



Get Inside Your Donor's Mind!

Science-Based Strategies for Better Fundraising

PRESENTED BY: CHERIAN KOSHY, CFRE

Get Inside Your Donor's Mind!

THE STRATEGIES WE USE TO DECIDE (OR NOT DECIDE)



What We're Covering Today



Core
Concepts



Advanced
Concepts



Caution!
Avoid This!



Beyond
Current
Decision
Science

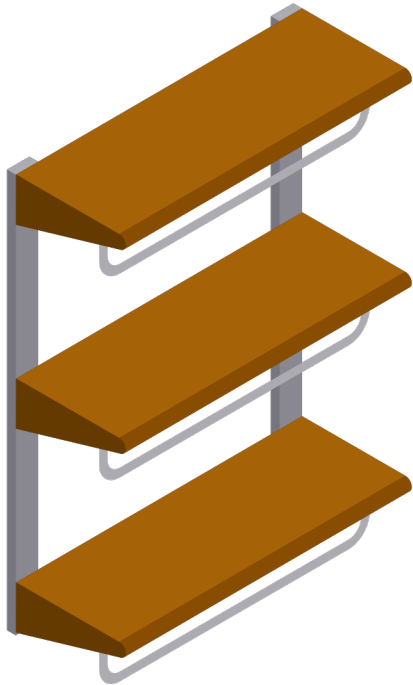


Core Concepts

SCARCITY



Scarcity



- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



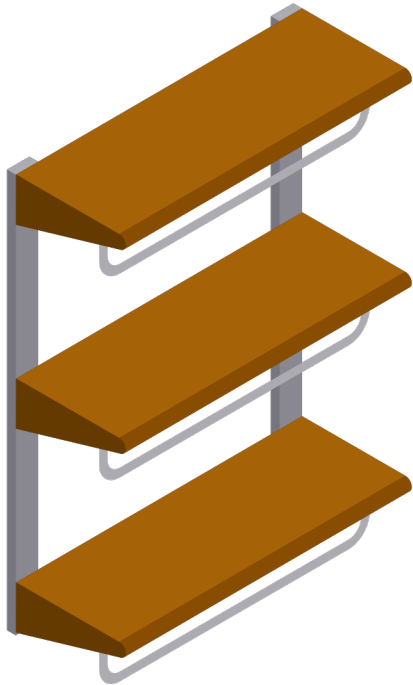
“IF IT’S RARE, YOU CARE”

Scarcity: Scientific Study



“IF IT’S RARE, YOU CARE”

Scarcity: Done Poorly



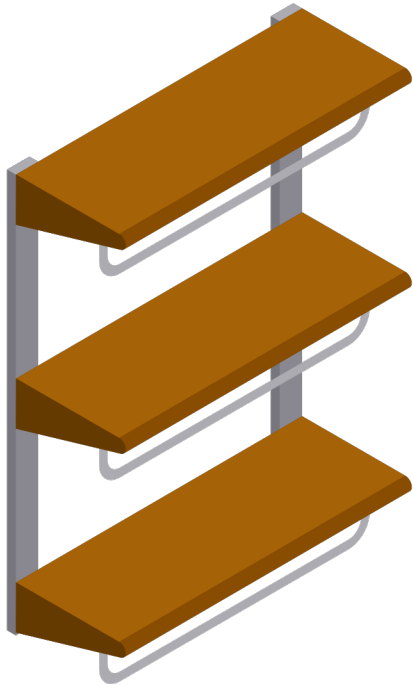
- Limited access to an unlimited
- Artificial scarcity



“IF IT’S RARE, YOU CARE”



Scarcity: Done Well



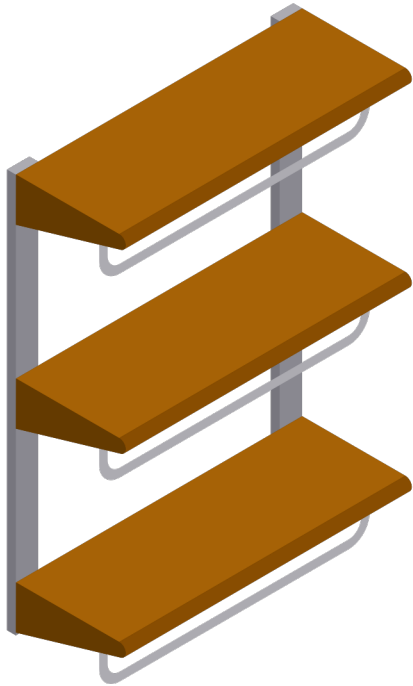
- Limited access to a limited good
- Location uniqueness
- Control quantity
- Restrict time



“IF IT’S RARE, YOU CARE”



Scarcity: Key Research



Worchel, S., Lee, J., & Adewole, A. (1975). Effects of supply and demand on ratings of object value. *Journal of Personality and Social Psychology*, 32(5), 906–914. <https://doi.org/10.1037/0022-3514.32.5.906>



“IF IT’S RARE, YOU CARE”

Scarcity: Example



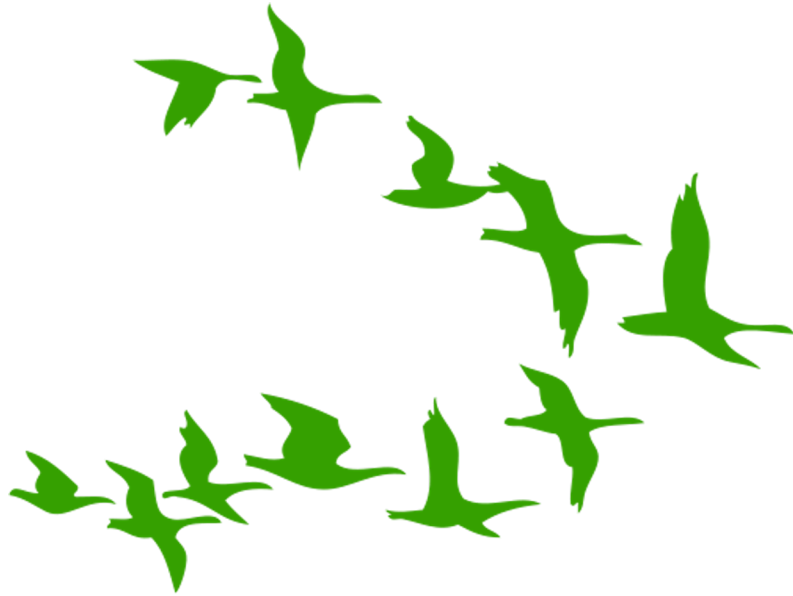
 "IF IT'S RARE, YOU CARE"



A large flock of birds flying in a V-formation against a green background. The birds are small, dark silhouettes, and their collective movement creates a sense of direction and unity. The background is a solid, vibrant green, which makes the dark birds stand out prominently.

SOCIAL PROOF

Social Proof



- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



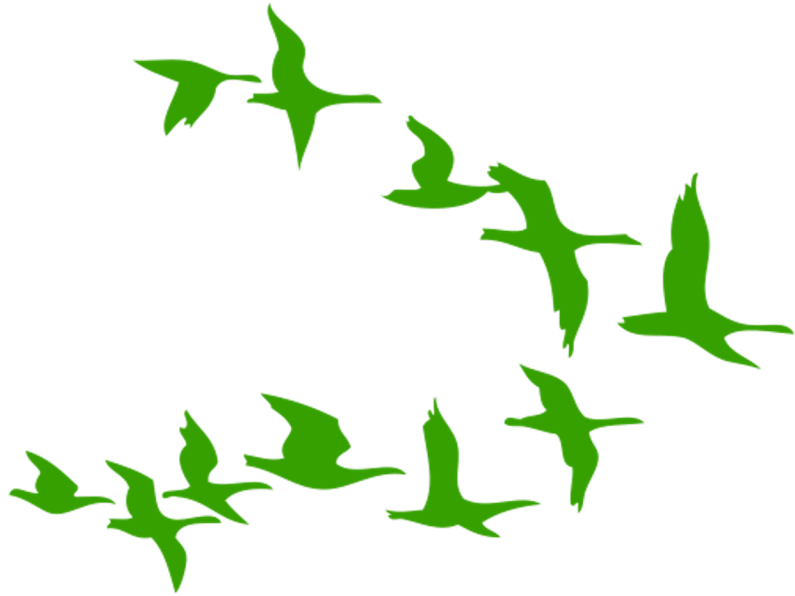
**“BIRDS OF A FEATHER
FLOCK TOGETHER”**

Social Proof: Scientific Study



**“BIRDS OF A FEATHER
FLOCK TOGETHER”**

Social Proof: Done Poorly

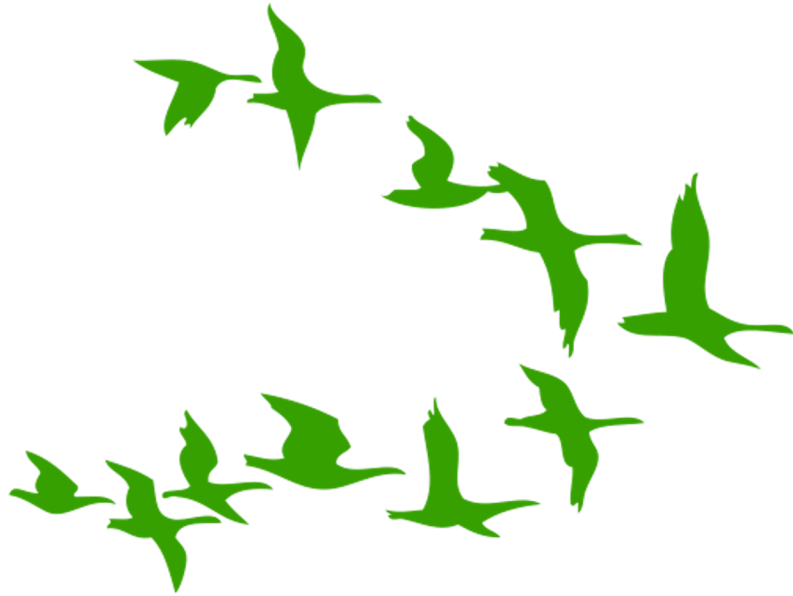


- Misidentification
“That’s not me!”



**“BIRDS OF A FEATHER
FLOCK TOGETHER”**

Social Proof: Done well

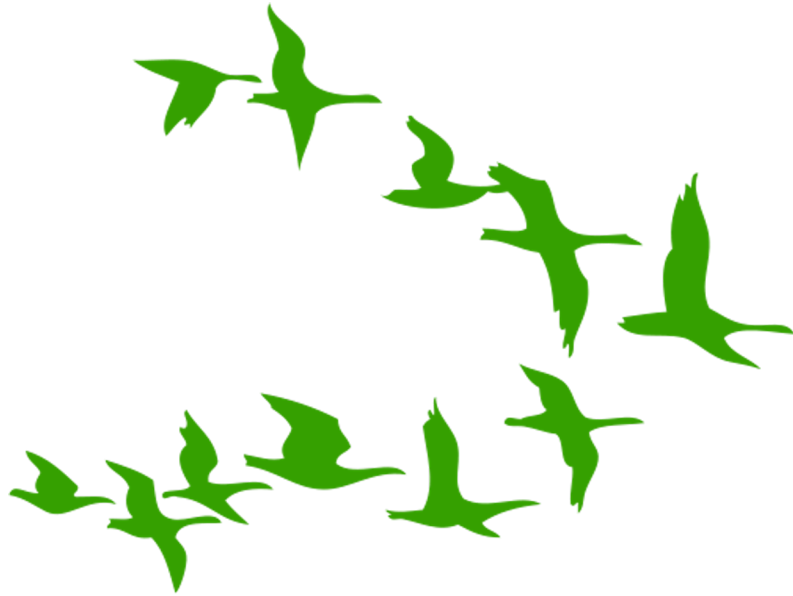


- First time donors
 - Volume of testimonials & recommendations
- Major donors, legacy donors
 - Specific recommendations and similar people
- Use role models to reinforce behavior: positive, aspirational



**“BIRDS OF A FEATHER
FLOCK TOGETHER”**

Social Proof: Key Research



Bandura, A., & Menlove, F. L. (1968). Factors determining vicarious extinction of avoidance behavior through symbolic modeling. *Journal of Personality and Social Psychology*, 8(2, Pt.1), 99–108. <https://doi.org/10.1037/h0025260>

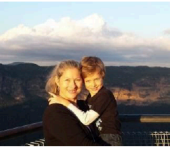


**“BIRDS OF A FEATHER
FLOCK TOGETHER”**

Get Inside Your Donor's Mind!

Social Proof: Examples

Alex Mijavotic Gift in Will Supporter



Q. What's your first memory of Greenpeace?
 A. The Rainbow Warrior and thinking WOW! – I love all those awesome cool people fighting for a better world! (Age 16)

Q. What led you to get involved with Greenpeace?
 A. At 17 I was looking for some work that made me feel like it mattered and would help a cause close to my heart – wanting to be part of the good work they do – so I got a job collecting donations for Greenpeace on the streets of Sydney's CBD in 1987.

Q. What do you wish other people knew about Greenpeace that is less known?
 A. That they are truly independent of big corporate dollars and corporate influence which many of the major Not for Profit organisations cannot say.

Q. What would you like to say to future generations about the environment?
 A. SORRY – for what all the greedy people of our generation and generations past have done. And NEVER GIVE UP. We Need Nature! If we do not take care of nature we will not survive. Greenpeace is about taking care of nature. We are doing this for our future. Go and plant a tree every day. Do something every day that contributes to the greater good.

Q. Describe someone who has influenced your decision to support Greenpeace.
 A. My son and my partner. They are my inspiration.

Q. What would you tell someone who is thinking about supporting Greenpeace (donating, volunteering, etc.)?
 A. DO it and keep doing it! Please DO it.

Q. What's it like to be a supporter of Greenpeace?
 A. Exciting, fulfilling, it makes me feel good about myself and feel good about contributing to the mission of Greenpeace which totally aligns with my core values and beliefs. I see it as a way to leverage my impact and participation in areas and causes I feel strongly about.

Garry Kelly Gift in Will Supporter

Garry Kelly is a father, grandfather and active participant in the climate movement. He has chosen to include Greenpeace in his will as he has faith in the organisation to inform and mobilise people to ensure a sustainable, socially just and peaceful future for us all.



"The bombing of the Rainbow Warrior in my home town of Auckland was when Greenpeace first came to my attention. Since that moment in infamy I have witnessed the enormously valuable work Greenpeace has done in alerting the world to corporate greed, the shameful inaction by governments to counter climate change and the social inequity experienced by most of the world's people.

The fact that Greenpeace's works are supported solely by individuals such as myself, allows Greenpeace to campaign without fear or favour against the power brokers destroying our beautiful world. I have no doubt in my mind that, by all of us getting involved through financial or voluntary support of the environmental movement, we can ensure a fossil free future."

Supporting Greenpeace is a personal choice. If you feel governments and corporations are not delivering the future that you want to be free from the problems.



The Tributary

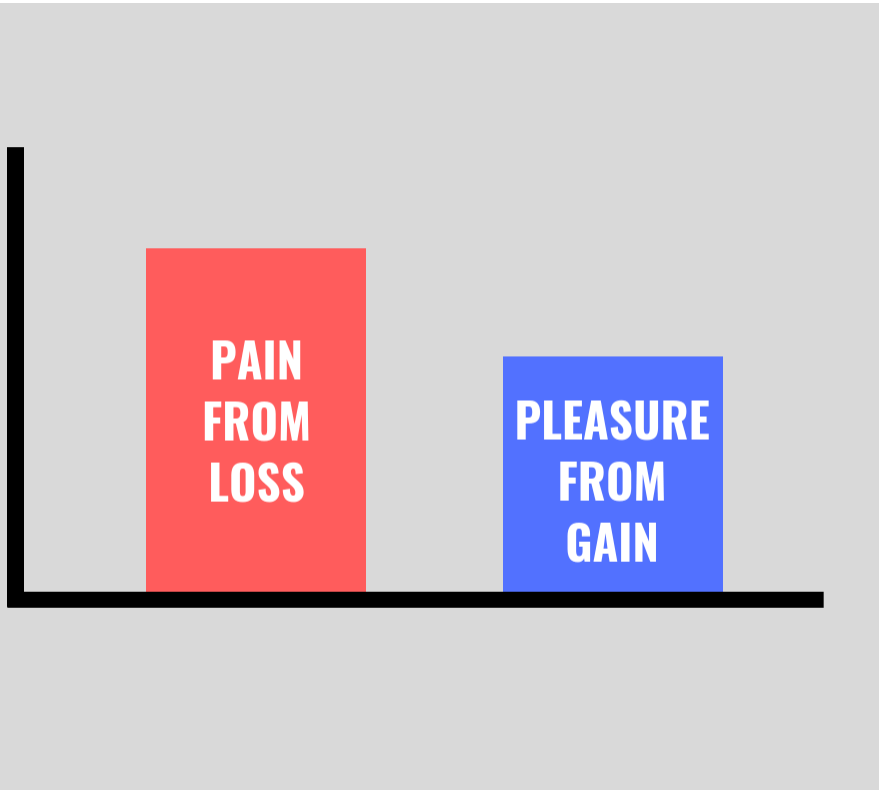
The Tributary is a community of givers who are making clean water part of their lasting legacy. By planning a future gift to charity: water, members of The Tributary help ensure that our work will continue until every person on the planet has access to clean water.

Globetrotting Fundraiser

www.globetrottingfundraiser.com

PROSPECT THEORY AND LOSS AVERSION

Prospect Theory & Loss Aversion

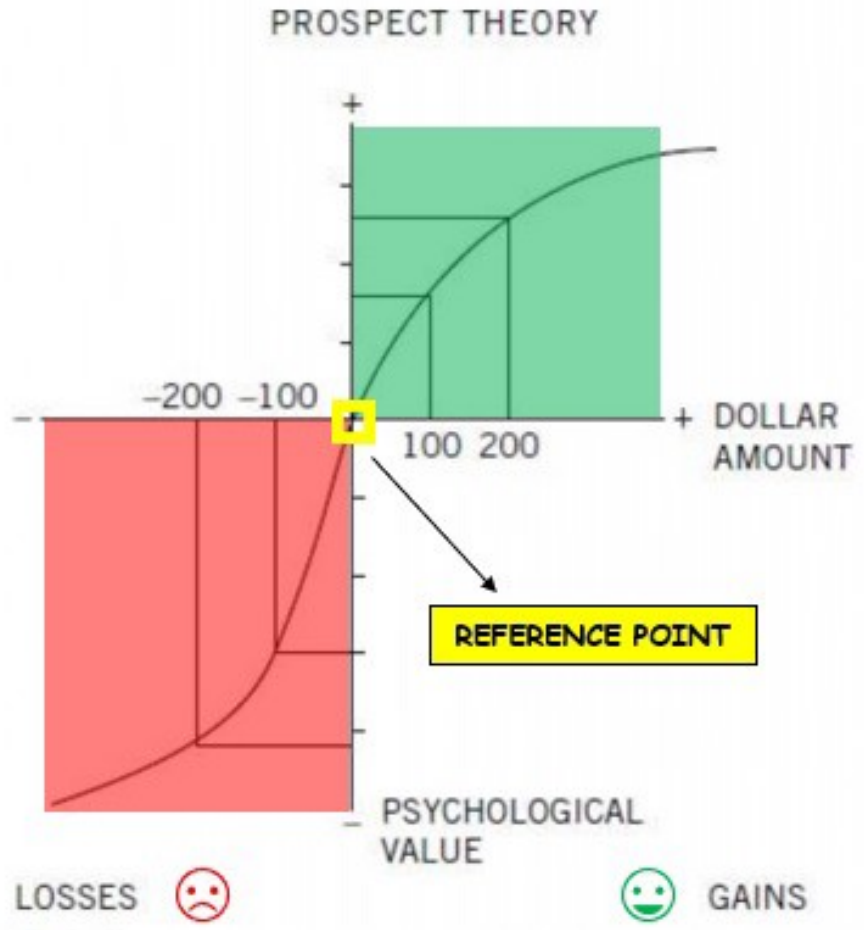


- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



**“LOSS IS BOSS AND PAIN
MEANS GAIN”**

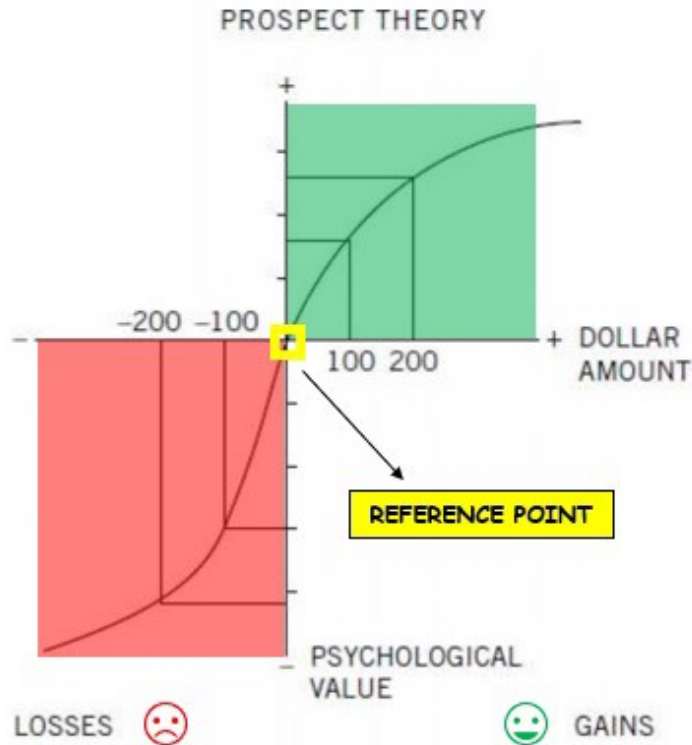
Prospect Theory & Loss Aversion: Scientific Study



“LOSS IS BOSS AND PAIN MEANS GAIN”



Prospect Theory & Loss Aversion: Done Poorly

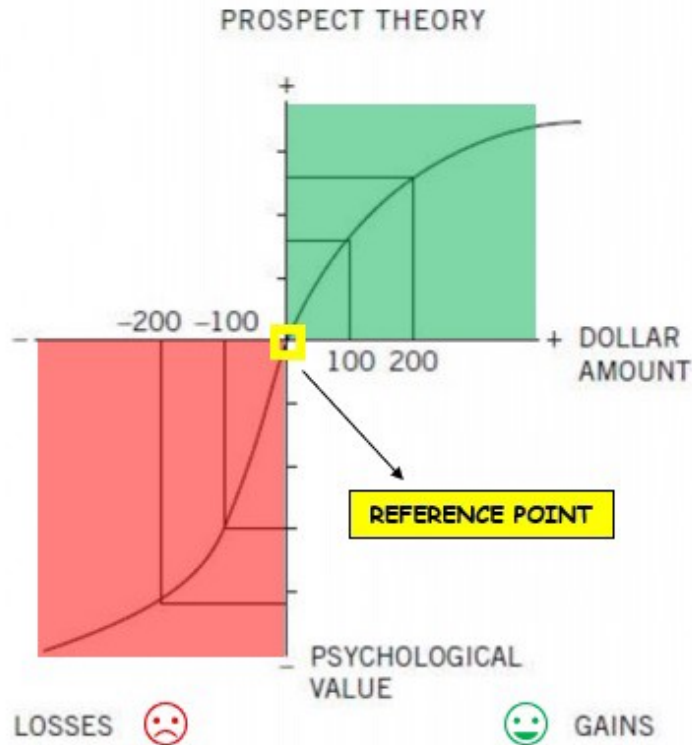


- Uncorrectable loss
 - Helplessness or hopelessness



“LOSS IS BOSS AND PAIN MEANS GAIN”

Prospect Theory & Loss Aversion: Done Well

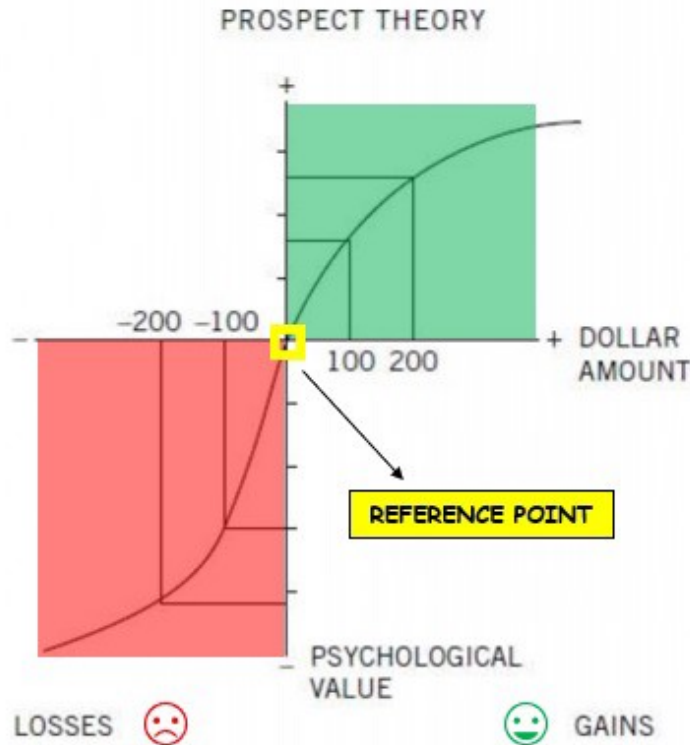


- Package the pain
 - Aggregate loss is less effective than separate smaller pains
- Segregate the success
 - \$10 given 12x feels more than \$120 given at once
- Change the wins
 - The first coke is better than the fourth but the first bag of chips after the first coke raises the value of the second coke
- Frame appeals as averting loss rather than obtaining gains



“LOSS IS BOSS AND PAIN MEANS GAIN”

Prospect Theory & Loss Aversion: Key Research



Kahneman, Daniel, and Amos Tversky. "Prospect Theory: An Analysis of Decision under Risk." *Econometrica*, vol. 47, no. 2, 1979, pp. 263–291. *JSTOR*, www.jstor.org/stable/1914185.

Ruggeri K, et. al,. Replicating patterns of prospect theory for decision under risk. *Nat Hum Behav*. 2020 Jun;4(6):622-633. doi: 10.1038/s41562-020-0886-x. Epub 2020 May 18. PMID: 32424259.



“LOSS IS BOSS AND PAIN MEANS GAIN”

Prospect Theory & Loss Aversion: Examples

Loss of an art exhibit

Lee B, Fraser I, Fillis I.
Nudging Art Lovers to
Donate. *Nonprofit and
Voluntary Sector Quarterly*.
2017;46(4):837-858.
doi:10.1177/0899764017703
708

Coffee mugs for donations

Motivation crowding out in charitable
giving
Matthew Chao
*Proceedings of the National Academy
of Sciences* Jul 2017, 114 (28) 7301-7306;
DOI: 10.1073/pnas.1616921114



**“LOSS IS BOSS AND PAIN
MEANS GAIN”**



RECIPROCITY

Reciprocity



- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



**“TO CHANGE BEHAVIOR,
START WITH A FAVOR”**

Reciprocity: Scientific Study



Sociologist Phillip Kuntz mailed out 600 Christmas cards (handwritten & photo) to completely random people.

200 replied...to a stranger

<https://www.sciencedirect.com/science/article/abs/pii/0049089X7690003X>



**“TO CHANGE BEHAVIOR,
START WITH A FAVOR”**

Reciprocity: Scientific Study



France, survey respondents given candy in advance had a 2.5x response rate

- Material reciprocity
- Emotional reciprocity



**“TO CHANGE BEHAVIOR,
START WITH A FAVOR”**

Reciprocity: Done Poorly



- Giving after taking
- Making reciprocity perfunctory



**“TO CHANGE BEHAVIOR,
START WITH A FAVOR”**

Reciprocity: Done Well



- Make the first move
 - [Soderlund, 2015](#)
- Make it social
 - [Sundarshan 2014](#)
- Make it face-to-face
 - [Meier 2016](#)



**“TO CHANGE BEHAVIOR,
START WITH A FAVOR”**

Reciprocity: Key Research



- Jacob, Céline & Guéguen, Nicolas & Boulbry, Gaëlle, 2015. "Effect of an unexpected small favor on compliance with a survey request," Journal of Business Research, Elsevier, vol. 68(1), pages 56-59.



**“TO CHANGE BEHAVIOR,
START WITH A FAVOR”**

Reciprocity: Examples

 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>	 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>	 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>
 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>	 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>	 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>
 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>	 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>	 <p>Bob Awesome 3943 Super Awesome Way Coolsville, CL 486542</p>
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**“TO CHANGE BEHAVIOR,
START WITH A FAVOR”**



Advanced Concepts

PRIMING AND FRAMING

Framing & Priming



**“WHAT YOU SAY
DETERMINES HOW MUCH
THEY WILL PAY”**



**“IF IT’S BEEN REHEARSED IT
WILL COME OUT FIRST”**

- Scientific Study
- How it’s done poorly
- How it can be done well
- Further Research
- Nonprofit example

Priming: Scientific Study



Scrambled words, directed actions



**“IF IT’S BEEN REHEARSED IT
WILL COME OUT FIRST”**

Priming: How To Do It



- Conceptual
- Semantic
- Positive/Negative
- Kindness
- Colors



**“IF IT’S BEEN REHEARSED IT
WILL COME OUT FIRST”**

Priming: Research



Bargh JA, Chen M, Burrows L. Automaticity of social behavior: direct effects of trait construct and stereotype-activation on action. *J Pers Soc Psychol*. 1996 Aug;71(2):230-44. doi: 10.1037//0022-3514.71.2.230. PMID: 8765481.

Vega-Gómez, F.I.; Miranda-Gonzalez, F.J.; Pérez Mayo, J.; González-López, Ó.R.; Pascual-Nebreda, L. The Scent of Art. Perception, Evaluation, and Behaviour in a Museum in Response to Olfactory Marketing. *Sustainability* 2020, 12, 1384. <https://doi.org/10.3390/su12041384>

Nelson, Leif D., and Michael I. Norton. "From Student to Superhero: Situational Primes Shape Future Helping." *Journal of Experimental Social Psychology* 41, no. 4 (July 2005): 423–430.



**“IF IT’S BEEN REHEARSED IT
WILL COME OUT FIRST”**

Get Inside Your Donor's Mind!

Priming: Example

WIKIPEDIA



We ask you, humbly, to help.

We'll get straight to the point: Today we ask you to defend Wikipedia's independence.

We're a non-profit that depends on donations to stay online and thriving, but 98% of our readers don't give; they simply look the other way. If everyone who reads Wikipedia gave just a little, we could keep Wikipedia thriving for years to come. The price of a cup of coffee is all we ask.

When we made Wikipedia a non-profit, people told us we'd regret it. But if Wikipedia were to become commercial, it would be a great loss to the world.

Wikipedia is a place to learn, not a place for advertising. The heart and soul of Wikipedia is a community of people working to bring you unlimited access to reliable, neutral information.





We know that most people will ignore this message. But if Wikipedia is useful to you, please consider making a donation of \$5, \$20, \$50 or whatever you can to protect and sustain Wikipedia.

Thanks,

Jimmy Wales
Wikipedia Founder

Donation amount (USD)

Just Once		Give Monthly	
\$2.75	\$5	\$10	\$20
\$30	\$50	\$100	Other <input type="text"/>

PayPal

amazon pay

Priming: Example



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\$50	\$100	Other <input type="text"/>	

VISA MASTERCARD AMEX DISCOVER

PayPal

amazon pay

Framing: Example

Donate

Did you know that our ticket sales cover less than 25% of our operating expenses? We rely on the generosity of our donors to bring our productions to the stage. What we do is made possible through our supporters who share our love and passion of theater. With your support The Overtime Theater can continue to focus on producing new, original works at an affordable price and extend its mission to the greater community, including through planned, low-cost classes in acting, comedy improv skills, and art workshops by working professionals.

Framing: Example

ARTISTIC EXCELLENCE, EDUCATION AND INSPIRATION FOR ALL

As a non-profit organization, ticket sales cover only 75% of everything we do at The Smith Center. Philanthropic support is critical to accomplishing our mission, which is to provide and preserve a high-quality performing arts center that is embraced by the community and is recognized as a vital force by supporting artistic excellence, education and inspiration for all.

Contributions to The Smith Center, whether from memberships, donations, grants or sponsorships, make it possible for us to:

ANCHORING

Anchoring



- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



**“WHAT YOU START WITH
WILL DETERMINE WHAT
THEY PART WITH”**

Anchoring: Scientific Study



Let's do this live!



**“WHAT YOU START WITH
WILL DETERMINE WHAT
THEY PART WITH”**



$$1 \times 1 \times 4 \times 5 \times 5 \times 6 \times 8 \times 9 \times 9 \times 9$$
$$=$$

You have 10 seconds...

In the chat, enter your total

Thank you for your interest in becoming a DMPA donor!

Since March 16, 2020, Des Moines Performing Arts has rescheduled, postponed, and canceled hundreds of performances. Unfortunately, **these losses continue to mount and threaten the future of many of our programs**. Because of this loss, DMPA is relying exclusively on the generosity of our community to protect the performing arts for whenever it is safe to welcome audiences again. Your gift today joins the efforts of thousands of neighbors in protecting the organization, venues, and programs that you have come to love. Please consider making your most generous gift today to preserve the arts for tomorrow. [Click here](#) to learn more about the **impact** your donation makes in our community and how we thank our donors.

It is now easier to make an impact with your donation by becoming a sustaining donor.

- As a sustaining donor, you pledge to support DMPA with an annual donation of the amount indicated
- Your donation will renew automatically each year to ensure that you never miss out on benefits
- Your sustaining gift can come in monthly or quarterly payments
- After you click Donate you will have the option to make a one-time gift or to become a sustaining donor with quarterly or monthly payments.
- *Please note, sustaining donations may take up to 24 hours to process.*

If you have questions about making a gift, contact us at Development@dmpa.org or 515-246-2352.

I would like to make a donation of the following type: Required

for the amount of Required

DONATE NOW



$$9 \times 9 \times 9 \times 8 \times 6 \times 5 \times 5 \times 4 \times 1 \times 1$$
$$=$$

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for the amount of Required

DONATE NOW

1 x 1 x 4 x 5 x 5 x 6 x 8 x 9 x 9 x 9

=

3,499,200

=

9 x 9 x 9 x 8 x 6 x 5 x 5 x 4 x 1 x 1

Anchoring: How To Do It



- Put your highest price first
 - But don't price too high
- Audience matters
 - Anchoring works best when decisions are fast and people are new to the decision
 - See also [Bergman et al 2010](#) and [Alevy et al 2011](#)



**“WHAT YOU START WITH
WILL DETERMINE WHAT
THEY PART WITH”**

Anchoring: Research



Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185 (4157), 1124–1131. <https://doi.org/10.1126/science.185.4157.1124>



**“WHAT YOU START WITH
WILL DETERMINE WHAT
THEY PART WITH”**

Get Inside Your Donor's Mind!

Anchoring: Example



START FRESH WITH A GIFT OF HEALTHY MEALS

Join us in welcoming a happier, healthier 2021 for neighbors struggling with food insecurity in southwestern Pennsylvania. Your gift today provides nutritious meals and hope for the future.



STEP 1 - Choose a Donation Amount

Donate Monthly

GREATEST IMPACT

Your monthly support has lasting impact on ending food insecurity in our community.

Yes! I want to donate \$25 a month.

\$ Other a month to help as much as possible.

Make a One-Time Gift

YOUR GIFT WILL HELP PROVIDE MEALS.

\$500

\$200

\$100

\$50

\$ Other

Is this gift in Honor/Memory of a friend or loved one?

Get Inside Your Donor's Mind!

Anchoring: Example



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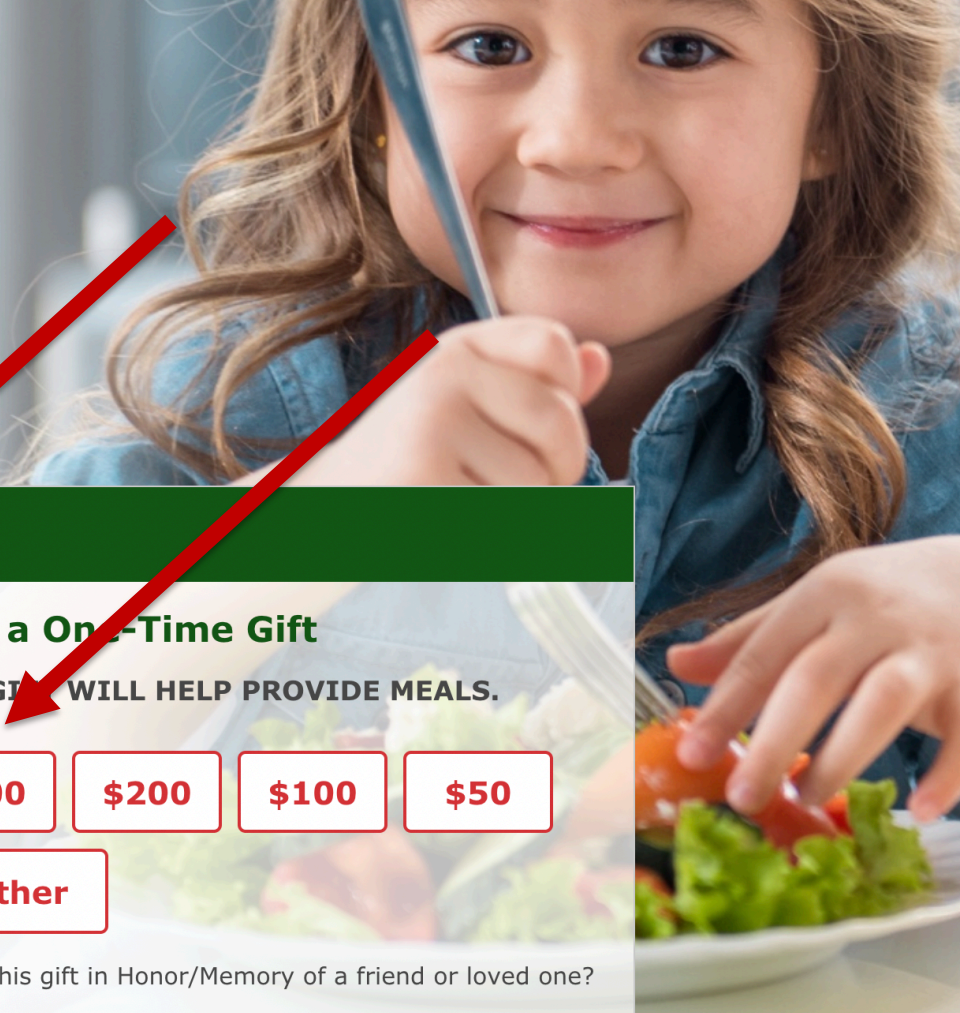
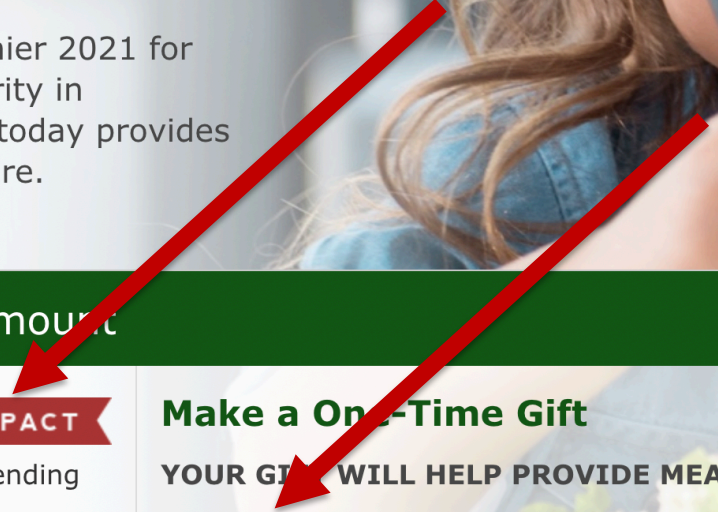
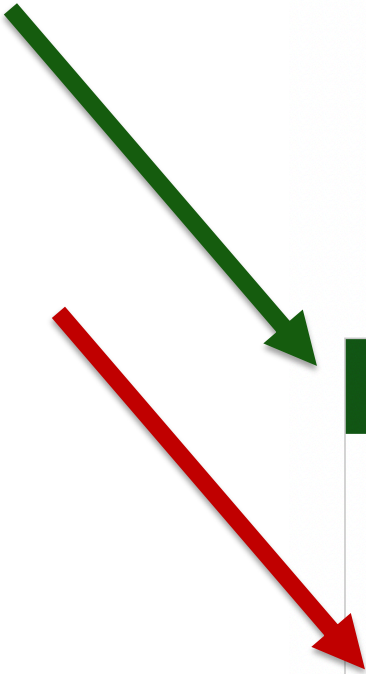
Make a One-Time Gift

YOUR GIFT WILL HELP PROVIDE MEALS.

- \$500
- \$200
- \$100
- \$50

\$ Other

Is this gift in Honor/Memory of a friend or loved one?



Get Inside Your Donor's Mind!

Anchoring: Example



Donate Sponsor a Child

My World Vision (sign in) v

what can we help you find? Q

Gift Catalog About Us Our Work Get Involved News & Stories



Donate to the World Vision Fund.

Create lasting change alongside kids and communities.

or \$

[Giving monthly is the most powerful way to donate >](#)

Get Inside Your Donor's Mind!

Anchoring: Example



[Donate](#) [Sponsor a Child](#)

[My World Vision \(sign in\)](#) ▾

[Q](#)

[Gift Catalog](#) [About Us](#) [Our Work](#) [Get Involved](#) [News & Stories](#)



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[Giving monthly is the most powerful way to donate >](#)

COMMITMENT

Commitment



- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



**“CAPTURE THEIR HEART
WITH A SMALL START”**

Commitment: Scientific Study



Public energy usage



**“CAPTURE THEIR HEART
WITH A SMALL START”**

Commitment: How To Do It



- Start small
- Use leading language
- Make it public



**“CAPTURE THEIR HEART
WITH A SMALL START”**

Commitment: Research



Pollak et al (1980) Commitment and energy conversation, Applied Social Psychology Annual



**“CAPTURE THEIR HEART
WITH A SMALL START”**

Commitment: Example



FLOCK OF CHICKS

Alejandra Yeh kneels down to feed her chickens. With Heifer's help, Alejandra has started chicken farming to provide for her family. Make a difference for another family like theirs.

FLOCK OF CHICKS \$20

1 

QUANTITY

Give This Donation in Honor 

ADD TO BASKET



NOSTALGIA

Nostalgia Effect



- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



“WHAT’S OLD IS GOLD”

Get Inside Your Donor's Mind!

Nostalgia Effect: Scientific Study



Write about a nostalgic event,
150% more money given



“WHAT’S OLD IS GOLD”



Nostalgia Effect: How To Do It



- What does nostalgia mean for your audience?
- Digital nostalgia (Facebook)
- “Remember” language



“WHAT’S OLD IS GOLD”

Nostalgia Effect: Research



Lasaleta, J. D., Sedikides, C., & Vohs, K. D. (2014). Nostalgia weakens the desire for money. *Journal of Consumer Research*, 41(3), 713–729. <https://doi.org/10.1086/677227>



“WHAT’S OLD IS GOLD”

Get Inside Your Donor's Mind!

Nostalgia Effect: Example



Ocean Conservancy®

Give now from your Donor-Advised Fund

DONATE

Make Your Legacy as Timeless as the Ocean

Legacy Home

Why Give

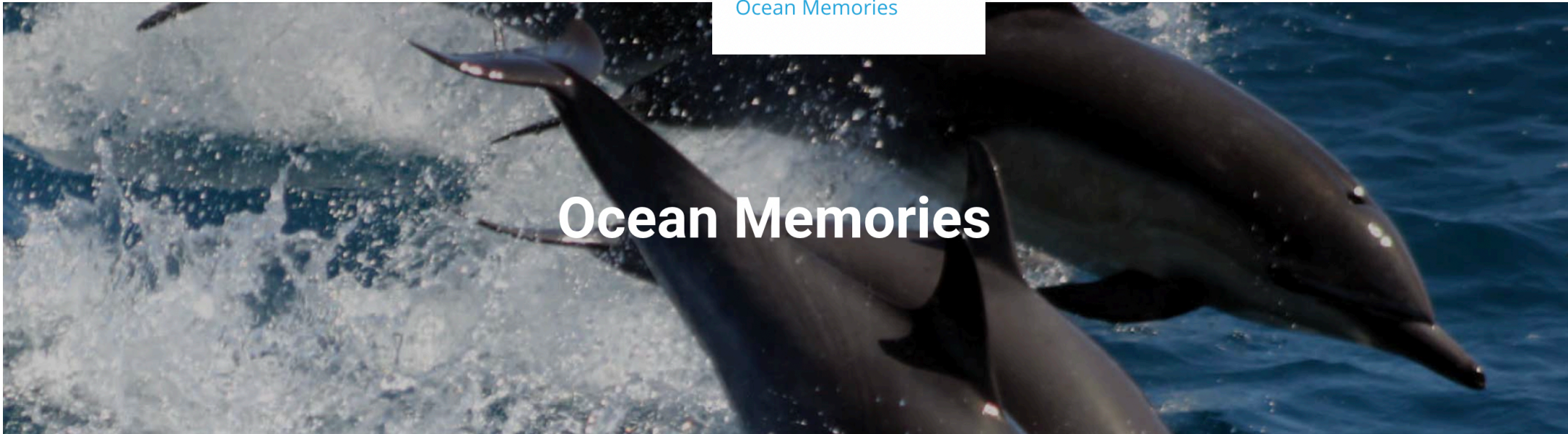
Make a Lasting Impact ▾

Supporters Like You ▾

Ocean Legacy Society ▾

Giving Toolkit ▾

Ocean Memories



Ocean Conservancy members share their love of the ocean through their favorite ocean memories and

are about our members and their amazing stories

LIMITED CHOICE AND DEFAULTS

Get Inside Your Donor's Mind!

Limited Choice & Defaults



- Scientific Study
- How it's done poorly
- How it can be done well
- Further Research
- Nonprofit example



“DONORS REJOICE IN LIMITED CHOICE”

Limited Choice & Defaults: Scientific Study

This is my jam!

24 jams vs 6 jams

10x more likely to buy

Organ donation opt-in vs out

2x donations



“DONORS REJOICE IN LIMITED CHOICE”

Limited Choice & Defaults: How To Do It



- Reduce choice difficulty
- Eliminate options that aren't immediately critical
- Adapt to donor expertise
 - Website vs face-to-face proposal
- Don't ask if they want fries with that!
- Use trust wisely; the more extreme the default the more it will trigger weighting and reducing trust



“DONORS REJOICE IN LIMITED CHOICE”

Limited Choice & Defaults: How To Do It



Johnson E.J. Goldstein D (2003) Medicine: Do Defaults Save Lives? Science

Chernev, A., Böckenholt, U., & Goodman, J. (2015). Choice overload: A conceptual review and meta-analysis. *Journal of Consumer Psychology*, 25(2), 333–358. <https://doi.org/10.1016/j.jcps.2014.08.002>



“DONORS REJOICE IN LIMITED CHOICE”

Get Inside Your Donor's Mind!

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Limited Choice: Example



Donate Now

The coronavirus, or COVID-19, continues to spread rapidly across international borders. It has now reached countries with weak health systems which are less prepared to combat the disease. Vulnerable populations and those living in crisis will be hit the hardest by this outbreak

ONE-TIME
DONATION

MONTHLY
DONATION

1 Please select your monthly gift amount below: *

- \$25 CAD monthly
can supply classroom essentials
- \$40 CAD monthly
can provide health worker training
- \$55 CAD monthly
can provide 4 refugee survival kits

Other

2 Payment Information



Credit card number *

P

Get Inside Your Donor's Mind!

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Limited Choice & Defaults: Example



Donate Now

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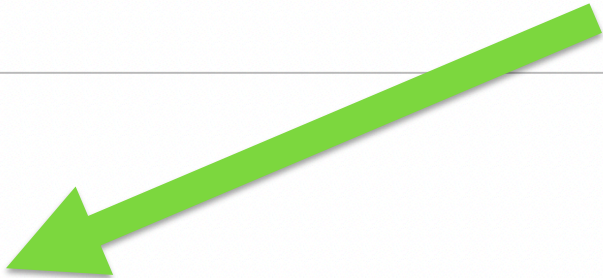
Credit card number *



Donate Now



Your gift helps build homes for healing! Thanks to friends and supporters like you, thousands of families know their futures are worth working toward.



Donation

- \$1,500
- \$1,000
- \$500
- \$300**
- \$150

- \$50
- Other

Make your gift below!

Using a mobile device? [Click here to donate.](#)

Donate To:

Where it is needed most

Donation Amount:

\$20

\$50

\$100

\$200

\$500

Other

Donation Frequency

One-time

Monthly

Dedication

I'd like to cover the processing fee (2.2% + \$0.30) so all of my donation goes to

Donation Information

Donation Amount:

<input checked="" type="radio"/> \$25	<input type="radio"/> \$50
<input type="radio"/> \$100	<input type="radio"/> \$250
<input type="text" value="\$ Other"/>	

Donation Frequency

<input checked="" type="radio"/> One-time	<input type="radio"/> Monthly
---	-------------------------------

Dedication

I'd like to cover the processing fee (2.2% + \$0.30) so all of my donation goes to Camp Kerry Society.

I am an

<input checked="" type="radio"/> Individual	<input type="radio"/> Organization
---	------------------------------------

First Name *



CAUTION!

CAUTION: Reactance



- Scientific Study
- How to avoid it



**“TO BE A
SUPERSTAR, DON’T
GO TOO FAR”**

CAUTION: Reactance: Scientific Study



Clothing ad



**“TO BE A
SUPERSTAR, DON’T
GO TOO FAR”**

CAUTION: Reactance: How to Avoid



- Don't misuse behavioral principles (urgency & defaults)
- Make sure the donor remains in control
- Give people time to react to change



**“TO BE A
SUPERSTAR, DON’T
GO TOO FAR”**

CAUTION: Reactance: How to Avoid



Zemack-Ruger, Moore, and Fitzsimons (2017)
Just do it! Why committed consumers react negatively to assertive ads. *Journal of Consumer Psychology*.



**“TO BE A
SUPERSTAR, DON’T
GO TOO FAR”**



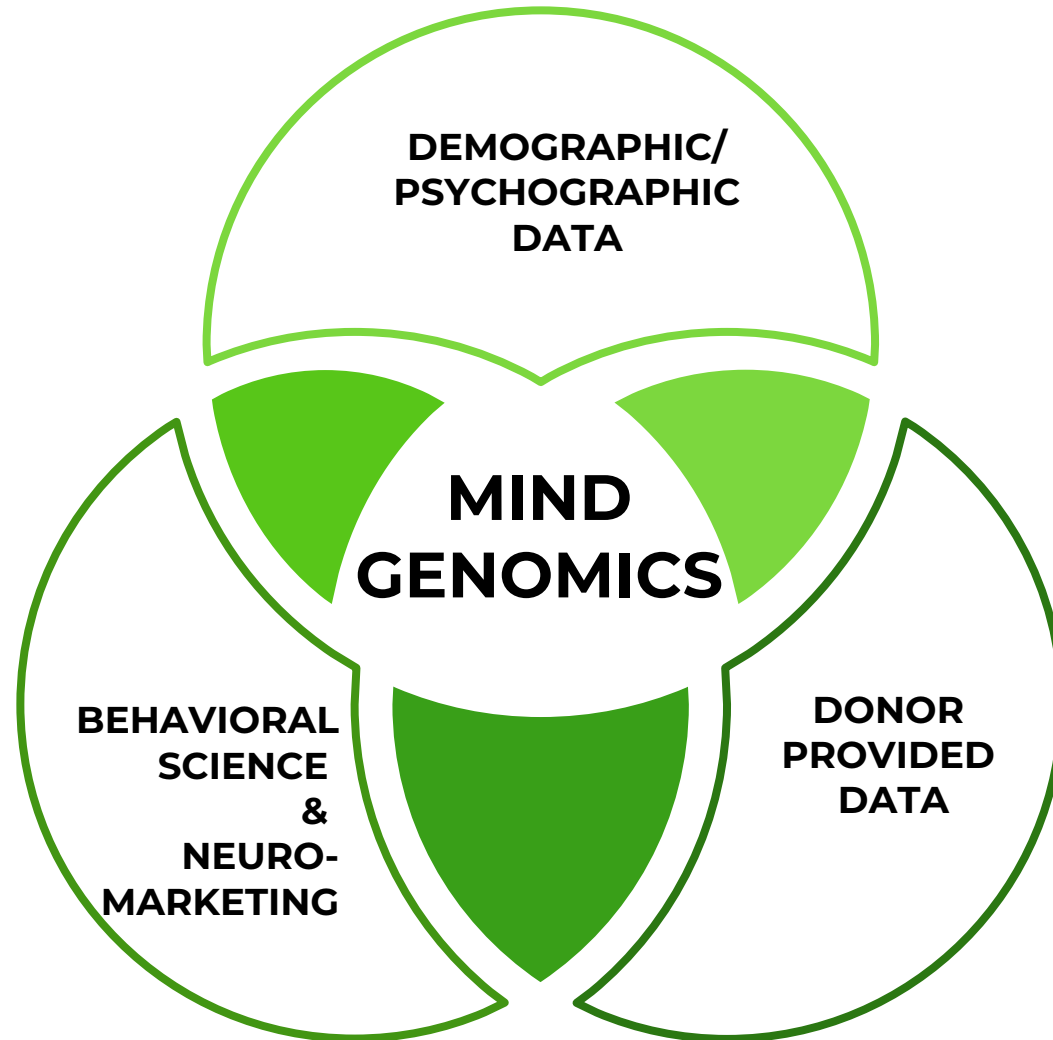
Beyond Current Decision Science

Rhyme as reason

BONUS!

McGlone MS, Tofighbakhsh J. Birds of a feather flock conjointly (?): rhyme as reason in aphorisms. Psychol Sci. 2000 Sep;11(5):424-8. doi: 10.1111/1467-9280.00282. PMID: 11228916.





Get Inside Your Donor's Mind!

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<https://www.npr.org/transcripts/519265471>

Used by the world's leading nonprofits & enterprises



Introduction to Mind Genomics



- Current incompleteness
 - Demographic example
 - Behavioral science example
 - Donor data examples
 - Our antiquated tools
 - A/B testing
 - Donor surveys
 - Focus groups
-

Introduction to Mind Genomics



- How Mind Genomics Gives Us True Insights
 - Conjoint analysis and rule developing experimentation
 - Rapid concept testing
 - Sandboxed environment for optimization
 - Viewpoint identifier for calibrating donors' preferences





Your scientific competitive advantage.



Stop guessing and wasting money.



Answer virtually any question about your donors.



Small sample sizes ($n \geq 50$).



Build long-term knowledge.



Results in hours, not weeks.

**QUESTIONS OR INTERESTED IN
LEARNING MORE?
LET'S CONNECT!**

187 MORE CONCEPTS COMING SOON...



Cherian Koshy



Twitter: Cherian_Koshy



Email me: hello@cheriankoshy.org

