

How To Love Your Donors In The Philanthropic Psychology Way

Jen Shang
Professor of Philanthropic Psychology
Co-Director and Co-Founder of Institute for Sustainable Philanthropy



Presenter



Jen Shang, PhD
Co-Founder and Co-Director
Institute for Sustainable Philanthropy

- World's first PhD in Philanthropy and only philanthropic psychologist
- Research has been covered in the New York Times, BBC, The Guardian, the Chronicle of Philanthropy, Advancing Philanthropy and the Nonprofit Times
- Published in numerous academic journals including the Journal of Marketing Research, Marketing Science, Nonprofit and Voluntary Sector Quarterly and Nonprofit Management and Leadership
- Research funded by the Society of Judgment and Decision Making, the National Science Foundation, The Aspen Institute, the Corporation for Public Broadcasting, the Association of Fundraising Professionals and the Hewlett Foundation.



What is Philanthropic Psychology?

- Philanthropy (Greek Root: Phil-anthropy)
 - Love of humankind

- Psychology (Greek Root: Psyche – logos)
 - Study/research of psyche/soul (e.g. our sense of who we are or its expression)

- Philanthropic psychology:
 - The study of how **people love humankind/people**
 - This includes how we love ourselves and how we love others
 - This requires us to know who is doing the loving and who is loved
 - This requires us to know what love means



More advanced coverage

- Certificate in Philanthropic Psychology (£1554 incl. VAT)
 - [10 January 2022](#)

- Certificate in Fundraising Copywriting (£1554 incl. VAT)
 - [24 January 2022](#)

- Certificate in Legacy Fundraising (£1194 incl. VAT)
 - [14 March 2022](#)



These organizations tell us
getting to know your donors is the first step in
building a long-lasting high-quality relationship with
your donors and **sustainably double** your giving.



How To Love Your Donors In The Philanthropic Psychology Way

In a nutshell...



PhilPsych based

Thoughtful Fundraising
That grows deep love



What is deep love?



**The kind of love
that connects and comforts**




Warm appeal

RSPCA
Queensland

RSPCA Queensland
Locked Bag 3000
ARCHERFIELD BH QLD 4108
CM 19000296

POSTAGE
PAID
AUSTRALIA

When my puppy body ached and itched,
someone with an animal-heart as big
as yours came along. And...



Wags at 4 months old

Thanks to Sonya Tufnell
Fundraising Manager
RSPCA Queensland
Participant of our Certificate in
Philanthropic Psychology



Warm appeal

RSPCA
Queensland

<Day, Date Month Year>
Your Reference Number | Person Reference Number

<Mailing Name>
Mailing Address
Mailing Address
Mailing Address
Mailing Address

<Australia Post Barcode include RSPCA-ID/
URL> <Campaign Code>



You can see the pain in her eyes.

**THIS IS THE FACE OF A PUPPY
THAT IS IN PAIN ALL OVER HER BODY**

<First name>, your generosity this Christmas will save animals like
Wags from agony and give them a loving home.

RSPCA
Queensland

<Day, Date Month Year>
Your Reference Number | Person Reference Number

<Mailing Name>
Mailing Address
Mailing Address
Mailing Address
Mailing Address

<Australia Post Barcode include RSPCA-ID/
URL> <Campaign Code>




Wags at 8 months old

**Oh the joy!!
Of a soft coat and a wagging tail.
Of scampering, not cowering.
Of a loyal heart beating with love and happiness.**



Institute for Sustainable
Philanthropy


RSPCA Queensland WHO WE ARE WHAT WE DO HOW YOU CAN HELP ADOPT REPORT CRUELTY VOLUNTEER DONATE



You can bring joy & love to animals this Christmas.
Animals like Wags only have hope for the future with people like you...

READ HER STORY

Warm appeal




Olivia, **Low**

12 At only six years old, Walid has known so much hardship. He
12 and his nine family members were forced to flee their home as
9 violence erupted in Yemen. And recently, Walid was diagnosed
11 with fluid in his brain. He has difficulty speaking and learning. **Low**

10 Walid's parents worry about him and want to do everything
14 they can to help him. They struggle to put food on the table, let
10 alone afford healthcare. But because of you, there's hope. Your
9 caring support provides cash assistance to families in need,
12 ensuring they can access the aid they need the most. **Will you**
5 **send a monthly gift now?**

10 Despite the challenges he faces, Walid's smile lights up the
7 room. His parents love his sweet soul.



Olivia, **High**

7 Walid's parents have always adored their little boy.

10 Even as they fled their bombed-out home, his smile brightened
12 their days. His boundless zest for life gave them the strength to
2 keep going. **High**

8 Recently, the family received devastating news. Walid was
11 diagnosed with fluid in his brain. He has difficulty speaking and
1 learning. **Low**

12 Walid's family is being tested to their limit. There is no money
9 for rent, food or water, let alone expensive doctors. **Low**

Your loving monthly gift today is needed urgently.

Thanks to Seiko Yoshitake
Director
Digital Marketing, U4U
Participant of our Certificate in
Philanthropic Psychology

17

The kind of love that is unconditional on giving



Warm appeal insert



*When icy winds blow, may you feel
connected always...*

*Winter is coming, when Lebanon's northern camps for
Syrian refugees are often buried in snow or flooded and
freezing. The tents barely keep out the cold, to say nothing*

Direct mail created for Trócaire, Ireland
Thanks to Lisa Sargent
Distinguished International Fundraising Copywriter
Expert Donor Communications Specialist
Participant of our Certificate in Philanthropic Psychology

**8% increase so far and
counting**



Warm appeal insert



*If you can
still weep at injustice,
you are enough...*

Direct mail created for Trócaire, Ireland
Thanks to Lisa Sargent
Distinguished International Fundraising Copywriter
Expert Donor Communications Specialist
Participant of our Certificate in Philanthropic Psychology



**The kind of love
that breaks in-group and
out-group boundaries**



Companionate Love
Compassionate Love
Attachment Love



A Major Donor

A donor

- Learned of VJ through her church several years ago and made a gift of \$100 or so;
- Beth didn't recognize her name, so she rang her, she loves phone calls.
- She also loves actual notes.
- She began to surprise Beth with birthday and xmas gifts
- They started to have lunch together
- \$500/month -> \$1000/month -> \$5000/month
- \$10,000 last month

Thanks to Beth Beall
Executive Director
VidaJoven DeMexico
Participant of our Certificate in
Fundraising Copywriting

Love doesn't have to be only warm, fluffy and joyful

Going to School isn't the Same as Learning in School
Because of YOU, this girl is able to learn LOTS

A Letter from Home
Especially for You—Because You Care About Abandoned Children and Teens

No more hunger for this cutie pie, thanks to YOU!

Thanks to Beth Beall
Executive Director
VidaJoven DeMexico
Participant of our Certificate in
Fundraising Copywriting

A hungry, malnourished child? Not on your watch
"Be pray for the hungry. Then you feed them. That's how prayer works."
— Pope Francis

My, how they grow!
Thanks to you, these siblings have been safe and loved for the past eight years

Love can take fear at its raw form

Thanks to you, Maria now gets plenty of nutritious, delicious food each and every day.

When she first came to the orphanage, Maria—like all the kids—didn't trust there'd be any meal beyond "this one." She gobbled. Hoarded. Anxiously asked for more. More. More.

But with time, Maria is learning to trust. To trust there'll be food tomorrow, just as there's food today.

Such trust is a pretty extraordinary thing. And that's precisely what YOU make possible for Maria.

The world used to be hard-edged and cruel for Maria. Now, thanks to you, this little girl's world is as sweet as a ripe mango and as comforting as chicken soup.



Love can understand deep problems

All over the world, kids go to school hungry, traumatized, and scared. Conditions like these make learning almost impossible, because the child is stuck in survival mode.



Love can conquer deep problems



Daniel and his sister Mayra arrived at Vida Joven in 2013. Daniel was just three years old, and Mayra was less than a year old, when their parents abandoned them.

You're doing such a phenomenal job of raising these precious kids.

Just look at them now! Daniel is eleven years old and in sixth grade. Mayra is eight years old and in fourth grade.

Everything this brother and sister know about love, they know because of you. Your devotion to abandoned children like Daniel and Mayra is the inspiration our world needs.



The kind of love that always wins...



When you say “face it all, together.”
What would you like your supporters to think/feel?

- When cancer throws fear, I protect with love
- When cancer throws financial turmoil, I hand in money
- When cancer throws trembling fear, I kick it right back with waves of kindness and caring

When it comes to my love for young lives vs. cancer,
cancer can never win.

Cancer can never take love away from life.

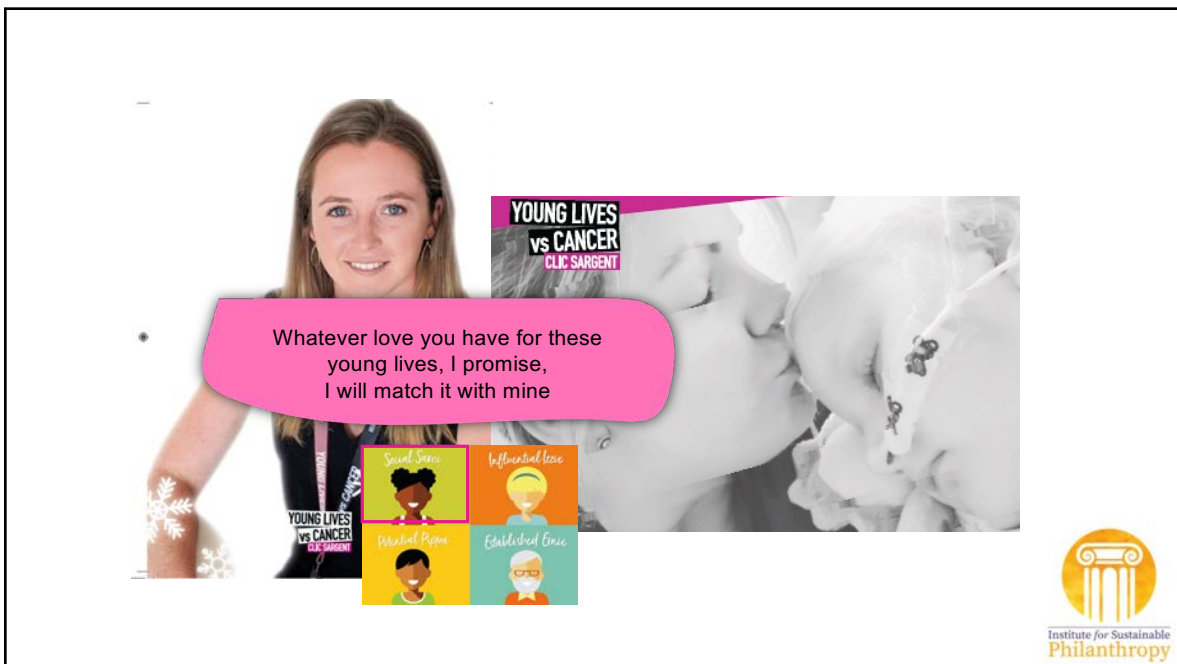
We'll face it all, together

We are the charity that helps children and young people (0-25) and their families find the strength to face whatever cancer throws at them.






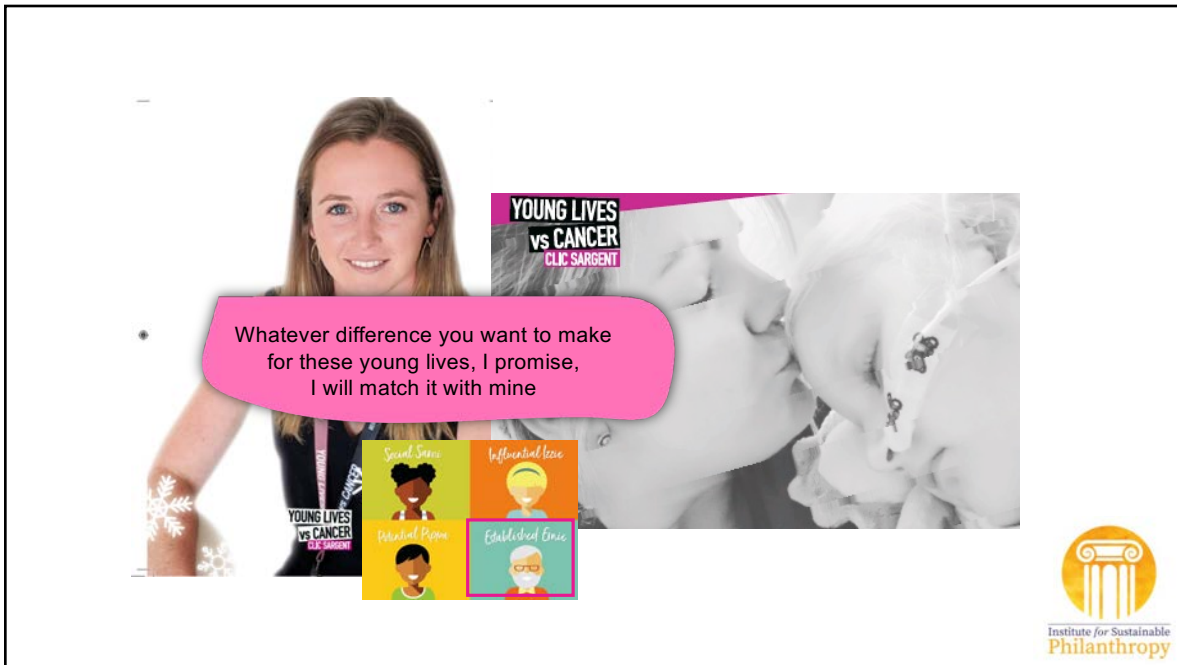
I might be the one welcoming them into their home away from home, but without you opening your heart to them, I won't have a door to open for them in the first place



Whatever love you have for these young lives, I promise, I will match it with mine

Second Steps	Influential Voice
Parental Program	Established Base





Whatever difference you want to make for these young lives, I promise, I will match it with mine

YOUNG LIVES vs CANCER
CLIC SARGENT

Special Series: Inflammatory Issue, Mental Health, Established Issue

YOUNG LIVES vs CANCER
CLIC SARGENT

Institute for Sustainable Philanthropy



FIGHT CLUB
CLIC Sargent magazine Summer 2020

Cancer can never take **your** amazing love away from young lives
Summer 2020

INTRODUCING
Ann, Homes from Home manager

TEAM YOUNG LIVES
Making change happen for young cancer patients

YOUNG LIVES vs CANCER
CLIC SARGENT

What happens to our income when we love this way?



Christmas Campaign (New Donor Acquisition & Warm Appeal)

When the right words are used in a multi-channel campaign giving can increase



Thanks to **Sinead Thomas**
Fundraising Campaigns Manager
CHAS (Children's Hospices Across Scotland)

Headline Results

- Warm supporters**
 - 14% increase in av. gift
 - 27% increase in conversion rate
 - 30% increase in intent to leave gift in Will
- New supporters**
 - 24% increase in average gift



Warm holiday appeal

Before Phil Psych	After Phil Psych
 <p>Thanksgiving VOUCHER</p> <p>A gift from: _____ <Salutation></p> <p>Please use my 2020 Thanksgiving gift to help someone like Laurie or others who are struggling.</p> <p style="text-align: right;">\$XX</p> <p style="text-align: right; font-size: small;"><Account_ID> -<MAILCODE></p>	 <p>Thanksgiving BLESSING</p> <p>A gift from: _____ <Salutation></p> <p>Please give my Thanksgiving blessings to help my neighbor.</p> <p style="text-align: right;">\$XX</p> <p style="text-align: right; font-size: small;"><Account_ID> -<MAILCODE></p>
	
<p>Thanks to Becky Carlino Director of Development, Donor Experience Team Volunteers of America Ohio & Indiana Participant of our Certificate in Philanthropic Psychology</p>	
<p>Up to 100% so far and counting </p>	

36

Major Gift Virtual Event

 <p>Power of Hope</p> <p>A moment of hope and thanksgiving because of <i>you.</i></p>	<p>Thanks to Becky Carlino Director of Development, Donor Experience Team Volunteers of America Ohio & Indiana Participant of our Certificate in Philanthropic Psychology</p> <p>Full video available here: www.voahin.org/power-of-hope.</p>
 <p>Pat Gamble-Moore <small>Member, Board of Directors</small></p>	
 <p>John R. von Arx III <small>President & CEO</small></p>	 <p>Rob Gilmore <small>Chair, Board of Directors</small></p>
<p>Up to 100% so far and counting </p>	

What happens to how good giving makes people feel when we love this way?



	Connectedness	Competence	Autonomy	Total Impact
Intention to Continue	129.8% #	128.0%		257.8%
Intention to Increase	85.7% #	157.5%	280.8%	524.0%
Intention to Leave Legacy				
Intention to Monthly Give				
Intention to Fundraise			310.6%	310.6%
Total Increase Potential	215.5%	285.5%	591.4%	

Thanks to Shoni Field
 Chief Development Officer, BC SPCA
 Participant of our Certificate in Philanthropic Psychology



Would you write your copy just like them?



The RSPCAs? Lapsed Donor Reactivation

Headline

Can you believe it's been 12 months?

Thank goodness for our pets: providing essential comfort since f♥rever!

Thanks to Shoni Field
Chief Development Officer, BC SPCA
Participant of our Certificate in Philanthropic Psychology



Website Recommendations

“I love the Lyric opera Chicago as much as a sunflower loves the sun.”



Your passion and curiosity makes
magic possible

Your support helps Lyric redefine what it means to be a great opera company today.

GIVE TO LYRIC →



Animal Protection? Warm appeal insert



Direct mail created for AnimalsAsia
Thanks to Violet Donohoe
Fundraising Copywriter
Participant of our Certificate in Philanthropic Psychology
& Certificate in Fundraising Copywriting



Warm appeal insert

**A Poem from a Nowhere Bear**

In the place I am hidden,
Through a crack in the wall,
Shines a sliver of moonlight,
...I am here, after all.

On the edge of the earth,
I can no longer see,
But I hold onto the hope,
...you are looking for me.

In the place I exist,
I tell myself to die,
But my heart keeps on beating,
...and I ask myself why?

Perhaps it's because,
There will come a day,
When your love shines upon me,
...the day you find me and take me away.

But for now I am alone,
Lost under the same moon,
Wishing... hoping... waiting for you.



You, who feels the pain of the animals you love so deeply as if it were our own, carry a great load... It is the animal protectors burden.

But it is a weight you carry without complaint. May this little keepsake remind you that you are the light shining and searching for nowhere bears hidden in the darkest corners of this world.

Stay strong and keep well,
for your burden is a nowhere bear's one hope.

Grateful for who you are, now and always...
Your Animals Asia family

Would you write your copy just like them?

It really is NOT THAT HARD!!



Homeless Shelter?

Ben,

I told Sara all about you on Sunday. Before I had finished, she was weeping uncontrollably. Big tear drops rolled down her cheeks and onto her dinner plate. She was crying because for the first time in a long time, she felt loved—unconditionally.

You see, Ben, Sara is one of the youngest guests we host for dinner. She never knew her parents and has been in and out of foster care most of her young life. A back injury and loss of employment resulted in her without a home or with anyone to turn.

Sara doesn't talk much. She is normally as quiet as a mouse. But on Sunday, something happened. Something changed...

Like most Sundays, I took time at the close to connect one on one. I sat down across from Sara at a corner table and we chitchatted for a few minutes. (Sara tends to sit away from everyone else, against a wall or at a corner table)

When I mentioned my gratitude that our regular donors continue to bless us with their faithfulness, Sara stopped and looked up.

"I thought the government paid for these meals" she remarked mid-bite. "No, Sara, these are everyday heroes that share their love and generosity. They are the ones that fill our kitchen each week." Dear friends like you, Ben.

Sara was silent for a moment, as if she was processing a thought. There was a change in her expression... a softening.

Then she began to weep.

That was the moment love touched a broken soul. Your faithful kindness opened up a closed heart. And it's not just Sara, whose life you are changing. So many homeless and struggling guests can enjoy a hot meal and the warmth of your love in the midst of the winter cold.

Thanks to David Goldfinch,
 Director of Integrated Marketing & Customer Experience at the
 Christian Broadcasting Network
 Participant of our Certificate in Fundraising Copywriting

Q&A

Jen Shang, PhD
 Co-Founder and Co-Director
 Institute for Sustainable
 Philanthropy



Additional Questions

jen@philanthropy-institute.org.uk

nathan@stelter.com

jen.lennon@stelter.com



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Presentation handouts

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Thanks for attending!

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