



Do Good, Feel Better Workshop

created by Embolden, exclusively for nonprofit organizations

**Growing Your Organization by Understanding Social Impact
Personality Type**

FACILITATOR'S GUIDE

90 Minute Workshop

Workshop Introduction - 15 minutes

Opening Quiz

Give your audience this quiz as an opener.

Person 1 gave \$25 to a charity.

Person 2 gave \$25 to a charity.

Which of the following is the first thing you need to know to decide which gift made a bigger difference in the lives of others?

- Which charity got the money
- Whether there were strings attached to how the charity could use the money
- Does the charity measure the impact of its programs

The answer is none of the above. Before you explore questions about the charity, you need to know why the person gave the money in the first place.

Now try it again:

Person 1 gave \$25 to a charity she chose because the charity had helped her best friend get off the streets. Person 1 feels great about it.

Person 2 gave \$25 to the same charity because it was the organization selected by her employer as part of a holiday giving campaign. Person 2 felt guilted into making the gift.

Person 1's gift made a bigger difference. Why, though? The money wound up in the same place. The answer is Person 1's gift made a bigger difference because of its effect on future gifts. Person 1 enjoyed the experience and is therefore likely to do it again. Person 2 is less likely to give money again because it was not a good experience. The "supply side" of philanthropy has been negatively impacted because of the way Person 2 feels. This "corporate cram down" dynamic is going on not only in the workplace, but also in families and social circles. That's why the entry of the socially conscious millennial generation into the workforce has failed to make a difference in the social sector, where the number of charities has more than doubled from 654,186 in 1996 to more than 1.6 million today. At the end of 1999, dollars flowing from philanthropy to these organizations stood at 2.1% of GDP. And that's exactly where it sits now, at 2.1%. Supply and demand are out of balance.

Tell your audience: This is the problem we are solving for [your organization] through this workshop to help increase fundraising success. We are working together to learn how to make our organization more attractive to donors.

Ice Breaker

Next, ask your audience this question: *Why do you enjoy giving to [your organization]?*

Ask participants to write down their answers. Encourage them to take time to think about it. As facilitator, share your answer first, verbally. Then ask participants to share.

Then, ask the audience to pay attention to how they are feeling, right now. Make the following observation:

When people talk about giving, they relax. They become more upbeat. They lean in. They keep on talking. They are proud, confident...emboldened even. And they are happy. They feel better!

Key Point

Fundraising is more successful when philanthropy feels good to the donor.

It's critical to the success of your workshop that your audience understand the science and why it is so important.

Explain the science behind this phenomenon:

At first glance, philanthropy and positive psychology appear to have very little in common. Philanthropy is a term generally associated with giving money to charities, doing good in the community, and creating social value. Positive psychology usually connotes an academic approach to emotional strengths and virtues that enable people to thrive.

But there is indeed a connection. After all, philanthropy, according to the classic dictionary definition, means a "love of humanity" in the sense of caring, nourishing, developing, and enhancing "what it is to be human" on both the benefactors' and beneficiaries' parts. The connection is right there.

What's more, the benefits aren't limited to your mood. After scouring websites, journals, blogs, articles, and more, the Embolden research team uncovered dozens of studies linking philanthropic behavior and improved physical health. Research suggests activities such as volunteering and giving can lead to a longer life, lower blood pressure, and better pain management.

Part I: Understanding the Social Impact Culture Mindset - 15 minutes

Explain to your audience that as fundraisers and advocates for [your organization], the group needs to understand the experience of charitable giving from the broadest point of view possible to discover human behaviors and emotions that extended beyond the act of writing a check and into the well-rounded lives of Americans today. The reason this is important is because social impact--in a broad sense--is the contemporary mindset surrounding philanthropy.

Here is the message: *People are doing good in a variety of ways, and they want to feel even better about the experience in ways other than just writing a check or even attending an event.*

Key Point: *Fundraising will feel better to the donor, and therefore be more successful, if you approach donors and prospects through a Social Impact Culture mindset.*

Explain “Social Impact Culture Mindset” to your audience.

Start by explaining to your audience that the contemporary point of view is that philanthropy embraces the full range of social impact behaviors (“Social Impact Culture Mindset”):

1. Caring about health and wellness
2. Giving to charities
3. Volunteering at a charity
4. Serving on a charity's board of directors
5. Purchasing products that support a cause
6. Recycling and respecting a sustainable environment
7. Donating items of food and clothing
8. Marketing a favorite charity
9. Sharing with family and friends in need
10. Celebrating at community events

Explain to your audience that each of us has our own approach to “doing good.” Each of us leans toward one of the three Social Impact Personality Types uncovered in a five-year research study: Investor, Activator, or Connector.

When [your organization]'s staff and board approach fundraising with and understanding that donor mindsets are not all alike, efforts to deepen engagement will be more successful.

Explain to your audience that the best way to get in touch with this idea is, of course, through self-reflection and understanding your own Social Impact Personality Type. That's what the rest of this workshop is designed to do.

Here is the message:

Understanding our donors' Social Impact Personality Types will inspire them to focus on the social impact activities they enjoy the most. What is the result when our organization makes this happen? Our donors feel good about us! They know they are not only improving the lives of others, but their own happiness and satisfaction will improve right along with it.

Part II: Social Impact Personality Types - 15 minutes

There are three Social Impact Personality Types: Investors, Connectors, and Activators. Here is a description of each one. Read the descriptions to your audience and ask them to guess which type they think they are.

Key point: *Before we can understand our donors' social impact culture mindset, we must get in touch with our own. This part of the workshop is designed to help us get in touch with our own Social Impact Personality Types.*

Here are the types:

- **Investors** prefer to engage in social impact activities that are independent and do not require scheduling dedicated time or working directly with others in the pursuit of a charitable endeavor.
- **Connectors** prefer to engage in social impact activities that are social in nature, involving the opportunity to get together with others.
- **Activators** are passionate about participating in the causes they care most about, and they tend to focus on "changing the world" and impacting one or more social issues on a broad scale.

Tip! Have fun with the icons in your handouts and materials!



Activator



Connector



Investor

Part III: Discover Your Social Impact Personality Type - 15 minutes

This section of the workshop is an interactive activity. Ask participants to complete the exercise on the Discover Your Social Impact Personality Type Worksheet.



Conclusion: Celebrate! - 15 minutes

Encourage your audience to reflect on the exercise and how it made them feel.

Explain why this is important:

Taking the time to think about other people is what doing good is all about. And it should make *you* happy, too. When you are in touch with your Social Impact Personality Type, you'll naturally be drawn to the ways you find the most meaning and enjoyment in doing good. Are you an Activator, Investor, or Connector? You can't go wrong! Philanthropy is about celebrating what it is to be human. What matters is that you feel good about the ways you're making a difference in others' lives and enriching your own life, too.

You are human. That's all it takes to make your life better.

**10 WAYS TO DO GOOD
QUICK REFERENCE GUIDE**

CARING

Acting on a commitment to your own physical and mental health.

GIVING

Contributing money or stock to a charitable organization recognized by the IRS.

VOLUNTEERING

A hands-on contribution of your time to an organized cause that helps others.

SERVING

Being active on a board of directors or similar group for a community or civic purpose.

PURCHASING

Buying products and services that include a charitable element.

RECYCLING

Furthering a sustainable and regenerative environment.

DONATING

Collecting necessities for people in need.

MARKETING

Promoting a cause to encourage other people to support it.

SHARING

Helping one particular person, family, or group of people you select.

CELEBRATING

Supporting favorite causes by showing up at events.