



## CONTINUING EDUCATION POINTS TRACKER

*CFRE International has developed this form as a way for you to quickly track (and keep in your files!) the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended. At the end of the conference, add up the total number of hours. Keep this sheet and you will be ready to complete your application form. All of the session slots listed are eligible for continuing education points on your CFRE application for initial certification and/or recertification. Sessions not listed here are not eligible for points.*

**Activity Organizer:** - AFP WPA  
**Title of Activity:** - The Martyrdom Effect  
**Names of Presenter(s):** - Chris Olivola  
**Dates and Location:** - June 16, 2016 (Pittsburgh, PA)

### **Program Description**

Pain and effort are two things we usually prefer to avoid. When it comes to raising money for charity, however, people are surprisingly drawn to painful and effortful fundraisers — witness the popularity of charity marathons or the Ice Bucket Challenge.

Psychologist Chris Olivola discusses the puzzling success of painful-effortful charity fundraisers and how they challenge our understanding of human motivation. He will discuss what his research has revealed about how (and when) pain and effort can boost donations, as well as the limits of this “martyrdom effect” phenomenon. His talk will also consider some of the inefficiencies of the martyrdom effect, and some possible ways to overcome it.

### **Presenter Bio**

Christopher Olivola is an Assistant Professor of Marketing at the Tepper School of Business, Carnegie Mellon University. Before joining the Tepper School of Business and Carnegie Mellon University, he was a Newton International Fellow in the Behavioural Science Group at the Warwick Business School (WBS), in the UK. His research continues to be funded by the Royal Society and The British Academy. Before moving to England, he received a joint-PhD in psychology and policy from Princeton University. Before Princeton, he received a B.A. in psychology from the University of Chicago. Before that, he spent his pre-adult life growing up on 4 different continents (mostly in developing countries).

**Total number of points attained: 1.5**