

# Mit Innovation zu mehr Donor Centricity: Fundraising neu gedacht

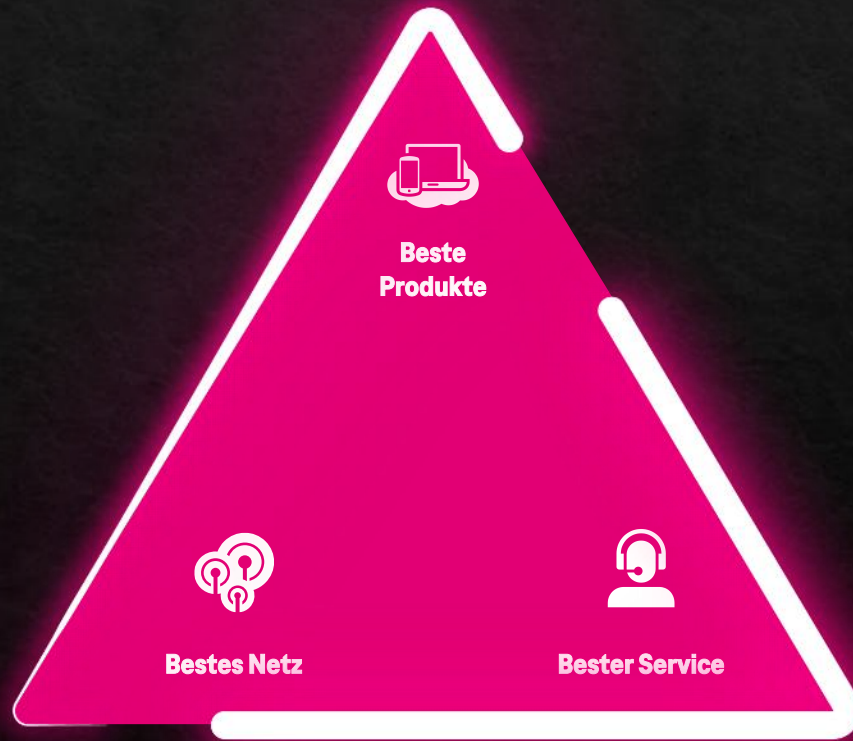
Prof. Dr. Stefan Kohn, März 2025

**h\_da**  
hochschule  
darmstadt

member of  
**-EUT+**  
EUROPEAN UNIVERSITY  
OF TECHNOLOGY

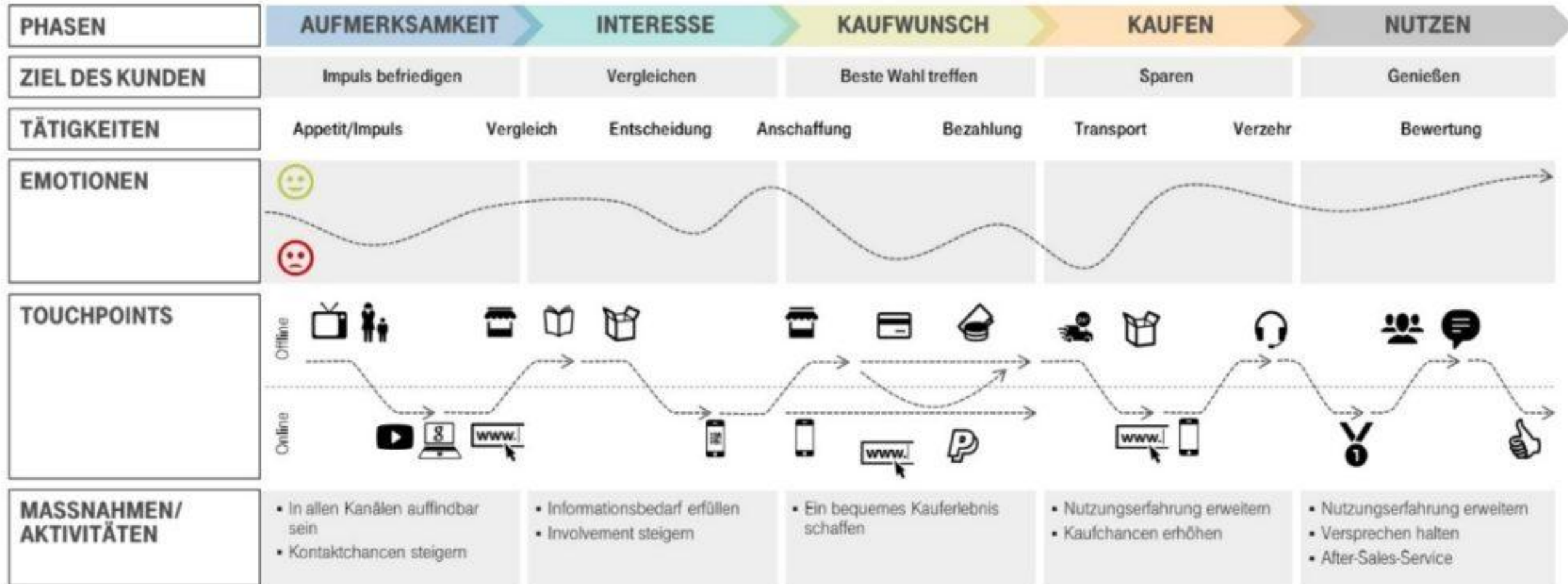


# Mit Customer Centricity zu Markterfolg



**KUNDEN ZU**  
**FANS**  
**MACHEN**

# Betrachtung der Customer Journey zeigt Potentiale



# Von der Customer Journey zur Donor Journey

Customer Journey



Donor Journey



# Aufmerksamkeit generieren - Beispiel: Ice bucket Challenge



# Bedürfnisse von Spendern erkennen und befriedigen

## 77 HUMAN NEEDS AT A GLANCE

### PHYSICAL NEEDS (09)

- 01 Eating
- 02 Drinking
- 03 Breathing
- 04 Relieving
- 05 Sleeping
- 06 Sexuality
- 07 Physical safety
- 08 Hygiene
- 09 Health

### SENSUAL NEEDS (09)

- 10 Seeing
- 11 Hearing
- 12 Touching
- 13 Tasting
- 14 Smelling
- 15 Balancing
- 16 Thermo Sense
- 17 Body Sense
- 18 Energetic Sense

### ACTIONAL NEEDS (21)

- 19 Curiosity
- 20 Goal Setting
- 21 Planning
- 22 Motion
- 23 Feedback
- 24 Reward
- 25 Control
- 26 Efficiency
- 27 Learning
- 28 Competence
- 29 Thinking
- 30 Fantasy
- 31 Creativity
- 32 Playing
- 33 Relaxing
- 34 Conquering
- 35 Risk Taking
- 36 Building Up
- 37 Destroying
- 38 Decorating
- 39 Entertainment

### SOCIAL NEEDS (18)

- 40 Helping
- 41 Getting Help
- 42 Domination
- 43 Subordination
- 44 Rebellion
- 45 Friendship
- 46 Love
- 47 Family
- 48 Providing
- 49 Shelter
- 50 Group Belonging
- 51 Participation
- 52 Communication
- 53 Cooperation
- 54 Social Comparison
- 55 Status
- 56 Respect
- 57 Privacy

### IDEAL NEEDS (20)

- 58 Self-Realization
- 59 Self-Congruence
- 60 Individuality
- 61 Freedom
- 62 Possession
- 63 Responsibility
- 64 Frugality
- 65 Luxury
- 66 Performance
- 67 Innovation
- 68 Hedonism
- 69 Comfort
- 70 Trust
- 71 Fairness
- 72 Security
- 73 Tradition
- 74 Legacy
- 75 Spirituality
- 76 Liveliness
- 77 Meaning

(actional)

# PLAYING

32  
(77)

Digital version. Thank you for respecting the copyright: ©DE3P, www.de3p.com

## PLAYING



32 (77)

Playing is not a meaningless activity aimed at pure fun; playing is practicing in a safe environment. The classic games of human and animal children, such as catching, hiding, throwing, or role-playing, exist for learning of skills, which one needs for later survival. These and other game archetypes are also present in the age of video games.

Gamification as a design option uses mechanisms that are typically associated with playing and which we also know as action needs. Rapid feedback is at the heart of gamification. Other aspects are short and long-term goals, rewards, social comparison, learning, control, and competence.

FULFILLED  
light-hearted, focused,  
free, cheerful



UNFULFILLED  
forced, unimaginative,  
bored

Illustration: Sonia Bristol  
Digital version. Thank you for respecting the copyright: ©DE3P, www.de3p.com

# Bedürfnis nach Spielen befriedigen – Beispiel: Spendentrichter oder Charity Arcade



Wie können die Bedürfnisse  
der Spender\*innen entlang  
der Donor Journey besser  
befriedigt werden?

# Zielgruppen dort ansprechen, wo sie sich aufhalten



Angesprochene Bedürfnisse:

- Helfen
- Versorgen
- Spielen
- Sinn
- Belohnung

AUFMERKSAMKEIT

INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Sprachbarrieren mit KI überwinden



Angesprochene Bedürfnisse:

- Hilfe erhalten
- Kommunikation
- Individualität

AUFMERKSAMKEIT

**INTERESSE**

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Chatbots und Digital Humans für die schnelle Kommunikation 24/7



Angesprochene Bedürfnisse:

- Effizienz
- Hilfe erhalten
- Kommunikation
- Individualität

AUFMERKSAMKEIT

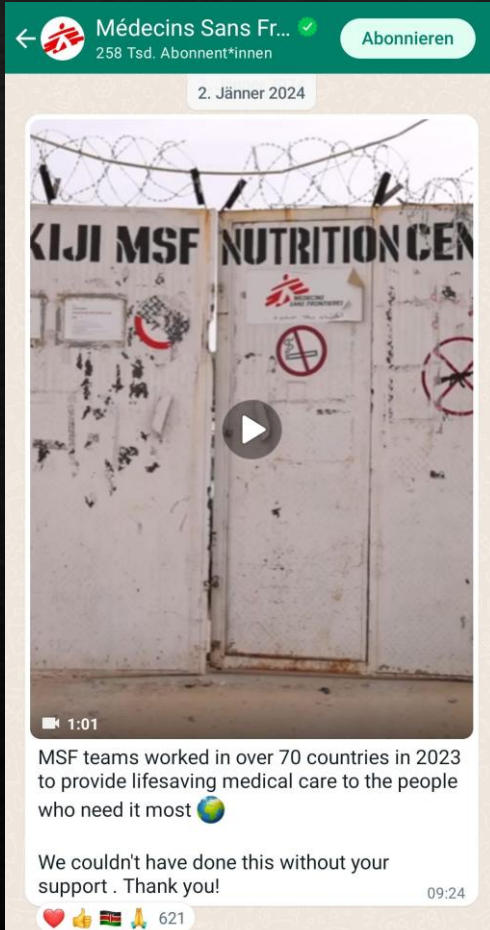
INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# WhatsApp als Element einer Omni-Channel Kommunikationsstrategie



Angesprochene Bedürfnisse:

- Sinn
- Hilfe erhalten
- Kommunikation
- Individualität

AUFMERKSAMKEIT


INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP


# Mit Storytelling und Transparenz Spender\*innen aktivieren

Suche Spenden Sammlen Spenden  Über uns Anmelden Spendenaktion starten


## Entdecke Spendenaktionen für Non-Profit-Organisation auf GoFundMe

Spende etwas oder hilf mit einer eigenen GoFundMe-Spendenaktion.


[Spendenaktion starten](#)




Spendenaktionen für Non-Profit-Organisation durchsuchen



Islamic Society - Ramadan Iftar  
5.188 € gesammelt



Help with meals for hungry Orphans in Africa  
23.725 \$ gesammelt



Të shpëtojme Agimin  
22.716 \$ gesammelt

Angesprochene Bedürfnisse:

- Helfen
- Versorgen
- Selbstkongruenz
- Kontrolle

AUFMERKSAMKEIT

INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Spendenteams und soziale Interaktionen zur Verbreiterung der Spenderbasis

The screenshot shows the Kiva website interface. At the top, there's a green banner with the text "Last chance! Get \$25 to lend when you support a woman. Help us reach 5,000 women funded!". Below this is the navigation bar with "kiva", "Lend", a search bar, "About", "Support Kiva", and a "\$9" button. The main content area is titled "Lending Teams" and "Connect with Kiva's Lender Community". It includes a paragraph explaining lending teams and a row of buttons: "Start Team", "My Teams", "Team Playbook", and "Community Guidelines". Below this is a "Team Listing" section with a search bar and filters. Two team cards are visible: "Kiva Christians" and "(A+) Atheists, Agnostics, Skeptics, Freethinkers, Se...". To the right is a "Team Leaderboards" section with a table showing the amount funded for various teams.

AMOUNT FUNDED:		
THIS MONTH	LAST MONTH	ALL TIME
Visa Empowers		\$185,400
Kiva Christians		\$179,170
(A+) Atheists, Agnostics, Skeptic...		\$133,395
Stuff You Should Know		\$63,525
Climate Pilots		\$63,500
Wakibi		\$63,145
Nerdfighters		\$52,200
Team CANADA		\$31,965

Angesprochene Bedürfnisse:

- Freundschaft
- Gruppenzugehörigkeit
- Sozialer Vergleich

AUFMERKSAMKEIT

INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Kommunikation der Werte, um Spender\*innen zu überzeugen



Angesprochene Bedürfnisse:

- Gerechtigkeit
- Werte
- Sinn
- Selbstkongruenz

AUFMERKSAMKEIT

INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Spielerisch „Datenspenden“ erzeugen

**THE MOBILE GAME THAT HELPS SCIENTISTS FIGHT DEMENTIA**

"We have never seen anything undertaken in dementia research at this scale before!" *The Daily Telegraph*

"Two minutes playing this game could help scientists fight Alzheimer's!" *The Washington Post*

**CHALLENGE**  
Dementia affects 47 Million people worldwide. No one has ever survived it. Research is years behind diseases like Cancer, and decades away from a cure.

**SOLUTION**  
A game for good. As you navigate around Sea Hero Quest your data is sent to scientists. Because getting lost is one of the first signs of dementia, they need more data on how humans navigate to understand what goes wrong in the brain.

**RESULTS**  
A global database and benchmark for human navigation; collecting data 150 times faster than traditional dementia research; and accelerating the quest for a cure.

**2 mins** of gameplay = **5 hours** lab-based research  
**Over 500,000** downloads in first 5 days  
**56 Months** played, equating to **725 Years** of traditional research... and counting.

**+25,000** 5-Star reviews across App and Google Play Stores  
**Top 20** app across 40 markets  
**99%** positive sentiment of the campaign across social  
**Featured in over 483** media outlets around the world

Angesprochene Bedürfnisse:

- Helfen
- Spielen
- Belohnung

AUFMERKSAMKEIT

INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Spenden durch Online-Shopping



Shopping that  
rewards you and  
your favorite cause.

ADD TO YOUR BROWSER – IT'S FREE

Angesprochene Bedürfnisse:

- Helfen
- Versorgen
- Sinn
- Belohnung

AUFMERKSAMKEIT

INTERESSE

SPENDENWUNSCH

SPENDEN

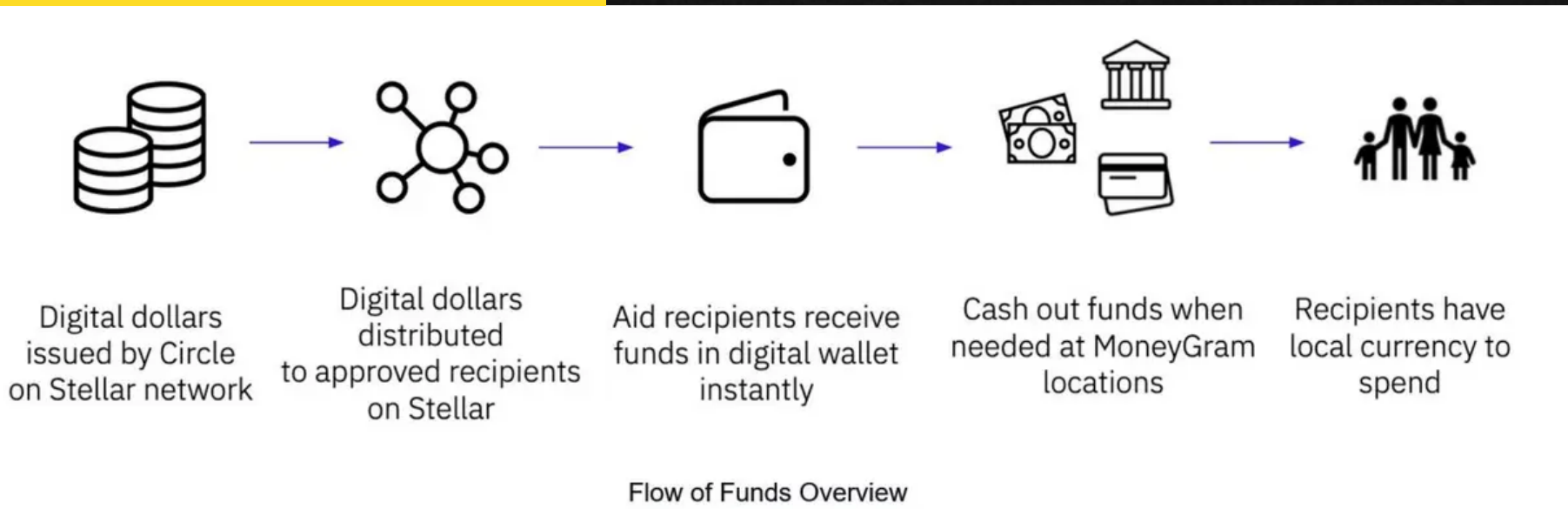
FOLLOW-UP

# Mit Blockchain und Cryptocurrencies mehr Flexibilität der Spendenkanäle ermöglichen



Angesprochene Bedürfnisse:

- Helfen
- Sinn
- Kontrolle



AUFMERKSAMKEIT

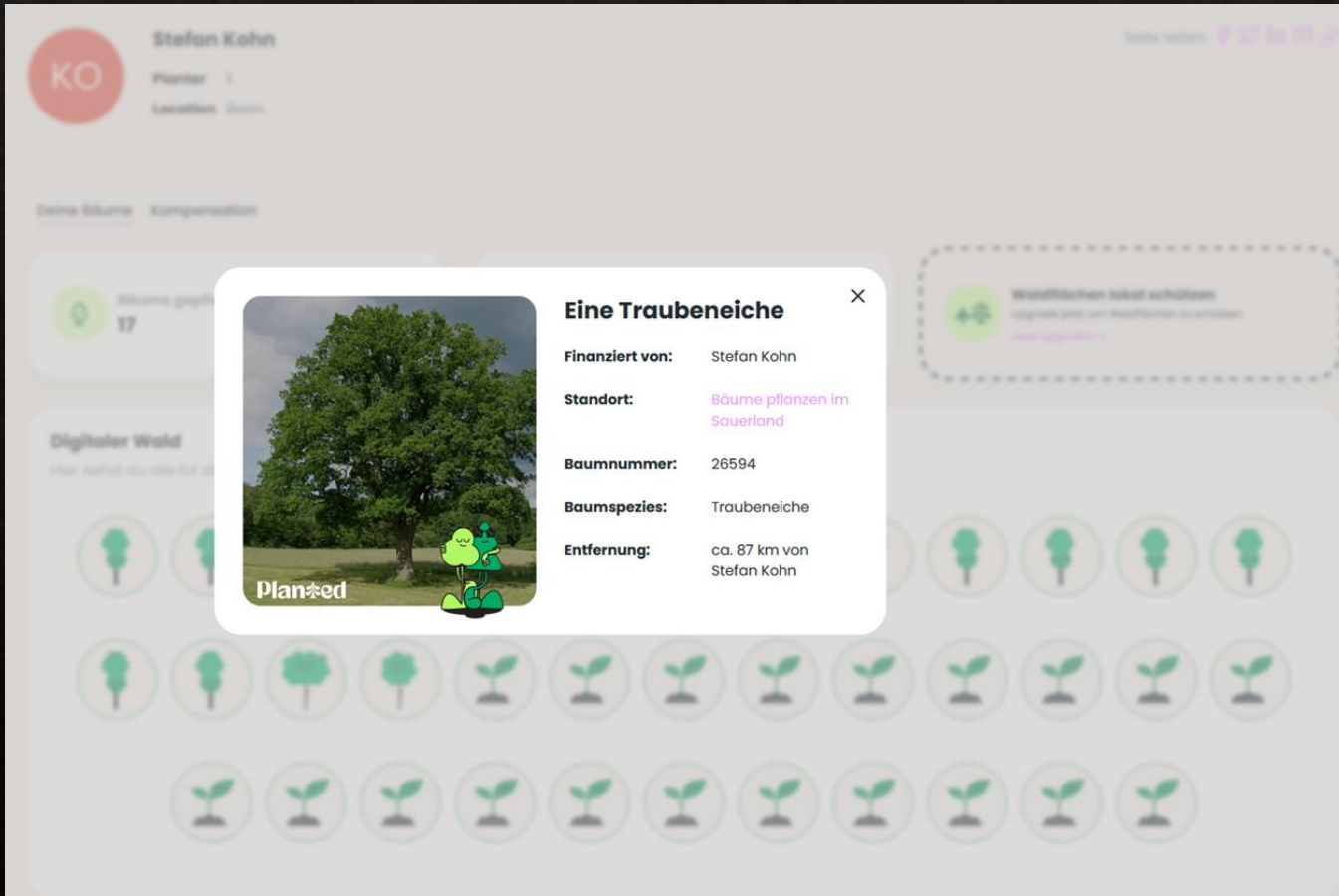
INTERESSE

SPENDENWUNSCH

**SPENDEN**

FOLLOW-UP

# Transparenz über Spendenprojekte sicherstellen



Angesprochene Bedürfnisse:

- Helfen
- Sinn
- Kontrolle

AUFMERKSAMKEIT

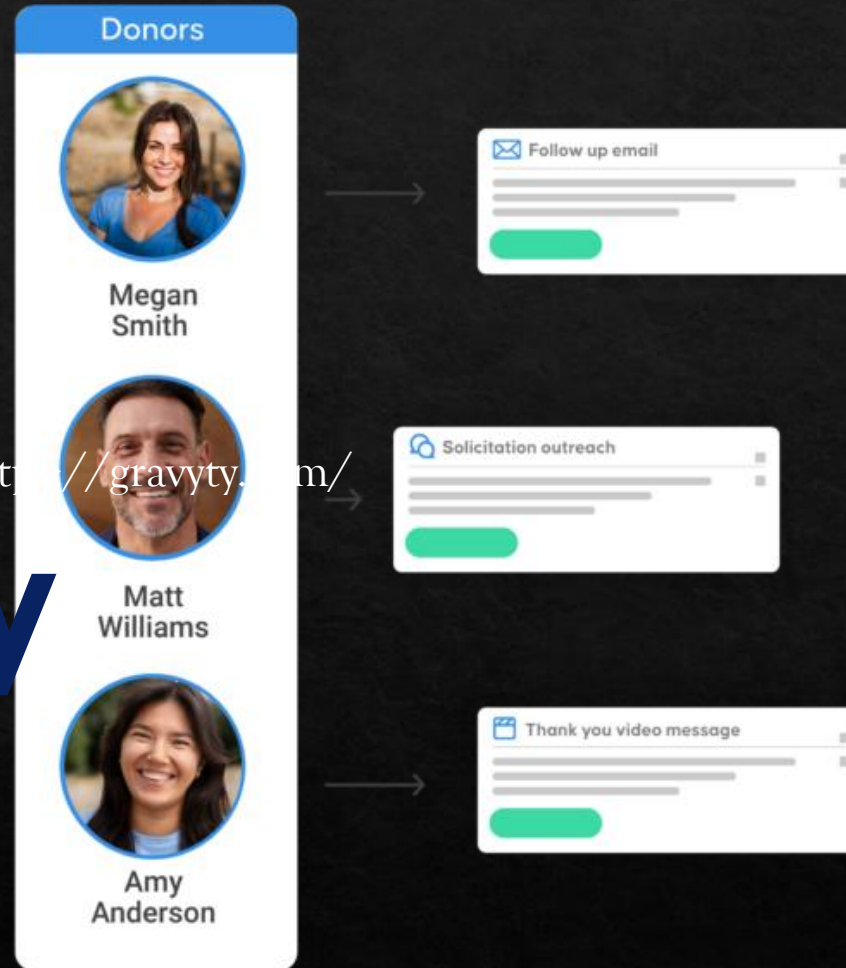
INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Personalisierte Spenderkommunikation dank KI



- Angesprochene Bedürfnisse:
- Kommunikation
  - Individualität

<https://gravity.com/>

gravity

AUFMERKSAMKEIT

INTERESSE

SPENDENWUNSCH

SPENDEN

FOLLOW-UP

# Key Take-Aways

1. Analysieren Sie ihre Donor Journey! Wo gibt es Optimierungspotentiale?
2. Analysieren Sie die Bedürfnisse ihrer Spender\*innen! Wie können Sie diese besser befriedigen?
3. Nutzen Sie die neuen Möglichkeiten von Social Media und KI genau für diese Zwecke.

Vielen Dank!



Prof. Dr. Stefan Kohn  
stefan.kohn@h-da.de