

Getting Into a Benefactor's Head

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The New York Times:

Jen Shang understands the power of prayer — to open wallets.

Ms. Shang, who bills herself as the only philanthropic psychologist in the world, recently advised a religious organization to tinker with a direct-mail fund-raising solicitation, to encourage potential donors to pray before deciding to give.

Some religious people, Ms. Shang found, “pray and read Bibles when making a major life decision before they talk to others, think about it, meditate about it, let their emotions cool down.”

The experiment paid off. In early research, the solicitation with the suggestion of prayer “significantly” increased the campaign’s response rate compared with previous appeals.

Read the whole story: [*The New York Times*](#)