

**January 15, 2018**

**My Second Message to the Board:**

***Distance Makes the Giving Heart Grow Weaker***

***Charity seems to begin at home. There is a positive relationship between distance and annual giving. Last year Americans gave \$390 billion to US based charity organizations but only 6 percent went to nonprofits outside the country.***

***Research from the Journal of Personality and Social Psychology shows people believe their charitable donations will have a greater impact when they perceive the intended beneficiaries as nearby as they directly experience the impact of their giving, just like a snowball thrown from 10 feet away will have a greater impact than one thrown from 50 feet.***

***For example, research shows that the closer the alumni lives to the university the more donations they make to support their alma mater.***

***Subjective perception of distance influences giving as it sparks a potential donor's interest when they believe their gift will have a local impact. Distance is a matter of perspective, which can be influenced by the language we use to communicate with potential donors.***

***When we as Board members talk about BFK, we need to use language that emphasizes the effect our programs have on Bucks County kids and the future of Bucks County. Bring it home.***