The Science of Happiness
Through Fundraising

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In this session you will....

› Examine factors that elevate happiness levels.
› Explore your personal philosophy for giving.
› Recognize a variety of ways to encourage donor generosity and happiness.
› Learn how you can use the joy of giving to support your mission.
What Determines Happiness

Happiness Factors

- Set point: 50%
- Intentional activity: 40%
- Circumstance: 10%

How Happy Are You?  Rate 1-7

In general, I consider myself:
1  2  3  4  5  6  7
Not a very happy person  A very happy person

Compared with most of my peers, I consider myself:
1  2  3  4  5  6  7
Less happy  more happy

Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?
1  2  3  4  5  6  7
Not at all  A great deal
How Happy Are You? Rate 1-7

› Some people are generally not very happy. Although they are not depressed, they never seem as happy as they might be. To what extent does this characterization describe you?

› 1 2 3 4 5 6 7

› A great deal

› Not at all

› Now calculate your score:

› Step 1 Total = Item 1 + Item 2 + Item 3 + Item 4 = __________

› Step 2 Happiness score = Total (from step 1) divided by 4 = _______
FACTORS THAT ELEVATE HAPPINESS

1. Meaningful social connections
2. Contributing to the welfare of others (termed the warm glow motive)
3. Having a sense of purpose
Enjoy and nurture relationships
Comfortable expressing gratitude
First to offer helping hand to someone
Optimistic about the future
Savor life and live in the present
Physical exercise is a daily habit
Committed to goals and ambitions
Resilient during times of stress
More charitable and cooperative
Sociable and energetic
Better liked by others

Snapshot of a happy person
And the research says…. 

› **Happy people are:**

- Better leaders and negotiators
- More productive on the job
- Flexible in their thinking
- Have stronger immune systems
- **MAKE MORE MONEY!**
Boosting Happiness through Fundraising

**Meaningful social connections**
- Volunteerism and events.
- Social media groups, Legacy circles.

**Contributing to the welfare of others**
- Not the amount of giving, the act of giving.
- Offering a wide variety of giving opportunities.

**Having a sense of purpose**
- Making donors feel needed and important
- Demonstrating how donor dollars are helping people.
Your personal giving philosophy

Are you a giver or taker?
Encourage Donor Generosity and Happiness

“Fundraising is the gentle art of teaching the joy of giving.”

Hank Russo, founder of the Fundraising School at the Indiana University Lilly Family School of Philanthropy.
Give Your Donors a Happiness Boost
Evidence Based Happiness Activities

**KINDNESS**

› Create a kindness challenge-ask your donors/volunteers to do random acts of kindness. Then post to Facebook, website.

**RECALL**

› Recall with your donors/volunteers about the time they gave and what has occurred with their gift and time (last donation to the organization). Include concrete behavior (e.g. make someone smile not make someone happy)
Boosting Generosity and Happiness

**GRATITUDE**

› Send a grateful card to your volunteers and donors—offer three things that your organization is grateful for and ask the recipient to complete with three things they are grateful for and return their response to you. Post gratitude everywhere.

› Can use this information in future communication.

**FRINGE BENEFITS**

› In newsletters, appeals, blogs, share the health and wellness benefits of giving, the advantage of being happy, and the importance of helping others.
How You Can Use the Joy of Giving to Support Your Mission

Donors need your organization to help others

You match donors values with needs

You offer your donors all of the physical, social and psychological benefits of giving

Wow! What a tremendous and rewarding responsibility
“I have found that among its other benefits, giving liberates the soul of the giver.”  —Maya Angelou
References


