

Tuesday, February 11th

## **Fundraising Case for Support: A Philanthropic Psychology Perspective**

1:30 PM – 3:00 PM

Palisades C

### **Description**

The fundraising case for support is the centerpiece of all fundraising campaigns, but how can we make "our" fundraising case for support reflective of "our" faith, so it tastes uniquely sweet? How can we differentiate our fundraising case for support from any other agencies who serve the same population or tackle the same problem? How can we connect our faith with our fundraising stories? In this session, Jen Shang, a Philanthropic Psychologist, will share a set of examples of how faith-based organizations travel the journey of discovery to find their unique voice in fundraising. The short answer is that we need to know more deeply the LORD, ourselves, and those we serve. The tools provided by Philanthropic Psychology can help organizations travel that extra mile in search of their unique voice in fundraising. Office hours will be offered throughout the conference if participants would like to reflect on their journey with Jen 1:1.

### **Learning Outcomes:**

Find your organization's fundraising voice

Create a more engaging case for support

Connect faith to your story

# Fundraising Case for Support

## A Philanthropic Psychology Perspective

Jen Shang

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Institute for Sustainable Philanthropy  
Jen@philanthropy-institute.org.uk



You can register for an exclusive Q&A with Prof. Jen on this presentation here

<https://www.philanthropy-institute.org.uk/ffc25-case>

Date: **Tuesday 25 February 2025**

Time: **12 noon (Eastern USA/5pm UK)**

# 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

# What are the key concepts of PhilPsych?

## Identity

(Who are your donors?)

## Love

(How do they love?)

## Psychological Wellbeing

(How can we help them feel best about giving?)

**What does growing love and growing giving look like in non-faith based organizations?**

# Home Page



[DONATE NOW](#)



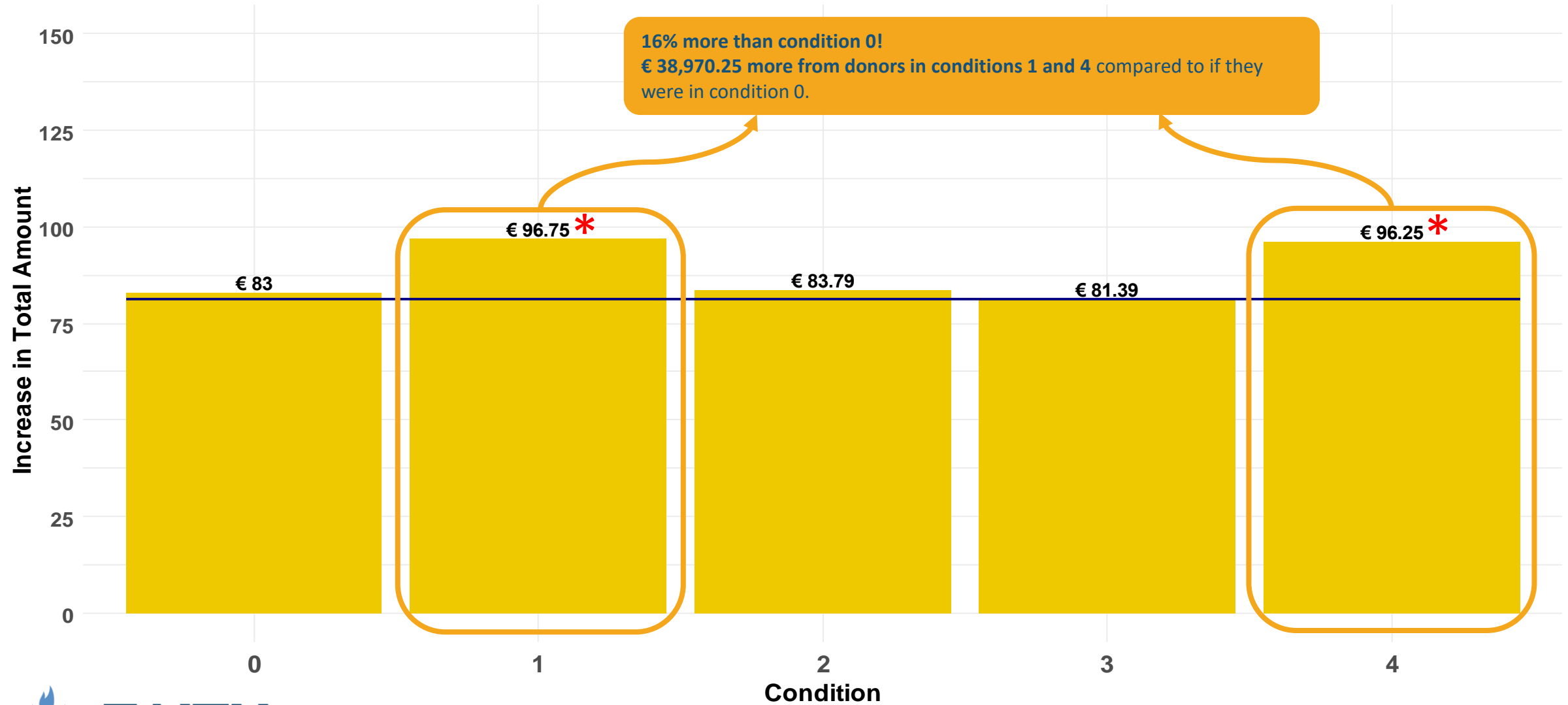
[DONATE NOW](#)

## Companionate and Compassionate Love

# Email test

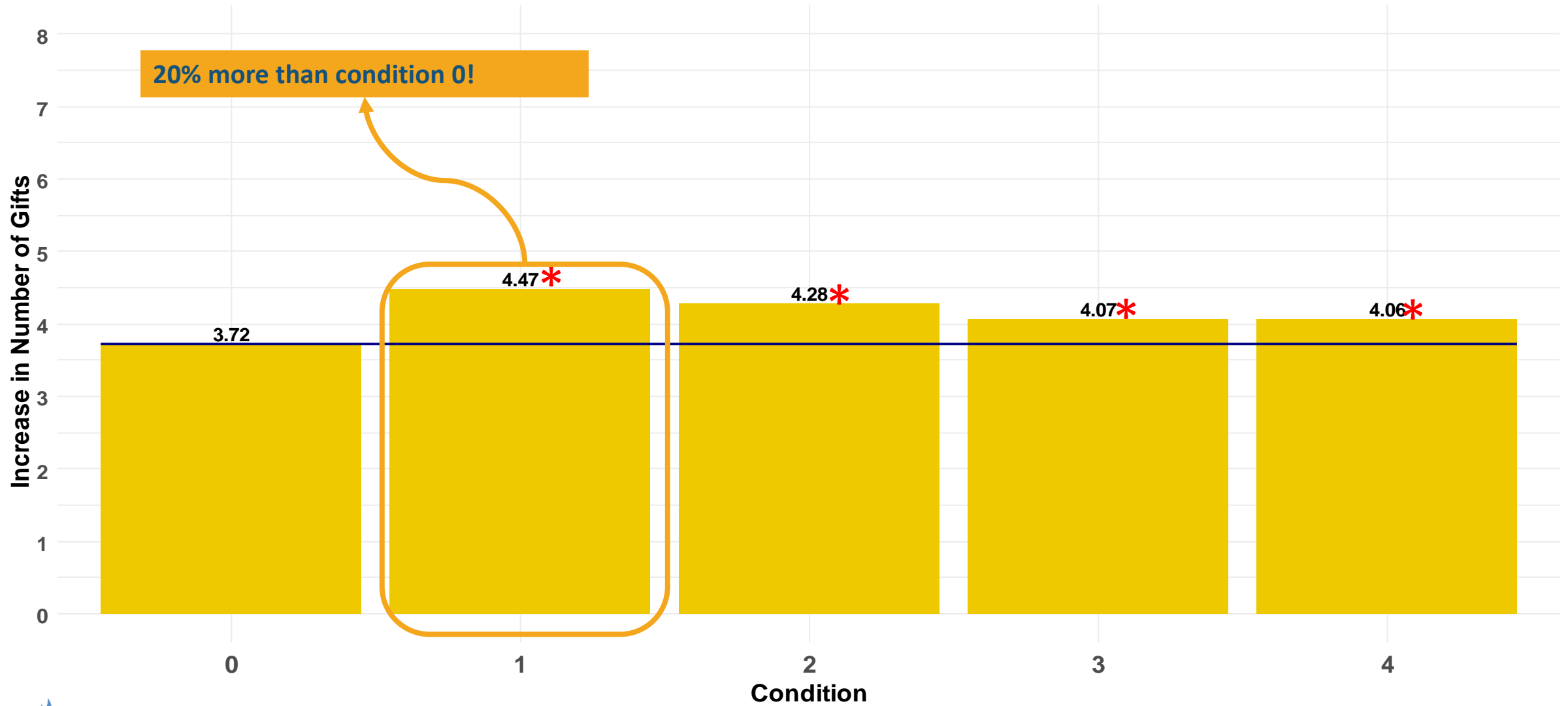
	Condition 1: Donor Agency + Compassionate	Condition 2: Beneficiary Agency + Compassionate	Condition 3: Donor Agency + Companionate	Condition 4: Beneficiary Agency + Companionate	Notes
Subject Line	Your strong love is...	Your ♥ and a mother's dream...	Your strong love is...	Your ♥ and a mother's dream...	Strong is adding additional agency for donors
Body	Thanks to you, Hamda persevered.	Hamda persevered, thanks to you.	Thanks to you, Hamda persevered.	Hamda persevered, thanks to you.	An order experiment of agency
Body	<p>Thanks to you, she no longer feels like a refugee at the mercy of events.</p> <p>While her life is different from yours, she now has the opportunity to feel powerful, courageous, and in control of her destiny.</p>	<p>She no longer feels like a refugee at the mercy of events.</p> <p>While her life is different from yours, she now has the opportunity to feel powerful, courageous, and in control of her destiny.</p>	<p>Thanks to you, she no longer feels like a refugee at the mercy of events.</p> <p>Like us, she now has the opportunity to feel powerful, courageous, and in control of her destiny.</p>	<p>She no longer feels like a refugee at the mercy of events.</p> <p>Like us, she now has the opportunity to feel powerful, courageous, and in control of her destiny.</p>	<p>Compassionate love = different from yours</p> <p>Companionate love = like us</p>

## Increase in Total Regular Gift Amount (Per Donor) from pre-tests to during/post tests

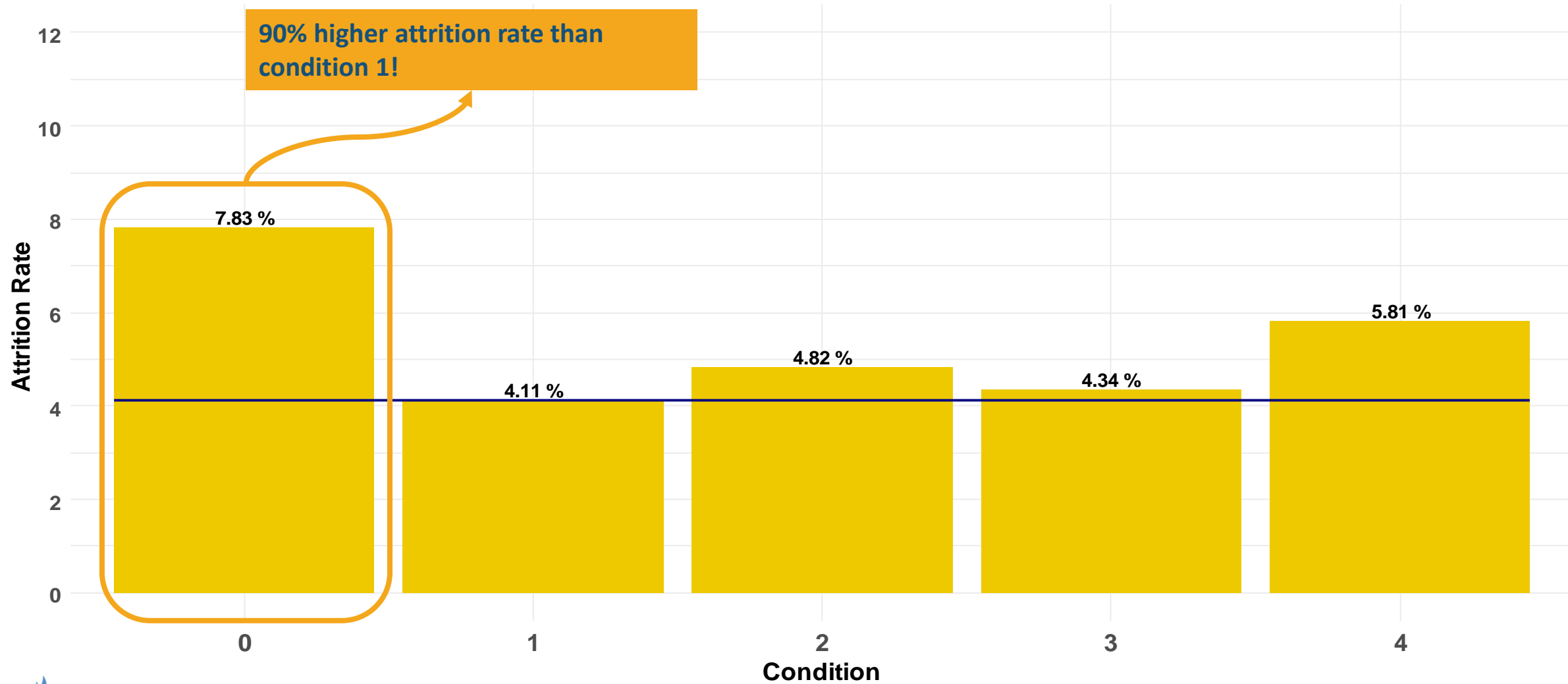




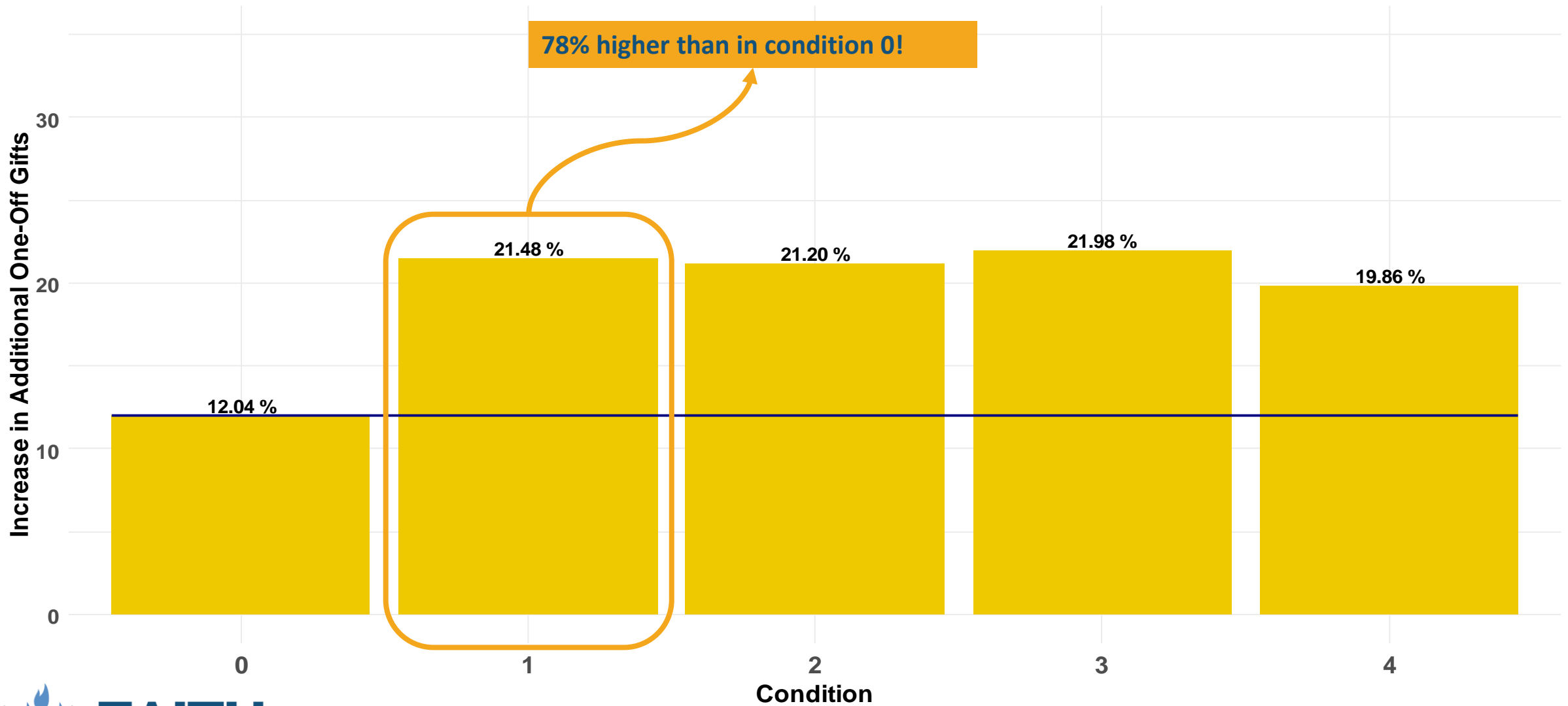
## Increase in Number of Regular Gifts from pre-tests to during/post tests



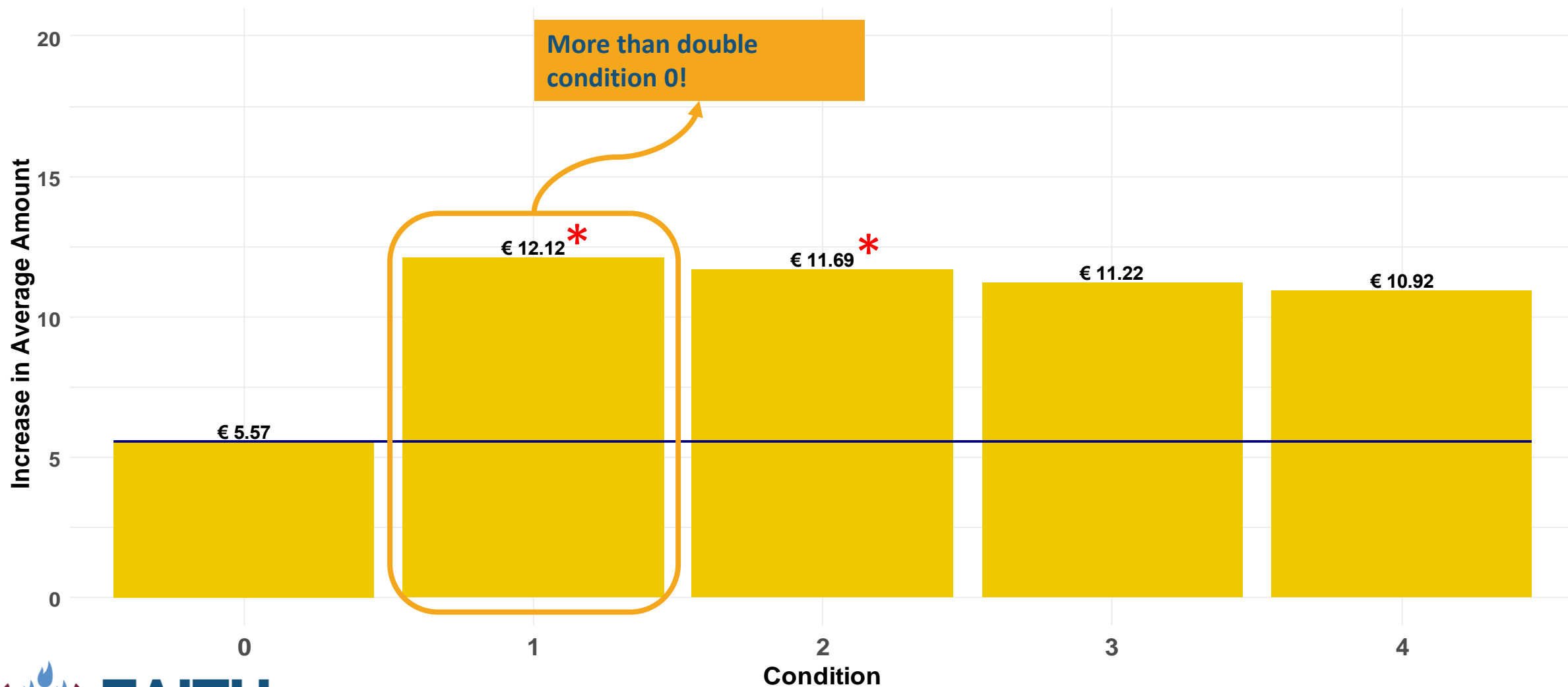
# Attrition Rate of Regular Donors Comparing the first and last month of data collection



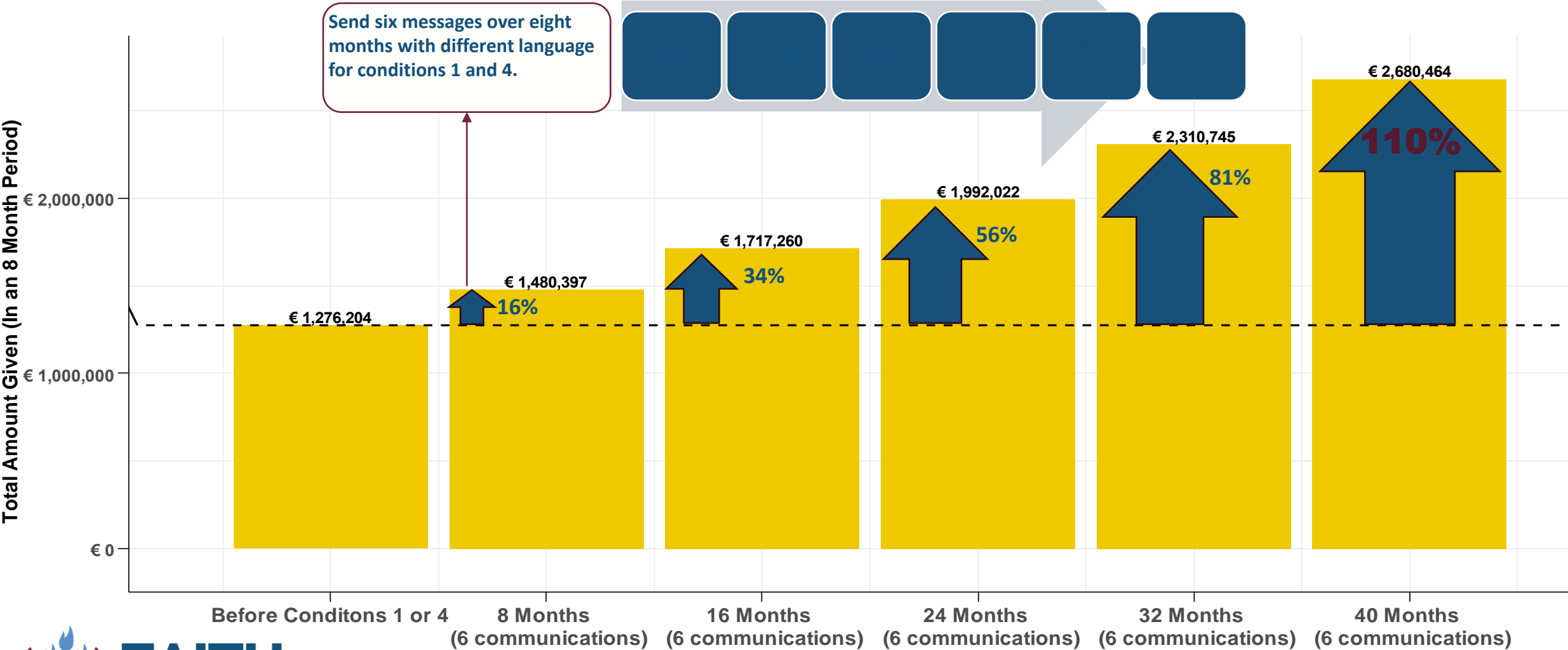
## Increase in Percentage of Regular Givers Giving Additional One-Off Gifts



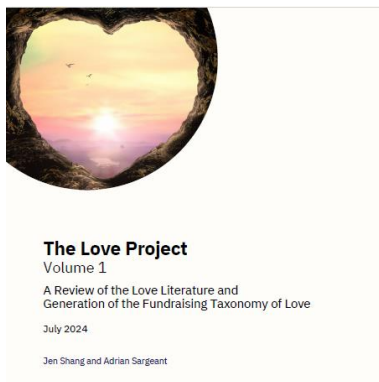
# Increase in Average Size of Additional One-Off Gifts From pre-tests to during/post tests



# Path to Doubling Giving!



# The Fundraising Taxonomy of Love



<https://www.philanthropy-institute.org.uk/reports-sign-up>



Types of Love	Definition	Typical Target	Charity Typified	Forms of Giving
Playful Love (Ludus)	Short-lived, light-hearted fun in uncommitted relationships.	Organization, beneficiary, other donors.	Children's charities, animal welfare, charities with a younger donor base.	Fundraising events, pub/bar quizzes, gifts exchanges, competitions, lotteries, giving days, auctions, social media campaigns.
Passionate Love (Eros)	Short-lived passion experienced in uncommitted relationships, with the potential to develop into more committed relationships.	Fundraiser, organization.	Museums, concerts, public broadcasting, international aid.	One-to-one conversations, street fundraising, fundraising events, gala, VR experiences, volunteering, participating in sponsorship events (e.g. marathon).
Self-Kindness (Philautia)	Long-suffering experience with, or witnessing of a problem/suffering, and relief of this distress/guilt.	Self, donor, peers, fundraiser.	Health and disability charities, animal welfare.	Acknowledgements, recognition, participating in sponsorship events.
Familial/ Friendship Love (Storge/Philia)	Moderately intense, enduring and warm relationships, usually experienced around a feeling of community, family, or friendship.	Family, organization, other donors, cause, leader, fundraiser.	Universities, faith-based organizations, local rescue, international aid, animal welfare.	Celebrations, child sponsorships.
Pragmatic Love (Pragma)	Long-term commitment to a relationship that has been proven to allow them to achieve their goals.	Founder, organization	University, public broadcasting, international aid/development.	Receipts, sustainable communications, monthly giving, acknowledgements, corporate.
Unconditional Love (Agape)	Long-term, intimate, passionate and committed relationship that primarily benefits others, even when it might be self-sacrificing.	Beneficiary, organization, God.	Homeless, widows, orphans, religious charity, international aid, animal welfare, causes different to your lived experience.	Time and money; Legacy; more generous, more committed giving.
Obsessive Love (Mania)	Long-term obsession that promotes one's own goal, even when that goal is so self-interested that it is at the expense and detriment of others.	Fundraiser, organization, missionaries, beneficiaries.	Religious organizations, international aid, animal welfare.	Personal solicitation of major donors, stewardship.

# Playful Love

(Short-lived, light-hearted fun in uncommitted relationships)



*Thank you for  
opening young  
minds to nature's  
wonders*

**Nothing connects  
you better to nature  
than a hugging tree**



# Playful Love + An Identity Booster

(Short-lived, light-hearted fun in uncommitted relationships)






Here at ChildVision you are the song in our hearts and the star in our sky.



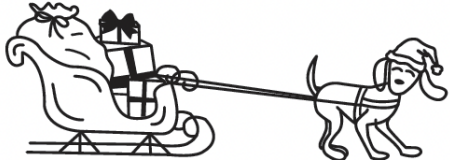
# Playful Love + An Identity Booster with sensory details

(Short-lived, light-hearted fun in uncommitted relationships)

Thank you!  Thank you!

 **ChildVision**   
National Education Centre for Blind Children

<<Name>>  
<<Sample Address1>>  
<<Sample Address2>>  
<<Sample Estate>>  
<<Sample Town>>  
<<Co. Sample>>



Date


Dear <<Salutation>>,



Second star to the right, and straight on till morning.

Your Christmas donation of <<€AMOUNT>> has given children living with sight loss and other complex disabilities the wings to soar here at ChildVision.

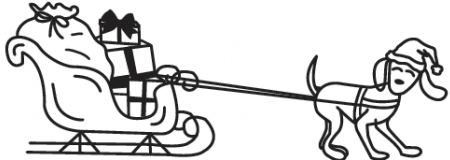
Teaching toys... therapy toys... triumphant toys. The magic of music... magnificent, miraculous, mobility horses. Braille books to bring bold, bright beginnings. Dazzling adaptive technology to spark independence and participation in a sighted world.

# Playful Love + An Identity Booster with sensory details + Connect identity back to giving

Thank you!  Thank you!

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Teaching toys... therapy toys... triumphant toys. The magic of music... magnificent, miraculous, mobility horses. Braille books to bring bold, bright beginnings. Dazzling adaptive technology to spark independence and participation in a sighted world.

Gifts of a lifetime, all. And all thanks to you.

Here at ChildVision you are the song in our hearts and the star in our sky.

# Passionate Love

(Short-lived passion experienced in uncommitted relationships,  
with the potential to develop into more committed relationships)

# Passionate Love

(Short-lived passion experienced in uncommitted relationships, with the potential to develop into more committed relationships)

Dear <<Mrs. Sample>>,

<<Date>>

Recently you took the time to do something special for the St. Helena Hospital physicians who have gone the extra mile for you, the ones you love, and for our community. And today I want to say:

*Thank you, from the heart.*

Your support for award-winning healthcare, and world-leading healthcare professionals, is appreciated by so many more than you know.

# Passionate Love + A Booster to Connectedness

(Short-lived passion experienced in uncommitted relationships, with the potential to develop into more committed relationships)

Dear <<Mrs. Sample>>,

<<Date>>

Recently you took the time to do something special for the St. Helena Hospital physicians who have gone the extra mile for you, the ones you love, and for our community. And today I want to say:

Thank you, from the heart.

Thank you, from our hearts to yours

Your support for award-winning healthcare, and world-leading healthcare professionals, is appreciated by so many more than you know.

# Passionate Love + An Identity Booster

(Short-lived passion experienced in uncommitted relationships, with the potential to develop into more committed relationships)

Dear <<Mrs. Sample>>,

<<Date>>

Recently you took the time to do something special for the St. Helena Hospital physicians who have gone the extra mile for you, the ones you love, and for our community. And today I want to say:

Thank you, from the heart.

Thank you for being so special.

Your support for award-winning healthcare, and world-leading healthcare professionals, is appreciated by so many more than you know.

# Familial/Friendship Love

(Moderately intense, enduring and warm relationships, usually experienced around a feeling of community, family or friendship)

# Familial/Friendship Love

(Moderately intense, enduring and warm relationships, usually experienced around a feeling of community, family or friendship)

Name(s)

Address1

Address2

City, State ZIP

*Wherever the art of medicine is loved,  
there is also a love of humanity.*

—Hippocrates, ancient Greek physician

<<Date>>

Dear <<Mrs. Sample>>,



# Familial/Friendship Love + Sensory detail

(Moderately intense, enduring and warm relationships, usually experienced around a feeling of community, family or friendship)

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Address1

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*Wherever the art of medicine is loved,  
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<<Date>>

Dear <<Mrs. Sample>>,

*“When we got Danielle back,” he said, “I was almost in tears.”*

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*Wherever the art of medicine is loved,  
there is also a love of humanity.*

—Hippocrates, ancient Greek physician

<<Date>>

Dear <<Mrs. Sample>>,

*“When we got Danielle back,” he said, “I was almost in tears.”*

His words were simple, but from the heart.

In the Intensive Care Unit of Adventist Health St. Helena, Dr. Gregory Rosellini, MD had labored for 48 hours straight just to keep his patient alive.

Today you have shown that same love for health and humanity through your generous gift of <\$AMOUNT> to St. Helena Hospital Foundation.

Thank you for taking the time to give... and thank you for helping keep world-class medicine here in this beautiful, one of a kind community.

**What does growing love and growing giving  
look like in faith-based organizations?**



Institute for Sustainable  
Philanthropy

“If someone slaps you on one cheek, turn to them the other also.” – Luke 6:29

# Compassionate Love (out-group) or Companionate Love (in-group)

“Greater love has no one than this, to lay down one’s life for his friends.” – John 15:13

**How do we know the focus is  
right for us?**

**A LOT of prayers...**

**Ephesians**

**1 & 2 Peter**

**Hebrew 4**

**Acts 9**

**1 & 2  
Corinthians**

**James**

**John and 1 John**

The Power of Silence	Wait on the Lord	All the schedule: Pray for perfect timing and the perfect flow of information
	Wait on the Lord	Bless the space and the spaciousness of hearts
	Wait on the Lord	
Opening Prayer	Opening Prayers from CEO and Steering Committee member	
	Wait on the Lord	Lyrics of all worship songs
	Wait on the Lord	Prayer V1
	Wait on the Lord	Music of all worship songs
	Wait on the Lord	Music of all favourites
	Wait on the Lord on the beach, in the halls	
	Prayer V2	
	Wait on the Lord on in the hall	Ruach Elohim and El Shaddai
		Prayers with the team



I will give you the treasures of darkness  
And hidden riches of secret places,  
That you may know that I, the LORD,  
Who call *you* by your name,  
*Am* the God of Israel. (Isaiah 45:3)

### **Safety of Abiding in the Presence of God**

1He who dwells in the secret place of  
the Most High  
Shall abide under the shadow of the  
Almighty.

2I will say of the LORD, "*He is* my refuge  
and my fortress;  
My God, in Him I will trust."

(Psalm 91: 1-2)

### **The Hope of the Faithful, and the Messiah's Victory**

A Michtam of David.

1Preserve[a] me, O God, for in You I put my trust.

2 my soul, you have said to the Lord,

"You are my Lord,

My goodness is nothing apart from You."

3As for the saints who are on the earth,

"They are the excellent ones, in whom is all my  
delight."

9Therefore my heart is glad, and my glory rejoices;  
My flesh also will rest in hope.

-Psalm 16

**Psalm 46**  
**(Lord of Hosts)**  
**Shane & Shane**

### **Mercy Now**

**When Love meets Dust**

**Alana Levandoski**

Feeding of the 5000  
(Matthew 14: 13-21)

The difference between Chiselling away rough edges of a raw stone versus polishing up an almost complete masterpiece

John 15 9-17: As the Father loved me, I also have loved you, Abide...

Switch from chiselling on the surface to pottery in the core, but do not focus on the Potter's hands but focus on the Potter's eyes:

Acts 23: 14-18: Deep transformation of Saul to Paul and his mission to the gentiles.

The relationship with the words:

Haste (Exodus 12:11); Earnest (Luke 22:44); Fervent (1 Peter 1:22); Heed (Acts 20:28); Root (Isaiah 53:2); Hold Fast (to our confession, Hebrews 10:23); Labor (Isiah 53:11: He shall see the labor/travail of His soul and be satisfied); Intercede (Isaiah 53:11; and Luke 23: 26 - 43, The King on a Cross - NKJ).

The Cheerful Givers: 2 Corinthian 9: 6-15: God *is* able to make all grace abound toward you, that you, always having all sufficiency in all *things*, may have an abundance for every good work.

**Revelation 12:11-12**

**"They overcame him by the blood of the Lamb and by the word of their testimony, and they did not love their lives to the death. 12Therefore rejoice, O heavens, and you who dwell in them! "**

## The Cheerful Giver

10Now may He who supplies seed to the sower, and bread for food, supply and multiply the seed you have sown and increase the fruits of your righteousness, 11while you are enriched in everything for all liberality, which causes thanksgiving through us to God. 12For the administration of this service not only supplies the needs of the saints, but also is abounding through many thanksgivings to God, 13while, through the proof of this ministry, they glorify God for the obedience of your confession to the gospel of Christ, and for *your* liberal sharing with them and all *men*, 14and by their prayer for you, who long for you because of the exceeding grace of God in you. 15Thanks be to God for His indescribable gift!

# Growing Love by getting to know our testimony

## Revelation 12:11-12

“They overcame him by the blood of the Lamb and by the word of their testimony, and they did not love their lives to the death. 12Therefore rejoice, O heavens, and you who dwell in them! ”

The quality of your fundraising case for support =  
The quality of YOUR testimony 💧

YOU are the testimony connecting the faithful, the  
priests and nuns, and the benefactors



## Rescuing “evil” children from death in Ghana

Sister Therese and the Marian Sisters of Eucharistic Love have a special mission to save disabled children in northern Ghana...



## Rescuing “evil” children from death in Ghana

Sister Therese and the Marian Sisters of Eucharistic Love have a special mission to save disabled children in northern Ghana...

In a convent in Ghana, God’s power is felt every day.

The children there are disabled. Their families do not yet know the power love can have in their children’s lives. But you do.

You know the power of God’s love.

You are invited to witness this power in the home Sister Therese and her sisters have made these children.

You can be part of their daily lives: their meals, their prayers, their learning and their play.



***"Your God is powerful."***

***"I know."***



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***“Your God is powerful.”***  
*Her smile says: “I know.”*



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## Rescuing “evil” children from death in Ghana

Sister Therese and the Marian Sisters of Eucharistic Love have a special mission to save disabled children in northern Ghana...

**“My children are prayer  
warriors.  
Will they be yours too?”**



Sister Therese and the Marian Sisters of Eucharistic Love stand for “I know”.  
Not in words, but by loving the “evil” children in Ghana.  
You know the power of love over death, would you help them know...?

**What is your fundraising case for  
support prayer map?**

What is your most  
cited prayer when it  
comes to giving?

Wait on the Lord, in silence,  
Until when you know, and you know,  
and you know, your shepherd's voice...

**What is your most  
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Until when you know, and you know,  
and you know, your shepherd's voice...

Wait on the Lord, in silence,  
Until when you know, and you know,  
and you know, your shepherd's voice...

Keep on going until when you know,  
and you know, and you know in your  
bones that ....

This, is your voice on earth,  
as it is in heaven



You can register for an exclusive Q&A with Prof. Jen on this presentation here  
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