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
- Feed good when I do more than expected
- Feed 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 Prideful 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.