Contents

Praise for Hooked on a Feeling	
Foreword	xi
Introduction	xiii
PART 1	
How emotions become memories and transform us into die-hard fans	
1. Are emotions driving more empathy and solidarity?	3
2. A donor in crisis: Impulsive, irrational, and enraged	11
2.1. Disastrous donors	11
2.2. Rage donors	15
2.3. Churning donors	17
3. The curse of emotional fundraising: The rise and fall of car and organizations	
3.1. KONY 2012	25
3.2. Ice Bucket Challenge	28
4. The altruistic brain and the chemistry of empathy	35
4.1 The septal area: queen of empathy and altruism	38
5. Fundraising chemicals: Here and now vs. memory and loyalty	
6. Are we loyal creatures? Nature vs. nurture and what we	
remember	59
6.1. Memorable experiences and loyalty are not brand awareness or likes and views on Facebook	61

HOOKED ON A FEELING

6.2. Peak-End Memory	63
How we remember (and forget) things we love, charities and activism	
7. Passion for good causes: What supporters remember and what forms them into lifelong fans	
7.1. The beginning	68
7.1.1. Human and authentic	68
7.1.2. Thank you, but no thank you!	70
7.1.3. Listening	71
7.1.4. Recognizing	73
7.2. Peaks	75
7.2.1 Sensory boost	75
7.3. Ending	84
PART 2	
The new prism of activism	
The new prism of activism 8. From the couch to the virtual march: Fifty ways to give your love and passion for good	89
8. From the couch to the virtual march: Fifty ways to give your	
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99 105
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99 105 111
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99 105 111
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99 105 111 117
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99105111125131143
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99105117125131143
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99105111125131143145
8. From the couch to the virtual march: Fifty ways to give your love and passion for good	99105117125131143145149

PART 3

Beyond pennies and likes. What creates and connects communities and tribes around common good?

16. So you like my cause. Now what? The afterlife of a donor	159
16.1 Donor Love: a story	165
16.2. The trifecta of supporter loyalty and engagement: trust, identity, and satisfaction	
17. What's the obsession with User and Customer Experience? The Supporter Experience	.171
Getting the supporters' feedback	177
18. What are my tribes? Communities, Groups and Networks in a hyperconnected world	.181
19. What transforms a bystander into a fan first and an evangelist after?	189
20. Do you trust your donors?	197
21. I can get no satisfaction. The value of a complaint and of a smile	209
22. I am who I am, therefore, I love you	217
23. What's in a smile? How to measure an experience, and how it is linked to philanthropy and activism	227
23.1. Net Promoter Score (NPS)	231
23.2 Customer Satisfaction (CSAT)	235
23.3 Customer Effort Score (CES)	240
23.4 Donor Voice	
23.4 Chase Index	243
24. Supporter in the clouds: How technology can help (or not) the love and satisfaction for your cause	.247
24.1 Supporter's ecosystem	251
24.2 Persona or integrated supporter view	252
24.3. Journeys and feedback	252
24.4. Data analysis and visualization	
Bibliography	