

Meet the facilitator

Dr Cassandra Chapman

Dr Cassandra Chapman holds a PhD in the psychology of charitable giving and is now an Associate Professor of Marketing at The University of Queensland.

Having come to academia with a background in professional fundraising, Cassandra's research focuses on donor psychology, effective and ethical fundraising, and charity scandals. She uses diverse methods to understand when and why donors are more (or less) willing to give to particular causes and the implications such preferences have for how charities communicate.

Cassandra's research has won national and international research awards, including the AFP Early Career Emerging Scholar Award (AFP, 2023), the Skystone Partners Prize for Research on Fundraising and Philanthropy (AFP, 2020), and the Gabriel G. Rudney Memorial Award for an Outstanding Dissertation in Nonprofit and Voluntary Action Research (ARNOVA, 2019). She has published over 45 articles in international journals, such as *Nonprofit and Voluntary Sector Quarterly*, *Psychology & Marketing*, and the *Journal of Business Ethics*, and has served as Associate Editor of *Nonprofit and Voluntary Sector Quarterly*.