The Virtual Donor Wall

Presented by:
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Creative discovery for complex projects
Anne Manner-McLarty

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  Robin E. Williams Incorporated / Best Practices for Donor Recognition

- Writing (with Robin E. Williams):
  TheThanksTank.com Roundtable: Integrating Multimedia in Donor Recognition
  Penelope Burk Revisited
  Critical Considerations for New Donor Recognition Media
Just a snapshot
What is a Virtual Donor Wall?

“Virtual Donor Wall” is used as a catch-all phrase encompassing everything other than a traditional, facility-based grouping of donor names.

I encourage you to maximize the “virtual” aspect and think of it as a concept identifying any donor recognition experience that is not tied to a passively-viewed, traditional donor recognition display.
Facebook redefines “wall”

Moderate volume text and/or image messages shared via “one-to-many” (or many-to-many with comments) publication and consumed via web browser.

The term “social media” refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.
Malcolm Gladwell


- Topic: Howard Moskowitz / horizontal segmentation

Aligns with Daphne Powell’s ideas about a donor relations and stewardship “tool kit”
Harv Mock, James Graham & Jared Novoseller

Highlights the “perfect storm” leading to the influx of electronic and interactive displays:

- Intergenerational transfer of wealth
- Growth of the internet, website integration serves global audience
- Fundraising competition is now global, not local
- Traditional sources of funding no longer exist

• Useful Tools:
  - Donor Wall Planning Guide
  - Demos
• ADRP 2011 Presentation: Utilizing Mobile Phone, Social Media, and Digital Display Technologies to Recognize Donors

• http://givingrecognition.com/

• LinkedIn Group: Digital Donor Recognition

Possibility of donor communication “going mobile” then “going viral”
Strong advocate for the integration of new media into all donor relations and stewardship activities

• DonorRelationsGuru.com

• Videos and Digital Samples

Social media is a dialogue, not just information
Using current research from the positive psychology movement, McGonigal argues that games contribute powerfully to human happiness and motivation, a sense of meaning, and the development of community.
The TWO functions of donor recognition

- Recognize the donor you have
- Motivate that donor, or a new donor, to give
Some interactions require audience action. Examples include attending an event, visiting a facility or even choosing a button on a website.

Other interactions are passive and require little or no audience action. Examples include viewing a traditional donor wall or receiving a printed honor roll.

Even secondary interactions - those that involve the decisions leading up to or following the primary interaction - affect the user’s evaluation of the experience.
Erroneous Thinking

Tradition
We must keep doing what we’ve always done

Modeling
What’s been proven to work will work again

Surveys
Asking donors what they want will provide insight
Unproven Thinking

Electronic donor recognition is

• Easier to implement
• Costs less
• Easier to maintain
• Is equally or more effective than its traditional counterparts

Online donor recognition is

• Unappealing to donors
• Dangerous
There is no single solution that will work well for every institution. Customization, review and revision are crucial to long term success.

Donor relationships are best served by a variety of stewardship activities.

Donor recognition is best achieved through multiple outlets, often requiring multiple mediums.

Donor relations professionals are uniquely positioned to lead the introduction of social media and Web 2.0 paradigms because they are proficient in forecasting the entire span of the organization’s relationship with the donor.
What are the appropriate “groupings” for types of donor recognition?

In the past, it was assumed that gift amount and type of giving were good indicators for deciding the appropriate volume and method of recognition.

Moves management then began to influence the balance of investment in donor recognition.

Now, considerations of donor interest, donor habits and return on investment are gaining influence.
Any design project, no matter its size or purpose, should begin with the same questions:

- What needs to be communicated?
- Who is the audience?
- What is the budget?
- What is the schedule?
- (and then) What is the right medium?
What needs to be communicated?

For the purposes of donor recognition, several specifics should be included:

• Who is being recognized?
• Why are these people being recognized?
• What more do I need to know about these people to understand the gift(s)?
• How can I give?
• (and then, most importantly) How can I share this information?
The Test Project

Because we are forging new ground:

• Devise a long range strategic plan, with awareness that it will change over time
• Start with a short term, goal-specific project
• Establish goals, appropriate metrics and methods for measurement
• Monitor and modify
• Report objectively
• Repeat as necessary
Push strategy
Information is "pushed" toward the audience, either by single-direction (print/television) or interactive means.

Pull strategy
In a marketing "pull" system the consumer requests the product or information and "pulls" it through the delivery channel.

Pull strategies encourage exploration, improve emotional buy-in, increase user appreciation and facilitate third-party involvement.
What makes information “go viral”?

1. People are compulsively driven to share their emotional experiences (both positive and negative)

2. The sense of “doing good” (public service) further encourages people to share

3. Environmental reminders “re-trigger” the impulse to share

Extrapolated from Fast Company Magazine
Prepare for secondary interactions

**Environmental** - is this information arriving in a “package” that prepares the audience to comprehend the importance of the message?

**Situational** - is it arriving at a time and location that makes sense for the message?

**Relational** - Especially in regards to third-party sharing, is the implication of a relationship appropriate?
Example: Online “Magazine”
Special Gifts

Some gifts to Boston University serve a special purpose and are imbued with another level of significance, for the donor, for Boston University, or for both.

Class gifts are made by graduating students as a collective expression of their class’s affection and appreciation for BU. These gifts are often the first step toward a long and satisfying relationship between alumni and their alma mater.

Gifts made in memory or in honor of another person allow donors to pay tribute to those they love and respect, by associating their names with enhanced opportunities for BU students and faculty members.

Gifts to endowed scholarships and fellowships directly support the University’s teaching mission and help generations of Boston University students achieve their academic goals.
Examples: Dynamic Story-telling

Why I Give

"I support academic areas that mean the most to me through the Family Fund because public universities provide ordinary people with the chance to achieve extraordinary things for all of us."

Brad Stratton, Director, Center for Business Communication at the Darla Moore School of Business, supports the Carolina Family.

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