

**BIG  
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**Big Brothers Big Sisters**

National Conference



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# Rewards & Recognition

Presented by:

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# The Challenge





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# Recommendation of Industry Experts







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# How to Activate





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# Questions on data or research?

Email [joanne@turnkeywow.com](mailto:joanne@turnkeywow.com)

Don't be shy.



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# Recognition Seekers Raise More Money

**2X** more fundraisers were redeemers  
than non-redeemers

**38%** more was raised on average  
by redeemers than non-redeemers



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# Team Captains are Heroic

**547%** more fundraising done by Team Captains than those not on teams

**21%** more fundraising done by team members than those not on teams



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p2p fundraising strategy

*\*The Leukemia & Lymphoma Society 2014 Light The Night Data Analysis Results,  
page 3 of Chart Appendix*



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

**LIGHT THE  
NIGHT® WALK**





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# Solo = Zero

**62%** of fundraisers *not* on teams had \$0 in fundraising vs. 22% of those on teams



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\*The Leukemia & Lymphoma Society 2014 Light The Night Data Analysis  
Results, page 4 of Chart Appendix



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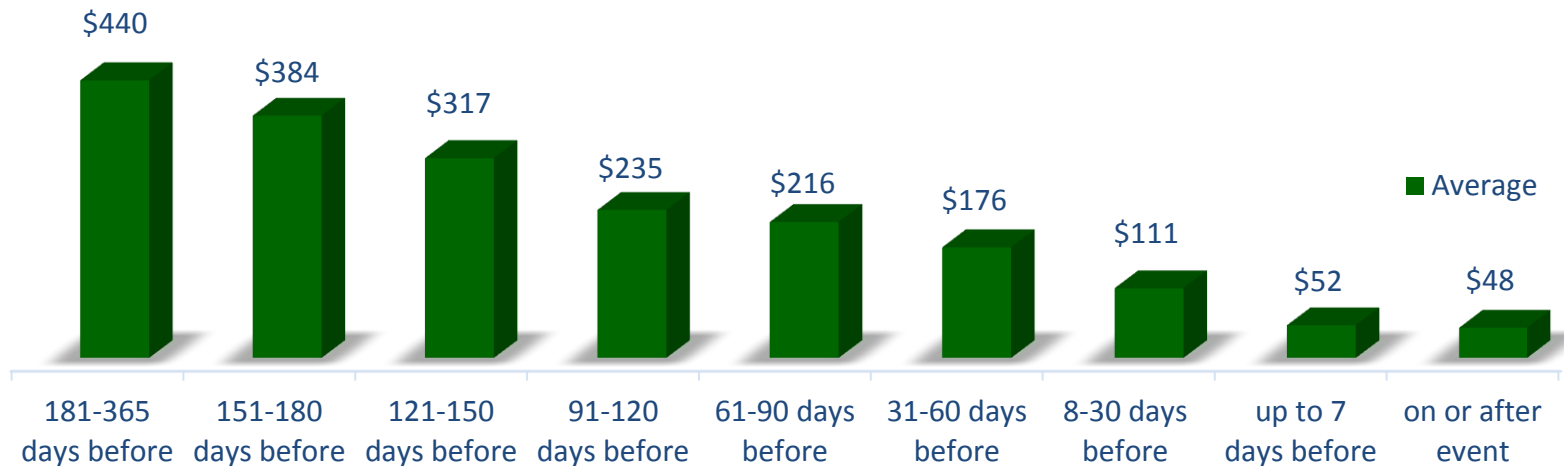
LIGHT THE  
NIGHT™ WALK



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# Early Fundraising = Higher Fundraising



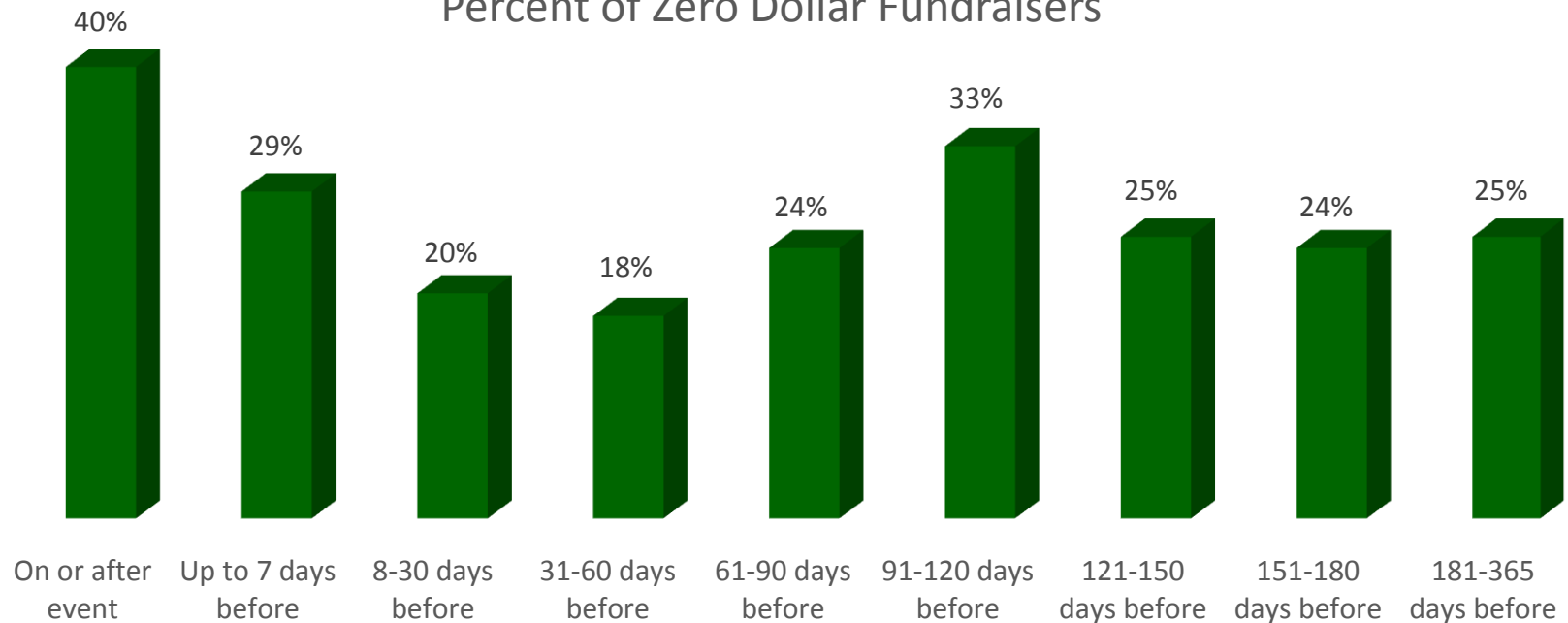


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# Event Week Registration = Zero \$ Land

Percent of Zero Dollar Fundraisers





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# Recognition Improves Fundraising

**19%**

increase in fundraisers raising \$300  
(1<sup>st</sup> reward level) or more from 2013 to 2014

**\$183K**

increase in total fundraising from 2013 to  
2014



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# Benefit of Using Turnkey

**24%**

fundraising growth year over year

**\$6.75M**

increase in total fundraising  
year over year



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# Cost of Not Using Turnkey

**34%** lower fundraising revenue

**24%** slower participant growth





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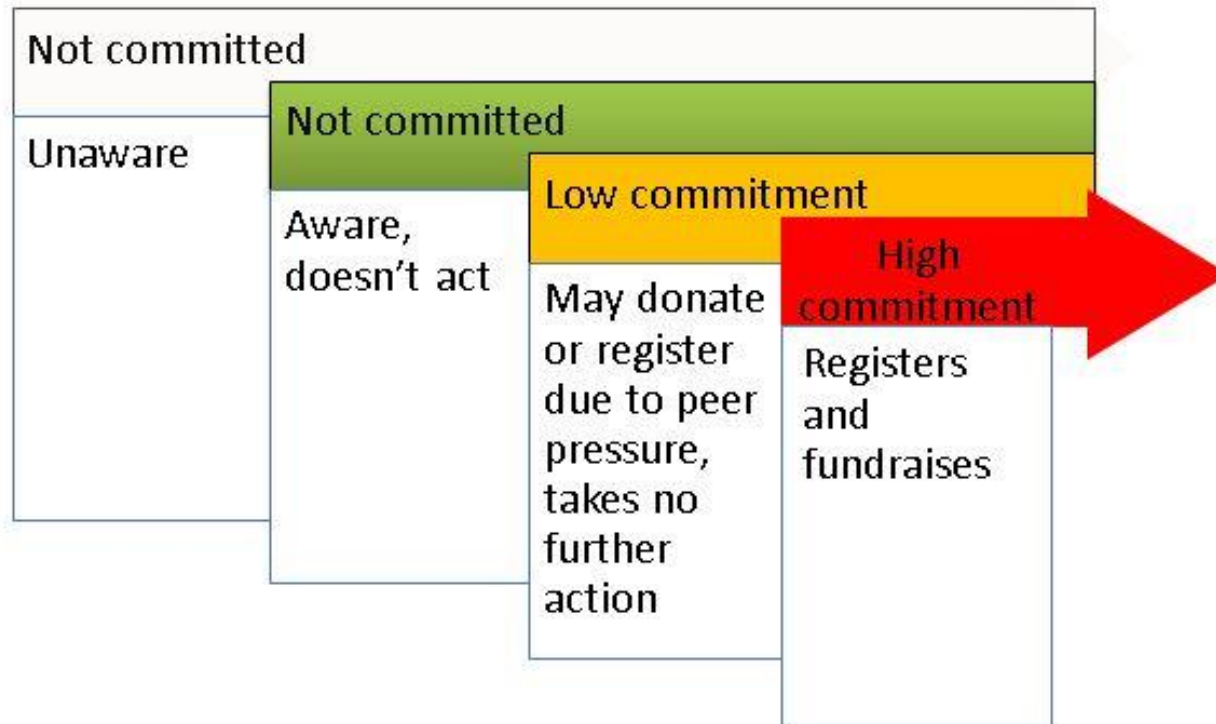
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# Intrinsic vs. Extrinsic





# Commitment Continuum





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# Belief Follows Behavior





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# Bias for Consistency







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# Creating an Intrinsic Label





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# Intrinsic Motivators







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# Intrinsic Results





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# Extrinsic Land Mines





# Research Shows...

“...performed better in pursuit of a noncash incentive...”

This article studies the motivational power of hedonic noncash incentives compared to the motivational power of an equivalent amount of cash. In a laboratory study, working adults who engaged in a challenging mental task performed better in pursuit of a noncash incentive than in pursuit of a cash incentive, even though they stated a preference to receive the cash award. Justifications for consumption and purchase of luxurious hedonic goods are found to be a moral inconsistency. These findings suggest that firms must be careful in asking incentives they prefer, because the preferred incentive may not be the one that maximizes performance.

*Human Performance*, 22:143–155, 2009  
Copyright © Taylor & Francis Group, LLC  
ISSN: 0895-9285 print/1532-7043 online  
DOI: 10.1080/08959280902743659

 **Routledge**  
Taylor & Francis Group

## Justifiability and the Motivational Power of Tangible Noncash Incentives

Scott A. Jeffrey  
University of Waterloo

<http://tinyurl.com/mmyrx42>



# Double Whammy = Extrinsic & Expensive

Chart A. Cash-like Products Produce a Higher Redemption Rate as Gift Levels Increase.

\*Note: Fundraisers were given the option to choose a gift below his/her gift level.

| Type of Product   | Fundraising Level | Gift Product            | Qty Product Redeemed | Redeemed |
|-------------------|-------------------|-------------------------|----------------------|----------|
| Cash-like         | 2500              | Digital Camcorder       | 382                  | 40.68%   |
| Nonprofit branded | 2500              | Wheeled Backpack        | 121                  | 12.89%   |
| Nonprofit b       |                   |                         | 295                  | 31.42%   |
| Cash-like         |                   |                         |                      | 33.68%   |
| Cash-like         |                   |                         |                      | 51.04%   |
| Nonprofit         |                   |                         |                      | 22.57%   |
| Cash-like         |                   |                         | 30                   | 38.46%   |
| Cash-like         |                   |                         | 24                   | 30.77%   |
| Nonprofit         |                   |                         | 21                   | 26.92%   |
| Cash-like         |                   |                         | 14                   | 25.00%   |
| Cash-like         |                   |                         | 36                   | 64.29%   |
| Nonprofit branded | 7500              | Modern Fire Pit         | 10                   | 17.86%   |
| Cash-like         | 10000             | iPod Touch              | 48                   | 44.86%   |
| Cash-like         | 10000             | Coleman Camping Package | 44                   | 41.12%   |
| Nonprofit branded | 10000             | White Tailgate Canopy   | 24                   | 22.43%   |

- Cash-like gifts are redeemed more but don't cause more fundraising
- Expense goes up; we can't show that fundraising goes up

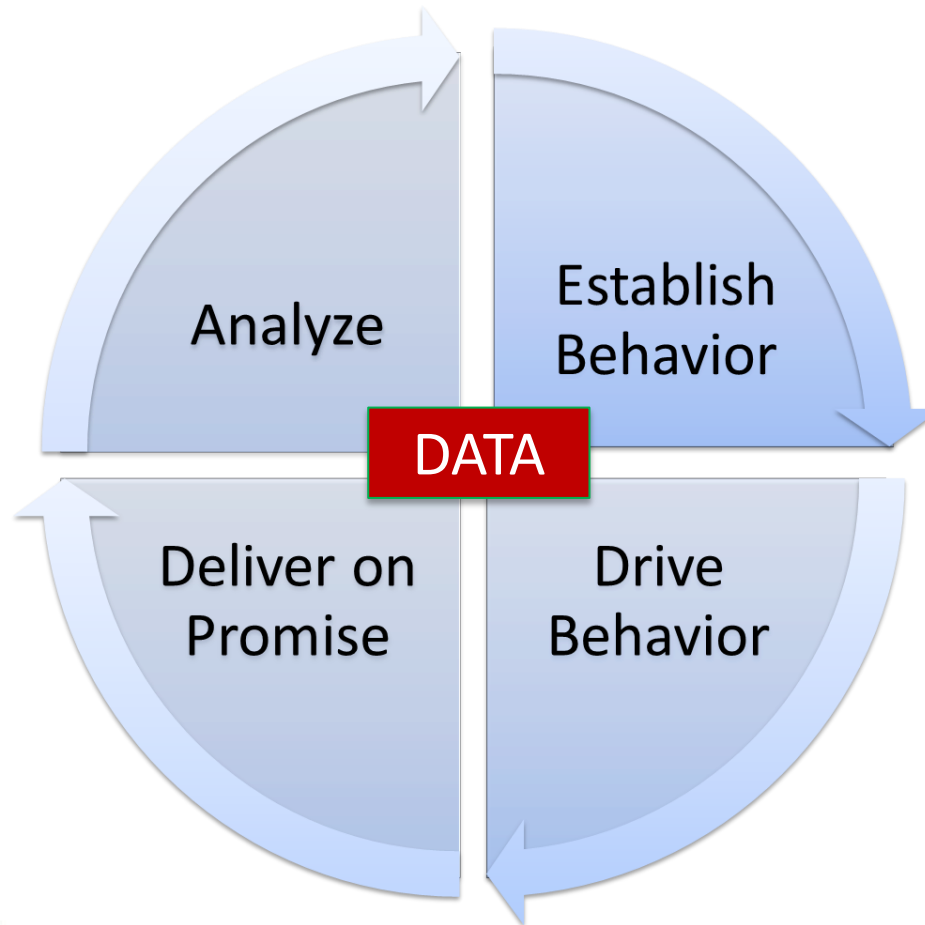
Turnkey data



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# The Solution







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# Establish Behavior

"I'm passionate about my cause, let me tell you about it"







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# Drive Behavior



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END  
ALZHEIMER'S**  
alzheimer's association

**2014-15**  
Recognition Program  
To register or find a walk near you, go to [www.alz.org/walk](http://www.alz.org/walk)

Hi Shawn,

Congratulations! You're already eligible for some awesome Alzheimer's Association Walk to End Alzheimer's® items. But keep going, because the next level - containing fabulous prizes and recognition - is within your reach!

Raise \$600 and you'll be eligible for your choice of the Walk to End Alzheimer's cotton hoodie, the rope tote bag or the picnic blanket. You will also join the elite ranks of our Walk to End Alzheimer's Champions Club!

Take your fundraising up a notch by going back to the basics. Plan a yard sale, a bake sale or an old-fashioned lemonade stand. And don't forget to share the URL for your fundraising Web page with every customer!

Good luck and have fun fundraising!

Alzheimer's Association

**Find us on Facebook:** [facebook.com/alzwalk](https://www.facebook.com/alzwalk)  
**Find us on Twitter:** [twitter.com/alzassociation](https://twitter.com/alzassociation)  
**Find us on YouTube:** [youtube.com/alzwalk](https://www.youtube.com/channel/UCq0n0Z00000000000000000)



**WALK TO  
END  
ALZHEIMER'S**  
alzheimer's association

**2014-15**  
Recognition Program

| Prize           | Fundraising Goal |
|-----------------|------------------|
| T-shirt         | \$100*           |
| Hoodie          | \$200            |
| Blanket         | \$500            |
| Tote bag        | \$750            |
| Champion's Club | \$1,000          |
| Champion's Club | \$1,500          |
| Champion's Club | \$2,000          |
| Champion's Club | \$2,500          |
| Champion's Club | \$3,000          |
| Champion's Club | \$4,000          |
| Champion's Club | \$5,000          |
| Champion's Club | \$7,000          |
| Champion's Club | \$10,000         |

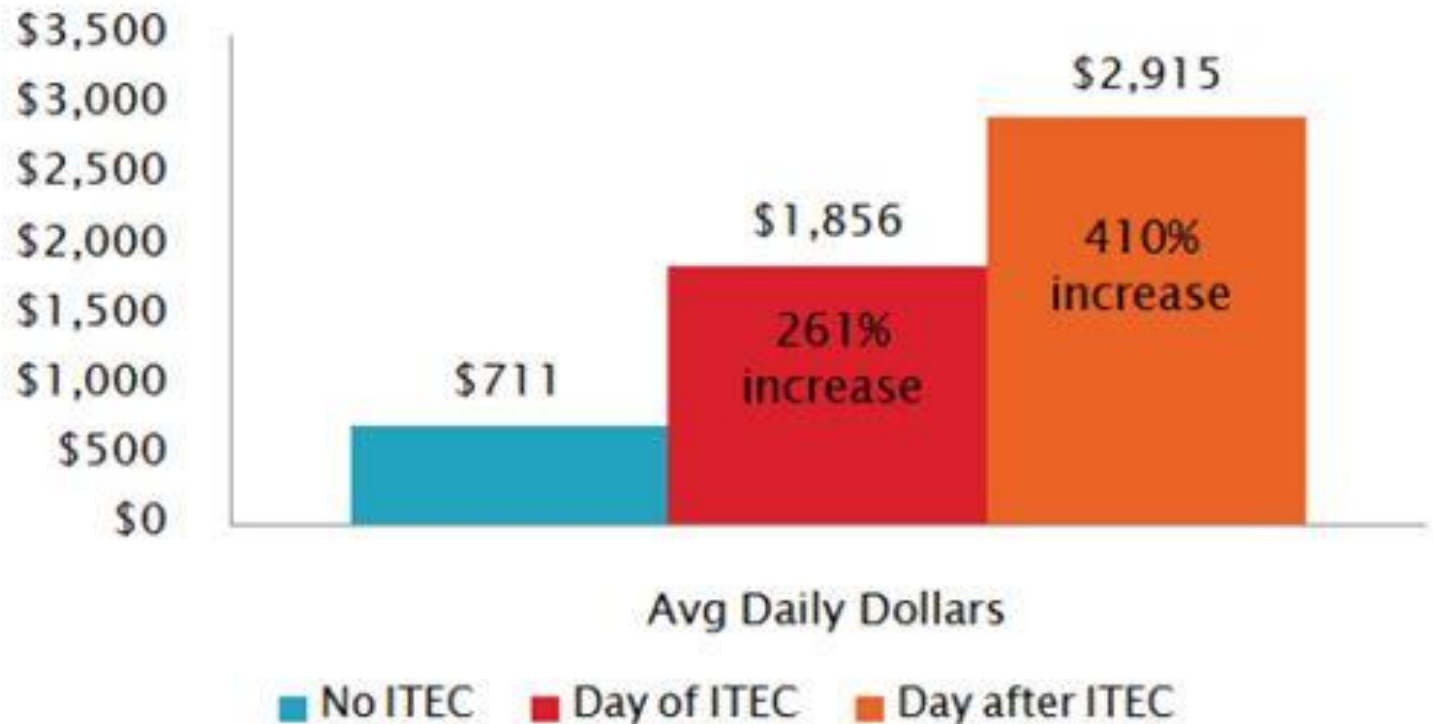
[Download the program file](#)  
to see all of the gifts offered.



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# Driving Behavior Pays Off





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# Deliver on Promise



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Consistent experience increases loyalty & retention



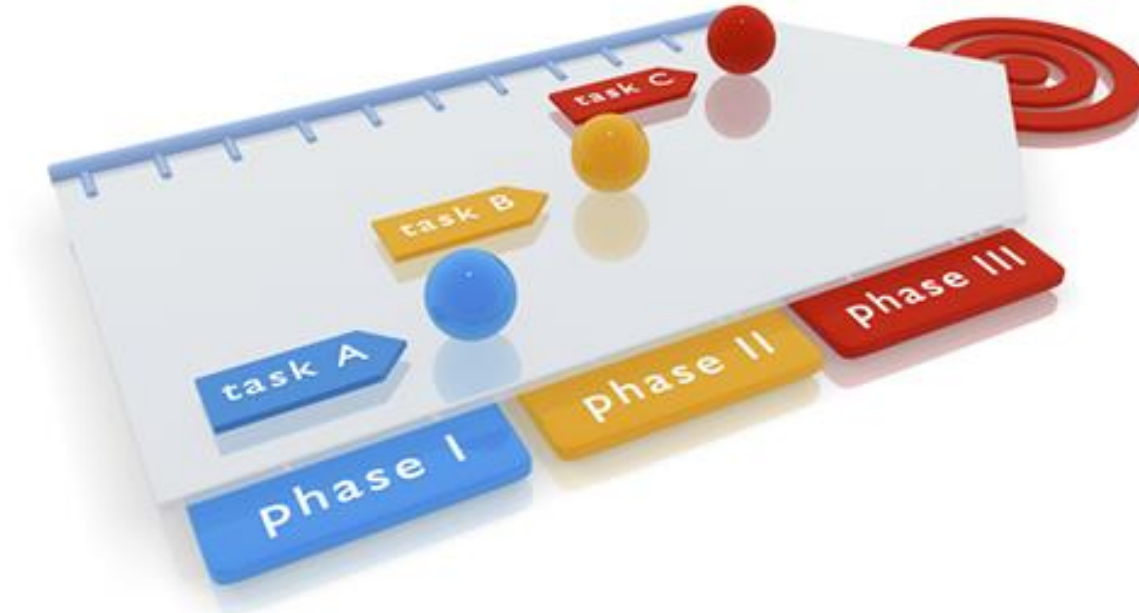
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# Robust Project Management





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# Program Data Analysis







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# BBBS Kansas City

- Social Engagement Drives Fundraising
- Super Team Reward Party
- Volunteers Huge Fundraisers - \$200K
- \$550K Earned







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# BBBS Central Ohio

- Reward Corporate Team Coordinators
- Huge Retention
- \$484K Earned





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# BBBS Central Ohio



## **Incentives for Company Coordinators**

### **The Company Coordinator who...**

#### **RAISES THE MOST MONEY WINS:**

- A lunch-time party for your co-workers (up to 50 people)
  - Personal delivery of BFKS prizes
  - A special office thank you gift
  - A letter recognizing your efforts sent to your CEO/President
  - Your name and company recognized in a post-event newsletter
  - Your name and company recognized in a post-event *Business First* ad\*
- \*Additionally, the top-ten Companies/Company Coordinators will be recognized separately in the ad

#### **RAISES MORE THAN \$20,000:**

- Your name and company recognized in a post-event newsletter
- 5 entries into the raffle drawing for either a \$300 Apple or Amazon.com gift card
- Restaurant Prize Pack
- Personal Delivery of BFKS prizes
- Your name and company recognized in a post-event *Business First* ad

#### **RECRUITS A TOTAL OF 10 TEAM CAPTAINS:**

- Your name and company recognized in a post-event newsletter
- 2 entries into the raffle drawing for either a \$300 Apple or Amazon.com gift card
- Restaurant Prize Pack

\*Team Captains must officially register AND fundraise on the [www.bowl-big.org](http://www.bowl-big.org) website to be counted in totals

Watch for the weekly Company Coordinator emails for mini-contests to win prizes that include restaurant gift cards, entertainment passes, *Bowl for Kids' Sake* swag, and more!



# Summary

Intrinsic motivation techniques can be used to change behavior in:

- ✓ Participants
- ✓ Teams
- ✓ Staff
- ✓ Volunteer Leadership
- ✓ Zero Dollar Fundraisers
- ✓ The Unregistered



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# Your Challenges

- ✓ Increased Fundraising
- ✓ Earlier Registration
- ✓ Team Creation, Retention & Build Out
- ✓ More Participants
- ✓ Staff Accomplishments
- ✓ Volunteer Leadership Engagement