

# Happiness, Testing and JustGiving

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# Objectives Today

- We Share Research with You
- You Share Research with Others
- We Share Research Together with the World

**5 minutes sharing research**

**30 minutes to beg you to  
But Me**

# Positive Emotion and I/We Focus

CONTENT OF  
THE LETTER

RENEWL FORM

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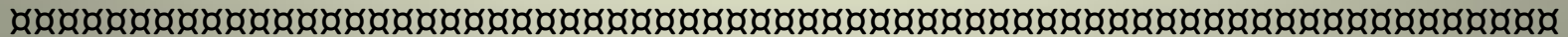
CONTENT OF  
THE LETTER

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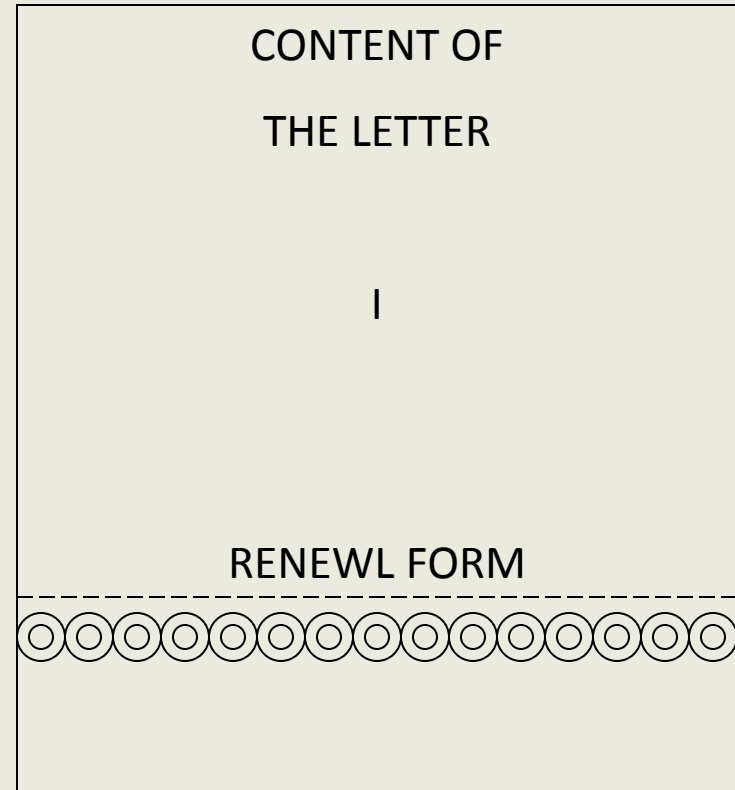
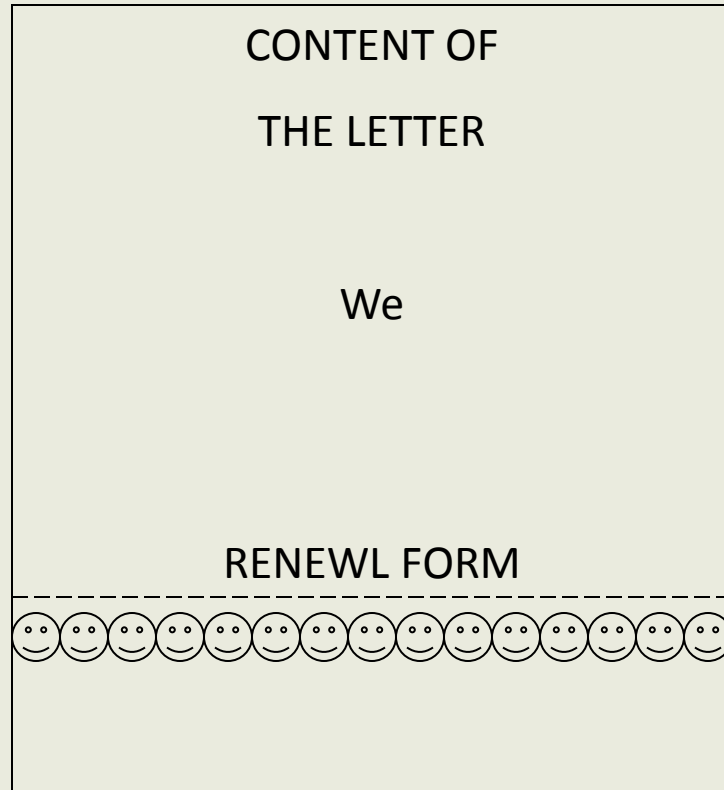
# Positive Emotion and I/We Focus

- Thanks to **our community's** [your] continuous annual membership support, XXX Radio has the financial resources needed to be there for **you, me, and our neighbors** [you] each and every day.
- **We're** [You and XXX Radio are] in this together – more than 18,000 listeners **join us in playing** [play] a critical role in keeping this station – **our** [your] station – strong. **Our** [Your] continuous support is vital.
- As **we approach the** [the] November anniversary of your last contribution [**approaches**], **we're** [I'm] writing to ask for **a renewal of your membership** [**a renewed commitment**]. Your ongoing support will help guarantee another year of **our community's** [your] favorite radio programs – shows like *Morning Edition, All things Considered, Car Talk, A Prairie Home Companion, and Wait Wait Don't Tell Me.*

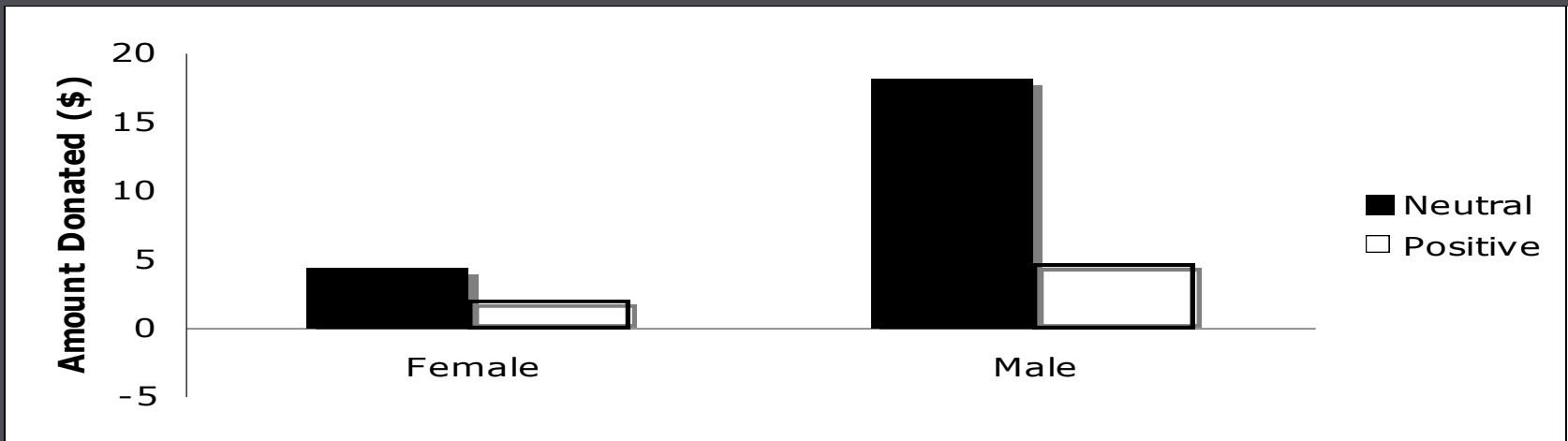
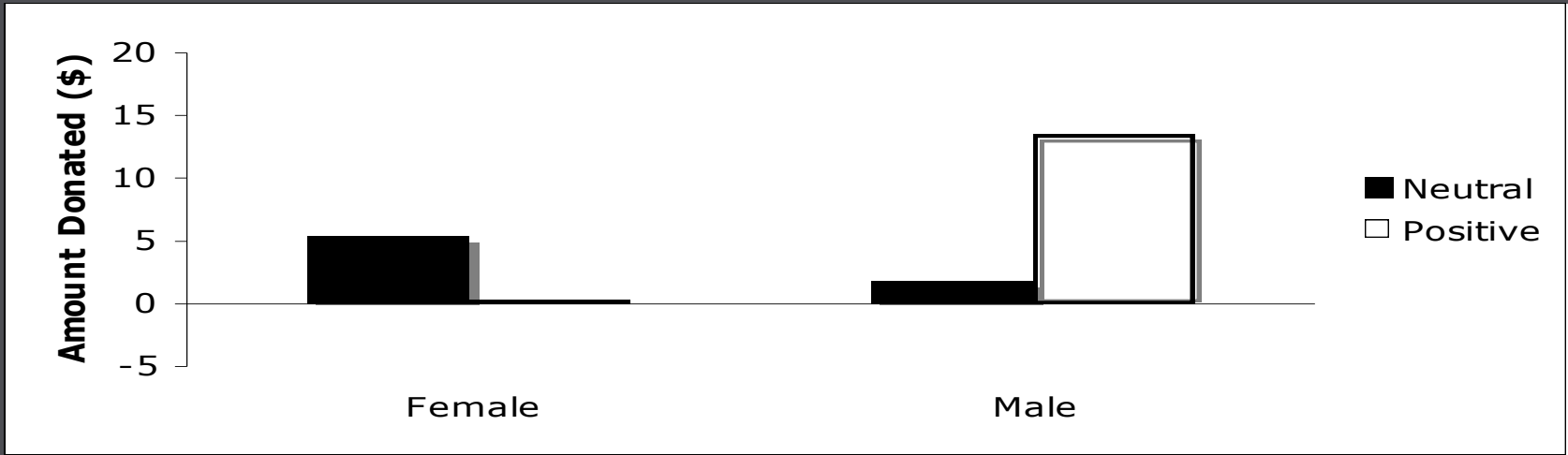


# Positive Emotion

- Smiling faces versus double circles:



# Positive Emotion and I/We Focus



**Let the But Begin**



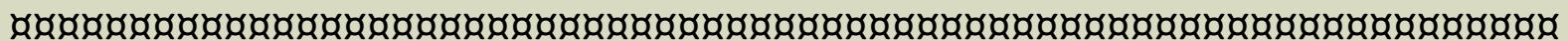
# Is this a properly Designed Test?

- Let's look at the design
  - 2 by (we versus you)
  - 2 by (smile faces versus double circles)
  - 2 (gender)

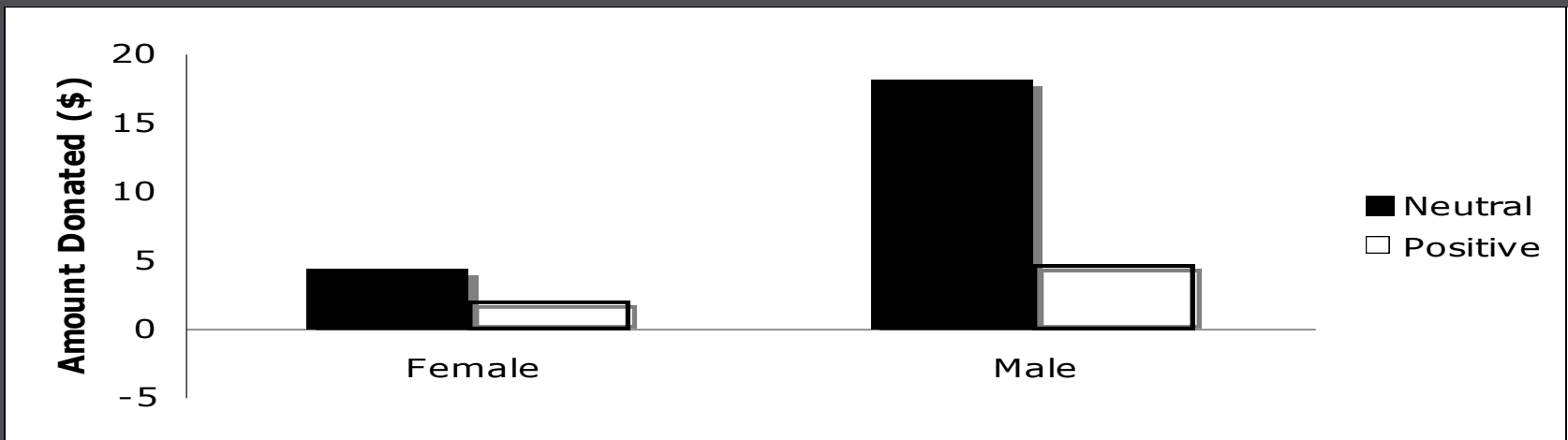
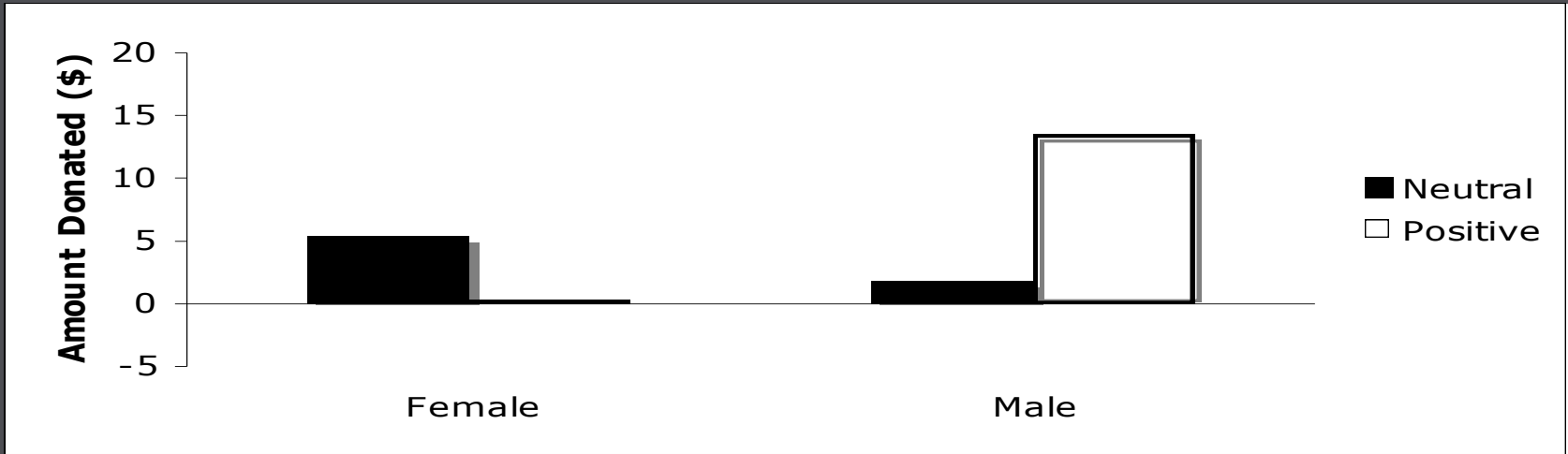
# Is this a properly Designed Test?

- Let's look at the material

- Thanks to **our community's** [your] continuous annual membership support, XXX Radio has the financial resources needed to be there for **you, me, and our neighbors** [you] each and every day.
- **We're** [You and XXX Radio are] in this together – more than 18,000 listeners **join us in playing** [play] a critical role in keeping this station – **our** [your] station – strong. **Our** [Your] continuous support is vital.
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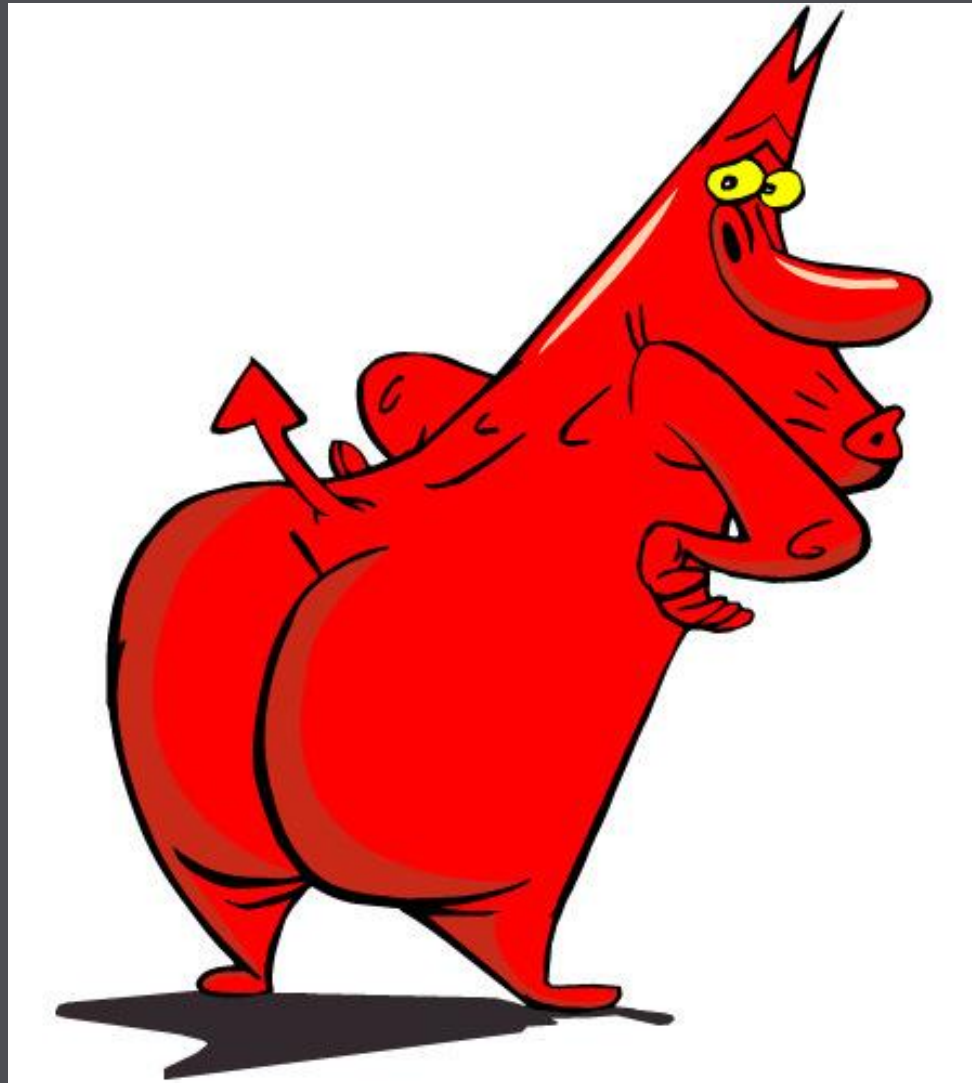
# Is this a statistically valid test?



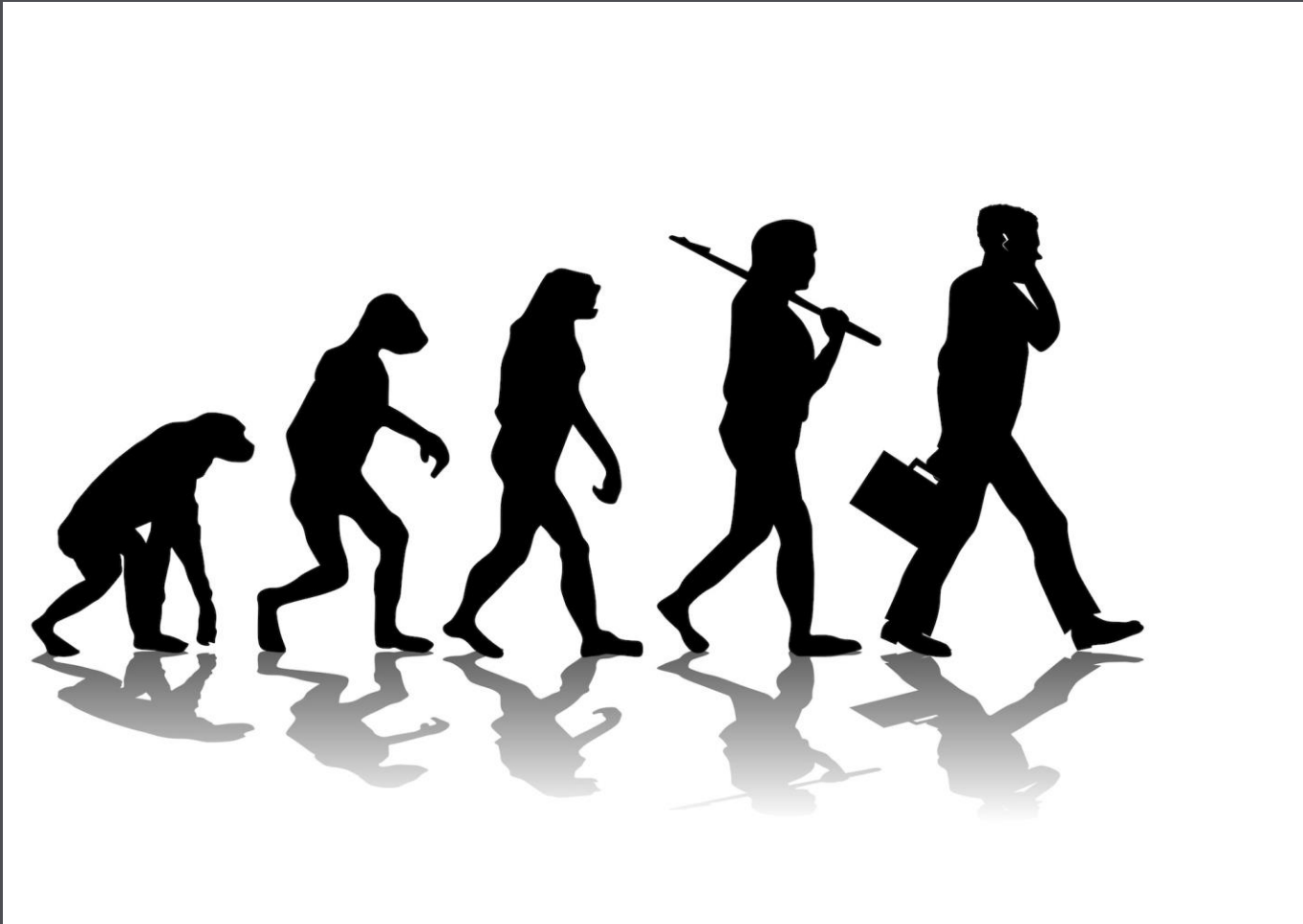
# Is this a relevant piece of fundraising insights that you could use?

- How do you begin to answer that question?
- Cross check with your common sense

Let the But Begin, REALLY!



# Millions of years of human evolution



Sober and Wilson, 1998, Harvard

Dawkins, 1976, Oxford

# Thousand years of human Tribal Ritual

Itzhak Perlman

Henri Tajfel  
(1919 – 1982)











# Thousand years of human Tribal Ritual

Itzhak Perlman  
A musician



Henri Tajfel  
A Bristol Social Psychologist  
(1919 – 1982)



# That young 100 year old social science tradition in psychology telling you

- **Happiness is Love, FULL STOP**
  - Harvard
  - Longest
  - Most expensive Human Development Study on the planet

# Your 100 year profession of fundraising tells you

- It is not the raising of money, but the raising of man that matters
- From both sides of the Atlantic

# The world only philanthropic psychologist from the world only centre on sustainable philanthropy

- Flashing data, evolution, revolution, the essence of your profession at you
- Telling you we teach this stuff in the International Advanced Diploma on Fundraising, highest profession around the world...
- Challenge you in front of other 90 extremely smart people...

**Can you use smiley faces in your DM?**

# It depends

**Am I trivializing human suffering?**

**What kind of happiness is it that I should instil in my donors so I can proudly say**

**Do I treat them as victims or survivors?**

**May people feel genuinely empowered from supporting us?**

**May people feel genuinely proud raising money for us from JustGiving?**



It depends

Realizing human suffering

I *instilled* **happiness** in my fellow humans (supporter, donors.... Etc.);

I felt proud of myself;  
Because that is why I chose to be a fundraiser;

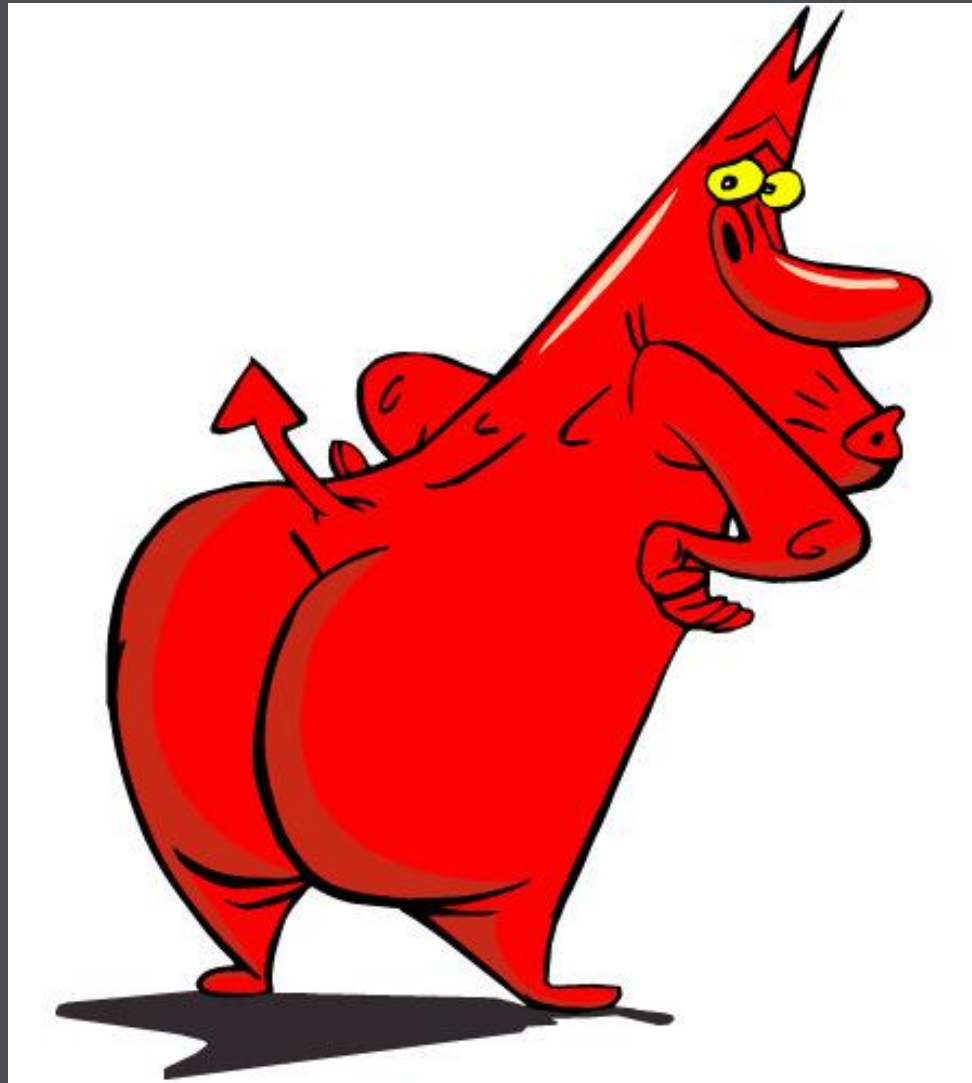
This is **Love** in my profession.

...  
...stGiving?

# Confidence

- Sarah
- Kim
- Beth
- Alex
- Michael
- ....

Would you please start by buting me?



# Internet and JustGiving

- For the first time in human history
- Happiness and love may be created and spread with the power of one person, millions of clicks in less than a day...
- How are you going to treasure that privilege...
  - By taking one action based on what you heard today with love in your job, TOMORROW at 9am.

**Thank you for your patience  
to politely let me finish**

**Thanks in advance  
for your generosity  
to help me learn  
by buting me with hard questions.**

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