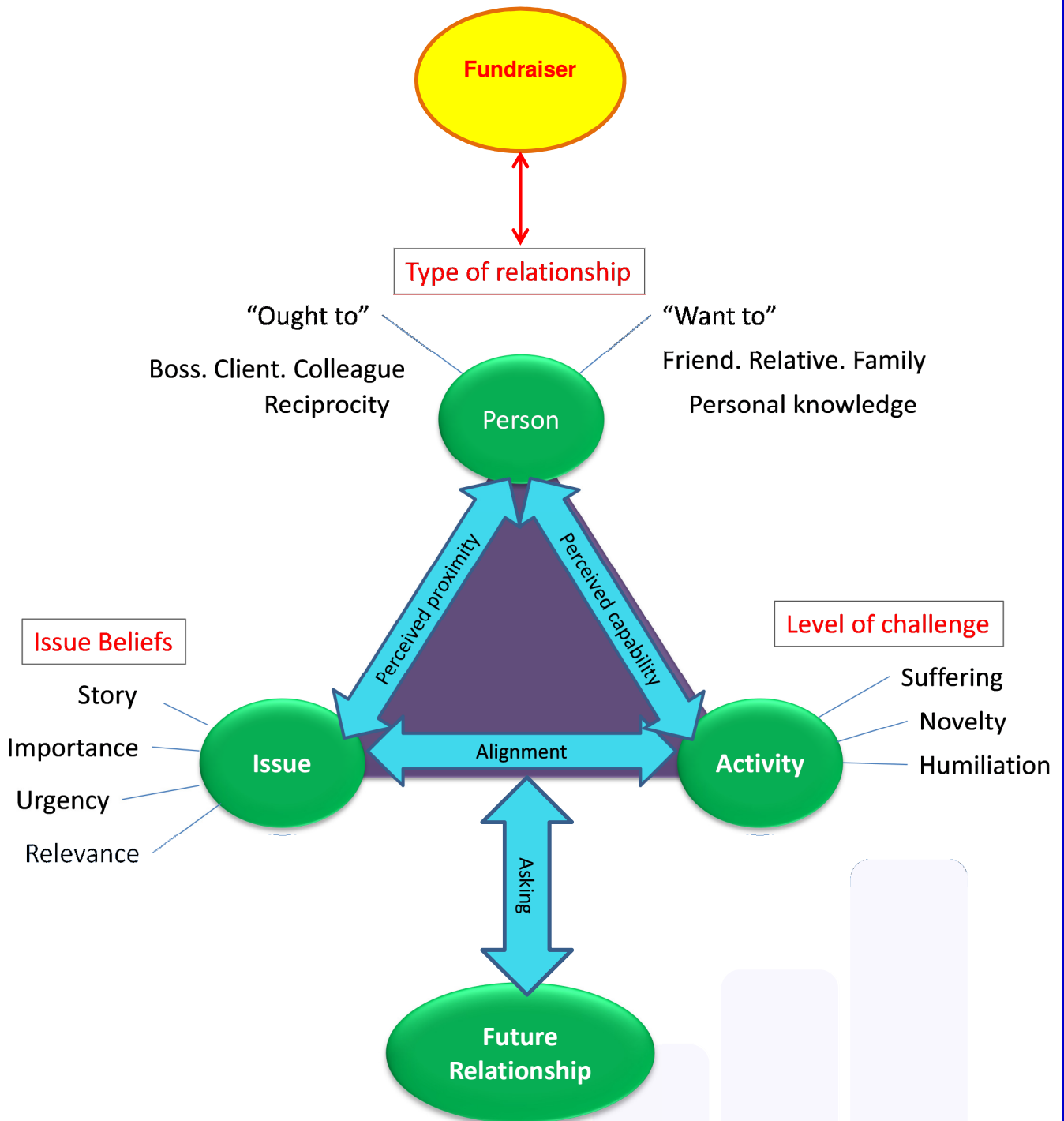


Diagram of the Month

Peer to Peer Online Triangle



Peer to Peer Online Triangle

The Peer to Peer Online Triangle was informed by various psychological studies taken from *The Science of Giving*, and then validated through a multi-charity research study into giving behaviours associated with Sydney's City to Surf fun run. It shows that:

Type of Relationship – how well I know you.

Those close to you (immediate family and good friends) are more likely to donate and to donate more. But, most fundraisers do not even ask all their close family and mates. With over 75% of fundraisers sending less than 50 emails people are dramatically self censoring who may give. They do this because the recipient may "feel awkward". *Encourage fundraisers to ask more people.*

Perceived Proximity – how connected are you to the cause?

If you ask for support for a cause that the donor *believes* you have been impacted by or previously committed to, they are more likely to give more. *Get fundraisers to explain to donors why they care so much.*

Purpose – why am I doing this?

Those who have a stated purpose to raise funds raise more money than those who initially enter the event as a "goal to train" for or to "improve their time". Yet the majority were not initially motivated by fundraising. People in teams raise more money. *Develop a team strategy and remind people what your organisation achieves.*

Influence – telling stories and following up

Those who elaborate on the standard information provided by the charity (about 40%) and those who send follow up emails (around 40% of all fundraisers) raise more money. *Ask fundraisers to tell their story and send a follow up email.*

Target Setting – how much to raise?

Fundraisers are guessing about the target to set themselves. Similarly, donors are giving what they normally give – this can be influenced by social norms and specific asks. *Use dollar handles for fundraisers and donors.*

Alignment – how relevant is the activity to the cause

In the City to Surf research we were unable to test this but the theory is that if the donor already believes in the cause you are raising funds for they will give more. If the activity undertaken is related to the issue you are raising funds they will also give more.

Engagement – what next?

The majority of fundraisers are willing to do more for you (but are not keen on committing to regular givers) but they are reluctant to ask their donors. However their donors are very willing to respond to further requests from the fundraiser.

Find out more

To receive a detailed presentation on the findings or to participate in the 2012 City 2 Surf research, please contact us.

More is a strategic marketing, management and fundraising consultancy specialising in helping not for profits increase their impact

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