

Enhancing Non-Governmental Organizations (NGO) Fundraising Through Digital Marketing: Impact on Donor Decisions and NGO Sustainability

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Abstract

Digital marketing creates a broader organization reach, more diverse fundraising opportunities, relationship-building, and more sincere communications through social media and better-focused campaigns for dealing with social challenges among the audience. This paper aims at comparing digital donation acceptance and donation decisions with the Attitude toward Helping Others (AHO). Their values, personal attitudes and social normative beliefs, which includes a sense of social responsibility, positively influences the donation behaviour of AHO. Such an attitude is promoted by digital donation platforms to increase the easiness and accessibility of the contributions. The quantitative survey study conducted among 513 participants demonstrates that AHO plays the considerable role in the decision about donations and is a positive outcome of digital donations acceptance. The results demonstrate that digital platforms provide a strong basis for the development of a culture of philanthropy and improvement of the social balance sheet. This paper aims to underscore the relevance of digital marketing to the work of non-governmental organizations (NGOs) and make suggestions on how the activities may be improved to influence the decisions of would-be contributors. Specific recommendations involve enhancing the donation channels, focusing on the appeal to the audience's emotions, making the sites' interface more accessible, and creating a secure way to report the donations. The future research should focus on the analysis of the changes in technology and its effects on the donor retention and the motivations for donating.

Keywords: Digital Marketing, Sustainability, non-governmental organizations (NGOs), Donation decision, Attitude toward Helping Others (AHO), Digital donation

1. Introduction

Digital marketing has made significant strides in altering the face of many organizations, including non-governmental organizations (NGOs), by offering creative tools and tactics to widen their coverage, support their initiatives, and incorporate new supporters [1]. With the acceleration of social media, email, and targeted online advertising, this digitization enables NGOs to reach out more to the public, informing them about the causes those NGOs support and mobilizing them for their charitable initiatives [2]. The mechanism of digital marketing is a strategic aspect of the NGOs to create awareness about the prevalent social issues and create a sense of community and participation of supporters. With donors continuing to find easy ways to give through the web, digital marketing becomes even more essential for placing the SOC in a position to cash flow to raise the necessary money to support programs and sustain operations [3]. The first advantage of digital marketing, specifically for NGOs, is the aspect of marketing to an international audience [4]. Conventional

advertising strategies are known to restrict the reach of the NGOs and, thus, are not very effective regarding fundraising. Nevertheless, by using social media accounts, emails, or newsletters and having SEO-friendly websites, NGOs can reach out to probable donors of various ages, sexes, and geographical regions [5]. Digital platforms are perfect ways for these NGOs to present their good work, stories of transformation, and call for support. The broad reach not only helps the NGO enhance its visibility but also increases the chances of being supported by donations due to an increase in the number of people who know the NGO's initiatives. Digital marketing is useful for promoting fundraising campaigns and NGO events, helping them build relationships with supporters and raise money [6]. NGOs can develop specific and focused electorate promotion campaigns with the help of such sites and services as Facebook, Instagram, or crowdfunding sites. NGOs can also tailor narratives with each advertisement or post to arouse a sense of why their causes are important, thus making them much more relevant. This also helps NGOs recall people's emotions, ensuring they have it within themselves to donate to campaigns they consider close to their hearts. When these users encounter an advertisement or a post created by NGOs, their feelings can range from neutral to motivated toward the cause presented. A study mentioned that people will come up with a desire to support the cause above whenever they are encouraged by related content; hence, it will go down to digital marketing techniques [7]. The other essential element related to using digital marketing for NGOs is the accountability and openness of the process of donations between clients and institutions [8]. The concern of how the funds will be used also continues to emerge from the donors. It is important to address these concerns to deepen trust and increase the donation volume. NGOs already use the Internet to post comprehensive descriptions of their activities, funding, and details of the people likely to benefit from their operations [9]. To manage this, NGOs should develop clear financial distribution plans and show the direct results of donations to help counterbalance such concerns. This is important in building a good rapport with the donor since most of them require to be sure that they are making a difference to their communities. The trend of utilizing online donations benefits organizations because they can experiment with the existing donation methods. Many donors are more inclined to give via the Internet since they acknowledge that donations made this way are very convenient [10]. However, more frequently, it is observed that while placing an order through applications like Zomato or Swiggy, adding a donation to their meal is also available, directly making giving a regular part of daily spending [11]. This makes it possible to receive off-the-cuff donations that probably would not be given under normal fundraising circumstances. At the same time, traditional face-to-face donations change into online contributions, which create corresponding questions regarding safety and possible scams; thus, NGOs are forced to integrate payment systems' security and undertake measures to guarantee the honesty of contributors [12]. Donations to NGOs are critically valuable since such organizations depend on people's contributions for most of their operations. Funds enable NGOs to carry out various initiatives, fund as many unmet social needs as possible, and extend their scope [13]. Most NGOs are in a position to address massive social issues through the funds they are afforded. Donations to NGOs also seem to go beyond monetary support; they embrace vested responsibilities for aiding any unsuspecting society and meeting a moral obligation to extend a hand to those in need [14]. Consequently, the programs intended to bring attention and better openness to charitable organizations are critical for funding gathering and encouraging philanthropy. A broad range of reasons may drive individuals to donate to NGOs, and such reasons may not be mutual between two or more individuals. Some may occasionally donate during festivals or in reaction to online appeals, while others are willing to volunteer and directly support NGOs in their functioning [15]. Altruism is a significant sector of the desire or need to help people or contribute as a social being. Satisfaction derives from the knowledge that one can transform many people's lives with assistance from a fellow person. Also, the statement, "It is very important to

help someone," elicits the humanitarian feelings of those who may be willing to donate and encourages them to do so. Notably, most prospective givers would like to know how their monies will be used when they give out the same. The involvement of beneficiary details is also vital in this decision-making process, especially when using transparency [16]. This way, frequent communication from NGOs regarding their humanitarian projects and funds ensures confidence with the donors and a continuous link with the causes one supports. In the next stage, the more the donor is aware of the effect being made, the more they will contribute to charity on other occasions than the one observed [17]. For many, knowing about the direct effects of their donations enhances their commitment and belief that their money is being well utilized, thus overcoming the skepticism surrounding charitable giving. The intersection of digital marketing and NGOs presents vast opportunities for engaging with supporters, raising funds, and promoting charitable causes [18]. By utilizing innovative digital strategies, NGOs can enhance their visibility and connect meaningfully with a broad audience, fostering a culture of giving. Through transparency, effective communication, and strategic outreach, NGOs can build trust and motivate individuals to contribute towards societal issues that matter most to them—ultimately reinforcing the vital role of donations in sustaining and advancing the missions of these organizations.

2. Literature Review

In digital marketing, the work of non-governmental organizations (NGOs) and charitable organizations has changed due to the evolution of digital marketing [19]. Digital donation indicates how the proliferation of digital platforms provides new opportunities for the engagement of NGOs with the public through disseminating information and soliciting donations [20]. The digital landscape also presents hurdles, including apprehensive remarks about fraud and suspicion of treated charitable funds being allocated [21]. This literature review focuses on how digital marketing strategies affect the donor's behavior and perception. The increased utilization of digital communication has made digital marketing a tool for NGOs to increase their visibility, reach, and impact [22]. This is important as we are in the charity sector, where many organizations fight for donors' attention and money. There are various digital marketing mechanisms, such as social media advertising, email campaigns, and search engine optimization, to get maximum engagement and create a digital presence for various causes. Non-governmental organizations (NGOs) are exploiting the use of social media, especially because it is an unprecedented vehicle for NGOs to communicate their missions and reach their supporters, thus making it easy for people to see and engage in adverts or posts on charities [23]. Although today's marketers have become increasingly dependent on digital marketing, more so than ever, thousands of people still claim to disregard advertisements for charity organizations. It can also result from digital fatigue or lack of trust in the NGOs' ability to make a difference, and the NGOs need to come up with stories that are close to their audience [24]. The tangible impacts of donations can be highlighted, and there should be clear information on how funds will be used to increase the likelihood of engagement by donations [25]. People who want to assist a reason may hesitate if they are unsure how their participation will certainly be used, which brings transparency to the fore when it involves a digital marketing campaign. Advertising is crucial for NGO and charitable initiatives [26]. The persuasiveness of advertisements in securing support can greatly affect the public's propensity to contribute. Several people have said and affirmed that they can be motivated to give by knowing who the beneficiaries are, specifically, what they are doing, and the causes on which their donations are spent. This information can be presented digitally, allowing NGOs to present it transparently, which is important to gain a potential donor's trust. Regular donors of successful organizations expect to be regularly updated on how funds are being allocated and about outcomes arising from the contributors' contributions, which enables a feeling of community and shared purpose

[27]. This feedback loop even makes donors comfortable and encourages donations and participation. People regard the involvement of charity organizations in sorting out considerable societal issues [28]. The real stories of impact and success can be integrated into digital marketing campaigns to ensure charity work's success and reinforce the public's perception of NGOs as central players in social change. On the contrary, there is a common skepticism; some think charities do not spend enough or do nothing effectively [29]. This means that digital marketing can be both about showcasing what makes an organization credible and what can help decrease the possibility of losing a potential donor [30]. In the case of digital marketing, there are several factors which influence donor behavior. A common reason for people to give is towards such established charitable organizations known to be of good faith and deliver their services effectively. The contributors prefer financial transparency and want to be assured and updated on how their money is used. Post-donation updates from NGOs significantly build trust and encourage more future contributions [31]. Many others cited digital donations based on security concerns, anticipating digital fraud [32]. NGOs must employ trusted and secure payment platforms and report these security measures. Individuals do not have to feel a moral obligation to help people in need; the reasons for their charitable donations can be extremely varied. Other motivators of donation, such as tax rebates for charitable contributions and special events to promote empathy, may supplement personal factors [33]. Donating money is easy on digital platforms, with potential donors able to donate anytime, anywhere, without any restraints, as they do with shopping or even ordering food [10]. This convenience may encourage spontaneous money gifts to NGOs in other avenues to solicit donations. With the development of digital marketing, NGOs will have to change their strategies to meet the growing demand of changing consumer preferences and behavior [34]. To address the tech-savvy audience, NGOs should aim to establish a strong digital presence that combines the impact of engaging content, communication through responsive channels, and interactive campaigns. NGOs with the capacity to use digital marketing successfully are likely to stay in the competition in the fundraising arena [26][35]. The integration of technology in the fundraising efforts of NGOs, which are earning new innovative ways of solving some of the problems they face. Using platforms, such as micro-donations when you engage in a sale and purchase, can introduce an environment where giving becomes a regular occurrence for the consumer [36]. With these strategies, NGOs could gain the capability to operate with larger demographics and access new funding streams, thereby furthering the support of their mission and driving social change. Concerning the development of modern fundraising strategies for NGOs and charitable organizations, digital marketing is becoming an essential characteristic of the procedure, further leading to the involvement of potential donors [3]. Marketing campaigns are effective only if the companies are transparent, have effective stories to tell, and can deal with financial accountability issues [37]. While social causes have become increasingly digitalized, the same should be done with the strategies employed by NGOs for their audiences because the progression of a nonprofit organization's digital social cause is an everlasting process. Through tailored digital marketing strategies, NGOs can reinforce their role as fixtures in society's quest for social change and philanthropic support, ensuring sustainability and impact in addressing pressing global issues. The conceptual framework of the study is represented in Figure 1.

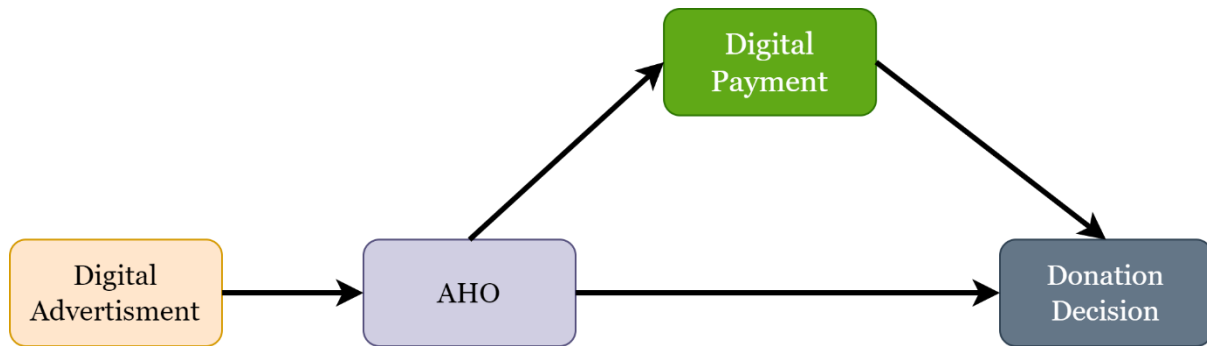


Figure 1: Conceptual Framework of the Study

3. Hypothesis Development

3.1. Attitude toward helping others (AHO) and Donation Decision

Attitude toward Helping Others (AHO) refers to the general and personal way the individual is willing to help others who have problems based on personal values, empathy, and social responsibility [38]. People predisposed to help others are more prone to charity donations, volunteerism, and other prosocial activities, and AHO plays an important role in determining donation decisions. Cultural backgrounds, personal experiences, religious beliefs and traditions from society influence this attitude [39]. Conversely, donation decisions are also determined by intrinsic motivations (altruism, moral satisfaction) and extrinsic influences (social recognition, peer pressure). According to psychological theories, like the Theory of Planned Behavior and the Social Exchange Theory, a positive AHO will increase the probability of charitable contributions. Additionally, emotional triggers, belief or faith in charitable organizations, and the perception of the impact of a donation are vital determinants in determining the level of an individual's willingness to donate. Understanding the interaction between AHO and donation behavior assists organizations and policymakers in designing effective campaigns to enhance generosity and social good.

H1: Attitude towards helping others (AHO) has been a direct positive effect on Donation Decision

3.2. Digital Donation and Attitude towards helping others (AHO)

The world of digital donation has been reaching new heights as digital donation platforms allow individuals to contribute to their favorite causes smoothly and easily. With digital donations made using online payment gateways, crowdfunding platforms, and mobile applications, this has become more accessible to a global audience [40]. Since donation is so easy, it encourages a donating culture supporting social causes, disasters, and community programs with no more than three clicks. The individual characteristics, particularly the Attitude Towards Helping Others (AHO), are very important for the propensity to make digital donations [41]. A positive AHO is among aspects of empathy, social responsibility, and moral values that may create greater people's faith in supporting others in need. The research indicates that financial capacity has not affected the level of digital donations but rather psychological and social factors such as emotional appeal, trust in organizations, and social pressure. With technology being integrated into charitable activities, an AHO can play a strong role in making global work for humanitarian aid and social welfare.

H2: Digital Donation acceptance has a direct positive effect on Attitude towards helping others (AHO)

3.3. Digital Donation and Donation Decision

Digital donation and donation decisions are quite close because technological developments have changed how people may donate to charitable causes. The ease of access to digital platforms, including crowdfunding websites, mobile apps, and social media campaigns, is crucial in donors' decision-making process [42]. Factors like transparency, security, real-time impact tracking, and personalization, to name a few, that impact an individual wanting to donate. In addition, such digital donation platforms utilize behavioral analytics to get into the minds of potential contributors and develop tailored fundraising strategies based on the interests and motivations of the potential contributors. Online transactions by themselves are convenient and coupled well with emotional appeal through multimedia content, raising the likelihood of making instant donation choices [43]. By designing the process to be seamless with the integration of technology in philanthropy, the donation process becomes simpler, easing the continuous giving culture through trust and engagement in giving.

H3: Digital Donation acceptance has a direct positive effect on donation decisions.

4. Proposed Methodology

A quantitative research methodology was used in the study to get precise, solution-oriented insight into the research problem using experimental techniques which is represented in Figure 2.

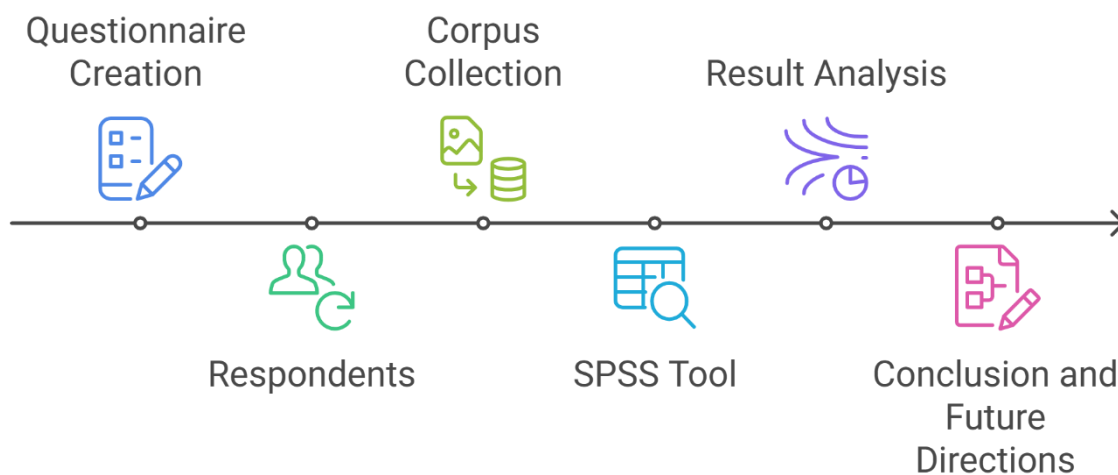


Figure 2: Research Methodology

The authors designed a structured questionnaire that has kept the essential information brief in language with descriptive clarity. Google Forms was used to create the survey, which had an intuitive user experience and was shared across multiple channels, including email, WhatsApp, and various social media platforms. It managed to distribute the survey to more people. The research was conducted on a broad demographic, resulting in 513 respondents among over 1,000 possible participants. Later, experimental analyses were based on these responses. SPSS (Statistical Package for the Social Sciences) was used to conduct data analysis; it is a widely recognized tool that facilitates plotting big data such as graphs and charts and provides meaningful data insights through statistical analysis [44]. These features of SPSS's user-friendly interface, advanced statistical functions, and multivariate analysis capability were used to analyze the data collected comprehensively. The authors have also used SPSS for regression and correlation analyses, hypothesis testing, and result validation. This study was based on the 7-point Likert scale, a widely used psychometric tool in the survey

research [45]. It allows the respondents to indicate their agreement with the proposition under investigation on the 'strongly disagree' and 'strongly agree' extreme scale points. It allowed such precise measurement of the scales to capture nuances in opinions and thus increase analytical depth. The research investigation was based on the core of only the primary data, which were gathered through an administered questionnaire using a well-structured questionnaire from diverse respondents.

5. Result Analysis and Discussion

In the result analysis, the author provided the result in two phases. As in the first phase, the authors discussed demographic analysis represented in Table 1, which is very important to understand the background of the respondents who participated in the survey.

Table 1: Demographic Analysis

Demographics	Category	Frequency	Percentage
Gender	Male	274	53.4
	Female	239	46.6
	other	0	0.0
Age	18-24	100	19.5
	25-34	135	26.3
	35-44	136	26.5
	45+	142	27.7
Income	Less than 3 Lakhs	118	23.0
	3-6 Lakhs	115	22.4
	7-10 Lakhs	136	26.5
	Above 10 Lakhs	144	28.1
Count of Last time I donated to any NGO was	Less than 6 months	105	20.5
	6-12 Months	113	22.0
	13-19 Months	78	15.2
	20-24 Months	92	17.9
	Other	125	24.4

In the second phase, the authors implemented regression analysis. Firstly, the authors test our first hypothesis: " H1: Attitude towards helping others (AHO) has a direct positive effect on Donation Decision". Table 2 represents the regression analysis for the H1 hypothesis. Analysis shows that AHO has a positive effect on donation decisions. The authors achieved $p < 0.05$, which represents that H1 is supported.

Table 2. Regression Analysis (Hypothesis H1 Testing)

	Coefficients	Standard Error	t-Stat	P-value	R Square	Adjusted R Square
Intercept	3.3538	0.2850	11.7692	0.0000	0.3143	0.2946
Q5	0.1772	0.0434	9.7792	0.0076		
Q6	0.3770	0.0442	10.7792	0.0082		
Q7	0.1150	0.0443	6.3372	0.0074		
Q8	0.1003	0.0416	9.0607	0.0095		
Q17	0.0333	0.0437	3.7470	0.0046		

Secondly, the authors test our second hypothesis: "Digital Donation acceptance has a direct positive effect on Attitude towards helping others (AHO)". Table 3 represents the regression analysis for the H2 hypothesis. Analysis shows that Digital donation has a positive effect on AHO. The authors achieved $p < 0.05$, which represents that H2 is supported.

Table 3. Regression Analysis (Hypothesis H2 Testing)

	Coefficients	Standard Error	t-Stat	P-value	R Square	Adjusted R Square
Intercept	2.2614	0.0710	10.9236	0.0000	0.5934	0.5776
Q21	0.3316	0.0457	6.6919	0.0289		
Q22	0.7749	0.0461	2.6250	0.0105		
Q23	0.3480	0.0264	3.8162	0.0199		

Finally, the authors test our third hypothesis: " Digital Donation acceptance has a direct positive effect on donation decisions.". Table 4 represents the regression analysis for the H3 hypothesis. Analysis shows that digital donation has a positive effect on donation decisions. The authors achieved $p < 0.05$, which represents that H3 is supported.

Table 4. Regression Analysis (Hypothesis H3 Testing)

	Coefficients	Standard Error	t-Stat	P-value	R Square	Adjusted R Square
Intercept	2.0836	0.1599	13.0301	0.0000	0.4907	0.4831
Q18	0.2626	0.0441	11.4203	0.0061		
Q19	0.4714	0.0433	10.6492	0.0197		
Q21	0.4282	0.0455	9.6196	0.0034		

6. Result Analysis and Discussion

The study employed regression analysis to examine the relationships between attitude toward helping others (AHO), digital donation acceptance, and donation decision. Empirical support for the proposed hypotheses is proposed, and these variables are significantly and positively related. The first hypothesis (H1) states that an individual's attitude towards helping others (AHO) directly and positively affects donation decisions. H1 was supported due to regression analysis having a statistically significant p-value ($p < 0.05$), strong support for H1. The model's R square value of 0.3143 indicates that AHO can explain about 31.4 percent of the variance in donation decisions. These findings imply that people with a greater disposition to help others are likelier to behave in donation activities. The second hypothesis (H2) was used to determine whether digital donation acceptance is directly related to AHO. H2 was supported by the regression analysis with a significant p-value ($p < 0.05$). AHO can be explained by approximately 59.3% of the variance by digital donation acceptance (55%). This finding reinforces the role of digital platforms in configuring the behavior of social responsibility and philanthropy in society. The third hypothesis (H3) established that digital donation acceptance directly influences the donation decision. The regression analysis results confirm this relationship ($p < 0.05$) and can reasonably support H3. An R square value of 0.4907 implies that the variance in the donation decision is explained by 49.1%, accounted for by digital acceptance of the donation. These results underscore that the more people become accustomed to making donation decisions using digital donation venues, the more likely they are to make one. Finally, they underscore the importance of digital donation platforms to developing a culture of philanthropy. Digital donation

methods not only shape donor behavior but also cater to the increasingly convenient and accessible desire of modern donors. The study's results provide good insights into the changing landscape of digital philanthropy and offer opportunities to use technology to enhance social impact.

7. Implication of the Study

The practical implications of the findings of this study are for digital marketers, NGOs, and policymakers to improve philanthropic engagement through digital communication platforms. The first contribution of the study is to point out the major influence of digital donation acceptance on attitude towards helping others (AHO) and donation decisions. This insight tells us that NGOs should optimize digital donation platforms to boost the user experience, security, transparency, and donor trust and engagement. Secondly, because AHO has a direct and positive effect on making donation decisions, NGOs and fundraising campaigns should include stories and emotionally resonant content to increase the empathy of potential donors. Targeted advertisements, email campaigns, and social media engagement can be added to the personalized digital marketing strategy to motivate and commit the donor. Third, the study demonstrates the need for digital accessibility in philanthropy. However, as mobile payment gateways, crowdfunding platforms, and integrated donation options are increasingly used in e-commerce transactions, organizations can use these tools to provide simple and spontaneous giving. Moreover, reporting should be secure and transparent from NGOs to build donor confidence and check that funds are utilized accordingly. Finally, policymakers may use these findings to formulate incentives and regulations to stimulate donations grown online, including tax benefits for online donations and aggressive measures against fraud in raising funds. It takes the culture of social giving to another level by creating a digitally friendly donation environment, ultimately allowing stakeholders to make giving a long-term profitable thing for social good.

8. Conclusion and Future Scope

As with most modern industries, this study shows how digital marketing improves NGO operations concerning donors and fundraising. The findings test a positive correlation between digital donation acceptance and AHO and the decision to donate. Consumers with a high social shopping orientation are more likely to donate when presented with effective digital environments. Authors have established that target-specific marketing using the Internet, social media platforms and other approaches improves confidence and creates an influx of funds. For NGOs, it can be suggested that it is high time they not only embrace new and better digital tools for donor experience, security, and transparency for higher donor involvement. The study's future directions are to provide the long-term impacts of digital donation behavior on donor retentions and loyalties would give further insight into funding for the sustainability of NGOs. Second, the impact of new technologies like artificial intelligence (AI), and blockchain that can potentially increase the trust in online donations is another area for study. Third, a clearer understanding of donor motivations where the socio-economic culture of the population differs can assist NGOs in enhancing the marketing strategies adopted on the Internet. Lastly, examining microgiving or micro charity as an integrated and infused form of larger electronic commerce might also open up more convenient and frequent giving possibilities. Therefore, NGOs need to adapt to integrate such technology to enhance their operations in the future and improve their efficiency and outreach.

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