
fireside
fundraising
Why people give,
say yes and stay loyal
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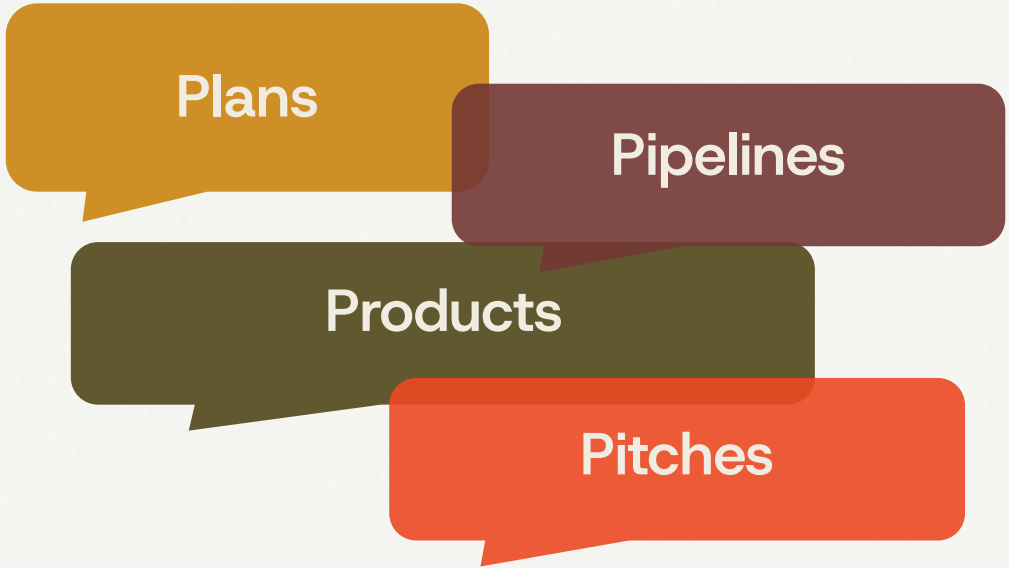
‘How do I get people to give money?’ is the wrong question.

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How do I make people care?’ is the right question.

Who are Fireside Fundraising?

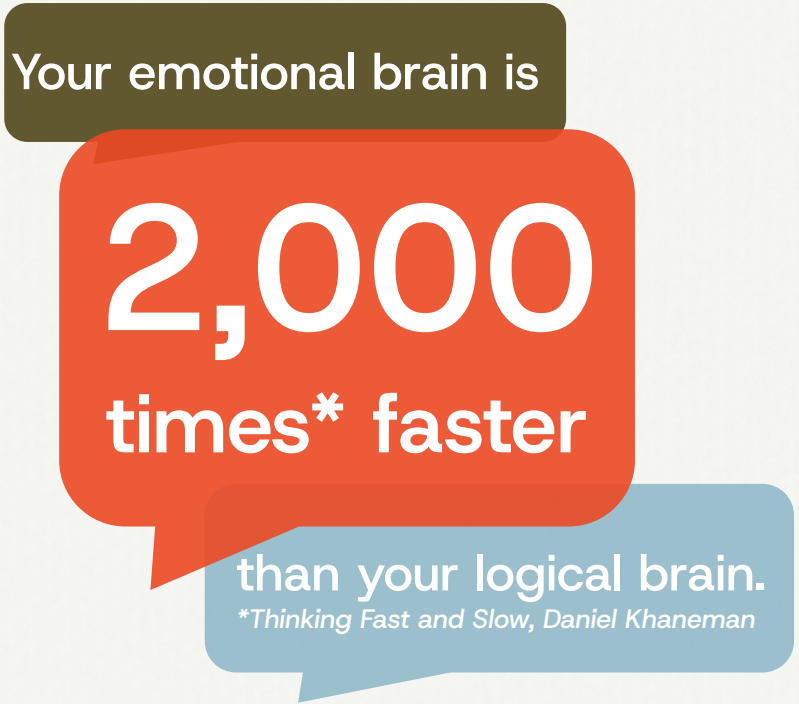
We help build:




How individuals
and budget holders
decide to give

Is your logical
or emotional
brain faster?

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What happens once you've made a decision for emotional reasons?

- Your brain wants to agree with itself.
- It scrambles to find the logic to justify the decision you've just made.
- Then you ask yourself one more time: do you trust the decision?



Think about the most recent major purchase you've made



Decision making in practice

- The Sherwani
- How I made the decision
- How I justified the decision to my partner
- We decide with emotion, but we communicate our logic

How companies and organisations decide to give



How many people sign off the average £25,000+ partnership?

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An average of...

7 people*

...will be asked to approve of your partnership once it's worth more than £25k

*Gartner B2B Sales Report, 2024

What influences their decisions?

When companies make decisions, however, you're often looking at multiple stakeholders (7+) being consulted - and as such things get more complicated. As a sneak peak into Fireside's 'Why Companies Give' research, we can tell you that companies give against this framework...

What they often see

You have money and we need it

"I get several emails every day from charities and the way they ask for a donation is always the same – yes, we know the world is bad, but we need to know how the partnership will add value"

What they need to see



Where are you strongest?



Why Companies Give, Fireside Fundraising, 2025


How to be
partnership ready


Name a brand
you feel loyal to

What drives supporter loyalty

Satisfaction

Are we getting what we wanted out of the partnership? Do our staff seem engaged?

Commitment

Is the work you're doing important? Do we feel a personal connection to the work being done?

Trust

Do I trust them? Do they behave in the way we'd expect them to?

Internal satisfaction, commitment and trust is just as important as external

What's your key takeaway?

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Get a practical tool to start engaging emotional brains immediately

5 Step Storytelling is available in the delegate bag now!

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