

# Matterness

Making Donors  
Feel Known,  
Heard, and  
Valued

LIFE & LEGACY™ Gathering



# Debra Askanase

Tweet your "aha!"  
moments  
@askdebra

# Today's Conversation

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

> Now it's your turn <

# Who's in the room?

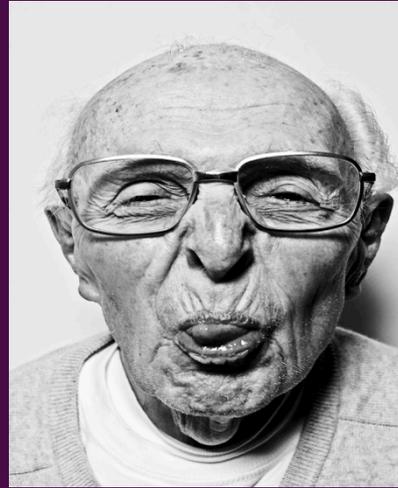


Why don't you  
talk to me like a  
person?

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

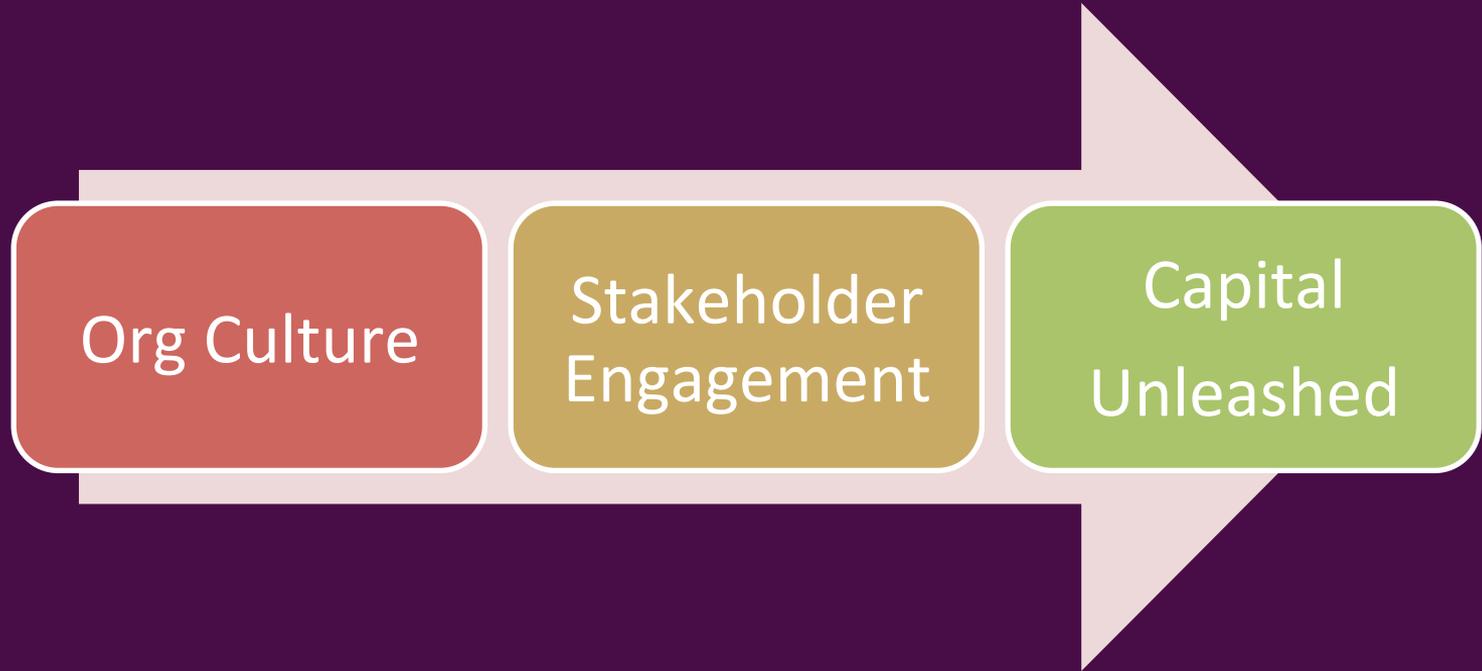
Retention

Sustainability

Awareness

Action

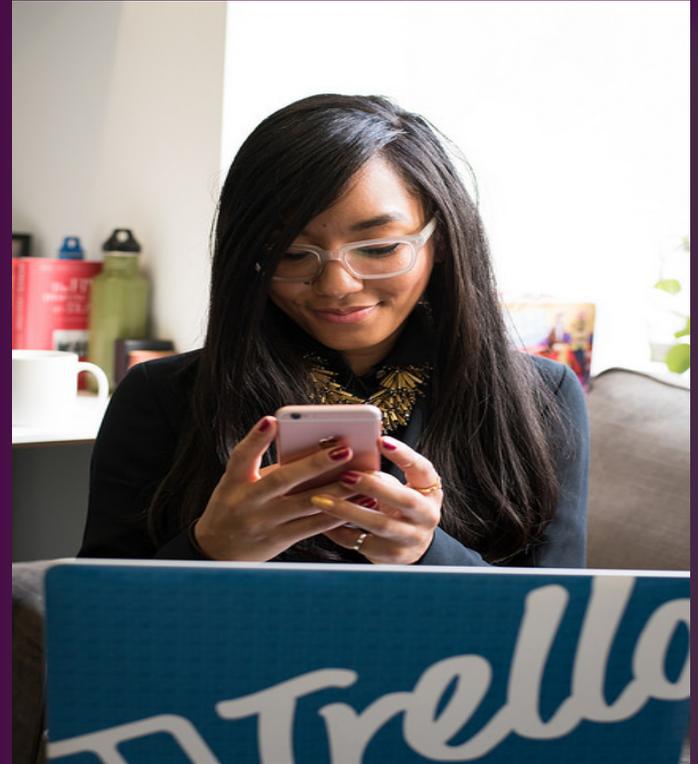
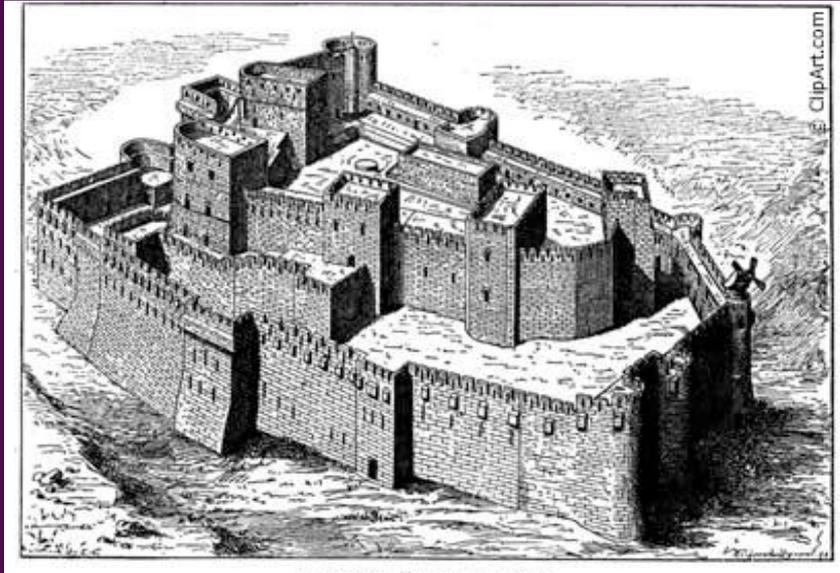
# Matterness framework



# 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 Motorcycle rider. Tri-sector athlete.

Washington, DC  
unfoundation.org



**UN Foundation**

@unfoundation

Connecting people, ideas

with the United Nations

Washington, DC

unfoundation.org

Joined May 2008



**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

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...

⋮



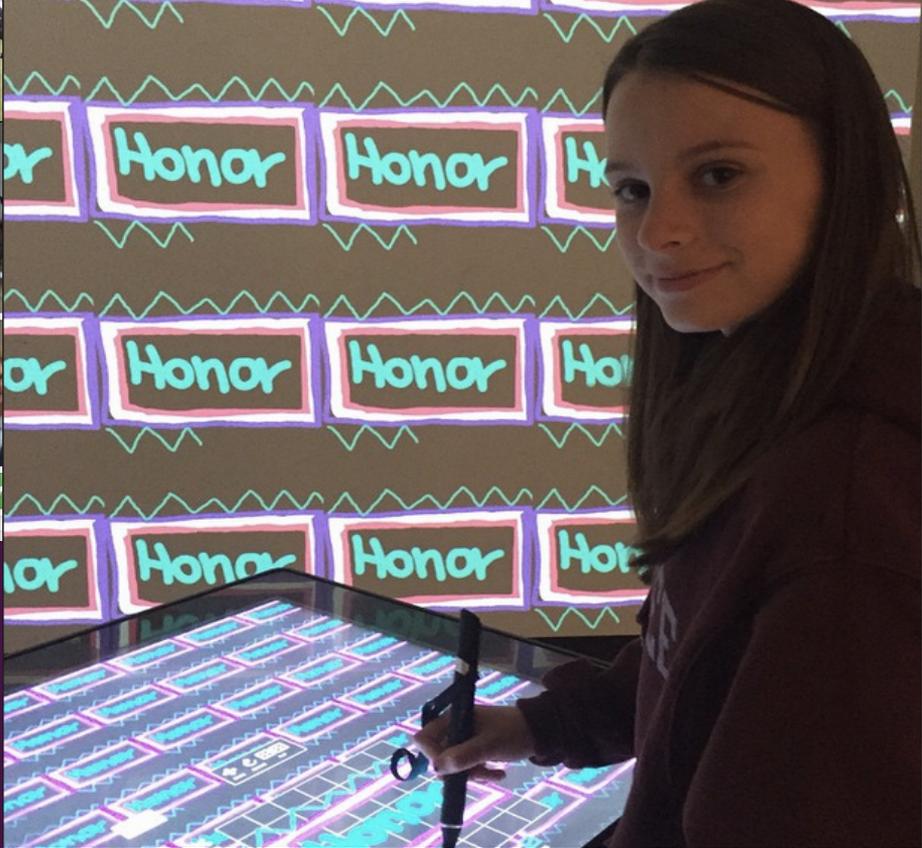
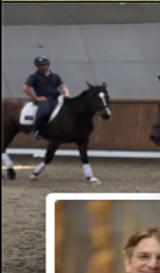
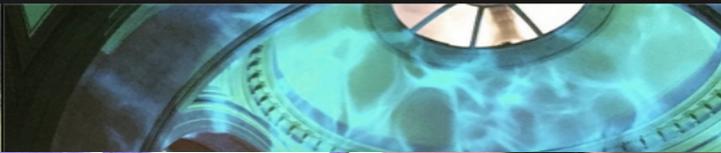
efrain3434

Following

18 likes

10w

efrain3434 Reunion tour! #lovemyfamily  
marbrazildesigns Lovely post



Follow



**thomaspcampbell**

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!



**kceebk**

...future @flavorpaper designer.



**sreenet**

@sebsnar!: 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**

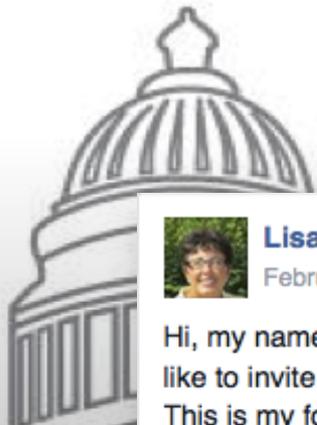
March 17 at 10:46am · 🌐

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



Head to the



**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

MAY  
04 2015

🌐 Public · Volunte

# Member features



**Alpha Epsilon Pi**

February 24 at 10:51am · 🌐

Welcome to #FridayPiday!

Born and raised in Fremont, 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?

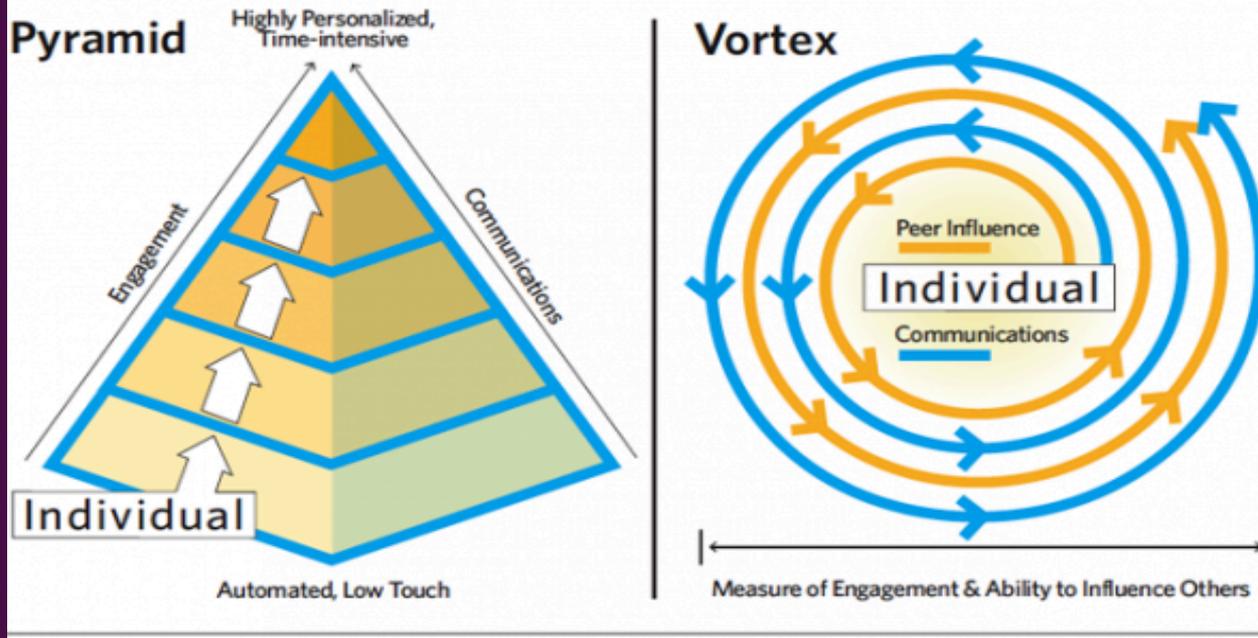
Brainstorm a few “do-able” ideas.

# Stakeholder Engagement

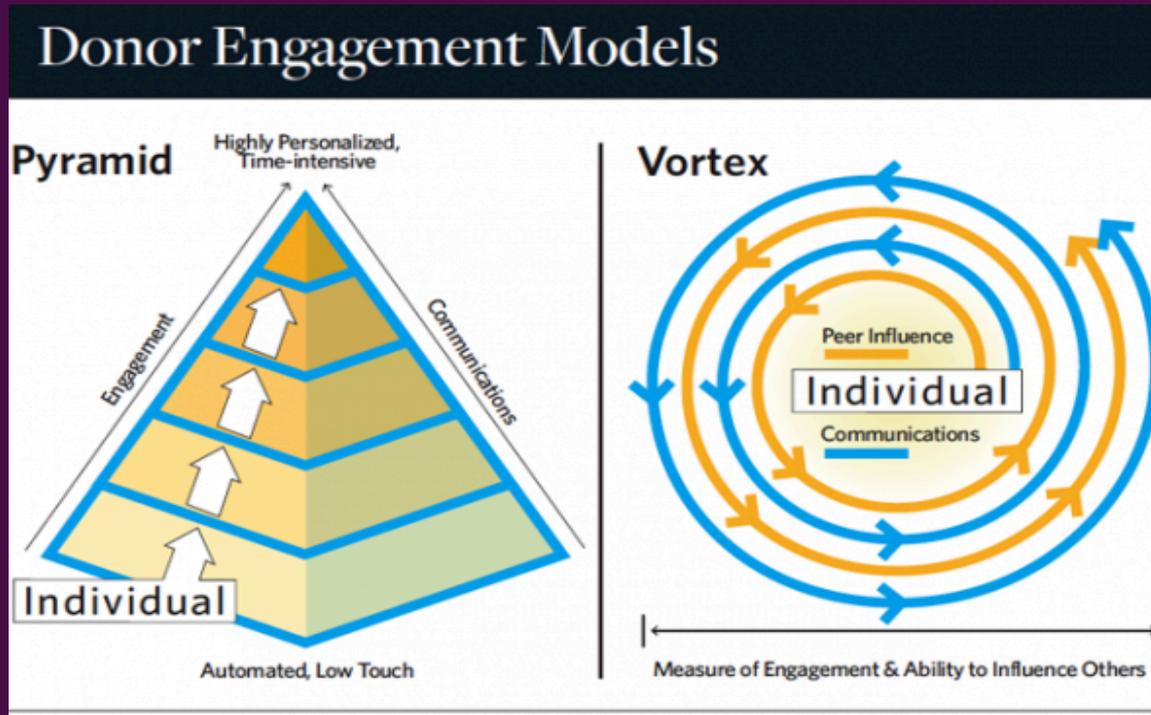
Participation paths and co-creation

# 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?

## 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](https://www.nasa.gov/1NzSbHq)  
Retweeted by NASA Solve

Show Summary

**NASA Spinoff** 16 Dec  
@NASAspinoff

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](#)



# GENEROSITY WEEK

A program of The Mussar Institute

*OPEN YOUR HAND. OPEN YOUR HEART. CULTIVATE GENEROSITY.*



Generosity Week (The Mu...

Member

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](#)

likes 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



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



**MiddleMotherhood**  
@melissamoog

I'm super excited to announce that I am now a Social Media Ambassador for [@ahaoregon](#) and t... [ift.tt/1AwwlxA](https://ift.tt/1AwwlxA)

A thankful heart is not only the greatest virtue, but the parent of all other virtues.  
- Cicero

1 RETWEET 2 FAVORITES



**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** | **WALK**  
**OUT** | **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



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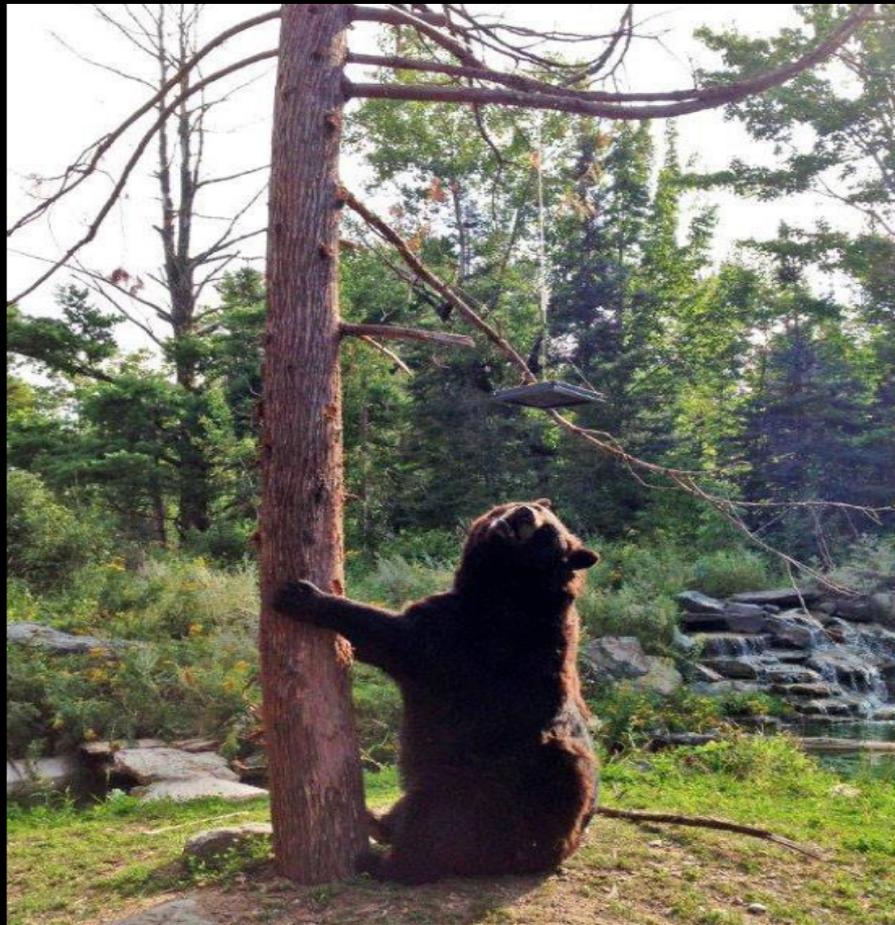
Tweet to @NASASolve

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!

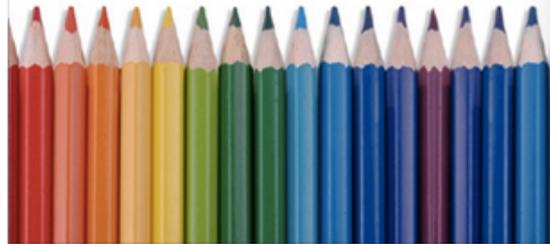
## Kids Helping Kids

# 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 10<sup>th</sup>, 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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Linkedin: [linkedin.com/in/debraaskanase](http://linkedin.com/in/debraaskanase)

Twitter: [@askdebra](https://twitter.com/askdebra)

Other slides: [slideshare.net/debask](http://slideshare.net/debask)

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