

THE DONATION EQUATION

THINK LIKE A SCIENTIST AND FUNDRAISE SMARTER
READ MORE AT DONATIONEQUATION.COM

$$\left(\begin{array}{c} \text{E} \quad 2\% \\ \text{P} \\ \text{Philanthropy} \\ \text{Bo, X, M, Y, Z, A} \end{array} + \begin{array}{c} \text{E} \quad \text{Recycle} \\ \text{G} \\ \text{Gratitude} \\ \text{24h, 7x, 4/15} \end{array} \right) / \begin{array}{c} \text{E} \quad \neq \text{U} \\ \text{B} \\ \text{Barriers} \\ \text{<60s, <2c} \end{array} \times \left(\begin{array}{c} \text{C} \quad \text{Wi-Fi} \\ \text{C} \\ \text{Connection} \\ \text{C, A, P} \end{array} + \begin{array}{c} \text{C} \quad 6.5'' \\ \text{S} \\ \text{Story} \\ \text{A, E, P} \end{array} + \begin{array}{c} \text{C} \quad \times 2 \\ \text{U} \\ \text{Urgency} \\ \text{1d, 6/30, 12/31} \end{array} \right)$$

QUICK GUIDE: Understand the basics of The Donation Equation and start applying it to boost your fundraising efforts. This worksheet walks you through the key components, helping you think strategically about your approach.

BASELINE INGREDIENTS



Philanthropy: The Foundation of Giving

What motivates your donors to give? What values or experiences drive their philanthropy? How are you identifying high net worth potential donors? How are you building a "culture" of philanthropy?



Gratitude: Recognizing and Rewarding Donors

How do you thank your donors? What do they gain from giving? How are you incorporating strategic (and tax-incentived) giving options?



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ACCELERATORS



Connection: Building Strong Relationships

How are you connecting donors to your cause, your team, and their peers?



Story: Telling a Compelling Narrative

What stories are you sharing to inspire donors? How can these stories drive action?

How are you telling the donor's story?



Urgency: Creating the Need to Act

Why should donors give now? What will happen if they wait?

THE DONATION EQUATION

REDUCING FRICTION: BARRIERS



Barriers: Removing Obstacles to Giving

What makes it difficult for donors to contribute? How can you make it easier? What can you do for donors that they don't have to do? How can technology help?

YOUR EQUATION IN ACTION

Reflection and Action: Putting it All Together

With the Donation Equation in mind, outline how you'll approach your next fundraising effort. What changes will you make?

Now, pick one Element or Catalyst, and try something new!

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