

## JEN SHANG

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[www.indiana.edu/~spea/faculty/shang-jen.shtml](http://www.indiana.edu/~spea/faculty/shang-jen.shtml)  
[www.studyfundraising.info/page15.php](http://www.studyfundraising.info/page15.php)

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### EDUCATION

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#### INDIANA UNIVERSITY

Ph.D., Philanthropic Studies (2008)

#### UNIVERSITY OF PENNSYLVANIA

M.A., Psychology (2003)

#### CARNEGIE MELLON UNIVERSITY

M.S., Psychology (2002)

#### BEIJING NORMAL UNIVERSITY

B.S., Psychology (2000)

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### ACADEMIC APPOINTMENTS

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#### SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS (SPEA)

##### INDIANA UNIVERSITY, BLOOMINGTON

- Assistant Professor (August 2009 – present)
- Visiting Assistant Professor (June – July 2009)

##### CENTER ON PHILANTHROPY, INDIANA UNIVERSITY

- Postdoctoral Fellow (May 2008 – May 2009)

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### RESEARCH INTERESTS

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- Philanthropic Psychology
- Donor Behavior
- Identity (Social, Moral, Religious and Donor Identity)
- Fund Development
- Nonprofit Marketing

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### PUBLICATIONS

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#### BOOK

15. Sargeant, Adrian and Shang, Jen (2010). *Fundraising: Principles and Practice*. San Francisco, CA: Jossey-Bass.

#### REFERREED JOURNAL ARTICLES (Total Citation Counts by Google Scholar: 281)

14. Croson, Rachel and Jen Shang (In Press). Limits of the Effect of Social Information on the Voluntary Provision of Public Goods: Evidence from Field Experiments. *Economic Inquiry*.

13. Sargeant, Adrian and Jen Shang (2011). Bequest Giving: Revisiting Donor Motivation With Dimensional Qualitative Research. *Psychology and Marketing*. (Selected by the journal as the only article in the press release from this special issue).
12. Fader, Peter; Hardie, Bruce and Shang, Jen (2010). Customer-Base Analysis in a Discrete-Time Noncontractual Setting. *Marketing Science*, 29(6), 1086-1108. (Cited by 5, 1/11/2012)
11. Sargeant, Adrian, Jen Shang and Haseeb Ahmed Shabbir (2010). The Social Marketing of Giving. *Public Management Review*, 12(5), 635-662.
10. Croson, Rachel, Femida Handy and Jen Shang (2009). Gender Difference in Norm Formation and Fundraising. *International Journal of Nonprofit and Voluntary Sector Marketing*, 15(2), 199-213. (Cited by 4, 1/11/2012)
9. Shang, Jen and Rachel Croson (2009). Field Experiments in Charitable Contribution: The Impact of Social Influence on the Voluntary Provision of Public Goods. *The Economic Journal*, 119(540), 1422. (Cited by 132, 1/11/2012)
8. Gino, Francesca, Jen Shang and Rachel Croson (2009). The Impact of Information from Similar or Different Advisors on Judgment. *Organizational Behavior and Human Decision Processes*, 108(2), 287-302. (Cited by 19, 1/11/2012)
7. Croson, Rachel, Femida Handy and Jen Shang (2009). The Relationship between Norms, Social Information and Subsequent Giving: Results from a Donor Survey and a Lab Experiment. *Nonprofit Management and Leadership*, 19(4), 467-489. (Cited by 6, 1/11/2012)
6. Sargeant, Adrian and Shang, Jen (2009). Clear Insights: Philanthropic Psychology. *Advancing Philanthropy*, June 2009, 29-33.
5. Shang, Jen, Americus Reed and Croson Rachel (2008). Identity-Based Gender Congruency Effect on Donations. *Journal of Marketing Research*, vol. XLV, 1-10. (Cited by 24, 1/11/2012)
4. Croson, Rachel and Jen Shang (2008). The Impact of Downward Social Information on Contribution Decisions. *Experimental Economics*, 11(3), 221-233. (Cited by 42, 1/11/2012)
3. Shang, Jen and Rachel Croson (2006). The Impact of Social Comparisons on Nonprofit Fundraising. *Research in Experimental Economics Series*, 11: 143-156. (Cited by 30, 1/11/2012)
2. Reder, Lynne, Keith Weber, Jen Shang and Polina Vanyukov (2003). The adaptive character of the attention system: statistical sensitivity in a target localization task. *Journal of Experimental Psychology: Human Perception and Performance*, 29 (3), 631-649. (Cited by 19, 1/11/2012)

## **BOOK CHAPTERS**

1. Croson, Rachel and Jen Shang (2010). Social Influence in Giving: Field Experiments in Public Radio. *The Science of Giving: Experimental Approaches to the Study of Charity*, 65-80.

## **PAPERS UNDER REVIEW**

7. Shang, Jen and Reed, Americus (2011). The Effect of Moral Identity Discrepancy on Charitable Giving. Submitted to *Psychological Science*.
6. Sargeant, Adrian and Shang, Jen (2011). How We Make Donors Feel: The Relationship between Premium Benefit Level and Donor Identity Esteem. Revise and resubmit to *International Journal of Nonprofit and Voluntary Sector Marketing*.

5. Shang, Jen and Sargeant, Adrian (2011). Charitable Giving and Donor Identity Esteem. Submitted to *Journal of Consumer Psychology*.

## **WORKING PAPERS**

4. Shang, Jen and Sargeant, Adrian (2011). The effect of social comparison on donor identity esteem. In preparation for *Journal of Psychology and Marketing*.
3. Shang, Jen and Reed, Americus (2008). The Effect of Generosity and Social Networks on Moral Identity Discrepancy. In preparation for *Journal of Consumer Research*.
2. Shang, Jen and Croson, Rachel (2008). The Effect of Social Networks on Donations. In preparation for *American Journal of Sociology*.
1. Kopelman, Shirli and Shang, Jen (2008). The Effect of Positive Emotion and Collective Self on Generosity. In preparation for *Psychological Science*.

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## **PROJECTS IN PROGRESS**

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3. Moral Identity Discrepancy and Charitable Giving with Americus Reed and Adrian Sargeant.
2. Collective Identity Esteem and Communal and Exchange Relationships in Giving, with Steve Graham and Margaret Clark.
1. Religious Identity in Religious Giving, with Americus Reed and Adrian Sargeant

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## **SELECTED PRESENTATIONS**

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25. Sargeant, Adrian, Shang, Jen and Hudson, Jane. Religious Identification and Charitable Giving, ARNOVA, Cleveland, Ohio, Nov. 23-24, 2009
24. Shang, Jen and Lee, Leonard. Gift Selection and Charitable Giving, ARNOVA, Cleveland, Ohio, Nov. 23-24, 2009
23. Sargeant, Adrian and Shang, Jen. Identification in Bequest Giving, ARNOVA, Philadelphia, Pennsylvania, Nov.23-24, 2008
22. Gino, Frances; Shang, Jen and Croson, Rachel. The Impact of Information from Similar or Different Advisors on Judgment, Association of Consumer Research, San Francisco, California, Oct. 24-25, 2008
21. Shang, Jen. Philanthropic Psychology, Queensland University of Technology, Australia, June 26, 2008
21. Sargeant, Adrian; Shang, Jen and Shabbir, Haseeb Ahmed. The Public Policy Implications for Nonprofit Marketing A Framework to Guide Public Policy to Increase Philanthropic Giving, ARNOVA, Atlanta, Georgia, Nov. 23-24, 2007
20. Shang, Jen & Croson, Rachel. Motivations for Giving. Competitive Session Public Radio Development and Marketing Conference (PRDMC), Reno, NV, July 12 – July 14, 2007
19. Shang, Jen & Croson, Rachel Social Dilemmas in the Field: Field Experiments on Voluntary Contributions to Public Radio, 12th International Conference on Social Dilemmas, Seattle, Washington, July 8 –July 12, 2007

18. Kopelman, Shirli & Shang, Jen. The Effect of Positive Emotion and Collective Self on Generosity, 12th International Conference on Social Dilemmas, Seattle, Washington, July 8<sup>th</sup> – July 12<sup>th</sup>, 2007
18. Shang, Jen & Croson, Rachel. Social Network Effect in Giving: Evidence from Field Experiments. Society of Personality and Social Psychology. Memphis, TN, Jan. 18-21, 2007
17. Shang, Jen & Croson, Rachel. Social Network Effect in Giving: Evidence from Field Experiments. Annual Meeting of The Allied Social Science Associations. Chicago, IL, Jan. 7-9, 2007.
16. Shang, Jen & Croson, Rachel. I have more friends, so I give more; or so I think? Panel discussion in Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), November 16-18, 2006.
15. Thomas, T., Shang, J. and Kopelman, S. Social Identity and Power in the Field: Implications for Charitable Contribution to Public Goods. Competitive Paper in Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), November 16-18, 2006.
14. Shang, Jen, Americus Reed & Croson, Rachel. "I" Give, but "We" Give More: The Impact of Identity and the Mere Social Information Effect on Donation Behavior. Special Sessions in North American Conference of the Association for Consumer Research (ACR), Orlando, Florida, September 29 – Oct. 2, 2006.
13. Thomas, T., Shang, J. and Kopelman, S. Social Identity and Power in the Field: Implications for Charitable Contribution to Public Goods. The Academy of Management Meeting, Atlanta, Georgia - August 11-16, 2006.
12. Shang, Jen & Croson, Rachel. Motivations for Giving. Competitive Session Public Radio Development and Marketing Conference (PRDMC), New Orleans, Louisiana, July 26 – July 29, 2006.
11. Shang, Jen & Croson, Rachel. Field Experiments in Public Goods Provision: Social Comparisons. Competitive Paper in Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), September 29 – October 2, 2005.
10. Shang, Jen & Croson, Rachel. Field Experiments in Public Goods Provision: Social Comparisons. Competitive Paper in North American Conference of the Association for Consumer Research (ACR), San Antonio, Texas, September 29 – October 2, 2005.
9. Shang, Jen & Croson, Rachel. Social Influence in Nonprofit Marketing. Panel on Public Policy and Marketing in North American Conference of the Association for Consumer Research (ACR), San Antonio, Texas, September 29 – October 2, 2005.
8. Shang, Jen & Croson, Rachel (2005). Field Experiments in Public Goods Provision: Social Comparisons. Economic Science Association Meeting (ESA), Montreal, Canada, June 23-26, 2005.
7. Shang, Jen & Croson, Rachel (2005). Psychological Motivations for Giving to Public Radio: Survey Research on Public Radio Membership. Annual Meeting of The Allied Social Science Associations. Philadelphia, PA, Jan. 7-9, 2005.
6. Shang, Jen & Croson, Rachel (2005). Social Comparisons in Public Good Provision: Field Experiments from Public Radio. Annual Meeting of The Allied Social Science Associations. Philadelphia, PA, Jan. 7-9, 2005.
5. Shang, Jen & Croson, Rachel (2004). The Impact of Social Comparisons on Repeated Contributions. The Society of Judgment and Decision Making Conference (SJDM). Minneapolis, MN, Nov. 20 – 22, 2004.

4. Shang, Jen & Croson, Rachel (2004). Social Comparisons and Social Dilemmas: Field Experiments in Nonprofit Fundraising. The Academy of Management Meeting. New Orleans, Louisiana, Aug. 6 – Aug. 11, 2004
3. Shang, Jen & Croson, Rachel (2004). Psychological Motivations in Public Radio Fundraising. Public Radio Development and Marketing Conference (PRDMC). Austin, Texas, Jul. 29 – Jul.31, 2004
2. Shang, Jen & Croson, Rachel (2003). Social Comparisons in Public Goods Provision in the Field. International Economic Science Association Meeting (ESA), Amsterdam, The Netherlands. Jun. 11 – Jun. 14, 2004.
1. Kurzban, Robert & Shang, Jen (2002). Information Seeking in Public Goods Provision. The Society of Judgment and Decision Making Conference (SJDM). Kansas City, Kansas, Nov 24-25, 2002.

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## **GRANTS (Total Amount: \$482,857)**

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12. Research Grant on Philanthropists and Development Risk from the Rockerfeller Foundation (June 2012 – July 2012, \$16,700)
11. Research Grant on Social Identity and Giving in Telemarketing from Pell and Bales (January 2011 – August 2011: \$22,003)
10. Research Grant on Religious Identification and Philanthropy from the Lake Institute at the Center on Philanthropy at Indiana University, with Americus Reed and Adrian Sargeant (December 2008 – July 2009: \$10,000)
9. Post-Doc Research Grant on Philanthropy Psychology from the William and Flora Hewlett Foundation (May 2008 – August 2009: \$63,000)
8. Graduate Student Research Grant from the Center on Philanthropy at Indiana University (January 2008: \$1,000)
7. Legacy Leaders Planned Giving Research Grant Program The Association of Fundraising Professionals, with Adrian Sargeant (November 2007 – August 2008: \$14,756)
6. The Ernest W. Wood Doctoral Fellowship in Philanthropy from The Center on Philanthropy at Indiana University and The Association of Fundraising Professionals Foundation for Philanthropy (August 2007 – May 2008: \$10,000)
5. Competitive Grant from The Corporation for Public Broadcasting: Motives for Giving, with Rachel Croson (October 2005 – October 2007: \$311,370)
4. Time-sharing Experiments for the Social Sciences (TESS) grant for experimental survey research (NSF-funded grant), with Francesca Gino and Rachel Croson (2005)
3. The Aspen Institute Grants for Doctoral Dissertation Research (2004 – 2006: \$17,208)
2. NSF Doctoral Dissertation Research Grant in Economics (2004 – 2006: \$14,820)
1. The Risk and Management and Decision Processes Center at the Wharton School, University of Pennsylvania, Research Grant (Summer 2003: \$2000)

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## **PROFESSIONAL ACTIVITIES**

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### PROFESSIONAL ASSOCIATIONS

- Association for Consumer Research
- Academy of Marketing
- Academy of Management
- Association for Research on Nonprofit and Voluntary Actions
- Society of Personality and Social Psychology

### REFEREE FOR

#### Academic Journals (in Alphabetic Order)

- *American Economic Review* (3)
- *Economic Inquiry* (1)

- *Economic Letters* (1)
- *Experimental Economics* (1)
- *International Journal of Nonprofit and Voluntary Sector Marketing* (10)
- *Journal of Cultural Economics* (2)
- *Journal of Economic Behavior and Organization* (2)
- *Journal of Economics and Management* (1)
- *Journal of Economic Psychology* (1)
- *Journal of Nonprofit & Public Sector Marketing* (1)
- *Journal of Public Economics* (1)
- *Nonprofit and Voluntary Sector Quarterly* (7)

#### Funding Agencies

- *National Science Foundation* (1)
- *Social Sciences and Humanities Research Council of Canada* (1)

## HONORS

- The Editor's Prize for the best scholarly paper in *Nonprofit Management and Leadership* (2010)
- The Ernest W. Wood Doctoral Fellowship in Philanthropy (offered by the Association for Fundraising Professionals and the Center on Philanthropy at Indiana University) (2007)
- The Aspen Institute Dissertation Award for Nonprofit Research (2004)
- The National Science Foundation Dissertation Award in Economics (2004)

## TEACHING INTERESTS

- Consumer behavior, organizational behavior and donor behavior (Philanthropic Psychology)
- Managerial Decision Making
- Social Marketing
- Nonprofit Marketing
- Fund Development
- Experimental Design

## TEACHING

### INSTRUCTOR

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

- Philanthropic Psychology (M.A. and M.P.A., Fall 2011)
- Research Design and Methods (Ph.D., 2011)
- Organizational Behavior (M.A. and M.P.A., 2009- 2012)
- Strategic Nonprofit Marketing (M.A. and M.P.A., 2008)
- Fund Development (M.A. and M.P.A., 2008- 2009)

PSYCHOLOGY DEPARTMENT, UNIVERSITY OF PENNSYLVANIA

- Judgment and Decision Making (Undergraduate, 2004)

### GUEST LECTURER

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

- Instructional Science (PhD, 2012)
- Fund Development (M.A. and M.P.A., 2007 – 2008; Undergraduate, 2011)
- Nonprofit Marketing (M.A. and M.P.A., 2007)

### TEACHING ASSISTANT

THE WHARTON SCHOOL OF BUSINESS, UNIVERSITY OF PENNSYLVANIA

- Managerial Decision Making (M.B.A., 2004 – 2007)
- Negotiation (M.B.A., 2003)

PSYCHOLOGY DEPARTMENT, UNIVERSITY OF PENNSYLVANIA

- Social Psychology (Undergraduate, 2004)
- Experimental Psychology (Undergraduate, 2004)

PSYCHOLOGY DEPARTMENT, CARNEGIE MELLON UNIVERSITY

- Child Development (Undergraduate, 2001)

**THESIS SUPERVISION**

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

B.A. STUDENTS

- Genevieve Rodgers, Nonprofit Management, Indiana University, Bloomington (2011)

**STUDENT MENTORING**

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

Ph.D. STUDENTS

- Rachel Krefetz, Nonprofit Management (2010)
- Yousueng Han, Nonprofit Management (2011- 2012)

M.A. AND M.P.A STUDENTS

- Elizabeth Walker, Arts Administration (2012)
- Nathaniel Anderson, Arts Administration (2011)
- Abby Henkel, Arts Administration (2010)
- Lindsay Marciniak, Nonprofit Management (2010)
- Casey Chell, Arts Administration (2010)
- Renee Albada Jelgersma, Arts Administration (2010)

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**HONORS**

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- Faculty Spotlight selected by Indiana University Center for Innovative Teaching and Learning

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**UNIVERSITY SERVICE**

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**ACADEMIC COMMITTEE**

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

- Governance and Management Research Seminar (Fall 2011 – Present)
- SPEA Working Paper Series Committee (Spring 2010 – Present)
- Arts Administration Graduate Student Admission Committee (Fall 2009 – Present)

CENTER ON PHILANTHROPY, INDIANA UNIVERSITY (Indianapolis)

- Research Committee (Fall 2011 – Present)
- Reviewer for the Center on Philanthropy Research Fund (Fall 2010 – Present)
- Philanthropic Studies Faculty Committee (Fall 2009 – Fall 2011)

**SERVICE COMMITTEE**

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

- Faculty Advisory Committee on Development (Spring 2012 – Present)
- Search Committee for Development Director (Fall 2011)

**UNIVERSITY SERVICE PUBLICATIONS**

- Envisioning a Legacy, *Philanthropy Matters*, The Center on Philanthropy at Indiana University, 18(1), 2010.
- Philanthropic Psychology, *Philanthropy Matters*, The Center on Philanthropy at Indiana University, 16(1), 2008.

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## PUBLIC SERVICE INTEREST

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Train and educate nonprofit advancement, fund development and fund raising staff and nonprofit board members on the essential knowledge of philanthropic psychology and donor behavior. Train and educate donors on how to optimize their donation decisions and achieve the most potential in life with such decisions.

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## INDUSTRY PUBLICATIONS AND MASS MEDIA

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27. "Investment in Gen Y Can Help Grow Non-Profits" on *Women's Radio*, November 23, 2011.
26. "Investment in Gen Y Can Help Grow Non-Profits" on *Y Gen Out Loud*, November 23, 2011.
25. "5 Ways to Be a Better Fundraiser" on *Katya's Non-Profit Marketing Blog*, November 6, 2011.
24. "The Four Things that Have to Change in Fundraising" on *Katya's Non-Profit Marketing Blog*, November 5, 2011.
23. "A Problem of the Heart" on *Event 360*, November 4, 2011.
22. "Report Makes Suggestions for Increasing Donations" in *The Nonprofit Times – Online*, November 4, 2011.
21. "Nonprofit Leaders Suggest Ways to Increase Charitable Giving" in *The Chronicle of Philanthropy*, November 3, 2011.
20. "Turn Around Fundraising Trends? Create a Research Institute!" in *Association Trends*, November 3, 2011.
19. "News Report Released on Growing Philanthropy in the United States" in *eJewish Philanthropy*, November 3, 2011.
18. "Study Finds Charitable Giving Remains Stagnant" in *Indiana Daily Student*, November 2, 2011.
17. "2% Giving Flat for Forty Years" in *A. Fine Blog*, November 2, 2011.
16. "What Keeps Donors Coming Back?" in *About.com*, November 1, 2011.
15. "Report from Indiana University Researchers Addresses Need to 'Grow Philanthropy'" in *IU News Room*, November 1, 2011.
14. "Report Calls for 'Growing Philanthropy' Through Higher-Quality Fundraising Efforts" in *Philanthropy News Digest*, November 1, 2011.
13. "What Keeps Donors Coming Back?" in *About.com*, November 1, 2011.
12. "Report Addresses Need to Grow Philanthropy" in *Newswise*, October 28, 2011.
11. "Report Highlights Need to Grow Philanthropy" in *Inside Indiana Business*, October 28, 2011.
10. "Sargeant is Brilliant" in *Pareto Fundraising*, October 25, 2011.
9. "Report by Prof Adrian Sargeant Calls for Payroll Giving to be Axed" in *UK Civil Society*, October 14, 2011.
8. "Payroll Giving Should be Replaced with Direct Debit Solicitation, Say Fundraisers" in *Third Sector*, October 14, 2011.
7. "Social Influences in Giving" in *The Nonprofit Quarterly*, December 21, 2010.
6. "Dear Economist" By Tim Harford in *Financial Times*, August 15, 2009, pg.2 & 14.
5. "Proving What Works in Fund Raising: Scholars Dispel Myths" By Holly Hall in *Chronicle of Philanthropy*, Vol.21, March 26, 2009, cited Jen Shang's dissertation research.
4. Shang, Jen and Sargeant, Adrian (2008). "Philanthropic Psychology" in *Professional Fundraising*, P.22-23, September, 2008, UK.
3. "What Makes People Give?" By David Leonhardt in the *New York Times*, March 9, 2008, cited Jen Shang's dissertation research.
2. Sargeant, Adrian and Shang, Jen (2008). National Occupational Standards for Fundraising, UK Workforce Hub, London.
1. Shang, Jen (2006). Individual Giving, *Giving USA*, the Annual Report on Philanthropy, Giving USA Foundation™.

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## INDUSTRY PRESENTATIONS

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7. Philanthropic Psychology: How To Increase The Value of Your Donations, *Institute of Fundraising National Convention*, July 8, 2011.
6. *Growing Philanthropy Summit, UK*, July 8, 2011.
5. *Growing Philanthropy Summit, UK*, June 9, 2011.
4. Webinar on Philanthropic Psychology to 81 registered participants, *Philanthropy Journal*, March 29, 2011.
3. Revenue Research Meeting hosted by Barbara Appleby, *National Public Radio (NPR)*, October 17, 2007.
2. 2006 DonorCentrics™ Public TV Major Market Meeting hosted by Carol Rhine, *Target Analysis Group*, November 14, 2006.
1. Revenue Research Meeting hosted by Barbara Appleby, *National Public Radio (NPR)*, October 16, 2006.

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## INDUSTRY EXPERIENCE

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### CURRENT RESEARCH PARTNERS

#### ANIMAL WELFARE (2)

- BROOKE, UK (June 2011 – Present)
  - Conduct focus groups and direct marketing tests on donor identification and giving
- Royal Society for the Prevention of Cruelty to Animals (RSPCA), UK
  - Conduct focus groups and direct marketing tests on donor identification and giving

#### EMERGENCY RESPONSE (1)

- American Red Cross National Headquarter
  - Consult on their sustainable giving project in high value donors

#### FUNDRAISING EDUCATION (1)

- Professional Fundraising Regulatory Associations, UK
  - Research report on the relationship between face-to-face fundraising and donor retention

#### HEALTH CARE (1)

- Christie Hospital, UK (June 2011 – Present)
  - Conduct focus groups and direct marketing tests on donor identification and giving

#### RELIGION (2)

- The Bible Society
  - Conducting donor focus groups, surveys and tests on donor identification and giving.
- United Christian Broadcasters
  - Conducting donor focus groups, surveys and tests on donor identification and giving.

## **PAST RESEARCH PARTNERS**

### **HEALTH CARE (2)**

- Multiple Sclerosis Society, UK
- Sue Ryder Care, Doncaster, UK

### **HIGHER EDUCATION (2)**

- Indiana University Foundation
- Ross Business School, University of Michigan, Ann Arbor

### **FUNDRAISING EDUCATION (2)**

- Foundation Strategy Group, WA
- Fundraising National Occupational Standards Consultancy, UK

### **PUBLIC RADIO AND TELEVISION (13)**

- Chicago Public Radio in Chicago, IL
- KPFK in Los Angeles, CA
- KUAT.FM & KUAZ.FM in Tucson, AZ
- KUAT.TV in Tucson, AZ
- Minnesota Public Radio (MPR) in St. Paul, MN
- Vermont Public Radio in Colchester, VT
- WAMU in Washington, DC
- WBUR in Boston, MA
- WFIU in Bloomington, IN
- WGUC in Washington, DC
- WUOM in Ann Arbor, MI
- WXPB in Philadelphia, PA

### **RELIGION (3)**

- America Baptist Women's Ministry
- Eldridge Street Projects, New York, NY
- Tear Fund, Teddington, UK