



**Dr Cassandra Chapman** is an Associate Professor of Marketing at the University of Queensland (Australia), specialized in donor psychology and fundraising. Having come to academia with a background in nonprofit marketing, Cassandra's research focuses on the psychology of charitable giving, trust in nonprofits, and public responses to charity scandals. She uses diverse methods to understand when and why donors are more (or less) willing to give to particular causes and the implications such preferences have for how charities communicate.

Cassandra's research has won national and international research awards, including the *AFP Early Career Emerging Scholar Award* (AFP, 2023), *Skystone Partners Prize for Research on Fundraising and Philanthropy* (AFP, 2020), and the *Gabriel G. Rudney Memorial Award for an Outstanding Dissertation in Nonprofit and Voluntary Action Research* (ARNOVA, 2019). She has published over 30 articles in international journals, such as *Nonprofit and Voluntary Sector Quarterly*, *Psychology & Marketing*, and the *Journal of Business Ethics*, and serves as Associate Editor of *Nonprofit and Voluntary Sector Quarterly*.

## Charitable Triad Theory: How donors, beneficiaries, and fundraisers influence giving

Nonprofit marketers and fundraisers often focus their energy on donors: finding the most generous people and asking them to donate. However, giving is a social phenomenon. To understand why people give, we must therefore understand their social context. For this reason, nonprofit marketers need to consider not only donors but also how the characteristics of both beneficiaries and fundraisers can affect who gives, when, and why. In this talk, I will present an overview of Charitable Triad Theory, a new theory of donor psychology. Using evidence from seven empirical papers employing diverse methods (meta-analysis, conjoint modelling, thematic analysis, surveys, experiments, social network analysis), I will evidence the two basic tenets of Charitable Triad Theory. First, that charitable giving is triadic: influenced by characteristics of donors, beneficiaries, and fundraisers. Second, that giving is relational: shaped by interactions between the three actors.

**When?** Tuesday June 6, 2023 – 12.30-1.30 p.m. – Brussels time zone)

**Where?** Hybrid: Brussels Campus (Hermes building – Room 6306) & [MS Teams](#)

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