

# Surprise and Delight

@donorguru



**LYNNE WESTER**



DONOR RELATIONS GURU



CHIEF IDEA  
KILLER

VP OF  
NO

VP OF  
STATUS QUO

VP OF  
STAY THE COURSE

DIRECTOR OF  
ONEROUS  
REPORTING

DIRECTOR OF  
BUREAUCRACY

DIRECTOR OF  
RIGIDITY

DIRECTOR OF  
ANALYSIS  
PARALYSIS

MANAGER OF  
NEW GROWTH  
IDEAS

(VACANT)

# Nonprofit Organizations In the United States

2,201,946

Total Nonprofit Universe\*

1,800,000+

Active Nonprofit Organizations

## Top 5 Over 100K

- #1: California
- #2: Texas
- #3: New York
- #4: Florida
- #5: Pennsylvania

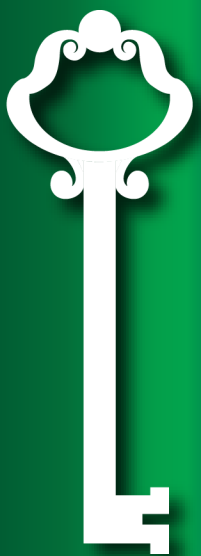
KEY:











Lynne is decisive, energized by ideas, and overlooks details, so stick to the big picture and get to your point quickly.

Tweet this sentence Save screenshot Improve my accuracy

Accuracy confidence: 95%



We found lots of online data for Lynne, so we're quite sure of this.  
Where does this come from?

ESTJ

Strategic  
Ideation  
Significance  
Competition  
Futuristic

When speaking to Lynne...

- Use self-deprecating humor (don't take act like you take yourself too seriously)
- Emphasize the future
- Don't ask her to explain something in detail
- Don't trust that she will follow specific verbal instructions

When emailing Lynne...

- Use emotionally expressive language
- Write with short, casual language and abbreviations
- Don't ask her something that will require a long, thoughtful response
- Don't provide lots of detailed information and instructions

When working with Lynne...

- Recognize her achievements verbally
- Send a reminder the day before a meeting
- Don't expect a long time to earn her trust
- Don't get frustrated if she is a few minutes late

When selling to Lynne...

- Tell a past customer story instead of listing features
- Use metaphors to explain
- Don't set an end time for calls or meetings
- Don't worry about asking for permission before calling

It comes naturally to Lynne to...

- Consider social events a high priority
- Immediately feel comfortable speaking to a new person
- Openly discuss emotions
- Forget something important

STRONGEST BEHAVIORS

Lynne's PI Pattern is extremely wide, which means that her behaviors are very strongly expressed and her needs are very strongly felt.

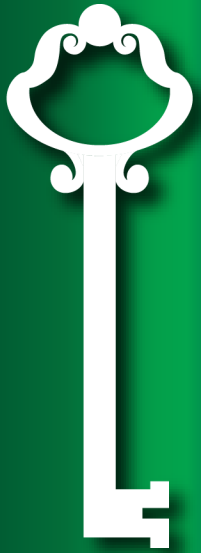
Lynne will most strongly express the following behaviors:

- Strongly venturesome in taking risks and focusing on the future; she's almost exclusively concerned with where she's going rather than either how she'll get there, or where she's been. Very adaptable; solves problems as they occur rather than through advance planning.
- Makes decisions and takes action, even when there's an absence of proof confirming her decision. Comfortable operating outside of traditions, she pursues strongly innovative ideas, even in the face of failures or popular opposition.
- Remarkably independent. Resists authority and proven, 'by the book' methods in favor of her own ideas.
- Intense proactivity and aggressiveness in driving to reach her goals. Actively and boldly challenges the world, her business, and even others' areas within her business.



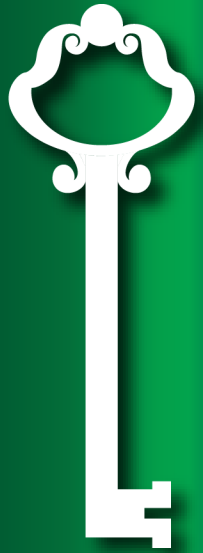
# Surprise and Delight

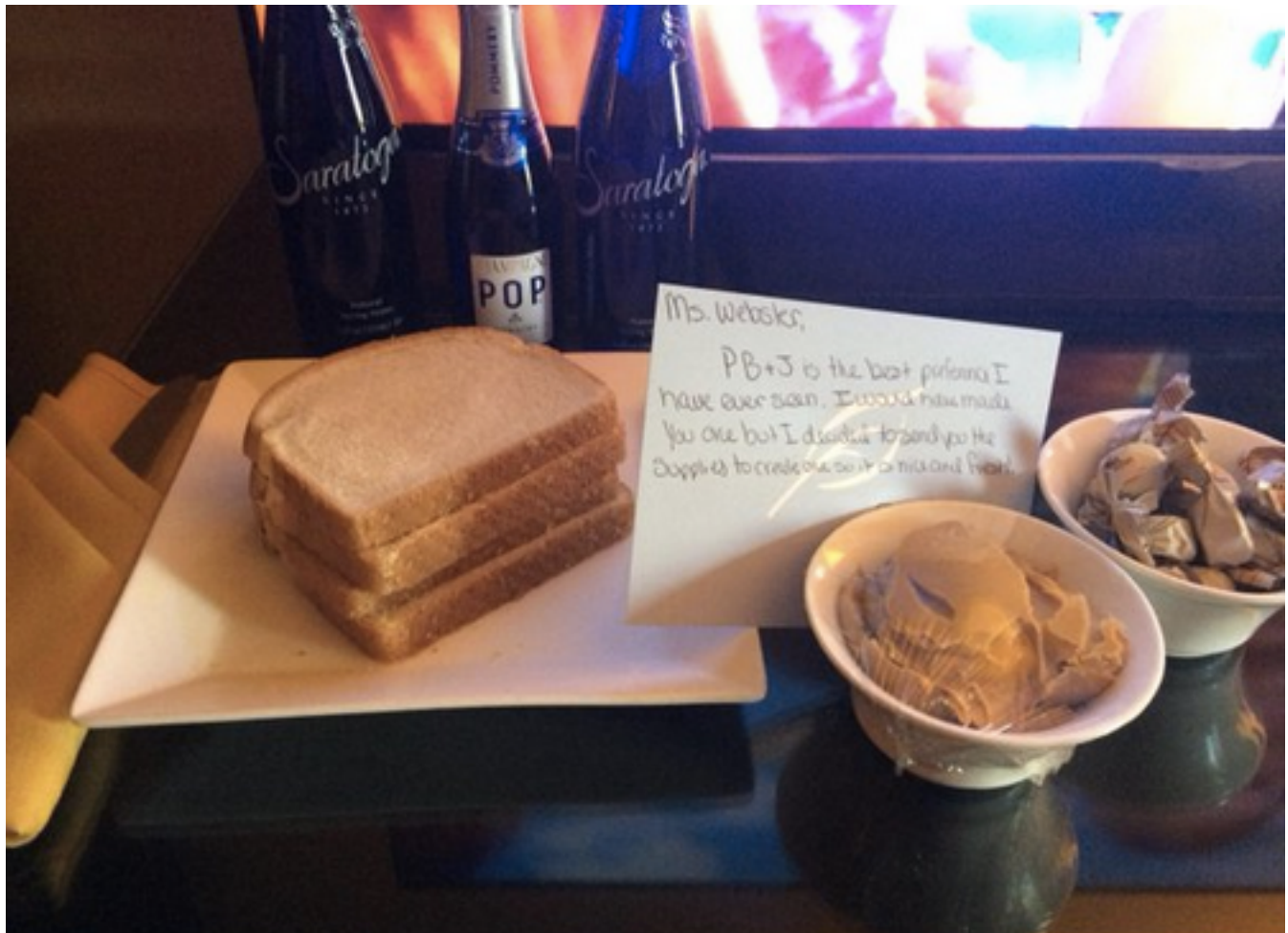
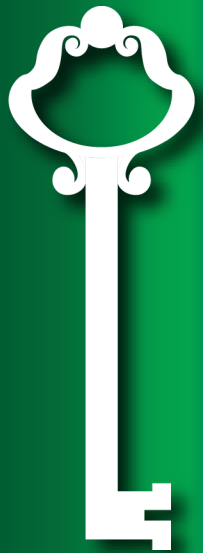
- Magical Moments
- Effusive Emotion
- Moment of Awe
- Speechless
- Moved to Tears
- JDM- Jaw Dropping Moments!





Don't



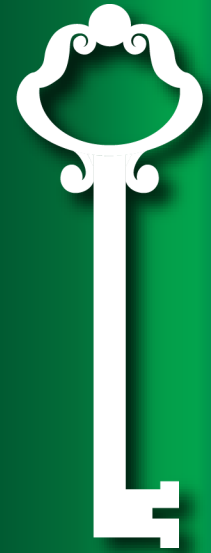


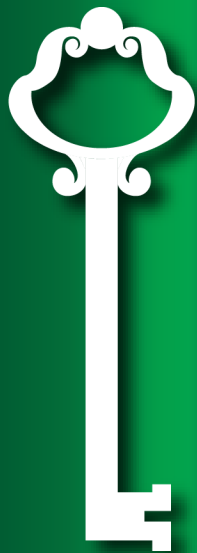
Ms. Webster,  
PB+J is the best perfume I  
have ever seen. I would have made  
you one but I decided to send you the  
supplies to create one so it can be and fresh.



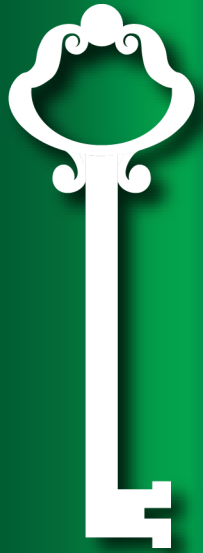
**Happy  
Birthday,  
Mr. Pickens!**





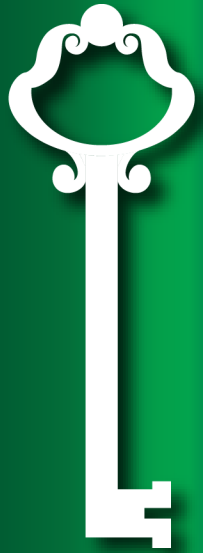


STROKE ROLL	Hand-to-hand		
3. The Seven Strokes Roll	One way		
4. The Flom			
5. The Flom, Ascend	Two ways		
6. The Flom, Paradoxical			
7. The Flomance			
8. The Fetti			
9. The Single Drag			
10. The Scotch Drag			
6. The Ten Strokes Roll	One way		
7. The Eleven Strokes Roll	One way		
8. The Thirteen Strokes Roll	Hand-to-hand		
9. The Fifteen Strokes Roll	One way		
10. The Flom, Tip			
1. The Single Paradoxical			
2. The Drag, Paradoxical No. 1			
3. The Drag, Paradoxical No. 2			
4. The Flom			

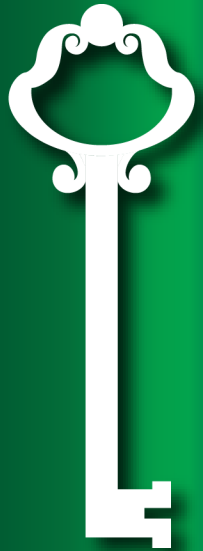


uviaus

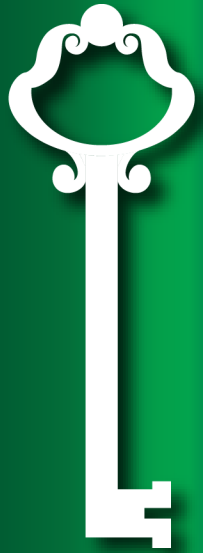




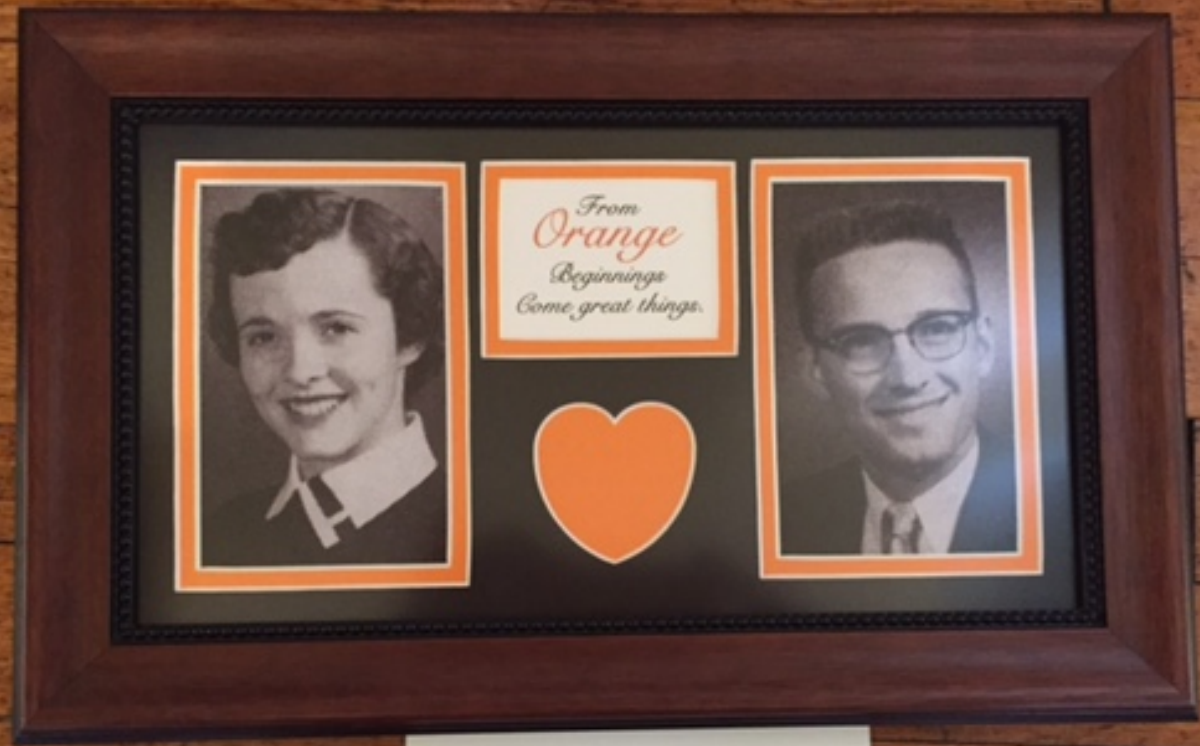
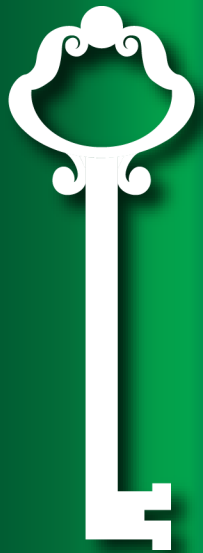








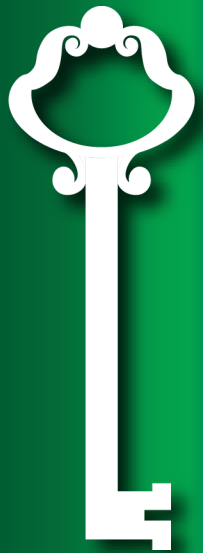


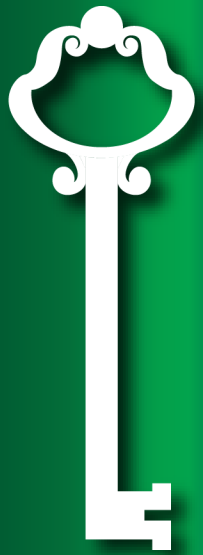


LEMON & KEN —  
WHAT FUN!  
JUST A LITTLE MEMENTO TO ADD TO  
YOUR "ORANGE COLLECTION."  
WE ARE SO GRATEFUL FOR YOUR  
SUPPORT OF OUR ALMA MATER

HAPPY VALENTINES!  
Kirk Jewell  
PRESIDENT

Kirk





**I would to express my thanks for all your efforts in my behalf. After seventy-two years, you can become somewhat jaded. And my connection with the University has been estranged over the years. But your thoughtfulness was very touching and I know how much personal trouble you went through bringing the plaque.**

**I was a relatively poor, small town boy in college. My father died a couple of years before I went to the University. The school was larger than my hometown and finances were always a struggle, and the University could be a cold place at that time in my life.**

**So in my small mind, this is the first warm thing done for me by the University. It was nice of you.**

**I have rejoined the Alumni Association and sent token money [I will consider them also in my will], and I have also sent money to the Cimarron Review which I have always believed in.**

**But the bottom line of this note is: if you ever need my assistance, please don't hesitate to ask.**



**Jon Pritchett**

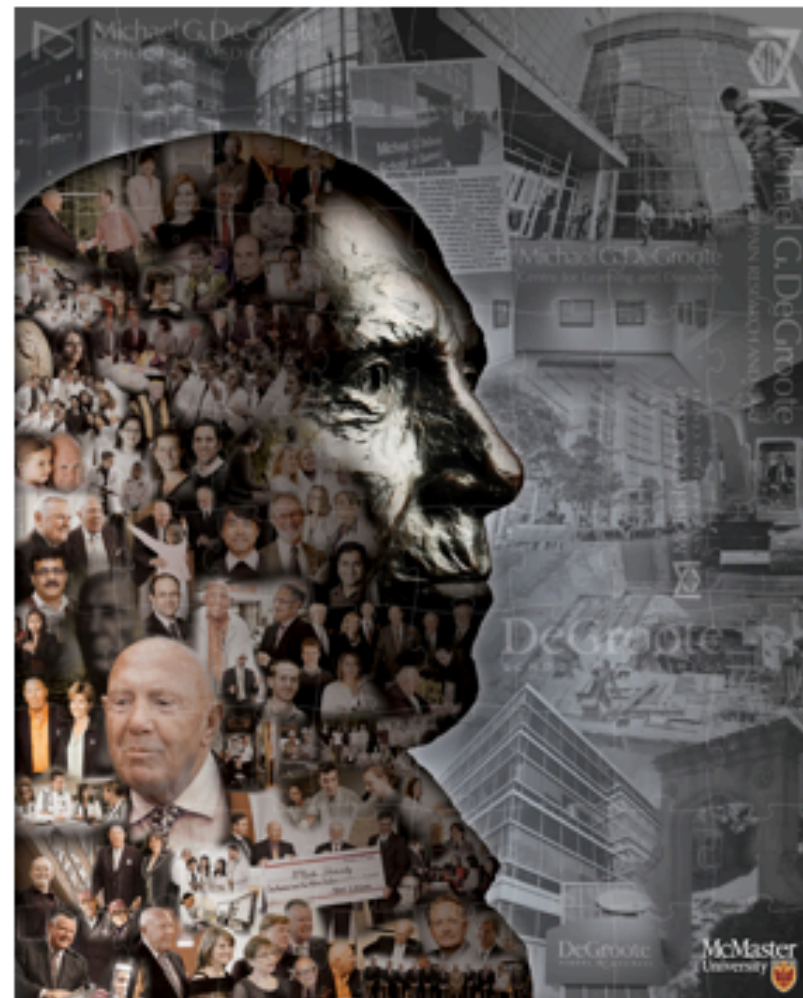
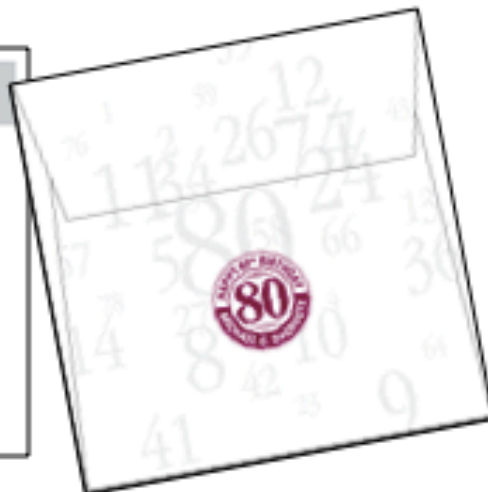
**Gift:** Custom framed photo and handwritten notes from Athletics and a child impacted by Children's Miracle Network.

**Rationale:** The Pritchetts' giving affinity is to pediatric patient care and athletics and the gift connects with the mini-impact report they received at the retreat.



## "80 Ways You Made a Difference": McMaster University Strategic Stewardship Touch

- Donor's 80<sup>th</sup> Birthday.
- 80 puzzle piece postcards, each with a heartfelt note about gift impact.
- 1 postcard mailed per day starting 80 days before his birthday.
- Final piece was framed for gifting.



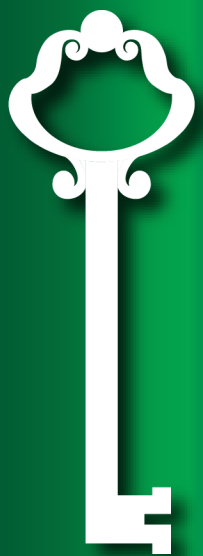


### **Celebrating professional accomplishments:**

- Gator alumni, professional NASCAR driver
- Custom Gator Motorsports patches
- Note from President congratulating on first big NASCAR win
- One patch framed for display, one on hat for future media appearances

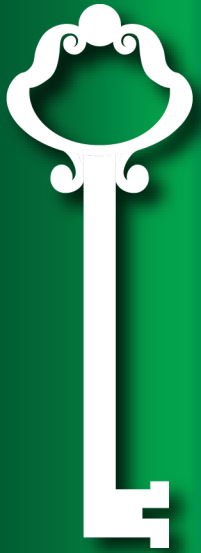






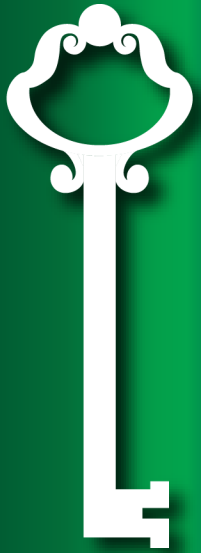
# Deep Dive

- 3 Adjectives to Describe the Donor
- What is their Passion?
- How do they spend their free time?



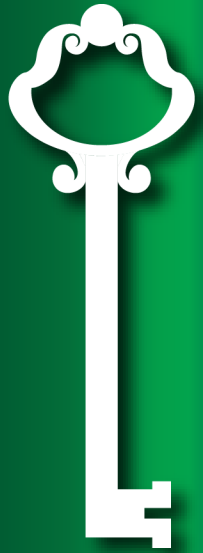
# Deep Dive

- What is their pet peeve?
- Where else in the community do they support?
- Where do they travel?





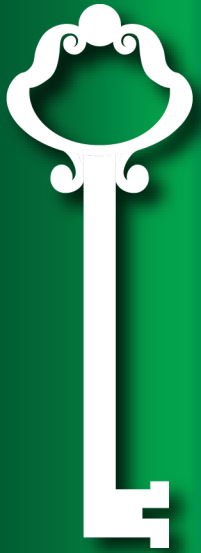
# Deep Dive



- What is their fondest memory of the organization?
- Who is their favorite person at the organization?
- Who is their least favorite person at the organization?

# Deep Dive

- What is the best/worst thing about the organization for them?
- What do they want their legacy to be?
- If you could do anything for this donor, no matter cost or time, what would it be and why?



# THANK YOU!

- Lynne M. Wester
- [lynne@donorrelationsguru.com](mailto:lynne@donorrelationsguru.com)
- [www.donorrelationsguru.com](http://www.donorrelationsguru.com)
- Twitter- @donorguru

