

Dr. Russell James' Free Resources

The Storytelling Fundraiser: The Brain, Behavioral Economics, and Fundraising Story

(digital copy at <https://bit.ly/38i0fQG> audiobook at <https://bit.ly/3ynnhQv>)

The Epic Fundraiser: Myth, Psychology, and the Universal Hero Story

(digital copy at <https://bit.ly/3gGB7rb> audiobook at <https://bit.ly/3DqxQWJ>)

The Primal Fundraiser: Game Theory and the Natural Origins of Effective Fundraising

(digital copy at <https://bit.ly/3yvXPIY> audiobook at <https://bit.ly/3gIYFvA>)

The Socratic Fundraiser: Using Questions to Advance the Donor's Story

(digital copy at <https://bit.ly/3mDa5oA> audiobook at <https://bit.ly/3Dpm13a>)

Visual Planned Giving (2021): An Introduction to the Law and Taxation of Charitable

Gift Planning at <http://www.encouragegenerosity.com/VPG.pdf> videos at

<http://bit.ly/TexasTechProfessor>

Inside the Mind of the Bequest Donor: A Visual Presentation of the Neuroscience and Psychology of Effective Planned Giving Communication

at <http://www.encouragegenerosity.com/book.pdf>