The Science of Giving
And the Art of Asking

Junlei Li & Suguru Ishizaki
“I made a difference to that ONE.”
1,546,330 starfish die every year

The Save the Starfish Foundation helps 2 starfish for ever $150 you donate.

Our costs include:
- Transportation
- Staff salaries
- Gloves
- Operational costs
- Starfish education
- Buckets
- Miscellaneous

"Together we can save every starfish in the whole world."
— Ryan Seacrest

I want to contribute to saving some of the many, many starfish that die everyday. I am enclosing:

☐ $1,200  ☐ $600  ☐ $300  ☐ _____ (other)

Name: ________________________________
Address: ________________________________________________________________
City: __________________ State: _______ Zip: ________
Telephone: ________ Email: __________________________
Credit Card: __________________________ Exp. Date: ________
No shortage of advice …
3 Simple Questions

1) Care?
2) Hope?
3) Something Worth Giving?
Care
Hope
Something Worth Giving
☐ wrinkled?
☐ wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk

Dove
Each afternoon, 1.5 million children are alone and unsupervised after school.
Each afternoon, 15 million children are alone and unsupervised after school.
Slovic, P. (2007). Psychic Numbing and Genocide...
“If I look at the mass, I will never act. If I look at the one, I will.”

— Mother Teresa
Ali is five years old.
She came to school hungry today.
Care & Giving ← Connectedness

Likable, Relatable, Identifiable

In-Group, Similar, Proximal

Shared Personal Experience, Perspective Taking
Reduce Social Distance
... 16.9 million children and youth under age 18 are living in homes with loaded and unlocked firearms.
More than 2 out of every 5 homes with children has an unlocked firearm in unlocked storage
Has Your Child Had a Sleep-over Lately?

I have an unlocked gun in my house!

Me, too!

Me, three!

2 out of 5 homes – loaded and unlocked
Care

Hope

Something Worth Giving
<table>
<thead>
<tr>
<th>Time Period</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>First 24 hours</td>
<td>$7 Million via Text to Red Cross</td>
</tr>
<tr>
<td>First 4 Days</td>
<td>$25 Million Total</td>
</tr>
<tr>
<td>Second Week</td>
<td>Down to <em>less than</em> HALF of Week One</td>
</tr>
</tbody>
</table>
I don’t believe people are tired of helping, only that they get tired of feeling helpless.

Gibbs, N. (February 22, 2010). There is no point doing good badly. *Time Magazine.*
Care

Hope

Something Worth Giving
... teen birth rate has ...

A. Increased
B. Decreased  CORRECT (22%)
C. Remained about the Same
... teen violent crimes has ...

A. Increased
B. Decreased **CORRECT (5%)**
C. Remained about the Same
% of children live in single parent families?

A. 10%
B. 25%  CORRECT (19%)
C. 40%  Over-estimate (76%)
Two Weeks of Local Television News

The Channel 4 News Team

Brick Tamland  
Weather

Brian Fantana  
Reporter

Ron Burgundy  
Anchorman

Champ Kind  
Sports

<table>
<thead>
<tr>
<th>Negative Youth Stories</th>
<th>Positive Youth Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>444 Violent Crimes</td>
<td>16 Youth Volunteering</td>
</tr>
<tr>
<td>8 Hours 18 Minutes</td>
<td>10 Minutes</td>
</tr>
</tbody>
</table>

The Pothole
The Crisis, Need, Problem, Issue ...
“Perpetual, Worsening Crisis”
Care

Hope

Something Worth Giving
Search on YouTube for “Fred Rogers helpers” and see what Fred Rogers has to say about hope.
Reduce Social Distance
Care
Hope

Something Worth Giving
Every dollar you give will be matched with …

A) Another Dollar.

B) Two Dollars.

C) Three Dollars.

\{ \text{SAME} \}

Karlan & List (2007)
“Which of those would do the most to improve the life in the community?”

_Tropman Report, “Do They See What I see?”_
Non-profit Executives

Donate Money 51%

Volunteering 11%

Community Residents

Volunteering Working together 58%

Donate Money 4%
We are in this … TOGETHER
Reduce Social Distance
3 Simple Questions

1) Care?
2) Hope?
3) Something Worth Giving?
Reduce Social Distance

*The How and the Why*
“Making Goodness Attractive”
The Bracelet Story
Now, how?
How can you apply all of these ideas in your own communication?
Develop a messaging strategy
Care
Hope
Something Worth Giving
Care $\rightarrow$ Shared Values
Hope $\rightarrow$ Opportunities
Something Worth Giving $\rightarrow$ Collective Actions
Care → Shared Values
Hope → Opportunities
Something Worth Giving → Collective Actions
Big Numbers
Crisis
Your Money
Shared Values  =  Loving Parents/Family
Opportunities  =  “[We] build a bridge to hope ...”
Collective Actions  =  Donate Together
Shared Values
Opportunities
Collective Actions

Communication Strategy Template for 3 Simple Questions
How do I develop a messaging strategy for my organization?
Survey your world and list the ingredients for your messages.
Lazarex

Staff

Patients

♥
Lazarex

Hospital  Doctors/Nurses

Staff

Families/Friends (Donors)

Patients
Events

Lazarex

Doctors/Nurses

Staff

Patients

Families/Friends (Donors)

Hospital

Events

Lazarex

Staff

Patients

Families/Friends (Donors)
Events

Lazarex

Staff

Donors / Potential Donors

Shared Values, Common Knowledge

Hotels

Transportation

Hospital

Doctors/Nurses

Patients

Families/Friends (Donors)
Pick your audience, and put a spotlight on the story ingredients.
“We Build a Bridge to Hope...”

Loving Parents / Family

Donate Together

Public Values and Knowledge

Artifacts

Families/Friends (Donors)

Donors / Potential Donors

Patients

Transportation

Hotels

Hospital

Doctors/Nurses

Events

Lazarex

Staff

...
“We Build a Bridge to Hope ...”

Lazarex

Staff

Doctors/Nurses

Hospital

Hotels

Events

Transportation

Public Values and Knowledge

Loving Parents / Family

Donate Together

Donors / Potential Donors

Families/Friends (Donors)

Artifacts
Enabling Youth to Reach Their Full Potential

**Employability**
We enable youth to become proficient in basic educational disciplines, apply learning to everyday situations and embrace technology to optimize employability through homework help and tutoring, internet exploration, and youth entrepreneurial programs.

**Self-sufficiency**
Through capacity to engage in positive behaviors that nurture their own well-being, set personal goals and hone the skills they need to successfully live as self-sufficient adults.

**Teamwork**
Our sports programs, known as Dapper Dan, teach kids to be aware of fitness, positively use free time, manage stress, socialize, and play well with others.

**Leadership**
We empower youth to support & influence each other, develop a positive self-image, participate in the democratic process, and respect their all cultural identities.

**Creativity & Cultural Awareness**
Arts programs develop creativity and cultural awareness through visual/tactile arts & crafts, performing arts & writing.

**Entrepreneurship & Enterprise**
We focus on entrepreneurial training, financial literacy training, and developing t-shirts. We focus on entrepreneurial training, financial literacy training, and developing t-shirts.

**67% OF ALUMNI SAY THE CLUB**
had a positive impact on their attitude toward fitness & health.

**80% OF ALUMNI SAID THE CLUB**
help with their homework.

**90% OF ALUMNI REPORTED**
they earned a high school diploma or equivalent.

**MAKE A DIFFERENCE**

**KEEP A PITTSBURGH TRADITION ALIVE**

**WHAT WILL YOU LEAVE BEHIND?**

**How You Can Donate**
Each dollar you contribute funds a number of initiatives and programs to help kids grow and achieve. For example:

- $100 for 3.5 hours of homework help in a learning center.
- $50 for 2 hours of youth development professional time.
- $25 for bus seats for 10 youth on a field trip.
- $20 for supplies for a craft project.
- $1 for 1 week of summer camp.

While single monetary gifts may be given, your organization can help support the Boys & Girls Club through other types of donations, including:

- **EMPLOYER MATCHING**
  Setup a program to match dollar contributions made to your employees.

- **DONATE STOCK**
  Securities or property that can be designated for annual program operations or restricted to the goods or services.

- **PLANNED GIVING**
  There are a variety of ways to plan for your family and loved ones with a will or living trust.

- **PERSONAL FUNDRAISING**
  Customize your page to mark a special occasion, honor a friend or loved one, or simply highlight your support and advocacy for young people.

For more information or to setup a donation, contact:

MIKE HEPLER, CEO
412.782.5710, bgcwpa@cs.com
5432 Butler Street, Pittsburgh, PA 15201-3096

Boys & Girls Clubs of Western Pennsylvania is a non-profit organization dedicated to enhancing the quality of life in Western Pennsylvania. We promote scholastic, vocational, and character development of the children in our care. We are a group of parents and volunteers serving to improve through helping youth thrive and becoming environment.
Why donate to us?

We make a difference in the community

We are actively engaged in making our home community of the North Side a better place to live. We revitalized Fowler Park and Pool into a thriving community space. We launched an Urban Farming initiative in which staff, neighbors and students have transformed an abandoned baseball field into a 1.5 acre farm. We now run a weekly Farmer’s Market from this farm, the first of its kind in our part of the city.

We aid in youth development

Throughout the academic year we provide after school programs for elementary, middle and high school students. Here we provide students with healthy snacks, homework help and the opportunity to participate in service trips.

We connect the young with the old

“The best part of helping rebuild Ms. Rose’s roof was meeting new people in my neighborhood.”

Laura, service camp volunteer

Through our Home Repair Ministry we connect youth with vulnerable elders. Each year over 2,500 volunteers repair homes of isolated, elderly residents from across Pittsburgh and form bonds with a social group they never would have come in contact with outside our service campus.

We provide extra care to those in need

“The Pittsburgh Project gives me hope.”

Reese, Homeowner Care recipient

Our Homeowner Care program provides ongoing visitation and care to shut-ins and those with limiting disabilities. Our staff members and dedicated volunteers visit, talk and pray with our most isolated neighbors, connecting them to the greater network of social service agencies and churches in their neighborhoods.

We’re incredibly efficient

92¢ of every dollar donated to The Pittsburgh Project goes to community development, not to administrative costs.

To learn more, visit

www.pittsburghproject.org
A new green roofing project will increase the need for green workers in Pittsburgh. The group Pittsburgh Green Innovators is working to establish green roofs throughout downtown Pittsburgh—a project that could include up to 1500 acres of roof. Green roofs, roofs with plants growing on them, can help businesses save money and improve local air quality.

I design green buildings for a living. "As a green architect, I get to find creative ways to make buildings more energy efficient. Plus, I work with some pretty cutting-edge technology." - Nick Smith

I spent my summer learning about solar energy. "As my internship, I felt like I was making a difference. I worked with really cool technology, learned about the future of solar energy, and now I want a career in this field." - Joanna McNulty