



# Rogare yearbook 2022

What we did in 2021 and what we're doing in 2022

**ROGARE**  
THE FUNDRAISING THINK TANK

askdirect

**bluefrog**  
FUNDRAISING



GOALBUSTERS



STEPHEN THOMAS LTD

# Contents

<b>1 2021 – it was déjà vu all over again – Ian MacQuillin</b>	<b>03</b>
<b>2 What we did in 2021</b>	<b>04</b>
2.1 Rethinking Fundraising and the Critical Fundraising Network	04
2.2 Praxis papers	05
2.3 Knowledge Collectives	05
2.4 Ethics	06
2.5 History/historiography of fundraising	07
2.6 Critical thinking	07
<b>3 What we have planned for 2022</b>	<b>08</b>
3.1.1 A review of the field of normative fundraising ethics	08
3.1.2 Ethics of fundraisers' remuneration	08
3.1.3 Ethics of fundraising for independent schools	09
3.1.4 Voice and agency in the ethics of beneficiary framing	09
3.2.1 Gender issues in fundraising – a 'Lean Out Roadmap'	10
3.2.2 A timeline of fundraising history	10
3.2.3 'Fundraising across cultures'	11
3.2.4 Fundraising staff turnover	11
3.3 Donorcentred and relationship fundraising	12
3.4 Public engagement	13
3.5 Praxis papers and Knowledge Collectives	14
<b>4 All Rogare reports, papers and other outputs</b>	<b>15</b>
<b>Rogare Associate Members</b>	<b>16</b>

This paper, along with all Rogare's reports, research and other outputs, is available free of charge to the fundraising profession. We think it is important that people should be able to access all the ideas coming out of Rogare, and we are able to give them this access through the ongoing generous support of our Associate Members – Ask Direct (Ireland), Bluefrog Fundraising (UK), ST (Stephen Thomas Ltd)(Canada) and GoalBusters (USA).

Details of all our projects can be found on the Rogare website – [www.rogare.net](http://www.rogare.net)

Follow us on Twitter: @RogareFTT

And search for the *Critical Fundraising Forum* on Facebook.

© Rogare and respective authors. All rights reserved. No part of this publication may be reproduced without prior permission from the publisher. While every effort has been made to ensure the accuracy of the information contained in this publication, the publisher cannot accept responsibility for any errors it may contain.

Cover photo by Savatore Ventura on Unsplash.

#### Suggested citation:

Rogare (2022). *Rogare Yearbook 2022*. London: Rogare – The Fundraising Think Tank.

## 1

# 2021 – it was déjà vu all over again

Well, that was a bloody difficult year, wasn't it?

Every year that Rogare has existed as an independent organisation – and we're just coming up to the end of our third year – has felt like it was going to be a transition year.

In 2019, we were transitioning out of the Hartsook Centre for Sustainable Philanthropy at Plymouth University (after Plymouth shut down the centre) and were spending the year surviving and getting established so we could make a big push in 2020. And we did more than survive in 2019, we thrived.

Then 2020 came along, with that thing that happened that year – you know the thing I mean – and that scuppered many of our consolidation and expansions plans, since we redirected some of our resources into projects that would help fundraisers during the pandemic.

One of these was about the ethics of asking for legacies during the pandemic, which was led by Dr Claire Routley FCloF(AdvDip) (UK), with input from Cherian Koshy CFRE (USA), Heather Hill CFRE (USA), Andrew Watt FCloF (UK) and others.

The other was how to present a counterargument to the daft ideas that charities should stop fundraising during the pandemic because doing was insensitive. Neil Gallaiford (Canada) played a leading part in that project, with project leader Viv Smith and Juniper Locilento.

Yet despite these issues, we still managed to thrive in 2020, and hoped to transition into a post-pandemic world during 2021. Obviously, we aren't out of that yet.

So 2021 was yet another 'transition' year for Rogare, in which we planned to do some of the things we put on hold in 2020.

On the surface, we did less last year than we did in each of the previous two years – there were fewer outputs and publications – but we still did quite a bit.

So in this short review, I'll run down all the things we did last year so you can see in one place just how much we actually did do, and preview some of the things in the pipeline for 2022 – which take us back to the output levels of 2019 and 2020. In fact, we'll be outputting more great ideas than in either of those two years.

All that we do at Rogare we do with the support of our volunteers. Thank you also to all the members of Rogare's Critical Fundraising Network and Council who have contributed to our success this year and in the years previously.

And thank you to each of Rogare's Associate Members, in alphabetical order: Ask Direct, Bluefrog Fundraising, GoalBusters and ST (Stephen Thomas Ltd). It's because of their financial support that we can not only do what we do, but make it all available to the fundraising profession for free.

Rogare is a collaborative, co-creational enterprise, and without you, there's no point in doing this. 🙌

**Ian MacQuillin**  
**Director**  
**Rogare – The Fundraising Think Tank**



#### Associate Members – working with Rogare to help us Rethink Fundraising





## 2 What we did in 2021

### 2.1 Rethinking Fundraising and the Critical Fundraising Network

The big operation of 2021 was rebranding the International Advisory Panel into the Critical Fundraising Network and formally announcing the Rogare Council. This had been in the works and planning stages since we set up as an autonomous organisation in 2019, and we'd hoped we'd do this in 2021, but were scuppered by the pandemic.

We also announced our new mission statement of Rethinking Fundraising, with its twin objectives of building a better knowledge (theory and evidence) base and signposting fundraisers to the knowledge that exists, and encouraging them to better value and utilise that knowledge.

Our whole rationale and mission statement – indeed our very case for support – is fully explained in the *Rethinking Fundraising* brochure we published in May 2021. You can sum up this brochure as 'everything you wanted to know about Rogare but were too afraid to ask'.



- Find out more about Rethinking Fundraising here: <https://www.rogare.net/rethinking-fundraising>
- And you can find out more about the revamped Critical Fundraising Network here: <https://www.rogare.net/cfr-network>

We'll be producing a 'Rethinking Fundraising' paper for each of our work streams, collating into a single publication all or work, research and thinking on the subject, and signposting what we intend to do next. 📄

#### Fundraisers who joined the Critical Fundraising Network in 2021

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Christy Carter, GoalBusters/WHO Foundation/Una Collective (Netherlands)</li> <li>• Christine Davies, St Christopher's Hospice (UK)</li> <li>• Dr Kathryn Dillworth CFRE, GoodRuption (USA)</li> <li>• Lindsey Jakiel Diulus CFRE, D'Youville College (USA)</li> <li>• Alice Ferris CFRE, GoalBusters (USA)</li> <li>• Shoni Field, British Columbia SPCA (Canada)</li> <li>• Becky Gilbert CFRE, ASSIF (Germany)</li> <li>• Marina Jones, English National Opera (UK)</li> <li>• Katie Mitchell, Mind (UK)</li> <li>• Karen Paul CFRE, Religion News Service (USA)</li> <li>• David Pearce, Dignity in Dying (UK) - rejoined</li> <li>• Colin Skehan, Trócaire (Ireland) - rejoined</li> <li>• Jono Smith, Make-a-Wish America (USA)</li> <li>• June Steward, consultant (Australia)</li> </ul> | <ul style="list-style-type: none"> <li>• Rachel Taylor, Caritas Diocese of Salford (UK)</li> <li>• Dave Tinker CFRE, ACHIEVA/GoalBusters (USA)</li> <li>• Channing Walbridge, Bookmark Reading Charity (UK)</li> <li>• Ken Wesler, Deaf-Hearing Communication Center (USA)</li> <li>• Sarah Willey CFRE, Missouri Health Care for All (USA).</li> </ul> <p>The CFR Network is completed by the members of the Rogare Council, who can be found on our website – <a href="https://www.rogare.net/council">https://www.rogare.net/council</a> .</p> <p>We are always looking for more people to join the Critical Fundraising Network to help run Rogare and generate and share the work we do. If you'd like to be part of our mission to Rethink Fundraising, you can find out how to join us on our website here – <a href="https://www.rogare.net/join-the-cfr-network">https://www.rogare.net/join-the-cfr-network</a> – or get in touch with Rogare director Ian MacQuillin for an informal chat. 🗣️</p> |
|--|--|

### 2.2 Praxis papers

Rogare's whole rationale is to act as the engine that translates academic ideas into professional practice. To that end, in June 2021 we launched a new series of 'praxis' papers – praxis' means 'doing' or turning theory into action. These showcase a fundraiser's recent research completed for a PhD or Master's degree, and provide some suggestions about how fundraisers can apply this in practice.

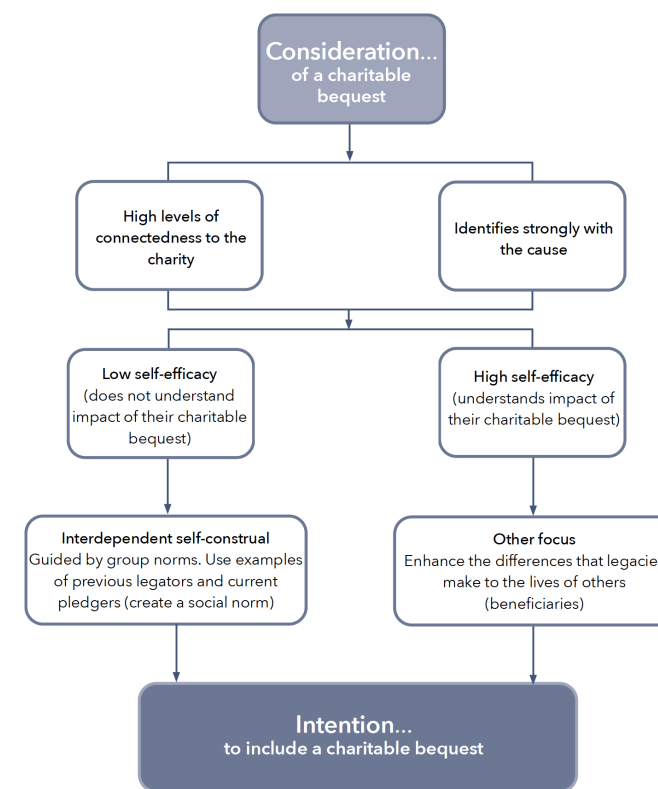
In the first of the series, Dr Lucy Lowthian (UK) – legacy marketing manager at The Samaritans in the UK – details her research at Plymouth University into the psychological well-being factors that influence people's intention to leave a gift to charities in their wills.

These are:

- Connectedness
- Self-efficacy
- Purpose in life
- Identify importance...

...which Dr Lowthian brings together in a model that is published in the new paper (see figure on right).

You can download Lucy's paper here – [https://www.rogare.net/legacy-fundraising\\_6](https://www.rogare.net/legacy-fundraising_6)



Model of key psychological factors influencing the legacy journey.  
©Lucy Lowthian

See s3.5.2 for out plans for further praxis papers in 2022. The praxis paper series is edited by Rogare Council member Dr Claire Routley.

### 2.3 Knowledge Collectives

Along with the praxis papers, we also established another series designed to help fundraisers better access and use existing evidence and theory. These are our Knowledge Collectives. Staffed by fundraisers with specialist knowledge in a discipline, Knowledge Collectives have two main roles:

1. Identify gaps in research, evidence and theory and suggest ways to fill them, come up with new research questions, and look at barriers to knowledge and suggest ways to overcome these barriers.
2. Collate and signpost the best existing knowledge about particular subjects so that fundraisers have a go-to source of the best available evidence and theory.

We currently have two Knowledge Collectives, for legacies (led by Rogare Council member and legacy expert Dr Claire Routley, UK), and corporate fundraising/partnerships (led by another Council member, Damian Chapman, UK, from the Charity for Civil Servants).

You can find out more about Knowledge Collectives on the Professional Practice page of our website – [https://www.rogare.net/fundraising-practice\\_6](https://www.rogare.net/fundraising-practice_6)

## 2 What we did in 2021

### 2.4 Ethics – special issue of the *Journal of Philanthropy & Marketing*

As anyone involved with Rogare knows, fundraising ethics is one of our major work streams. In fact, it's by far the largest and underpins much else of what we do. During 2021, we worked on a joint project with the *Journal of Philanthropy and Marketing* to produce a special issue on normative fundraising ethics.

As we have said many times before, fundraising ethics – especially the theory that provides the foundations for our applied ethical decision-making – is an incredibly under-research and under-thought subject.

With little more than a dozen articles exploring the foundations of fundraising ethics published in academic journals, the nine papers scheduled for publication in the *JPM* special issue will hugely expand our understanding of this subject and set us on the path to exploring new avenues in fundraising ethics.

The special issue has a heavy Rogare involvement. It has been edited by Rogare director Ian MacQuillin MCloF(Dip), with co-editors Heather Hill CFRE, Cherian Koshy CFRE (both Rogare Council members/USA) and Lesley Alborough of Nottingham University.

Six of the nine articles have been authored or co-authored by a member of Rogare's Critical Fundraising Network. You can see a full list of papers submitted to special issue in the adjacent box. 6

I am extremely grateful for the support that our Associate Members provide to Rogare. Their unrestricted support enabled me to spend so much time on this special issue last year and without Bluefrog Fundraising, ST (Stephen Thomas Ltd), GoalBusters and Ask Direct, this special issue might not have happened, at least not with Rogare's involvement.

Thank you so much, Mark Phillips (UK), Paula Attfield and Neil Gallaford (USA), Alice Ferris CFRE and Jim Anderson CFRE (USA), and Damian O'Broin (Ireland) for enabling this project.

Ian MacQuillin

#### *JPM* special issue articles

The full list of articles submitted to the special issue are (listed alphabetically by lead author, with Rogare CFR Network members in bold; links are given for those papers that have already cleared the peer review process and have been published online – the others are still in the peer review process):

- Developing a child-centred approach to fundraising with children in primary schools: The ethics of cultivating philanthropic citizenship – by Ali Body, Emily Lau, Lindsey Cameron, Shazza Ali  
<https://onlinelibrary.wiley.com/doi/10.1002/nvsm.1730>
- When deliberation is not possible: Moral dilemmas in fundraising – by **Dr Jess Burgess** (UK), Jane Hudson, John White.  
<https://onlinelibrary.wiley.com/doi/full/10.1002/nvsm.1733>
- Applying a stakeholder approach to professional ethics in charitable fundraising – by Ruth Hansen  
<https://onlinelibrary.wiley.com/doi/10.1002/nvsm.1731>
- Reversing the naturalisation of necro-politics in the not-for-profit sector – an ethics of care perspective – by Haseeb Shabbir and Martha Awojobi.
- Community-engaged philanthropy: The role of the fundraiser in building equitable communities – by Brittany Keegan  
<https://onlinelibrary.wiley.com/doi/10.1002/nvsm.1735>
- Normative fundraising ethics: a review of the field – by **Ian MacQuillin** (UK)  
<https://onlinelibrary.wiley.com/doi/full/10.1002/nvsm.1740>
- 'The sweetest songs' – ethical framing in fundraising through the agency of service users/contributors to tell their own stories – by **Ian MacQuillin**, **Jess Crombie** and **Ruth Smyth** (all UK)
- Relational care as the basis of nonprofit fundraising: Theorizing professional ethics based in stewardship, dialogue, and ethics of care – by Stephanie Madden, Virginia Harrison and Michail Vafeiadis
- Identifying and addressing fundraising's overarching ethical questions – by **Dr Claire Routley** (UK) and **Cherian Koshy** (USA)
- Ethics of care as a theory of normative fundraising ethics – by **Sarah Willey** (USA) and Christopher Owens.

### 2.4 Ethics – Rethinking Fundraising Ethics

As we said previously, we'll be producing a 'Rethinking Fundraising' paper for each of our work streams. The first of these looked at fundraising ethics, pulling together in a single volume all our work across many strands of fundraising ethics. You can download this from the ethics page on our website – <https://www.rogare.net/fundraising-ethics>.



### 2.5 History and historiography of fundraising

Our first output in 2021 was a paper on the history of fundraising – or more precisely, about how the history of fundraising ought to be compiled. The study of how history is written is known as historiography.

This really caught the collective imagination of the fundraising profession, with lots of people wanting to get involved. We had a couple of aborted attempts to get this project going, but it is now moving forward under the leadership of Marina Jones (UK), deputy development director at English National Opera.

The history project team decided to make the first task the compilation of a timeline of fundraising history. There are more details on that in s3.2.2. Find out more about our work on fundraising history – <https://www.rogare.net/history>. 6



This project is supported by:

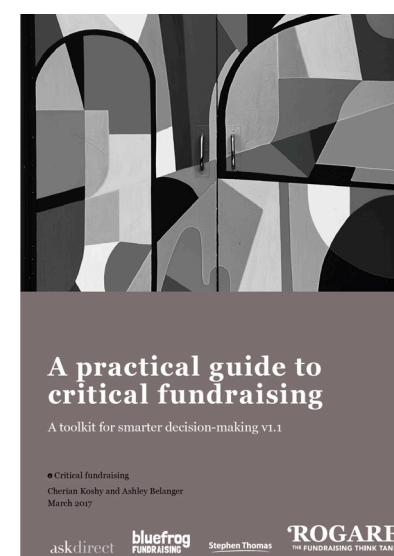
**bluefrog FUNDRAISING**

<https://bluefroglondon.com>

### 2.6 Critical thinking guide

In 2017, Rogare Council members Cherian Koshy and Ashley Belanger (both USA) wrote a guide to critical thinking for fundraisers. These are the ways of thinking and the evidence standards we use in all the work we do at Rogare. These guidelines hadn't been available since we set up as an independent organisation in 2019. But in 2021, we finally found the resource to have these transferred to our new brand and design.

You can find and download this really helpful guide from the Critical Fundraising page on the Rogare website – <https://www.rogare.net/critical-fundraising>. 6





# 3 What we have planned for 2022

## 3.1 FUNDRAISING ETHICS

### 3.1.1 A review of the field of normative fundraising ethics



Our white paper – *Rights stuff: Fundraising's ethics gap and a new theory of normative fundraising ethics* – was our first foray into fundraising ethics, forming the foundation of much of our work subsequent work. This was published in 2016 and we have developed many of these ideas since then.

So a new white paper on normative fundraising ethics will incorporate these later ideas. A comprehensive review of the field of normative fundraising ethics, this will be a slimmed down version of Ian MacQuillin's paper for the *Journal of Philanthropy and Marketing* (see s2.4), written for a practitioner readership. This will be the most comprehensive review of fundraising ethics yet done.

We're aiming to have this published in April. 🕒



### 3.1.2 Ethics of fundraisers' remuneration

We have a project (which is in its very early stages) that will explore the ethics of how fundraisers are paid and remunerated. This project seeks to explore the many answered questions about paying fundraisers, such as what 'excessive' remuneration might be (and how you'd decide upon that), and whether commissioned-based payment is unethical in every conceivable case (and if not, why not?).

Heather Hill CFRE (USA) and Roewen Wishart CFRE (Australia) are running the project but we have as yet no fixed schedule to deliver any outputs. 🕒

### 3.1.3 Ethics of fundraising for independent schools

We're in the early stages of setting up a new joint initiative with the UK's Institute of Development Professionals in Education (IPDE) to explore ethical issues, challenges and dilemmas specific to fundraising for independent schools.

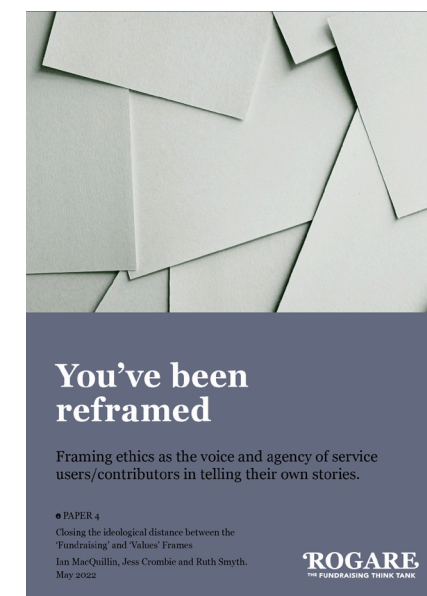
This project will first identify and list the types of ethical dilemmas in schools fundraising. For example, do bursary students owe a debt of gratitude to donors who fund their bursaries; do they have any duty to accommodate their funders' interests; ought fundraisers use any such debt or duty in their fundraising for bursaries? What, if any, harm could come from this?

Having done this, it will look at mainstream charity fundraising ethics to note the points of difference,

if any, with the ethics of schools fundraising. The fewer the points of difference, the more likely it will be that existing ideas can be adapted to schools fundraising ethics.

However, if there are many differences, it may be that mainstream fundraising ethics theory is not sufficient for solving all the ethical dilemmas in schools fundraising. In which case, this project will devise the new ideas, tools and frameworks needed to resolve these dilemmas.

We're looking to conclude this project by the end of the year with a symposium on the ethics of schools fundraising. 🕒



### 3.1.4 Voice and agency in the ethics of beneficiary framing

Our ongoing project on the ethics of beneficiary/ service user framing – which we've titled *You've Been Reframed* – culminates with the final paper from this project, by Ian MacQuillin, Jess Crombie and Ruth Smyth (all UK). This argues the ethics of framing is found in the voice and agency of the people who are featured in fundraising materials.

This third paper will be a version of the *Journal of Philanthropy and Marketing* special issue article (see s2.4), and will complement the previous two publication from this project, which you can find here – <https://www.rogare.net/fundraising-ethics-framing>.

Our publication date target is May. 🕒

# 3 What we have planned for 2022

## 3.3 THE FUNDRAISING PROFESSION

### 3.2.1 Gender issues in fundraising – ‘Lean Out Roadmap’

In 2019 we began a project to explore the issues and challenges faced by female fundraisers in the fundraising profession. In Phase 1, we collated information and evidence relating to specific issues. These were published in long-form blogs on the [Critical Fundraising](https://www.criticalfundraising.org) site, and we will collate these into a single volume to be published in February.

Phase 1 of this project is supported by:

**askdirect**

<https://www.askdirect.ie>



Phase 2 – which begins this year – is to find possible solutions to these challenges that are grounded in Lean Out feminism, which we aim to publish by the middle of the year. We’re referring to this as the ‘Lean Out Roadmap’.

#### Phase 2 (Lean Out Roadmap) project team

- **Heather Hill CFRE**, Rogare/Chappell and York (USA, project leader)
- **Ashley Belanger**, Ashley Belanger Consulting (USA)
- **Christy Carter**, GoalBusters/WHO Foundation/Una Collective (Netherlands)
- **Dr Eilizabeth Dale**, Seattle University (USA)
- **Jessica Rose**, Spanish National Cancer Research Centre (Spain)
- **Becky Slack**, Slack Communications (Belgium).

And special thanks to everyone who also contributed to Phase 1: **Caoileann Appleby** (Ireland, project leader), **Ruby Bayley** (UK) and **Ruth Smyth** (UK). ☺

### 3.2.2 Fundraising history timeline

The first task the history project team has set for itself is to create a timeline of fundraising history, and it is currently taking a first stab at populating this. We’ll publish the project team’s first draft timeline when it’s done and invite additions from members of the profession. We’re still working on the process by which you can submit events for inclusion. We plan to have it operational by mid-year.

As far as we can tell, this will be the first time such a timeline has been attempted. We’ll also be able to pull out of it thematic timelines too, such as a timeline of media scandals and controversies, or a timeline of first uses of particular types of fundraising. We will also be able to produce timelines of the history of fundraising in different countries. ☺

#### There are 11 categories of historical event on the timeline

1. First or early example of fundraising
2. Notable historical example
3. Notable failure
4. Emergence of a fundraising concept or idea
5. Milestone publication
6. Fundraising professionalisation
7. Controversy/scandals/media hostility
8. Legislation/regulation/governance
9. Societal/cultural ideas and shifts
10. Celebration of fundraisers and fundraising
11. Great person/contribution.

This project is supported by:

**bluefrog FUNDRAISING**

<https://bluefroglondon.com>

### 3.2.3 ‘Fundraising across cultures’

We haven’t decided on the title for this project (it’s surprisingly hard to find one that is both catchy and specifically descriptive). However, what this project is attempting is an understanding of what fundraising professions might look like in different cultures.

Most professionalisation of fundraising follows a Northern/Western model of setting up a professional body/institute, identifying best practices and developing codes of practice and ethics that reflect how these practices are/ought to be employed.

Many have argued that fundraising is a ‘servant’ of philanthropy. Irrespective of whether we agree with this, the underlying truth is that the prevailing culture of asking has a relationship with the prevailing culture of giving. Many of fundraising’s best practices and ethics emerge from this relationship.

For example, fundraising best practice puts huge emphasis on thanking donors, because that’s the understanding of how gratitude works in the countries where this best practice emerged. But in countries with different concepts of gratitude – and how to express it<sup>1</sup> – thanking donors in the way American and British best practice recommends might not be so important or relevant.

In different gratitude cultures, the culture of philanthropy that encompasses this will be very different from a culture of philanthropy in which thanking is expected, and so the fundraising practices that reflect this culture of philanthropy will also be different, as will their ethics.

In some indigenous cultures, such as the Hopi Nation, it is inappropriate to ask for support because a fundamental cultural principle is to do what is right for the greater good without being asked.<sup>2</sup> So a ‘profession’ of fundraising that accommodates this fundamental principle could look very different to the

<sup>1</sup> See here, for example – [https://greatergood.berkeley.edu/article/item/how\\_cultural\\_differences\\_shape\\_your\\_gratitude](https://greatergood.berkeley.edu/article/item/how_cultural_differences_shape_your_gratitude).

<sup>2</sup> Thanks to Alice Ferris for this example.

This project is supported by:

**GOALBUSTERS CONSULTING**

<https://www.goalbusters.net>

types of professions of which AFP and CloF espouse and epitomise.

This project has grown from its initial idea, which was to explore how Rights-Balancing Fundraising Ethics (RBFE) would apply in different cultures. RBFE says that fundraising is ethical when fundraisers get the correct balance between their duties to both the donors and their beneficiaries.

But duties to donors and beneficiaries might be different in different cultures (such as the thanking example above) or the duties might be the same, but the balance might be different. Either way, this means that what is ethical in one culture might be unethical in another. This also means there cannot be a global code of fundraising ethics, at least not a large and prescriptive one, because the stipulations of such a code might not hold true everywhere in the world.

There will initially be a small team exploring this issue, and one of their first tasks is to decide how to take it forward. The team is:

- **Alice Ferris CFRE** (USA)
- **Cherian Koshy CFRE** (USA)
- **Becky Gilbert CFRE** (Germany)
- **Ian MacQuillan MCloF(Dip)** (UK). ☺

### 3.2.4 Fundraising staff turnover

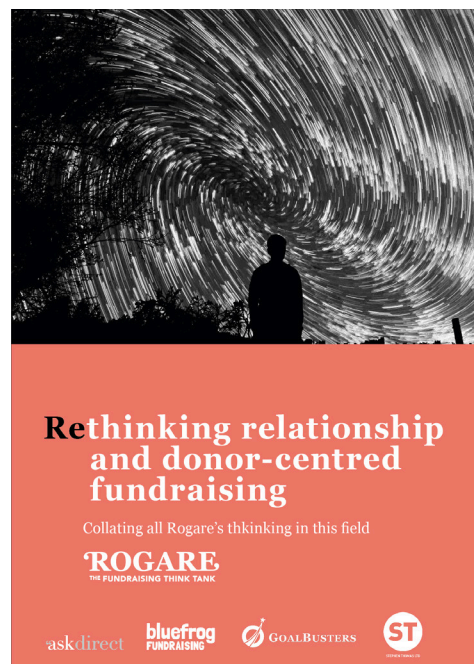
Our final project in the fundraising profession work stream considers the reasons fundraisers are currently leaving their jobs – and in some case, the fundraising sector entirely. This is in the form of a LinkedIn discussion group led by Critical Fundraising Network member Karen Paul CFRE (USA).

- You can read Karen Paul’s blog here – <https://bit.ly/3d5aYQA>.
- And join the Building Stronger Fundraising Teams LinkedIn group here – <https://www.linkedin.com/groups/12587852/>. ☺



# 3 What we have planned for 2022

## 3.3 DONOR-CENTRED AND RELATIONSHIP FUNDRAISING



We identified filling the gap in the theory and evidence underpinning relationship fundraising as a priority project when Rogare was first established. This resulted in our four-volume review of relationship fundraising, published in January 2016, followed a year later by an examination of the barriers to implementing relationship fundraising practices.

In 2022 we are planning to explore new directions for both donor-centred and relationship fundraising, as well as continuing to investigate the complex relationship with community-centric fundraising. To underpin this, we'll be publishing summaries of all our work and thinking on relationship and donor-centred fundraising in a single volume in the 'Rethinking Fundraising' series in March/April.

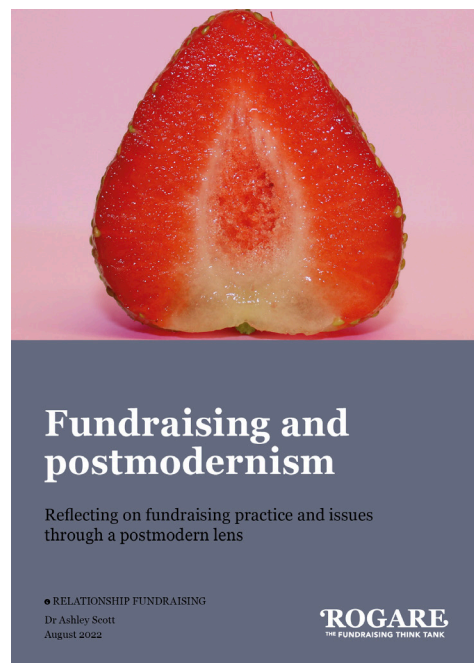
We have started a discussion group to look at the challenges currently faced by donor-centred fundraising, which is led by June Steward. And Craig Linton will continue to oversee our project considering new directions that relationship fundraising could take.

You can access all our work on donor-centred and relationship fundraising here - <https://www.rogare.net/relationship-fundraising>.

Finally - and we're not totally sure where to house this but the relationship fundraising stream seems most appropriate - we'll publish a paper on postmodern fundraising. Written by Dr Ashley Scott (UK), the paper looks at the nonprofit landscape exploring postmodern concepts, methods and emerging trends aimed at introducing fundraisers to key ideas.

One outcome would be to stimulate a conversation about how fundraising practice can be analysed through a postmodernist lens and how that might inform the topics that concern fundraisers from a different perspective.

We don't yet have a publication date for this paper, but we hope to have it out by the third quarter. 🕒



## 3.4 PUBLIC ENGAGEMENT

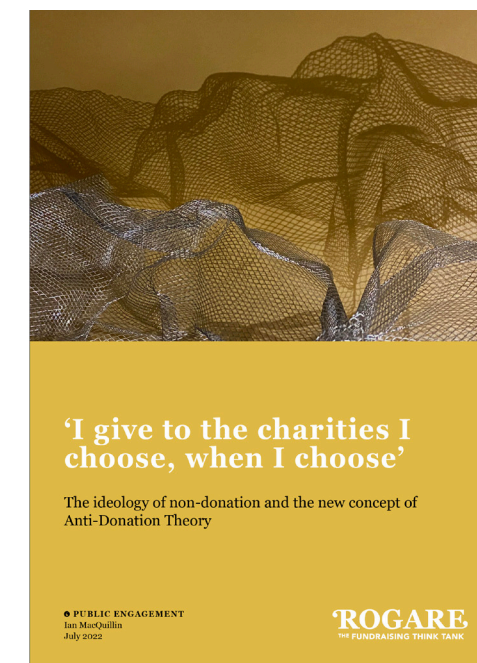
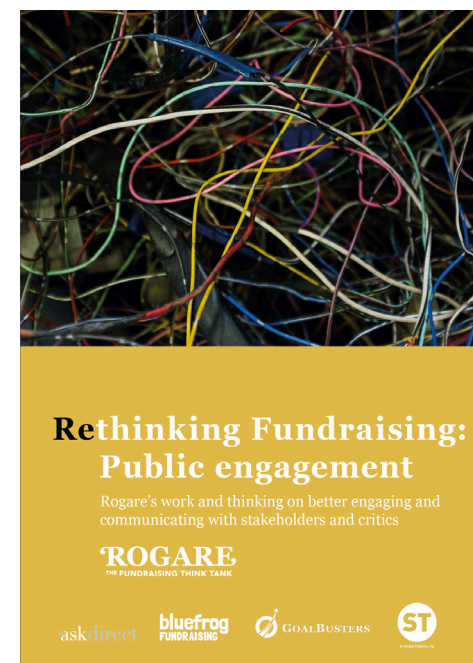
In the second half of the year we plan to publish two papers on public and stakeholder engagement. The first is another in the 'Rethinking Fundraising' series, rounding up all our work to date, including the Canadian Fundraising Narrative.

We're also planning a paper that devotes new thinking to the under-thought issue of why many people have 'ideological' objections to being asked to give to charity. These ideas already inform much of our work, particularly the Canadian Narrative, but this paper will

see them articulated in full for the first time.

Until then you can get some idea of our thinking by revisiting a series of three blogs from 2017. The first is here - <https://criticalfundraising.com/2016/02/26/opinion-the-ideological-attack-on-fundraising-part-1-happenstance-coincidence-or-enemy-action>.

And you can take a look at all our work on public engagement here - <https://www.rogare.net/public-engagement>. 🕒



The Canadian Fundraising Narrative element of this project is supported by:



STEPHEN THOMAS LTD

<https://stephenthomas.ca>



## 3 What we have planned for 2022

### 3.5 PROFESSIONAL PRACTICE

#### 3.5.2 Knowledge Collectives

There'll be outputs from our two existing Knowledge Collectives looking at corporate and legacy fundraising.

If we find the time and resources, we might even set up more. We're thinking about whether we can fit in Knowledge Collectives on major donors and face-to-face fundraising.

If anyone has a particular interest in either of these two fundraising disciplines and would like to help run a Collective looking into them, please get in touch with Rogare's director Ian MacQuillin. Or if anyone wants to volunteer to run a Knowledge Collective in a different fundraising discipline or subject, please do also get in touch. 6

#### 3.5.1 Praxis papers

We have two more praxis papers currently in the pipeline.

The first – by Marie Curie's David Harrison (UK) – draws on his Master's thesis at Birkbeck College in London to look at how fundraisers can overcome so-called 'silent' resistance to brands that focus on causes that stakeholders might consider taboo or too painful.

Employing theories from psychology, David mapped the strategies that Marie Curie has used over the past eight years to communicate its painful cause, how this has changed and how publics have received these communications.

By using the Psychological Flexibility Model, this second praxis paper proposes three clear strategies to encourage a willingness to acknowledge painful and/or taboo causes.

We're aiming to publish this paper in April.

The second paper in the works is by Billy Pratt (Canada), of the Eden Care Communities Foundation in Saskatchewan.

This paper will detail Billy's action research project – completed as part of a Master's at Royal Roads University – that explored how people view bequest giving, and how to engage them in bequest giving to Eden Care Communities Foundation. 6

#### Got an idea for a praxis paper?

If you are a fundraiser who has recently completed a PhD or a Master's thesis and would like to adapt your findings for a practitioner readership, please get in touch with the praxis paper series editor, Dr Claire Routley FCIoF(AdvDip) using the contact form on the Rogare website, which you can find here – <https://www.rogare.net/fundraising-practice>.

## 4 All Rogare reports, papers and other outputs

All Rogare outputs are available free of charges from our website – <https://www.rogare.net/publications>.

We can make our publications open access because of the support of our Associate Members – Bluefrog Fundraising, ST (Stephen Thomas Ltd), Ask Direct, and GoalBusters.





# Get in touch

Ian MacQuillin - Director  
ianmacquillin@rogare.net  
+44 (0)7977 422273

[www.rogare.net](http://www.rogare.net)

Twitter: @RogareFTT

Facebook: search 'Critical Fundraising Forum'

Rogare - The Fundraising Think Tank CIC is a community interest company registered in the UK, registration number 11807930.

Rogare brand identity created by Rebecca Woodall at Bluefrog Fundraising.

## Associate Members

Rogare is supported in its work by a number of Associate Members - partners to the fundraising sector that share our critical fundraising ethos. Our Associate Members are:



### Ask Direct

Strategic and creative agency (Ireland)  
<https://www.askdirect.ie>



### Bluefrog

Creative agency (UK)  
<https://bluefroglondon.com>



### GoalBusters

Fundraising consultancy (USA)  
<https://www.goalbusters.net>



STEPHEN THOMAS LTD

### Stephen Thomas

Full-service fundraising agency (Canada)  
<https://stephenthomas.ca>

**ROGARE**  
THE FUNDRAISING THINK TANK