



Bernard Ross

The management centre (UK)

Behavioural Economics: The Future Of Fundraising Science

Masterclass

Speaker:	Bernard Ross the management centre (UK)
Date:	Wednesday 14 October 2015 – 14:30-18:00
Venue:	The Crowne Plaza, Hodžovo nám. 2, Bratislava, Slovakia

14:00-14:30 >>	Delegate Registration for the Masterclass Program
14:30-16:00 >>	Part 1
16:00-16:30 >>	Coffee Break
16:30-18:00 >>	Part 2

Behavioural economics is an exciting new area of science. It draws on a number of areas to explore the process by which we make decisions. Conventional economics tells us that people are rational. Behavioural economics tells us people *believe* they are rational but in fact are irrational. Daniel Kahnemann first codified it in his groundbreaking book *Thinking Fast and Slow* which helped him win the Nobel Prize.

This masterclass looks at how we can apply this thinking to fundraising: face-to-face, online or in print. During the session you'll take part in a number of experiments designed to prove that you too can have your ability to make judgments altered – and shown that you can apply this to other people to support your cause, the level of gift they give you, or even the way they decide to interact.

In an entertaining and interesting session we will look at:

- The background to behavioural economics and decision making science,
- System one and system two decision-making,
- The key rules or heuristics that informed decision-making,
- Case studies of how charities have used this information,
- The chance to practice in your own setting.

We will also look at the ethical implications of decision making science – the idea that you can “change behaviour *without* changing minds.’

This masterclass is mainly for experienced fundraisers – 3+ years – with an interest in individual giving.



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Bernard is a Director of the Management Centre (=mc), a boutique management consultancy working worldwide for ethically driven organisations. His areas of expertise are strategic thinking, change leadership, innovation and organisational transformation. He works with senior teams and boards developing strategic capacity. He also acts as a personal coach to a number of CEOs of large NGOs and INGOs.

Bernard has worked for over 20 years with not-for-profit organisations helping them transform their performance. His customers include many leading INGOs – ranging from Dian Fosse Gorilla Fund to UNICEF and from WHO to Greenpeace International. His work has taken him to over 50 countries. Among his recent projects are:

- guiding the planning, governance and change processes for Amnesty International's worldwide strategy
- creating the first integrated global fundraising strategy for the Red Cross and Red Crescent Federation – helping it grow from a \$30B organization to a \$50B one
- developing strategic planning materials for UNAIDS to help them deal with the global pandemic
- working with UNICEF International on their global innovation strategy to increase unrestricted income

Bernard co-authored *Breakthrough Thinking for Non-Profit Organisations* with Clare Segal. This book was voted *Best Non Profit Book in the USA 2004* – the first time Europeans have won this award. His book *The Influential Fundraiser* was nominated as one of the top 5 'must read' non-profit books in the New York Times in 2009. Most recently *Global Fundraising*, edited with Penny Cagney, won the Skystone Prize for Research in April 2015. And his new book on Strategy will be published by the Financial Times/Pearson in September 2015.

He is a regular keynote speaker on international platforms such as the Association of Fundraising Professionals (USA), the Institute of Fundraising (UK) and Resource Alliance.



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