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Annotated Bibliography

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Altinkemer, K., De, P., Ozcelik, Y., & Ozdemir, Z.D. (2010). Donor-to-nonprofit online

marketplace: An economic analysis of the effects on fund-raising. *Journal of
Management Information Systems, 27*(2), 213-242. doi:10.2753/MIS0742-
1222270207

In this journal article, the authors research online nonprofit rating databases such

as Charity Navigator and determine the role they play in fundraising. They

propose that giving donors quick and easy access to this information

fundamentally changes what fundraising is. They also formulate a unique

application of game theory to fundraising, supposing the players as donors,

nonprofits, and now these new online intermediaries. The research contributes to

a theory of online giving both by providing general background and looking in

depth at the "players" involved in online giving.

Andrei, K. Bernard, C. Quinn, Laura. Idealware. (June 2011). *Using Facebook to meet

your mission: results of a survey.* Retrieved from

http://www.idealware.org/facebook_survey?key=37718774

Idealware conducted a survey of nonprofits with a presence on Facebook to

answer whether Facebook is actual giving nonprofits results. The survey

examines whether the nonprofits are building connections, a donor base, a

volunteer database, or a Web presence. They found that the most successful areas

for Facebook usage seemed to be in event promotion and site traffic increase.

Based on the survey, the authors suggested nonprofits will be most successful on

Facebook by asking users to take action that requires a low level of commitment.

More than 80 percent of survey responders reported Facebook has helped them

build awareness for their organization. Forty percent have experienced success

converting Facebook fans into donors or volunteers. Of note, too, was the finding

that the majority of the nonprofits did not set goals for or measure the impact of

their presence on Facebook. This study builds on creating a theory for the use of

social media for fundraising success when considered in relation to the definition

of fundraising as relationship-building.

Bennett, R. (2009). Impulsive donation decisions during online browsing of charity

websites. *Journal of Consumer Behaviour, 8*, 116-134. doi:10.1002/ch

Here Roger Bennett offers an in-depth look at what causes impulsive donations on

charity Web sites. He first offers a valuable informed review of literature on the

topics of online and offline giving and buying, whether impulsive or not. This

review informed his study of impulsive online donors to a nonprofit hospice

organization in England. One significant result was that givers' donations increase

in response to emotional appeals. Additionally, based on his findings he asserted that people who are already prone to impulsive behavior, as well as those who have personal connection to or prior knowledge of a cause, are more likely to give impulsively. Though specifically about impulsive donations, this study and its results are extremely helpful in identifying a framework for theorizing about online donating. It provides factors.

Berkman, J. (2011, June 30). In reaching young adults, nonprofits seek to appeal to them as a 'tribe'. *Chronicle of Philanthropy,* pp. 23-24. Retrieved from http://philanthropy.com/article/Nonprofits-Find-Creative-Ways/127998/

This article reports on ways nonprofits are applying findings from the corporate world (from a study, 'Tipping the Culture') to initiatives of their own to appeal to young adults through social networks. They attempt to engage with the users on the network before appealing to them, often finding that the users will self-start and become the producers of pseudo-advertising in this way. They may tell their friends or make videos about the product. The same techniques can be applied to nonprofits seeking engagement from the young adults online. Successful online techniques are included and can contribute to a theory of online motivations.

Cho, V. & Hung, H. (2011) The effectiveness of short message service for communication with concerns of privacy protection and conflict avoidance. *Journal of Computer-mediated Communication, 16*(2), 250-270.

This study of almost 1000 SMS users suggests that people will say things in Internet- and phone-based communications that they would not say in person. It uses the theory of reasoned action to examine the motivations of texters, but also looks at theory regarding technology, suggesting users change normal communication habits to apply them to a new technology. In other words, people will say a quick line through a text message that they otherwise wouldn't have communicated because cell phones make that type of communication easy. The authors believe that SMS, in its popularity and ease of use, helps people with communication problems like conflict and privacy protection.

Croson, R., Handy, F., & Shang, J. (2009). Keeping Up with the Joneses. *Nonprofit Management & Leadership, 19*(4), 467-489. doi:10.1002/nml.232

This study offers an in-depth look at first the history of research concerning giving motivations and then in regard to how motivations may be influenced by social norms. By examining data from public radio station donors, they find that existing donors are influenced by prior knowledge of what others are donating. They connect it to the donors' assumption of what is expected of them socially. In other words, if the average person is donating $50, they feel the expectation is on them to donate a comparative amount. The implication for online giving, then, is that seeing others in one's network donate will influence what one's perception of the norm is. But it also exposes the lack of control fundraisers have in displaying amounts donated on most social networking interfaces.

Debatin, B., Lovejoy, J.P., Horn, A. & Hughes, B.N. (2009). Facebook and online

privacy: attitudes, behaviors, and unintended consequences. *Journal of Computer-*

Mediated Communication, 15, 83-103. doi:10.1111/j.1083-6101.2009.01494.x

The authors look in-depth at the history of Facebook privacy issues and examine

how well users understand and respond to them. They find that while most users

seem to understand how to restrict privacy, less than half actually do so. They

attribute this to a few theory-related concepts: uses and gratifications theory, the

third-person effect and the ritualized media use theory. While not directly

applicable to online donating, this study is a huge resource of what social

networks are capable of and why people continue to be drawn to them. The

theoretical frameworks applied to privacy issues can easily be transferred to user

action in nonprofit circles.

Dunham and Company. (2010). *A National Survey of the Impact of Offline*

Communication on Online Donations. Retrieved from

http://dunhamandcompany.com/research/articles/11-08-23/Two-

thirds_of_Donors_Plan_to_Cut_Back_On_Charitable_Giving_Due_to_Economic

_Woes.aspx

A survey of about 500 individuals who donated at least $20 to charity in 2010

revealed the donors broken down by demographic and their reasons for donating.

(It is presented as charts without discussion.) The most common reason for donating in all age groups was a personal request. In regard to online noteworthiness, the survey revealed most people under 40 gave because of a request made on social media. Another popular reason was the charity's website. However, 53 percent of all demographics prefer to respond to direct mail via mail, compared to 37 percent online—though the numbers for just the under 40 group were switched. These findings contribute to an understanding of how social circles influence giving.

Eikenberry, A. (2008). Fundraising in the new philanthropy environment. *Nonprofit Management & Leadership*, *19*(2), 141-152. DOI: 10.1002/nml

In this study, nonprofits were surveyed about their interactions with giving circles. Giving circles are a relatively new phenomena that can contribute to an understanding of social circles and philanthropy. It synthesizes findings about the rise in overall giving amongst members of giving circles and the impact they can have especially on smaller and grassroots organizations.

Giving circles are not directly addressed in relation to online giving, but should be viewed as an intermediary. Social circles are more and more often materializing online. What happens if we view a theory of giving through the framework of philanthropic social circles? With this in mind, the article can be read to

contribute to an understanding of how social circles formed around philanthropy (Facebook Causes) can influence online giving.

Farrow, H. Yuan Y.C. (2011) Building stronger ties with alumni through Facebook to increase volunteerism and charitable giving. *Journal of Computer-Mediated Communication,* 16(445-464). doi:10.1111/j.1038-6101.2011.01550.x

Farrow and Yuan conducted a two-phase study of alumni's social networking site usage including 13 interviews and observation of site activity. By studying communication, perceived emotional closeness with other alumni, amount of interaction with sites and the university, and attitudes toward volunteering and giving, they formed hypotheses about who would be most likely to give. They essentially posited that those who feel closer to the university and its alumni will be more likely to donate. They offer an interesting theoretical connection between social networking sites (SNS) and behavior, suggesting that the increased communication serves to increase the actual manifestation of an attitude (supporting a charity vs. actually giving to a charity). The only piece of their theory that went unfounded was that they would find a positive connection between communication frequency and positive attitudes toward giving. The idea that with more frequent online interaction a person will be more likely to give to that organization supports a theory of using social media for relationship-building as fundraising and contributes to an overall online donation theory.

Fine, A. & Carvin, A. (2009, March 5). NPR's social media strategy. *Social Good.*

    Podcast retrieved from: http://philanthropy.com/article/NPRs-Social-Media-

    Strategy/49471/?otd=Y2xpY2t0aHJ1Ojo6c293aWRnZXQ6OjpjaGFubVsOmxp

    dmUtZGlzY3Vzc2lvbnMsYXJ0aWNsZTp1c2luZy1zb2NpYWwtbmV0d29ya3M

    tdG8tcHJvbW90ZS1nb29kLWNhdXNlczo6OmNoYW5uZWw6c29jaWFFsLWdv

    b2QsYXJ0aWNsZTpucHJzLXNvY2lhbC1tZWRpYS1zdHJhdGVneneQ==

    NPR used social media during the Obama campaign and in this podcast, their

    social media strategist discusses techniques that garnered involvement. He

    discusses events NPR's team used social media for and encouraged experimenting

    with social media and then tracking the results and effects of action. He asserts

    that nonprofits are inviting the public and the community in to join them in

    controlling what effect they will have. This is essential to theories of philanthropy

    and giving.

Flandez, R., Barton, N., Bolton, P. (2011, August 2011). Big charities gear up to use

    social media to raise money. *Chronicle of Philanthropy,* pp. 16. Retrieved from

    http://web.ebscohost.com/ehost/detail?sid=b4019bf8-5df4-4ee4-acf0-

    0e651a70ecf7%40sessionmgr10&vid=1&hid=18&bdata=JnNpdGU9ZWhvc3Qtb

    Gl2ZQ%3d%3d#db=aph&AN=65257154

    This article examines a few major organizations who are finding significant

success in online fundraising. The authors note a recent survey *Chronicle of Philanthropy* took which still maintains few nonprofits have found much fundraising success on social networks. Although, the study also reveals that the number is growing for organizations that are trying it and putting their faith in its future success. It emphasizes the experimental nature of social media fundraising ventures, but finds a few examples of what works. Encouraging each staff member to incorporate a nonprofit's mission into his or her online presence seems to have a positive effect. This fits with a theory of giving based on invitation from social circles.

Forum of Regional Associations of Grantmakers. (2009). *The impact of giving together.* Arlington, VA: Bearman, J. & Eikenberry, A.M.

This is a brief synthesis of research done on giving circles. It synthesizes information collected from interviews with 341 members of giving circles and concludes that giving circles increase range and amount of donations by givers involved. It discusses factors that contribute to that increase like size of giving circle and amount of involvement within a circle. Significantly, the smaller the giving circle, the more involved the donor. While this research is not done about online communities, it informs a look at group dynamics in charity circles.

Foss, E., Lalani, N., Patterson, D., & Ramirez, L. (2011). The future of philanthropy: Social giving takes off. *South By Southwest.* Retrieved from

http://schedule.sxsw.com/events/event_IAP8416

This is a panel discussion from experts in social media and their use for philanthropic goals. They provide research that emphasizes the importance of online fundraising, naming it as the fastest-growing area of funding for charities. It offers the perspectives of corporate philanthropists, which are a growing group of companies looking to leverage the power of a for-profit company to create social change. They discuss many ways people are more likely to engage online by feeling a part of a community and coming together around something they can feel good about. This informs a theory of community, relationship building and identification.

Hart, T.R. (2002). ePhilanthropy: Using the Internet to build support. *International Journal of Nonprofit and Voluntary Sector Marketing, 7*(4), 353-360.

This is another article that asserts that the Internet is most effective in regard to communication and stewardship and that those will theoretically lead to fundraising. The author suggests that old-style fundraising (direct mail, real life events) will not fade into the past like many first thought. Instead the Internet will be integrated into traditional methods through fostering relationships. This builds a theory of online giving: "those who give online, are those who are invited to give online." The author also places emphasis on both education and communication in regard to how those can be used online. In summary, using the

Internet to fortify what we know works for effective nonprofit fundraising, especially to inspire action and cultivate relationships will eventually lead to building a donor base.

Kanter, B. & Fine, A.H. (2010). *The Networked Nonprofit.* San Francisco, CA: John Wiley & Sons, Inc.

Beth Kanter and Allison Fine are well-published experts on social media usage by nonprofits and together they've defined what it means to create a network for your nonprofit in the digital age. They describe this "Networked Nonprofit" in depth and draw from research primarily in the form of interviews with directors or other employees at successfully networked nonprofit organizations. They describe what works and what doesn't in regard to social networks, Twitter and especially Facebook. Most essential to a theory of online giving is the chapter called, "From Friending to Funding" that pushes once more the idea that fundraising is about more than just asking for money. It's about first establishing relationships—via social networks.

Kerkman, L. Krauze, S.W., Moore, C.J., Wallace, N. (2004, June 10). *Chronicle of Philanthropy,* pp. 25-29. Retrieved from http://web.ebscohost.com/ehost/detail?sid=6ff739dc-0d29-4dcf-9e4e-56d8ecb5b044%40sessionmgr113&vid=1&hid=122&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#db=f5h&AN=13505245

This article reports on the first wave in the surge of online giving and fundraising. It includes donation numbers from a variety of nonprofits and discusses the impact of September 11 on online giving. As continues to be the case today, it addresses the need for incorporating methods for giving in the traditional methods as well as online. It calls for an integration of the two in order to find the most success. A graphic is included that breaks down a variety of different Universities and nonprofit organization on how their online donations compared to each other for the year. This will provide empirical data about online giving.

Mesch, G.S. & Beker, G. (2010). Are norms of disclosure of online and offline personal information associated with the disclosure of personal information online? *Human Communication Research, 36*(4), 570-592.

This study looks at the differences found between online and offline identity disclosure. By examining a survey of American youth. The assessment of that survey (in combination with previous research including a Pew report) looks through a generative approach of theory that suggests users of the Internet apply an almost entirely different set of norms to the online world than they do offline. The findings of the study supported this theory and can contribute to a larger understanding of the social norms embedded in online culture for all Internet users. The findings also inform a theory that under certain conditions people may be more likely to give up information (and money?) online.

Ranganathan, S., Loebl, J., & Radosevich, D. (2011). Understanding students' responses to university-led charity campaigns: a study of a Haitian earthquake relief campaign. *International Journal of Nonprofit and Voluntary Sector Marketing*, DOI: 10.1002/nvsm

By looking at a campaign to raise funds after the earthquake hit Haiti in 2010, this study determines what contributes to student response. It attempted to contribute to research already established on giving motivations addressing these theories: strategic-altruistic paradigm, intrinsic-extrinsic paradigm, and TPB, but mostly applying the appraisal-emotional response framework that Bagozzi asserted. The study concludes primarily that perceptions about a charity as well as social value are positive indicators of giving. It also names the university demographic as a possibly untapped resource for nonprofits. The study touches on the importance of social media to the younger generation and this can contribute to an understanding of online tools in relation to giving.

Sargeant, A., West, D.C., & Jay, E. (2007). The relational determinants of nonprofit Web site fundraising effectiveness. *Nonprofit Management & Leadership, 18*(2), 141-156. doi:10.1002/nml.178

This study aims to identify elements of site design and "management employing a relational assessment schema." The fundraising performance of more than 50 UK

Web sites were assessed in regard to eight variables ("relational determinants of fundraising effectiveness"): accessibility, case for support, respect, accountability, interaction, education, customization and empowerment. Three of these were shown to have little to no effect on fundraising (customization, case for support and respect) but the rest if implemented well can have a positive impact on online fundraising capabilities. The authors conclude that nonprofits should view Web sites as an educational, communicative and as much as possible interactive tool in order to see the best results. These ideas contribute to an understanding of fundraising as an exercise in relationship-building. The interactivity emphasis though addressed here in regard to the organizations' Web sites, could be applied to social network net.

Schervish, P.G. & Havens, J.J. (1997). Social participation and charitable giving: a multivariate analysis. *Voluntas: International Journal of Voluntary and Nonprofit Organizations, 8*(3), 235-260. doi: 10.1007/BF02354199

The theoretical framework Schervish and Havens offer an analysis of charitable giving from is one they developed called the identification theory that stands in contrast to the altruism theory. It asserts that people give out of "self-love" or as a sort of side effect to focusing on ourselves (rather than out of disregard for the self). Basically, the theory piggybacks on the definition of philanthropy as relationship-building. Because people give when they are asked, the networks they are involved in have a large affect on their giving. Of particular interest to

philanthropy in connection with social media is the idea of communities of

participation with relationally affect on philanthropy. These theories are examined

in-depth and will contribute immensely to an understanding of philanthropic

theories and motivations.

Schervish, P.G. (2008). Why the wealthy give. In Sargeant, A. & Wymer, W. (Eds.). *The*

Routledge Companion to Nonprofit Marketing (165-181). New York, NY:

Routledge.

Schervish again posits his theory of identification in giving, this time applying it

to the wealthy. He notes three motivators that are specific to wealthy individuals:

the desire for hyperagency, wanting to limit the inheritance of heirs, and having

already achieved financial security. He also puts forth a theory of the "new

physics of philanthropy," describing a new generation of younger, wealthy

individuals who exhibit specific motivations and characteristics. In both these

theories, the issue of wealthy individuals wanting to have sole control over what

happens with their money comes up. This suggests the supposed new generation

of wealth may not be as likely to use a social networking site. But it will also

inform a theory of philanthropy among today's generation. Perhaps nonprofits

may instead look to them for the next platform for online giving.

Social media workshop: How nonprofit groups can use online tools to build awareness

and raise money. (2009, February 17). *Chronicle of Philanthropy*. Retrieved from:

http://philanthropy.com/article/Social-Media-Workshop-

How/63279/?otd=Y2xpY2t0aHJ1Ojo6c293aWRnZXQ6OjpjaGFubVsOmxpdm

UtZGlzY3Vzc2lvbnMsYXJ0aWNsZTp1c2luZy1zb2NpYWwtbmV0d29ya3MtdG

8tcHJvbW90ZS1nb29kLWNhdXNlczo6OmNoYW5uZWw6bGl2ZS1kaXNjdXN

zaW9ucyxhcnRpY2xlOnNvY2lhbC1tZWRpYS13b3Jrc2hvcC1ob3ctbm9ucHJvZ

ml0LWdyb3Vwcy1jYW4tdXNlLW9ubGluZS10b29scy10by1idWlsZC1hd2FyZ

W5lc3NyYWlzZS1tb25leQ==

This group interview provides real advice from workers in the field, so to speak. Though largely anecdotal, the experimental nature of turning networks into engaged and participating donors makes it important. It suggests techniques that have been successful in encouraging participation. Common themes include not overdoing a "sell" or "ask," giving users an opportunity to engage, and just an overarching attitude of relationship-building first, followed by donor acquisition. This contributes to a theory of fundraising as relationship.

Stolp, J. & Frenchman, E. (2011, May 17). Want to raise money online in 2012? First learn the lessons of 2010. *Campaigns and Elections.* Pp. 24-26. Retrieved from http://www.campaignsandelections.com/magazine/us-edition/176007/want-to-raise-money-online-in-2012-first-learn-the-lessons-of-2010.thtml

This article overviews strategies for online fundraising in political campaigns. It is noteworthy in that it offers a perspective from political fundraising to compare to

charity fundraising. Significant correlations include that online fundraising

continues to go up. Stats about the 2008 Obama campaign demonstrate the

flagship nature of his effort and what it means for online fundraising. It posits the

importance of online and Facebook advertising in eliciting donations. And its

recollection of the effectiveness of negative messaging is in line with previous

research theorizing about emotional response having a positive impact on giving.

Taylor, D.G., Lewin, J.E., Strutton, D. (2011). Friends, fans, and followers: Do ads work

on social networks? *Journal of Advertising Research, 51*(1), 258-275.

dio:10.2501/jar-51-1-258-275

Applying the media uses and gratifications theory to Internet usage, the authors

determine factors that effect social networking site users' response to advertising

there. Ads' ability to inform or entertain contribute positively to users' reception,

but privacy concerns and the invasiveness of advertising both were found to be

turn-offs. Media content and socialization factors, like increased social capital,

contribute to the understanding as well. Marketing research is not likely to apply

exactly but certainly contributes to an understanding of online appeals for

nonprofits using social networking sites.

Thackery, R. & Hunter, M. (2010). Empowering Youth: use of technology in advocacy to

affect social change. *Journal of Computer-Mediated Communication, 15*(4), 575-

591. dio:10.1111/j.1083-6101.2009.01502.x

This study offers a breakdown of what SNS offer in regard to activism with a focus on youth. It suggests best practices for successfully encouraging engagement (create events that don't require much effort to join) and notes that technology offers vast opportunities for successful participation in social change. In likening advocacy to communication, the authors are able to demonstrate via case studies and literature review that technology is a tool for easy mobilization and instant connections to a large group of students. The focus in particular on communication and social networking offers support for a theory of how philanthropy is demonstrated online.

Walden University. (September 20, 2011). Social change impact report. Retrieved from http://www.WaldenU.edu/impactreport

Walden University led a survey in March regarding social change, its motivators, demographics of participants (age, education), and areas of concern. Of particular interest is a section on digital technology. So far, as is consistent with research across the board, digital technology is still one of the smallest contributors to measured social change. However, as is also consistent, the majority opinion holds that digital technology will quickly become essential to social change. The report intro points out that this was demonstrated in Egypt, Libya and Japan most recently. Those surveyed largely agreed that digital technology has succeeded in increasing awareness of social change and simplifying accessibility to making

social change happen. It offers statistical backing for theorizing about social

change and digital technology.

Waters, D. (2007). Nonprofit organizations' use of the internet: A content analysis of

communication trends on the internet sites of the philanthropy. *Nonprofit*

Management and Leadership, 18, 59-73. doi:10.1002/nml

The Chronicle of Philanthropy compiles a list of 400 best charities. This study

took an in-depth look at how a sample of those charities uses the Internet and asks

whether that is in line with methods of public relations success. Basing the

findings on a definition of fundraising as "the management of relationships

between a charitable organization and its donor publics," the study demonstrates

how charity websites are or aren't using successful communications (especially in

regard to fundraising) strategies online. He finds that most charities are still using

the Internet largely for one-way communication (providing current news,

background information on nonprofit) and suggests the importance of

implementing more two-way communication strategies. Many of the ideas the

study asserts can be used to support a theory for connecting the use of social

media with the strategy of successful fundraising as relationship-building.

Wodzicki, K, Schwarnmelein, E., Cress, U., & Kimmerle, J. (2011). Does the type of

Anonymity matter? The impact of visualization on information sharing in online

groups. *Cyberpsychology, Behavior, and Social Networking, 14*, 157-160.

By looking at two classifications of people--prosocial and proself--the authors attempt to determine whether there's a way to elicit information sharing from both types. They found and successfully tested a way to engage both personality types in sharing. Including homogeneous but individual photo identifiers of each participant enabled the prosocials and proselfs both to share. This is an important concept relating to anonymity in online groups, such as would be the case when a nonprofit wants members to take part in fundraising efforts.

Zuckerberg, Randi. (2010). Accidental activists: Using Facebook to drive change. *Journal of International Affairs, 64*(1), 177-180.

This interview is with Mark Zuckerberg's sister about how Facebook can be used to incite social change. It includes mostly anecdotal evidence about how Facebook encourages donations. It brings up the idea that social media serves to create lifetime followers that might not donate until later in life. In other words, the networking aspect is an intermediary to the actual donating. The article provokes theories about the usefulness of social media and group in online action. It also contributes to group theory as applied to social action.