

STEWARDED DONORS WHO HAVE DEMENTIA

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UNIVERSITY OF MINNESOTA DULUTH

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Affiliations

- *Robert Hofmann, MA, CFRE is a Senior Director of Development at the University of Minnesota Duluth (UMD). Today's presentation is a professional independent exercise of the presenters. The University of Minnesota Foundation and UMD have not sanctioned or endorsed the findings of the referenced study nor today's presentation.*
- *Jolene Hyppa-Martin is a speech-language pathologist, clinical supervisor, and assistant professor in the UMD Department of Communication Sciences and Disorders and conducts research related to severe communication disabilities. Dr Hyppa-Martin has no financial relationships related to the content of this presentation.*



Ethics & Dementia



- Professional fundraisers adhere to strict ethical standards
- May wish to continue to steward a respectful, professional relationship with a existing or former donor who is experiencing memory loss, while working with the donor's representatives
- A growing number of our faithful donors are living with Dementia that complicates our relationship with them, their families, care partners, and philanthropy advisors

The Professional Fundraiser



Rob's experience with donors with dementia

- Ill equipped to navigate this issue
- Desire to learn more about dementia
- Desire to apply what was learned to donor relationship

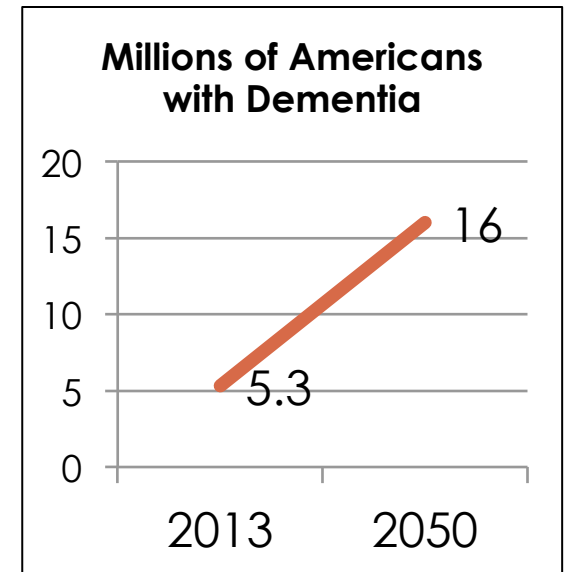
Dementia



- Definition of Dementia
 - A “collection” of symptoms
 - Memory, attention, language, communication, planning, judgment, decision making, problem solving, sensory systems
- Dementia is not Alzheimer’s Disease
- Alzheimer’s Disease is the most common cause
 - There are several causes
 - Possible to have dementia, but **not** have Alzheimer’s

Dementia

- 1 in 10 65+ year olds have dementia
- Over 5.3 million Americans
 - Expected to double in the next 30 years
- Fastest growing clinical population
- For some professional fundraisers donor population may include many 65+ year olds



Survey- update



- Purpose

1. Do professional fundraisers experience a need or desire to steward relationships with previous donors who now have dementia?
2. Do professional fundraisers feel adequately prepared to communicate and interact with persons who have dementia?
 - If there is a need for additional preparation, what are preferences for content and delivery format?

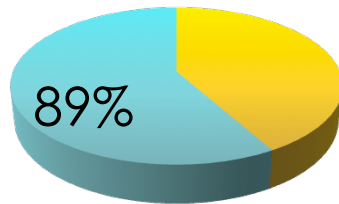
This survey is conducted using methods approved by the Institutional Review Board.

Combined Pilot Survey Findings to Date

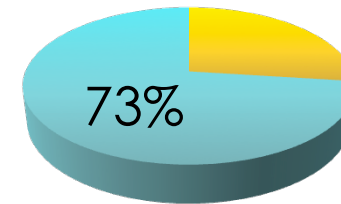
- Respondents are a highly-qualified group:
 - 91% college degrees; 55% graduate degrees; 33 % specialized certifications
 - Most had 11-20 years of experience
 - Most professional fundraisers in higher education



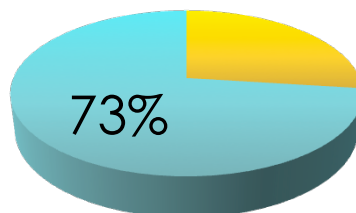
 **Worked with a Donor with Dementia**



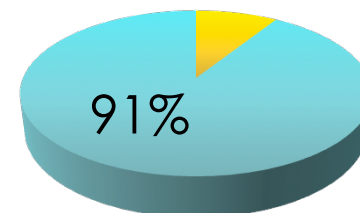
 **Lack Skills to Effectively Communicate**



 **Uncomfortable Managing the Relationship**



 **Would Benefit from Training to Maintain Respectful Relationships**



Keys to Better Communication



1. Manage the environment
 - Distractions, lighting, face, level
2. Orient and Introduce
 - Offer and repeat key information
3. Reduce pronouns
 - Use nouns
4. Provide non-transient cues
 - Name tags, conversation pieces, pictures
5. Reminisce about the distant past
 - Growing up on the farm, not last week's shopping trip
6. Validate the underlying feeling or intent
 - "Your family has always been important to you..."
7. Help by providing a starter phrase
 - "You really liked the..." or "Your visit to Vail..."
8. Ask choice questions
 - "Would you like coffee or tea?"
9. Keep your non-verbals positive
 - Convey pleasant attentiveness, not tension
10. Dignity and respect
 - The person and his/her wishes are worthy, unique, important. Support them in maintaining socially-valued roles.

Turning “Keys” into Action Steps

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Role Play



1. Purpose: To finalize an estate gift to the institution.
2. Purpose: To steward an existing relationship with a long-time donor.

Selected Resources

- Alzheimer's Association: www.alz.org
- The American Speech-Language-Hearing Association, ***What Can I Do to Communicate Better with a Person with Dementia?***: <http://www.asha.org/public/speech/disorders/dementia/>
- The American Speech-Language-Hearing Association, ***What is Dementia?***: <http://www.asha.org/public/speech/disorders/dementia/>
- National Institute on Aging, ***Alzheimer's Dementia:*** <http://www.nia.nih.gov/alzheimers/publication/alzheimers-disease-fact-sheet>

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