

Meet the facilitator

Andrew Martin – Co-Founder & Fundraiser, The Fundraising Agency

Andrew Martin loves fundraising. Not just for the way it can change the world, but the change it can make in donors – in the way they see and express themselves. As Co-Founder of The Fundraising Agency, he's on a mission to bring a little more love - and a lot more behavioural science - into fundraising.

He wouldn't call himself a behavioural psychology expert (though his bookshelf might argue otherwise). But he is an enthusiastic experimenter who's spent years testing, learning and reimagining what 'best practice' looks like in fundraising at places like the Royal Flying Doctor Service, RSPCA, Guide Dogs and Bush Heritage.

For Andrew, fundraising is about so much more than the dollars we raise. It's about love, identity and belonging – the stuff of which deeper human connections are made.