

# **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>



# **The Science of Psychological Well-Being**

---



Institute *for* Sustainable  
**Philanthropy**

**November 2024**

# What are the Three Fundamental Human Needs?



**THE NEED TO FEEL  
AUTONOMOUS**



**THE NEED TO FEEL  
COMPETENT**



**THE NEED TO FEEL  
CONNECTED TO OTHERS**



# Competence



People want to feel that they are efficient and effective in social situations and activities that they undertake (Ryff 1989). They want to feel that they have made a positive impact because of what they have done.



# Autonomy



People aim to feel that they are acting based on their own initiative. They want to feel like they are independent and will think and act in a way that is self-determined.



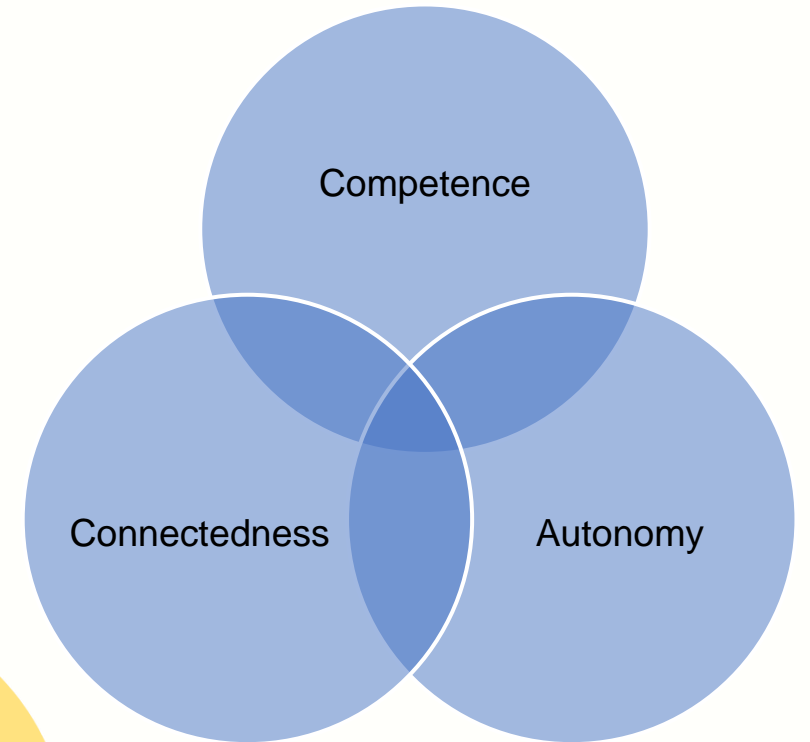
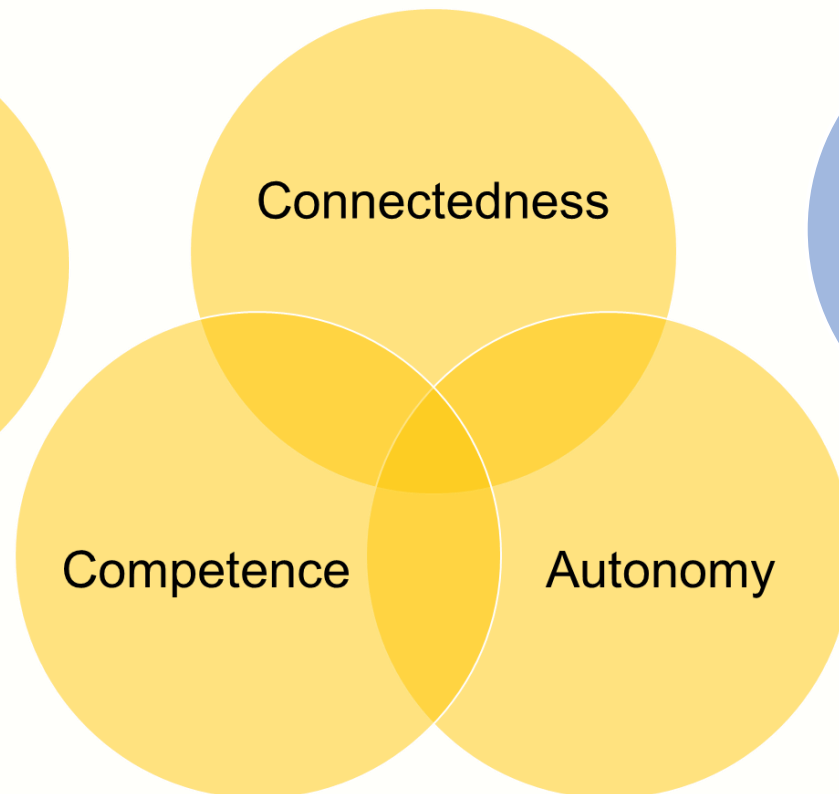
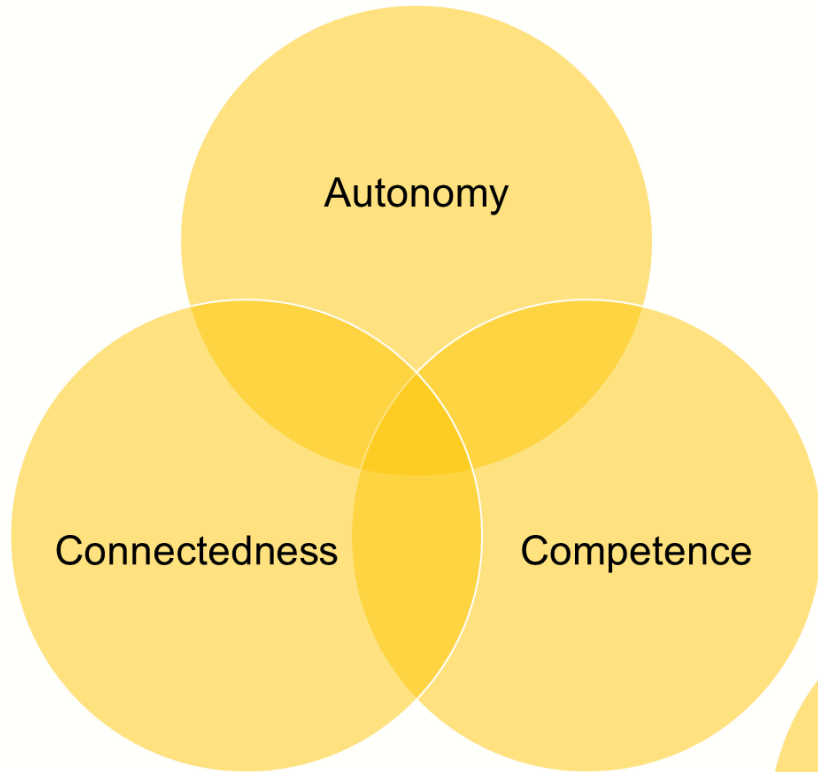
# Connectedness



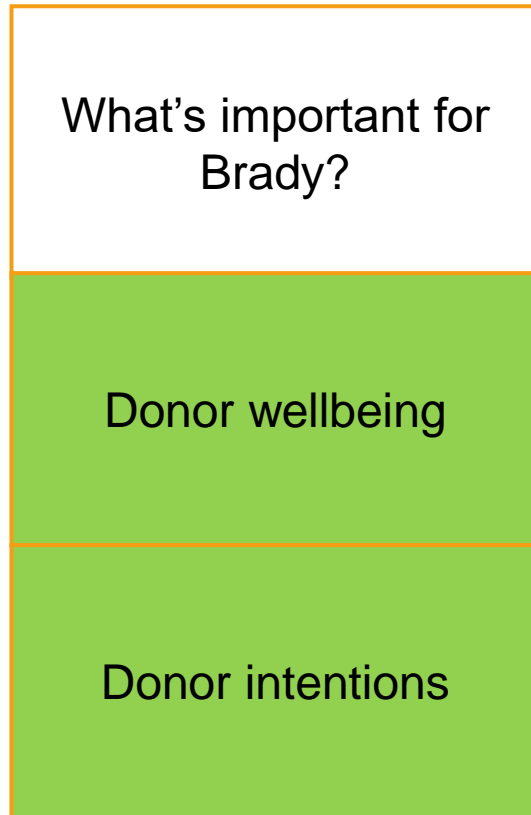
People seek warm, satisfying, and trusting relationships with others. They are concerned with the welfare of others and feel empathy (Ryff 1989).



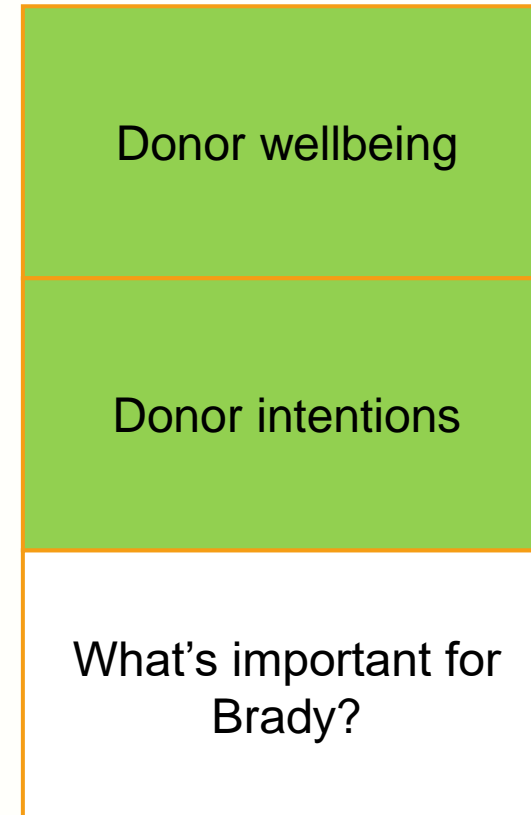
# If we care for our donors well

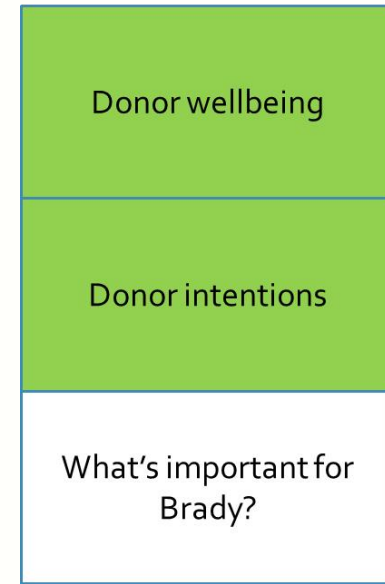
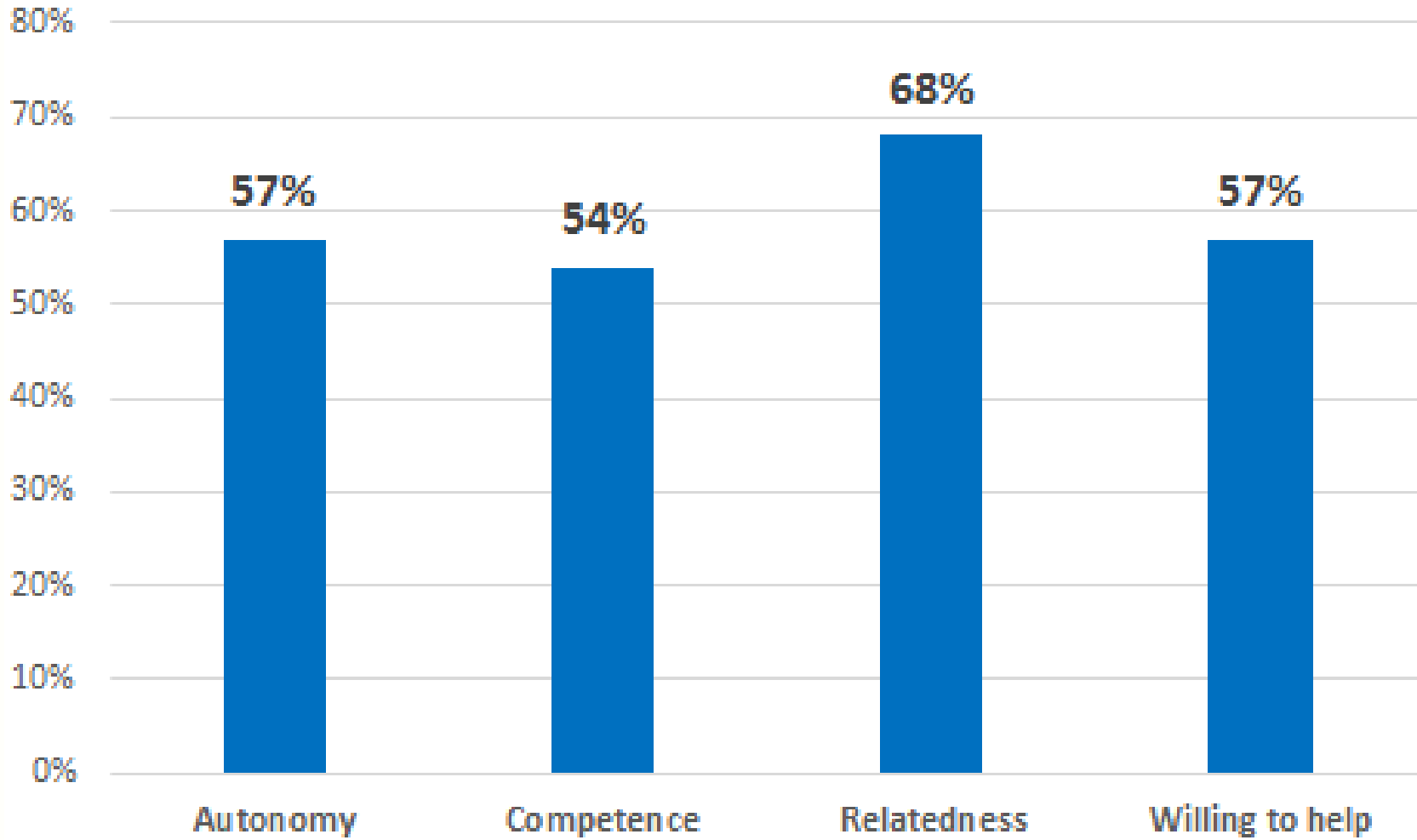


## Condition 1

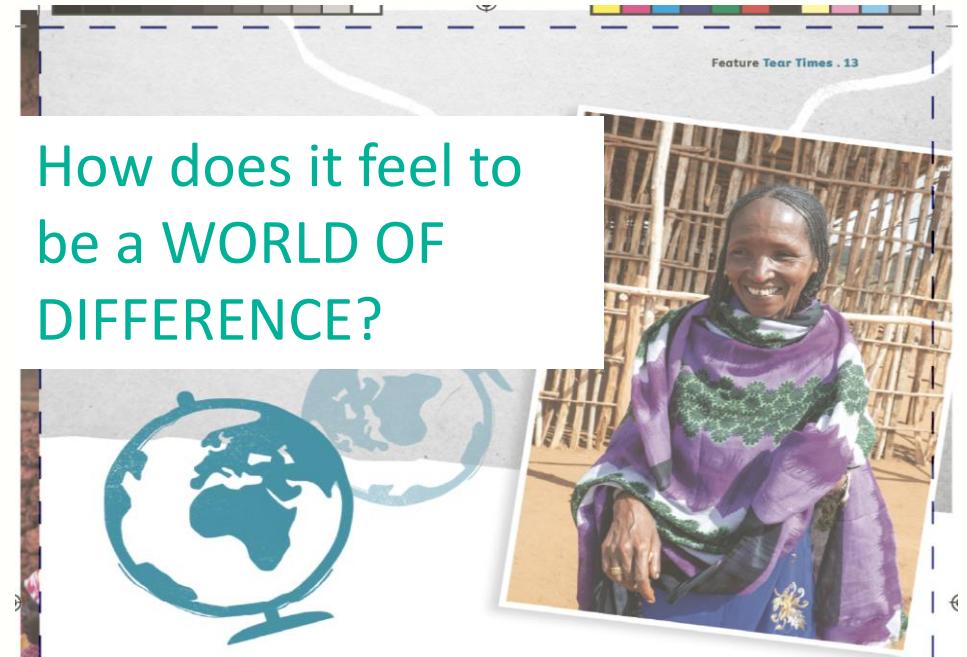


## Condition 2





**Are we making a  
connection?**



Institute for Sustainable  
Philanthropy

## A note from the new *University Chancellor*



Ms

I wanted to say thank you for the warm welcome I have received from people across the University of Sydney community since my election as Chancellor. I am delighted to be joining this remarkable institution.

Throughout my working life, most recently through my board roles at CSIRO and TechCentral, I have seen the impact of the incredible work at the University of Sydney. But I have been on a steep learning curve during the last few months as Chancellor-Designate, and have already had so many moments where I've found myself learning something new about what happens here and being impressed with the outstanding people at the University. Of course, I acknowledge too that I have joined the University amongst increasingly turbulent times in higher education at home and abroad, and that presents new and particular challenges.

The University has a fabulous history, and an exciting future. In coming months I will be on a learning journey, and as I get to know the University more, I look forward to meeting many of you, and discussing how I can draw on my experience across the public and private sectors and my experience in technology and innovation to support the University's realisation of its aspirations. I look forward to working with our community of alumni and supporters in the years to come.

We have just reached the end of Semester 1, so campus is a little quieter than usual. But our University is about much more than the buzz of student life and lectures and exams. Part of what attracted me to accept the role of Chancellor was Sydney's commitment to cutting-edge discoveries, interdisciplinary collaboration, and pushing the boundaries of knowledge. Our alumni and donors are integral to this, as part of our vibrant community of diverse voices. Our job is to work together to be a strong and confident community that values and trusts each other – and that is always attentive and relevant to the world around us.

That external environment presents both opportunities and challenges. We see that on the domestic front, with the Australian Universities Accord at the forefront of a changing policy environment for universities. And we are all too aware of the global challenges on many fronts – geopolitically, economically, environmentally. But as someone who is fundamentally optimistic about the ability of humans to make the world a better place, I know that the University of Sydney, working in partnership with others, will play an essential role in tackling these challenges. And, in order to fulfil that role, it is critical that we nurture an environment on campus that values all members of our community for who we are, coupled with an enduring commitment to academic freedom and free speech.

Last Friday, the University Senate held its final meeting under the Chancellorship of Belinda Hutchinson AC (BE '76), and I want to take this opportunity to pay tribute to her remarkable legacy. Belinda's dedication and commitment to the University, her attention to detail and her boundless energy have left a lasting impression. As the University's 18th Chancellor, it was fitting that the University recently reached **18th in the QS world rankings**, driven by achievements during her tenure that have put us on such a strong trajectory for future improvements.

My thanks again for the warm welcome.

Kind regards,  
David

**David Thodey AO, FTSE**  
Chancellor

Connectedness

Delighted to meet  
you.  
Let's get to know  
each other better





**QS RANKINGS 2025**  
18th in the world  
1st in Australia for sustainability



Dear Caitlin

I wanted to share with you the positive results of the 2025 QS World University Rankings, [released today](#).

In great news, the University of Sydney has risen to 18th place in the world and remained 2nd in Australia overall. We have also proudly retained our ranking as 1st in Australia and 7th globally in the sustainability indicator.

We could not have achieved these outstanding results without you, our alumni community.

This achievement speaks volumes about each of you, your dedication and [accomplishments](#), all of which enrich the University's community alliance and ensure our continued success. Our improved rankings were due in part to our strong reputation with employers who view our graduates as highly employable.

I encourage you to read more about [how your University ranks](#) against its educational peers.

Partnership, collaboration and community fuel this achievement and extend beyond your graduation. We know how important connections are and that's why we've launched the [Sydney Alumni Community network on LinkedIn](#). Here you can chat with your alumni peers and uncover possible professional opportunities.

As an alum, you have been recognised for your capacity to transform the world and these rankings are evidence of your impact. I applaud your contributions and look forward to what we can achieve together in the future.

Kind regards,



**Kate May**  
Director, Alumni and Supporter Experience  
The University of Sydney

PS: Have you seen our refreshed alumni benefits program? What about the latest issue of the [Sydney Alumni Magazine](#)? Keep reading for some brilliant minds and even more exciting benefits.

Competence



**QS RANKINGS 2025**  
18th in the world  
1st in Australia for sustainability

You are the force  
behind a rising success





### Welcome to the Operation Backpack® Movement!

This is your moment to shine ... and help kids in your neighborhood reach for the stars. In just a few clicks, you'll be sharing everything kids and their families need to thrive this school year. By joining the Operation Backpack® movement, your kindness will fill hearts with hope and confidence.

**Yes! I believe hope and confidence helps kids thrive in school.**

#### Secure donation

zł 2,000

zł 1,000

zł 500

zł 200

zł 160

zł 100

zł 140

PLN ▾

Dedicate this donation

Designate to Operation Backpack

[Add comment](#)

Donate

**Any questions?**



**Shall we deepen the  
connection?**

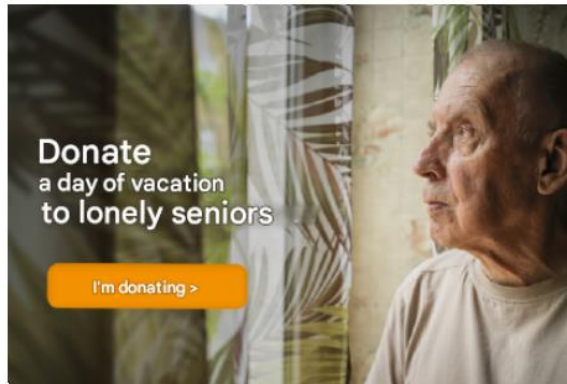
# How can we increase the quality of our YOUTs even more?

- Increase their psychological well-being
- Show people how it feels after their donation
- Connect to THE identity that matters



# Email –

## Association of Little Brothers of the Poor



Barbaro,

Thank you for being with us.

I'm sending you this email at the beginning of summer, thinking of the lonely seniors who are often invisible in everyday life – confined within four walls. Those who are alone with illness, disability, or fear of leaving home.

I wonder if a single day of vacation is a luxury. For many of our beneficiaries, the joy of a short day trip is out of reach. The most important expenses are medications, bills, and food. Sometimes, what remains from their pension isn't enough for any extras.

Yet, a day spent outside in the caring company of a volunteer – visiting a botanical garden, a museum, or a lake, taking a trip to an open-air museum, or enjoying a coffee at a café once loved in their youth – is a dream vacation for many seniors.

For Mr. Marek, shown in the photo, every outing beyond his neighborhood is a chance to discover something new. He recalls with emotion last year's trip to Sulejówek as part of our "One-Day Vacation" program.

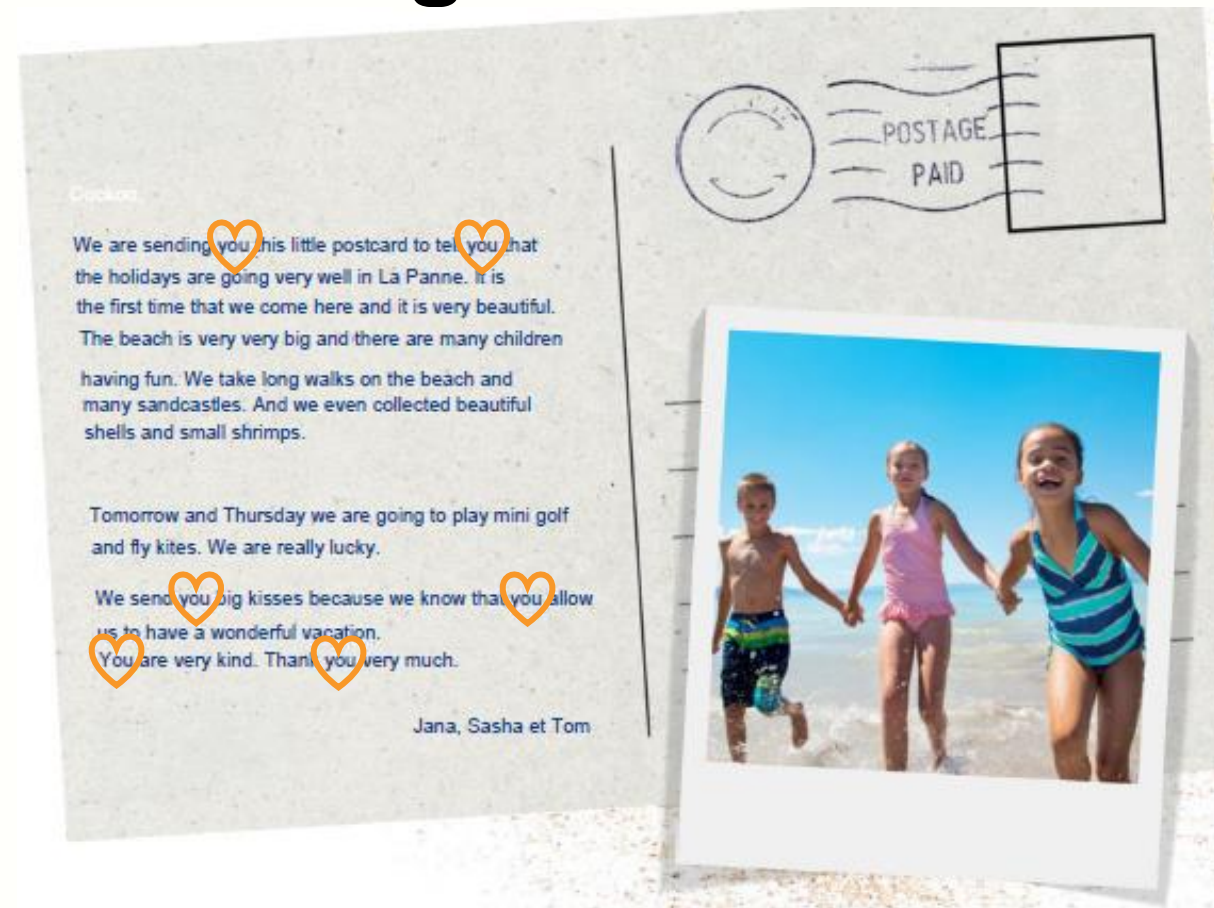


Could you help gift a one-day trip to a lonely senior? Just 30 PLN provides a boat ride, 20 PLN covers souvenir photos, 60 PLN ensures safe transport, and 150 PLN allows for a guided tour. Click and choose what you'd like to fund!

[Red button linked to the landing page: I want to support >>]

Yes, I support >

# Luxembourg Magazine



You can continue to help Red Cross beneficiaries and ensure the proper functioning of the Luxembourg Red Cross services by making a monthly donation. This commitment allows us to better plan our activities and be even more responsive during crises or emergencies. Many thanks in advance.

# Email –

## Association of Little Brothers of the Poor



Barbaro,

I'm writing to you with deep gratitude for your care and commitment to our Association's efforts. Thanks to donors like you, we organize events eagerly awaited by our elderly friends.

Our beneficiaries, the lonely seniors, also deeply appreciate the weekly visits from volunteers through the "Presence" Program.



Mrs. Bożena, shown in the photo above, moved to Lublin as a senior with her beloved mother. *"Two years ago, my mother passed away. I felt lonely, missing our conversations so much. I didn't want to disturb my neighbors just because I was alone. The chats by the building are nice, but they aren't enough. So, I started seeking contact with others. The Association welcomed me warmly. Recently, volunteer Kasia has been visiting me. Having someone to talk to is very necessary,"* says Mrs. Bożena.

Regular support, like a subscription, enables us to work more effectively and sustainably. With ongoing donations, we can better plan support for the elderly. Such support is not only a motivation for us to continue but also allows us to welcome more lonely seniors into the Program. By contributing a regular, even modest amount each month, you can genuinely change the life of a lonely senior.

[Red button linked to the landing page: [Support Monthly >](#)]

You can set up a regular donation on our website, [www.obecnoscpomaga.pl](http://www.obecnoscpomaga.pl), or by establishing a standing order transfer to the "Presence" Program account: IBAN 56 1600 1462 1818 9539 9000 0004.

# OUR MISSION



“Being sick is also a life that can be filled with meaning.”

*Father Jan Kaczkowski*

**We deeply believe that good medical care, support and mindfulness can make a sick person and their loved ones feel closeness, love and peace on the last path of life.**



Anna Jochim-Labuda – HOSPICE DIRECTOR



Singing keeps me going Michael 😊

# YOUNG LIVES vs CANCER

CLIC SARGENT



## Core Feeling

Impactful

I can see how my support is still making a difference at this time



Institute for Sustainable  
Philanthropy

**YOUNG LIVES vs CANCER**  
CLIC SARGENT

My sister gave me her bone marrow. You gave me the strength to see things through. This song is from my sister and me to you



# Social Media Ad – VIVA



# Social Media Ad – VIVA




Viva! Animal Campaign Public  
Benefit Organization

**Pompom**

**Rescued from the chain,  
thank you for your support, a  
full bowl and a warm place.**

**I'm contributing**



DR ANIMALS

**Secure donation**

Give once  Monthly

\$250 \$120 \$55

\$30 \$10 \$5

\$ 30 CAD

Dedicate this donation

**BCSPCA**  
SPEAKING FOR ANIMALS

**Yes, I will give to save a desperate animal!**

*Starved, beaten, exploited...and yet still capable of so much love.*

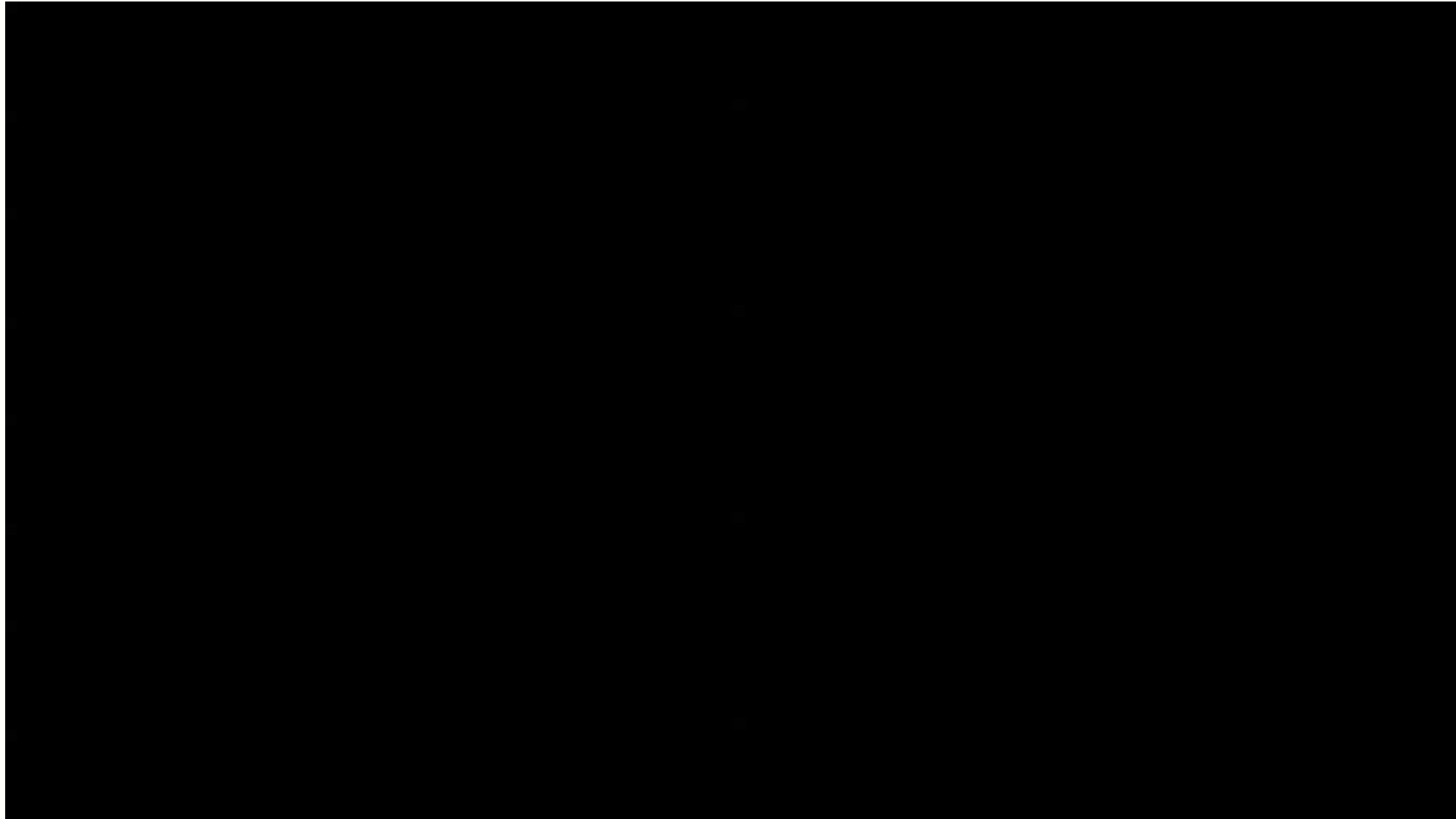
I am inspired by the bravery and loyalty shown by animals, even in the face of horrific abuse. I believe that together I, and other animal lovers, can free animals from anguish and misery.

**Here is my caring gift!**

**Donate monthly**

Is my donation secure? · Is this donation tax-deductible? · Can I cancel my recurring donation?

# Video – Amnesty International Poland



# Video – Amnesty International Poland

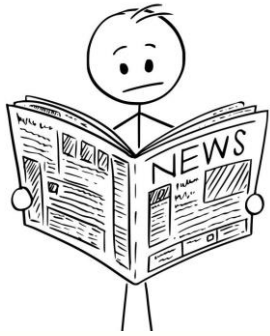
A role for the supporter because of who they are:  
fairness, determined, kindhearted, fierce ... and their collective identity



# **YOU and Ben: bringing the viewer into the picture**

- YOU are kind, compassionate and passionate about fairness and humanity.
- YOU live in a cruel world, where it can feel hard to make a difference
- Amnesty International is your connection to people (Ben) who are suffering unfair, harsh and oppressive treatment.
- You are part of global force who act on their humanitarian ideals.
- Together your passion touches people like Ben and forces authorities to take notice and (eventually) relent.
- You are heartened every time compassion triumphs.





This is YOU. Every day there is bad news that you can do nothing about.



This is Ben. He took part in a peaceful protest that offended the authorities. Now he is being arrested.



You hear about this from Amnesty International. You are sad and outraged at the injustice towards Ben.



Then you learn about Ben's imprisonment and torture. You can't bear it. So you take action.



You, and thousands of other fair-minded and compassionate souls send messages demanding Ben's release to the authorities.



The authorities begin to buckle under pressure. Ben's harsh prison conditions are eased and his heart is lifted by knowing you are on his side.



The authorities are forced to set Ben free. He is reunited with his family. They begin rebuilding their love and their life.



You learn of Ben's release. You feel his joy and relief and you are grateful that YOU did not stand by and do nothing. You changed Ben's world for the better.



Ben's happy news spreads around the world. You are part of a global celebration: the triumph of good over oppression and injustice.



You are a part of a powerful force: bringing kindness into a cruel world, fighting for fairness and freedom from repression. Thank you for holding on to your compassion.

# Website – Stowarzyszenie Wiatraki Mazur (Windmills of Mazury Association)



Orzechowo 28, 19-330 Stare Juchy  
Biuro: ul. Mateckich 3/30U, 19-300 Etk  
KRS 0000401481 NIP 848-185-97-56  
e-mail: [biuro@wiatrakimazur.org.pl](mailto:biuro@wiatrakimazur.org.pl)  
[www.wiatrakimazur.org.pl](http://www.wiatrakimazur.org.pl)

BEFORE

1. Fundraising website <https://wiatrakimazur.org.pl/pomagam/darowizna-na-wybrany-cel/>

## It's good to have friends as you grow up

We are working to help young people in Masuria to be able to cope with adult life. We want young people to feel a sense of agency and care for their environment.

We **encourage young people to co-create school volunteering** and take responsibility for their actions. We run filmmaking workshops, where young people learn digital competence, storytelling with images, public speaking and how to promote their activities. We are organizing the **Film Festival "Volunteering - that's what MOVIE is about"** – we promote the activity, creativity and involvement of young people, and we also teach them digital competences. In this event, young people can see themselves and their activities on the big screen. Help us to continue organizing the annual event: <http://goto.gg/63661> or here: <https://zrzutka.pl/hd4gxu>

We launched **School Participatory Budgets** to give young people more agency and to show adults that young people acting in a group are able to responsibly launch new activities for their peers.

We launched the **Masuria Oxford Debates League** to give young people the opportunity to learn public speaking and critical thinking. Young people from 4 primary schools are participating in the first edition. You can help us to continue the program: <http://goto.gg/57433>

Our main mission is for young people to develop their social competences such as teamwork, communication skills, responsibility and cooperation with the environment.

# Website – Stowarzyszenie Wiatraki Mazur (Windmills of Mazury Association)



Orzechowo 28, 19-330 Stare Juchy  
Biuro: ul. Mateckich 3/30U, 19-300 Etk  
KRS 0000401481 NIP 848-185-97-56  
e-mail: [biuro@wiatrakimazur.org.pl](mailto:biuro@wiatrakimazur.org.pl)  
[www.wiatrakimazur.org.pl](http://www.wiatrakimazur.org.pl)

AFTER

Identities; loving  
parent, caring,  
creative, team player.

**A social conscience, energy, responsibility and fun.  
What every loving parent wants for their children**

How do you equip children to cope with all the complexities of modern life? Trying to do it alone can be limited and exhausting. And how do you know you are doing it right?

**Mazury parents, their children and young people have a team on their side.**

A team of experts who help children find the fun in gaining the skills they need to cope as a grown up. How to take responsibility for their actions, how to make decisions, think creatively, speak confidently and care for their environment.

# Fundraiser Description – Robinson Crusoe Foundation



BEFORE

Young people from orphanages and foster families face an incredibly difficult housing situation when they begin living independently. Most of them are forced to choose between two options: extremely high rent or returning to a dysfunctional biological family. They often cannot afford to rent an apartment, or even a single room. To cover rent, they must work so much that they no longer have time for their studies. Affordable public and social housing, which would be within their budget, often involves years-long waiting lists.

To support young people at this challenging time, the Independent Robinsons Foundation will manage three single-occupancy protected/training apartments in Warsaw starting in January. These apartments will provide young people leaving foster care with a safe, accessible place to live. The protected/training apartments are designed to foster independence and are therefore paid, though the cost will be adjusted to each young person's financial capacity. Residents will also work regularly with an educator or psychologist to build life skills essential to independence, such as budgeting, cooking, cleaning, time management, and planning expenses. Those in need will also receive career counseling and/or therapeutic support.

Funds raised will cover the operational costs of these three apartments throughout 2022, including the majority of rental fees, compensation for the educator working with the youth, and additional support for residents, such as psychotherapy. The monthly cost to operate the protected apartments is approximately 4,000 PLN, totaling around 48,000 PLN annually.

Support young people leaving foster care as they transition into adulthood! With your help, they will not only have a safe place to live and continue their education but will also gain the practical skills needed for self-sufficient living. Your support today will empower them to care for themselves in the future and, in turn, help others just as you are helping them now.

## Got love to spare for an almost-grown-up teen?



Parental love  
Compassionate  
Fair-minded  
Protective

Polish youth today leave their family nest quite late, namely at the age of 27.6; men are, on average, 2.5 years older than women when they move out (Eurostat [Citation2019](#)).

Leaving home at any age is heart-rending for parents and their almost-grown up children. Mostly, it happens gradually and with love. But young people leaving orphanages and foster care have no such luxury. They go into the unknown: ill-prepared, broke and alone. It's like being Robinson Crusoe on an urban desert island.

**Your motherly, or fatherly, concern is a life-raft of love for these lonesome teens.**

You can help them into protected apartments in Warsaw and empower them to care for themselves. In the future they may help others just as you are helping them now.

# Mission Document– TDJ Foundation



Before

## Mission

CAMPUS BEMKE is Poland's first modern educational village, offering children and young people the highest standards of learning in the world, as well as the best staff and teacher training across the whole of Poland.

Campus Bemke – a project with a unique character, exceptional reach and major influence potential. In order to implement this idea it is necessary to engage many partner organisations and people of good will, which is why we are currently seeking Partners who share our vision, ready to engage in delivering its aims and objectives.

We are creating a shared platform for cooperation between entrepreneurs, in order for them not only to work together for the sake of specific interests, but for the common good – raising and educating a new generation.

## Our values



Education as a shared responsibility



Creating models of working and learning



Responsibility for the natural environment



Acting in Partners with Local Communities and harnessing their potential



Faith in objective values and dialogue



Decency and individual persons' potential



Development and education in freedom and joy

## Campus Bemke is more than just education

**Modern space** for interdisciplinary learning, inspirations, discovering passions and development – Educational Village;

Sporting, cultural, training, recreational and free-time facilities – Central Building;

**Ecological education** as well as practice through a model farming facility, a **Makerspace** feature, educational and social gardens. **FarmLab** is the first and only ecological-educational project of its kind in Poland accessible to all age groups;

**Incubator for social and volunteering initiatives;**

Rich selection of training and workshop programmes – future plans for conferences and summer camps;

**Tradition, history and local features of a location** which for centuries has been used as a training facility.

**Sustainable development** implemented at the project's initial, concept stage.

**Complex implementation of Renewable Sources of Energy** which ensure the site is self-sufficient in terms of providing for its own power needs;

**Synergy between business and education professionals**, connected by a shared awareness of the need to have real influence on the quality of educational provision in Poland.



# Enterprising and passionate about holistic education?



Your spirit belongs here...

in Poland's only  
enlightenment village.

**Daring, different and built on a dream of what education could be**

A generation schooled in ethics, social awareness, responsibilities, trustworthiness, openness, cooperation, curiosity, determination, resilience. If you'd like to know how will feel to be part of this new reality, [click here](#)



Identities

Passionate about  
education  
Concern for young  
people

**Enterprising  
daring and  
decisive**

# Email- Forests and Citizens Foundation

## 1. [email] A Breakthrough Year for Forests 🌳 🌲 ?

To do

Tree hugging feeling

Love of trees,  
preciousness,

The long life of a  
tree

For forests, the new year has started very well. You probably already know about the Ministry of Climate and Environment's announcement regarding the **exclusion of forests from logging in 10 locations in Poland** and about the appointment of the new director of State Forests.

**Although these are symbolic moves for now**, we hope they are harbingers of changes that will initiate a deep reform of forest policy.

**In 2023, forests entered the political mainstream**, and forest policy reform appeared on party banners. This was the result of the work of many activists and organizations.

We want to share with you a **summary of what Forests and Citizens did in the past year** to strengthen the forest movement and lead to reform in Polish forests (details below).

We conduct our activities thanks to the support of many people like you. If you like what we do, **support our activities** so that we can do even more in 2024.

Thank you for being with us,  
Marta

**Contribute to our activities (button)**

# Email– Forests and Citizens Foundation

Good news for your passion and protection of forests

Identities

Do you remember celebrating those moments in 2023, when forests entered the political mainstream? And forest policy reform appeared on party banners?

Passionate  
about the  
natural world

Today, you can celebrate again more wins for the natural world. As more forests are excluded from logging in 10 locations in Poland and a new director of State Forests is appointed.

Protective

Reforming  
Change-  
maker

This is only the beginning of where your passion for forests can go.

Driven

As part of the *Forests and Citizens Foundation's*, your reforming spirit will find a true home. With a strong and legitimate social voice in the political whirlwind, you can help determine the fate of Polish forests.

**Any questions?**



# 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](http://www.philanthropy-institute.org.uk/fundraising-courses)



# Sign up for our newsletter

[www.philanthropy-institute.org.uk](http://www.philanthropy-institute.org.uk)

