

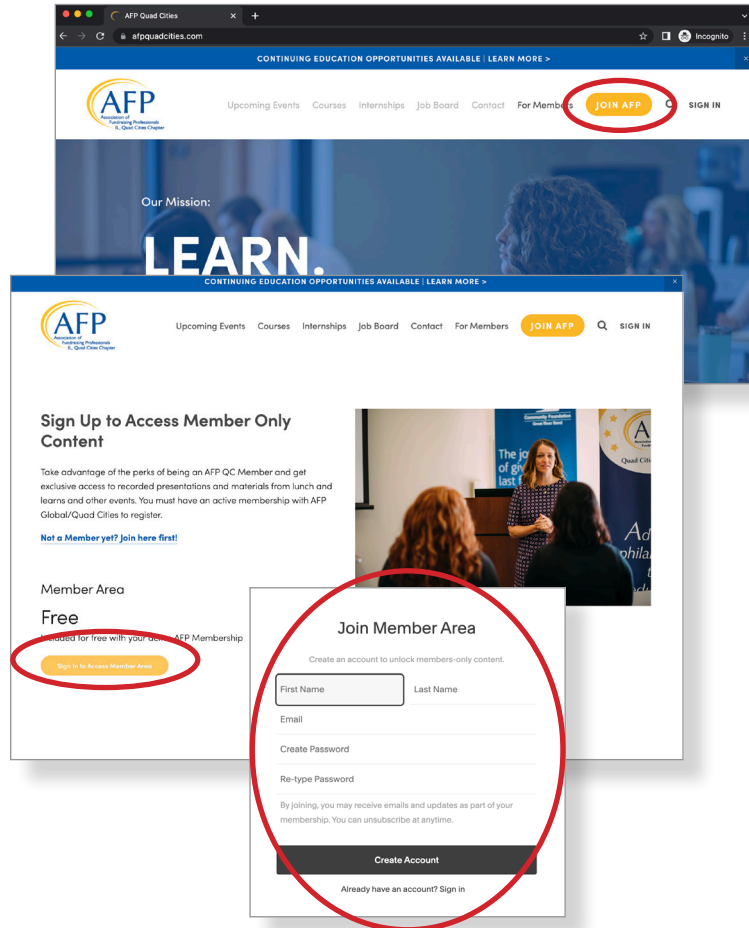
How to Access Member Only Content

You must have an active national AFP Membership to access this content.



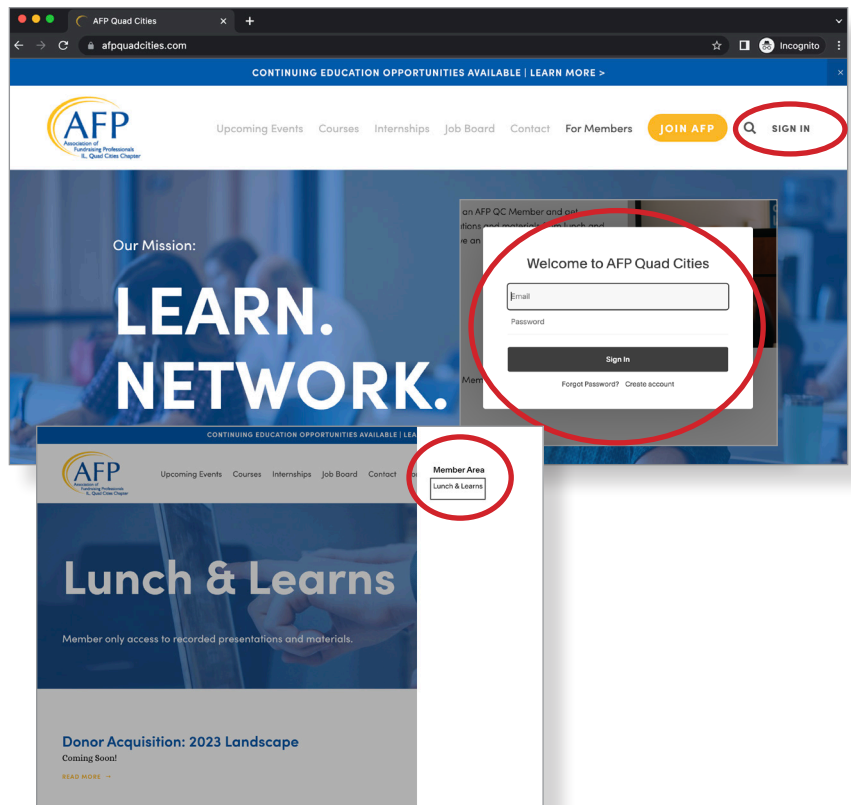
CREATE YOUR ACCOUNT

1. Visit afpquadcities.com
2. Click the For Members page in the header
3. Click the yellow button "Sign In to Access Member Area"
4. Create an account by filling out the fields in the pop-up box.



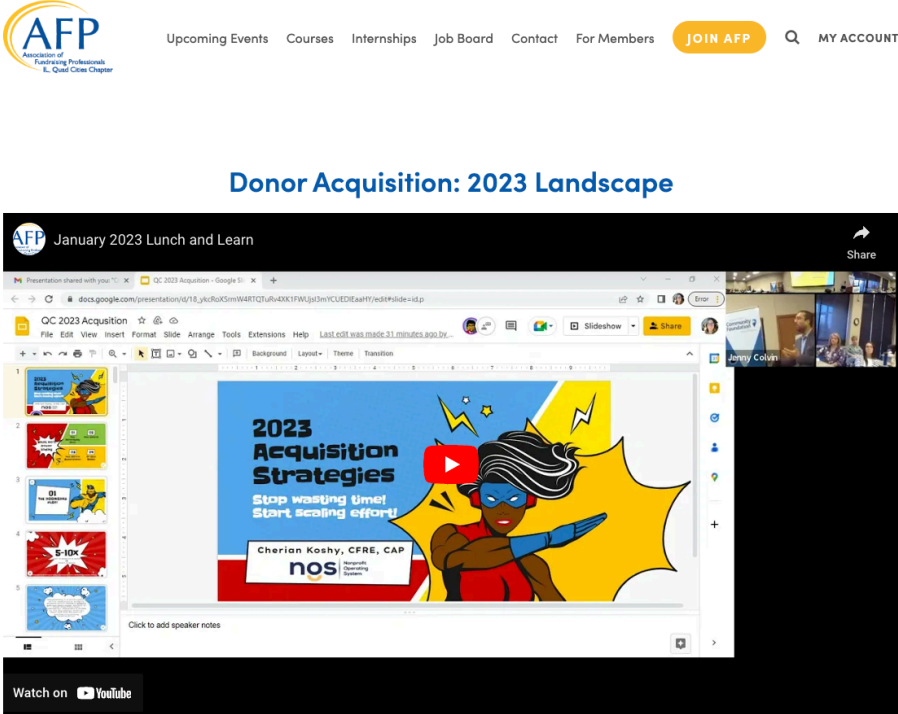
ACCESS CONTENT AFTER ACCOUNT HAS BEEN SET UP

1. Visit afpquadcities.com
2. Click "Sign In" in upper right hand corner. If you don't see "Sign In" and see "My Account," you are already logged in.
3. Enter your email and password you set up when you created the account above.
4. After you are logged in, click "My Account" in the upper right hand corner (same spot as "Sign In") and select "Lunch & Learns." You can also access this section by clicking "For Members" and clicking the yellow "Sign In to Access Member Area."



What will you find in the Member Only Area?

1. Video recoding of the lunch and learn
2. Downloadable slide deck from presentation
3. Speakers contact information
4. Event Description
5. CFRE Credit Info



The screenshot shows the AFP website's member-only area. At the top, there is a navigation bar with the AFP logo, links for 'Upcoming Events', 'Courses', 'Internships', 'Job Board', 'Contact', and 'For Members', a 'JOIN AFP' button, and a search icon with 'MY ACCOUNT'. Below the navigation is the title 'Donor Acquisition: 2023 Landscape'. The main content area features a video player for a 'January 2023 Lunch and Learn' session. The video player shows a slide titled '2023 Acquisition Strategies' with the subtitle 'Stop wasting time! Start scaling efforts!' and the presenter's name 'Cherian Koshy, CFRE, CAP' from 'nos'. Below the video player is a 'WATCH ON YouTube' button. Underneath the video player is a 'DOWNLOAD SLIDE DECK' button. Below the video player is a 'PRESENTER' section with the name 'Cherian Koshy, CFRE CAP', her title 'Nonprofit Operating System', and her website 'www.cheriankoshy.com'. Below the presenter section is a 'January 11, 2023' section with the title 'Donor Acquisition: 2023 Landscape presented by Cherian Koshy, Founder of Nonprofit Operating System, and AFP-Global Board Member'. The text below the title describes the session's focus on donor psychology and behavioral economics. It mentions that Cherian Koshy shares expertise from more than two decades of experience in helping organizations scale their revenue growth, as well as significant work in behavioral economics with Dan Ariely's Irrational Labs and Harvard University. It also lists the topics participants will be able to learn, such as differentiating rational choice theory and behavioral science approaches, explaining how heuristics can lead to biases in donor behavior, critically evaluating giving strategies through the lens of behavioral science, and developing a contextual framework for testing, describing, and evaluating donor activities and choices. At the bottom of the page, there is a note '*CFRE credits pending'.

Donor Acquisition: 2023 Landscape

January 2023 Lunch and Learn

2023 Acquisition Strategies
Stop wasting time!
Start scaling efforts!

Cherian Koshy, CFRE, CAP
nos

Watch on YouTube

DOWNLOAD SLIDE DECK

PRESENTER

Cherian Koshy, CFRE CAP
Nonprofit Operating System
www.cheriankoshy.com

January 11, 2023

Donor Acquisition: 2023 Landscape presented by Cherian Koshy, Founder of Nonprofit Operating System, and AFP-Global Board Member

There are so many reasons why donors give and what might motivate new donors to give. Often, we look at what motivated another group of donors or what has motivated our donors in the past, or simply guess about what might work. Understanding donor psychology makes the difference between giving and waiting and a repeatable structure to ask, thank, and report to your donors that deepen their engagement with your organization.

In our January session, Cherian Koshy shares the expertise from more than two decades immersed in helping organizations scale their revenue growth as well as significant work in behavioral economics with Dan Ariely's Irrational Labs and Harvard University.

Participants will be able to:

- Differentiate rational choice theory and behavioral science approaches to understanding donor psychology and reasons for giving.
- Explain how heuristics can lead to biases in donor behavior.
- Critically evaluate giving strategies through the lens of behavioral science to improve the predictive power of appeals.
- Develop a contextual framework for testing, describing, and evaluating donor activities and choices.

*CFRE credits pending