



Obey the Beagle

FUNDRAISING

# INTRODUCTION: DONATION CHEMISTRY

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# WHY DO PEOPLE DO WHAT THEY DO?

More specifically, WHY do they donate to charities?

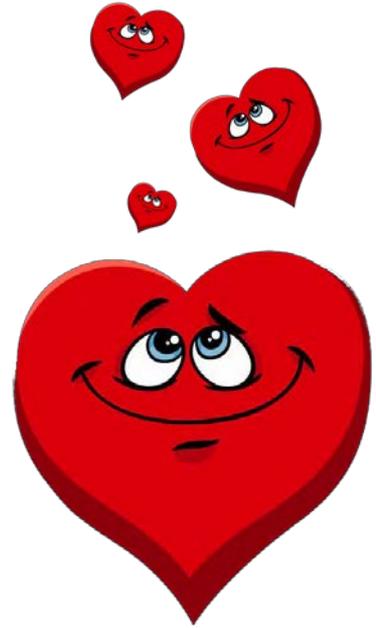


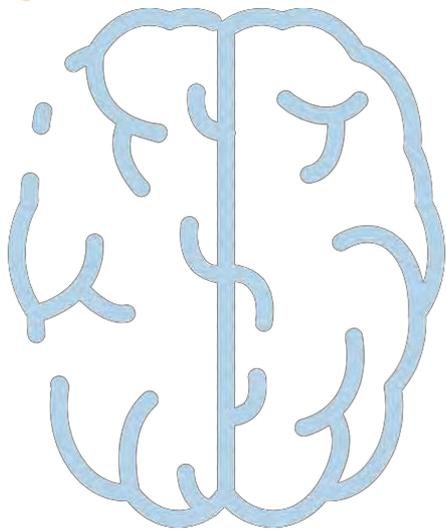
“ THEY DO IT BECAUSE IT FEELS GOOD.



**But why does it feel good?**

Understanding THAT is the key to increasing donations.





To understand why donating feels good, we need to talk about our **brains** and what they want.

It's probably **not** what you think.

# YOUR BRAIN WANTS YOU TO STAY ALIVE.

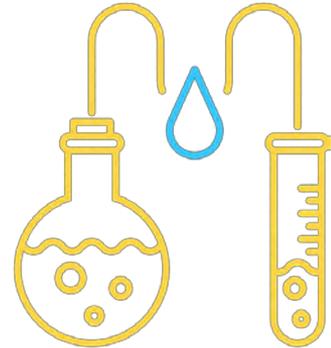
1

It wants you to be on the alert, see the dinosaurs before they see you, then **run** or hide if you do see one.



2

Your brain has a great **chemical clicker system** to train you to do what it wants.



Our brains **reward us** when we do things that are likely to keep us alive and perpetuate the species.

**They reward us with good feelings.**

This is why we donate – why we do almost everything – because it makes us feel good. And the main thing that makes us feel good is engaging in positive survival activities.

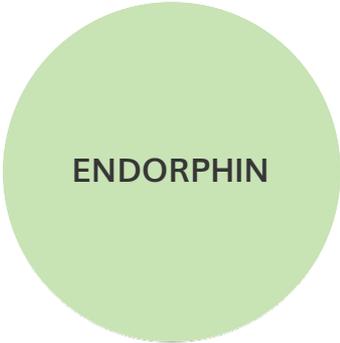


# SO WHAT ARE THESE CHEMICALS?

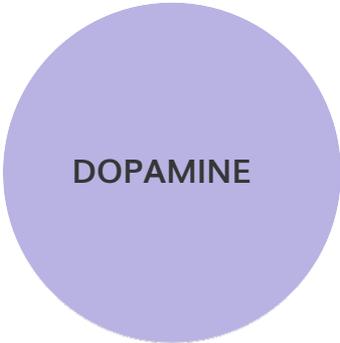
There are five brain chemicals you should know about:  
Cortisol, Endorphin, Dopamine, Oxytocin, Serotonin.



CORTISOL



ENDORPHIN



DOPAMINE

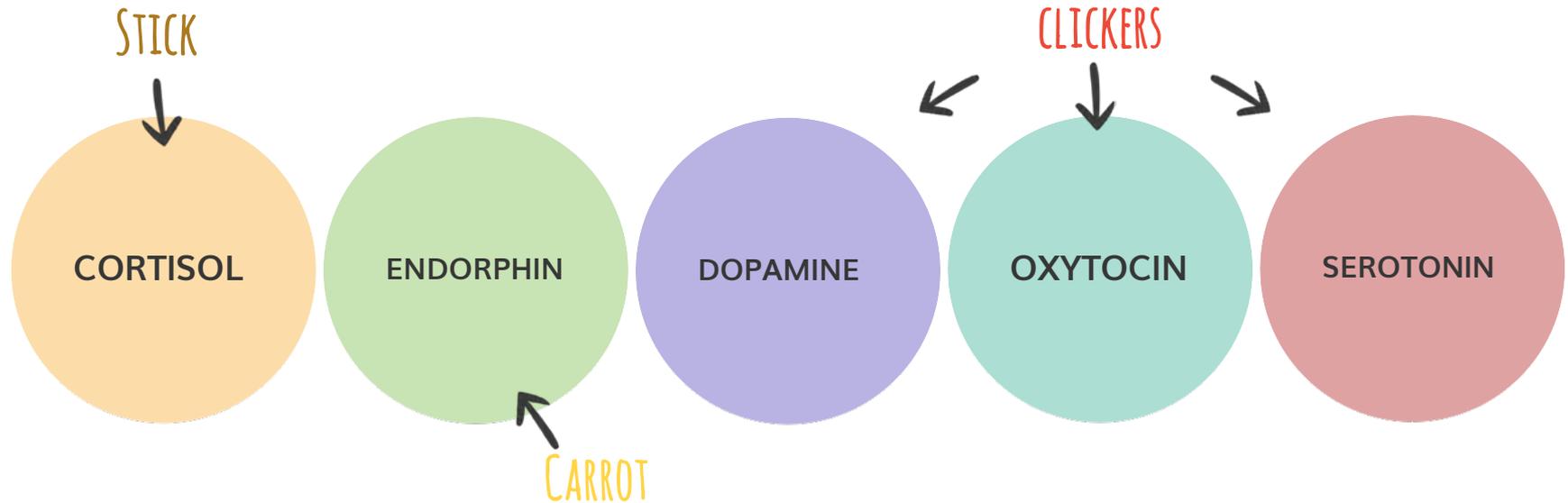


OXYTOCIN



SEROTONIN

The first two are the carrot and the stick.  
The next three are the clickers.



# THE CARROT AND THE STICK



## ENDORPHIN

This is the carrot.

Natural opiates. Endorphins mask pain and create a sense of euphoria. Endorphins are the powerful reward for responding to the 'clicker' and makes it easy for your donors to give up their own resources, e.g. money, time, or goods.



## CORTISOL

This is the stick.

Natural warning system. Cortisol makes your donors feel like they **MUST** do something **NOW** or the dinosaurs will get them. It's a reaction to something specific, and is also triggered by disappointment. Invoke it by triggering one of the clickers.

# THE CLICKERS

DOPAMINE

OXYTOCIN

SEROTONIN

**Acronym: DOS** – Dopamine, Oxytocin, Serotonin = Eureka, Belonging, Euphoria

# DOPAMINE



DOPAMINE

The feeling of joy at finding what you seek, the eureka "I found it!" feeling of solving problems.

**INVOKE WITH** Present a specific problem/survival challenge

Massive specificity in verbs and pictures. Classic brown dog red collar issue. "Look at this pitiful face. He needs five stitches and two splints to recover from those bullet wounds."

**MISTAKES** Problem is not immediate or is not capable of being

solved, e.g. dog died and vet bills have to be paid off. It's hard to turn that into a current puzzle and it's why you cannot wait to start raising money on a hard luck case. Unpaid vet bills and general operating costs – well, we'll talk about those in another video.

# OXYTOCIN



## OXYTOCIN

The feeling of being safe with others, bonding, trust, belonging, safety in numbers.

**INVOKE WITH: ISOLATION, IT COULD HAPPEN TO ANY OF US.**

Classic "Join Us." Position threat as being to all of us.

It could happen to any of us. It could happen to you, to your dog, to your child. Together, we can... .T-shirts. Indicia of belonging.

This works particularly well with breed specificity. The togetherness can be, "All your friends are...." Or "This is our breed..." approaches. Photos should always be taken at the dog's level, full face, with direct eye contact, not looking down on the dog.

# OXYTOCIN



OXYTOCIN

## MISTAKES

You and We divisive language, e.g.

"If **you** would just give up one cup of Starbucks a week , **I** could...."

## VERSUS

"It costs \$6.54 a day to keep a shelter pet alive. Together, we can...."

"And it's one, two, three/What are we fighting for?"

Need to pay electric bills or other operating costs? Pretty boring stuff. But translate that into shivering dogs staring at you with human expressions and you've got a winner.

# SEROTONIN



Feeling of being respected by others, pride. Secure access to food or other resources. Donors give for prestige and legacy.



SEROTONIN

**INVOKE WITH** We can't let this....

"You can make a difference." See in contrast to,  
"WE can make a difference," and Oxytocin

**MISTAKES** "Nobody cares even though I do so much and I starve for my dogs. You're all selfish."

# HERE'S HOW IT WORKS

Stir up **Cortisol** by invoking the opposite of **Dopamine, Oxytocin** or **Serotonin**.

A donation will then relieve the pain and be rewarded with **Endorphins**.

Remember, your brain is always watching for dinosaurs.

# SOUNDS SIMPLE, RIGHT?

In the next videos, we'll dive into more detail on each of these clickers and I'll give you some real-world examples of how to practice better giving through chemistry!

