

Overcoming Psychological Barriers to Giving

PRESENTED BY Betsy Erickson and Joseph Brooks
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Poll Question

Have you or your clients ever felt stuck in or challenged by your/their philanthropy... unable to achieve their goals or impact?

Yes | Maybe | No



About NCFP

The National Center for Family Philanthropy is a network of philanthropic families committed to a world that is vibrant, equitable, and resilient. We share proven practices, work through common challenges, and learn together to strengthen our ability to effect meaningful change. Our range of programs and services support family philanthropy at its many points of inflection and help families embrace proven practices and advance momentum. Explore our resources by visiting www.ncfp.org.

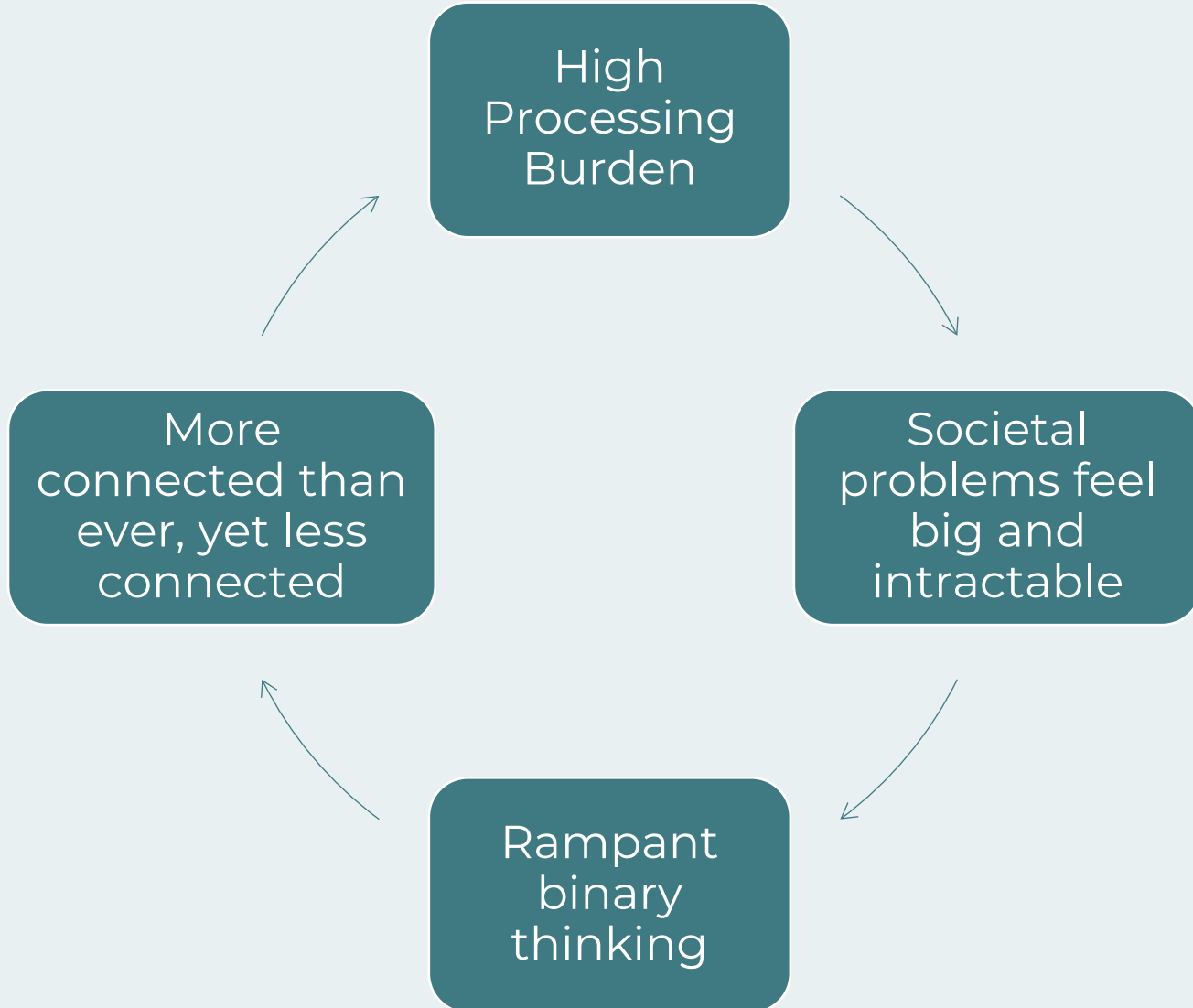
About Ideas42

Fifteen years ago, Ideas42 started in a small office at Harvard University. Since then, we have partnered with foundations, nonprofits, government agencies, and socially minded companies to work on more than 600 projects in over 55 countries, using behavioral science to improve tens of millions of lives around the world. Ideas42 is made up of a group of talented, creative professionals from diverse backgrounds and disciplines, united by our expertise in and passion for applying insights from the behavioral sciences to today's most complex social problems.

About Arabella Advisors

Arabella Advisors is an award-winning consulting firm and certified B Corporation dedicated to making philanthropy more efficient, effective, and equitable while helping our clients derive greater meaning and satisfaction from their work. A small, dedicated team of family and individual giving experts ensures our clients experience the feel of a boutique firm while benefitting from our expansive set of services, deep networks, and complex implementation insights. Learn more at www.arabellaadvisors.com.

Confluence of Forces



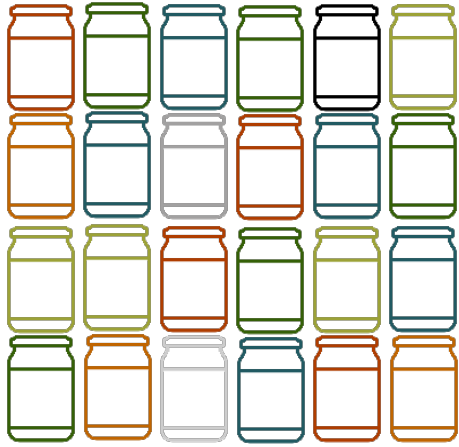
- Generational wealth transfer
- Rise of women and wealth with statistics showing massive switching up advisors after an inheritance or divorce
- Expansion of service providers and complexity in each domain

The Barriers

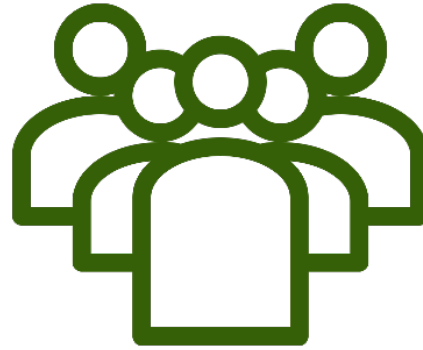
- 1** Too Many Choices
- 2** Burdensome & Tedious Tasks
- 3** Lack of Urgency
- 4** Fear of Attention & Public Scrutiny
- 5** The Worry that You Need to Learn More to Make Good Decisions
- 6** Lack of Trust in Nonprofits & Others
- 7** The Possibility of Uncomfortable Family Dynamics
- 8** Feeling Too Uncomfortable with Risk & Uncertainty
- 9** Operating with a Scarcity Mindset
- 10** Lack of Time

A classic example of this:

24 Varieties
Displayed



More People Stop



6 Varieties
Displayed

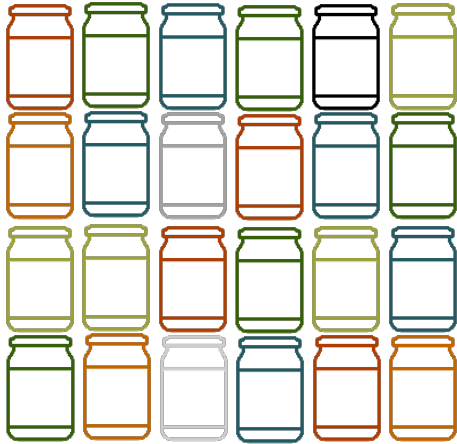


Fewer People Stop



But there's a twist:

24 Varieties
Displayed



More People Stop



Fewer
Purchases



6 Varieties Displayed



Fewer People Stop



10x More
Purchases



Behavioral Insight: Context Matters



Seminary students

Sermon on the parable of the Good Samaritan

Outcome:

- No hurry: 63% helped
- Hurry: 10% helped

The Barriers

- 1** Too Many Choices
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Poll Question

As you think about your or your clients' philanthropy, which of these barriers feel most prevalent?

Select as many as apply.

Continuing Research

Our next phase of research will delve into exploring the five most at-risk donor profiles:

**Next-gen wealth
inheritors**

**Women leading
philanthropy**

Multi-gen families
with systems built
around a powerful
wealth creator

Donors funding
systems change

Entrepreneurial
couples

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Participants

Action Learning Associates, LLC

Align Impact

Arabella Advisors

Arlington Family Office

Ballentine Partners

BBR Partners

Bessemer

Brown Advisory

Callan Family Office

CBK Philanthropy

Family Office Exchange

Fidelity Charitable

Give Team

Greater Houston Community Foundation

In Three Generations

Intergrated Capital Strategies

Johnson Center for Philanthropy

Karma & Cents

Lansberg Gersick

Matter Family Office

Merrill Center for Family Wealth

Northern Trust

Pathstone

Parkside Investments

PhilanthroComm

RBC Wealth Management

Redwoods Collective

Relative Solutions

Save Share Spend

Schwartzman Advising

Trove

WoodNext Foundation

Yakima River Partners

and others....

Discussion