



Building an Ongoing Culture of Philanthropy through Annual Giving

Hilary Dana Smiley, Assistant Vice President, Boston Children's Hospital
Stephen Rodriguez, Director of Annual Giving, Phillips Academy - Andover



Topics

- Let's Interact!
- The Annual Cycle and Motivations
- What is Community and Culture?
- Case Study 1
- Social Proof and Behavioral Change
- Case Study 2
- Questions

“Community”



com·mu·ni·ty

/kəˈmyʊnədə/

noun

1. a group of people living in the same place or having a particular characteristic in common.
"Rhode Island's Japanese community"
synonyms: group, body, set, circle, clique, faction; [More](#)
2. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.
"the sense of community that organized religion can provide"

Culture = Connection

“Connection is the energy that is created between people when they feel seen, heard and valued.”

- Brene Brown

Who Is Your Audience?

- What connects them?
- What is their collective impact?
- How do you say thank you in a way that makes them want to give again, and again?

Person to Person



"Giving is not about making a donation. It is about making a difference." – Kathy Calvin

- 1-1 Marketing/Communication is the norm
- Follow the adage that people give to people
- Speak to each individual through all your activity
- Communicate en masse, convert in person

Case Study #1: Light Up Our Hospital

- Boston Children's Hospital has app. 12,000 full time employees
 - Very little awareness of philanthropy/philanthropic culture
 - Uncertain times in healthcare
 - Budget cuts and campus renovations, but...
-
- **People work here for a reason!**

Making Connection to the Mission

- Made it personal, meetings across the institution
- Consistently bring message back to mission
- Play on passion – whatever that passion is
- Have fun

Lighting It Up



The Campaign

- The right time of year!
- Spokesperson who resonated with the community
- All user emails showing impact
- Presence: you are seen, heard and valued
- You + You + You + You + You + You
- Visible pride
- Tangible goal

FEEL GOOD



The Results

- Nearly 4,000 bracelets sold (\$40K first time effort)
- Feedback was tremendous
- People asking what more they can do
- Keep the light going...2018 and beyond

Persuasion and Social Proof



The 6 Principles of Persuasion by Robert Cialdini

1. **Liking** – If people like you they're more likely to say yes.
2. **Reciprocity** – People tend to return favors.
3. **Social Proof** – People will do things that they see others doing.
4. **Commitment and Consistency** – People want to be consistent. If they make a voluntary, public commitment, they'll follow—through.
5. **Authority** – People defer to experts and to those in positions of authority.
6. **Scarcity** – People value things if they perceive them to be scarce.

Case Study #2: Social Proof as a Campaign

Giving Days: Essentially an incredibly short comprehensive campaign with artificial deadlines and plenty of Social Proof.



Case Study #2

What makes a Giving Day successful and why can they help you?

1. It generates excitement, momentum, and community.
2. It drives participation and inspires others.
3. It can leverage well known (and liked) leaders.
4. Strengthens philanthropic behavior through multiple annual gifts.
5. Demonstrates social proof organically.
6. Empowers you to meet donors where they are.

Case Study #2



Alison Smith Lord

♥ matched 32 gifts for a total of \$384
 < generated 105 clicks and 26 gifts, totaling \$7,800



Jenny Rose Savino

< generated 125 clicks and 6 gifts, totaling \$905



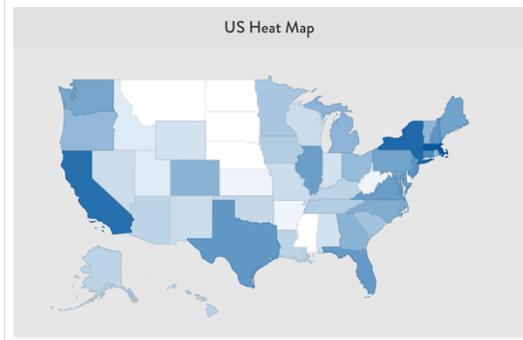
John Kline

♥ matched 38 gifts for a total of \$3,800
 < generated 133 clicks and 2 gifts, totaling \$60
 ▶ created a personal plea

[Watch Personal Plea](#)

Case Study #2

ABOUT (5) DONORS (2,932) ADVOCATES (188)



Class Leaderboard

The Class Leaderboard reflects giving from Alumni, Student, Parent

Class Year	⇅	Donors	⇅	Dollars	⇅
2005		107		\$8,069	
2019		90		\$26,687	
1992		89		\$178,163	
2017		87		\$30,770	
2015		85		\$9,231	
2018		83		\$50,584	
2020		79		\$34,125	
2001		76		\$7,253	
2011		73		\$5,664	
2009		72		\$4,810	

Case Study #2



Aligning towards a common goal a community was created. Through stewardship this idea of collective impact as a group is supported.

