



# The Role of Lay Leadership: Enhancing the Value of Camp

## Leaders Assembly 2018

March 19, 2018

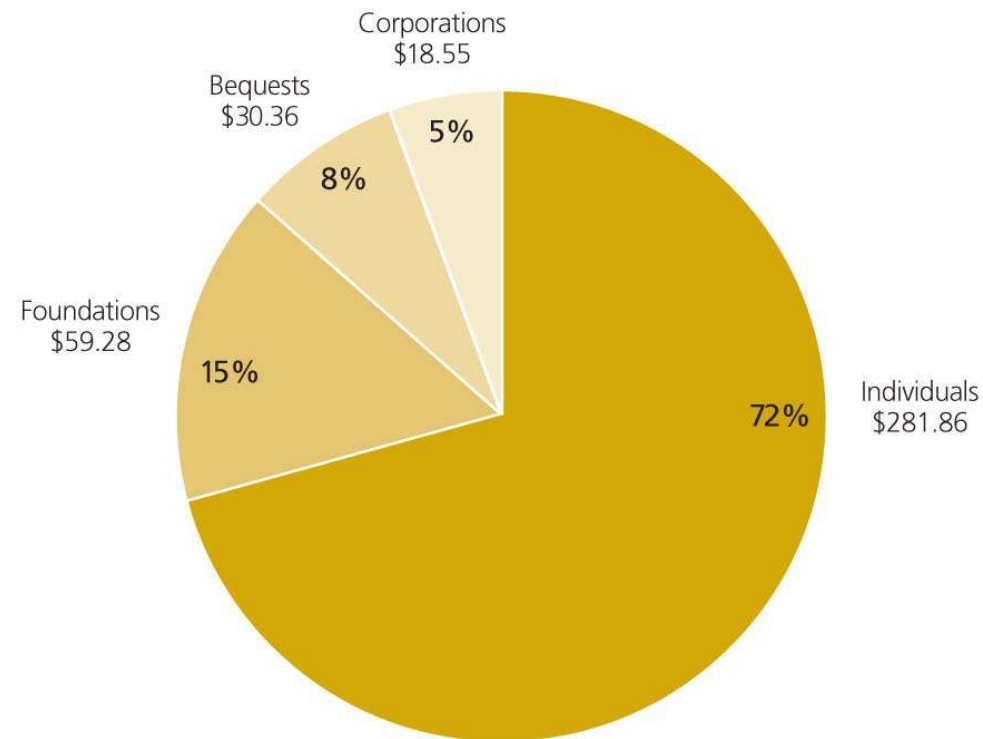
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**The State of Philanthropy  
in America Today:  
A View from the Field**

# 2016 Contributions: \$390.05 billion

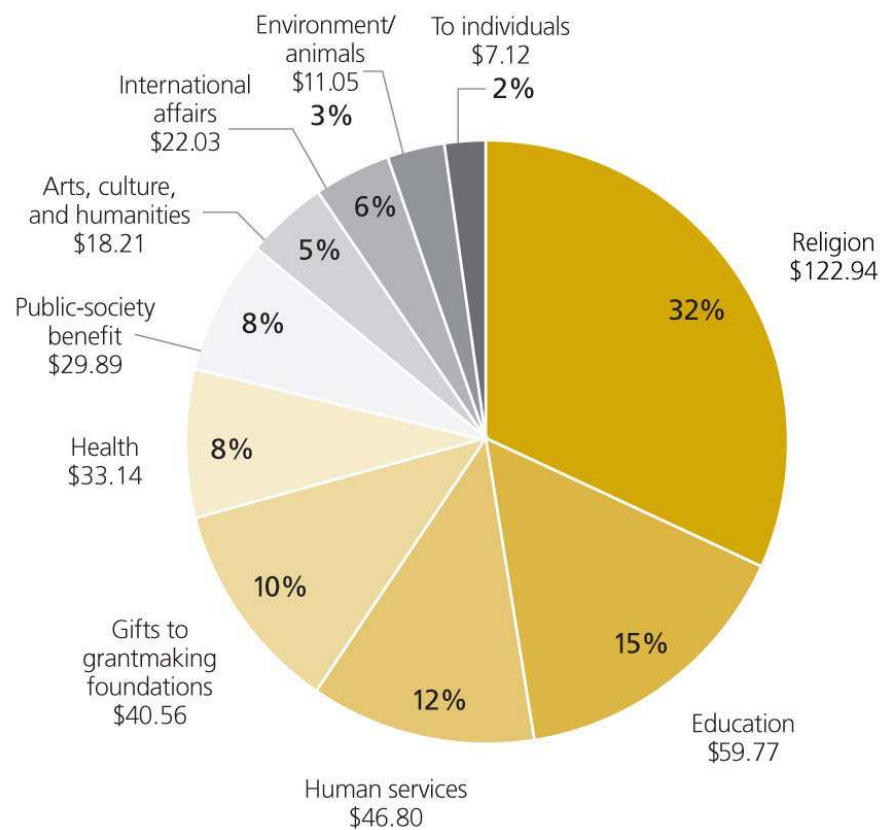


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# Who receives the \$390.05 billion?

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Q:

How do you get your  
piece of the pie?

A:

# Understanding Donors and Connecting Authentically

# What Motivates Donors to Give

According to the 2016 US Trust Study of High Net Worth Philanthropy

- Believing in the mission of organizations (54%)
- Believing that their gift can make a difference (44%)
- Experiencing personal satisfaction, enjoyment, or fulfillment (39%)
- Supporting the same causes annually (36%)
- Giving back to the community (27%)
- Adhering to religious beliefs (23%)

18% of wealthy donors in the same study say they gave because of tax benefits which is a drop from 34% in the 2014 study.

# Thwart Excuses for Not Giving

- Improve your performance to promote pro-social behavior
- Provide information—carefully framed
- But, it is not just about data
- Tell stories...



# Power Elements Make Stories Work

## ❖ Arc

- A beginning, middle and end
- Put the end of the story in the donor's hands

## ❖ Audience

- Know your audience
- Connect with them, not yourself

## ❖ Angle

- Start well and you will end well

# Power Elements Make Stories Work

## ❖ Action

- Pack with action, tension, or conflict
- Otherwise it's not a story

## ❖ Answer

- An answer or resolution to the conflict
- In the thank-you communication...not the ask

## ❖ Affirm

- Validate donors
- Make them feel like the heroes they are

# Ask—Thank—Report—Repeat

## Process for donor retention

- Ask

- Gives gift and feels great
- Doesn't know what's going to happen

- Thank

- Knows gift received and appreciated
- Doesn't know if gift made a difference

# Ask—Thank—Report—Repeat

## Process for donor retention

- Report

- Sees how gift made a difference
- Feels great, trusts camp
- Likely to give again

- REPEAT!

# Ten Rules to Remember

1. Stories are about camp's impact
2. Have a personal connection to the story
3. Know why you are telling the story
4. Connect with your audience first—  
shared values
5. Main character=client not camp

# Ten Rules to Remember

6. Hero is camp and its donors
7. Use conflict to drive story
8. Only include details that move story
9. Tell story with passion
10. Practice, practice, practice

# Benefits

- Increased engagement
- Mission, vision and values ambassadors
- Develop more volunteer leadership
- Increased annual fund
- Potential for capital, endowment, and planned giving programs



# Enduring Values

אלו דברים שאין להם שעור:  
שאדם אוכל פרותיהם בעולם הזה  
והקרן קימת לו לעולם הבא: ואלו הן--

These are the obligations without measure, whose reward, too, is without measure:



כבוד אב ואם  
וגמילות חסדים  
והשכמת בית המדרש שחרית וערבית  
והכנסת אורחים  
ובקור חולים  
והכנסת כלה  
ולוית המת  
ועיון תפלה  
והבאת שלום בין אדם לחברו

*To honor father and mother;  
to perform acts of love and kindness;  
to attend the house of study daily;  
to welcome the stranger;  
to visit the sick;  
to rejoice with bride and groom;  
to console the bereaved;  
to pray with sincerity; and  
to make peace when there is strife.*





## ותלמוד תורה כנגד כלם

And the study of Torah is equal to them all,  
because it leads to them all.”

*--Shabbat, 127a*



אמר רבי יוסי יהא חלקי מגבאי צדקה ולא ממחלקי צדקה

Rabbi Yossi said:

May my portion be with those who raise tzedakah and not with those only who distribute it.

--Shabbat 118b

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