





Let's get those neurons firing!



Try to remember as many of the
words on the next screen as you can!
Most right answers win!



Bed	Catnap	Doze
Rest	Nod off	Slumber
Awake	Shut eye	Snore
Tired	Sedate	Nap
Draem	Hit the sack	Siesta
Wake	Corn Dog	Yawn
Snooze	Conk Out	Drowsy
Blanket	Lie Down	Peace





**Try to remember all the words
you can.**

Winner gets Kindbucks!





Is bed on your list?

Is dream on your list?

Is corn dog on your list?

Is sleep on your list?

Is snore on your list?





Is bed on your list?
→ Primacy effect





Is bed on your list?

→ Primacy effect

Is dream on your list?

→ Zeigarnik effect





Is bed on your list?

→ Primacy effect

Is dream on your list?

→ Zeigarnik effect

Is corn dog on your list?

→ Contrast effect





Is bed on your list?

→ Primacy effect

Is dream on your list?

→ Zeigarnik effect

Is corn dog on your list?

→ Contrast effect





Is bed on your list?

→ Primacy effect

Is dream on your list?

→ Zeigarnik effect

Is corn dog on your list?

→ Contrast effect

Is snore on your list?

→ Spacing effect





Is bed on your list?

→ Primacy effect

Is dream on your list?

→ Zeigarnik effect

Is corn dog on your list?

→ Contrast effect

Is snore on your list?

→ Spacing effect

Is sleep on your list?





Bed	Catnap	Doze
Rest	Nod off	Slumber
Awake	Shut eye	Snore
Tired	Sedate	Nap
Draem	Hit the sack	Siesta
Wake	Corn Dog	Yawn
Snooze	Conk Out	Drowsy
Blanket	Lie Down	Peace





KEY INSIGHT

**Approximately
HALF of
respondents engage
in false recall!**





“We usually think of ourselves as sitting the driver's seat, with ultimate control over the decisions we made and the direction our life takes; but, alas, this perception has more to do with our desires-with how we want to view ourselves-than with reality..”

- Duke Professor Dan Ariely





“

**People don't think
what they feel.**

**They don't say what
they think.**

**And they don't do
what they say.**

– David Ogilvy

“

How do you
create a £500,000
donation envelope?

”



**christian
aid**
week
13-19 MAY

**'IF ANOTHER
HURRICANE
WENT THROUGH,
WE'D JUST DIE.'**

Without you, Marcelin and his family won't survive the next hurricane.

Please give today

WE CREATED AND TESTED 6 PERSUASIVE STRATEGIES AGAINST A CONTROL...



LABOUR ILLUSION

Hand delivered stamp



SCARCITY

Drive urgency



COGNITIVE EASE

Signal it's an appeal



AFFORDANCE CUES

Portrait orientation



SALIENCE

Draw attention to gift aid



COSTLY SIGNALLING

Thicker paper (90gsm -> 150gsm)



17%

Winning Persuasive Strategy



Affordance Cues: When an object's design makes it easy to see how to use it, people are more likely to do so.





New Donors

-10.9%

YOY Change

27.9%

% of total donors



New Retained Donors

-11.4%

YOY Change

9.6%

% of total donors



Repeat Retained Donors

-6.1%

YOY Change

50.5%

% of total donors



Recaptured Donors

-8.3%

YOY Change

11.9%

% of total donors



Why is this
happening?

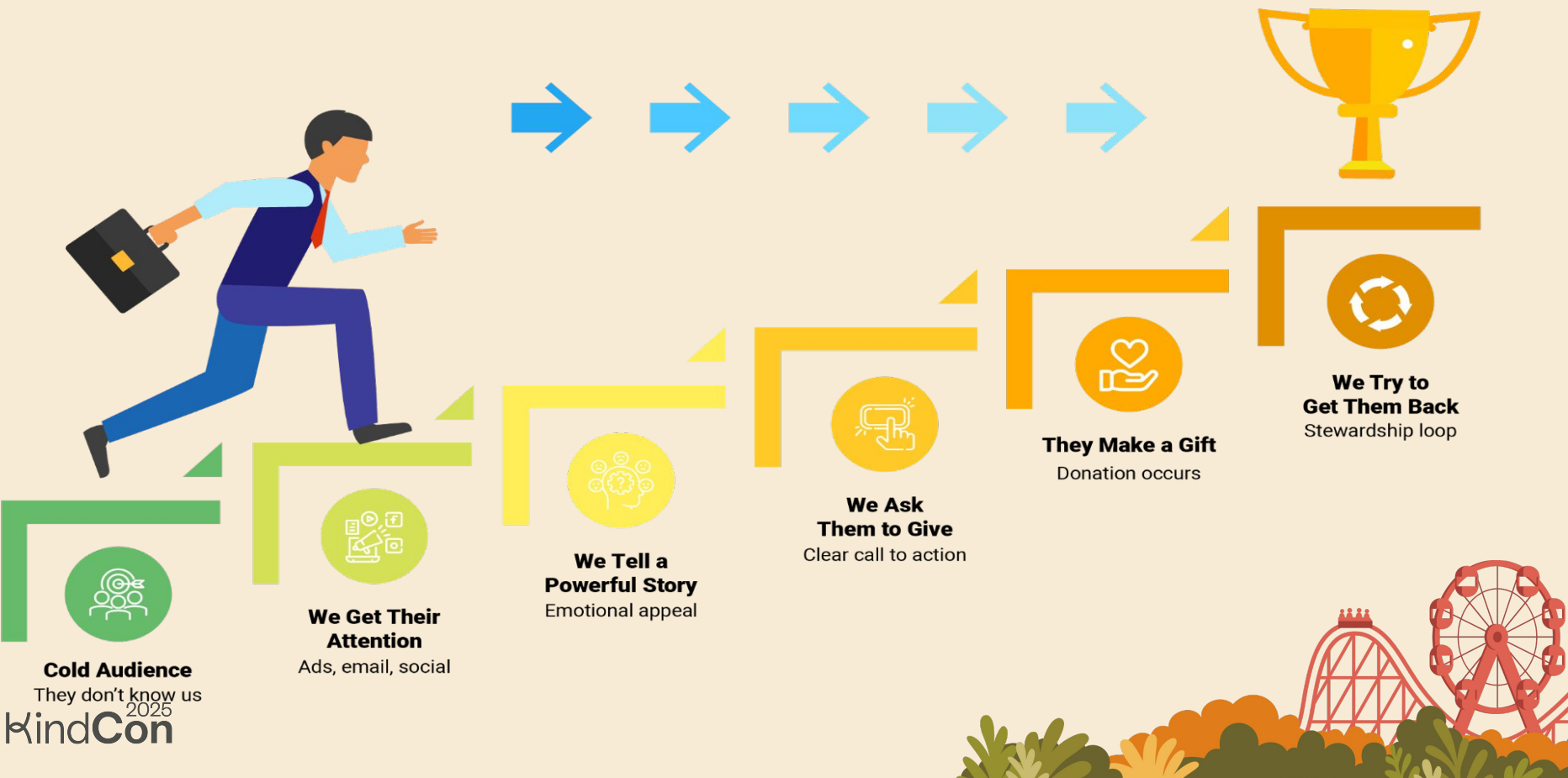




Who do donors think they are?



How We've Traditionally Tried to "Move" Donors



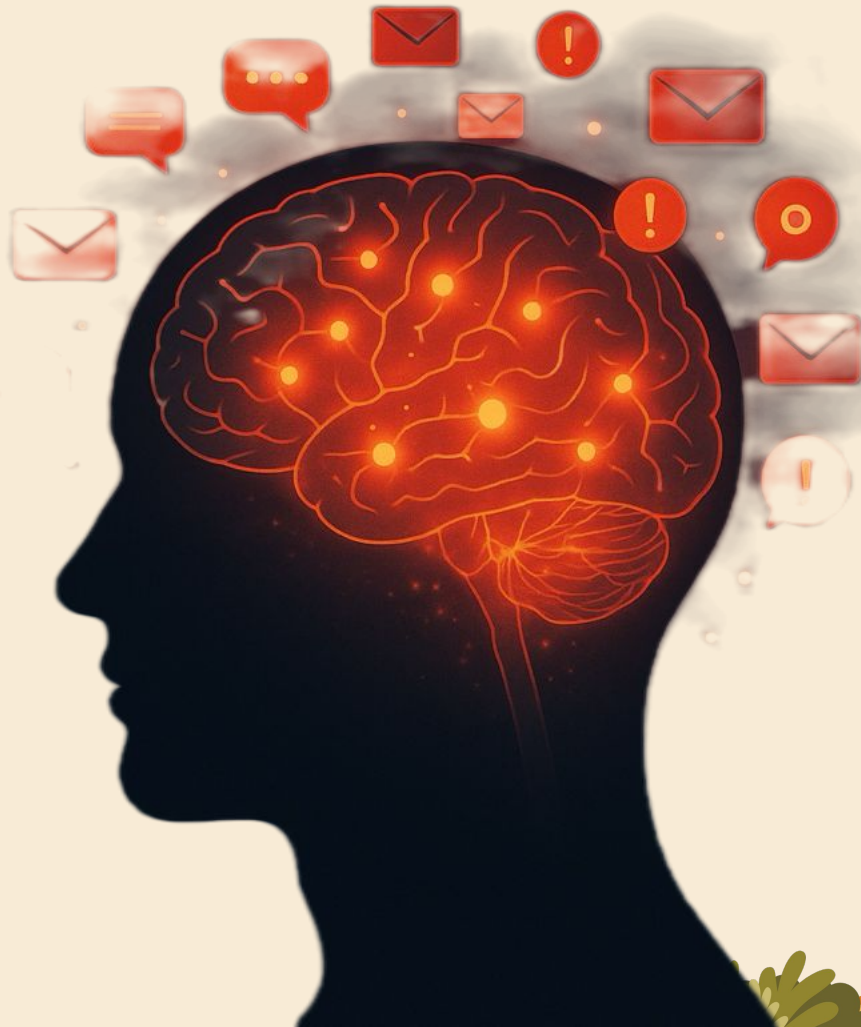


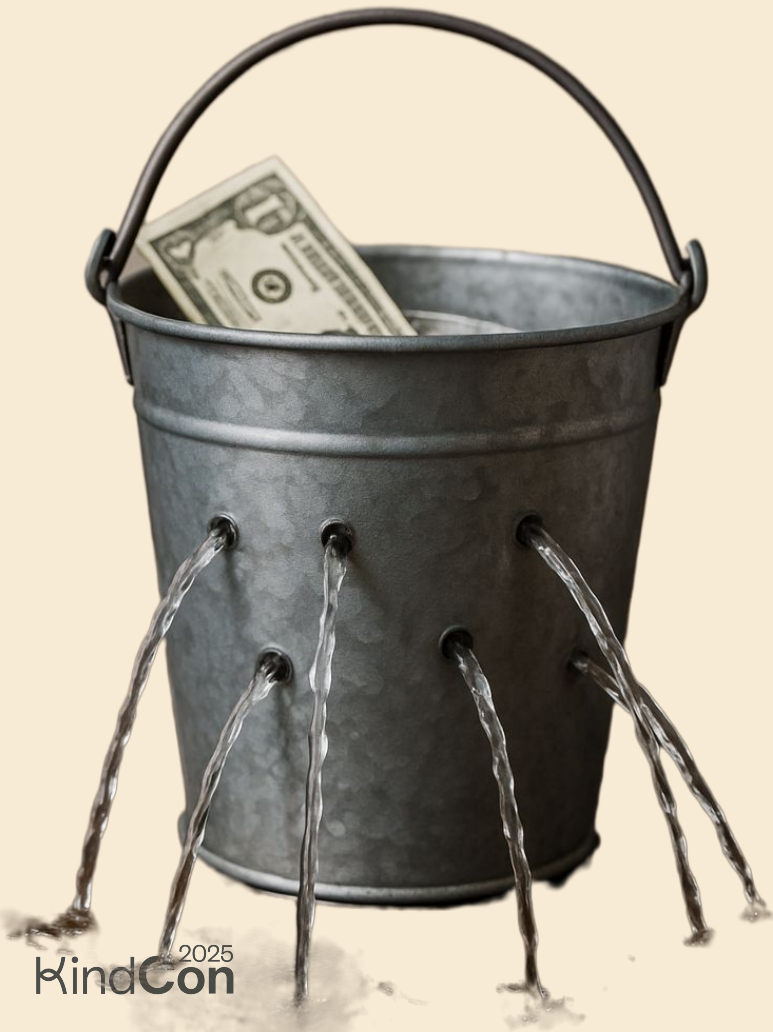
natgeotv.com



They're digging in the wrong place







2025
KindCon





- MORE EMAILS

SEGMENT
HARDER

NEW CRM

URGENCY!





Donor fatigue
isn't a symptom
it's a systemic
failure of design



cherian koshy

neurogiving

THE SCIENCE OF
DONOR DECISION-MAKING

WILEY

✓ Built on over 200 peer-reviewed studies spanning neuroscience, psychology, and philanthropy.

🧠 Features groundbreaking research from journals like *Science*, *Nature Human Behavior*, and *The Journal of Neuroscience* and proprietary research with hundreds of donors.

📖 Combines timeless insights from thought leaders like Daniel Kahneman, Antonio Damasio, and Robert Cialdini.

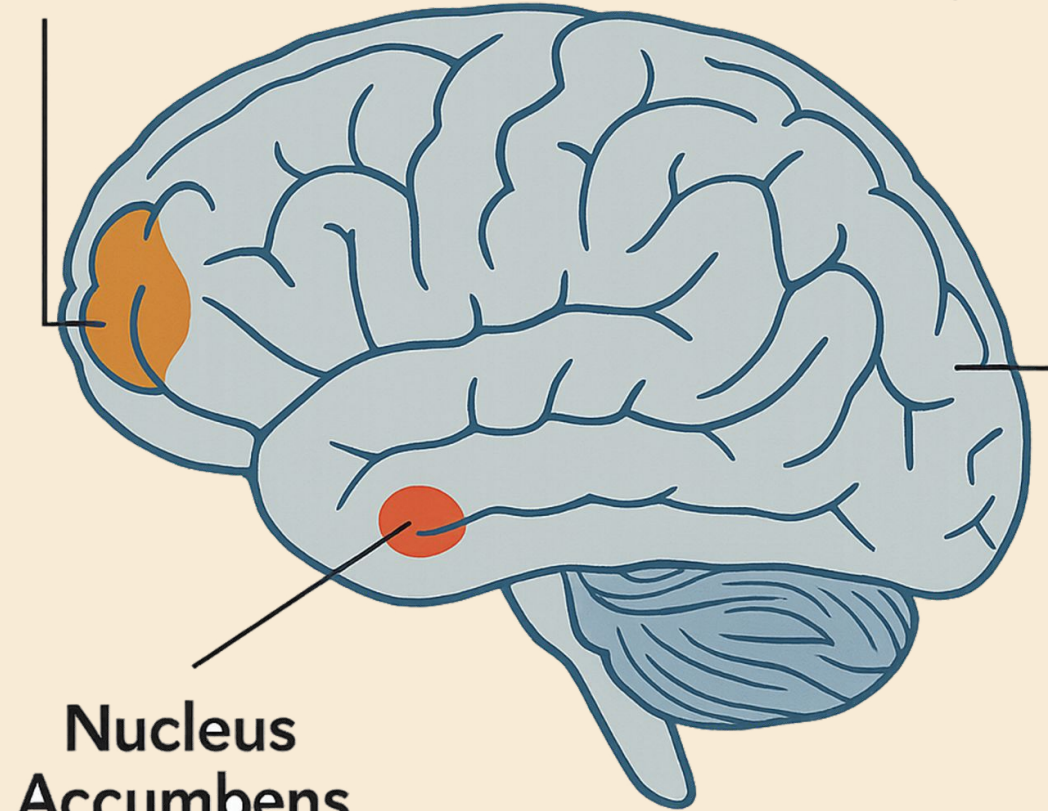
🔬 Integrates the latest findings from 2023–2025 on AI, brain science, and donor behavior.

📊 Grounded in meta-analyses, global surveys, and real-world experiments.

🌍 Draws from diverse fields including neuroscience, behavioral economics, social psychology, and nonprofit strategy.

**Ventromedial
Prefrontal Cortex**

**Temporoparietal
Junction**



**Nucleus
Accumbens**





Generosity is
hardwired
not a hard sell



Conventional View



2025
KindCon

Neurogiving View



Conventional View

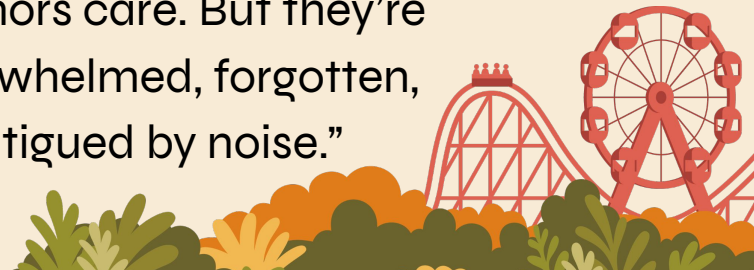


“Donors are disengaged.
They just don’t care anymore.”

Neurogiving View



“Donors care. But they’re
overwhelmed, forgotten,
or fatigued by noise.”



Conventional View

- MORE EMAILS

SEGMENT
HARDER

NEW CRM

URGENCY!

Neurogiving View





Generosity isn't a
transaction.
It's transformation
through
neurotransmission





Isn't this just about
marketing?



Vince Squibb

Vince has an advertising career spanning more than 35 years as both a copywriter and director. He has forged a reputation for creating stories rich with depth and detail, underpinned by effortless, natural performances.

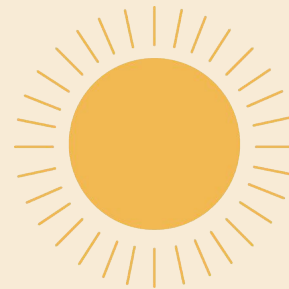
As a director, Vince has won awards for Lurpak, HSBC, Transport for London, The BBC, McDonalds and Hovis. His work has a human connection, creating real life scenarios in relatable worlds, with sublime casting to match.

Across both writing and direction, Vince has 91 DeZAD Pencils to his name. While working as a creative at Lowe he collaborated with Jonathan Glazer, Frank Budgen and Ivan Zacharias; three names he cites as his key directing influences.



Emotion needs to be
identity-aligned and
avoid *friction*



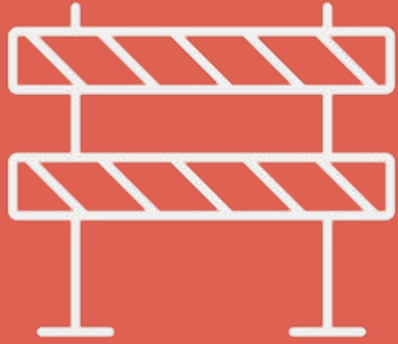


Friction Hunting

Friction

Confusion

Forgotten



POTENTIAL
ROADBLOCKS

**Audit your
processes for
micro-frictions: too
many clicks, unclear
next steps, long
forms...**



NEED COFFEE!!



NEED COFFEE!!



Key Behavior



3Bs



BEHAVIOR

The first B stands for **Behavior (duh!)**. We can't solve any problems without identifying the behavior that needs to be changed.



BARRIERS

The second B stands for **Barriers**. Barriers add or decrease friction to completing a behavior. TLDR: make it easy for me to do!



BENEFITS

The third B stands for **Benefits**. Benefits add or decrease motivation to completing the behavior. TLDR: make me want to do it!



What's holding back your
supporters from doing what
they most want to do right now?

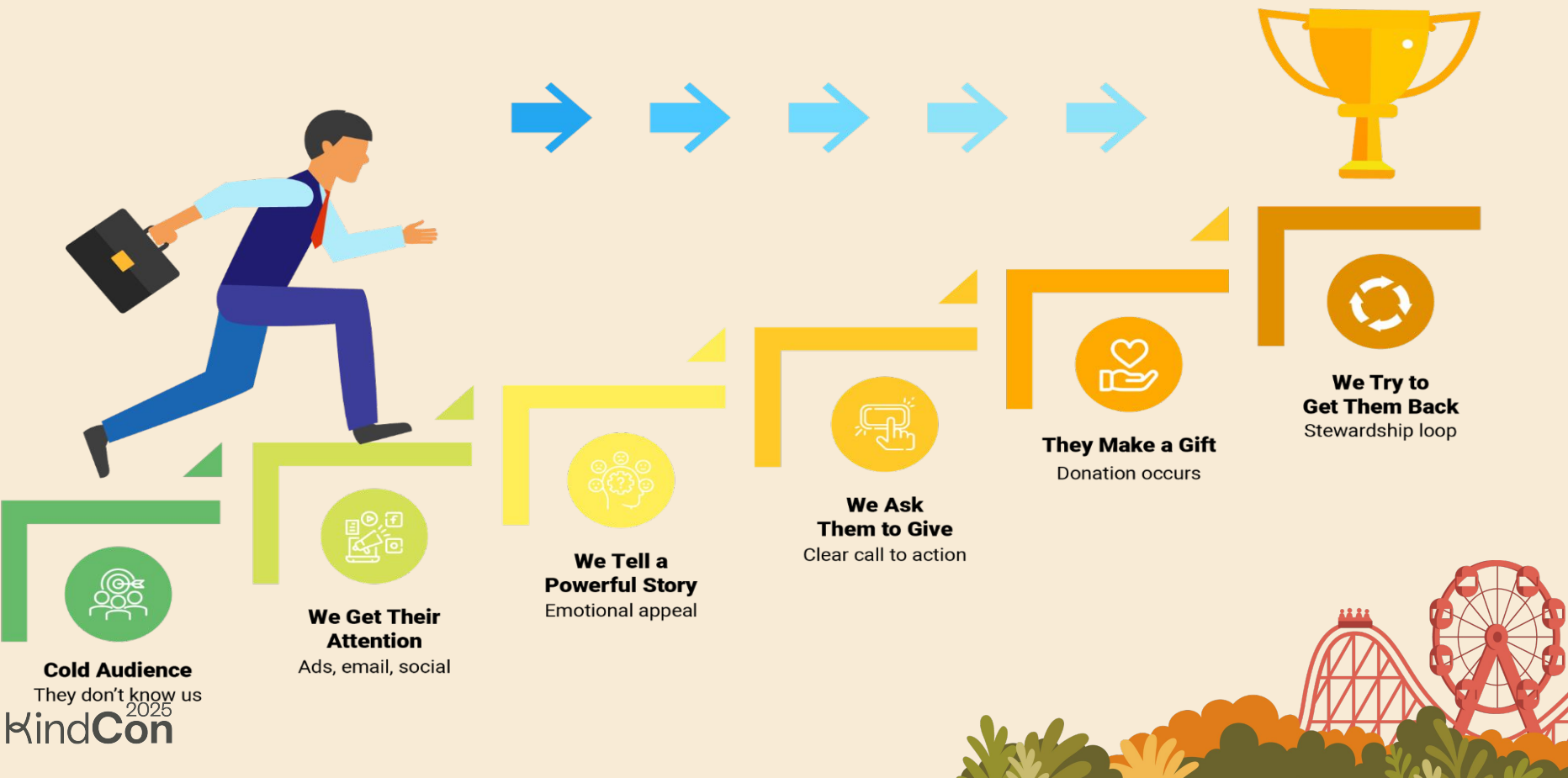




We don't need a bigger budget.
We need a better blueprint.



How We've Traditionally Tried to "Move" Donors







What if we stopped asking:

How do we get people to give?





And started asking:

How do we make generosity
inevitable





Generosity isn't something we
demand.

It's something we *design*.





Who do donors think they are?







Thank
you.

Agenda

Item	01	Item	06
Item	02	Item	07
Item	03	Item	08
Item	04	Item	09
Item	05	Item	10

16x

Stat details

Source here

\$243

There are more color
combinations in Layouts

Source here

< 15

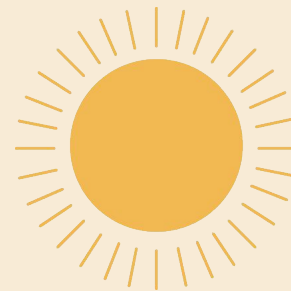
Stat details

Source here

Session example title here



Welcome



Name

Title

Name

Title

Name

Title

Name

Title



Single Column Text Slide

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Three Column Cards

Subhead

- Item one
- Item two

Subhead

- Item one
- Item two

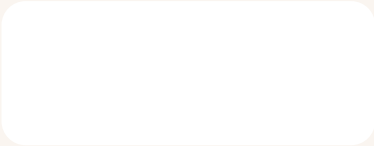
Subhead

- Item one
- Item two

Three Column Cards



Brief text about the customer's success. Logo goes in the image space to the right. **There's also a version in Layouts that does not include a large stat in the lower right corner.**



NAME

Text here

LOCATION

Text here

10M

Text Plus Image

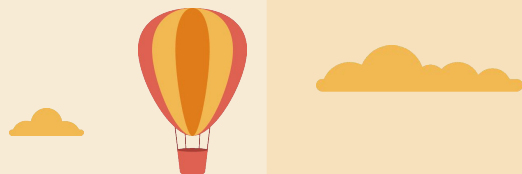


Don't use this particular image on the right.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque egestas sagittis malesuada. Fusce quis nisl sed arcu lacinia interdum. Integer et leo leo. Sed odio lacus, euismod in purus in, dictum placerat lorem. Nullam venenatis eros erat, ullamcorper ullamcorper lacus volutpat sed. In dapibus magna sed rhoncus mollis.



Text Plus Image



Don't use this particular image on the right.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque egestas sagittis malesuada. Fusce quis nisl sed arcu lacinia interdum. Integer et leo leo. Sed odio lacus, euismod in purus in, dictum placerat lorem. Nullam venenatis eros erat, ullamcorper ullamcorper lacus volutpat sed. In dapibus magna sed rhoncus mollis.

