

Understanding Investor Motivation

Understanding the motivations behind a decision to invest (i.e.: donate) to your nonprofit is crucial to effective fundraising success and enhancing your Asking Rights™. Rightly aligning communication of outcomes with the motivational starting point of prospects or investors will enhance your ability to monetize the outcomes being delivered.

The motivational pyramid¹ below is a useful visual for demonstrating the concept that each level is built on the one before it. In terms of funding, the potential for investment gets larger as the motivations build on one another.

Questions to Consider:

- Are your investors clustered at any one level? Why or why not?
- Do you have a strategy for moving investors toward deeper connection?
- At what layer would your recently acquired investors land?

CONNECTION

The strongest factor in determining a potential investment. Traditionally thought of as an emotional feeling for the nonprofit, in the Investment Driven Model™ connection can be driven by the value delivered by the nonprofit.

CONCERN

More intellectual than emotional, this motivation is one of identifying with a nonprofit or its mission without any underlying emotional connection.

CAPACITY

Not so much motivational but rather a qualifying characteristic. This is simply the ability to give.

