



## **Peer Exchange**

*Future Donors – What Will Make Them Tick!*

June 21 – 23, 2009

Dublin, Ireland

### **Presentation – Who are your Next Generation Philanthropists?**

Guest Presenter: John G. Kelly, President, Brakeley Ltd. Consultants, London

#### **Learnings that we can incorporate**

- In terms of the economy, giving will be one year behind, so be sure to look at the timing of your fundraising and development activities to plan fiscal practices and decisions.
- Corporations that give are owned by individuals, who ultimately make the decision to give.
- It is impossible to create a profile that reflects donors in different communities and countries.
- There is a dilemma in competing against organizations served by the community foundation: As more charities recognize the value of face to face cultivation, how will community foundations be affected?
- Future trends in approaching donors includes gauging the softer measures of people (interests, belief, societal participation) and organizing activities in the community to raise funds (it's not the funds you're after, it is participation and time)
- Community foundations should also integrate the continuous experience of giving time, money, and activism to match the needs of an individual at all life states. Also, cf's can
  - Recognize that donors can't give all 3 at the same time
  - Align an individual's stage in life with their propensity and ability to give
  - Accommodate this relationship to provide for a maximum gift

#### **Participant's comments**

- If you are a low level giver, you're giving to a specific cause, and giving to the community is a very different process of the mind. If you're giving to an intermediary, you can't see an immediate change. So making the case to give to an intermediary is a bit harder (as opposed to giving directly to an organization).
- For a community foundation, one opportunity is to develop the pipeline that is not endowed, but advised. This includes younger people giving to a collective fund to issues important to a local community. It is advised because it gives the opportunity to dialogue. Asking these donors to talk and advise with staff (who have community knowledge) makes the difference. These advised funds, which are smaller, give the chance to evolve the philanthropic instinct. This allows people to become stakeholders and increase their involvement.
- With the question of competition, community foundations can handle the endowment fund (which is a mechanism that organizations do not have).

## **Presentation: Technology, Online Social Networks and Philanthropy**

Guest Presenter: Nathalie McDermott, Director, On Road Media, Dublin

### **What is social media?**

- Social media is real people talking to each other and a great way to show how effective your programs have been; it's FREE, LIVE, and REAL!
- Blogs open the opportunity to form an emotional contract that you establish with your audience.
- For donors, there is no better way that to show real life (as it contains both audio and video). Direct media attracts and engages people with your causes immediately.
- Good social media platforms facilitate conversation well. They allow people to connect with each other well. We no longer rely on large messages from big companies – we can get feedback from friends, opinions from those that have experienced it.
- The first phase of the Internet was about bringing information down. Web 2.0 is about putting information out – people become producers of content, not just consumers.
- Different forms of social media attract different people (potential new donors).
- As foundations, we have to be careful with blogs and how we position ourselves. There needs to be a strategy to effectively integrate a blog.

### **SOME SOCIAL MEDIA TOOLS**

- Flickr - an online space that hosts photos
- Audio/Podcasts - radio programs that you can download onto your computer
- Youtube – a home for videos, and it's easy to use to place videos on websites.
- Blip.tv - another host for video files
- Twitter – a microblogging tool to express a thought, event, or idea in 140 characters or less
- RSS (Really Simple Syndication) - a channel for information that powers social media technology

### **SOME SOCIAL MEDIA TIPS**

- Good tagging helps people to find your content.
- Additional social media tools provide brand recognition, especially when your logo is used.
- To distribute successful social media, organizations must:
  1. *Let go – you won't get terribly abused. It's better to control the way you respond than to control your message.*
  2. *Facilitate conversations, don't control them. The most interesting conversations happen in exchanging information, not in instructional format.*
  3. *Involve supporters – don't 'own' your cause (being a cancer researcher doesn't mean that you own it).*
  4. *Allow all employees to get involved.*
  5. *Aggregate content for your supporters.*
  6. *Try things and be patient.*

## **Presentation – Entrepreneur to Philanthropist**

Guest Presenter - Marcelle Speller, Founder and CEO, LocalGiving.com Ltd; Co-founder, Holiday-Rentals.com

### **Thoughts about new donors - Are philanthropists born or made?**

- Most philanthropists are influenced by family, religious giving, and inheritance. In families, it may be inherent to give, but the way of giving is different. The sense of noblesse oblige is different, but the seeds are sown and one's surroundings can encourage/discourage his/her motivation to give.
- While one doesn't have to be wealthy, there is a different kind of wealth. Today, 93% of wealth is not inherited; it is self-made, and there is a sense that donors can make a sizable contribution to society.

### **What is Localgiving.com?**

- An online social enterprise to build the capacity of voluntary community organizations (VCO's). Community foundations review and vet the VCO's, whose profiles are featured here.
- Localgiving.com will be launched in the nine Community Foundation areas listed below in autumn 2009, and then rolled out across the UK in 2010.
  - Berkshire Community Foundation
  - Community Foundation for Calderdale
  - Scottish Community Foundation
  - Capital Community Foundation
  - Community Foundation for Merseyside
  - Essex Community Foundation
  - Hampshire and Isle of Wight Community Foundation
  - Hertfordshire Community Foundation
  - Kent Community Foundation
- The role of CFN was large in this project
  - Offering presentations to staff of test sites
  - Legal structure
  - Gaining funding
- Feedback from local charities is very significant
- There is a small fee for charities to list their profile
- [www.ammado.com](http://www.ammado.com) is another similar service provider, but the community foundation is not a component.

### **What have we learned?**

- The offerings of community foundations are changing. There is an interest in permanent endowments and also flow through giving. With new donors, they may want to be more involved, which is positive. They have the ability to know communities, and with high level involvement and contact, they can tailor gifts.
- We've seen ourselves at the top of the donor triangle. This morning, we saw how to access the base and become a real, meaningful center for philanthropy.
- You have to give more trust to your donors. When observing methods that we use, the balance shifts to donors, and they get more power. It's important for us to give them more power. We also have to surrender power to charities.
- How can we define communities? With social media, thousands of "new communities" have opened up. How can we as community foundations take advantage of the opportunity to exchange and share our own practice of community building, and apply it to new communities? (donor communities, communities of giving, etc.)
- This may be an opportunity to provide information, access, and reporting to government, which also involves donors in accountability.
- Family issues transfer immediately to philanthropy. Issues don't go away – they transfer.

### **How can we integrate social networking and organize donors by issues?**

- In addition to forming giving circles, we can convene the donors who fund the same agency, bring in leadership from the organization, and develop an opportunity for long term giving.
- We have to be careful about how we position ourselves as community foundations- bigger isn't always better. We have to be careful with how we market ourselves.
- "It's lonely being a donor" – there needs to be a safe place for donors to talk where no one will make a pitch.
- Investigating new business models is very relevant. This tool allows community foundations to do flow-through funding easier.

### **Is there one idea that you'd like try out, what would happen if you took the idea, and what would be the result?**

- Tina – With Social Entrepreneurs Ireland, if we introduced these entrepreneurs to donors to expand their thinking, it would highly impact communities.
- Mary – Looking at the Dallas Foundation, looking at building social networks might be more valuable than only the one on one that we're used to.
- Barbara – With the idea of socializing philanthropy, we have a strong national network in Canada. In spreading the idea of local giving, we could knit community foundations together and make them more viable for the future.

# HOW CAN WE INTEGRATE SOCIAL MEDIA EFFECTIVELY?

