

Matterness

Making Donors
Feel Known,
Heard, and
Valued

LIFE & LEGACY™ Gathering



Debra Askanase

Tweet your "aha!"
moments
@askdebra



communityorganizer2.0

Today's Conversation

- Matterness
- Org culture and “being real”
- Participation paths
- Unleashing capital

> Now it's your turn <

Who's in the room?

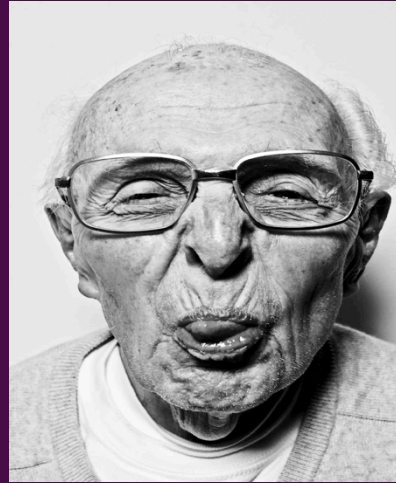


Why don't you
talk to me like a
person?

I've been a
member for
years!

You keep
misspelling
my name

I never got a
thank you





When was the last time an organization made you feel like you mattered?

Matterness is a different way of working that turns passive stakeholders into active participants by making each person **known, acknowledged & invested** in your success.

matter•ness

fearless leadership for a social world



ALLISON H. FINE

Why is Matterness so important?

Donor choice

Resources

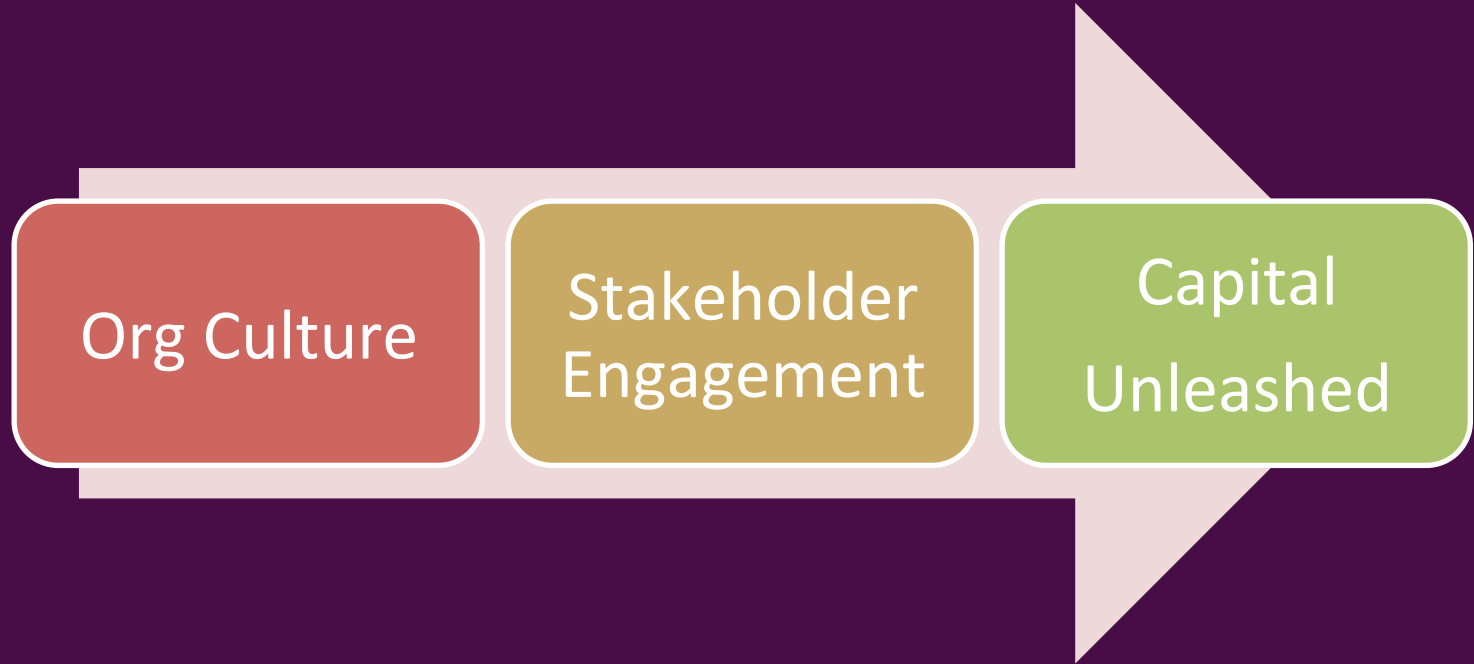
Retention

Sustainability

Awareness

Action

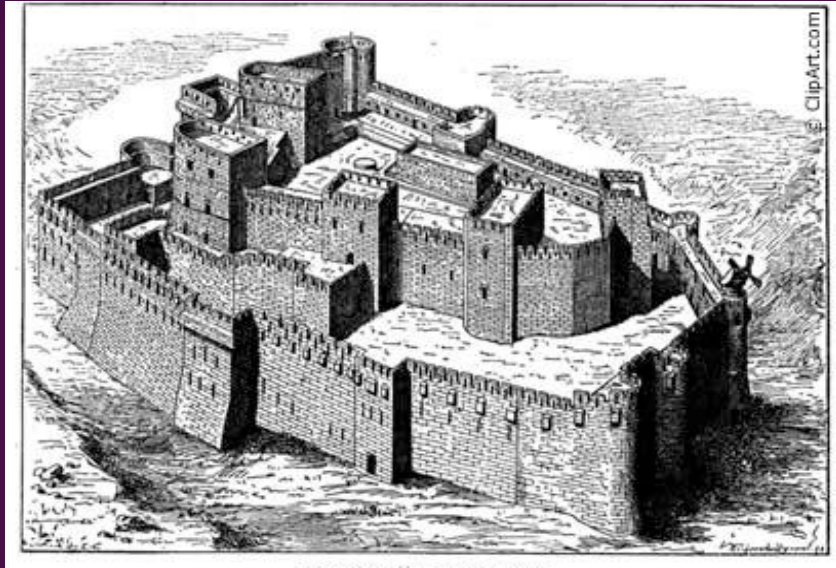
Matterness framework



Working with < > not at people

- Creating ways to participate
- Being in conversation
- Opportunities to tell their own stories
- Connecting with each other
- Following as well as leading
- Treating everyone like people
- Being real online

Org culture



Resistance

- Fear of losing control
- Busyness transaction trap
- Push < > Pull of broadcast vs. engagement
- We just need \$
- Limited staff time
- No time to strategize
- What else?

Org Culture

“Your feedback and comments are our most valuable guideposts as we plan for the future...”



“Communication is the area we will focus on most directly. Photos are not enough, and there are not enough of those. The survey results gave us consistent and clear advice about how we may serve you better.”

Trust & reciprocity

You will see more engagement, and create more trust, if your organization is personal





Kathy Calvin

@Kathy_Calvin

President & CEO of @UNFoundation. Advocate. Storyteller. Champion for Motorcyclists. Tri-sector athlete.

📍 Washington, DC

🌐 unfoundation.org



UN Foundation

@unfoundation

Connecting people, ideas

with the United Nations

📍 Washington, DC

🌐 unfoundation.org

🕒 Joined May 2012



Sarah Arenston

Lover of Israel, @RedSox, travel, philanthropy. Young Leadership Director @JFGW. #RVA native. Proud #BU alum. Views expressed here are my own.



Jeremy Burton

@BurtonJM FOLLOWS YOU

Exec Dir of @BostonJCRC. #Jewish, Gay & #Mexican-American. Passions include: #sports, #scifi, #Israel, the Jewish people, #Boston, future of #America. RT to endorse

Real people having real conversations



efraim3434

Following



87 posts

118 followers

91 following

Husband, Dad, Boston sports fan, Phishead. I like my sugar w/ coffee and cream.
Director of @ctn03841



efraim3434
Camp Tel Noar

Following

15 likes

10w

efraim3434 And just like that
#summer2016 is all over- #countdownison
#summer2017

jonah__11__ 🤔



Add a comment...





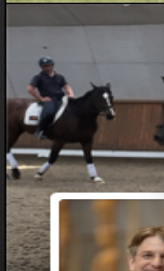
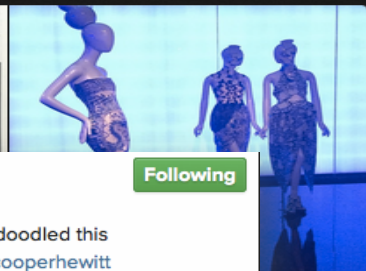
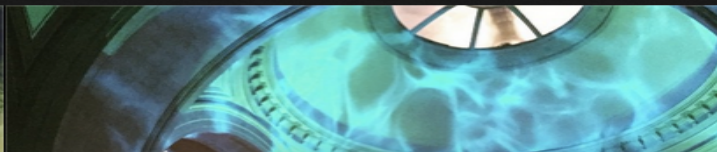
efrain3434

Following

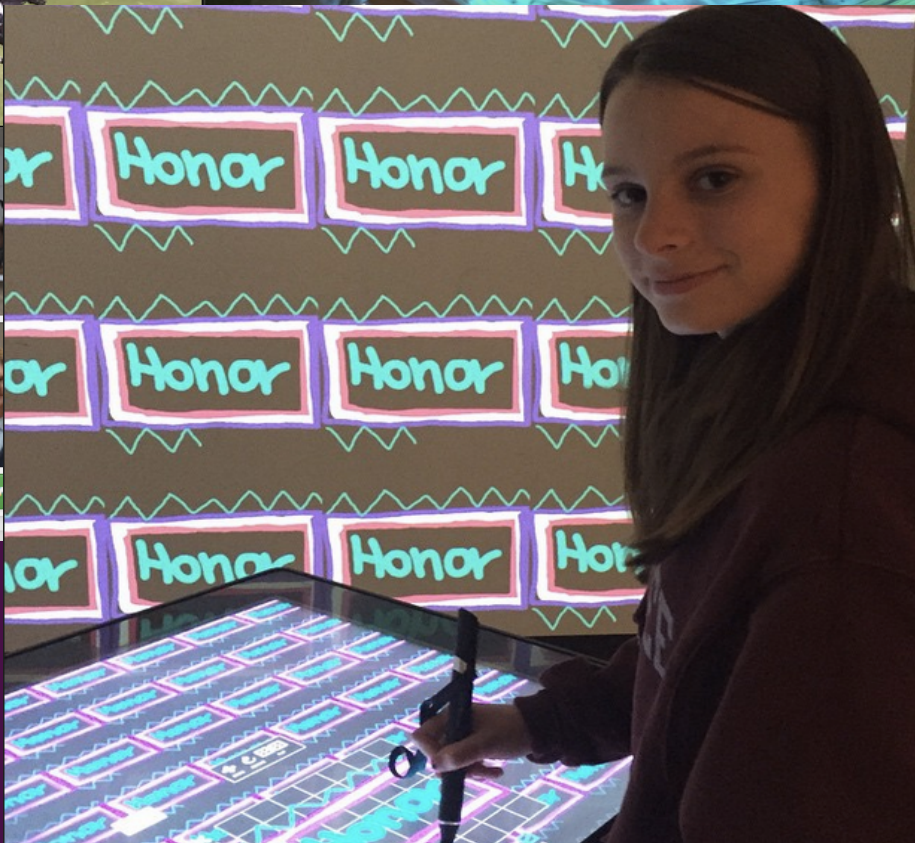
18 likes

10w

efrain3434 Reunion tour! #lovemyfamily
marbrazildesigns Lovely post



Follow



thomaspccampbell

Following

4 weeks ago

No prizes for guessing who doodled this name-branded wallpaper @cooperhewitt #designmuseum



fominykhanna, gonzano560, jarvisearnshaw and 231 others like this.



melissd

@caracooks @j_dwade best



puppy610

@honor.mccarthy



chs_academy

A natural branding genius!



kceeebk

...future @flavorpaper designer.



sreenet

@sebsnarl: My boss was visiting your museum!



cooperhewitt

Thanks for coming and sharing your experience!



Leave a comment...



Sounds like a beautiful evening!

Mazel tov to Congregation Beth Tikvah on its continuing success with the LIFE & LEGACY initiative of the Harold Grinspoon Foundation, and thank you to Nathan RabbiNathan Weiner for engaging the CBT community in legacy conversations!

We hope everybody enjoys tonight's special celebration 😊



Nathan RabbiNathan Weiner

March 17 at 10:46am · 🌐

Shabbat Shalom! Looking forward to welcoming Shabbat and celebrating the almost 50 members of Congregation Beth Tikvah who have made legacy gifts through the Jewish Community Foundation, Inc. (JCF) of Southern New Jersey's

Connecting with people



KEEP ON TALKING



Lisa MdbtsAdvocate

February 15 · 🌐

Hi, my name is Lisa. I am the State Lead Advocate for Maryland. I would like to invite you to join us for Head to the Hill 2015-May 4th and May 5th! This is my fourth year and it is such an awesome, rewarding and inspirational event! You have the opportunity to meet with your Congressional Leaders and have your voice heard! During this time together, we will stand united as one in the fight against brain tumors! You will meet many wonderful people that you will develop a special connection with during this journey! You can officially register on the website. Please post any questions that you may have. Come and share your story! You can make a difference! Please join us for Head to the Hill 2015!

Unlike · Comment · Share · Buffer

👍 You, Tama Sparico Cobb, Lainey Titus Samant, ...
this.



ed

➦ Share

✉ Invite

...

Enabling connections

Member features



Alpha Epsilon Pi

February 24 at 10:51am · 🌐

Welcome to #FridayPiday!

Born and raised in Freemont, CA, [Rajiv Vasudevan](#) (UCSD, 2018) never strayed too far from his home on the peninsula with his parents. So it was not an easy decision to go to the University of California – San Diego—7 hours away—but it's one he doesn't regret.

Brother Vasudevan was always passionate about the medical field and had planned to become a cardiologist. But those dreams changed when his mother became ill. His perspective changed, and his int...

[Continue Reading](#)





Jewish Community Foundation of Orange County

Like This Page · February 23 ·

Mazel Tov Temple Beth El of South Orange County for reaching your Create a Jewish Legacy goals for Year 3. — with Temple Beth El of South Orange County.

Like Comment Share



1



Write a comment...

People You May Know

See All



Craig Byer

3 mutual friends

Add Friend

Personalized stewardship exercise

How could you bring personalized stewardship into your organization to make people feel like they Matter?

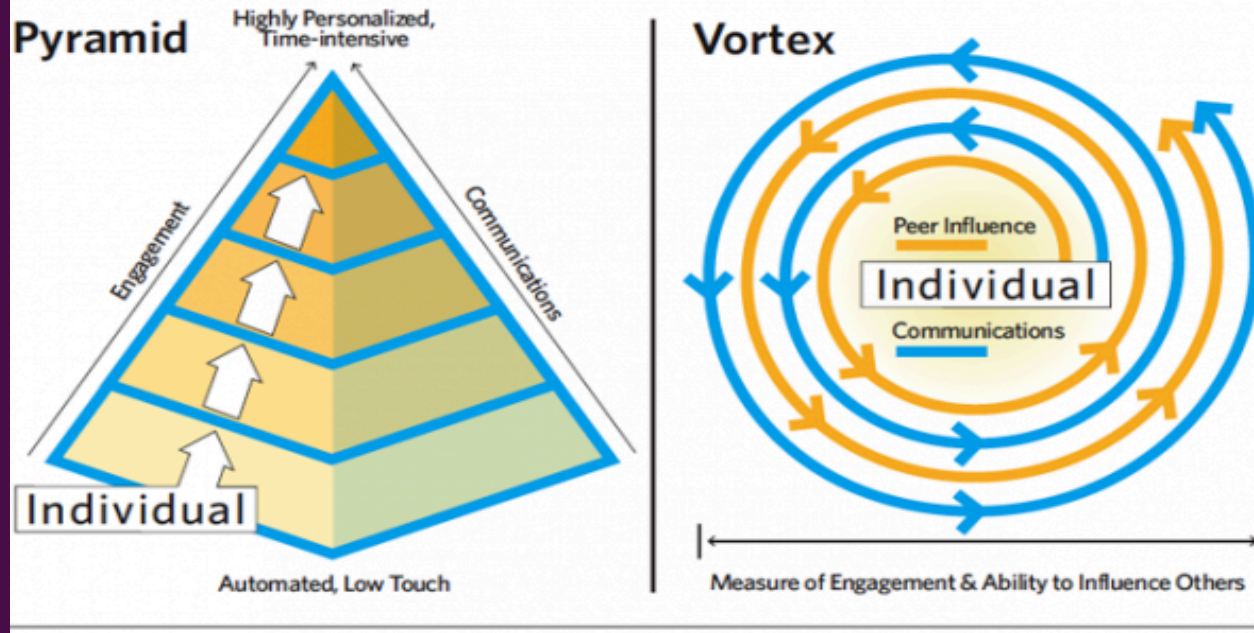
Brainstorm a few “do-able” ideas.

Stakeholder Engagement

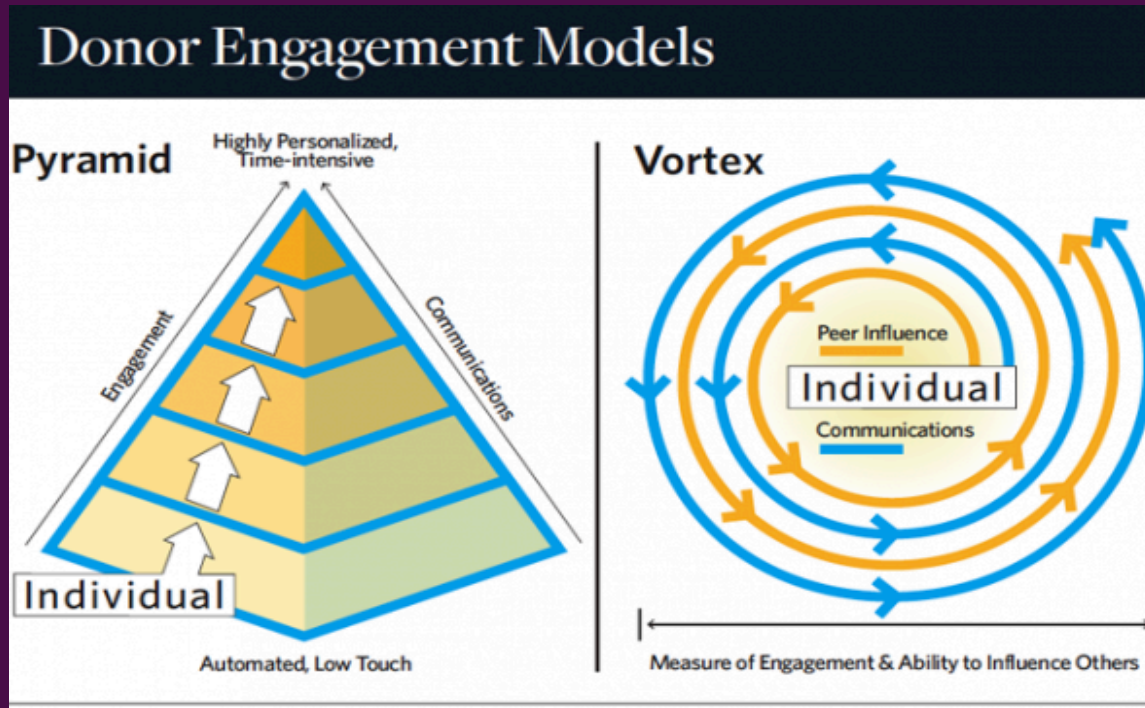
Participation paths and co-creation

Rethinking the Ladder of Engagement

Donor Engagement Models



How might you use the “vortex” participation path model in your work?





ctn03841

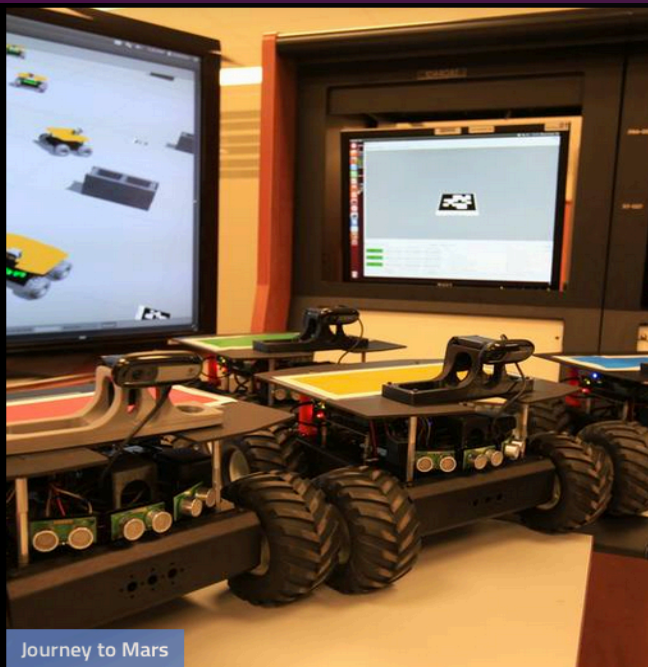
FOLLOWING

84 likes

46w

ctn03841 Happy 90 Days til camp! DM us to get your number and be a part of the #CTNcountdown @alexandra.gray

Get Involved: NASA Solve



Journey to Mars

NASA Selects College Teams for Swarmathon Mars Robotics Challenge



Video Feature: What is NASA Solve?

SOLVE

Tweets

Follow

NASA Tournament Lab 17 Dec
@NASA_NTL

ATTN SOLVERS! Design Sky for All!
@NASA wants your ideas for technologies for the airspace of the future. go.nasa.gov/1NzSbHq

Retweeted by NASA Solve

Show Summary

NASA Spinoff 16 Dec
@NASAspinoff

Spinoff 2016 has launched! Discover

Tweet to @NASASolve

NASA Solve

Help solve tough problems related to NASA's mission through challenges, prize competitions, and crowdsourcing.

[How Solve Works](#)

[History of Challenges](#)

[Email NASA Solve](#)

[Solve Video Playlist](#)



GENEROSITY WEEK

A program of The Mussar Institute

OPEN YOUR HAND. OPEN YOUR HEART. CULTIVATE GENEROSITY.



Generosity Week (The Mu...

Members

February 28 · Palo Alto, CA

Today's challenge: Someone needs help and I don't care even though I think I should. Can I joyfully act as if I cared?

[Like](#) · [Comment](#)

s this.

✓ Seen by 45

[View 2 more comments](#)

Also, maybe worth thinking more about why you don't care. There's something going on there: anger, jealousy, some kind of judgment. Worth being curious about that.

February 28 at 7:10pm · [Like](#)

It's a person I feel sorry for but find hard to get along with.

February 28 at 7:13pm · [Like](#)

"The heart follows the deed" -- Rabbi Moshe Chaim Luzzatto.

February 28 at 7:24pm · [Like](#)

AHA/ASA

Personal

SMaC Enthusiast

SMaC Professional

SMaC Spokesperson

Personal Engagement

Professional Engagement



Fan



Cheerleader



Player



Broadcaster

Uses personal SM platforms & occasionally supports AHA/ASA initiatives on personal pages

Responds directly to customer needs; is engaged in conversations and/or owns a social media presence on behalf of AHA/ASA

Certified to speak on behalf of AHA/ASA with the media

Ambassador program





Keith Stehle

I want to say, Thank you to everyone for the prayers and support during my recent hospital stay. I never knew a bowl of Cheerio's could taste so good!!!!!!!!!!

Like · Comment · Tuesday at 7:55pm



4 people like this.



View all 4 comments



Dana Michele Harmon I'm so glad we were all there for you Texas, and you are home. Take it easy and take care of that heart of gold. :)

Tuesday at 9:34pm · Like



The American Heart Association So glad to hear that, Keith. The group's been keeping us up-to-date on how you've been doing. You possibly got the best box of Cheerios ever. :)

Tuesday at 11:00pm · Like

Write a comment...

Participation paths

- Different points of entry
- Are organizational
- Deepen engagement
- Encourage potential leaders
- Identify superfans
- Make people matter
- Create capital or set you up to create capital

Share Pair:

Share one
new
participation
path for
legacy
donors



Capital Unleashed


CODE *for*
AMERICA

 **Nextdoor**



YOUR RANDOM ACT OF KINDNESS WILL MAKE SOMEONE A BIG WINNER.

STEP
OUT | **WALK**
TO **STOP** DIABETES®

 American Diabetes Association.

PAY IT FORWARD

#GIVINGTUESDAY™





JCC Ranch Camp

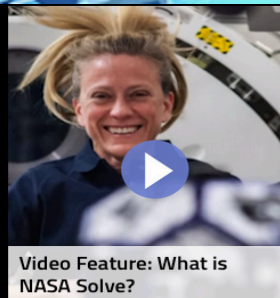
February 2 at 9:41pm · 🌐

Jay Judd and Gina McReynolds have started Ranch Camp's 1st Little Library to be at camp this summer!! Check out our 25 second video of Day #1 aka Snow Day! You can join us by making one of your own to donate to camp and post your project to Facebook!



Share the work

Get Involved: NASA Solve



Tweets [Follow](#)

NASA Tournament Lab @NASATNTL 17 Dec
ATTN SOLVERS! Design Sky for All! @NASA wants your ideas for technologies for the airspace of the future. go.nasa.gov/1NzSbHq Retweeted by NASA Solve [Show Summary](#)

NASA Spinoff @NASASpinoff 16 Dec
Spinoff 2016 has launched! Discover [Tweet to @NASASolve](#)

SOLVE

NASA Solve

Help solve tough problems related to NASA's mission through challenges, prize competitions, and crowdsourcing.

[How Solve Works](#)
[History of Challenges](#)
[Email NASA Solve](#)
[Solve Video Playlist](#)



Lily the Black Bear

Like This Page · February 9 ·

There's a fun project going on at The North American Bear Center!

There are over 132 bird species in the Ely area and many frequent the NABC!

We're looking for fans that are interested in making a birdhouse (or two) that they would like to donate. The birdhouses will be mounted on the property, nature trails, picnic area, and perhaps around the exterior of the bear enclosure.

Plans for a variety of different birdhouses can be found here: <https://www.facebook.com/media/set/?set=a.533630046806690.1073741843.160714344098264&type=3>

If you're handy or have woodworking skills or need a winter project to keep you busy, then this might be just the thing for you!

Birdhouses can be shipped to the following address:

North American Bear Center
Attn: Scott Edgett
PO Box 161
Ely, MN 55731

(For Fedex and UPS deliveries, 1926 Highway 169, Ely, MN 55731)



Like



Comment



Share





Jewish Federation of Greater Ann Arbor

August 20, 2015 · 🌐

Next time you stop by the Jewish Community Center of Greater Ann Arbor consider bringing in a bag of school supplies. No child should start the school year without the supplies needed to be successful student!

Kids Helping Kids SCHOOL SUPPLIES DRIVE

WHEN: Now through September 3

WHERE: Bin in the JCC lobby

WHY: To benefit underprivileged children in A
Supplies will be used September 10th, at Family Sale



👍 Like 💬 Comment ➦ Share

👍 7

2 shares



46 Federation CJA @FederationCJA · Mar 11

With the support of #FederationCJA, 1000+ Jewish students participated in on-campus #Israel activities last year.



Top Comments ▾

Think about how they do it



Matterness

- Live #Ham4Ham
- Lottery tix
- #EduHam
- Facebook Live Q & A
- #HamArt

Matterness framework

Org Culture

Transparency
Openness
Leading by following
Being real
Being personal

Stakeholder
Engagement

Co-creation
Engagement paths
Know the conversation

Capital
Unleashed

Donations
Engagement
Social capital
Volunteer time
Intellectual capital

Workshop: Review

- Matterness
- Getting real
- Participation Pathways

Do you or Can you..?

- ❑ Understand key elements of Matterness
- ❑ Understand the role of Matterness in deepening engagement and creating community capital
- ❑ Create at least one new way to make stakeholders feel known and heard
- ❑ Develop engagement opportunities that support donor gifts
- ❑ Develop practices that enable you to connect with legacy donors

What are you excited about?



(P.S. Don't forget to have fun!)

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