

## The Extreme Fundraising Ezine, Vol. II Issue 6

### "Creating Donor Evangelists: Putting It All Together"

Welcome to the March 16 edition of the Extreme Fundraising Ezine. A special welcome to all the new subscribers! We've just completed an extended book review of Jackie Huba and Ben McConnell's "Creating Customer Evangelist" and examined how it applies to nonprofits. In this issue, I'll sum up what we've learned. (If you need to catch up on this series, all the back issues can be found in the "ezine" section at [http://fundraisingcoach.com/.](http://fundraisingcoach.com/))

---

## I. Creating Donor Evangelists: Putting It All Together

### II. Marc's Speaking

### III. A Survey

---

## I. Creating Donor Evangelists: Putting it All Together

We've covered a lot of ground since we started this series back in November! From Marcus Buckingham and Curt Coffman in *First Break All The Rules*, we've learned that "accuracy" and "availability" are two things customers and donors take for granted. We've also learned that truly committed donors, real advocates, are created when they feel they are "partnered" with the organization and when they look to that organization for advice.

It seems that most of our fundraising is focused on the first two attributes while the last two all too often seem expendable. I believe the Gallup organization now gives us objective research to turn our typical approach on its head!

But HOW do you create systems that foster donor advocates? How can you create an environment of donors beating down your doors to give you money AND telling all their friends about how great your nonprofit it is? Fortunately for us, Ben McConnell and Jackie Huba have created a veritable handbook on how to do just that: *Creating Customer Evangelists*.

### **CREATING DONOR EVANGELISTS**

After studying businesses that create customers that evangelize for them, McConnell and Huba distill their findings into six *Creating Customer Evangelist* themes. These themes are:

1. Customer Plus-Delta: Understanding the Love
2. Napsterize Your Knowledge: Give to Receive
3. Build the Buzz: Spreading the Word
4. Create Community: Bringing Customers Together
5. Bite-Size Chunks: From Sampling to Evangelism
6. Create a Cause: When Business is Good

Following their findings, we create DONOR evangelists when we:

- know what our donors like about us and what they think we need to improve;
- give away our knowledge and information in ways that are easy to receive and easy to pass on;
- are intentional about spreading our story word-of-mouth;
- do all we can to foster relationships between us and our donors and, more importantly, between the donors themselves;
- find ways to allow donors and prospective donors to get a sample taste of either our "product" or of the experience of being a donor to our organization;
- are intentional about being passionate about our organization's mission--so passionate that it becomes a cause--and make it easy for donors to join our cause.

## **WHAT ABOUT YOU?**

So what are you going to do with this exciting information? Are you convinced that creating donor evangelists is important to your nonprofit? Or are you already attracting more new donors than you can handle? How are these six themes going to change or fine tune your approach to fundraising? All six are ways of thinking that once learned can become habitual and part of your staff's or organization's culture.

Reply to this message or email me at [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com) and let me know what changes you plan on implementing. Also let me know if you're interested in having me coach you or your staff through some of those changes.

## **II. Marc's Speaking**

APC's Spring Conference in LA was a blast! I'm so glad I was able to see so many of you there!

My next seminar is on April 27 back in the other L-A, Lewiston-Auburn, Maine. I'll be giving a brand new 3-hour seminar called "How To Handle Objections." If you don't know what to do when you make a solicitation and the donor doesn't say "yes" OR "no," this seminar is created for you!

Email me at [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com) if you're interested in having my come speak to your staff or organization.

## **III. A Survey**

In a week or so, I will be emailing you a link to a survey exclusively for Extreme Fundraising Ezine subscribers. I'll keep it short. Your participation will help me craft future issues of EFE.

Stay tuned: our next series in Extreme Fundraising will be examining how our natural abilities, our hardwiring, impacts how we interact with people and ask for money. We'll use the abilities as defined in The Highlands Ability Battery (<http://www.highlandsco.com/>). This is an exciting series that I've been looking forward to doing ever since I took the Battery!

Thanks! To your extreme fundraising success,

Marc

P.S. Here are the details on the two books:

"First, Break All the Rules: What the World's Greatest Managers Do Differently" by Marcus Buckingham & Curt Coffman; Publisher: Simon & Schuster; (May 5, 1999); ISBN: 0684852861  
<http://www.amazon.com/exec/obidos/ASIN/0684852861/marcpitmancom>

"Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force" by Ben McConnell & Jackie Huba; Dearborn Trade Publishing; (November 12, 2002); ISBN: 0793155614

<http://www.amazon.com/exec/obidos/ASIN/0793155614/marcpitmancom>

---

Marc A. Pitman is an executive coach to nonprofit leaders. An expert in helping people identify their natural abilities, he's committed to providing down-to-earth information that will decrease stress and put the "fun" back into fundraising!

The Extreme Fundraising Ezine is a complimentary newsletter of The Fundraising Coach  
<http://fundraisingcoach.com>. Feel free to pass it on!

(c) 2004 The Pitman Group.

"Fundraising is an extreme sport" and "Extreme Fundraising" are trademarks of The Pitman Group.

---