

Active Supporters

Emphasis is on “active”

Altruistic: (“unselfish regard for or devotion to the welfare of others”)

- Give back to the global community
- I need to make wherever I’ve been a better place
- I should do something directly to change the world
- Feel good when I do more than expected
- Feel good about doing something to help people in need
- Helping others improves my life
- I need to make things happen because it’s the right thing to do
- Believe each us needs to take a turn
- I was raised to “do my part”
- Appreciate the time people gave to me
- Give back because support I got was important to me
- Feel a debt to people who have directly benefited my life

Want to have an impact

- Impact in general
 - 1) Look for a project that make a difference
 - 2) Avoid activities that are a poor use of my time; identify worthwhile opportunities
 - 3) Look for projects that make an impact
 - 4) Look at groups where my skill set will be helpful
 - 5) Feel good about having an impact, my individual impact
 - 6) Feel pride in creating great results, a legacy
 - 7) Will increase donations as capacity to give grows
- Impact on my community
 - 1) I need to support things critical to my town
 - 2) Believe my organization is a vital part of the community
 - 3) Believe we will help my community economically and socially

Seeking affinity (matching personal interests and values, and those of the organization)

- Looking to join and support opportunities related to my interests
- I should serve parts of my community that matter to me
- Find worthwhile activities that align with my personal values
- Join the group because of shared interest and values of other members
- Join because the work relates to my interests
- Identify causes I’m passionate about
- Believe my activities should mirror my beliefs

Have high expectations (of the organization and its leadership)

- Pride being associated with a strong strategic plan
- Feel we need to stay ahead and not just keep up
- I need to have confidence in leadership
- More willing to invest my time where I see a defined purpose
- Assess track record of an organization in making a difference
- Feel confident people that run the place are going to get it done
- Think leadership should actively promote us
- Expect to be updated if my organization does anything major
- Want to feel connected through receiving communications

Want an active role (once they commit to being an Active Supporter)

- Feel I have personal influence on the organization
- Think that by leading I can have an impact on my organization
- Believe leadership responsibility means I need to do what is asked of me
- Feel respected being in a leadership position
- Feel emotionally invested in my position
- Improve the processes
- Improve the way the group operates
- Feel passionate about my involvement
- Believe doing this is part of why I love my life
- Feel excited to be actively participating
- Feel good about spending time on something worthwhile

Proud (once the transition from Active Supporter to Proud Belonger)

- Feel pride in the organization
- Feel pride about quality of research and academics
- Feel pride about local and global impact
- Excited about leadership

- Goal of development: Making a match between the needs of the institution and the dreams of donors.
- The stronger the match, theoretically, the greater the potential support.) with supports needs, the greater the support.