



Institute *for* Sustainable
Philanthropy

2024 Course Prospectus



Welcome to YOUR home for the study of the vibrant new field of philanthropic psychology

OUR PURPOSE is to help you grow giving in a way that is meaningful and sustainable for your supporters. We use the new science of philanthropic psychology to enhance the quality of the donor experience, build the human capacity to love others and dramatically grow giving.

All our courses are distinctive because all of them draw on philanthropic psychology to fundamentally change the way we build relationships. And all are delivered 100% online.

Doubling income is easy, and these classes will show you how.



Professors Jen Shang and Adrian Sargeant, founders and co-directors of the Institute, have taught fundraising professionals around the world.

Certificate in Philanthropic Psychology

DURATION: 8 WEEKS — 40 HOURS

Be among the first to learn the new science of philanthropic psychology

LEARNED ALL YOU CAN from sector conferences and events? Looking to make a deeper connection with your donors and supporters? Wanting to apply the latest insights from psychology to inform your communications and build a world class donor experience?

If you can answer yes to any of these questions the new Certificate in Philanthropic Psychology is definitely for you.

We will teach you a new perspective on the role of fundraising, growing the love of others to grow giving. You will explore the concepts of identity and wellbeing, and look at how to tangibly shift the nature of the donor experience simply by changing words in communications.

This is NOT a course in behavioural economics. Behavioural economics cares about how to get donors to take actions. Philanthropic psychology, by contrast, focuses on how those actions make people feel. Our research has shown that when people feel their giving is meaningful and over time transformative to their sense of who they are, they give more, and they give for longer.

The growth in giving delivered by philanthropic psychology is sustainable and powerful improvements in loyalty/retention will result. We believe when a donor journey can genuinely be designed using these principles, it can develop people into stronger supporters and increase the likelihood of a legacy/bequest.

The course offers 40 hours of online learning spread over a total of 8 weeks.

By the end of the course you will be able to:

- Understand what philanthropic psychology is
- Define what self and identity, liking and loving, and psychological wellbeing are
- Differentiate how seven different types of identities may be expressed through giving
- Apply seven identity principles to increase giving and enhance psychological wellbeing

- Differentiate how three different types of love may be expressed through giving
- Explain how these forms of love can be applied to facilitate identity transformation for supporters in a way that maximises their psychological wellbeing
- Generate a supporter journey that integrates these principles together
- Reflect on why fundraising when done this way can also maximise the psychological wellbeing of fundraisers.

Week 1: Overview of philanthropic psychology and how it relates to fundraisers

Week 2: How can liking and the prototype theory of love be applied to increase giving and psychological wellbeing?

Week 3: How can identity-based motivation be applied to increase giving?

Week 4: How can moral identity be applied to increase giving and psychological wellbeing?

Week 5: How do religious identity and love work to increase giving and psychological wellbeing?

Week 6: How can identity transformation be applied to increase giving and psychological wellbeing?

Week 7: How can giving and thank-yous help people discover their true-self?

Week 8: How can we grow love and giving sustainably?

COST: £1570.00 plus VAT

INSTRUCTOR

Professor Jen Shang pioneered the field of philanthropic psychology during her time at Indiana University. She is the world's first PhD in Philanthropy and also the world's only philanthropic psychologist. Her research has been covered in the New York Times, BBC, The Guardian, the Chronicle of Philanthropy, Advancing Philanthropy and the Nonprofit Times.

Certificate in Fundraising Copywriting

DURATION: 4 WEEKS — 20 HOURS

How to write fundraising copy that makes more money

THIS NEW ONLINE BOOT CAMP is based on the latest research from the Institute for Sustainable Philanthropy with personal critiques of your donor communications by our team of international copywriter and donor retention communications experts.

You'll learn how to put Philanthropic Psychology to work across a full range of your online and print-based donor communications as we examine many real-world examples — a rich library of successful communications you can “model” on — and talk through the science and research that achieves success.

This focused boot camp keeps the theory to a minimum — and practical application to the max. You'll see how Phil Psych works in emails, websites, direct mail appeals, campaigns, thank you's (and more) to massively improve immediate giving and your donor's lifetime value (a key performance metric).

This is a 4-module, 4-week boot camp, delivered entirely online. You'll devote 5 hours each week/each module — at your convenience — to reading, listening, and completing assignments.

You'll share your assignments with other students, receiving expert instructor commentary throughout the 4 weeks, in a completely safe environment, at a comfortable pace.

By the end of the course you will be able to:

- Understand how fundraising copywriting can change people's thinking, feeling and being
- Understand how fundraising copywriting can enhance people's psychological wellbeing
- Apply this understanding to generate fundraising

copy that can boost psychological wellbeing and giving

- Develop a compelling fundraising case for support
- Build higher quality relationships with supporters
- Apply this understanding to the design of all forms of communication (both digitally and in print).

Week 1: A Brief Introduction to Philanthropic Psychology

Week 2: Building a Compelling Case

Week 3: Managing First Impressions

Week 4: Building Long-Lasting Loving Relationships

COST: £1570.00 plus VAT

ROI: Your charity's return on this educational investment is likely to multiply many times ... likely within a year. Commonly, charities that embrace this training double their donations within 12–18 months. (1,000%? We can't promise that kind of ROI ... but it did happen for one major children's hospital.)

INSTRUCTORS

Professor Jen Shang pioneered the field of philanthropic psychology during her time at Indiana University. She is the world's first PhD in Philanthropy and also the world's only philanthropic psychologist. Her research has been covered in the New York Times, BBC, The Guardian, the Chronicle of Philanthropy, Advancing Philanthropy and the Nonprofit Times.

“I LOVE this course. This old veterinarian dog is learning wonderful new tricks. Thank you!!!”

LEE SCHRADER, DVM

Certificate in Legacy Fundraising

DURATION: 4 WEEKS — 20 HOURS

Want to massively grow your legacy income?

WANT TO DO SO in a way that genuinely adds value for your supporters? If so, this class is for you.

We'll share the latest academic research and the very best of professional experience and practice.

Critically, the course will also showcase new learning for legacy fundraising from the science of philanthropic psychology. You'll learn how to help supporters overcome the barriers associated with will making and to design communications that resonate with donor identity and deliver a deep sense of supporter wellbeing that is unique to the legacy context.

The course offers 20 hours of online learning spread over a total of 4 weeks.

Week 1: Legacy Fundraising Market

Week 2: Understanding Donor Behaviour

Week 3: Designing Effective Legacy Communications

Week 4: Legacy Marketing and the Legacy Marketing Mix

By the end of the course you will be able to:

- Utilise key sources of information on the legacy market to inform your decision making
- Understand who pledges legacy gifts and how you might target them
- Develop a legacy donor persona for your organisation
- Understand the role fundraising can play in overcoming barriers to legacy giving

- Match donor motives with appropriate expressions of your case for support
- Understand how to apply psychological science principles to how people approach legacy decisions
- Design legacy communications that maximise supporter wellbeing
- Develop a legacy marketing plan for your organisation.

To gain the Certificate, participants will need to submit one very practical written assignment for grading/feedback from the course team. This can be either a communications critique or a legacy fundraising plan.

COST: £1316.00 plus VAT

INSTRUCTOR

Professor Adrian Sargeant is the world's leading fundraising academic. Adrian has published 10 books and over 150 research papers. He and his team conducted the original Great Fundraising research in 2012 and updates in 2017 and 2019. He was the first Hartsook Chair in Fundraising at Indiana University and is now Co-Director of the Institute for Sustainable Philanthropy.

Adrian is supported by Legacy experts, Dr. Claire Routley, Dr. Lucy Lowthian, and Harriet Jones-Day.

"I love your approach to learning - it is a wonderful balance of practicality backed by research and real world examples."



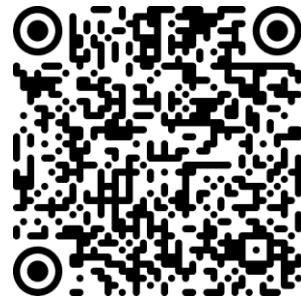
About Our Classes

ALL OUR CLASSES are taught 100% online. They are “asynchronous” which means that you can login and study at any time (and in any time zone) that is convenient for you. All we ask is that you keep up with the weekly scheduled activities so that you can maximise the learning from your peers.

The classes are all delivered through Canvas – the platform used by leading universities. So you’ll listen to virtual lectures from the course team, undertake assigned readings, participate in group discussions and be encouraged to reflect on your own professional practice.

There are often self-test quizzes to test your learning and a practical assignment at the end of the course for those who wish to gain our certificate of completion.

To find out more about our Certificate courses, please visit: <https://www.philanthropy-institute.org.uk/fundraising-courses> or scan the QR code below:



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“This course has been amazing and has really challenged my thinking. My brain cells are bursting.”

JEANNINE LOZIER

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