

Good morning, Cubs fans.

This update comes to you from Indiana University in Bloomington, and I think I heard Chicago erupt in joy from here. I hope you are all basking in the Cubs hard-earned win, and the time Liz and Megan spent with us yesterday. All magical!

My goal for our morning was for Liz and Megan to address the roles of traditional and new media tools in philanthropic fundraising. They did that and much more.

They set the stage with three trends they see as essential to nonprofits' success: (1) using impact measurement by tracking outcomes not output; (2) building trust by being transparent even when there is bad news to share; and (3) moving to a new philosophy of the role of nonprofits to "empower instead of serve" (thank you to Shirley for that beautiful way to capture this idea).

Liz eloquently walked us through the lasting value of traditional tools in fundraising: direct mail, personal solicitation, events, giving circles and planned gifts. And then it was special to get some insight into new digital/social tools. Megan talked about the value of using social networks for peer-to-peer campaigning, QR codes to connect people through their mobile phones directly to information and opportunities to donate, and the need for nonprofits to think about the increasing prevalence of mobile giving.

Next week Aaron Shaw from the School of Communications is going to widely expand on the topic of social movements that Liz and Megan addressed at the end of their talk. Aaron is an expert in the role of these networks in sparking and creating social change. Then I'm the clean-up batter and will use my work on the psychology of media use to attempt to talk about WHY all the trends we've heard about for weeks are happening.

You've got a few things to do before I see you again. Please remember to vote (You may need that message less than my millennial students but I never want to let an opportunity to encourage people to exercise their rights pass), and celebrate our Cubs!

We are learning for life,  
rdm