



The Generosity Pathway

Helping people to understand why their generosity matters

Kusalaraja



Who are Future Dharma?

3.2 FTE

4 Individuals



- ☀ Kusalaraja
- ☀ Fundraising & Comms
- ☀ Devon, UK

- ☀ Samantavajra
- ☀ Finance
- ☀ Paris, France

- ☀ Pundarika
- ☀ Programmes & Supporter Care
- ☀ Norfolk, UK

- ☀ Nandavajra
- ☀ Director
- ☀ Newcastle, UK

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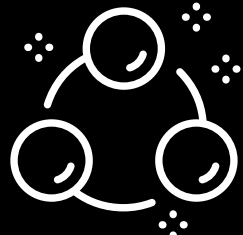
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SINCE 2016

80



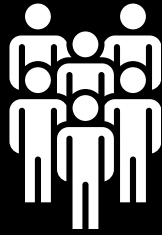
Triratna projects
& key institutions
funded or active
worldwide

24



countries where
Future Dharma
have funded
Triratna projects

50k+



people who have
benefited from
Future Dharma
funded Triratna
projects

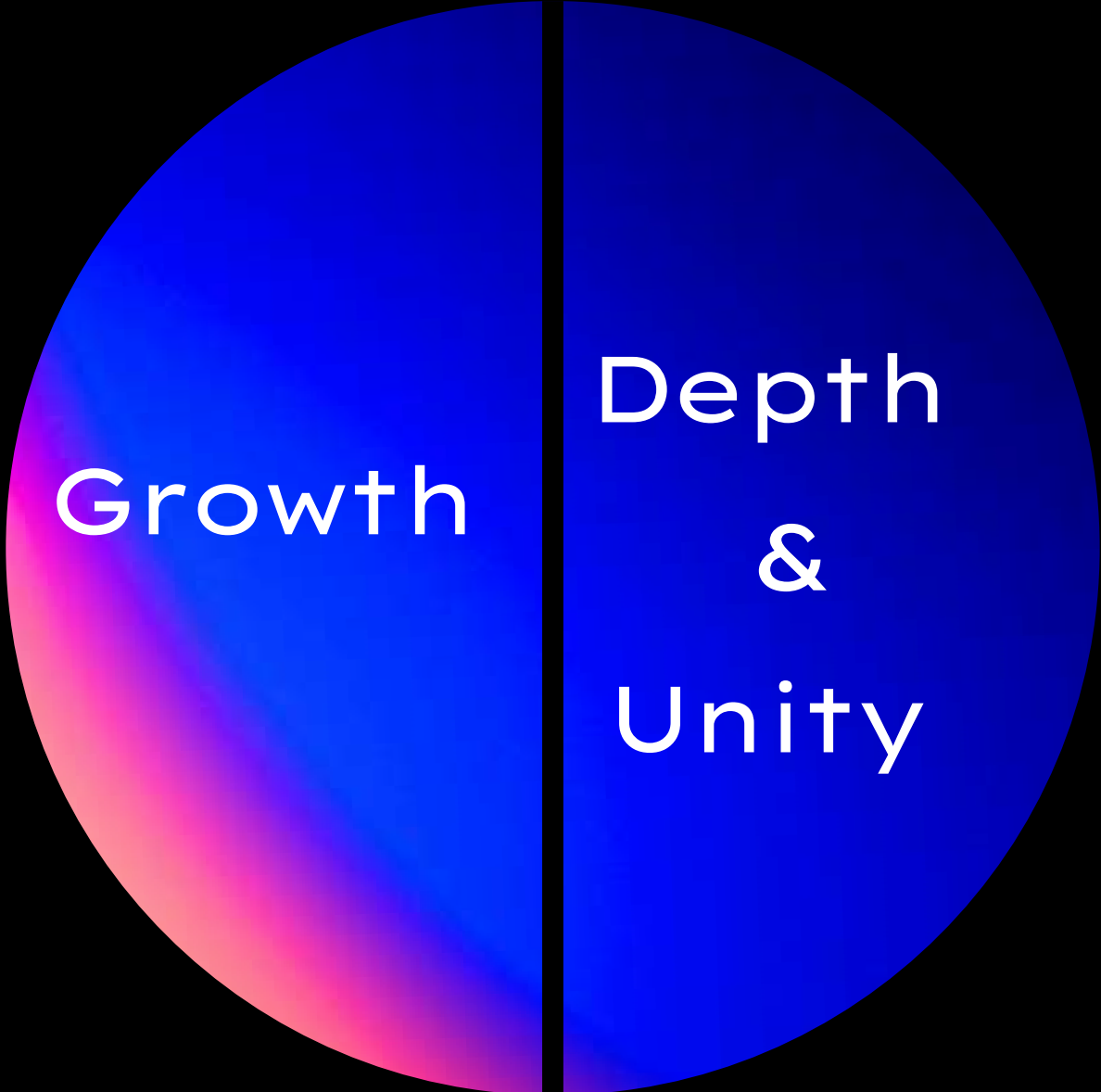
IN 2025

£198k



approx. additional
funds raised for
Triratna charities &
centres

Where grants go,
2026 and beyond



Aim

AIM fort today:

1. understand why simple and human fundraising communication works;
2. learn a practical structure for developing an appeal;
3. apply the Generosity Pathway to one real centre activity;
4. leave with the foundations of a fundraising message.

2hr session

10:30am - Part 1

11:20am - Break

11:35 - Part 2

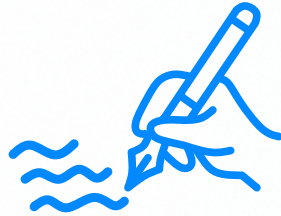
12:30 - Finish

Style - Interactive workshop



Opening Poll



EXERCISE  **1 MINS**

Answer the poll questions



Truthfulness and care

- We share stories to communicate the truth of the Dharma in action.
- We use structure to help people understand what is being asked and why.
- We invite generosity without pressure, exaggeration or manipulation.



You know too much

THE CURSE OF KNOWLEDGE

CENTRE HISTORY

FUTURE PLANS

TRIRATNA

STRUCTURES

EVERY CLASS

GOVERNANCE

FINANCES

EVERY ACTIVITY

BUDDHIST

TERMINOLOGY

HOW DECISIONS
ARE MADE

CENTRE NEEDS



The underlying question(s)



“does it work?”

- What difference does this make?
- Why does it matter now?
- Why is this approach needed?
- What will my donation make possible?
- What are you asking me to do?





Two Appeals



Appeal A

Last year, our centre offered 180 classes and welcomed 700 people. We have Sangha nights, womens/mens mornings and study groups which are all well attended. We have special celebrations and puja nights.

We need donations to continue this work - to cover our costs and pay for our team members, so we can make this available to all the people who come along.



Appeal B

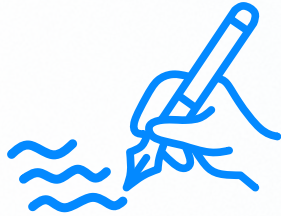
When Maya first arrived, anxiety had left her isolated. A friend brought her to an introductory meditation course.

Six months later, she attends regularly with her friends and helps welcome newcomers. Maya says she feels like she has found her home.

Your donation could help another person, just like Maya, find the same belonging

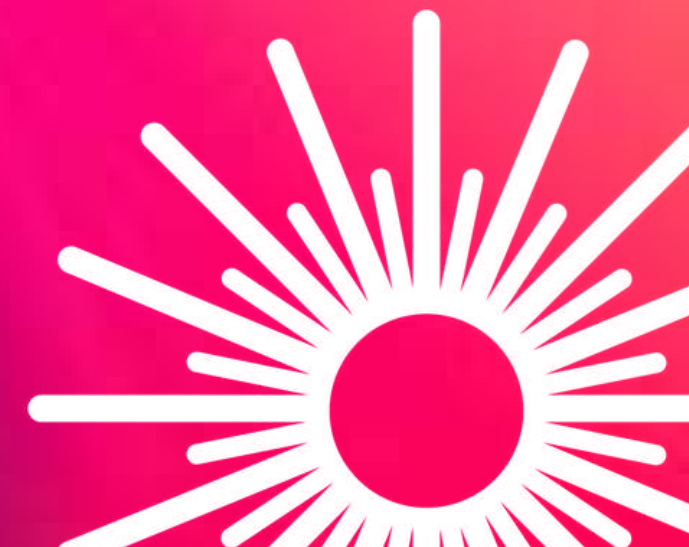


Poll

EXERCISE  1 MINS



Rokia experiment



Who/what do people give to?

People may value your centre, but they give because of what the centre makes possible.



Simple story structure

Who - Problem - Action - Result

Who

Who experienced the situation?

Problem

What difficulty, suffering or missed opportunity existed?

Action

What did the centre, sangha or project do?

Result

What changed?



Simple story structure cont.

Who
Maya

Problem
Experiencing isolation and
anxiety

Action
Her friend brought her to
an introduction class

Result
She has friends, she's
helping out - ie she is not
isolated

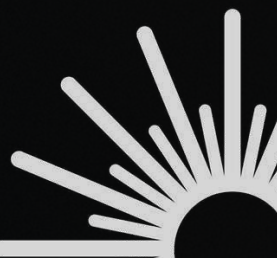
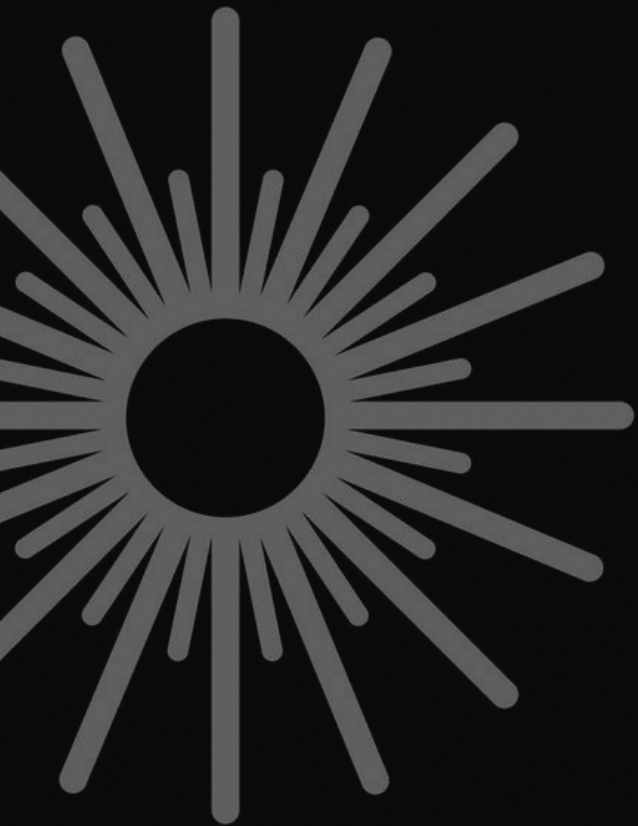


Consent and Dignity

- obtain meaningful consent;
- explain where the story will appear;
- let the person review it where appropriate;
- avoid defining someone only by their suffering;
- change identifying details when necessary;
- do not imply that everyone experiences the same result;
- use only what you can communicate truthfully.



The Problem



Generosity Pathway

1

Problem - Make the need clear

What is genuinely at stake?
What is the situation that needs a generous response?
What suffering or missed possibility are we responding to?

2

The hidden difficulty

What do people misunderstand, overlook, or take for granted?

3

The human moment

Bring it to life through a person or situation
What story helps us feel the reality without manipulation?
Take time to explain what their problem was.
Can we tell this story truthfully and with dignity?
Show the change that is possible
What happens when the sangha responds?

4

Show how your approach works

Data and impact

5

Which of Cialdini's principles?

Cialdini devised 6 principles of persuasion. These could occur at any point in the Pathway, but if they haven't already, put it in here.

6

Your offer

What exactly is it that your centre does, that no-one/nothing else can offer?

7

Invite a concrete response

What are we asking people to do now?



Break



Generosity Pathway

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What exactly is it that your centre does, that no-one/nothing else can offer?

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What are we asking people to do now?





Cialdini's 6 principles of persuasion



01 **Reciprocity**



02 **Commitment and
Consistency**



03 **Social Proof
(consensus)**



04 **Authority**



05 **Liking**



06 **Scarcity**

Plan backwards; communicate forwards

7

Invite a concrete response

What are we asking people to do now?

6

Your offer

What exactly is it that your centre does, that no-one/nothing else can offer?

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What is the situation that needs a generous response?

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Example



1

Problem - Make the need clear

Many people rely on our Buddhist centre, but at the moment we can't run sessions because we have a hole in our roof that leaks whenever it rains.

2

The hidden difficulty

It isn't just a leaky roof; people come to our centre to get respite from suffering and difficulties, to be with friends.

3

The human moment

Let me tell you about Maya for example; When Maya first arrived, anxiety had left her isolated. A friend brought her to an introductory meditation course.

Six months later, she attends regularly with her friends and helps welcome newcomers. Maya says she feels like she has found her home.

4

Show how your approach works

Last year we held 180 classes and welcomed 700 people. 83% of people who come say they have met new friends, and 92% say they are happier in their lives because of the centre.

5

Which of Cialdini's principles?

Maybe your story is similar to Maya's, maybe a bit different. But if you appreciate what the centre has done for you, we need you to help others.

6

Your offer

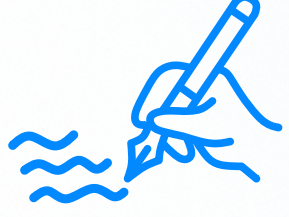
We are the only place in the town that at the same time as being open to anyone who wants come, also offers the chance to take a practise deeper, to make complete changes to lives.

7

Invite a concrete response

Please help us to fix our roof so that we can run more classes. If 24 of you gave £500, we would be able to raise the £12,000 we need to fix our roof.

Questions and Exercise

EXERCISE  15 MINS

Create a generosity pathway for a need in your centre



Questions and sharing



