

# Loving Your Donors the Philanthropic Psychology Way

Prof Adrian Sargeant

[adrian@philanthropy-institute.org.uk](mailto:adrian@philanthropy-institute.org.uk)



Institute *for* Sustainable  
Philanthropy

# What will we cover ...

- Relationship Fundraising 1.0
- Relationship Fundraising 2.0
- Relationship Fundraising 3.0
  - Identity
  - Wellbeing, and
  - Love

#IFC2023



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Philanthropy

# Relationship Fundraising 1.0

“An approach to the marketing of a cause that centres on the unique and special relationship between a nonprofit and each supporter. Its overriding consideration is to care for and develop that bond and to do nothing that might damage or jeopardize it. Every activity is therefore geared toward making sure donors know they are important, valued, and considered, which has the effect of maximizing funds per donor in the long term.”

Ken Burnett (1992)



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# What Matters?

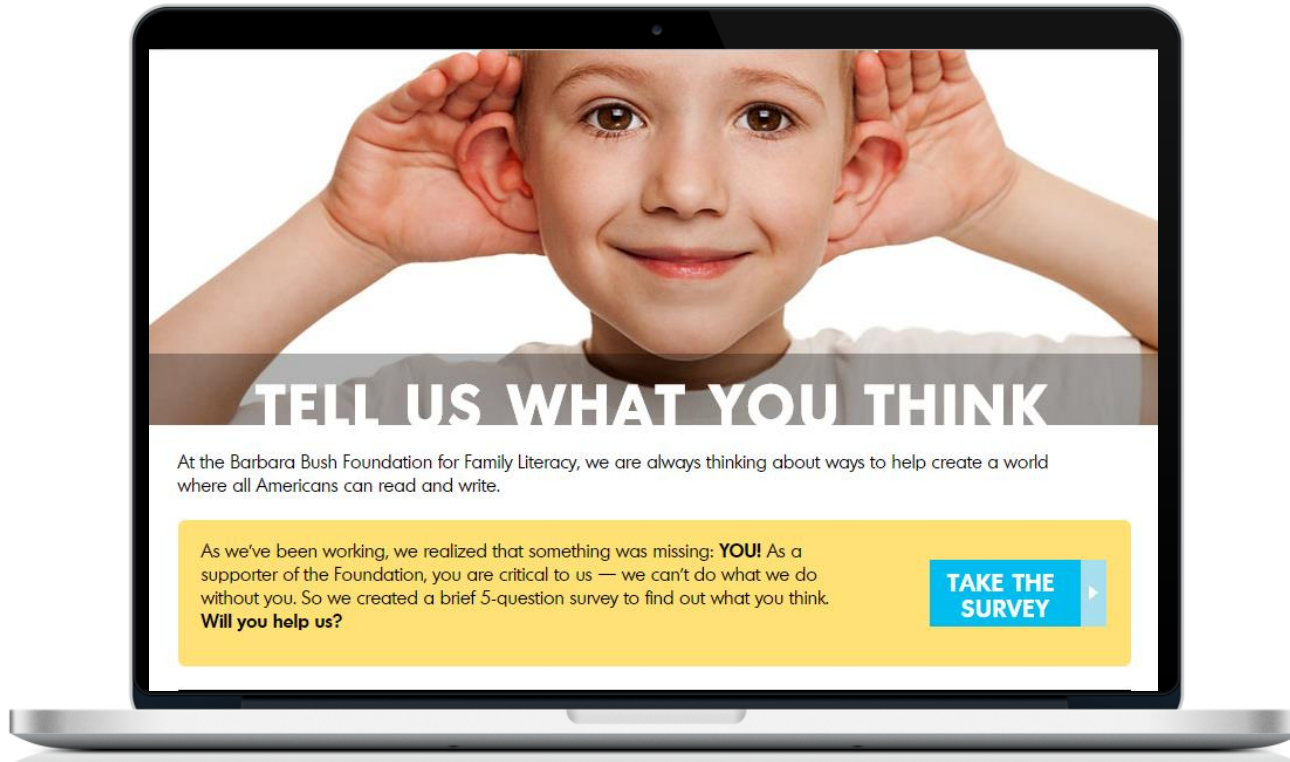
- Saying thank you
- Responding within a reasonable time
- Banking the donation immediately
- Treating donors with respect
- Offering appropriate recognition
- Feeding back on where the monies were used or impact
- Respecting donor wishes
- Being open and transparent
- Capturing data accurately
- Communicating appropriately

#IFC2023



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# Surveys



## TELL US WHAT YOU THINK

At the Barbara Bush Foundation for Family Literacy, we are always thinking about ways to help create a world where all Americans can read and write.

As we've been working, we realized that something was missing: **YOU!** As a supporter of the Foundation, you are critical to us — we can't do what we do without you. So we created a brief 5-question survey to find out what you think. **Will you help us?**

TAKE THE  
SURVEY

# Personalisation

Which do you prefer to spend time with?

- I love cats!
- I prefer time with dogs!
- Any furry, friendly animals
- Humans really
- It depends
- Other / comments

Dear Adrian...

I remember the survey you returned to me a little while back. Thank you for that! In it, you told me that you preferred spending time with '**any furry, friendly animals**'. I imagine you really love dogs but not all are so lucky...

# The Bequest Question

Bequests left to <CHARITY> by people in their wills are of enormous benefit to our work to help <CAUSE>. Many people like to leave money in their will or trust to <CHARITY>. These wonderful donors are members of our “<CLUB NAME>”. Have you included a gift to <CHARITY> in your will?

- 1 Yes, I already have included <CHARITY> in my will
- 2 I intend to include <CHARITY> when I make or revise my will
- 3 I would consider this type of gift and would like more information
- 4 I have a will and have mentioned other charities, but I have not included <CHARITY>
- 5 I do not have a will
- 6 I have written a will but not included a charity
- 7 It's not something I'm interested in right now, thank you



Building and/or running cancer facilities

3) If you were to tell a friend about the Foundation and why you support CancerCare's work, what would you say?

.....

.....

.....

.....

.....

.....

.....

.....

.....

4) On a scale of 0-10, please indicate how much you agree with each statement.  
(0 = "strongly disagree", 10 = "strongly agree")

..... I am a committed CCMF donor

thank you.

6) Within the next six months or so, do you think you could be in a position to make a special donation of \$1,000 or more to help fund PROFYLE (an initiative to treat the rarest childhood and young adult cancers)? (check one that applies)

- Yes, I'd like to consider a proposal in more detail
- Maybe, but I'd like some more information before deciding
- Not within six months, but maybe a little later or next year
- Not right now, thanks



PROFYLE patient Marlow, age 8.  
Rhabdomyosarcoma.



# Relationship Fundraising 2.0 (early 2000s)

“To the manager, understanding the process of making relationships work is superior to developing simply a laundry list of antecedents of important outcomes”

(Morgan and Hunt 1994, p31-32)



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## The Components of a Relationship

- Satisfaction
- Commitment
- Trust



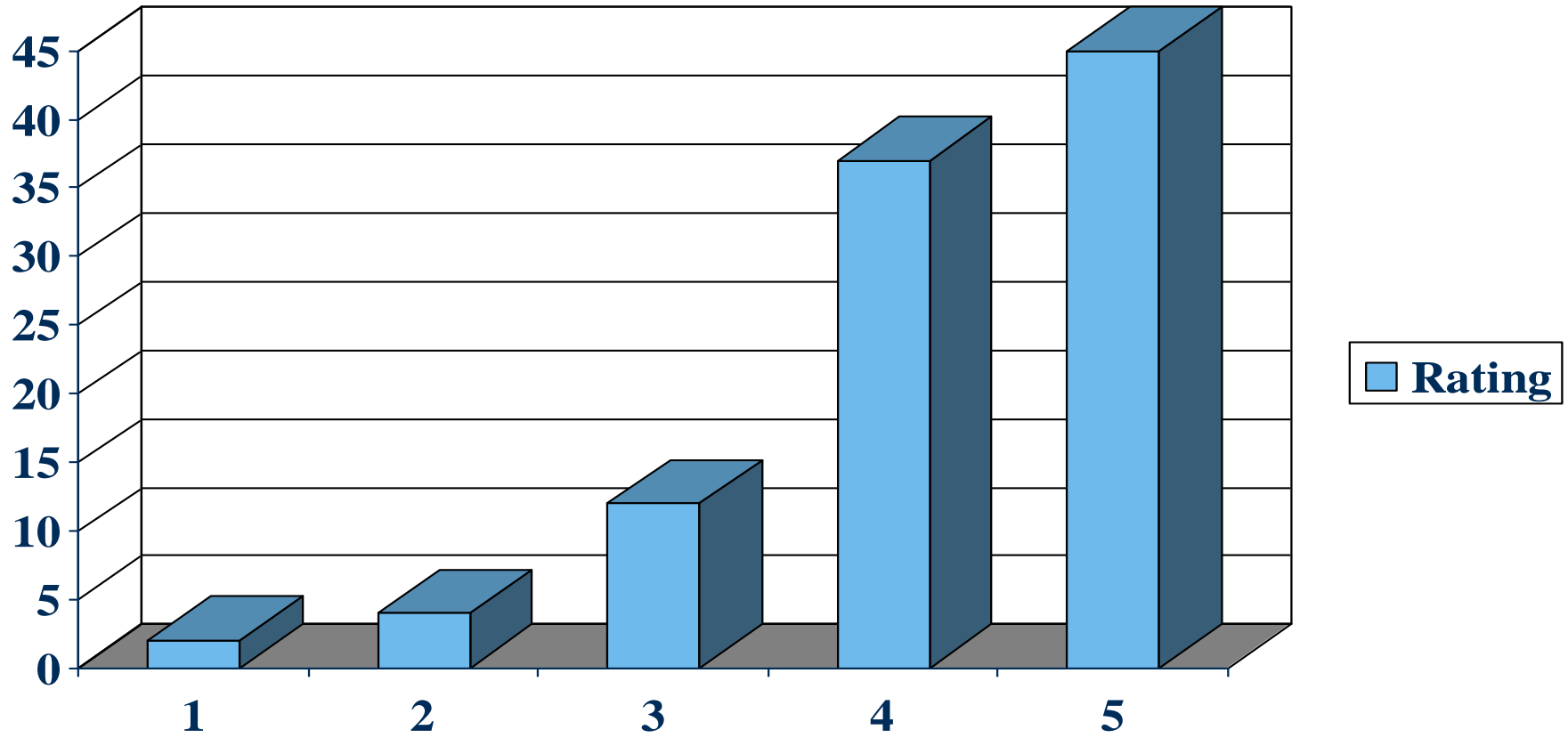
# Satisfaction

Customers are often asked to indicate the degree of their satisfaction on a five-point scale such as:

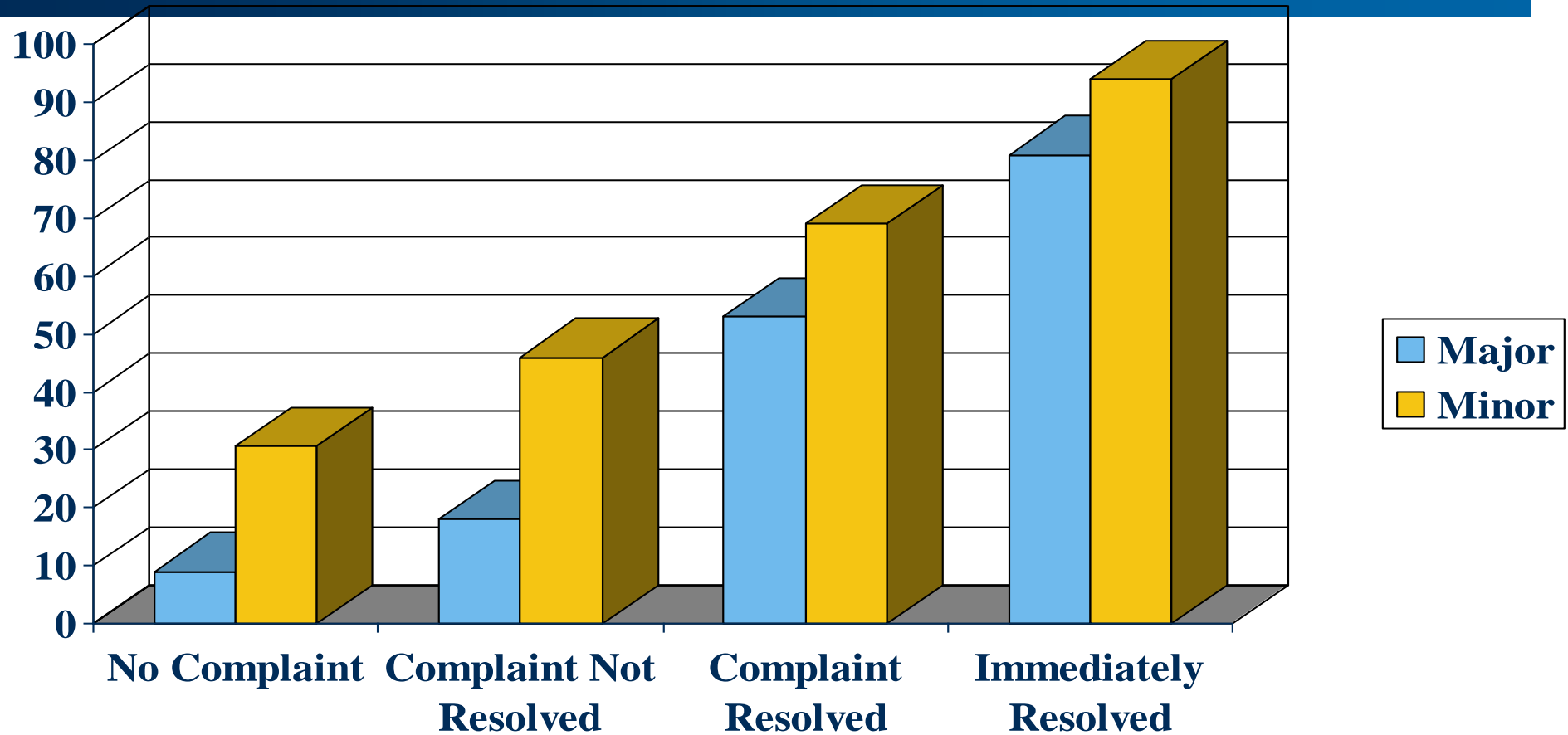
- *1 = Very Dissatisfied*
- *2 = Dissatisfied*
- *3 = No Opinion / Neutral*
- *4 = Satisfied*
- *5 = Very Satisfied*



# Customer Satisfaction



# Will Customers Buy From You Again



# Commitment

Commitment has been measured by the level of agreement with statements such as:

- *“X is my favourite charity”*
- *“I am very committed to X”*
- *“The work of X is very important to me”*



# Drivers of Commitment

- Service Quality
- Risk
- Personal Link
- Shared Beliefs
- Learning
- Multiple Engagements

and Trust

# On the Plus Side

- Nonprofits have upped their game
- Delivering on satisfaction with the quality of service provided is the right thing to do.
- Trust is massively important





# But the model is flawed ...

- SCT was developed in the business domain where the dominant paradigm is exchange relationships
- SCT is not easy to implement
- SCT is a better predictor of future giving intentions, not how people actually behave in the future
- The perspective on donor centricity is weak.



# And Donor Centricity ..

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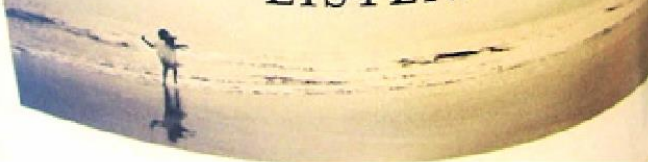
Two year old Parrieta Puta sat on her mother's lap, unable to hear the gentle voice that tried to comfort her. Deaf from birth, her life in Romania was lived in silence. But a month after undergoing cochlear implant surgery at Mount Sinai, the silence was filled

MOUNT  
SINAI

with the sounds of a world Parrieta never knew. "I feel like I've just given birth to this child for a second time," her mother said tearfully. "The day she hears." 1-800-MD-SINAI - www.mountsinai.org  
Another day, another breakthrough.

# WE TURNED

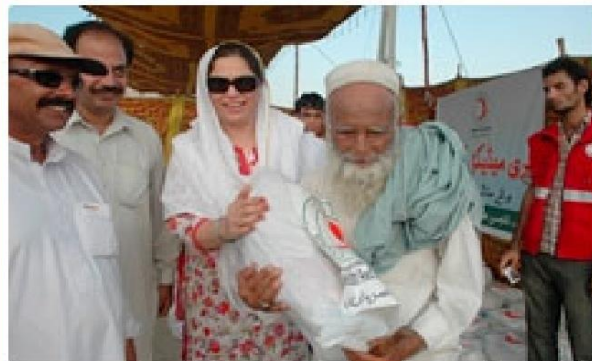
A CHILD WHO  
COULDN'T HEAR INTO  
A TYPICAL 2 YEAR  
OLD WHO DOESN'T  
LISTEN.



Donor communications are  
about how great  
the donor is. Favorite pronoun:

**you**

## What we are doing in Pakistan



From emergency healthcare to clean water and relief items, read how we're helping survivors.

**FIND OUT HOW WE'RE HELPING ►**

**Donor-CENTRIC:**

"With your help, all these amazing things happened. And without your help, they won't."

Source: Tom Ahern

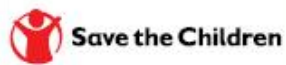
**THANKS TO YOU  
RABIOU IS EATING  
AND SMILING AGAIN**



**HOW YOU'RE SAVING THE  
WORLD'S  
CHILDREN**

Your exclusive donor newsletter | ISSUE 1 2018

Photo: Talitha Brauer/Save the Children



你救了这个世界  
的孩子



Meet a child  
you have saved



## SHE LOST HER MUM AND HER HOME

Thanks to you, she's safe and  
getting the care she needs.

Eleven-year-old Nora\* made the courageous decision to escape the widespread violence in Myanmar on her own when her mum died in 2015. She wanted to get to Malaysia where her father and brothers were already living.

Nora was found by the police in a truck crammed with other Rohingya trafficking victims. They had been without food for two days, and one person had already died in the truck. She was sent to a Save the Children shelter for Rohingya children in Thailand, where she has been living since then.

**Photo Above:** Nora draws a picture of trees because the idea of green spaces relaxes her. Credit: Save the Children

*"My life is like the moon's phases as there are good days and bad days. Somedays I miss my mom very much as I am here all alone. When I left home, I was a child. However, having no parents around anymore, I now have to be both a man and a woman in one body. I have cultivated the strength of a man and the tenderness of a woman. But sometimes this really takes a mental toll on me."*

To read more of Nora's story, go here:  
[www.savethechildren.org.nz/stories/nora](http://www.savethechildren.org.nz/stories/nora)

[www.savethechildren.org.nz](http://www.savethechildren.org.nz) | 0800 167 168

Save the Children, P.O. Box 6584, Marion Square, Wellington 6141  
Charities Commission CC25367



Save the Children



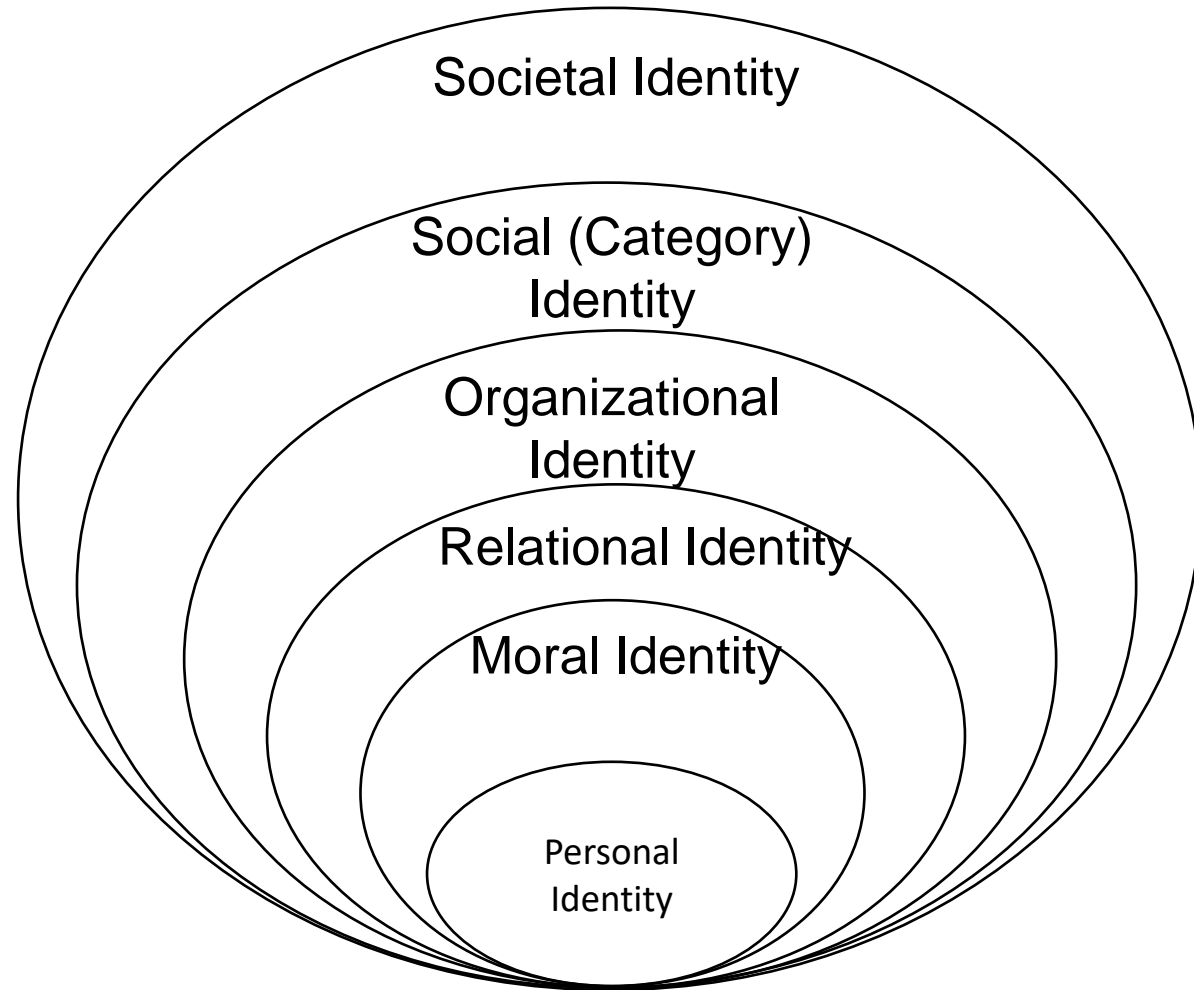
But WHO is the YOU?



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Philanthropy

# Enter Relationship Fundraising 3.0

Who are your donors?



**Talk to their sense of  
who they are**



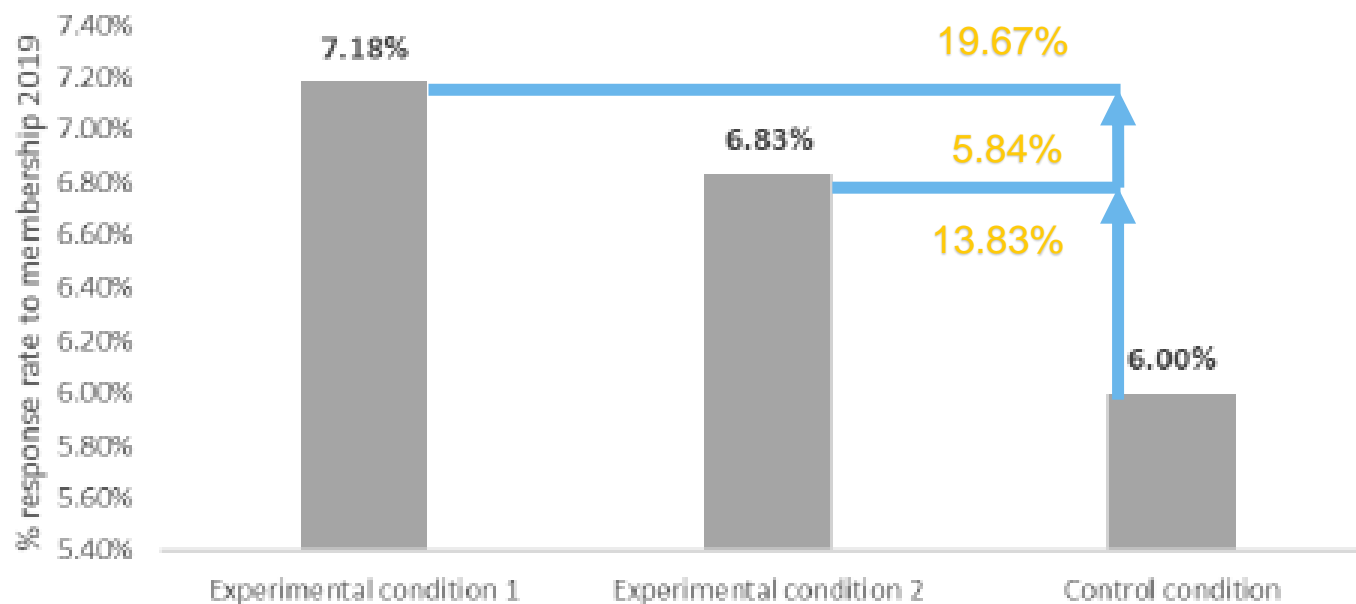
# A US Conservative Think Tank

Control	<p>1) I have reviewed my 2019 MEMBERSHIP CARD.</p> <p>2) I am renewing my membership in _____ today. I'm enclosing my tax-deductible contribution in the amount checked below.</p>
Condition 1  Self Adjectives	<p>Kay, thank you for sending my 2019 _____ MEMBERSHIP CARD. I'm <b>faithfully</b> on board! It is absolutely vital for _____ to help President Trump counter the endless assault from the radical Left, the biased media, and the Washington Establishment. I <b>[am passionate about]</b> supporting _____'s role in helping President Trump drain the swamp and end the Washington cronyism and corruptions that have been destroying <b>[my community and]</b> the America I know and love.</p> <p>1) Yes, Kay! Use my donation to take _____ and our country from victory to victory. I <b>trust</b></p> <p>2) Yes Kay, not only will I give _____ my membership support, you also have my unwavering <b>faith</b> in American values, my undefeatable determination to underpin American policies with the highest quality research, and my <b>compassion</b> for my <b>hard working</b> community to get what they deserve.</p>

# A US Conservative Think Tank

Control	<p>1) I have reviewed my 2019 MEMBERSHIP CARD.</p> <p>2) I am renewing my membership in _____ today. I'm enclosing my tax-deductible contribution in the amount checked below.</p>
Condition 2  Supporter Adjectives	<p>Kay, thank you for sending my 2019 _____ MEMBERSHIP CARD. I'm <b>proudly</b> on board! It is absolutely vital for _____ to help President Trump counter the endless assault from the radical Left, the biased media, and the Washington Establishment. I <b>[am passionate about]</b> supporting _____'s role in helping President Trump drain the swamp and end the Washington cronyism and corruptions that have been destroying <b>[my community and]</b> the America I know and love.</p> <p>And four booster statements:</p> <p>1) Yes, Kay! Use my donation to take _____ and our country from victory to victory. I'm <b>proud</b> of _____.</p> <p>2) Yes, Kay, not only will I give <b>you</b> my membership support, you also have my unwavering <b>hope</b> for American values, my undefeatable determination to underpin American policies with the highest quality research, and my <b>pride</b> for my <b>patriotic</b> community to get what they deserve.</p>

Significantly\* more people responded in the experimental conditions compared to the control condition





# What

Significantly\* more people responded in the experimental conditions compared to the control condition



**changed?**  
**Just four**  
**words!**

# Relationship Fundraising 3.0: Wellbeing

- Connectedness
- Autonomy
- Competence

# JOIN OUR SALUTE TO THE FALLEN

INSIDE: YOUR OPPORTUNITY TO HONOUR THE BRAVEST OF THE BRAVE

It's a special time of year for the British Legion, as we mark the centenary of the end of the Great War. We're celebrating the bravery of the men and women who served our country during the conflict. We're also remembering the sacrifices they made. We're proud to be part of the team that's creating the 'Flanders Field' of Poppies. We're inviting you to join us. We're asking you to help us create a 'Flanders Field' of Poppies. We're asking you to help us create a 'Flanders Field' of Poppies. We're asking you to help us create a 'Flanders Field' of Poppies.

# HONOUR THEM ON NOVEMBER 11TH

## HAVE YOUR POPPY PLANTED IN OUR FLANDERS FIELD

### CREATE A 'FLANDERS FIELD' OF POPPIES AT THE HISTORIC MENIN GATE

In 1918, November 11th signalled the end of the Great War. The Armistice was signed. Since 1918, the nation has come together to remember and praise the sacrifices that hundreds of thousands of British and Commonwealth Service men made - not just during the Great War, but World War II and all subsequent wars and conflicts, including Iraq and Afghanistan.

To mark this special occasion and express the gratitude they deserve, the Remembrance Day, the Legion is planting a 'Flanders Field' of Poppies inside the courtyard of the Menin Gate Memorial at Ypres. Please be part of the beautiful act of remembrance by returning the enclosed Poppy with your personal message. Every Poppy planted is one more step of courage remembered.

The Menin Gate is unique because it is the only place in the world where the names of the Great War are remembered each day.

Please return your Poppy to the Legion by November 2nd so we can make sure it is planted at Ypres on November 11th and plays a part in our special Remembrance Day. Your message could be to a member of your family who fought in the Great War, or to remember the thousands who have sold their lives for our country since then.

THE BRITISH LEGION  
 100, Abchurch Lane, London EC4N 3DF  
 Telephone: 020 7476 3000  
 Fax: 020 7476 3001  
 Email: [info@legion.org.uk](mailto:info@legion.org.uk)

Mr & Mrs B. Taylor  
 213 Highgate Road  
 Highgate, London  
 N5 2LZ

September No. 00000000  
 BOARD No. 0000

October 2018

### Join our salute to the Fallen. Help us create a 'Flanders Field' of Poppies.

Dear Sir/Madam,

On November 11th, 1918, the war ended. The war that cost the lives of over 100 million people. The war that cost the lives of over 100 million people. The war that cost the lives of over 100 million people.

The Remembrance Day this year, The British Legion is honouring the bravery of the men and women who served our country during the conflict. We're proud to be part of the team that's creating the 'Flanders Field' of Poppies. We're inviting you to join us. We're asking you to help us create a 'Flanders Field' of Poppies. We're asking you to help us create a 'Flanders Field' of Poppies.

The Poppy of Peace is planted inside the Menin Gate at Ypres, close to the site of the original act of remembrance. Please return your Poppy by November 2nd so we can make sure it is planted at Ypres on November 11th and plays a part in our special Remembrance Day. Your message could be to a member of your family who fought in the Great War, or to remember the thousands who have sold their lives for our country since then.

The British Legion is a charity registered in England No. 2527846. It is a company limited by guarantee. The registered office is at 100, Abchurch Lane, London EC4N 3DF. The company number is 02074763000. The company is a limited liability company. The company is a limited liability company. The company is a limited liability company.

# THE 'FLANDERS FIELD' POPPY

AT THE GOING DOWN OF THE SUN, AND IN THE MORNING WE WILL REMEMBER THEM

The wild poppies that grew around the battlefields of Flanders became intertwined with the bloodshed of the Great War. For nearly 90 years they have been the symbol of remembrance for all those who sacrificed their lives whilst serving their country.

Please write in the space provided overhead, a personal message to honour the memory of all the men who fell in the Great War.

Please return, along with your Poppy, by November 2nd. Thank you.

100 YEARS OF THE GREAT WAR  
 1918-2018

YOUR 'FLANDERS FIELD' POPPY

Please write your message of remembrance on the Poppy opposite, then detach your 'Flanders Field' Poppy and return it to the Legion in the enclosed envelope, along with your donation. We will plant it for you in our 'Flanders Field' in time for Armistice Day, Wednesday 11th November.

PLEASE REMEMBER ALL THOSE WHO FOUGHT FOR THEIR COUNTRY DURING THE GREAT WAR. RETURN THE POPPY WITH YOUR MESSAGE BY NOVEMBER 2ND.

THANK YOU  
 THE BRITISH LEGION  
 100, Abchurch Lane, London EC4N 3DF  
 Telephone: 020 7476 3000  
 Fax: 020 7476 3001  
 Email: [info@legion.org.uk](mailto:info@legion.org.uk)





# Stage 2: Deepening the relationship







# M O M E N T U M

A Newsletter for Patients, Families and Friends of Gillette Children's Specialty Healthcare



*Kristin and Joey Bolek love volleyball, Kristin, also did soccer, plus basketball and golf. The siblings are tall and patient (waiting for their turn to play). Kristin is a member of the volleyball team.*

The John E. Lonsdale Spine Care Fund was created in honor of Lonsdale by his wife and children. Lonsdale is an orthopedic surgeon at Gillette. Family, friends, colleagues and patients provided additional funding. The fund supports projects and programs benefiting Gillette patients who have spinal disorders. Projects include picture books for pre-schoolers and printed video and Web information for teenagers. For information about the fund, contact Scott Nelson at 951-229-1770 or [snelson@gillettechildrens.com](mailto:snelson@gillettechildrens.com).

## INSIDE

- 2 Creating Vision
- 3 Donor Profile
- 4 Children's Miracle Network
- 6 Children's Miracle Network Champions
- 7 Tributes
- 8 Benefit Event

## At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1947, doctors and scientists at Gillette Children's Specialty Healthcare have established principles that are still considered the highest standards of care for children with spine deformities. Kristin and Joey Bolek are two in a long line of patients who have benefited from the hard work and dedication of Gillette's medical pioneers.

Kristin Bolek is an elegant, statuesque 17-year-old with a warm smile. As a high-school junior, she plays basketball and golf. In addition she takes jazz, ballet and tap dance classes and plays harmonica in the school band. Her brother, Joey Bolek, 15, is a well-spoken young man whose confident demeanor belies his young age. He plays basketball, tennis and golf and is a troubadour.

Both Kristin and Joey have scoliosis, a sideways curvature of the spine that can shape it into a single curve (like the letter C) or into two curves (like the letter S). About 1 percent of children have some type of scoliosis. One in every 200 of those children requires treatment. Doctors customize treatments to each child's particular needs.

### Talking Treatments

When Kristin was in third grade, her pediatrician grew concerned about the curve of her spine, especially in light of her family history of scoliosis. "Kristin's grandmother didn't have treatment," explains Kai Bolek, Kristin's mother. "She has a remarkable curve, it wasn't too big and she can't walk for any distance."

"Kristin's doctor said her curve looked different from the typical scoliosis curve," Bolek adds. "Typically, the spine curves to the right. Kristin's went to the left and didn't have the S curve." She had pain when she stretched and couldn't sit comfortably for any length of time.

As a result, Kristin began wearing a brace when she was 8. Because of the unusual curve, her family discussed the possibility of spine fusion surgery with John Lonsdale, M.D., an orthopedic surgeon at Gillette. Spine fusion surgery involves joining several spine bones to make one unit. The procedure is used to partially correct the curve and to stop curves from progressing. During surgery, surgeons implant a smooth rod attached to the spine by hooks, screws and wires to hold the spine in place while fusion occurs.

Doctors also kept an eye on Joey. At 9, he had an X-ray indicating that he, too, had scoliosis. For the past 18 months, he's been wearing a brace for 23 hours a day. The brace is lightweight and worn under clothing. He'll wear it until he's done growing. "The brace really doesn't prevent me from doing anything," he says. "I can take it off when I play basketball, tennis or golf."

The Bolek's experience is markedly different from that of most patients.

### The Story Unfolds

In the early years, at Gillette and elsewhere, doctors treated scoliosis with exercises or casts, which often failed to keep the curve of the spine from progressing. In 1947, John Moe, M.D., established the Spine Service at Gillette. He brought together a team — including brace makers, nurses, surgery staff and physicians — to work with children who had spine deformities. Working with the team of special ties, Moe used advanced braces for treating scoliosis and developed practical surgical techniques that resulted in a good fusion.

By the time he retired, Moe was known as the father of modern scoliosis surgery.

### A Breakthrough Idea

Throughout the 1950s, doctors treated spine deformities, such as Kristin's, with a Milwaukee brace to support the entire spine and to keep a spinal curve from progressing. The brace extended to the neck and wasn't easily hidden under clothing. Surgeons also did fusion surgery, using bone grafts without wires and rods to stop the progression of the curve. Following surgery, patients spent one year in casts. Often the bones didn't knit properly, and patients had several surgeries, which meant another year of cast.

In 1956, Robert Winter, M.D., was an orthopedic resident at the University of Minnesota. He completed two rotations in pediatric orthopedics at Gillette. "During my first rotation, significant things happened," he says.

A Texas surgeon, Paul Harrington, M.D., had developed a system of stainless steel rods and hooks that he surgically implanted in stainless patterns to straighten and hold the scalloped curvature of the spine. Moe, a skilled surgeon, understood the value of the rods for spine fusions, and he invited Harrington to demonstrate the technique at Gillette. Winter assisted with the surgeries. We became one of the first hospitals in the country to use Harrington rods.

"With stainless rods, and a good cast, children healed better, and we could get them up walking within two weeks," Winter explains. When Winter completed his residency, Moe invited him to join the Gillette Spine Service. Throughout their tenure, these and other Gillette physicians and staff assembled surgical techniques and tracing technology to revolutionize spine care.

Spine Unit —  
Illustration: Greg G.



Bringing You Closer to  
the Lives You Help Change

# Connections

Fall 2007 • Volume 17 Number 3

## Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet



*Because  
of You!*

Zawadi wears  
sparkly new shoes

Page 1

Douglas can visit  
an imaging center  
without crying

Page 2

Katie's memory  
continues to inspire

Page 2

Grace can say,  
"I love you!"

Page 3

To meet Zawadi Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an emphatic, "Thank you!" Before you can grasp why you deserve such adoration, you catch a mischievous glint in her eye. "No catch me!" she taunts, running in the opposite direction. Another game of tag has begun, and — just like that — you're it.

It's an idyllic scene, but Zawadi's story doesn't begin here. Before she could even dream of chasing about in sparkly sneakers, Zawadi needed feet on which to stand.

### Her Community Believed She Was Cursed

Zawadi was born with two clubfeet in an impoverished village outside Arusha, Tanzania. Her community saw the disability as a curse, and local children threw stones at her.

Zawadi's father abandoned the family the day she was born, leaving her mother to care for three children alone. "Zawadi would have no future if something happened to me," says Zawadi's mother, Sofia, through an interpreter.

### Few Could Help Her

Zawadi's fate changed when missionaries Tom and Polly Wiley spotted her. "She had huge brown eyes and a penetrating look," Tom Wiley recalls. "We knew we had to help her."

The Wileys discovered that Zawadi's case was too severe for treatment in Tanzania. She

needed a surgeon trained in the Iliizarov method — a complex technique for reshaping bones, developed by Gavril Iliizarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure.

But a Google search quickly uncovered one of the few surgeons in the world who could help Zawadi: Mark Dahl, M.D., pediatric orthopedic surgeon at Gillette Children's Specialty Healthcare. In fact, Dahl trained in Siberia with Iliizarov himself.

### "My Daughter Has a Future!"

Within weeks, Zawadi flew to St. Paul for a treatment that Dahl had performed thousands of times, but on only a few children with Zawadi's condition. During a five-hour surgery, Dahl

*Zawadi continued on Page 4*

Without treatment in Tanzania, Zawadi (right) learned to walk on the rough surfaces that formed where her feet should be.

But today, Zawadi (below) is shopping for her first pair of shoes! We-Kid helped her find shoes that fit around her joints, which will keep her feet straight while she grows.







How great the ORGANIZATION is = \$4,470 in gifts



Source: Tom Ahern





How great the ORGANIZATION is = \$4,470 in gifts



How great the DONOR is = \$49,600 in gifts

# More Evidence ..



Institute *for* Sustainable  
**Philanthropy**

# YES, I WANT TO HELP



# GIVE HOPE

Your gift will be used to support partners to bring about transformation where the need is greatest around the world.

Please tick any of the statements below that are true for you

- Yes, mending broken relationships connects me to God's heart.
- Yes, piecing together fractured lives is a vital part of what being a Christian means.

I want to give:

- <EXX>
- <EXX>
- <EXX>

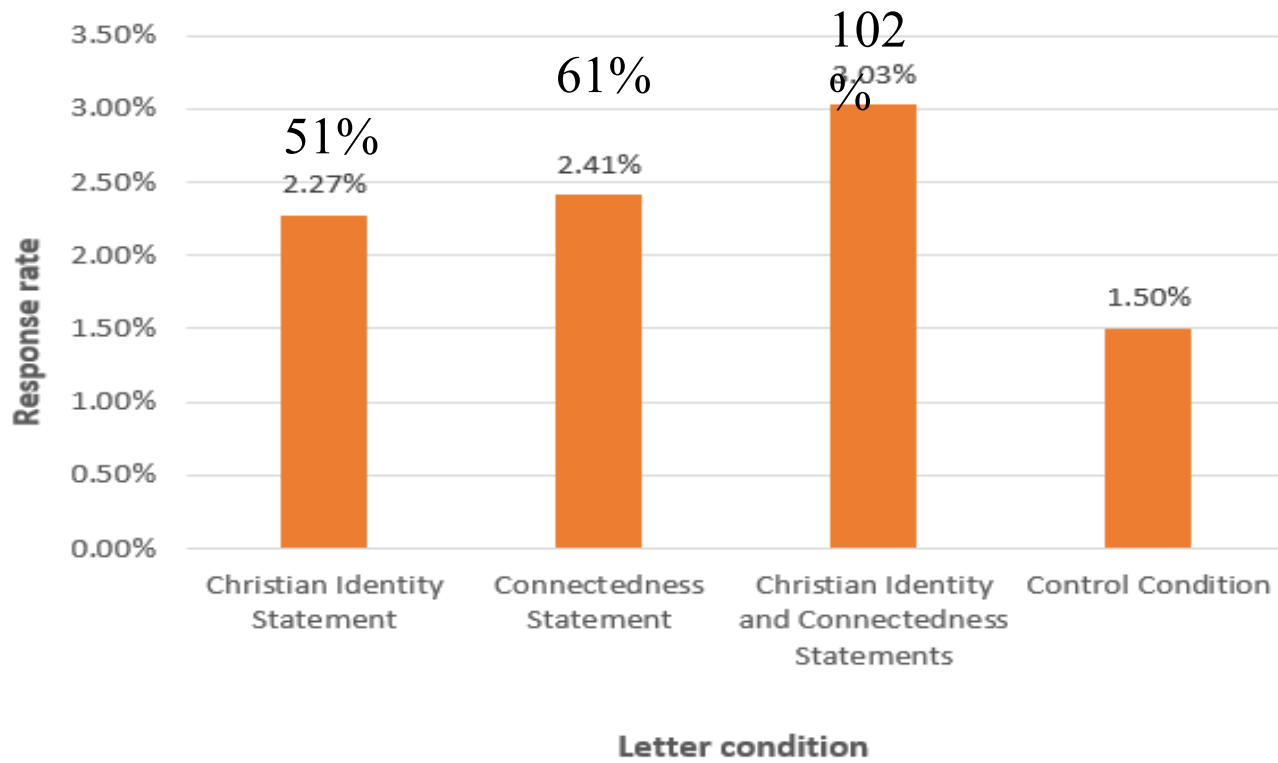
or my preferred gift of £

Please check your details and amend if incorrect:

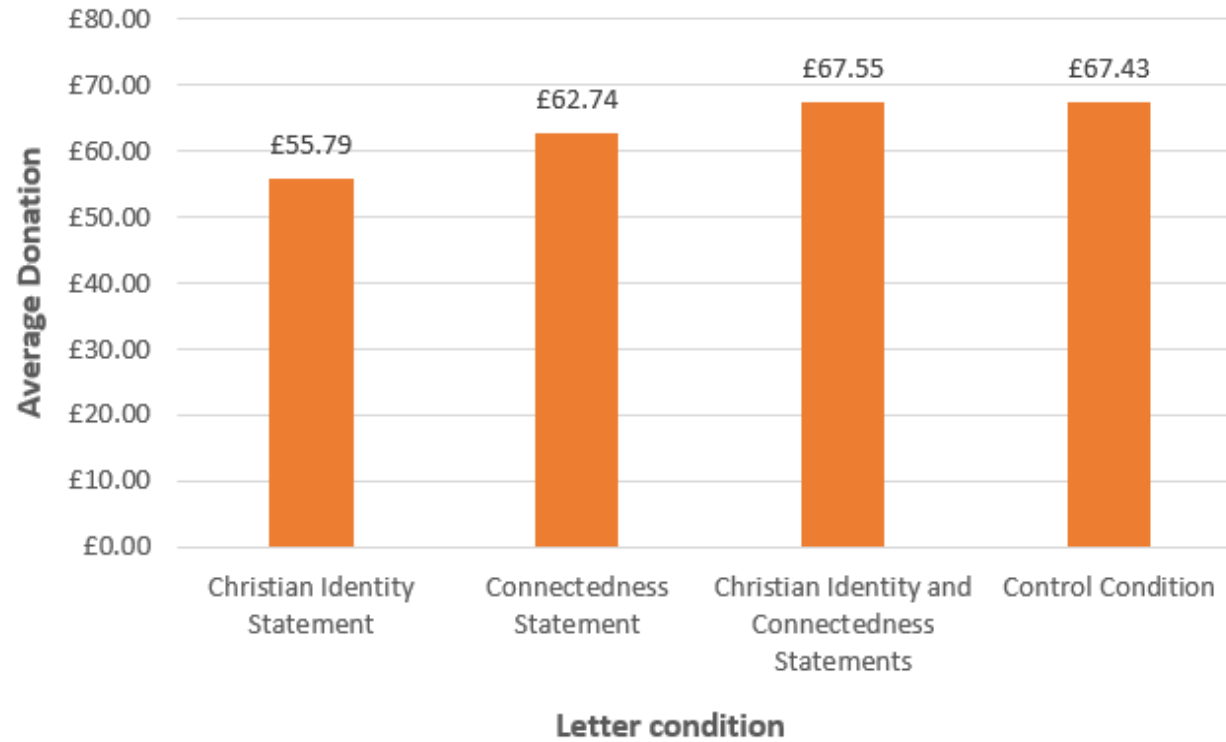
<XXXXXXXXX/SupporterID/SegmentNo>

Mr. A. Sample  
Housename  
1, Any Street  
Anytown  
Anyshire  
A12 B34

# Response Rate



# Average Donation



## YES, I WANT TO HELP ..... GIVE HOPE

Your gift will be used to support partners to bring about transformation where the need is greatest around the world.

Please tick any of the statements below that are true for you

- Yes, it is important to me that those suffering in <Area> can feel God's love'
- Yes, I want <Charity's> staff and partners in <Area> to know my heart is with them'.

I want to give:

- <EXX>
- <EXX>
- <EXX>

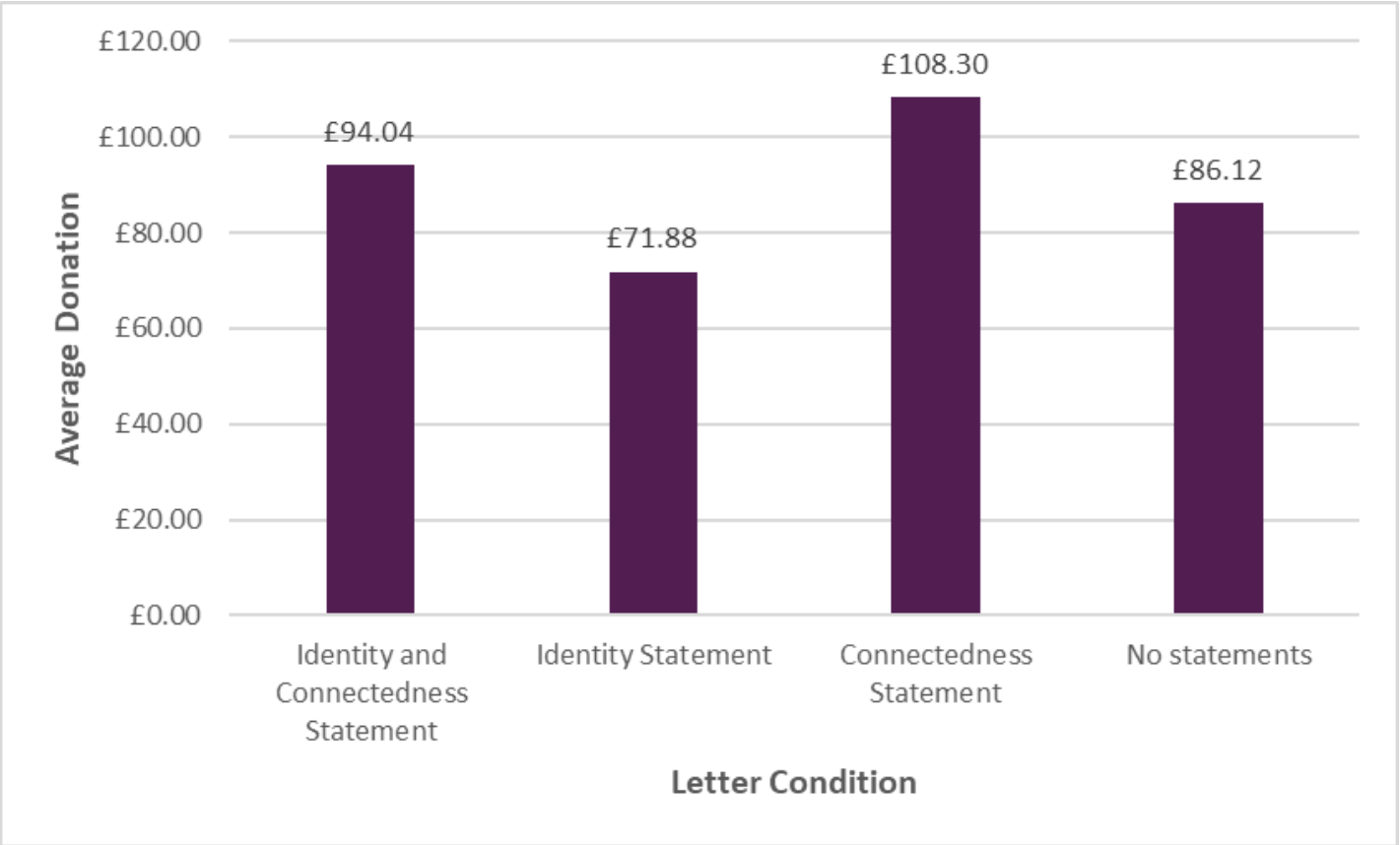
or my preferred gift of £

Please check your details and amend if incorrect:

<XXXXXXXX/SupporterID/SegmentNo>

Mr. A. Sample  
Housename  
1, Any Street  
Anytown  
Anyshire  
A12 B34







# And Finally – Are you talking enough about ... LOVE

Your donation can ...

Your gift can ...

Thanks to your gift of

Thanks to your support

Due to your investment

The language of MONEY



Institute *for* Sustainable  
Philanthropy



The starting point of  
every donor relationship

“Is this  
all I am  
to you?”



KEEP THE WORLD  
**WILD**

DOUBLE YOUR IMPACT

**2X match**  
in effect for the  
next 48 hours.

Make a difference  
for wildlife now.

[DONATE](#)



### End-of-Year Gifts MATCHED!

Fundraiser by Asheville Humane Society · 🌐

[Donate](#) [Share](#) [...](#)

#### Fundraiser Ended

£2,010 raised of £7,296

[Donate to charity](#)

#### Fundraiser Progress

59 donated	60 invited	133 shared
---------------	---------------	---------------

Help 2x the Maryland Families This

# #GIVINGTUESDAY

On this worldwide day of giving, every \$1 you give will be matched, dollar for dollar, thanks to a \$50,000 matching grant from a generous donor. That means every \$1 you give will help provide 6 nutritious meals at a time when Maryland families need help more than ever.

Thank you for remembering your neighbors hit hardest by the effects of the pandemic.



[Continue to website](#) →

## Your Love Matched

Imagine...a home without a family; compassion without action; humanity without giving.

Your generous monthly gift can provide desperately needed supplies to refugee families – and the first three months will be **MATCHED** for a limited time to help 2X more families.

This World Refugee Day, you can turn your love into **TWICE** the lifesaving aid and **TWICE** the hope for resilient refugees around the world. Match ends 6/20.

**DOUBLE MY IMPACT** →





# APPEAL EMAIL

A sick child in Yemen needs **you**

You can make a lifesaving difference right now for Walid and his family. Be the hope they have been waiting for.

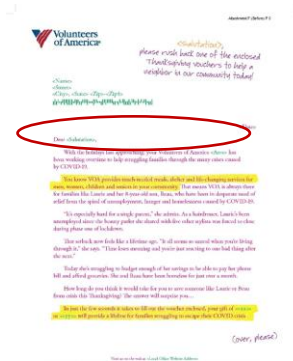
Send **your love** to a sick child in Yemen

You can make a lifesaving difference right now for Walid and his family. Be the hope they have been waiting for.

# Before Phil Psych

Dear <Salutation>,

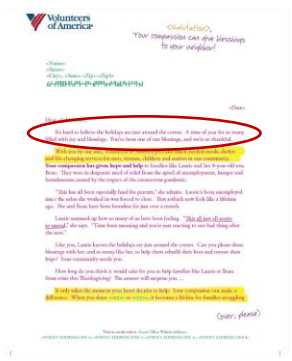
With the holidays fast approaching, your Volunteers of America <Area> has been working overtime to help struggling families through the many crises caused by COVID-19.



# After Phil Psych

Dear <Salutation>,

It's hard to believe the holidays are just around the corner. A time of year for so many filled with joy and blessings. You've been one of our blessings, and we're so thankful.





# But it should be more complex

- What kind of love should we articulate?
- Who is it between?
- How should it feel?
- What can it take on?
- Why is the love meaningful?
- How can we deepen it?
- Transition?



# What Kind of Love Should We Articulate?

- Compassionate Love



- Companionate Love



## Compassionate love



[DONATE NOW](#)

The love we have for those who are not my tribe (some of them can be very different from us)

## Companionate love



[DONATE NOW](#)

The love we have for those who are in my tribe (some of them can be very similar to me)

Problems viewing this email? View it online



♥ DONATE



*"Walid suffers from fluid in the brain, and I cannot afford to treat him." -Walid's father*

Olivia,

At only six years old, Walid has known so much hardship. He and his nine family members were forced to flee their home as violence erupted in Yemen. And recently, Walid was diagnosed with fluid in his brain. He has difficulty speaking and learning.

Walid's parents worry about him and want to do everything they can to help him. They struggle to put food on the table, let alone afford healthcare. But because of you, there's hope. Your caring support provides cash assistance to families in need, ensuring they can access the aid they need the most. [Will you send a monthly gift now?](#)

Despite the challenges he faces, Walid's smile lights up the room. His parents love his sweet soul.

# APPEAL EMAIL

Compassionate  
versus  
companionate  
love

Problems viewing this email? View it online



♥ DONATE



*"Walid suffers from fluid in the brain, and I cannot afford to treat him." -Walid's father in Yemen*

Olivia,

Walid's parents have always adored their little boy.

Even as they fled their bombed-out home, his smile brightened their days. His boundless zest for life gave them the strength to keep going.

Recently, the family received devastating news. Walid was diagnosed with fluid in his brain. He has difficulty speaking and learning.

Walid's family is being tested to their limit. There is no money for rent, food or water, let alone expensive doctors.

[Your loving monthly gift today is needed urgently.](#)

Who Should The Love Be Between?



 Your generosity is helping malnourished children in Africa

## YOU'VE GIVEN RABIOU YOUR HEART

Rabiou's\* mother will forever be thankful for your help to save her little boy.

You don't have to be holding a spoonful of food to say that you helped to feed a hungry child. Rabiou nearly died. **Your donations helped save his life.**

Rabiou arrived at the health centre with horrible diarrhoea and severe malnutrition overwhelming his system. You would have guessed by looking at him that he was less than year old.

Two years old and dangerously underweight for his age, Rabiou's body was shutting down.

**Photo Left:** Fatima is so happy that, thanks to you, her son Rabiou has been cured of his diarrhoea and malnutrition, and he can now run around and play like any little boy his age. Credit: Talitha Brauer/Save the Children

His immune system was lacking the fuel it needed to fight off an aggressive fever, dehydration and digestive issues caused by being continuously undernourished.

It got so bad that Rabiou was vomiting every time his mother Fatima gave him milk. She was terrified that she was going to lose her baby son.

*"I didn't know if he would live to the next day because he was very sick and weak."*

Your donations provided the antibiotics and a highly nourishing peanut paste called Plumpy'Nut to treat Rabiou – an essential combination that brought him back to life. That treatment, provided by Save the Children and funded by you, were absolutely vital to Rabiou's recovery.

### Fatima is so grateful to you

"First, they weighed him, and gave me blankets, a potty, a mosquito net, milk, drugs, soap and a cup."

Fatima stayed by Rabiou's side all through his treatment and watched over him day and night. He began to gain strength and energy. The sparkle returned to his eyes, and by the end of a week, he was healthy enough to go home.

"They gave us blankets, jerrycans for water, cups, soap and a letter to take to our local health centre so they will give me milk for Rabiou."

*"After only two or three days, it was already possible to see an improvement."*

Your support didn't just help to save young Rabiou's life, but continues to prevent him from becoming malnourished again. At the malnutrition centre, Fatima was given advice for feeding Rabiou at home so that she can keep him strong and healthy.

Now Rabiou is back to what a two-year-old should be – happy, playful and full of life.

Fatima says, "He likes playing all sorts of games. He plays with other children. He plays with toy horses made with straw. He also likes running and playing with toy motorbikes."

Malnourished children like Rabiou are alive and thriving thanks to you.

You don't have to be an aid worker in Africa, cradling Rabiou in your arms, telling his desperate mother that he's not going to die, to say you've made a difference. Your support means our frontline teams can deliver the supplies and expertise needed to save the lives of children like Rabiou in their hour of need.

**"We are so happy. We went crying and we came back happy. We thank Save the Children. We thank you."**



**You can see for yourself just how much Rabiou has improved in this video!**

[▶ https://bit.ly/2N8grYX](https://bit.ly/2N8grYX)



Equine therapy gives women rescued from sex-trafficking an opportunity to build new skills of patience, self-confidence, and trust as seen above.

January 13, 2016



Dear Tom,

As we begin 2016 our hearts are filled with gratitude for your love and support. January is officially sex-trafficking awareness month. Thanks to **YOU** women in America and East Africa are being rescued, cared for, empowered and educated to live a new life of freedom. They are experiencing a great sense of love and safety because of all you are doing; some for the very first time.

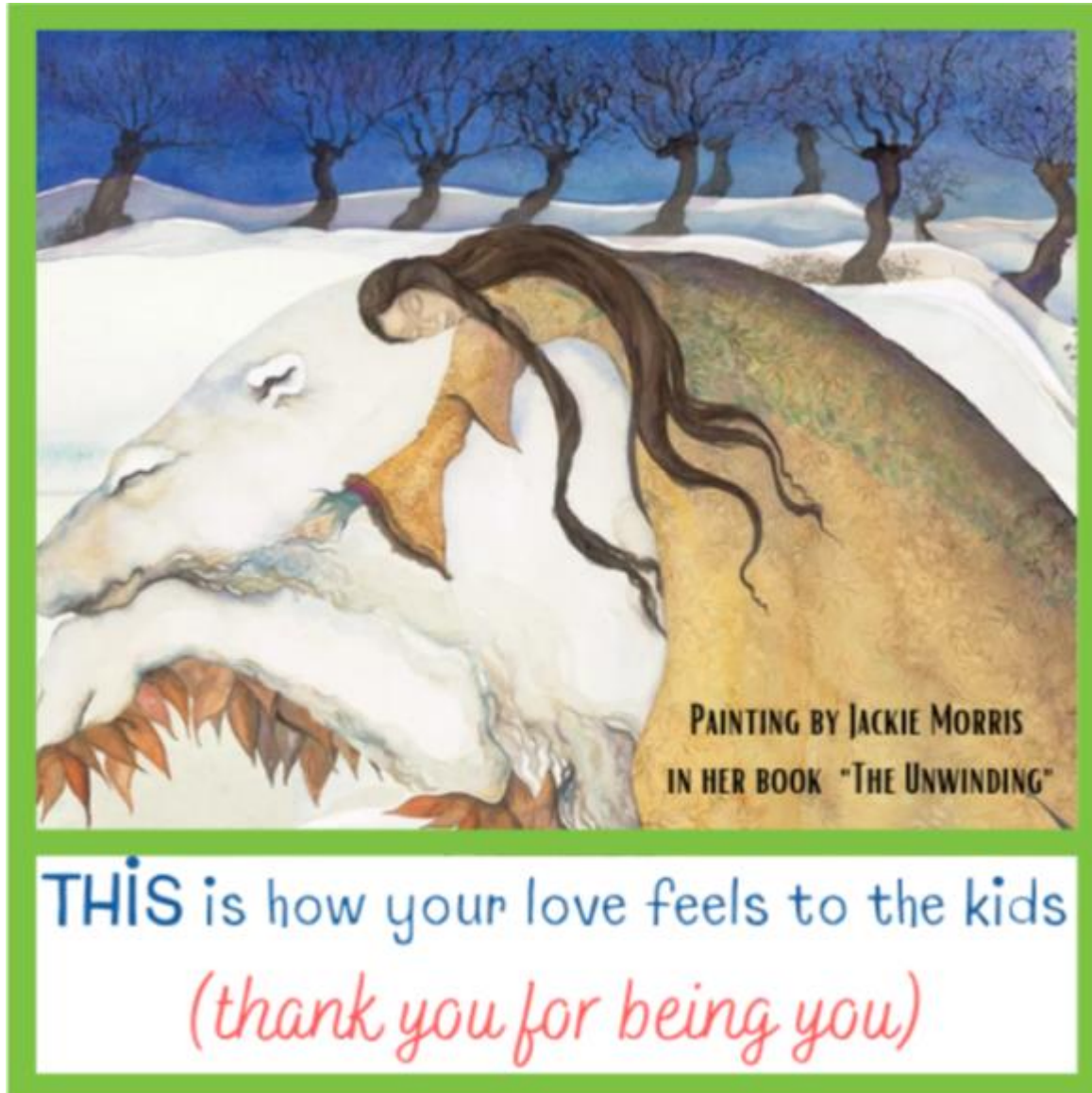
This year be blessed knowing **YOU** are making a difference in the lives of so many.

Sincerely,

*Pat & Sue*  
Pat & Sue Bradley



**“If you’ve time to read nothing else,  
please know this:”**



Source: Vida Joven



What Can It Take On?

# Love doesn't have to be only warm, fluffy and joyful



Here's another child you're feeding and sending to school. Yaline is eleven years old. She's showing you the achievement certificate she recently earned at her school!

### Going to School isn't the Same as Learning in School

*Because of YOU, this girl is able to learn LOTS*

Yaline (yaw-lee-NAY) loves school. And because of you, Yaline is not only GOING to school. She's also LEARNING in school.

All over the world, kids go to school, hungry, traumatized, and scared... Conditions like these make learning almost impossible, because the child is stuck in survival mode.

You're why there's a different story unfolding in Yaline's life.

YOUR loving heart and financial support guarantee that Yaline goes to school with healthy food fueling her brain and muscles.

MAY 2011

## A Letter from Home

Especially for You—Because You Care About Abandoned Children and Teens

VIDA JOVEN DE MEXICO



No more hunger for this cutie pie, thanks to YOU!

"I thought it was normal to be hungry. Then YOU came into my life!"  
—Maria, age 7

**Look inside to see the difference you've made for Maria** →

Thanks to Beth Beall  
Executive Director  
VidaJoven DeMexico  
Participa

### A hungry, malnourished child? Not on your watch

*"You pray for the hungry. Then you feed them. That's how prayer works."*  
— Pope Francis

You mean the world to Maria, who's just seven years old. Here's why...

Like every Vida Joven child, Maria came to the orphanage with her body out of whack. These children carry in their bodies the damaging effects of trauma, malnourishment, hunger, neglect.

Without intervention, hunger and malnourishment would've stunted Maria's growth. Left her acutely vulnerable to disease. Numbed her intellect.

**But then came YOU...**



Maria's brain is firing on all cylinders, thanks to the nourishing food you provide. You give her the food and education she wouldn't otherwise have.

Thanks for being so EGGs-traordinary!

### My, how they grow!

*Thanks to you, these siblings have been safe and loved for the past eight years*



You're why Maria is happy, healthy, and strong. Thanks to you, she has plenty of tasty food to eat at the orphanage.

Thanks to you, Maria now gets plenty of nutritious, delicious food each and every day.

When she first came to the orphanage, Maria—like all the kids—didn't trust there'd be any meal beyond "this one." She gobbled. Hoarded. Anxiously asked for more. More. More.

But with time, Maria is learning to trust. To trust there'll be food tomorrow, just as there's food today.

Such trust is a pretty extraordinary thing. And that's precisely what YOU make possible for Maria.

The world used to be hard-edged and cruel for Maria. Now, thanks to you, this little girl's world is as sweet as a ripe mango and as comforting as chicken soup.

Thanks for being so EGGs-traordinary!




You're why life became magical for Mayra when all she'd previously known was pain. Don't let that sweet smile fool you! Mayra's the most delightful imp you'll ever have of meeting. Thank you for loving her so.

Everything this brother and sister know about love, they know because of you. Your devotion to abandoned children like Daniel and Mayra is the inspiration our world needs.

XOXO

# Love can take on fear in its raw form

Thanks to you, Maria now gets plenty of nutritious, delicious food each and every day.

When she first came to the orphanage, Maria—like all the kids—didn't trust there'd be any meal beyond "this one." She gobbled. Hoarded. Anxiously asked for more. More. More.

But with time, Maria is learning to trust. To trust there'll be food tomorrow, just as there's food today.

Such trust is a pretty extraordinary thing. And that's precisely what YOU make possible for Maria.

The world used to be hard-edged and cruel for Maria. Now, thanks to you, this little girl's world is as sweet as a ripe mango and as comforting as chicken soup.

**A hungry, malnourished child? Not on your watch**

*"You pray for the hungry. Then you feed them. That's how proper work."*  
— Pope Francis

You mean the world to Maria, who's just seven years old. Here's why... Like every other orphaned child, Maria came to the orphanage with her belly full of worry. These children are so thin. Malnourished. Hungry. Scared.

Without intervention, hunger and malnourishment would've stunted Maria's growth. Left her weakly vulnerable to disease. Stunted her learning.

But not here. Maria is thriving to the max. She's growing like a champ. She's a pretty extraordinary kid. And that's precisely what YOU make possible for Maria.

The world used to be hard-edged and cruel for Maria. Now, thanks to you, this little girl's world is as sweet as a ripe mango and as comforting as chicken soup.

Thanks for being an ECHO volunteer!

**My, how they grow!**

Thanks to you, these siblings have been safe and loved for the past eight years.

David and his sister Maya arrived at Vida Joven in 2012. David was just three years old, and Maya was two. They were thin, when they arrived at the orphanage.

You've kept David safe when he arrived at the orphanage. You've kept Maya safe when she arrived at the orphanage. You've kept them safe when they arrived at the orphanage. You've kept them safe when they arrived at the orphanage.

David and his sister Maya arrived at Vida Joven in 2012. David was just three years old, and Maya was two. They were thin, when they arrived at the orphanage.

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# Relationship Fundraising 3.0

Identity  
Wellbeing  
&  
Love



Institute *for* Sustainable  
Philanthropy

**A HUGE THANK YOU**

A huge thank you to our lead and project sponsors, who made this project happen. We are immensely grateful for your vision, support, and (of course) love!

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