

ABSTRACT

THE FUND RAISER: A new actor in the pursuit of social change.

Treatise presented to the examining board of Pontifícia Universidade Católica de São Paulo, as a requirement in obtaining the title of Master in Social Psychology, under the orientation of Prof. Dr. Antonio da Costa Ciampa

Renata M. Brunetti - PUC/SP - 2003

This treatise addresses the creation of a new professional field – fundraising – by way of social psychology, and more specifically through the study of the identity of a new professional, the modern *fundraiser*. Interviews were conducted and analyzed to reveal who these people are, their life stories, what they want in life, their motivations, fears etc.

The first part presents the context that this figure is a part of – the Third Sector. This section analyzes the reasons this sector was created, and its ongoing development, to set to stage for an examination of the professionalization of fundraising.

The sector consists of many different models of non-governmental and social organizations whose objectives are to improve quality of life, strengthen solidarity and citizenship and renew public space. To achieve these objectives, they rely on partners who provide financial and other kinds of support, and therefore require a professional fundraiser.

Through the analysis of questionnaire responses and open-ended interviews (life stories), this thesis provides an overview of the situation based on the Brazilian fundraisers themselves, in today's social context and provides a more in-depth discussion of the construction of a professional identity and the metamorphosis processes that fundraiser go through.

We have also collected data from *informant-observers* – people who have considerable knowledge of fundraising and are in constant proximity – permitting an external view of fundraisers.

Starting with these two perspectives – fundraisers themselves and *informant-observers* – we sought to discuss more deeply the formation of an identity of these professionals through their processes of metamorphosis.

Most fundraisers are people who have changed from their “old” profession - they are usually an *ex-something or other*. It was very difficult to identify a consistent profile of the Brazilian fundraiser, since most have only worked for one or two years in the field, and usually only having practical experience. Many others, even through having worked for more time, do not even consider themselves professional.

The ideal fundraiser identified here tends to be a professional that knows how to work with different resources and that has the flexibility to make the best use of what is available, at any given moment. Some fundraisers intend to be a new political subject of social transformation, while others just want to work at something lucrative and pleasant, without concerns about any ethical meaning in their work for the Third Sector.

What was intended here, as the title reveals, is how to recognize alternative identities that differ in terms of the meaning given to the shape that this new figure is taking, and to find out ways that these professionals can contribute (or not) to the emancipation of society and to their own personal emancipation.

