

Meet the facilitator

Dr Cassandra Chapman, UOQ

Dr Cassandra Chapman holds a PhD in the psychology of charitable giving (University of Queensland) and is now an Associate Professor of Marketing and ARC DECRA Fellow, specialised in donor psychology and fundraising.

Having come to academia with a background in nonprofit marketing, Cassandra's research focuses on psychology of charitable giving, 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.

You can learn more about her research at www.donorpsych.org