



A Change Agency

## Cause Why? Giving Back to Bring Purpose

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As we've heard time and time again, It starts with Why.

However, it also starts with *Why Not?*

Why could the potential donor say no?

Have you ever asked for a donation only to be surprised how few people respond? You posted it to your socials, AND you sent out an email - to your friends, no less! - and no response. Shouldn't they care about what you care about? While they might care about you, you are not enough to compel them to give. You are only part of the equation.

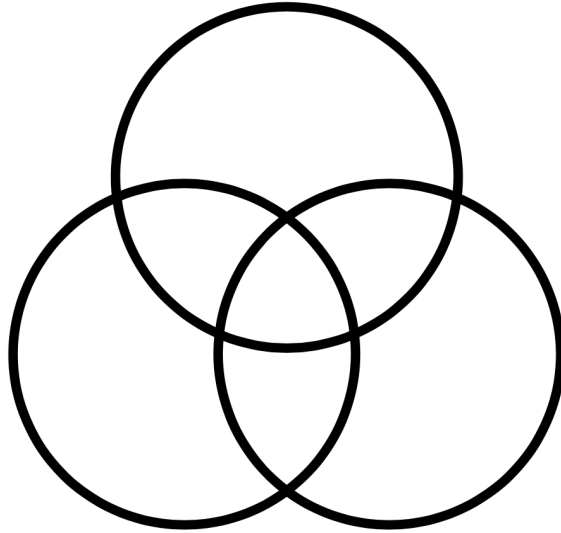
Three waves of impact for giving are:

- Vision: Why does this cause matter to me? To others?
- Values: What makes it unique to those it serves? What problem does it solve?
- Voice: Who is telling the story?

[Your Organization]	Why would someone say yes?	Why would someone say no?	Why would someone say yes to others instead?
Vision			
Values			
Voice			

The Velocity: The current under those waves help remove the logs and seaweed that make it hard to say yes. What are your logs and seaweed? What can you do you to increase the velocity to say yes?

Where can you find more people who can connect with your vision, values and voice?



Outline all the activities (prompts) you are doing to engage your donor.

What level of ability does the action require?

What level of motivation does the action require?

Other resources:

BJ Fogg, BehaviorModel.org

Donald Miller, *Building a Story Brand*

Andy Frawley, *Igniting Customer Connections*

Simon Sinek, *Start with Why*