

NOW APPEARING!

**EMPOWERER OF
EMPATHY!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



**NOT TO BE MISSED
THIS IS A
ONCE IN A
LIFETIME CHANCE**

⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘

**BOSS
- OF -**

B2B BIZ

❧ **BRIAN CARROLL** ❧

Speaking Session:

How Empathy Can Inspire Your Donors to Take Action

Presented By
Brian Carroll
B2B Lead Blog



How Empathy Can Inspire Your Donors to Take Action

Brian Carroll



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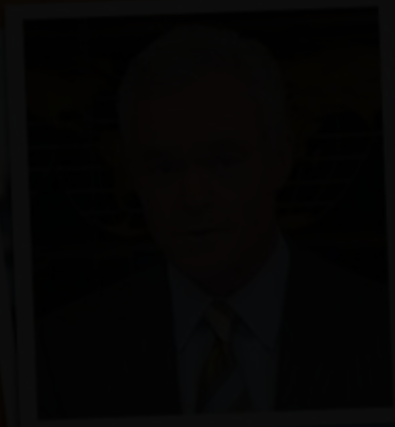
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A FRESH START

Life happens. Our professionals and services will get you back on track.
All free. No strings attached.

Why this?



As seen on
CBS News



click to
watch

Hope

Source: <http://www.cfstwo.com>

@brianjcarroll

Trust Gap



1 in 3 Americans lack confidence in nonprofits

-The Chronicle of Philanthropy Poll

Channels and Noise





“We are not thinking machines that feel;
rather, we are feeling machines that think.”

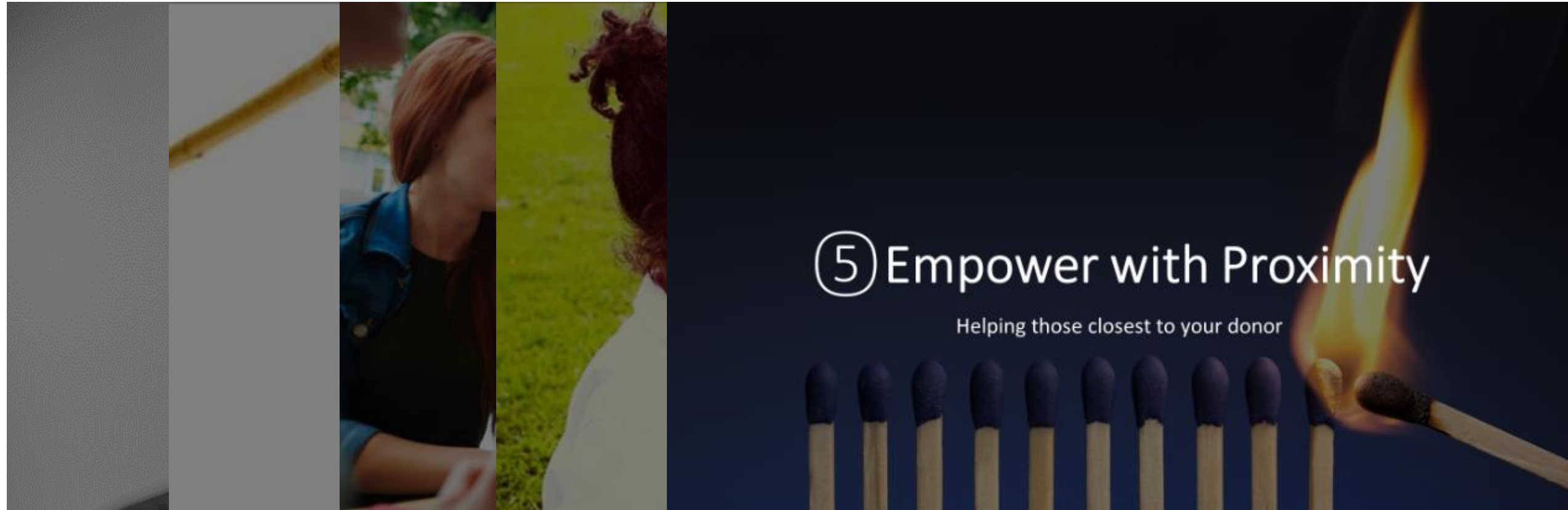
Antonio Damasio, Neuroscientist
University of Southern California

A pair of red and white sneakers with white laces and white soles, positioned on a dark, textured surface. The sneakers are the central focus of the image, with the text overlaid on them.

It begins with empathy

Understanding your donors thoughts and feelings

5 ways empathy can inspire donors to take action





① Put your donors first

Use donor-centric language

Control

Maximize with our Match

Treatment

Make a Tribute and We'll Double Your Gift

Principals in action:

Use words they say

Experiment ID: #1039

@brianjcarroll

How personal tone affects click rate

Control



Dear %%First Name%%,
I know you're busy, so I'll keep this sho
Americans for Prosperity is asking you to



Treatment



Dear %%First Name%%,
I hope you, and your family are well

Principals in action:

Talk with donors and speak to their interests

Experiment ID: #4116

P.S. Don't forget, in order to keep the state and federal policy victories coming, we must continue to reach and educate citizens all across the country. Become an Americans for Prosperity [Torchbearer](#) today.

This email was sent to: %%emailaddr%%
We respect your right to privacy - [view our policy](#)
Americans For Prosperity 1310 N. Courthouse Road, Suite 700
Arlington, VA 22201
[Update Profile and Subscription Preferences](#) | [One-Click Unsubscribe](#)

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Americans For Prosperity 1310 N. Courthouse Road, Suite 700
Arlington, VA 22201
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@brianjcarroll

A carrot with green leafy tops is hanging from a thin wire against a grey background. The carrot is positioned vertically, with its orange root at the bottom and its green leaves at the top. The text is overlaid on the image.

② Map their motivation

Why do donors give?

How motivations affect click rate

C: Speaker



NextAfter ✓

Written by Nathan Hill [?] · July 28 at 3:58pm · 🌐

Join Brian Carroll, best-selling author and former Chief Evangelist at MECLABS, as he shares what he has learned throughout his career about

T1: Donor File



NextAfter ✓

Written by Nathan Hill [?] · July 28 at 4:08pm · 🌐

The primary means of growing your fundraising revenue and support for your mission is to grow your donor file. Learn 7 ways that you can grow your

Principals in action:

Focus on value/results they'll get

show you 7 ways you can use empathy in your fundraising to grow your donor file.

NEXTAFTER.COM

Learn More

show you 7 ways you can use empathy in your fundraising to grow your donor file.

NEXTAFTER.COM

Learn More

Experiment ID: #4609

@brianjcarroll

How premiums impact donor motivation



Thank you! You are now enrolled
in “The U.S. Supreme Court.”

You will receive a link to the first lecture by email in a few moments.

*** Gifted by Hillsdale College ***



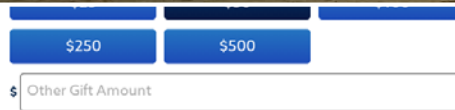
Thank you! You are now enrolled
in “The U.S. Supreme Court.”

You will receive a link to the first lecture by email in a few moments.

*** Gifted by Hillsdale College ***

Principals in action:

**Sometimes people are transactional and
motivated by incentives**



\$

Experiment ID: #6145

Tested Elements:

- Added premium book for \$100 gift or more
- Included image of book

The Happiness of Giving

Asking for time vs. money increases the amount of donation (Donor Empathy)

The Happiness of Giving: The Time-Ask Effect

WENDY LIU
JENNIFER AAKER*

This research examines how a focus on time versus money can lead to not distinct increases that affect consumers' willingness to donate to a charitable cause. The results of three experiments, conducted both in the lab and in the field, reveal that asking individuals to think about time rather than time would lead to donate less. There is a cost to asking them to think about time (asked) to a charity because the amount that they donate is lower in the study. Asking this, which is an alternative way to ask about time, increases the amount of time donated for the research of time, money, and emotional well-being of the individual.

Imagine that you are working for a nonprofit organization and have been charged with organizing a fund-raiser to elicit contributions from potential donors. As a first step, you run a simple survey to gauge people's interest in contributing. You create two versions of the survey. In one version, potential donors are first asked about their interest in making a monetary donation (a "money ask"), followed by a question about their interest in help through volunteering their time (a "time ask"). In the second version, you ask the same questions, but you do so in the opposite order. After the fund-raiser takes place, you look at the actual contributions. Which group of individuals do you think donated more—those who were asked about donating first, or those who were asked about donating first?

Most research on time and money, from fundamental time in people's lives, has exposed much research, particularly in the domain of decision making, the theory of discount rates, and the valuation of future benefits (e.g., Loewenstein 1987; Makris and Zauberman 2005; Lynd 2005). However, recent research has examined the downstream effects of asking people questions related to time or money, such as "How are you willing to donate?" or "How much are you willing to donate?" What types of questions lead when one thinks about time versus

money? How might a shift in mind-set affect an individual's willingness to give? Does asking time versus money lead to a different amount of what makes an individual happy?

These questions are fundamentally important in the context of charitable giving, which is a \$100 billion industry in the United States (Giving USA Foundation 2007). In fact, nonprofit organizations report that encouraging donations is their single most important challenge (Grant 2004). For example, the number of American people who volunteer has been steadily shrinking over the past 4 years (U.S. Labor Department, Bureau of Labor Statistics 2007). It is interesting that research assessing why people get involved in volunteering time and contributing money to charitable causes found that the number one reason is "because they were asked by someone" (Independent Sector 1999), thereby suggesting that the way in which people are asked might well be of critical importance. Further, encouraging donation questions is important for consumer welfare. Marketing research suggests that consumers consume with the goal of becoming happy or getting happier but that they rarely attain that goal through their purchase behavior (Kasser and Reamer 2005; Lyubomirsky 2007). However, giving has been tied to reported states of low happiness (Harbaugh, May, and Bhargava 2007; McGowan 2006; Thaler and Howitt 2001), which raises the question: Why don't more individuals give?

This research attempts to tackle these questions through a series of experiments that examine the ability (a) for nonprofit organizations to elicit charitable contributions and (b) for consumers to feel happy about giving. Building on the research on the "emotion-behavior effect" (i.e., Fitzsimons and Morais 1996; Morais, Johnson, and Schmeissner 1991; Schwarz 1999; Sherman 1980; Spangenberg 1992; Sproull et al. 2006), we suggest that asking people a simple question about their intent to donate significantly influences subsequent charitable giving. However, rather

Time and money asks activate different beliefs and goals

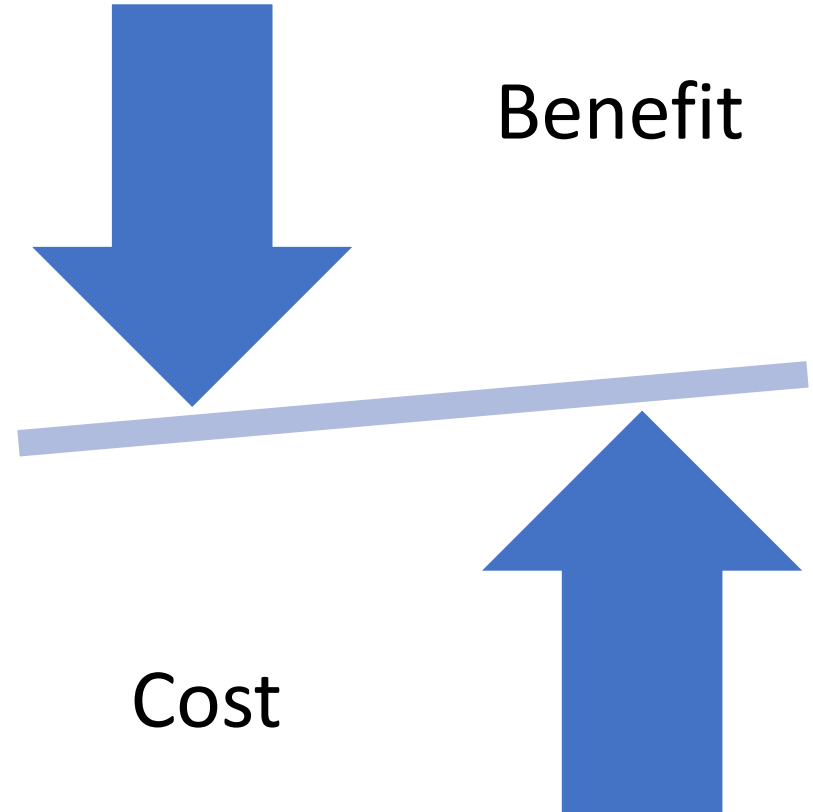
Time ask



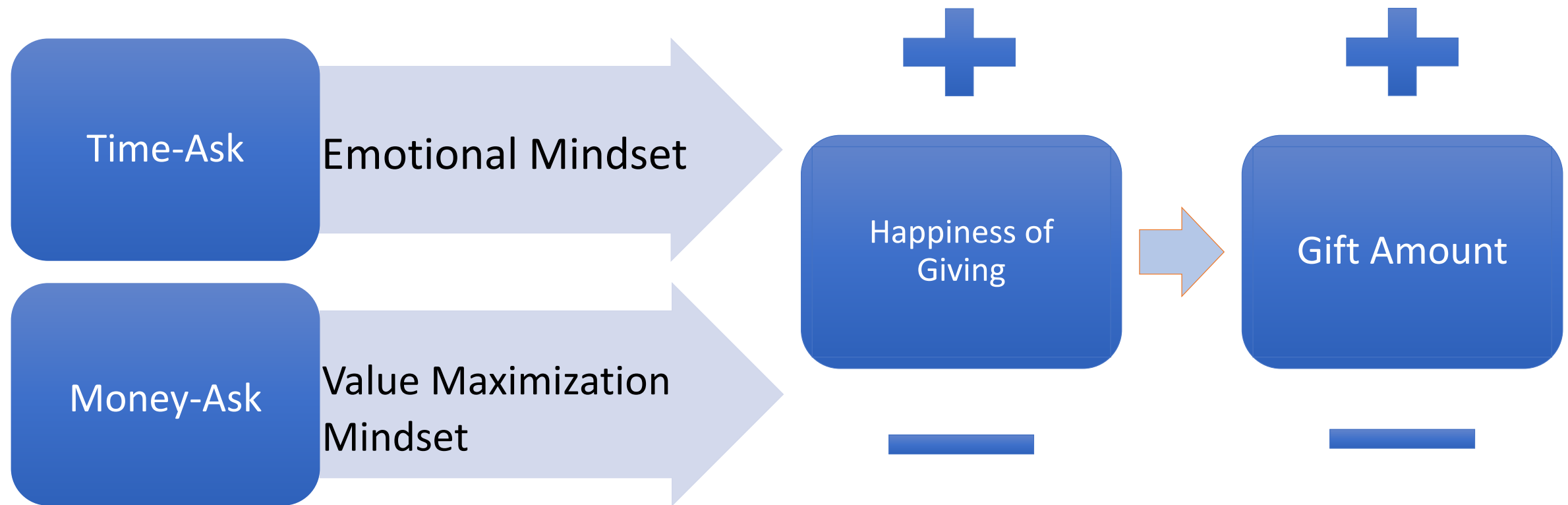
How will I feel?

VS

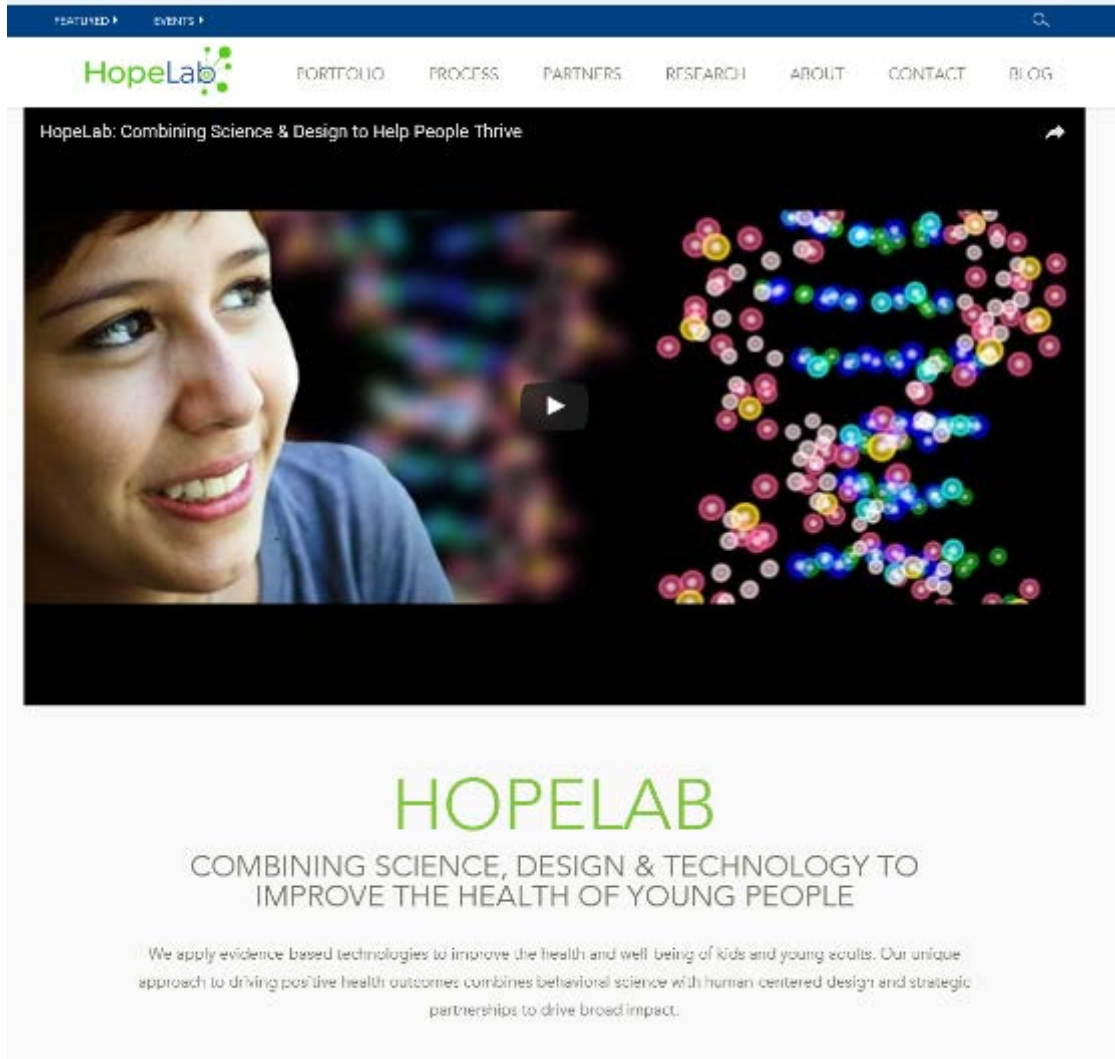
Money ask



Time and money asks activate different beliefs and goals



Time-Ask Effect experiment



How interested are you in volunteering for HopeLab?

Not at all 1 2 3 4 5 6 7 Very much

How interested are you in making a donation to HopeLab?

Not at all 1 2 3 4 5 6 7 Very much

Time-Ask Effect Results



53.44% increase in gift amount

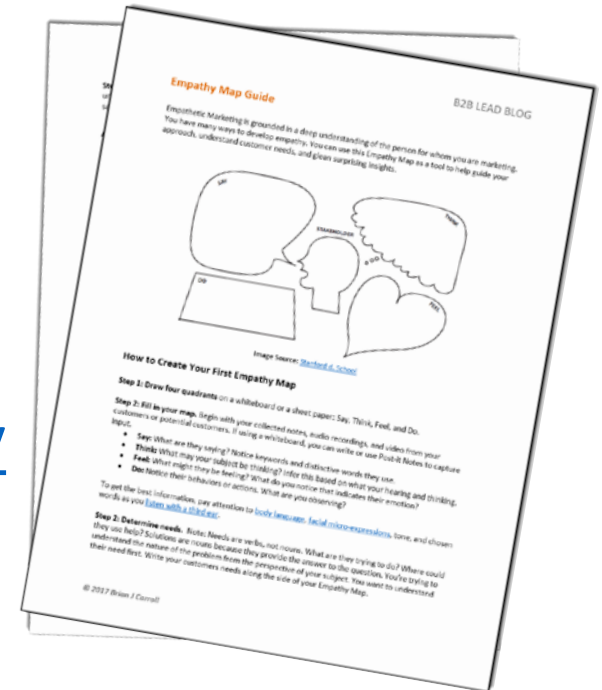
Principals in action:

**When people agree to help/give their time they
will be more likely to donate to your cause**

Things you can do to map donor motivation

- Use empathetic listening
- Meet donors face-to-face
- Listen to phone calls (or recordings) reps are having with donors
- Use Empathy Maps

Free Empathy Map Guide
b2bleadblogger.com/empathy





③ Develop conversations, not campaigns

Don't market to me, converse with me

Experiment: Background



Experiment ID: #616

Record Location: NextAfter Digital Research Library

Research Partner: The Heritage Foundation

Background: Think-tank soliciting year-end donations to meet annual fundraising goal.

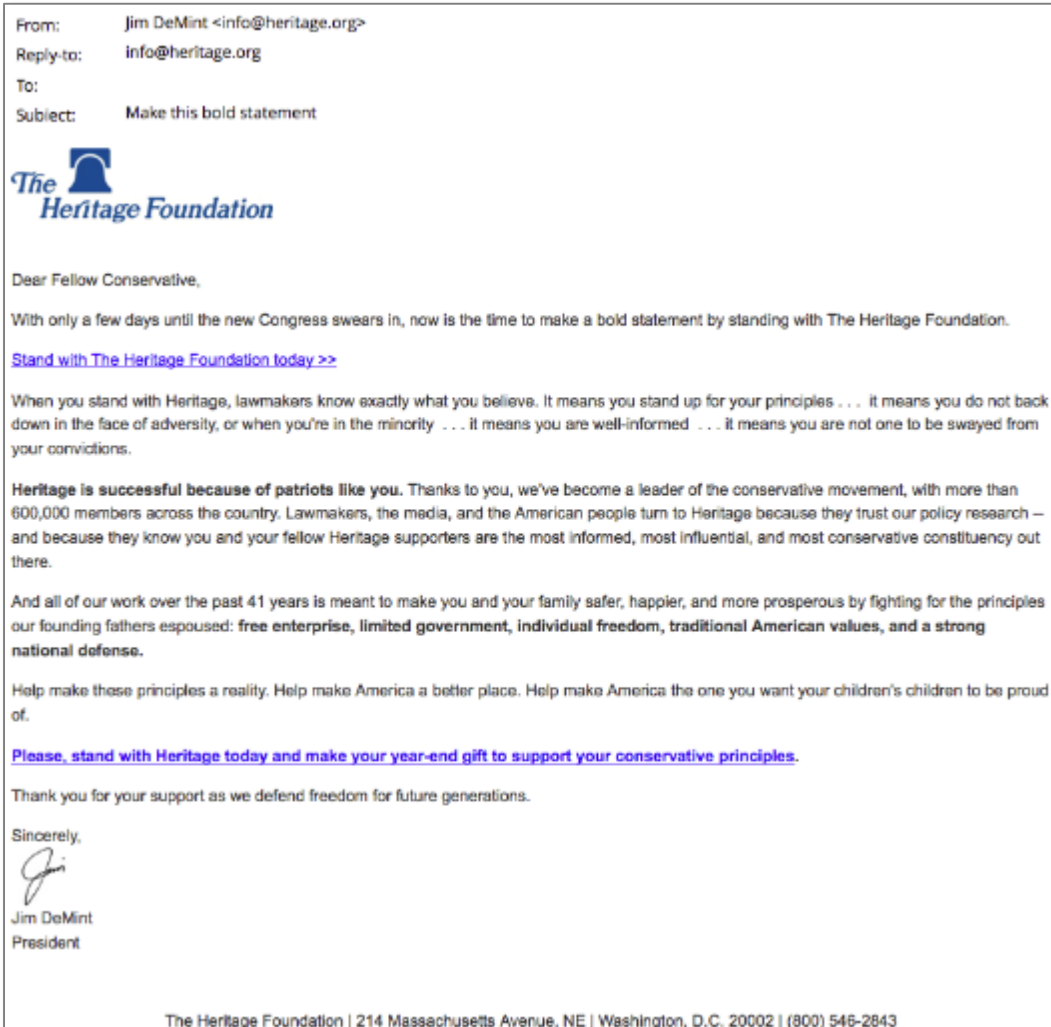
Goal: To increase donations.

Research Question: Which email will generate the most revenue?

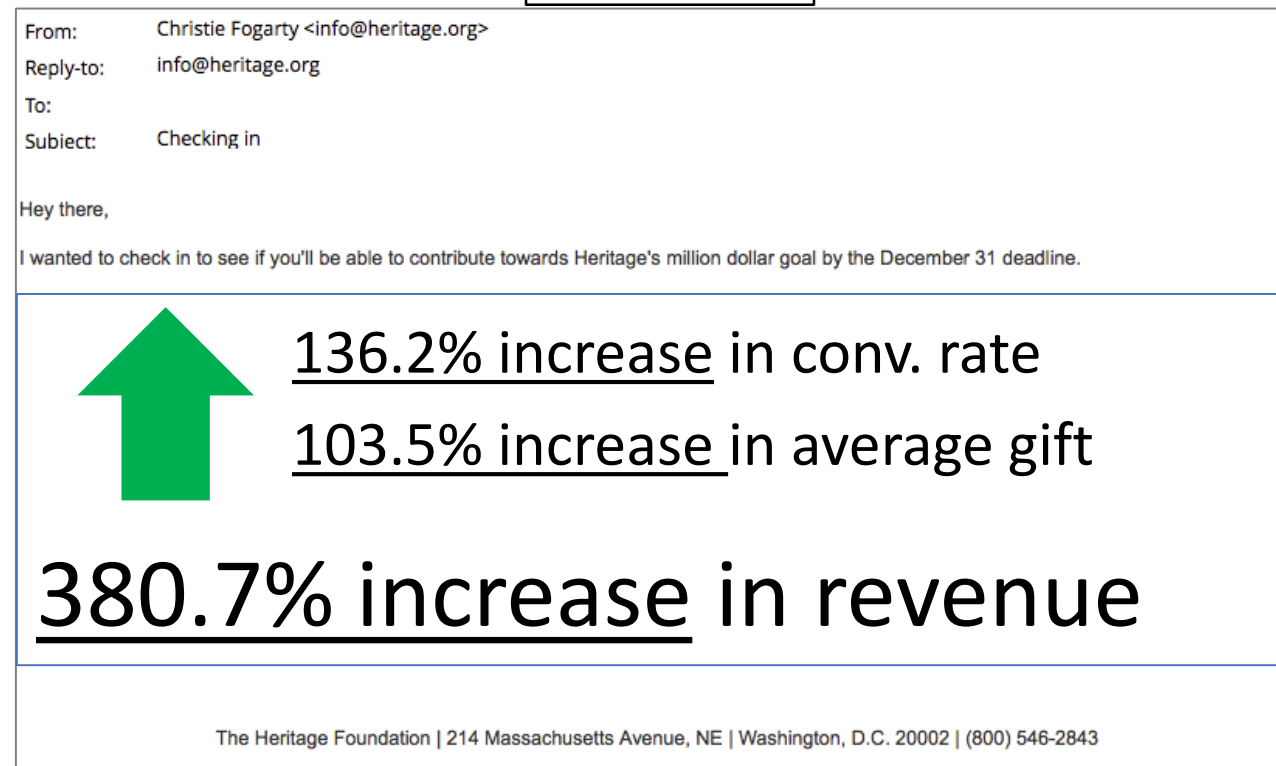
Test Design: A/B split test

Testing more conversational and empathetic tone

Version A



Version B



What doesn't work: impersonal and formal

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org

Subject: Make this bold statement

Dear Fellow Conservative, ...ing with The Heritage Foundation.

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles... It means you do not back

Heritage is successful because of patriots like you. T

and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out

, now is the time to make a bold statement by standing with The Heritage Foundation.

Sincerely,



**Jim DeMint
President**

make America a better place. Help make America the one you want your children's children to be proud

[Make your year-end gift to support your conservative principles.](#)

freedom for future generations.

ation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 548-2843

What works: conversational tone

Version B

From: Christie Fogarty <info@heritage.org>

Subject: Checking in

Principals in action:

**The more genuine you make your approach,
the greater the potential for response**

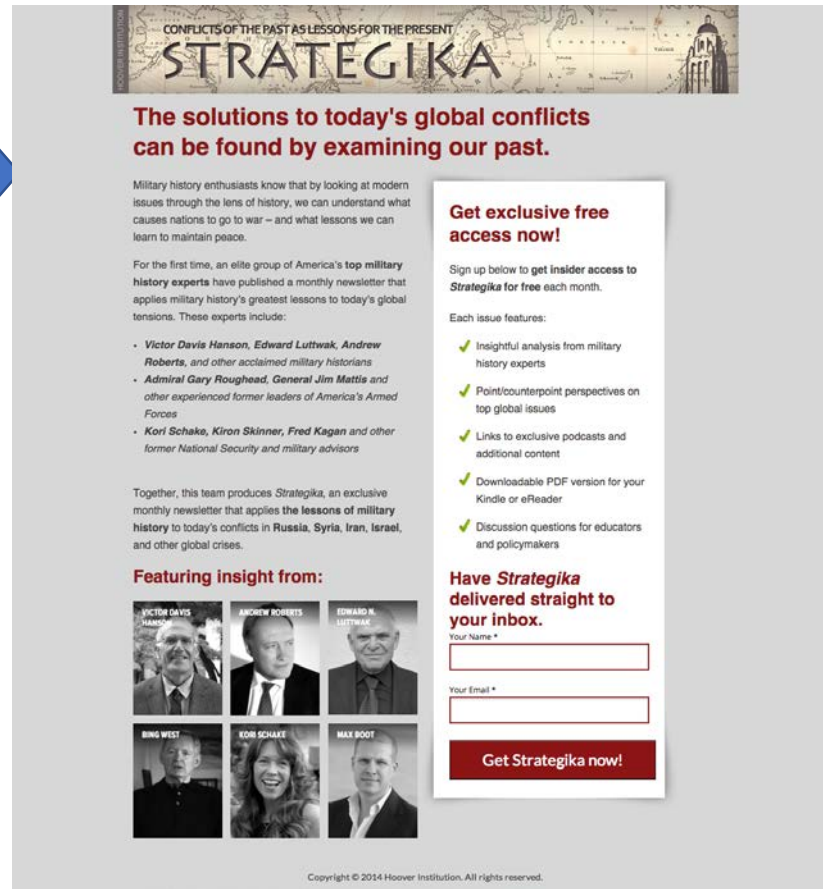
Director of Membership
The Heritage Foundation

Conversation congruency across channels

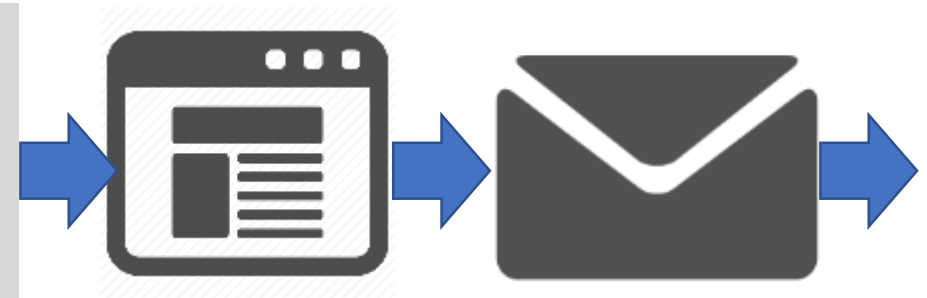
The ad



Landing page





Confirmation Page Welcome Email




Experiment ID: #314

Experiment: Increasing conversation congruency

The ad

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EXCLUSIVE: Get insider analysis each month from America's top military historians.



Get Strategika Now

For the first time, America's top military history experts give you access to Strategika, a monthly newsletter that applies history's greatest lessons to today's global conflicts. Get it now!

STRATEGIKA.HOOVER.ORG [Learn More](#)

Like · Comment · Share ·  98  2  1

Experiment ID: #314

Experiment: Increasing conversation congruency

Control Landing Page



Treatment Landing Page



Principals in action:

When you are more congruent, it changes the conversation to be more reciprocal



Treatment maintains a consistent visual experience
Keeps congruent conversation from ad to landing page



④ Give useful content they want

The best fundraising feels like helping (because it is)

Content and related channels



Principals in action:

**Test the following: ebooks, petitions,
surveys, courses, access to free resources**

Interviews
How to content

More things you can do to give content they want

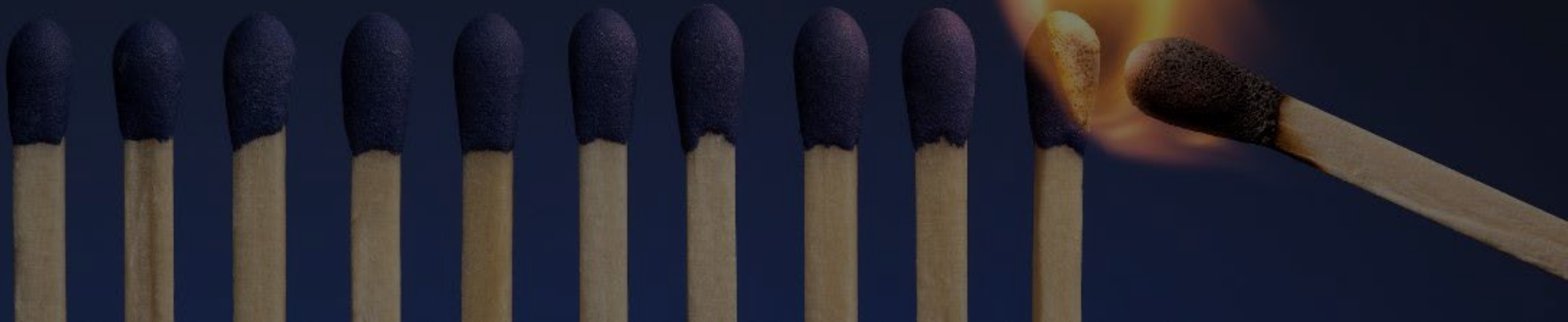
- Humanize your approach
- Test new content offers to help them on their journey

Principals in action:

**Platinum rule of empathy: Treat others as
THEY want to be treated**

⑤ Empower with Proximity

Helping those closest to your donor



Subject Line Experiment

Control

Treatment

Principals in action:

Help your people humanize their approach

Experiment ID: #4116

@brianjcarroll

Email Design Experiment

Control

Treatment 1 – “Urgency”

<< Test First Name >>,

Treatment 2 – “Outlook”

Hi Courtney,

I hope this finds you well.

I'm sure you have come to realize this by now, but one of the biggest passions in life is to see people come to know Jesus Christ as their Lord and Savior.

Principals in action:

**Give them the tools to connect with donors
better**

before it's too late.


Greg

Experiment ID: #4647

@brianjcarroll

Things you can do empower those in proximity

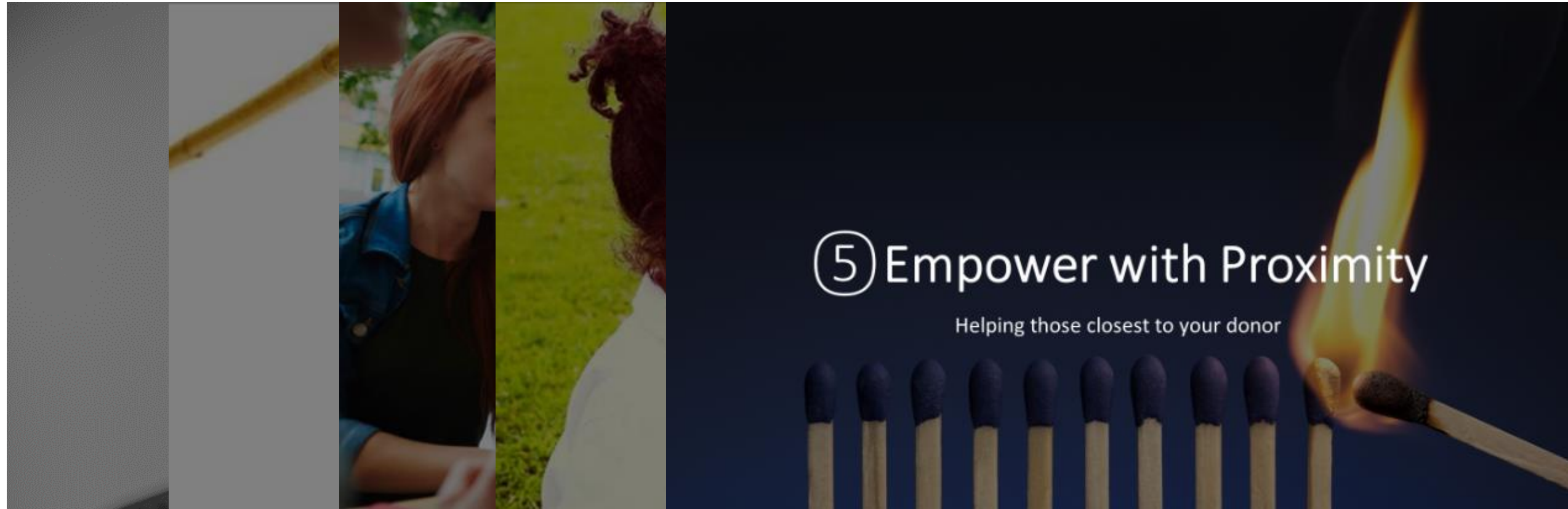
- Train/help team apply their empathy to donors
- Ask about what is getting in the way of connecting with donors
- Review emails, social media, call guides, direct mail for donor empathy

A wooden board is shown with a piece of paper attached to it. The board has red and white paint applied to it, with some white paint forming a grid-like pattern. A small screw is visible in the wood. The paper has the words "PRACTICE Empathy" written on it in black marker. The background is dark and out of focus.

Be the change you want to see

PRACTICE
Empathy

Takeaways



Thank you

brian@b2bleadblog.com
@brianjcarroll

Free Empathy Map Guide
b2bleadblog.com/empathy

