

Contents

FOREWORD.....	6
INTRODUCTION.....	9

PART ONE

The revolution in the brain: Emotions in marketing, decision-making and fundraising

From Darwin to Gladwell: How neuroscience has revolutionized the way we communicate with consumers, donors and companies..... 17

From the heart to the brain: How the neuroscience revolution has changed the
understanding of human behaviour..... 19

Latest news from the brain labs: How emotions govern our actions and our
empathy..... 25

Neuroscience at the supermarket: Buy an emotion, not a product!..... 29

You can call this emotion: How our brain works when we decide to support a cause or an organization..... 37

The science of emotions and fundraising..... 37

The six key emotions and Emotionmeter..... 40

Emotions at work: Why do some campaigns raise more money than others?..... 46

The Fiona and Rachel emotions..... 46

One against all: The power of the individual vs. statistics..... 48

Once upon a time: The role of stories and storytelling..... 52

Empire of the fundraising senses: Images, sounds, smells, objects and words..... 56

 Pictures..... 56

 Sound..... 59

 Odours and scents..... 62

 Objects and tactility..... 63

 Words..... 65

For better or for worse: The power of positive and negative emotions..... 68

Ethics and Morals: When and how is using emotions for fundraising right?..... 73

Does tapping into emotions violate the dignity of the beneficiaries?..... 74

Do emotions reinforce stereotypes?	76
Does using emotions manipulate donors?	77
How much will emotions cost?	79

PART TWO

Emotions at work: How to plan and implement campaigns and strategies that illuminate the mind, warm hearts—and open wallets

INTRODUCTION	82
Emotionraising: How emotions convince, seduce and influence supporters and donors	83
Negative emotions	85
Fear	86
Sadness	89
Anger and disgust	92
Surprise	94
Happiness	97
Ten techniques and successful methods for emotional fundraising	102
1. Reciprocity	103
2. Scarcity or exclusivity	104
3. Authority	106
4. Consistency	108
5. Sympathy	108
6. Imitation or social proof	110
7. Authenticity	111
8. Transformation	113
9. Tangibility	114
10. Urgency	116
Emotionraising with the general public, with business and with major donors	120
Emotions, brands and businesses	121
Emotional loyalty and donor love	122
My experience with loyalty	123

Emotional loyalty?.....	126
The “would-be” donor.....	127
“Donor sapiens”.....	128
Mystery shopping in the fundraising world.....	131
Delivering happiness, or not?	134
Do it like George Bailey!.....	135
Til death do us part: Emotions in legacies and bequests.....	137

PART THREE

It’s all over your face: How to recognize emotions during interaction with donors and supporters

INTRODUCTION.....	144
Let’s face it: Emotions and micro-facial expressions.....	145
Sadness.....	150
Anger.....	151
Surprise.....	152
Fear.....	152
Disgust.....	153
Happiness.....	153
Social Smile.....	154
The other parts of the body, and words.....	156
Voice.....	157
The body.....	157

PART FOUR

The good reasons and the real reasons: A conversation with Dan Hill on emotions and fundraising

INTRODUCTION.....	162
BIOGRAPHY.....	167
BIBLIOGRAPHY.....	168