From Transactions to Trust
A Framework for Connection

AFP - NNE

April 10, 2025

Beth Saunders

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Wet or Dry Dessert?

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Introductions

linkedin.com/in/bethsaunders

Daughter
Sister
Wife
Mother
Dog-mom
Friend
Banker *(recovering)*
Consultant
Donor
Volunteer

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Goals for today

- Become data-informed without losing the personal touch
- Incorporate supporter mindset in your stewardship
- Apply ***your*** experience in new, more strategic ways

...by diving into engagement strategy and the **MapMoveMeasure™** framework

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Plan for today

- Learn
  - Listen
  - Conversation
- Practice
- Share
- Recap

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Engagement Strategy

A process of developing relationships with the people
who care about your mission
and want to ***help achieve your vision.***

This approach

- ✓ considers supporters' motivations and expectations
- ✓ **invites them to take action (behave) in ways they prefer**

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Strategy vs Strategic Framework

Strategy

- ✓ Plan of action
- ✓ Detailed plan for achieving success

Framework

- ✓ Structure intended to serve as a guide
- ✓ Set of rules and ideas for decision-making

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MapMoveMeasure™ - a strategic framework

- **Map** the outcomes pathway leading to your vision
- **Move** supporters through activities designed to achieve your goals
- **Measure** the value of interactions at each level of engagement

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The Engagement Pyramid - a framework within the framework that...

- considers your supporter's mindset
- identifies a variety of actions for different roles
- assigns a value to each interaction
- aligns ***what you need*** with what your supporters ***can and are willing to give***

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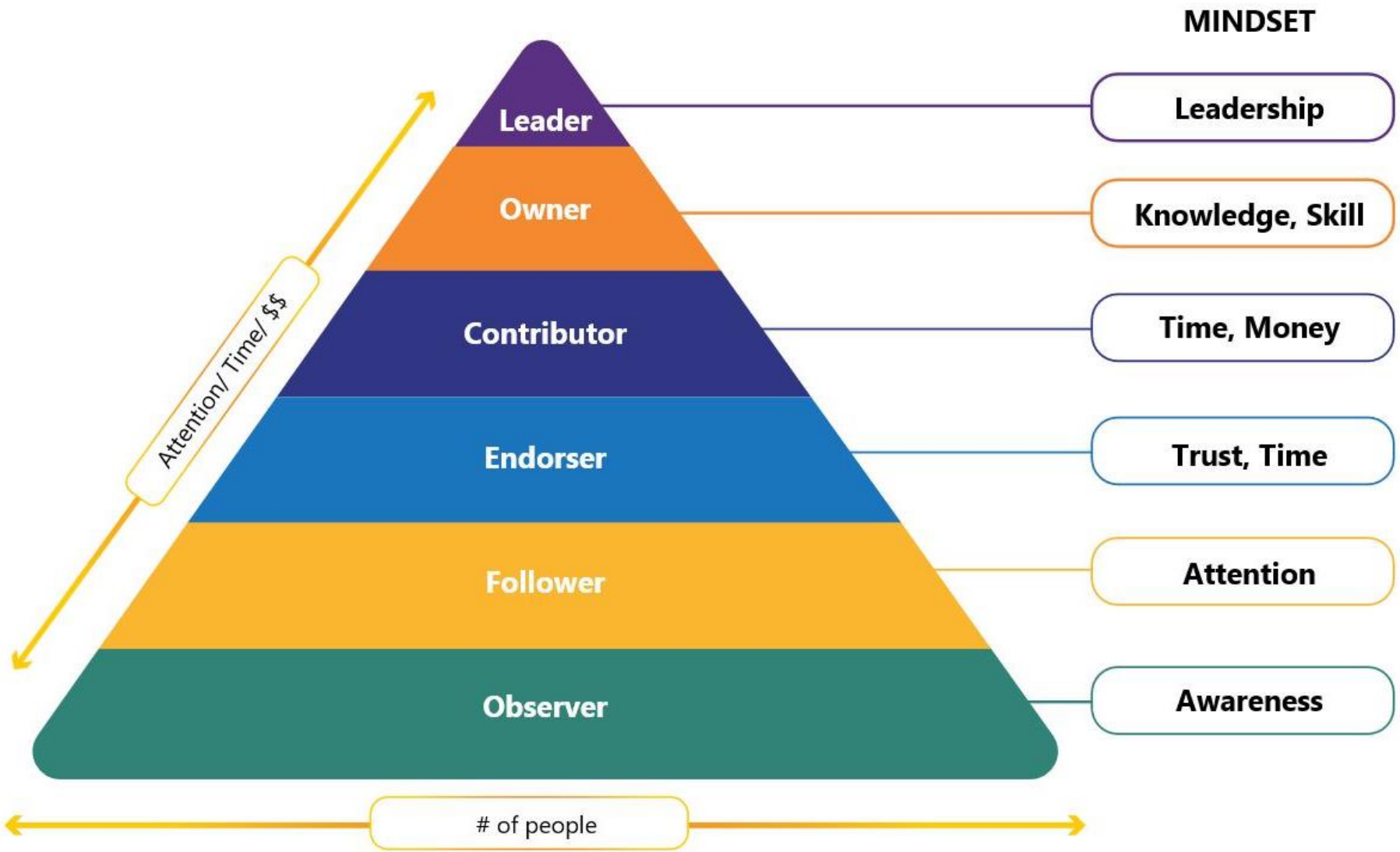
Supporter Mindset



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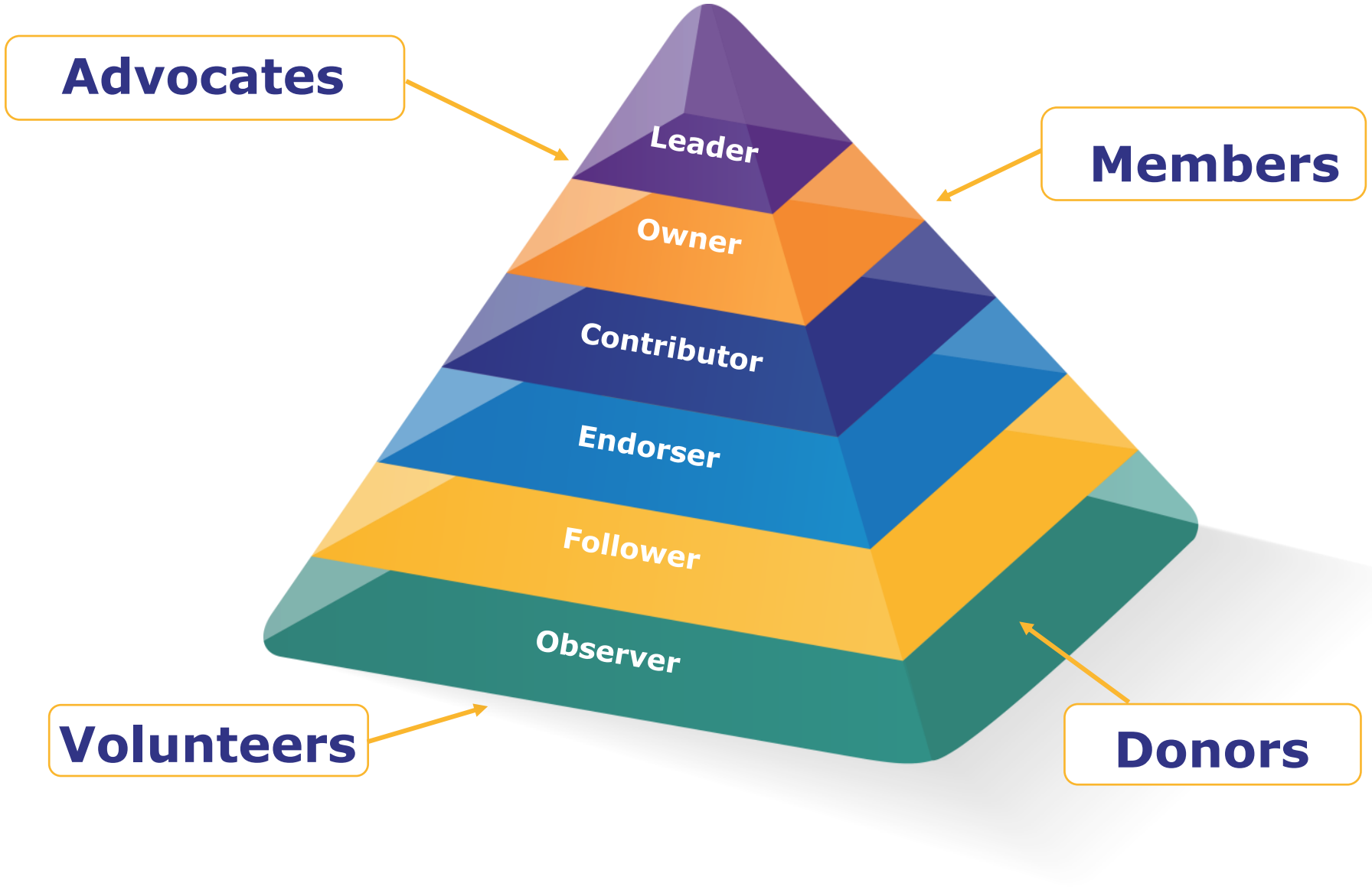
*Adapted from Gideon Rosenblatt's Engagement Pyramid: Six Levels of Connecting People and Social Change

Different Roles



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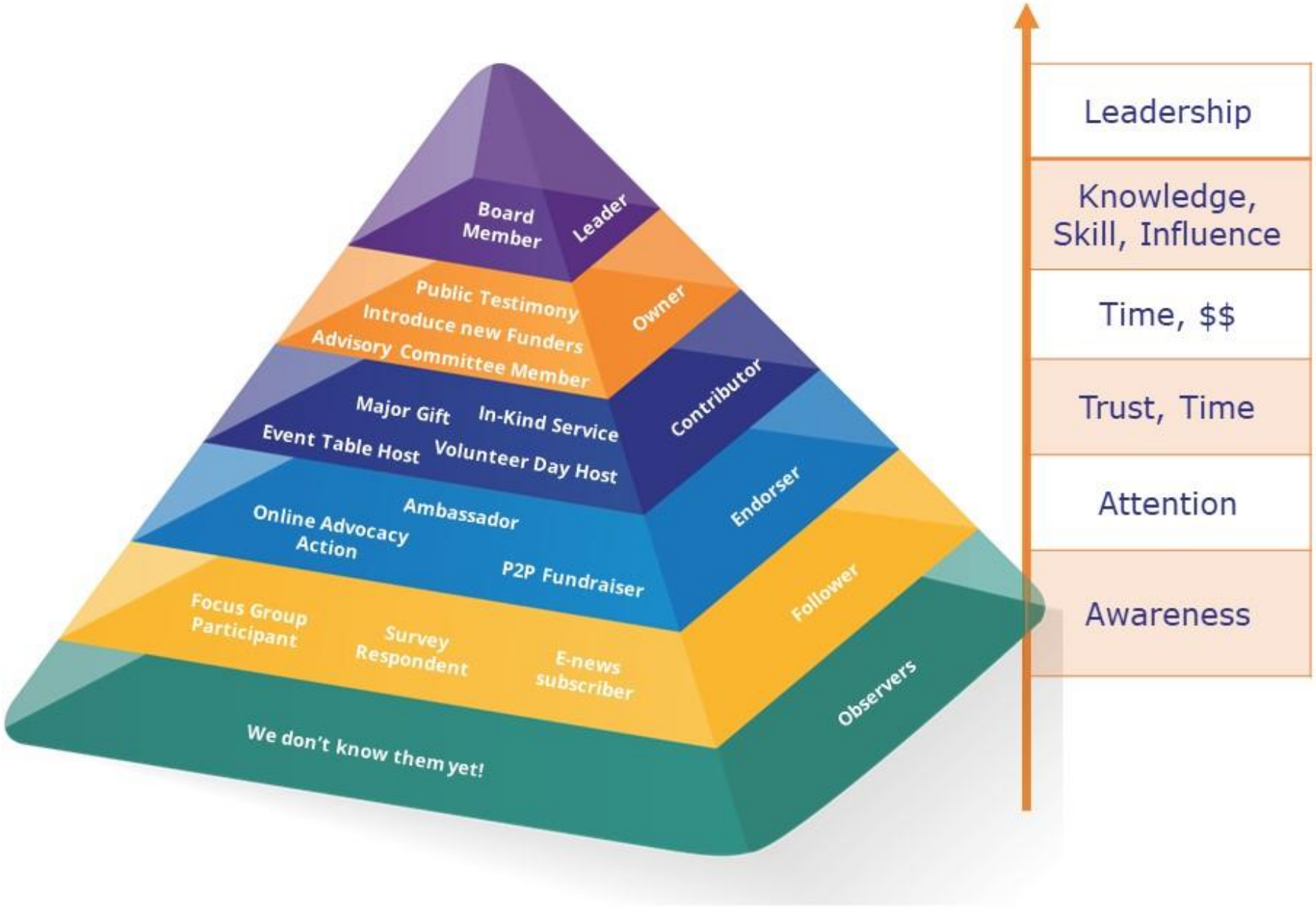
Variety of Actions



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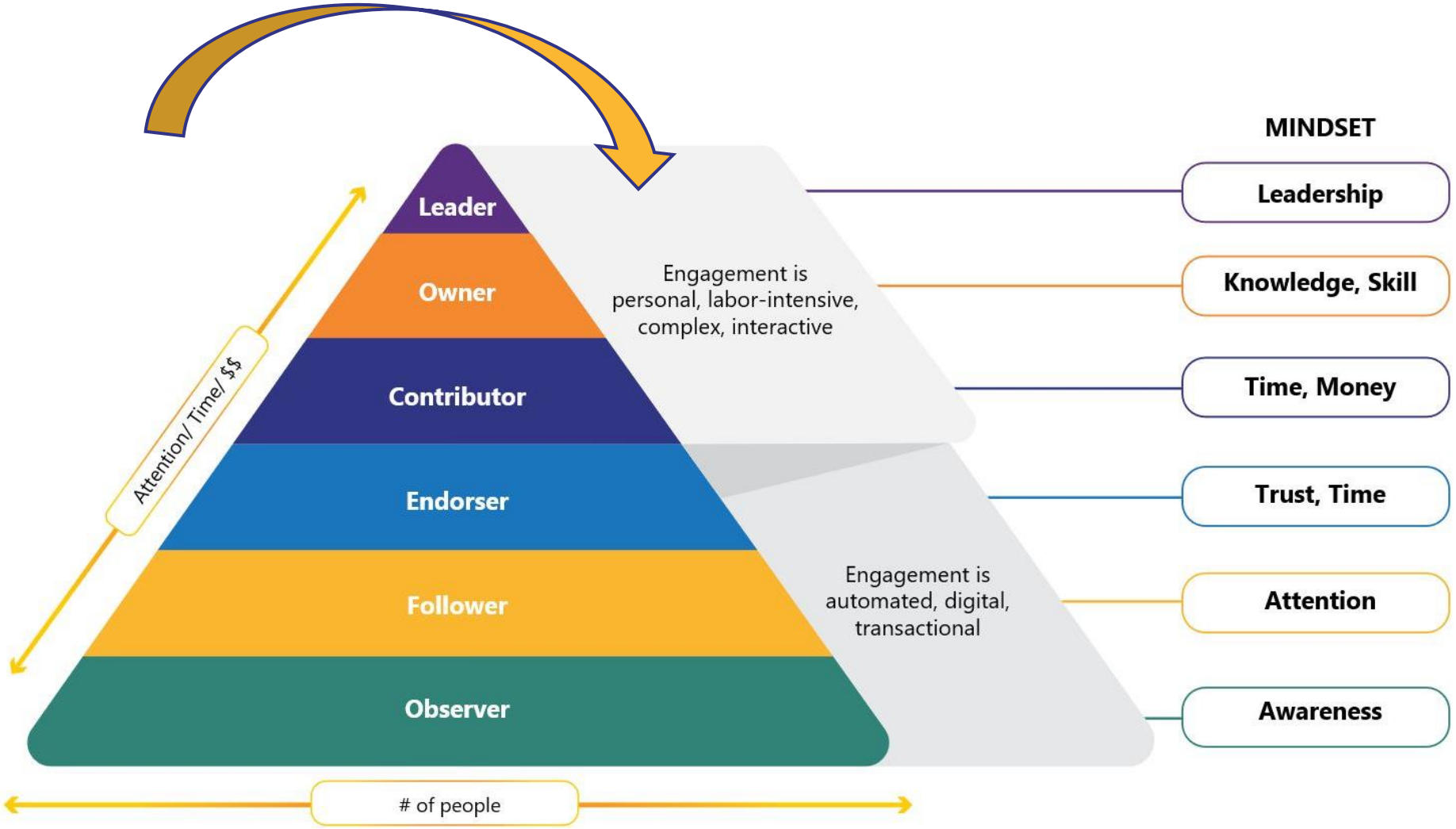
The role ***you*** play



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How do supporters engage with your nonprofit?

(what roles do you offer?)

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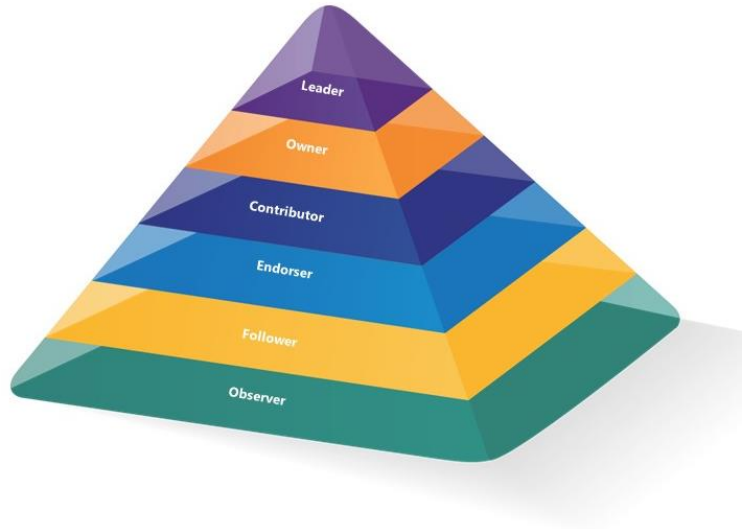
Get your pyramid workbook

www.BethSaundersAssociates.com/pyramid/



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LEVEL	Leader	Owner	Contributor	Endorser	Follower	Observer
MINDSET	Leadership	Knowledge, Skill, Engages others	Time, Money	Trust, Time	Attention	Awareness
DEFINITION	Leads others in carrying out the organization's work.Leadership skills are the major factor.	Fully invested in the mission and success of the organization, a program or campaign. Knowledge and skills are the major factors.	Contributes significant time, financial or social capital to the organization.Time and money are the major factors.	Believes in the mission and trusts the organization enough to approve the use of their name to endorse the organization, its programs or a particular campaign. The endorsement may also include a nominal financial contribution.	Understands and is interested in the cause and cares somewhat about the organization. *anyone who has given us contact info.	Interested in the cause and aware of the organization.
ACTIONS	Board Seat Member	In-kind service (offered)	In-kind service (solicited)	ShamRock & Roll P2P Fundraiser	Subscribed to Newsletter	Like social media posts
		Advisory Group Member	P2P Fundraiser (self-initiated)	Call or Write Legislators	DBCT "Summit" Attendees *(attend free DBCT-hosted event)*	Students in class who hear us speak
		High-level Multi-year Donor	Volunteer: Pack & Count diapers	Host a Diaper/Product Drive	Rotary/Civic attendees to our speaking	
			Corporate repack	Pack & Count Diapers - Volunteers	Community events/Resource fairs	
			Payroll Deduction Donor	Professor/Teachers ask us to speak to class		

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thediaperbank of Connecticut
CHANGE FROM THE BOTTOM UP

LEVEL	Leader	Mobilizer	Contributor	Endorser	Follower	Observer
MINDSET	**Leadership**	**Knowledge, Skill**	**Time, Money**	**Trust, Time**	**Attention**	**Awareness**
DEFINITION	Leads others in carrying out the organization's work.	Fully invested in the mission and success of the organization, a program or campaign.	Contributes significant time, financial or social capital to the organization.	Believes in the mission and trusts the organization enough to approve the use of their name to endorse the organization, its programs or a particular campaign.	Understands and is interested in the cause; cares enough about the organization to interact in a "safe" way (low risk actions).	Interested in the cause, aware of the organization. Has not taken action or interacted in a measurable way.
ACTIONS	Board member	Member of Legacy Giving club	Peer to peer fundraiser	First-time donor	Attended a hosted ICL Workshop	
	Selected to be an Advocacy Leader	Speaks at a Public Comment event	Is a monthly recurring donor.	Contacted a decision maker digitally	Attended a hosted ICL Field Trip	
		Met in person with a decision maker (legislator)	Active participant as a Wilderness Steward	signed an ICL created petition		
			Sent a Letter to the Editor	Office volunteer		

IDAHO CONSERVATION LEAGUE

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Your turn!

- ✓List actions needed to achieve your impact goals
- ✓Align actions with mindset
- ✓Ensure actions for all roles
- ✓Do you have a healthy middle?

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Track data you can Measure

Individual Interactions

- ✓ **Affinity** – based on your vision + mission
- ✓ **What** – donated, volunteered, attended
- ✓ **When** – specific date within past 12 months
- ✓ **How Often** – recurring gifts, repeat volunteer, renewed service

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FAQs

Q: Is there more than one pyramid?

A: There is only 1 pyramid, but it's 3-D with one side for each role a supporter can play.

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FAQs

Q: How do I know the level of engagement for each supporter?

A: The highest level achieved in the past 12 months.

- What did they do?
- When did they do it?
- How often?

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FAQs

Q: How do I keep supporters engaged?

A: Offer a 1-2-3 using your pyramid

1. An option to step back
2. An opportunity to stay where they are
3. A choice to step up

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Using the Framework

- ✓ Relate every action to a goal *(vision map)*
- ✓ Offer a wide variety of engagement opportunities *(pyramid levels & actions)*
- ✓ Ensure a healthy middle!
- ✓ Track the action AND measure engagement
- ✓ Personalize outreach & comms to the levels

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Get the Complete Guide

www.MapMoveMeasure.com

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Questions? Ah-ha's!

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