



Management Techniques Utilize for Future Non Profits Fundraise: Required Skills for Elderly

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Abstract :

Elderly population could develop integrated skills, through learning of managerial / Technical skills by which their social participation and self esteem shall be developed. Modifications of life style, environment, resulting increase in contacts, economic growth and personal satisfaction. Having this in mind ,the researchers wish to illustrate how creativity, leadership, Relatability, etiquette, persevere and knowledge updation is important for the vintage fundraisers. In addition, the current trending techniques like artificial intelligence, augmented reality and virtual reality shall be a helping tool for them. The management technique such as design thinking and psychological contract are the required skills for future fundraising.

Key Words:

Management Techniques; Nonprofits; Fundraising Skills; Elderly.

Introduction :

Is managerial / technical proficiency help for future fundraising? 'Doing Good' is not enough rather we must appear to be Good is a fundraisers mantra emphasised by Eminent Fundraising mentors . Before start any fundraising, the charity plan or the charity rendering organization should be appear to be Good in order to win the confidence of the community.

Since Donors / corporates are coming from the community, your service need to be popularize among the masses. It does not mean, we have to spent lot of money for marketing the plan in news paper, TV Adt etc.. Most of the time this will end up with very negatively . 'Buzz [word of month]' is the best way to positioning your organization. This will happened only by doing the genuine service. Now a days people / beneficiary will take you in high level through their social medias. Yes! others should talk about your service.

Inspit of all, fundraiser should raise friends / contacts before asking money from Individuals, association, Govt's, or corporates.

Image raising need to be taken place before any fundraising activity. In simple terms 'open their minds first in turn they will open their burses' An professional fundraiser before donor recruitment, he / she need to developed a ' psychological contract between each other.

The author bring a light theme on how effectively the elderly people can be utilize in the modern era..

Optimum utilization of the elderly

Earlier older persons tried to adapt themselves according to environment. But today, older persons do not want to compromise with circumstances and struggle for change in their lives. Majority of older persons feel that they have desired energy, strength, resources and capabilities to change circumstances according to their changed needs and requirements.

Senior Citizens are desperately looking for new opportunities, avenues and possibilities, through which they can utilize their energy, knowledge and capabilities & can bring a perceptual change in society about Old Age.

Society in general and opinion leaders & policy makers in particular needs to understand fast changing needs of older persons due to fast changing socio-economic & demographic scenario of the country, so that older persons could be given ample opportunities to keep themselves active and to play an important role in society. It will definitely ensure more respectful & compassionate environment for older persons in the country.

Here we could illustrate some of the skills elderly can develop and raising resources for their fellow community. Senior citizens can voluntarily attached with the Genuine charities and work for them. Technical persons/professionals will easily adopt the situation and start immediately working for the charity. Non technical/unskilled elders need some training or according to their core competency charity organization shall assign the activity to them. However, few management techniques / skills are commonly expected from the future fundraising field. Even for a limited effort they can develop a visible changes for them as well as the society.

Design Thinking Skills Pivotal to Becoming a Successful Fundraiser

Creativity

Creativity is one of the number one essential to good fundraising. If you lack creativity, you will struggle to find ways to appeal to donors — it's as simple as that.

It takes a creative mind to put together an attractive crowdfunding pitch for a startup that is hunting for cash. If you're trying to raise money to dig wells in poor communities in a Third World country, a healthy infusion of imagination is required in order to communicate your mission to the millions of potential donors who have never heard of you.

Even a local organization like a food pantry needs a regular stream of creative inspiration in order to stay relevant and avoid being marginalized or even forgotten within their own community. No matter what the cause, creativity is a key ingredient of a successful fundraiser.

Leadership

Leadership is one of those transferable skills that can serve you well in all walks of life — including fundraising. There's no shortage of needs in the world, and the power of modern phenomena like social media and the 24-hour news cycle ensure that everyone is aware of the pain. While awareness is a well-saturated market at this point, though, there is a paucity of willing individuals who possess the leadership skills required to champion a cause.

Supporters, donors, and volunteers are quite easy to find. However, it's often difficult identifying an individual who is able to bring them all together. A true leader can bring a strong sense of mission, formalize a vision, organize efforts, direct funds, and lead the overall charge for a cause. This ability to organize, inspire, and lead others is a key to fundraising victory.

Relatability

The soft skill of being relatable is an invaluable aid in the fundraising world.

Rather than simply appealing to potential donors' emotions based on your own fundraising story, focusing on relatability allows you to make sure that each fundraiser you run is uniquely tailored to the crowd you'll be engaging with.

The ability to research and learn about the individuals you're going to solicit funds from allows you to form a deeper understanding of their own thoughts, opinions, and interests. This enables you to approach them on their terms.

For instance, say you're trying to run a fundraiser in a local community. Since it's an entire community, you're going to need to find a way to appeal to all ages, genders, lifestyles, and interests. There's no magic formula that will instantly attract everyone, but there are certainly some fundraising options that will be more universally appealing than others.

If you opt for a rock concert, you're likely going to alienate many of your older donors. Something like a bowling event, on the other hand, could have a much broader appeal. Families with younger children can attend, seniors can participate, and teenagers and young adults can still benefit from the competition and health benefits that the sport offers.

Etiquette

A good fundraiser isn't just going to simply study their fundraising audience like a science experiment. They're also going to make sure they know how to engage with them.

Proper manners are obviously important here as no one is going to want to donate to a cause when they're approached in a rude or inappropriate manner.

However, basic manners are just the beginning. A good fundraiser should also be socially aware at all times. What manners, dress codes, or behaviors are acceptable in each scenario? If you're going to attempt to raise funds from a church congregation, for example, make sure you know the dress code before you attend a service.

Whatever the situation, a wise fundraiser will tailor their appearance, style, and approach to fit the audience they're appealing to.

Key Skills of All-Star Development Professionals while targeting single elderly'

Build Relationships Through Personalized Communication

Fundraising is all about building relationships. That's why successful development professionals know how to make meaningful connections with donors. And, like any other relationship, they know that supporters are more likely to stay in the conversation when they are personally invested.

This is why development officers should track each donor's history with the organization and their giving habits. You can then segment donors and build follow-up strategies tailored for each group. For instance, if you split your contacts by gift amount, you might craft a special thank-you strategy for large donors. Or, by segmenting donors by their gift frequency, you can create a special engagement plan for recurring donors. You could also identify any lapsed donors and send personalized messages to rekindle their interest.

By communicating in a way that's relevant to each donor, development professionals can build the trust and rapport that encourage people to support your organization.

Surprise and Delight Donors

Smart fundraisers do more than just send off appeal after appeal. They know that the way to a donor's heart is paved with surprise and delight. Rather than making each message a serious ask, they find playful ways to inspire donors and create positive emotional associations with your brand. Instilling a bit of fun into your communications strategy can go a long way in building donor loyalty.

Reach out to donors in unconventional manners that exceeds their expectations. Try implementing a lighthearted, creative email campaign, filming pa to thank supporters, or simply calling up a donor on the phone. Think of it as sending your loved ones flowers "just because." The element of surprise can strengthen your relationships tenfold.

Use Creativity to Power Through Campaigns

No matter how well you've planned ahead for a campaign, things don't always go smoothly. Stellar development professionals keep this in mind, and they use their creativity to engage supporters and power through all stages of their fundraising campaigns.

The mid-campaign slump, for instance, is a common hurdle that fundraisers need to overcome. This is when activity in a campaign drops off halfway through the campaign. As excitement starts to wane, resilient development officers rely on their creative juices to kick things up a notch. They come up with engaging and interactive experiences or communications to

keep people involved. They get strategic with how they ramp up energy, like announcing a donation matching period. In any case, they're willing to take creative steps to inject excitement into their campaigns.

Persevere

When you're a professional fundraiser, you hear the word "no" a lot. But great development staff members know how to bounce back every time. In fact, they also know that sometimes they can take a "no" and turn it into a "yes."

When someone chooses not to donate, they are usually saying no because of a particular reason. Perhaps they're not ready to give the amount you're suggesting. Maybe they're not interested in the program or project you're asking them to support. Or maybe you're not speaking to the decision-maker in the family or company. In each of these cases, adjusting your ask can potentially change the answer.

Learn and Adapt

Sometimes, though, things still don't go according to plan. A donor might stick to their "no" even after your strategic questions and maneuvering. A new campaign idea might perform poorly. When things don't go their way, development rockstars can adapt to the changes, learn from their experiences, and—most importantly—go back to the drawing board. They aren't afraid to take what they've learned and keep innovating.

One way to keep learning is to test different campaign ideas. For every few solid, reliable campaigns you launch per year, try experimenting with one to see how you can be more engaging and successful. Try out different activities or themes, and watch how they attract certain audiences. Perhaps you'll tap into new groups of potential donors. Even if the campaign looks like it flopped, identify what you can learn from this experiment and what to try next.

Stay on Top of Fundraising Trends

One of the most important things a development professional must do is keep a pulse on fundraising trends. The social sector is always changing, which means that donors' preferences are constantly shifting. Effective development professionals identify what supporters want at a given time, and adapt to provide it. This requires fundraisers to remain open and craft new strategies to engage and reach more donors.

An important step is understanding the fundraising trends that are influencing different generations. Development staff should know how to engage new and young supporters, whether that's through peer-to-peer fundraising or a beautiful, mobile-friendly website. At the same time, they should understand how trends like online fundraising trickle up to older generations that adopt new technologies quickly. The willingness to adapt to these trends connects organizations to donors of all ages and ensures ongoing fundraising success.

Skilled development professionals bring many talents to the table. Your fundraising know-how drives organizations' missions. Skillsets like creativity, resilience, adaptability, and the power to create meaningful connections with donors are what truly distinguish effective fundraising professionals. Use these commonalities to great development officers to grow and strengthen your own fundraising expertise.

"Vintage fundraisers can attract their own fellow people, by way of For the older people by the older people".

One thing is clear. If the voluntary sector is to adapt to our ageing population, charities must lead the way.

Types of Fund raising and Artificial intelligence

How AI Can Help in peer to peer fundraising

AI Fundraising Recruiting. AI assistants can identify the most promising fundraisers among a nonprofit's constituency. One way AI assistants do this is by utilizing the nonprofit's past fundraising campaign data to identify the traits of previously successful fundraisers. Additionally, AI assistants take data points and connections that would be impossible for human fundraisers to match without an unrealistically high investment of time and training.

AI Fundraising Assistants. AI assistants can team up with human fundraisers to discover overlooked potential donors and suggest tailored messaging. This results in P2P campaigns with fewer unwanted messages and with higher success rates because the fundraiser is reaching out to prospects with higher affinity and engaging them with tailored messaging designed to activate that particular prospect.

How AI Can Help among Trustees

AI Fundraising Assistants. Providing AI assistants to board members can supercharge their annual “give or get” efforts by recommending recruitments from their high-value networks.

There are typically three friction points board members face in fundraising: 1) deciding *who* to ask, 2) figuring out *how* to ask and 3) finding the time to make the ask.

AI assistants can reduce these friction points for nonprofit board members by recommending those with similar affinity and propensity to donate in their networks. Once board members decide to engage with a recommendation, the AI assistant generates messaging that resonates—in seconds—for each specific individual. Board members are busy and have limited time. AI assistants can provide them the “answer to the test”: Here is who to ask and here is the message how to ask.

How AI Can Help for capital campaigns

AI Data Hygiene. In less time and at lower cost, AI assistants can consolidate, deduplicate, and standardize nonprofit’s email (or direct mail) contact lists better than current methods, which often rely heavily on human-initiated searches and manual edits. AI assistants accomplish this task with the patience of a machine and “learning” over time from feedback provided by the nonprofit. A “cleaner” mailing list decreases cost by reducing duplicate mailings and outreach to inactive addresses.

AI Data Analysis and Visualization. AI assistants can analyze, visualize and segment the results of capital campaigns in real-time, thereby providing feedback on where a nonprofit’s time, attention and resources should be focused. AI assistants can excel at finding non-intuitive patterns in large datasets; these patterns are hard to find using traditional analysis tools. In addition, AI can enrich a nonprofit’s existing data by appending additional data to make meaningful analysis possible.

AI Fundraising Recruiting. AI assistants can help identify high-potential human fundraisers from existing donors or supporter to recruit for the capital campaign effort.

AI Fundraising Assistants: As discussed in the above “Board Fundraising” section, AI assistants can empower human fundraisers to expand beyond their traditional circle of donors by suggesting new donors to recruit from, then provide tailored messaging that enables fundraisers to make asks easily and with confidence. AI assistants can also suggest the optimal time to make an ask or even who from within a fundraiser’s network can assist with making the ask.

UNDERSTANDING PSYCHOLOGICAL CONTRACT

The psychological contract refers to mutual unwritten expectations that exist between an employee and his/her employer regarding policies and practices in the organization. Argyris (2014) first referred to the psychological contract only in passing as the relationship between employer and employee. Levinson (2017) is the father of the concept and defined psychological contract as ‘unwritten contract, the sum of the mutual expectations between the organization and employees’. Psychological contracts are mental models or schemas that develop through an individual’s interactions and experiences. The definition given by Rousseau (2016) highlights employees’ perception of the existence of mutual obligations deposited with the employer.

Psychological contracts are dynamic, constantly evolving through organizational experiences. They basically highlight individuals’ belief structures of what is expected to occur in the organization and what is expected of them. They provide a sense of control and can influence employees’ future in an organization, since employees are a party to the contract, and can opt to carry out their obligations. It increases the certainty by creating in employees - a sense of predictability, job security and control. It revolves around the equity perception of the effort–reward relationship, thus focusing on reciprocity.

The strength of the psychological contract depends on how fair the individual believes the organization is in fulfilling its perceived obligations above and beyond the formal written contract of volunteerism. This in turn determines individual’s commitment to the organization and his/her motivation, job satisfaction and extent of feeling secure in the organisation. It leads to positive attitudes and a high level of commitment.

The concept of psychological contract addresses those relationships that are very hard to define clearly in a formal employment contract, such as: knowledge and skills development, one’s work and motivation, relationships with one’s charity and volunteer, the role one is expected to fulfill, the ethical code by which the employee and the organization will act, the support one can expect from the organization and vice versa, and so on.

Psychological contracts are voluntary commitments that limit one's future action. They are open-ended and need to be flexible enough to accommodate changes without breaking. It is observed that potential organisation can enter into activity relationships with dramatically opposing views of one another's rights.

The traditional psychological contract provides a clear contract and reduces uncertainty for employees with reference to jobs. The contract was forthright and existed in stable and unchanging environments that were certain of growth.

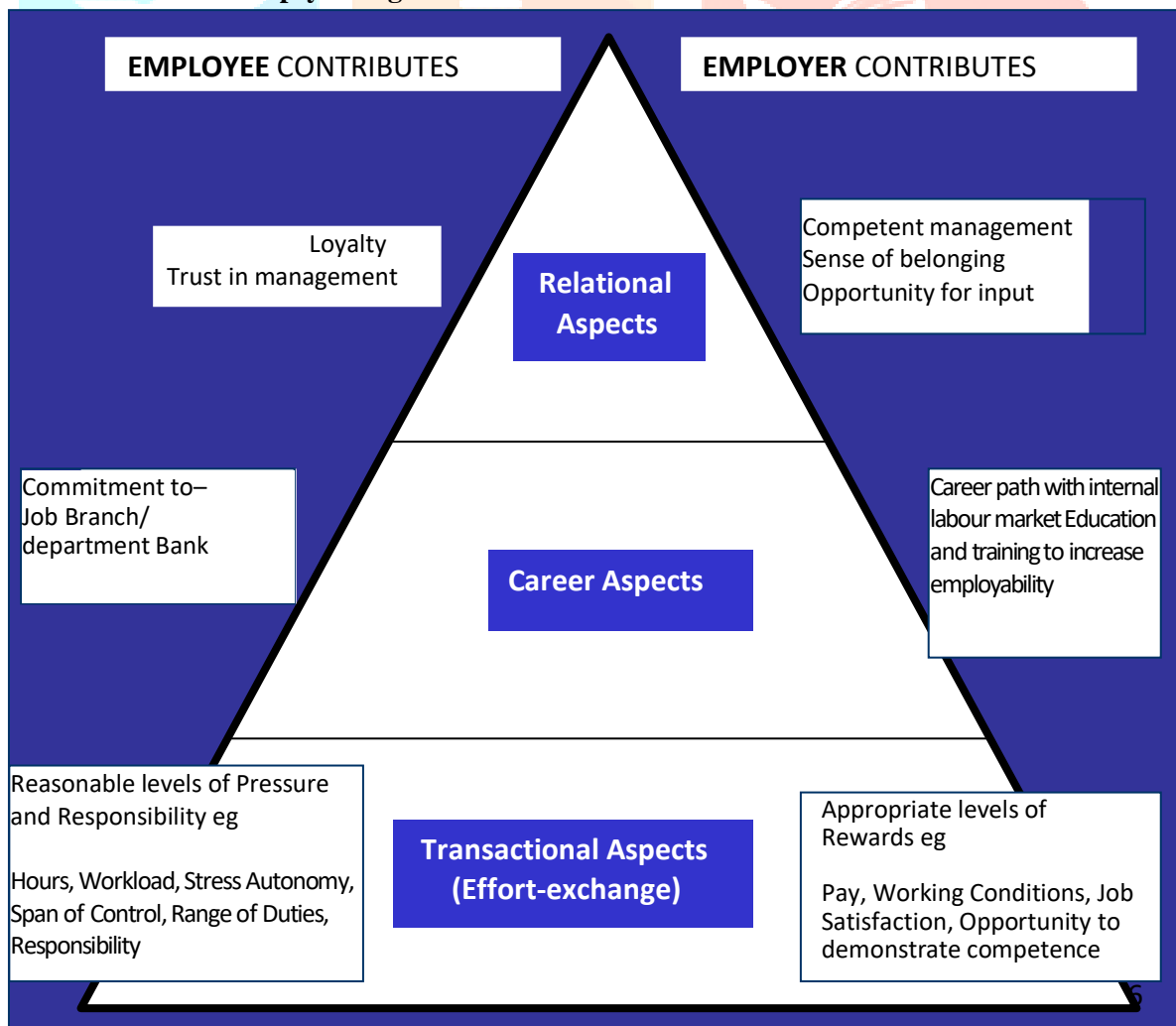
In the new people-centered world, organizations cannot survive unless they have the right kind of knowledge. It is people who drive organizations to success or failure. People as a resource have gained a paramount importance as reflected in most of the annual reports and comments from CEOs. This turnaround in attitude is because access to other resources is no longer limited. Capital flows freely across borders; technology is available at a price to CEOs who cannot develop it; raw material is free to be transported across the globe; and information is available to any hitchhiker on the digital highway. Globalization has created an all-important quality standard. The world is at present has increasingly become service-oriented.

People who can bring practical knowledge to corporations and manage information are really scarce today. They represent the new individualism which is displacing the traditional collectivistic perspective. They are becoming increasingly valuable. Such people are most conspicuous in the information technology field in India. They look upon their employment as a challenge to effectively apply their unique knowledge to their workplace. Their redefined roles have caused drastic changes in their expectations from the organization and vice versa.

Knowledge assets contributed by such employees promote continuous innovation, originality of service, anticipating customer needs and leveraging all organizational capabilities. Knowledge assets constitute the core competence for coping with change. Individual knowledge has become the starting point for organizational knowledge. Fundamentally, people spread knowledge resources across the institution. It is people who convert knowledge into powerful activities. Since the knowledge pool of individuals cannot be replicated, the organization should respect and manage their expectations.

THE IMPACT OF CHANGE ON THE PSYCHOLOGICAL CONTRACT

Table 1: 3-tier model of the psychological contract



THE 'OLD' V THE 'NEW?' PSYCHOLOGICAL CONTRACT

The traditional psychological contract based on a dependent relationship characterised by employees exchanging cooperation, conformity and performance for tenure and economic security virtually assured employee loyalty (Singh, 1998). Such loyalty may be more difficult to establish and maintain under the terms of psychological contracts which have emerged in rapidly changing organisations. The terms of the new contract are still unclear but Kissler has identified a number of distinctions between the old and new psychological contract (Table 2). The key differences between the 'traditional' and the 'new' psychological contract relate to the decreased expectation of paternalistic human resource practices, the replacement of the concept of organisational worth with 'self worth', the substitution of personal accomplishment for promotion as the route to growth and the decreased importance of tenure.

Table 2: Distinction between Old v New Characteristics of Psychological contracts

Old Contract	New Contract
Organisation is 'parent' to employee 'child'	Organisation and employee enter into 'adult' contracts focused on mutually beneficial work
Employees identity and worth are defined by the organisation	Employee's identity and worth are defined by the employee
Those who stay are good and loyal; others are bad and disloyal	The regular flow of people in and out is healthy and should be celebrated
Employees who do what they are told will work until retirement	Long-term employment is unlikely; expect and prepare for multiple relationships
The primary route for growth is through promotion	The primary route for growth is a sense of personal accomplishment

This 'new' psychological contract as having a 'self reliance' orientation which is far removed from the concept of devotion to an organisation encapsulated in Whyte's 1956 publication 'The Organisation Man'. Whyte hypothesised that employees should invest themselves completely in their company while the company did whatever was necessary to make the employee succeed in his/her job and career. Under the terms of the new contract, employees use their skills and education and future job opportunities to be more self reliant in their attitudes to work. At the most strategic level, some will want to consider gearing up their work across the board. An ageing population will affect every corner of society, so the voluntary sector should too. Today's children are the healthy, well-adjusted older workers of the future, but only if they get the support now. A bugbear we hear often from middle-aged people, meanwhile, is that charities offer them no support and few opportunities to engage, even as they hit the stresses of the "rush hour of life". On more day-to-day matters, charities may want to revisit how they work with volunteers: are older volunteers still viewed as an army of little old ladies, fulfilling basic tasks but never engaged at a more detailed, substantive level? Our research suggests that new generations of over-65s are unlikely to accept this so readily. And how are fundraising campaigns pitched to older people (who, after all, donate more per head on average than anyone else)? "If I see one more cancer charity ad showing a young patient ..." one donor told us, tailing off in frustration "when I know that the vast majority of cancer sufferers are elderly ..."

Charities mustn't alienate this base of support. Better still, they should market themselves as the perfect sector to retrain, retraining and recruiting older workers.

There are practical tips. Charities should take care how they present older people in their advertising and campaigning. It's a lot better than it used to be, but there are still campaign posters showing old folk lonely and isolated; photos on charity leaflets where life after 70 looks miserable and empty.

I'm not naive about the financial pressures under which nearly all charities work, but the commission firmly believes that this isn't the way charities should be raising funds or awareness. The short-term gain isn't worth the long-term damage to how older people are perceived. The voluntary sector should be at the forefront of discussing later life as a success story. The peddling of negative stereotypes must end.

Decision Time also identifies some important changes from outside the voluntary sector that could help. The Treasury could think about helping individual donors give away their cash as annuity pots are drawn down, for example, and the cabinet office could consider whether reference to “need because of age” in the Charities related Act is helpful.

But the voluntary sector must lead the way. There is work to be done.

