

Intro to Donor Identity

Unpacking the Data Science and
Social Psychology of the Donor Psyche

Presented by Jay Le Roux Dillon, Ed.D. for Donor Search | October 23, 2019

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Why is Identity Important?

The way we view ourselves influences every decision we make: *the company we keep, the products we buy, and the charities we support.*

**How much of your self-identity informs
your philanthropic contributions?**

BIG IDEA:

The identities that donors, members, subscribers, and alumni create with the institutions and causes they support is ground zero for measuring engagement and predicting future philanthropy.

Role Identity

Foundational social psychology theory

A person's identity is comprised of the roles they occupy



Theorists:

- Stryker (1968)
- Callero (1985)
- Turner (2001)

A background illustration of a diverse crowd of stylized people in various shades of gray. The people are depicted from the chest up, with different hairstyles, facial features, and clothing. A semi-transparent dark gray box is overlaid on the right side of the image, containing white text.

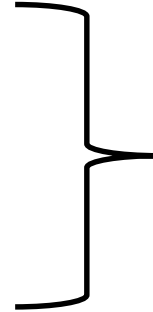
Your Donor Identity is a measure of how much of who you are is related to any given philanthropic cause.

Identity is not...

Identity \neq Satisfaction

Net-promoter-scores

Affinity



*These are all things you have,
and can therefore lose.*

Your Donor Identity is who you are. It's something you hold and inhabit, and it's created over time.

In terms of philanthropy, if we could measure your level of Donor Identity with a cause, that would be a very powerful thing.

Donor Identity Assessment

Measuring Donor Identity

To measure a prospect's Donor Identity with your cause...

Combine

social psychology + data science

to generate *Prospect Identity Scores*.

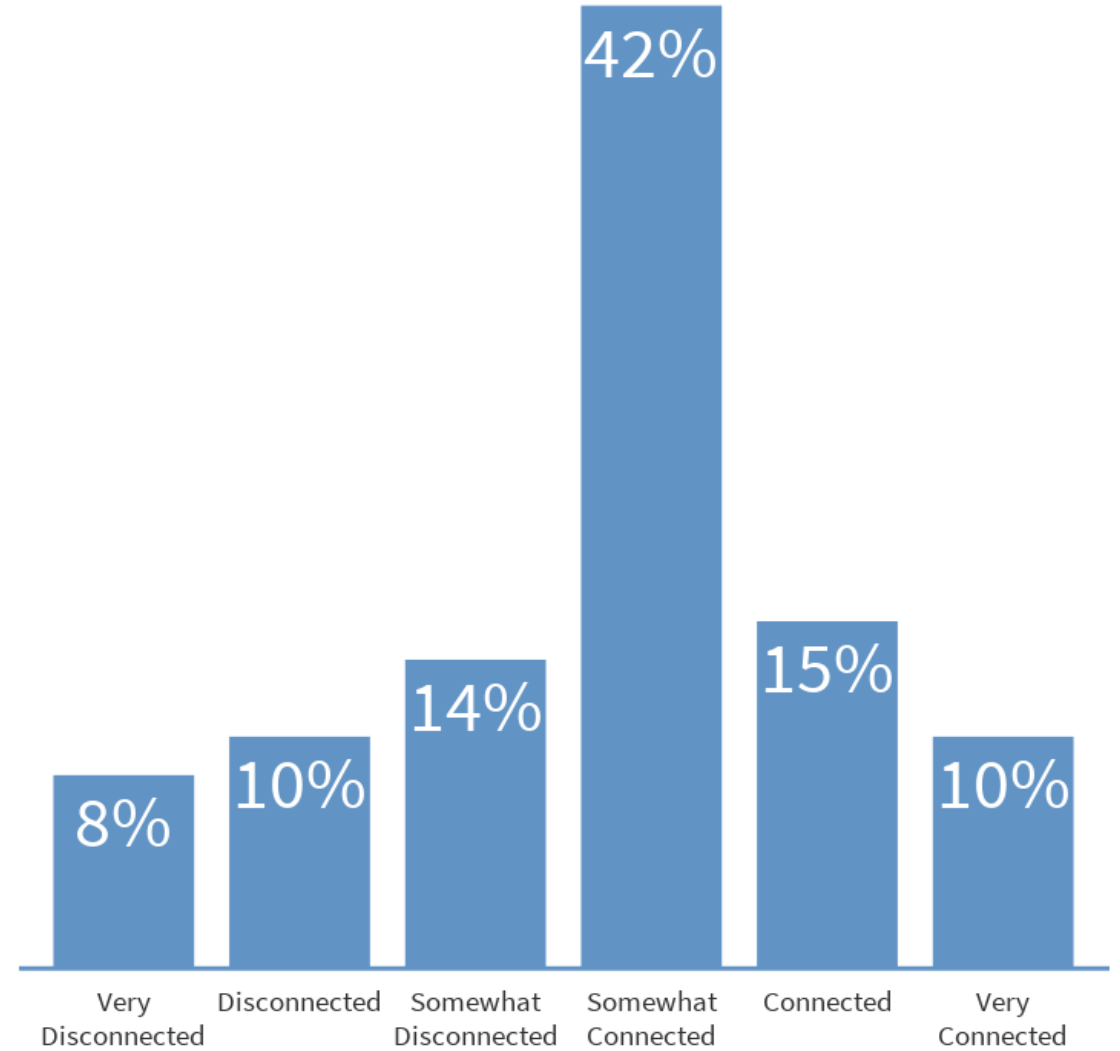
Think of it like a  23andMe® score for prospect engagement.

Let's try a little experiment...

Overall, how connected do you feel to your alma mater?

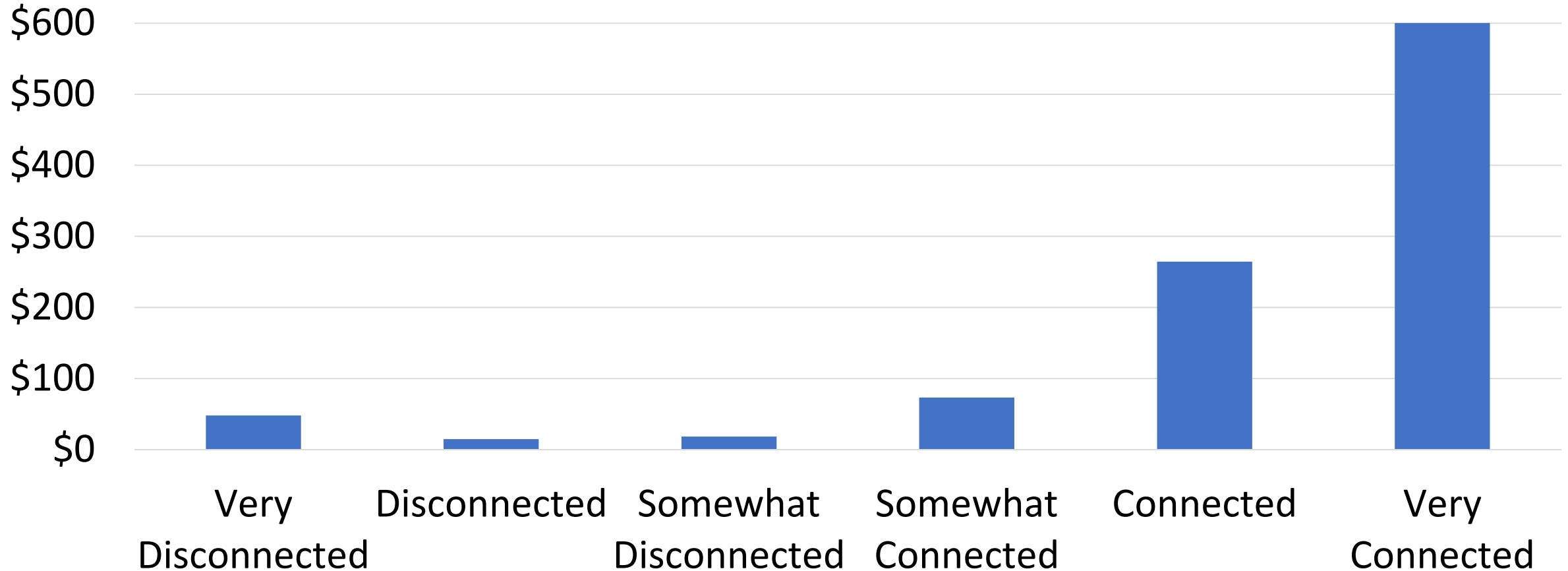


ALUMNI IDENTITY



Alumni Identity and Giving

Average Annual Giving by Alumni Connectedness

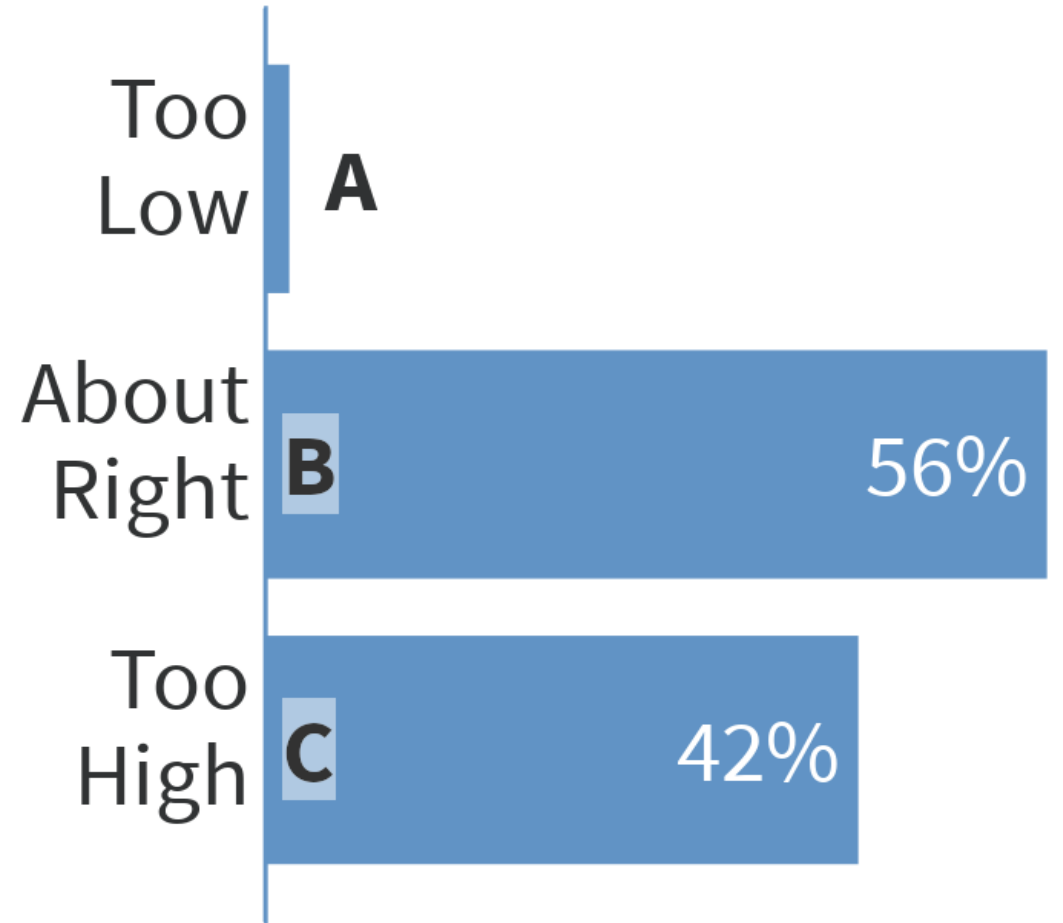


n=8,715 undergraduate and graduate alumni from three, mid-sized liberal arts universities across the USA

How accurately did your connectedness predict your giving?



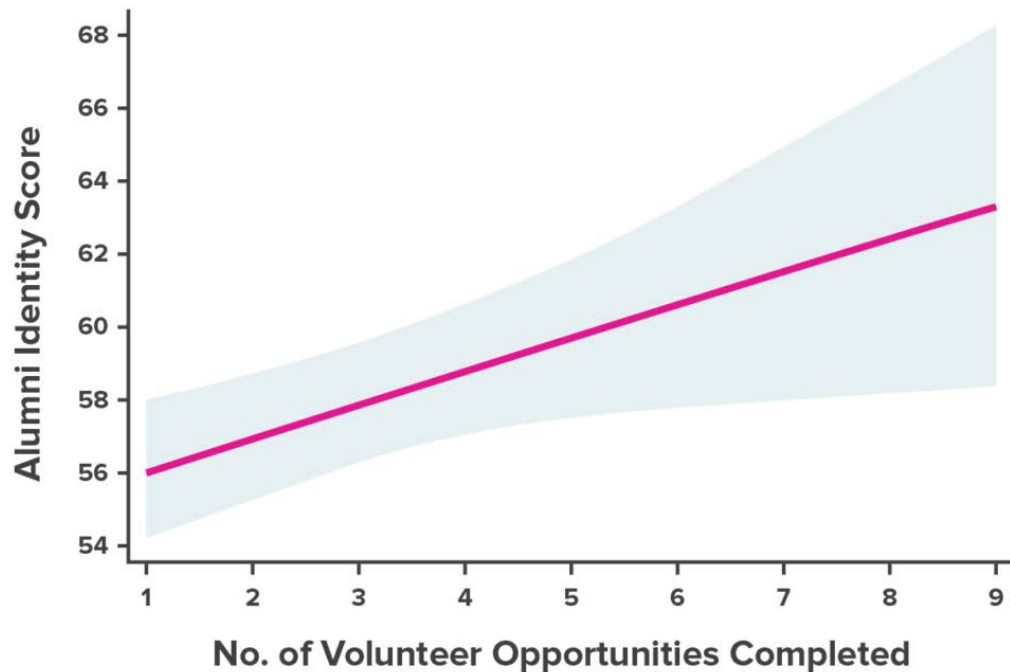
ALUMNI
IDENTITY



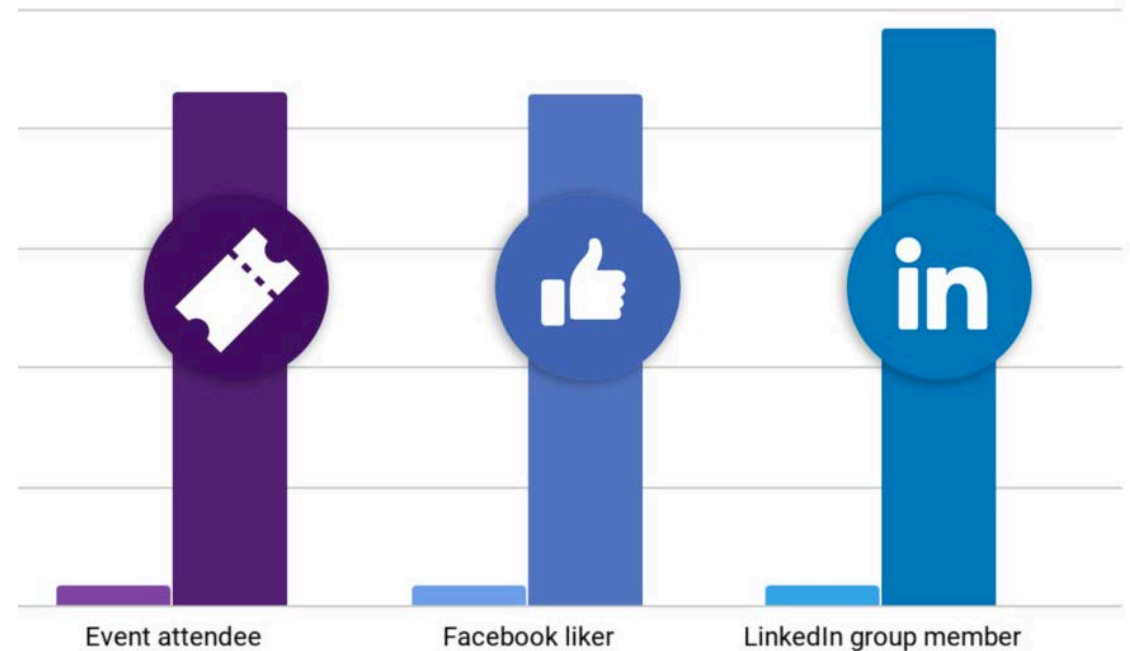
Insights into Donor Identity

What Influences Identity?

Volunteering



Digital Engagement

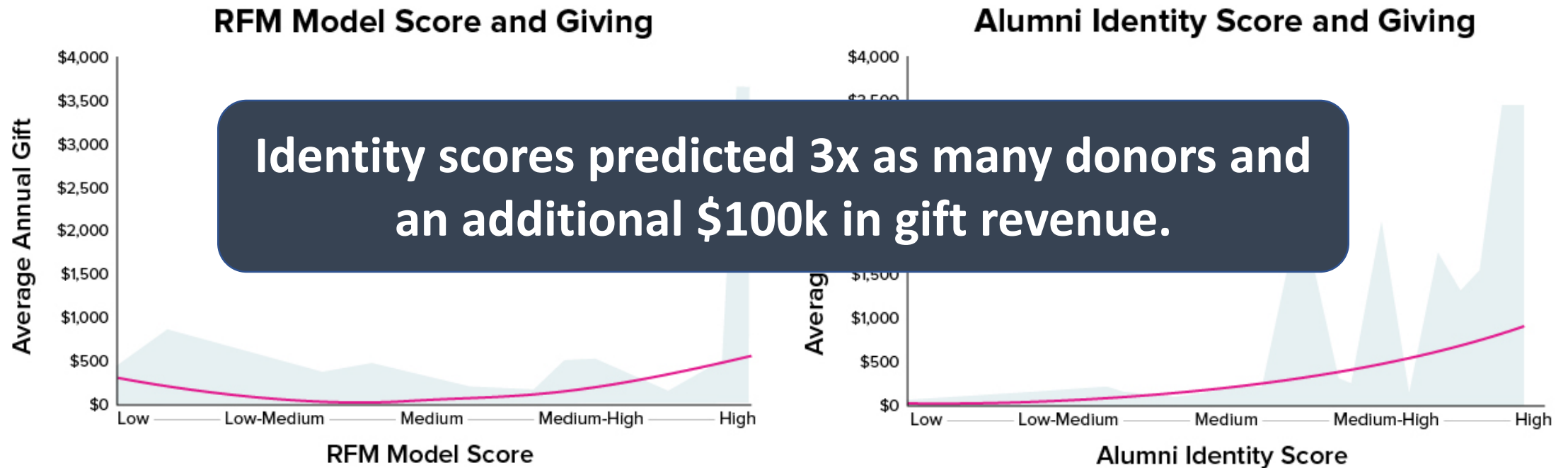


n=12,195 undergraduate and graduate alumni from four, mid-sized liberal arts universities across the USA

Case Study: RFM vs. Identity

RFM accuracy is limited to those who have given recently.

Everyone has an identity that can be measured and scored.



n=4,094 undergraduate alumni from a mid-sized, liberal arts university on the West coast

Getting Results with Donor Identity

Determine

1. Field an identity assessment via survey, generate scores
2. Correlate scores with factors & characteristics in your database (demos / giving / behaviors / communications / social media)

Deploy

3. Segment, cultivate, and solicit constituents using identity scores
4. Train a machine learning model to predict real scores using factors and characteristics you have
5. Deploy the model to score the identities of all constituents

Ideas for Questions

Think about Donor Identity in 3 dimensions:

Person

- How much of who you are is related to <cause>?

Peers

- Do your friends and family think <cause> is important to you?

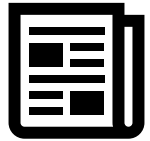
Perceptions

- As a <cause> supporter, do you expect others to donate as well?



Identity is about who donors are.
Affinity/pride/loyalty is *something donors have*.

Further Reading & Resources



Alumni Identity Blog | alumniidentity.com/blog



Salesforce eBook | bit.ly/eBookAI



OSU's Research in Action Podcast | bit.ly/AlumniIdentityReview



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Thank You & Questions