



The first 10 years

A brief digest of the projects and outputs we
have completed in our first decade

ROGARE
THE FUNDRAISING THINK TANK

10 years... and counting

The idea for Rogare is about 20 years old.

I came into fundraising in 2001 as a journalist to edit what was then called *Professional Fundraising* magazine. Having written about many other industry sectors, I was surprised at how practice-oriented thought leadership – in both writing and at conferences – about fundraising was. Little space was given over to solving – or even conceptualising – the big picture challenges facing the profession, particularly in the field of ethics.

What we needed, I thought, was a think tank that brought together fundraising's critical thinkers to co-create new ways to solve the old problems that we were making little headway with.

It took 10 years to turn that idea into reality.

Rogare officially came into existence on 1 April 2014 as part of Adrian Sargeant's Centre for Sustainable Philanthropy (CSP) at Plymouth University. As I have said many times before, without Adrian's support and belief, Rogare would have stayed a pipe dream, and I'd probably have left fundraising years ago.

Unfortunately, in 2018 Plymouth University decided it no longer wanted the CSP. So on 1 April 2019, Rogare was reborn as a standalone organisation.

The first of April 2024 is thus both Rogare's 10th and fifth birthdays.

This very short paper details the work we have done, the projects we have completed (or in some cases, are just starting) and the outputs we have published in our first 10 years.

In that time, we have published more than 60 outputs, ranging from papers in academic journals and our own white papers – covering ethics, regulation, relationship fundraising, professionalisation, history, gender and many more – to manifestos

for fundraising, framework graphics and codes of practice. That's an average of six a year, or one every two months. And that's not counting the 200-plus blogs on *Critical Fundraising*, numerous articles in the global sector press, and more than 100 conference, symposium, webinar and other presentations in 11 countries (an average of 10 a year).

Not only are we prolific, but our output is also high quality – a standard we could not have achieved without the contribution of numerous volunteers (Rogare is a collaborative enterprise that relies on the dedicated input of fundraisers). There are too many to mention and I haven't counted them all up, but over the last 10 years I reckon more than 250 fundraisers have contributed in some way to the work Rogare has done – probably well over 250.

Everything we do is made freely available to all members of the fundraising profession. We don't put anything behind a paywall. We don't sell any of it. We don't even ask for your contact details before you can download it (though we really should!).

The reason we can do this is because from the very start we have been supported by a small group of partners to the fundraising sector who have shared our vision to rethink fundraising. So thank you to our current Associate Members – Damian O'Broin at Ask Direct, Paula Attfield and Neil Gallaiford at ST (Stephen Thomas Ltd), Mark Phillips at Bluefrog, Alice Ferris at GoalBusters and Clive Pedley at Giving Architects; along with Rapidata, Ethicall, DTV, Home and Pursuant, who have all supported Rogare in the past.

Our next milestone birthday is 1 April 2029. I look forward to recapping with you all the ground-breaking work we will have done in the next five years.

Ian MacQuillin
Director
Rogare – The Fundraising Think Tank

What Rogare does... ...and how we do it

How we do it

At Rogare, we have set out to 'rethink fundraising' by applying a critical lens to everything that fundraisers do. As one of our volunteers once said, our aim is to challenge the status quo in fundraising, not be indoctrinated by it.

We focus our attention on issues in fundraising that are under-researched and under-thought, particularly those that are under-thought. Fundraising ethics is a great example of a topic that has been under-thought, and many, of the recent developments in this field have emanated from the work we have done at Rogare.

Rogare takes a 'transdisciplinary' approach. This means that we look for solutions to the challenges we face in fields outside of fundraising and philanthropy, such as moral philosophy, anthropology, evolutionary biology, critical theory, psychology, economics and many others. And then use what we have found to synthesise new ideas for use in the fundraising profession. In doing all this, we aim to build a more nuanced knowledge base for fundraising. And we aim to influence the learning culture so that more and more fundraisers base their decisions on relevant evidence and theory.

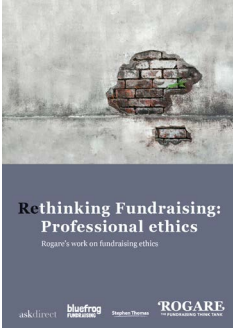
We achieve this through the volunteers on our Critical Fundraising Network - an international group of critical fundraisers whose twin role is to co-create new knowledge with us through our various work streams and projects, and then share and embed that knowledge throughout the fundraising profession. As a Rogare Advocate, you can choose your own key roles in the Critical Fundraising Network.

What we have done, and are doing

Rogare's work falls into seven main work streams: ethics, the fundraising profession, relationship fundraising, stakeholder engagement, self-regulation, the philosophy of fundraising and professional practice. Over the next two pages we highlight outputs and achievements from those work streams. You can find out much more about our work on our website (www.rogare.net) and access all our publications and other outputs here - <https://www.rogare.net/publications>.

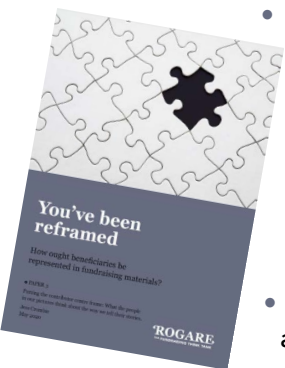
What we do

Fundraising ethics

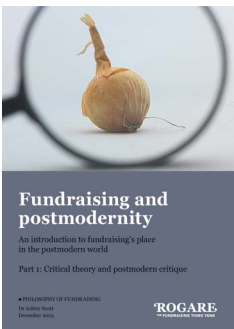
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Developed Rights Balancing Fundraising Ethics - an approach to ethics that requires the balancing of fundraisers' duties to donors and beneficiaries:

 - core component of the European Fundraising Association's competency framework
 - taught on CloF Certificate and Diploma
 - taught as part of the Swedish and French fundraising qualifications
 - embedded in the Scottish Fundraising Guarantee
 - incorporated into Fundraising Institute Australia guidance on fundraising for emergency appeals.
- Written the most comprehensive review of the field of fundraising ethics yet available, as well contributing several book chapters.
- Edited a special issue on normative fundraising ethics for the *Journal of Philanthropy and Marketing*, which increased the stock of academic articles on this topic by 75 per cent.
- Outlined a research agenda for the ethics of using AI in fundraising.
- Exploring the ethics of schools fundraising in a project focused on schools in Australia and New Zealand.
 - Ethical decision-making framework specifically for the application of normative lenses of fundraising ethics.
 - Worked with the Chartered Institute of Fundraising on guidance for making ethical gift acceptance/refusal decisions.
 - Produced guidance on the ethics of legacy fundraising during emergencies, such as the Covid-19 pandemic or natural disasters (translated into Japanese by the Japanese Fundraising Association).
 - Closing the polarisation in the poverty porn debate by basing ethical decisions about the framing of beneficiaries on whether they have been able to exercise voice and agency.
- We run the Fundraising Ethics Research Network (FERN) to further the study of ethical issues in fundraising.



Philosophy of fundraising

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Devised a typology of 'disintermediated' giving, which pinpoints ethical and regulatory issues that need to be addressed.
- Exploring postmodern approaches to fundraising.
- Rethinking how we study the history of fundraising. Our first step is publishing timelines of fundraising history that help us see what we already know, so we can couch our current practice in a historical context.
- How can donorcentred approaches to fundraising accommodate ideas that take a more community-oriented approach?
 - Published a critical thinking guide for fundraisers.



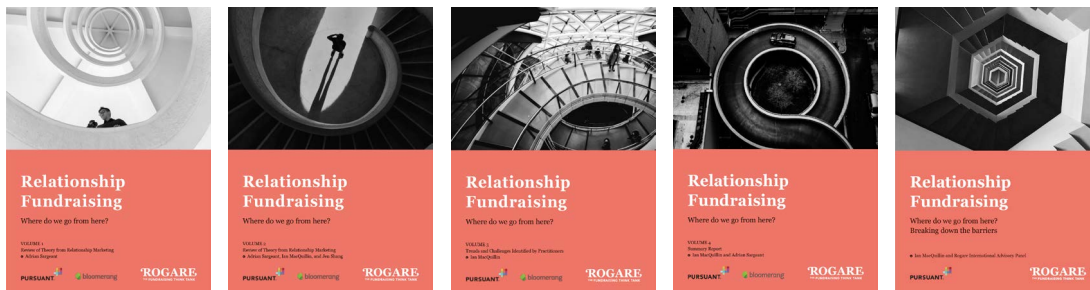
Fundraising profession

- Created a blueprint for dismantling patriarchal structures in the fundraising profession. Now collaborating with fundraisers in Brazil, Ireland and the UK about how some of these ideas might be implemented.
- Mapped existing *ad hoc* entry routes into fundraising and outlined a possible competency-based qualify pathway into the profession, for Arts Fundraising & Philanthropy.



Relationship fundraising

- Published a four-volume report into the theory from social psychology that underpins donorcentred relationship fundraising.
- Identified the barriers to implementing a relationship fundraising approach.
- Surveyed fundraisers on if and how they have encountered various forms of so-called ‘donor dominance’.



Professional practice

- Worked with Remarkable Partnerships on how charity-corporate partnerships could be more ‘ambitious’.
- Published a series of praxis papers that showcase a fundraisers’ recent research completed for a PhD or Master’s degree, which provide suggestions about how fundraisers can apply this in practice:
 - The importance of psychological well-being in driving legacy bequest decisions
 - How charities can overcome donors’ ‘silent resistance’ to engage them in taboo causes
 - Value creation and the role of the donor in supporter-led fundraising.

Self-regulation

- Reviewed global self-regulation of fundraising for the European Center for Not-for-profit Law, making several recommendations for improvements based on the Better Regulation Agenda.
- Working on new models for the self-regulation of fundraising.
- Submitted to a number of government consultations in the UK.

Stakeholder engagement

- Working with AFP Canada, we developed the ‘Canadian Fundraising Narrative’ – a new approach to engaging with people who are critical of or hostile to fundraising. Rather than try to out argue them or tell them they are wrong on matters such as fundraising costs, the Narrative approach is to tell values-based stories about fundraising that present an alternative interpretation than the one the critic serves up. AFP Canada has trained more than 500 advocates in how to use the Narrative and its key messages.
- Published guidance on how to advocate for fundraising during emergencies when others are saying fundraising would be inappropriate.



Rethinking fundraising

PART 1

ROGARE – who we are, why we exist and how we will rethink fundraising.

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ROGARE Theory of change

Critical Thinking

Culture of Questioning, Critique and Criticism

Critical Fundraising Network

I AM A CRITICAL FUNDRAISER

RELY ON SOMEONE'S WORD ABOUT THE BEST PRACTICE AND YOU WILL BE WRONG. LET PERSONAL OPINIONS AND BIASES PREVAIL AND YOU WILL BE RIGHT.

NEVER ALWAYS

REFLECT CRITICALLY USE BEST PRACTICE COPY WHAT OTHERS HAVE DONE. ASK BECAUSE IT'S THE WORD ABOUT THE BEST PRACTICE AND YOU WILL BE WRONG. LET PERSONAL OPINIONS AND BIASES PREVAIL AND YOU WILL BE RIGHT.

TAKE MY PROFESSIONAL DEVELOPMENT SERIOUSLY AND COMMIT TO KNOWING AS MUCH AS CAN.

CHALLENGE THE STATUS QUO. I THINK I'M WRONG WITH OUR PROFESSION. I'M THE SAME STANDARD.

REMAIN OPEN TO ALL IDEAS AND PERSPECTIVES. DON'T BE OVERCONFIDENT IN YOUR OWN IDEAS. BE OPEN TO ALL IDEAS AND PERSPECTIVES. DON'T BE OVERCONFIDENT IN YOUR OWN IDEAS.

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I AM A CRITICAL FUNDRAISER

I never... I always...

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THIS IS A FUNDRAISING OFFICE

TREASURY OF THE VOLUNTARY SECTOR

ENGINE ROOM OF CHANGE

WE CONVERT IDEAS INTO FUNDS TO ACHIEVE GREAT IMPACT

FROM THIS PLACE, WE CONSIDER PEOPLE WHO WANT TO CHANGE THE WORLD WITH THOSE WHO CAN

WE UNDERSTAND CHARITABLE SUCCESS AND SUCCEED AGAINST THEIR FAILURES

WE STAND ON SACRED GROUND

THIS IS A FUNDRAISING OFFICE

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THIS IS A FUNDRAISING OFFICE

Treasury of the voluntary sector - Engine room of change - We convert ideas into funds to achieve great impact - From this place, we consider people who want to change the world with those who can - We understand charitable successes and succeed against their failures

Friend, you stand on sacred ground.

This is a Fundraising Office

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A practical guide to critical fundraising

A toolkit for smarter decision-making v1.1

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ROGARE Ethical decision-making framework for fundraising

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Rethinking Fundraising: Professional ethics

ROGARE's work on fundraising ethics

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Normative fundraising ethics: A review of the field

Normative fundraising ethics: A review of the field

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Rights stuff

Fundraising's ethics gap and a new theory of fundraising ethics v1.1

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Fundraising Ethics: A Rights-Balancing Approach

Fundraising Ethics: A Rights-Balancing Approach

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Artificial intelligence and fundraising ethics

A research agenda

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You've been reframed

How ought beneficiaries be represented in fundraising materials?

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You've been reframed

How ought beneficiaries be represented in fundraising materials?

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"The sweetest song" - Ethical framing in fundraising through the agency of service users' contributions to tell their own stories

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A typology of disintermediated giving and asking in the non-profit sector

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The ethics of legacy fundraising during emergencies

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Gender issues in fundraising

Phase 1: Understanding the issues

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Gender issues in fundraising

Phase 2: A blueprint for dismantling patriarchal structures in the fundraising profession

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Gender issues in fundraising

Changing the narrative: How to help men in fundraising become better allies in dismantling patriarchal structures

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A blueprint to dismantle patriarchal structures in the fundraising profession

A blueprint to dismantle patriarchal structures in the fundraising profession

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DONOR CODE OF CONDUCT

DONOR CODE OF CONDUCT

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Fundraising and postmodernity

An introduction to fundraising's place in the postmodern world

Part 1: Critical theory and postmodern critique

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Relationship Fundraising

Where do we go from here?

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The donor-centred baby and the community-centric bathwater

Is an accord between the two philosophies possible?

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Less than my job's worth

Is fundraising a profession? And does it matter if it is?

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Accident Prevention

The case for quantifying potential for fundraising and the most opportunities why

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One damn ask after another

How ought we study the history of fundraising?

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Advocating for fundraising during emergencies

How to respond to arguments that fundraising is 'insupportable' during the Coronavirus pandemic

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Why you should stop fundraising about with your logo and stick to fundraising instead

Critical fundraising lecture #1

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Fundraising self-regulation: An Analysis and Review

Fundraising self-regulation: An Analysis and Review

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The importance of psychological well-being in driving charitable bequest decisions

ROGARE praxis paper #1

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How charities can overcome donors' 'silent resistance' to engage them in taboo causes

ROGARE praxis paper #2

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Value creation and the role of the donor in supporter-led fundraising

ROGARE praxis paper #3

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Anchors weigh

Breaking free of the barriers to ambitious charity-company partnerships

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The value of ambition

How to respond to arguments that fundraising is 'insupportable' during the Coronavirus pandemic

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Pulling up the anchors

How to respond to arguments that fundraising is 'insupportable' during the Coronavirus pandemic

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Rogare's sector presence and affiliations

- Partnership with Kingston Business School at Kingston University in the UK.
- Partnership with the Chartered Institute of Fundraising in the UK, and a close working relationship with AFP Canada.
- Rogare director is a member of the team at the European Fundraising Association responsible for building and maintaining the competence framework and ensuring professional qualifications across Europe meet required standards.
- Rogare's ideas are taught on professional and academic qualifications in the UK, Sweden, USA, Canada, France and other countries.
- We have presented our ideas at conferences around the world, including Ireland, UK, Belgium, Brazil, Netherlands, Sweden, Canada, Finland, Australia, USA and New Zealand.
- Rogare's work and ideas are regularly featured in fundraising's sector media around the world.

Who is involved with Rogare?

As American fundraising consultant, and member of our Critical Fundraising Network, Ashley Belanger says: "Rogare is not for everyone, but it is for anyone."

Anyone can join us in the CFR Network. Your age, professional background, level of professional education, length of time in the profession, or job seniority is not relevant. What is important is that our network volunteers are first, critical thinkers who are prepared to delve into the theory and evidence; and second, that they want to roll up their sleeves and be critical changemakers.

Our network contains a few well-known names. It also contains people you've probably never heard of. It's not reputation that counts for Rogare – it's a thirst for knowledge and intellectual curiosity.

If you'd like to join us, please get in touch.

Get in touch

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Twitter: @RogareFTT

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>



Giving Architects
Creative agency (NZ)
<https://www.givingarchitects.com>



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



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

Acknowledgements also to those other organisations that have supported Rogare as Associate Members in our first 10 years: Rapidata, Ethicall, Home Fundraising, DTV and Pursuant.

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