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Social Responsibility

What motivates money donation? A study on external motivators

O que motiva a doação de dinheiro? Estudo sobre motivadores externos

¿Qué factores motivan la donación de dinero? Un estudio sobre motivadores externos

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Abstract

The objective of this study is to identify external motivating factors that favor individual money donation. Methodologically, we adopted a descriptive and quantitative cross-sectional study. In order to collect data, we prepared a questionnaire containing 49 statements based on external motivating variables of regular individual money donation found in the literature on the subject. After testing the questionnaire, we applied it to 1073 Brazilians, regular money donors and we performed an exploratory factor analysis. Conclusively, we identified 8 external factors that motivate individual money donation: Trust, Reward, Leadership influences, Characteristics of the organization, Environmental influences, Personal benefits, Characteristics of beneficiaries and Future Interests. We expect that these 8 factors combined, could become a useful tool to improve the management of charitable organizations, especially in defining campaigns or other marketing strategies to attract new donors and raise funds on occasions that are favorable to individual money donation.

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Keywords: Philanthropy; Individual donation; Motivators for donation; Money donation

Resumo

Neste estudo, Buscou-se identificar os fatores motivadores externos que favorecem a doação individual de dinheiro. Metodologicamente adotou-se uma pesquisa descritiva, quantitativa com corte transversal. Para coleta dos dados foi elaborado um questionário contendo 49 afirmativas baseadas nas variáveis motivadoras externas de doação individual regular de dinheiro encontradas na literatura sobre o tema. Depois de testado, o questionário foi aplicado a 1073 brasileiros, doadores regulares de dinheiro e realizada a análise fatorial exploratória. Conclusivamente, foram identificados oito fatores externos que, na visão dos doadores pesquisados, motivam a doação individual de dinheiro: Confiança, Recompensa, Influências de lideranças, Características da organização, Influências do ambiente, Benefícios pessoais, Características dos beneficiários e Interesses futuros. Espera-se que esses oito fatores, conjuntamente, possam se tornar uma ferramenta útil para melhorar a gestão das organizações de caridade, principalmente na definição de campanhas ou outras estratégias de *marketing* para atrair novos doadores e angariar fundos em ocasiões favoráveis à doação individual de dinheiro.

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Palavras-chave: Filantropia; Doação individual; Motivadores para a doação; Doação de dinheiro

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Resumen

El objetivo en este estudio es identificar los factores motivadores externos que favorecen la donación individual de dinero. Se ha adoptado como metodología un estudio descriptivo, cuantitativo, con sección transversal. Para la recopilación de datos se ha elaborado un cuestionario con 49 afirmaciones que tenían como base las variables motivacionales externas de donación individual regular de dinero encontradas en la literatura sobre el tema. El cuestionario, previamente puesto a prueba, se ha aplicado a 1073 brasileños, donantes regulares de dinero, y se ha realizado el análisis factorial exploratorio. Como conclusión, se han identificado ocho factores externos que, en la opinión de los encuestados donantes, motivan la donación individual de dinero: confianza, recompensa, influencias de liderazgo, características de la organización, influencias del ambiente, beneficios personales, características de los beneficiarios e intereses futuros. Se espera que estos ocho factores, juntos, puedan convertirse en una herramienta útil para mejorar la gestión de las organizaciones de caridad, sobre todo en la definición de campañas y otras estrategias de marketing destinadas a atraer a nuevos donantes y a recaudar fondos en ocasiones favorables a la donación individual de dinero.

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Palabras clave: Filantropía; Donación individual; Motivadores para la donación; Donación en efectivo

Introduction

Philanthropy, briefly defined as a private action for the public good (Payton, 1988), represents contributions (of money, time, goods and specializations) voluntarily donated to the common good (Schuyt, Smit, & Bekkers, 2004). These donations can be intermediated by the third sector or non-profit organizations, such as religious, educational, scientific, health, charitable, among other bodies (Payne, 1998).

In face of the acknowledgment of the collaboration that philanthropy brings to the economic and social development of a nation, Wiepking (2009) states that the pillars of future prosperity will be sustainable economic growth, political democracy and a basic level of social services. In this context, social and public welfare institutions, will possibly be financially supported by three sources of fundraising: government financing, fees and charges and philanthropy. However, due to changes in social, political and economic environments in the world, resources that ought to be provided or financed by the government have been made increasingly more scarce toward the support of charitable organizations (Grace & Griffin, 2006).

Based on this scenario, an overall increase in individual donations of money is estimated for charitable organizations. In 2013, for example, the amount donated to charity worldwide was 335.17 billion USD, with 72% being from individual donations. In the Brazilian reality, 22% of individuals are already donors or have donated to civil society organizations (Charities Aid Foundation, 2014).

With that taken into account, this subject has been much discussed in the academia, Bekkers and Wiepking (2011d) reviewed approximately 550 articles with the purpose of better knowing the behavior of the individual donor and the attributes that are tied to these donors. Other researchers, in addition to the previous authors, such as Grace and Griffin (2009), Verhaert and Van den Poel (2011), Michel and Rieunier (2012) and Casale and Baumann (2013), also seek to understand the reasons why individuals donate to charity by identifying variables that are directly related to the behavior of this individual donor. However, most of these studies have concentrated their research on factors, mechanisms or set of variables that shape the donor behavior. As an

exception, Bekkers and Wiepking (2007, 2011b) grouped variables in 8 donation mechanisms, however, they did not separate the external motivators from the internal ones, despite the differences between them. Moreover, we did not test the models empirically.

As a way of filling the literature gap, especially on the lack of empirical studies and with regard to the grouping of external motivators of donation, this study intends to answer the following question: What are the external motivating factors that favor individual donations of money by Brazilians?

We highlight that understanding the behavior of the individual donor through the external motivating factors that favor the donation of money is relevant for two reasons: the first concerns academic contribution, since the existing literature lacks research on the subject, mainly focused on grouping variables and conducting empirical research. The second reason refers to the practical field, since charitable organizations increasingly have the need of knowing the external motivators that favor donation, mainly due to a possible transition in which these organizations are inserted, which provides for a considerable reduction of government funding and the consequent need to increase the individual donation of money. In this environment, for a good performance of charitable organizations, a constant refinement of fundraising techniques is required in order to obtain potential donors to finance charitable projects (DeHaven, 2010).

As a result of not finding national studies that approach the external motivators of the individual donation of money, we opted to identify them in international literature to verify the adherence of these external motivators in Brazil. The motivators are possibly the same for all of society, regardless of which country it is, and some motivators appear as having more or less strength depending on the country. However, in general terms, these external motivators tend to be the same or very similar among the various countries, which also makes the use of these motivators become a possibility within the Brazilian reality.

Besides this introduction, this study contemplates a theoretical framework, covering the behavior of the donor and it adopts as its main focus, identifying the largest possible number of variables related to external motivators that favor the individual

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