

The Production of Philanthropy: A Case Study of the Imagery & Methodology of Jewish Fundraising

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Professional guide

52 pages

Description: This guide explores the role of emotions in philanthropic behavior and considers the conscious use of auditory and visual tools as emotional triggers in soliciting donations. Drawing on examples employed by American Jewish organizations, the guide analyzes the emotional structure of fundraising appeals.

Audience: It will be of particular use to fundraisers, special events coordinators, and creative staff in thinking about ways to craft an effective appeal, and will serve to bring into the open the discussion of the role of emotions in moving the target audience.

Uses: It is recommended that nonprofit professionals consider the salient issues relevant to their own communities or organizations, using the cases described in this volume as models for comparison, and as spring boards for developing appeals.