

Decision Science Masterclass 2023

Vienna (AT) — 10th May 2023

How did a...

- zoo grow individual giving from €20K to €1.4M in just two years?
- museum double gifts for its tap-to-donate boxes using different messages on exit and entry?
- humanitarian organisation improve online donations by 25%?
- food poverty charity raise €1.5M in a single major donor dinner?
- medical charity increase face-to-face average gifts from \$33-\$39



By applying the **=mc consulting** decision science framework to their campaigns.

You can learn these successful techniques and frameworks by attending **The Donor Decision Lab Masterclass**, available in **Vienna (AT), 10th May 2023, 09.30-17.00**.

Join a small group of fundraisers for an intensive one-day event on how to transform your fundraising using decision science led two by Europe's leading experts.

- ✓ **Bernard Ross**, leading fundraising consultant, Director of =mc consulting and author/editor of *Change for Better* and *Making the Ask*
- ✓ **Omar Mahmoud**, consultant and formerly Chief Of Market Knowledge at UNICEF International, and senior researcher at P&G for major brands such as Pringles and Pantene

The day consists of 10 key integrated modules including:

- ✓ **Key decision science ideas** explains the links between behavioural economics, evolutionary psychology and neuroscience and what this tells us about how today's donors behave
- ✓ How **donors and prospects use System 1 and System 2** in decision making, and how to help them move into your ideal choice frame
- ✓ Making **use of heuristics**: exploring how to use the key biases e.g., priming, anchoring, norming, affect, availability, representativeness, hyperbolic discounting, and scarcity
- ✓ Designing **effective supporter personas** that key into key philanthropic psychological principles and offer insights on how to shape propositions
- ✓ Developing fundraising collateral to **stimulate the brain DOSE chemicals**: dopamine, oxytocin, serotonin, and endorphins in your donors
- ✓ **Creating a donor decision architecture**: Identifying and prioritising moments of truth in your supporters' decision journey
- ✓ Building your **donor journey around barriers and boosters** using the COM-B motivation framework to establish moments of truth where you need to place the 'nudge'
- ✓ Exploring how to **use the MINDSPACE framework** to design and develop your supporter communications, from the Case for Support to webpages and bequest solicitations
- ✓ Beyond the science: **using creativity and imagination** to ensure your behavioural communications are original, salient and engaging
- ✓ **Ensuring ethics**: the power of decision science enables you to guide supporter choices. How do you make sure you do that ethically? Where are the ethical lines?

What you get and logistics

The programme lasts 09.30-17.00 with breaks for refreshments and lunch.
Location: Technologiestraße 8, Gebäude 2D, Postfach 207, A-1121 Wien

Your all-inclusive fee includes:

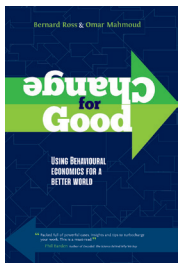
- ✓ refreshments on arrival and through the day
- ✓ light working lunch – there's a lot of networking to do!
- ✓ full documentation including frameworks, checklists, and case studies
- ✓ tuition fees and the chance to talk to the programme leaders in the day

How to guarantee your place and save €100

There are only 30 places on the masterclass. You can guarantee your place for just €199.00 if you book before 20th March. After that places are €299.00. Don't miss out and save yourself €100.00. AND you'll enjoy a bonus gift from **=mc consulting** of two FREE PDF BOOKS on behavioural science (value €75.00).

BOOK ONLINE NOW – decisionscience.org.uk/masterclass-2023/vienna/#secure-your-place

Your free added-value gifts – Book now for extra €75.00 value



Change for Good: Using behavioural economics for a better world

Omar Mahmoud and Bernard Ross

Explore the most comprehensive guide to pro-social uses of behavioural science covering fundraising, campaigning, advocacy and more.

This book offers anyone new to behavioural science an explanation of the key ideas and heuristics.

It also explores global examples of how decision science has worked in fundraising, health, social justice and poverty alleviation.



Change for Better: Fundraising lessons from behavioural science practitioners around the world

Omar Mahmoud, Bernard Ross, Madeleine Croucher and Meredith Niles

Learn from 20 global fundraising case studies providing insight in how decision science impacts on many key channels and key areas from legacies to major donors, and from direct mail to digital engagement.

About the programme leaders



Bernard Ross

Director **=mc consulting** and decisionscience.org.uk

Bernard is an internationally regarded expert in strategic thinking, organisational change and behavioural science. He works in Europe, USA, Africa and South America. He has written eight books on a range of issues – from the psychology of influence to the role of decision science on social change. He led the world's largest cultural fundraising experiment across UK, Australia, and Estonia.



Omar Mahmoud

Formerly Chief Of Market Knowledge, **UNICEF International**

Omar is an independent consultant and a senior associate with =mc consulting. Most recently he was the Chief of Market Knowledge at UNICEF Private Fundraising & Partnership division. He has 35 years of research experience in the private sector and with international organisations, in country, regional, and global positions. He was involved in product launches and brand building for some of the world's top brands: Ariel, Oil of Olay, Pampers, and Pringles

Special guest



Christoph Mueller-Gattol

Creative Director at **Direct Mind (Vienna)**

Christoph Mueller-Gattol is a former member of the Austrian National Ski Jumping Team. He studied psychology at the University of Vienna with a focus on marketing. As creative director at **Direct Mind** – the leading fundraising agency in Austria – he has been developing campaigns for non-profit organizations for over 20 years. A regular speaker at international conferences he received the national prize for direct marketing and raised gazillions of Euros.