



FUNDRAISING... CONVINCE PEOPLE ACTION IS IMPORTANT AND EASY

Do more than cross your fingers. That might be good advice for any nonprofit, but the American Red Cross (ARC) learned that the line was an effective attention-getting and fundraising tool.

As Jennifer Niyangoda of ARC outlined it at the recent Social Capital 2010 nonprofit forum in Washington, D.C., the slogan was chosen during a comprehensive project of mission research followed by market research followed by impact research that both emphasized and utilized preparedness.

One result was that in 2008 Red Cross-branded baby care products saw sales increase 12 percent. The ARC learned that people must be convinced that action is both important and easy.

Among the areas addressed by the ARC in its mission research:

Are people prepared? For example, a Harris survey found that 52 percent of U.S. adults have a disaster kit, but many are not well stocked.

Why not? Not enough time. Don't think it's important. I'm not sure what to do.

Market research:

Who is the target? Discovering that it was big-spending moms helped a lot and led directly to the baby products sales success.

Which message works? Do more than cross your fingers was the winner among five entries.

Impact research:

How prepared are U.S. adults and moms directly before the launch.

How prepared are U.S. moms in 2010, 2011, 2012?