

How to Use the Principles of Philanthropic Psychology in communication with donors



Institute *for* Sustainable
Philanthropy

November 2024

Timetable

13:15 – 14:45	<p>How to Use the Principles of Philanthropic Psychology in communication with donors</p> <p>Like the concepts of organizational identification, love, and well-being of the donor use in fundraising communication? What We Can Learn from the best? How to connect with donors who will be a good fit for more valuable than the money transferred? Why</p> <p>Even simple pronouns can make a difference in communicating with people supporting the organization? How to reach with the right narrative to the deep "I" of the donor</p>
14:45 – 15:00	Break
15:00 - 16:00	<p>Communication that builds donor loyalty</p> <p>It will be a session of the participants working on their own examples of fundraising communication. Each of the participants in the seminar should yield 3 to 5 translated into English of texts used in fundraising communication.</p> <p>Participants will have the opportunity to reformulate them to take into account the previously presented principles of communication, helping to build Lasting and friendship-based relationships with donors.</p>



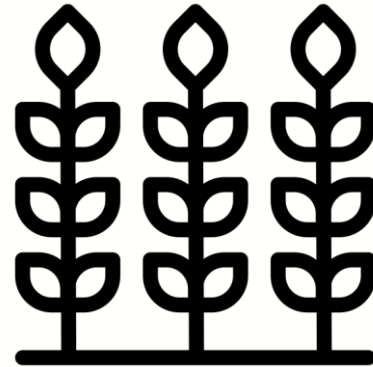
What is Philanthropic Psychology?

- 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



Why does PhilPsych matter?

- The application of PhilPsych helps us grow love and grow giving



What are the key concepts?

Identity

(Who are your donors?)

Love

(How do they love?)

Psychological Wellbeing

(How can we help them feel best about giving:
Connectedness, competence and autonomy?)



Session 1: Identity



Why does identity matter in fundraising?



THE YOU TEST

*Is about making a connection
with the person behind giving*



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SIMPLE PHRASING

“Your donation counts.”

“You count.”



SIMPLE PHRASING

“Thanks for your kind donation.”

“Thanks for your kindness.”



SIMPLE PHRASING

**“The future of our country is
decided *in the schools.*”**

**“The future of our country is
decided by *people like you.*”**



SIMPLE PHRASING

“What **we** achieved in this 3rd year...”

“What **you** achieved in this 3rd year...”



SIMPLE PHRASING



If undelivered return to:
PO Box 293 BOX HILL VIC 3128
Charity Mail Number: CM14700051

POSTAGE
PAID
AUSTRALIA

Leprosy. Teasing. Disability...



...or MIDWIFE?



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Any questions?



The You Test in Action?



Donate now

Your monthly gift could make a life-changing difference to suffering animals.

Monthly

One-off

£6

£10

£12

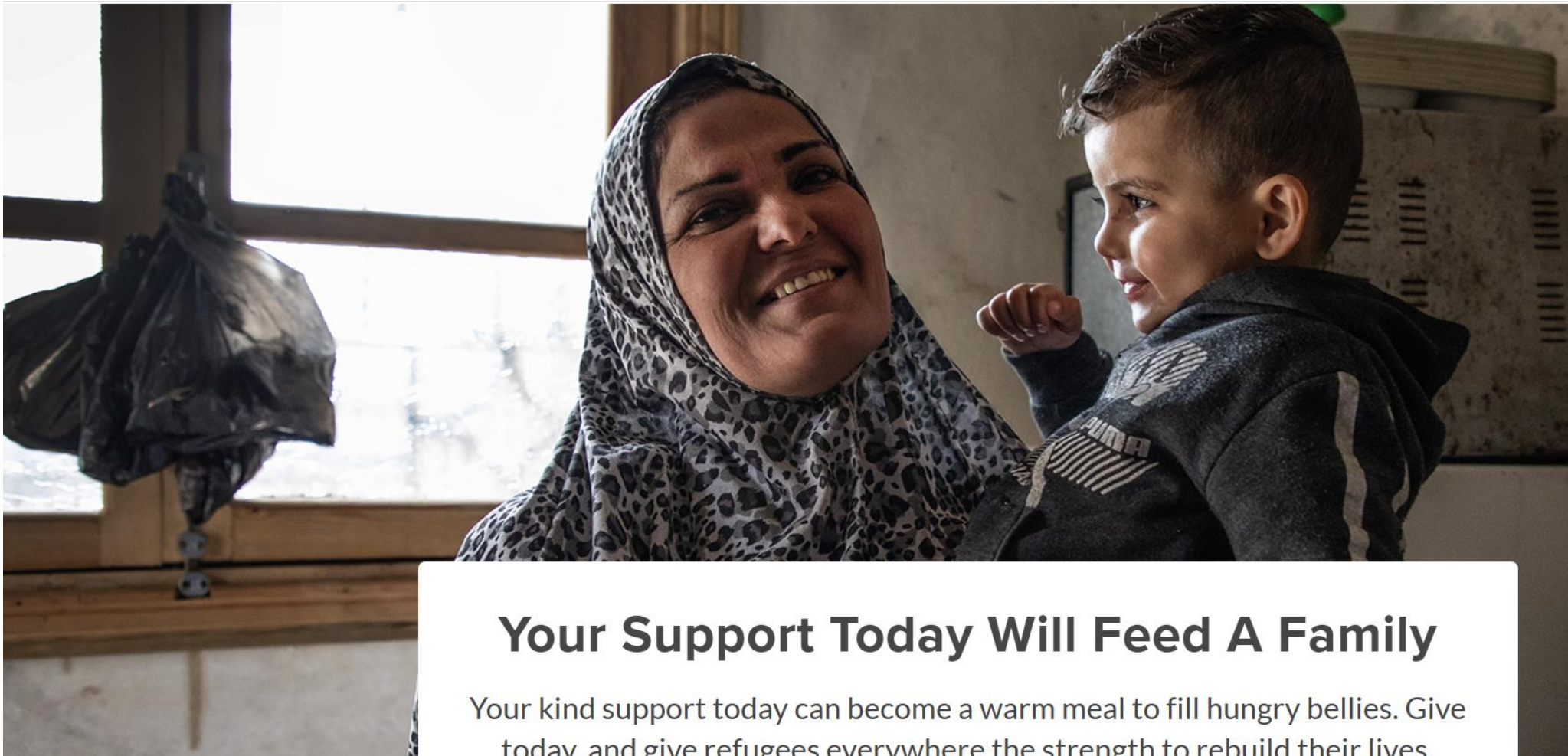
£10 a month could keep our rescue teams on the road rescuing animals from cruelty this Christmas.

Other amount

£ Enter amount

Donate £10 now





Your Support Today Will Feed A Family

Your kind support today can become a warm meal to fill hungry bellies. Give today, and give refugees everywhere the strength to rebuild their lives.





Global Impact of Our Donors



Help

14.6 million

Displaced individuals and individuals of concern received medical care



Hope

19.3 million

Displaced individuals received protection services

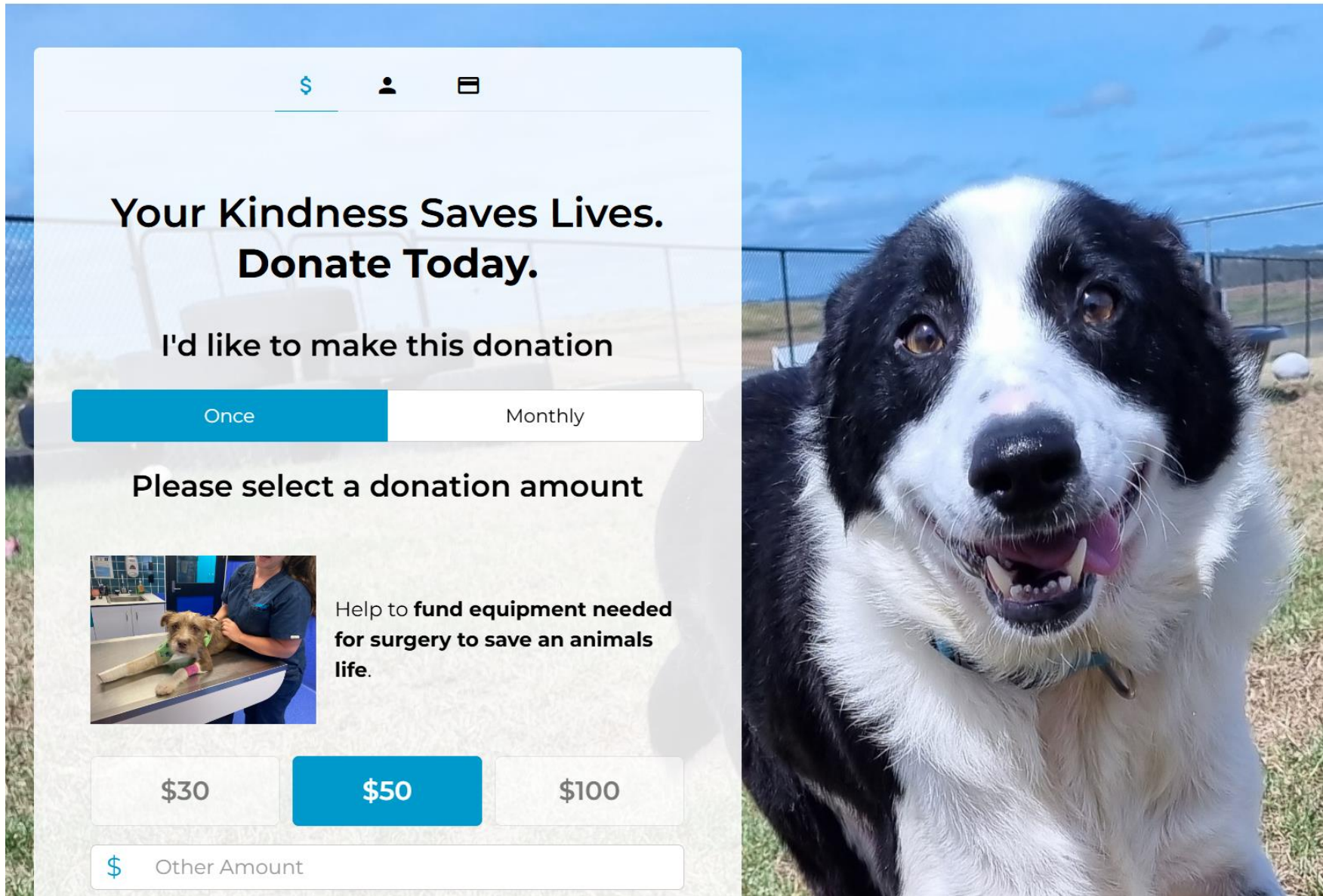


Home

158,700

Refugees resettled worldwide in 2023






\$ 👤 ☰

Your Kindness Saves Lives. Donate Today.

I'd like to make this donation

Once Monthly

Please select a donation amount

 Help to **fund equipment needed for surgery to save an animals life.**

\$30 **\$50** \$100

\$ Other Amount





SEASON OF SHARING

Give with your heart
this holiday season.

[LEARN MORE](#)





A FRESH START IN OHIO

Help women and mothers live in the light of recovery.

FIND OUT HOW





HORIZON 2026 - STRATEGIC PLAN

Boldly helping more people reach their full potential.

LEARN MORE





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Who We Are

What We Do

Where We Work

What You Can Do

Donate

Bring out your wild side this giving season!

Check out our catalogue
of symbolic adoptions
and find your perfect gift.

[LEARN MORE](#) >>



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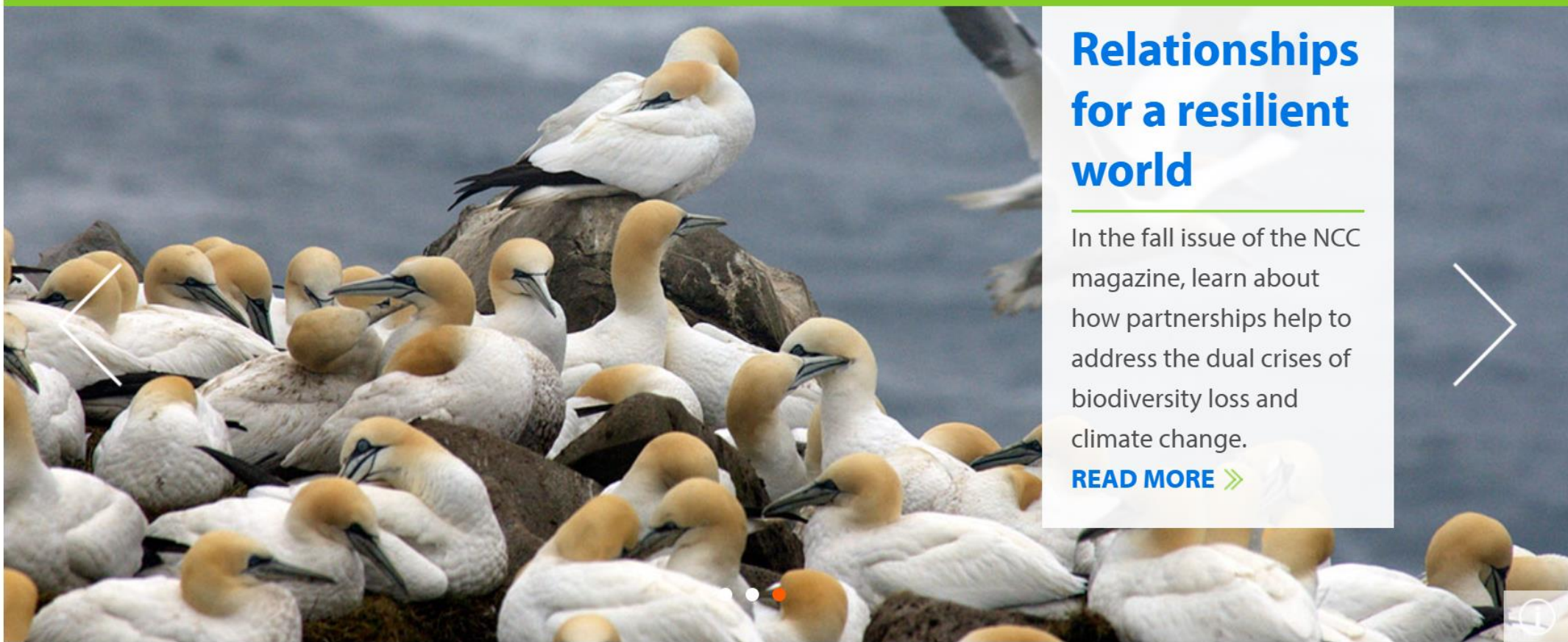
Nature makes it possible

**Nature is, and
always has
been, the
answer**

It sustains us. It is resilient.
It has the power to heal
and inspire.

DISCOVER ITS POWER >>





Relationships for a resilient world

In the fall issue of the NCC magazine, learn about how partnerships help to address the dual crises of biodiversity loss and climate change.

[READ MORE >>](#)



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[READ MORE >>](#)



Any questions?



Your brilliant examples



How can we increase the quality of our YOUs?

- Is you used early?
- Is you used throughout?
- Are we talking to the person or their actions only?



hello, nice to have you here

WE ARE A TEAM THAT CREATES SPACE
FOR OTHERS TO GROW.

more 





KRS 0000 056 901

Press materials

Work

Public tenders

Publications

EU projects



Who we are ▾

What we do ▾

Help ▾

Cooperation ▾

Contact ▾

Make a donation

SOS Children's Villages in Poland > [Help](#)



Once
 Monthly

Thanks to you, we will provide psychological, educational and medical support to the children most in need.

50 PLN
 90 PLN
 120 PLN

The cost of an hour-long session with a child psychologist.



I'M HELPING



Institute for Sustainable Philanthropy

Make a donation and turn a child's fear into a smile

 **MONTHLY**

ONCE

50 PLN

72 PLN

120 PLN

Supportive visit by medical clowns to 3 children in the cardiology ward

OTHER AMOUNT

I'M HELPING



BEING ILL IS STILL A LIFE THAT CAN BE FILLED WITH MEANING

Fr. Jan Kaczkowski

We deeply believe that life in illness can be meaningful, good, interesting, and even intense. However, you need to have the right instruction manual for your illness.

photo: Damian Kramski

[About us](#)[Take action for the forest](#)[📍 Before they cut down your forest](#)[📍 Initiatives Map](#)[Contact](#)[Support us](#)

Forests and Citizens is a foundation that grew out of a grassroots civic initiative.

We are a group of people who value forests and are involved in their protection. We act out of love for the forest and civic duty. We believe that **the forest has primarily natural and social value**. In the era of climate change, **we must protect it so that it protects us**.

We want Polish women and men to be able to **really co-decide about forests**. We need social control over what happens in them and **a real debate** about nature in our country.

[WATCH THE VIDEO!](#)



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

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



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Any questions?



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Upcoming Certificate courses

- Certificate in Philanthropic Psychology
 - 6 January 2025 - £1664 plus VAT
- Certificate in Fundraising Copywriting
 - 27 January 2025 - £1664 plus VAT
- Certificate in Legacy Fundraising
 - 17 March 2025 - £1316 plus VAT



Certificate Courses

www.philanthropy-institute.org.uk/fundraising-courses



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