study Fundraising** - [http://www.studyfundraising.com/reports/](http://www.studyfundraising.com/reports/)


- “In fundraising, we usually say sell to the heart first then the head which wants facts and outcomes, and then the suspicious side of the person which wants financial numbers,” Klein says. “People are complex and their motives are layered.” -

Targeted Outcomes

- Cognitive outcomes: Participants will be able to pursue mastery in the form of knowledge of:
  - The philanthropic process as explained by the Tarnside Curve of Involvement
  - Similarities between the philanthropic and volunteer development processes
  - Events that address needs of volunteers at different points on the Tarnside Curve

- Performance outcomes: Participants will practice the following:
  - Application of theoretical principles outlined by the Tarnside Curve of Involvement into practice
  - Beginning to formulate short and long term performance goals leveraging existing and new 4-H events for differing involvement points
  - Interacting and communicating with other professional colleagues about best practices leveraging existing 4-H events into the Tarnside Curve of Involvement

This e-Poster session will educate and involve participants in the core competency category of volunteering with learning exercises that address implementation to the personal development of the 4-H professional and the immediate context of the county/region 4-H organizational system. Using the Tarnside Curve of Involvement (originally developed for fund raising professionals to describe the relationship between a donor’s level of involvement in an organization and their level of philanthropy), participants will be able to identify present levels of volunteer involvement in relation to the 4-H organization and devise strategies to invite volunteers to increasing levels of involvement. Potential volunteers have varying skills and expertise that often times go by unearthed within current 4-H organizational structures. Volunteers are rarely clean slates waiting for 4-H professionals to mold and shape them into the ultimate 4-H volunteer. Rather the challenge of volunteer development parallels a similar challenge to fund raising professionals discovering the passion and path to donor philanthropy. Activities will build a philosophy of volunteerism that dignifies the competencies of volunteers by directing experiences to unlock volunteer passions through exposure, invitation, involvement, and training. Organizational readiness will be addressed through the formation and evaluation of appropriate 4-H volunteer job descriptions that match organizational opportunities with volunteer interests and expertise. Illustrating the components of recruitment, orientation and education of volunteers in a real life example. Lastly, presenters will illustrate how volunteer recognition and coaching look at various points in the Tarnside Curve of Involvement as it applies to 4-H volunteer development.