

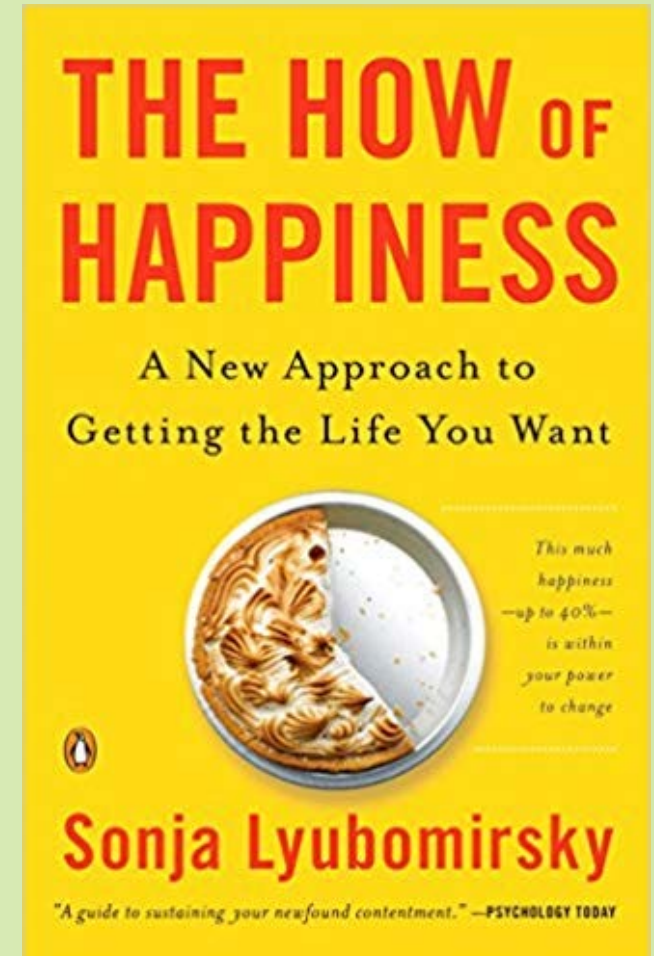


The Science of Happiness Through Fundraising

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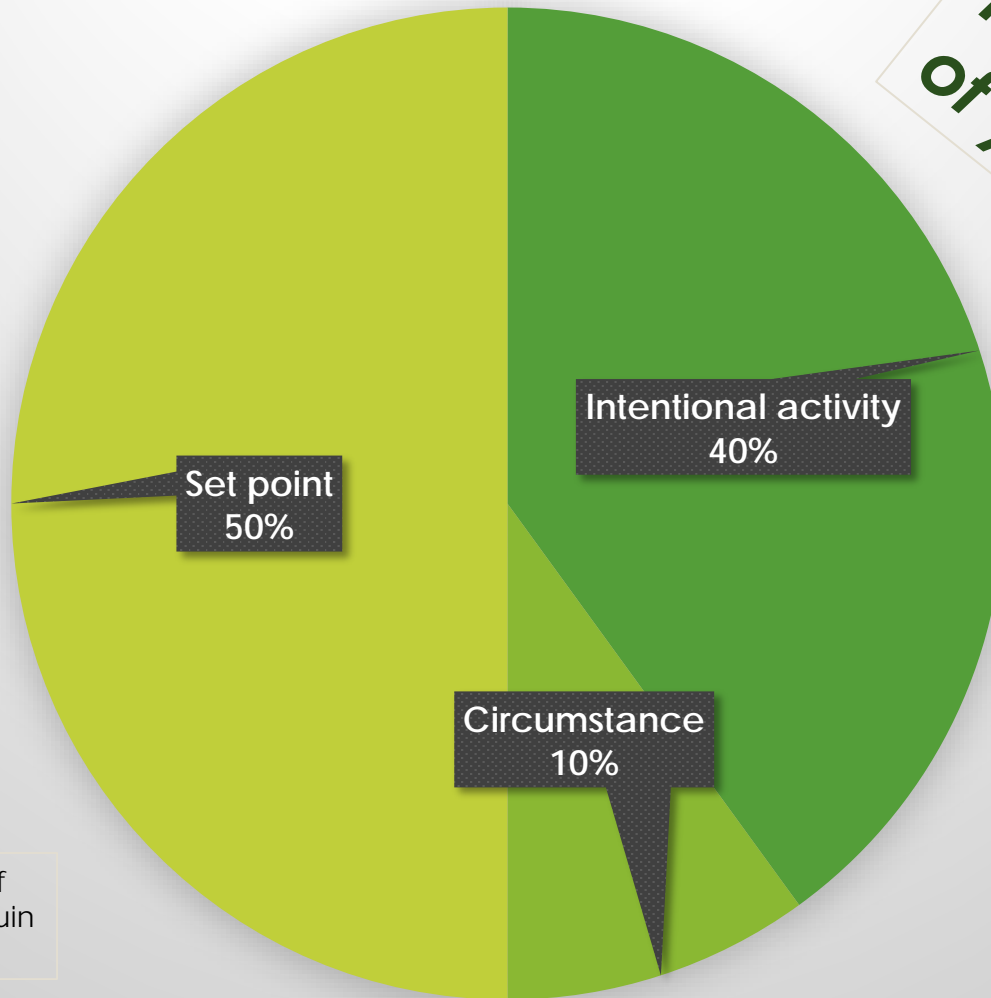
In this session you will....

- › Examine factors that elevate happiness levels.
- › Explore your personal philosophy for giving.
- › Recognize a variety of ways to encourage donor generosity and happiness.
- › Learn how you can use the joy of giving to support your mission.




What Determines Happiness

Happiness Factors



You control 40%
of your happiness

Lyubomirsky, S, (2007) The how of happiness, New York, N.Y.: Penquin Group,



How Happy Are You? Rate 1-7

In general, I consider myself:

1 2 3 4 5 6 7

Not a very happy person

A very happy person

Compared with most of my peers, I consider myself:

1 2 3 4 5 6 7

Less happy

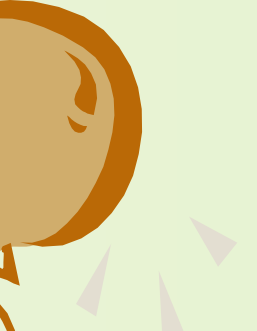
more happy

Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?

1 2 3 4 5 6 7

Not all

A great deal



FACTORS THAT ELEVATE HAPPINESS

1. Meaningful social connections
2. Contributing to the welfare of others (termed the warm glow motive)
3. Having a sense of purpose



- 
- › Enjoy and nurture relationships
 - › Comfortable expressing gratitude
 - › First to offer helping hand to someone
 - › Optimistic about the future
 - › Savor life and live in the present
 - › Physical exercise is a daily habit
 - › Committed to goals and ambitions
 - › Resilient during times of stress
 - › More charitable and cooperative
 - › Sociable and energetic
 - › Better liked by others




Snapshot of a happy person

And the research says....

› *Happy people are:*

- ❑ Better leaders and negotiators
- ❑ More productive on the job
- ❑ Flexible in their thinking
- ❑ Have stronger immune systems
- ❑ **MAKE MORE MONEY!**





Boosting Happiness through Fundraising

Meaningful social connections

- Volunteerism and events.
- Social media groups, Legacy circles.

Contributing to the welfare of others

- Not the amount of giving, the act of giving.
- Offering a wide variety of giving opportunities.

Having a sense of purpose

- Making donors feel needed and important
- Demonstrating how donor dollars are helping people.



Your personal giving philosophy

Are you a giver or taker?



Encourage Donor Generosity and Happiness

“Fundraising is the gentle art of teaching the joy of giving.”

Hank Russo, founder of the Fundraising School at the Indiana University Lilly Family School of Philanthropy.

Give Your Donors a Happiness Boost

Evidence Based Happiness Activities

KINDNESS

- › Create a kindness challenge-ask your donors/volunteers to do random acts of kindness. Then post to Facebook, website.



RECALL

- › Recall with your donors/volunteers about the time they gave and what has occurred with their gift and time (last donation to the organization). Include concrete behavior (e.g. make someone smile not make someone happy)

That
makes
me smile

Boosting Generosity and Happiness

GRATITUDE

- › Send a grateful card to your volunteers and donors-offer three things that your organization is grateful for and ask the recipient to complete with three things they are grateful for and return their response to you. Post gratitude everywhere.
- › Can use this information in future communication.

FRINGE BENEFITS

- › In newsletters, appeals, blogs, share the health and wellness benefits of giving, the advantage of being happy, and the importance of helping others.





How You Can Use the Joy of Giving to Support Your Mission




Donors need your organization to help others

You match donors values with needs

You offer your donors all of the physical, social and psychological benefits of giving

Wow! What a tremendous and rewarding responsibility

Three balloons are visible on the left side of the slide. The top one is green, the middle one is a lighter shade of green, and the bottom one is brown. Each balloon has a string and is surrounded by small, light-colored triangular shapes that suggest movement or light.

“I have found that among its other benefits, giving liberates the soul of the giver.” —*Maya Angelou*



References

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- › Simon-Thomas, E.R. (2019) Why do we think money buys happiness. https://greatergood.berkeley.edu/article/item/why_do_we_think_money_buys_happiness?
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