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CONFERENCE

The Charitable Triad

MIDDLE, MAJOR & PHILANTHROPY
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THE UNIVERSITY OF QUEENSLAND

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A pair of hands is shown holding a crumpled US dollar bill. The bill is yellowed and folded, with the words "ONE DOLLAR" and "UNITED STATES OF AMERICA" visible. The background is a blurred green, suggesting foliage. Two text boxes are overlaid on the image: a white one with a red border on the left and a green one with a white border on the right.

Takeaways

Ideas for
action

Evidence that donor psychology is influenced by...



Charitable Triad



Beneficiaries



Fundraisers

Evidence that donor psychology is influenced by...



Charitable Triad



Beneficiaries



Fundraisers

CHARITABLE TRIAD THEORY

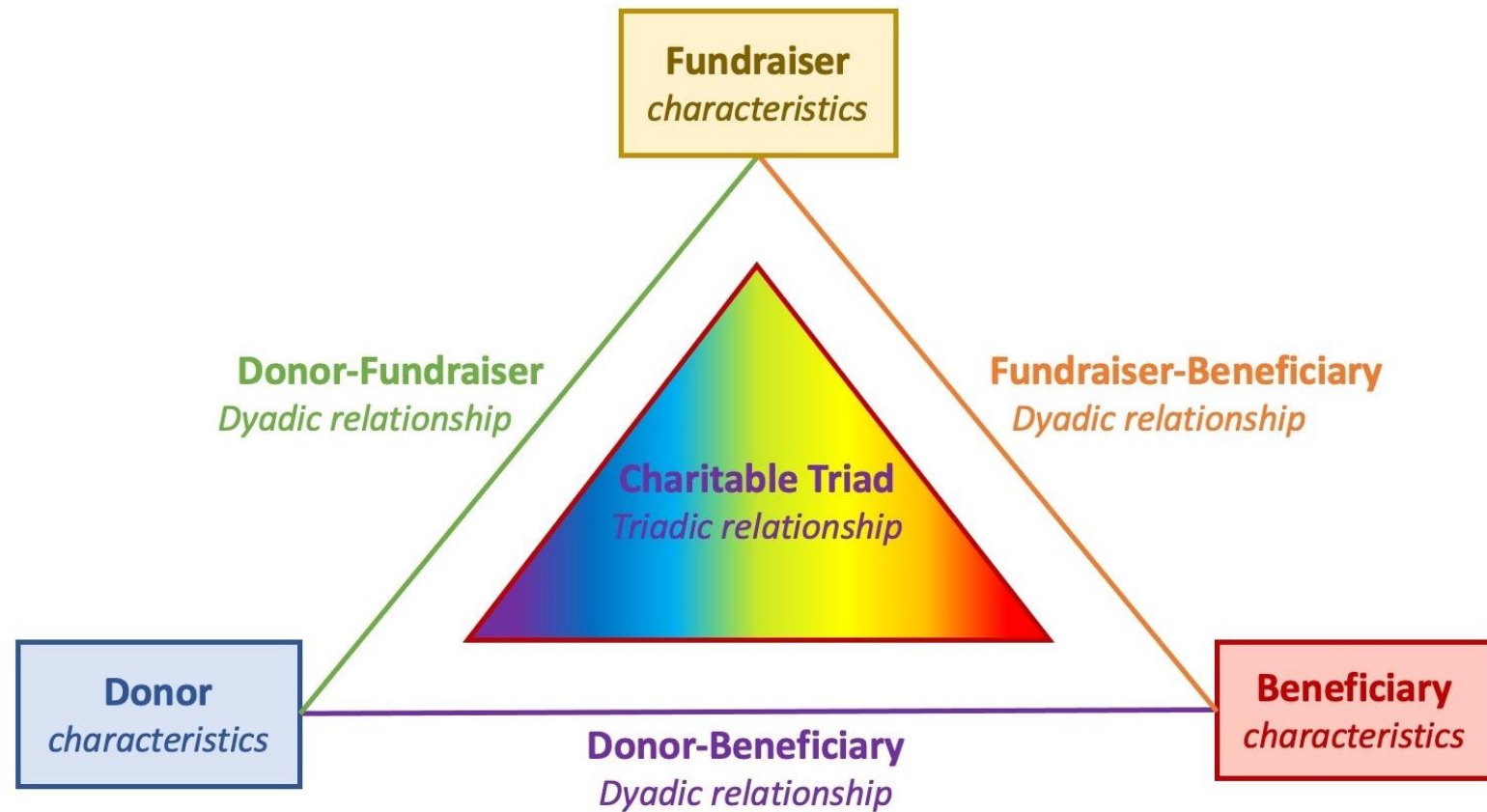
Giving is triadic

Characteristics of three actors influence charitable decisions:

- Donor
- Beneficiary
- Fundraiser

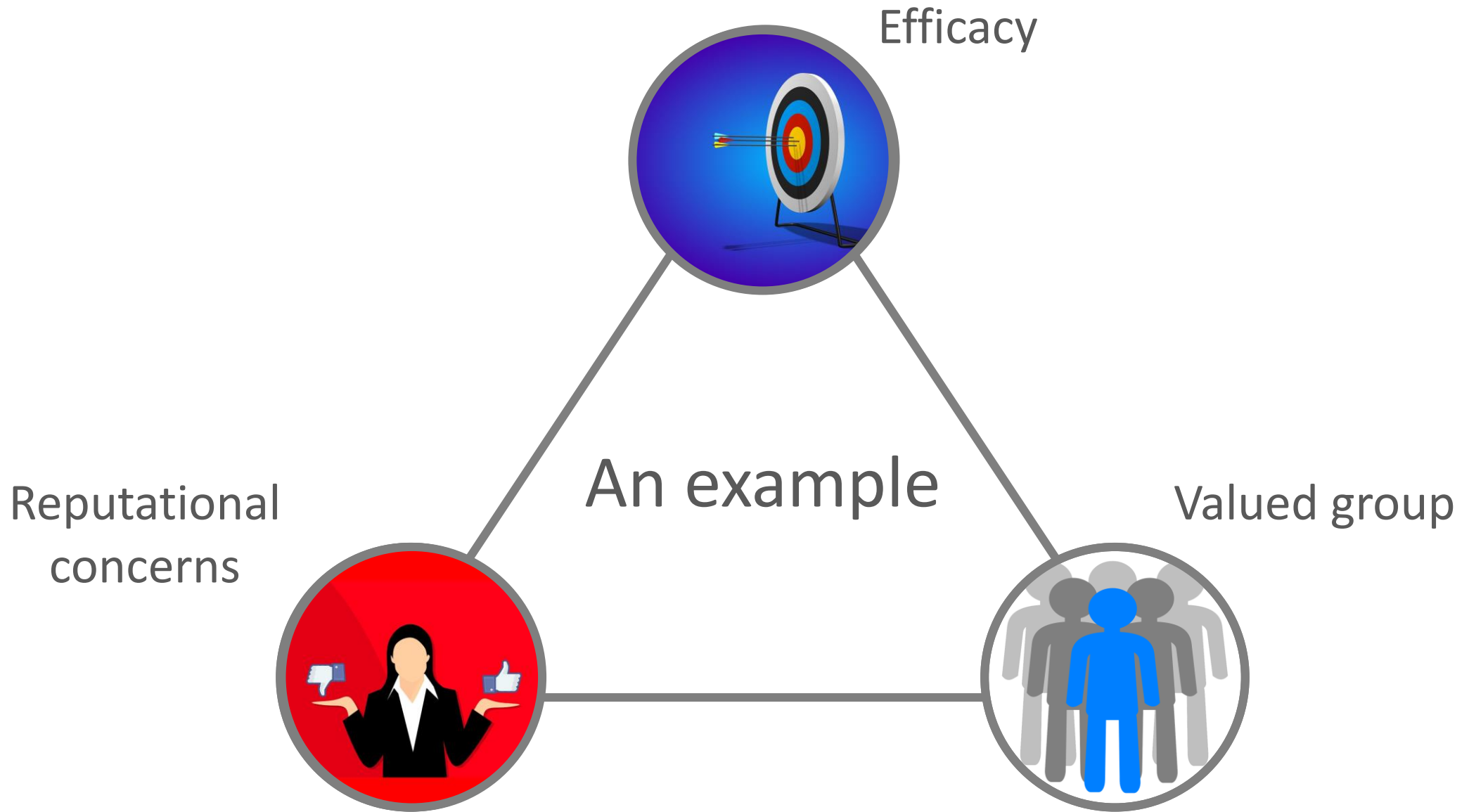
Giving is relational

Charitable choices are influenced by interactions between the characteristics of the three actors

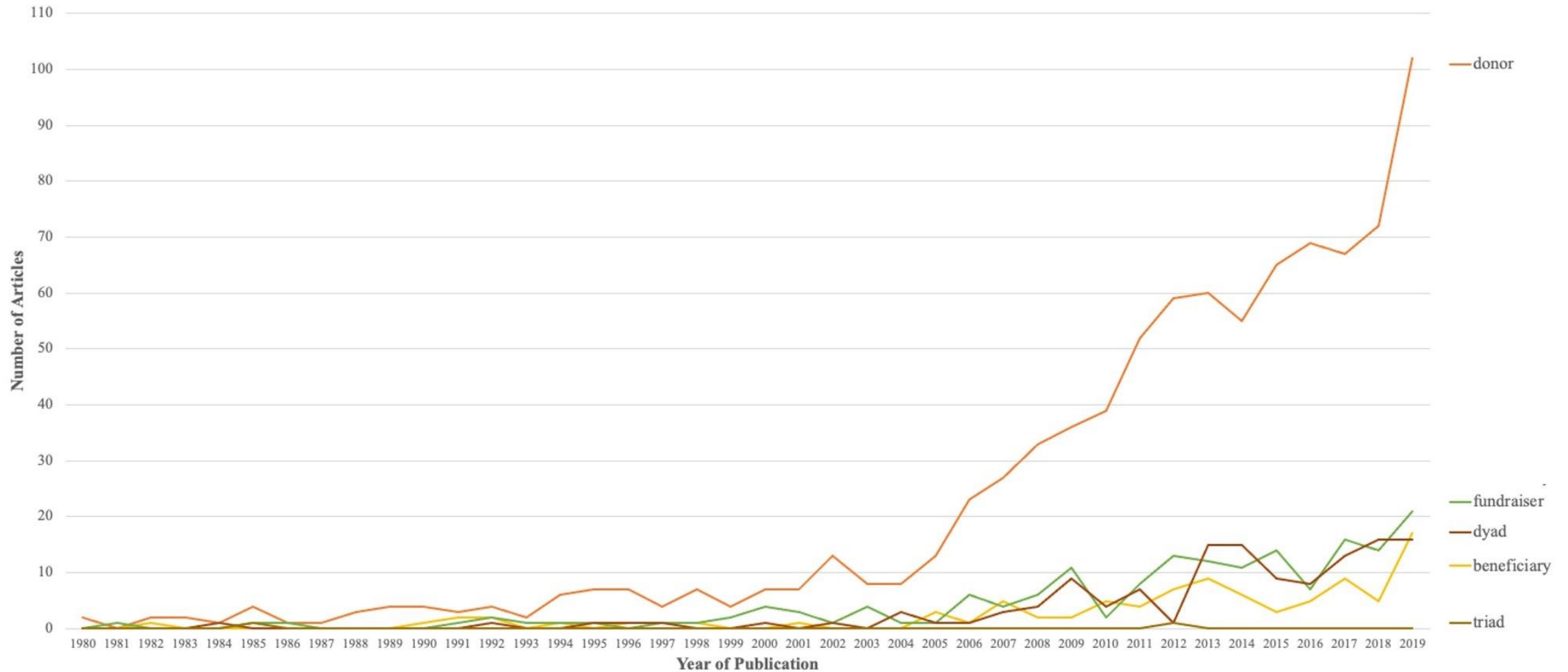


Chapman et al (2022) Charitable Triad Theory: How donors, beneficiaries, and fundraisers influence charitable giving. *Psychology & Marketing*.

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FUNDRAISING (RESEARCH) IS BIASED TOWARD DONORS



Chapman et al (2022) Charitable Triad Theory: How donors, beneficiaries, and fundraisers influence charitable giving. *Psychology & Marketing*.

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IS IT ENOUGH TO FOCUS JUST ON DONOR CHARACTERISTICS?

Survey

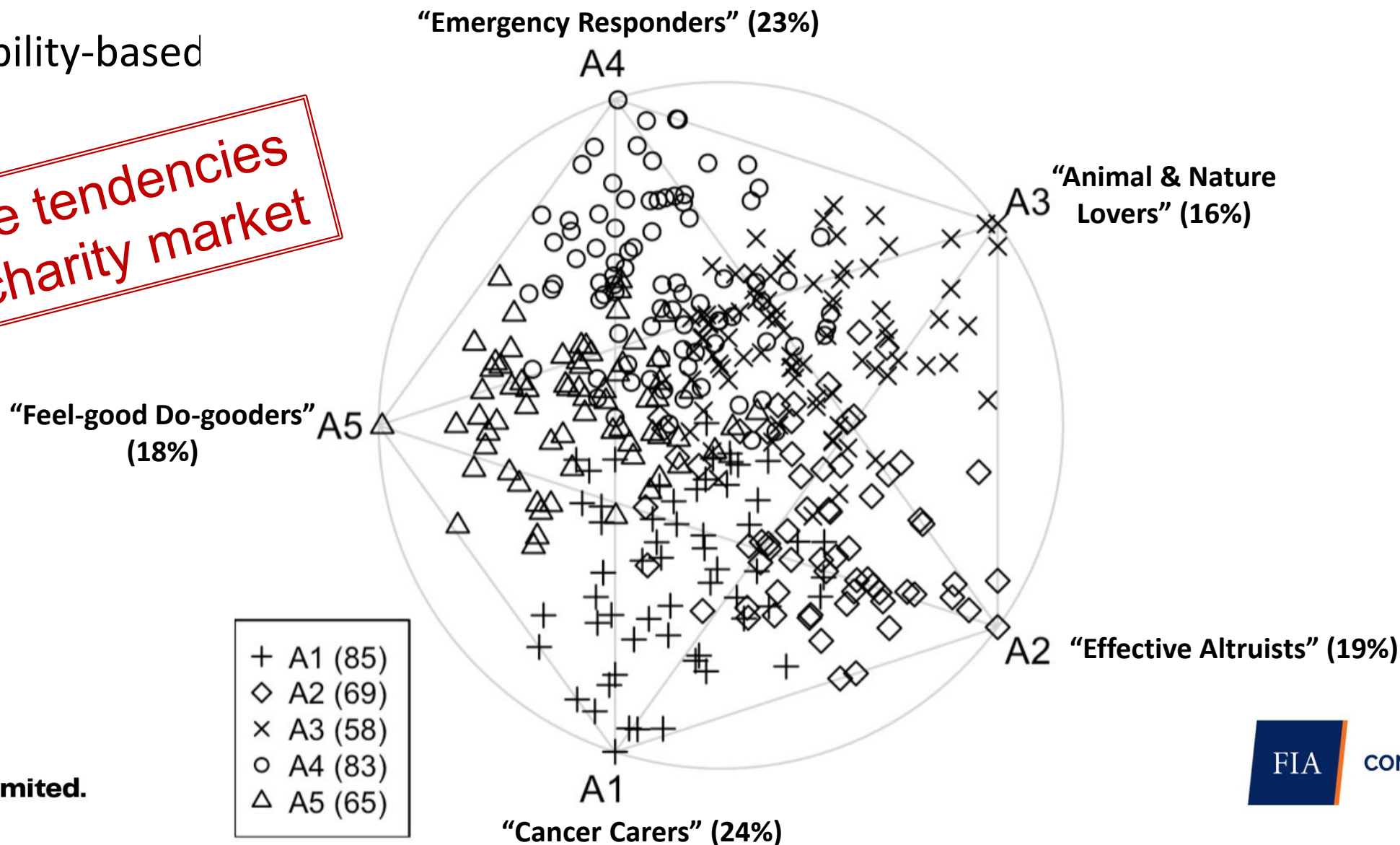
480 Australians

New, mixed bayesian analysis (conjoint, text, & scaled response)

IDENTIFYING DONOR ARCHETYPES

- Probability-based

**Extreme tendencies
in the charity market**



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Cancer Carers (24%)

- **Donor:** Identifiers, Family cancer
- **Beneficiaries:** Groups, in Australia
- **Fundraisers:** Medical research, Domestic, Long-standing, Secular

Effective Altruists (19%)

- **Donor:** Protective concern, Responsibility, Low identifiers
- **Beneficiaries:** Groups, Overseas, Children, Refugees, Poverty
- **Fundraisers:** High impact, Transparent, Efficient, MSF, Oxfam

Animal & Nature Lovers (16%)

- **Donor:** Empathy, Warm glow, 64% female
- **Beneficiaries:** Non-human
- **Fundraisers:** Animal welfare, Environmental, Not international, Secular

Emergency Responders (23%)

- **Donor:** Lower trust, Charity shoppers
- **Beneficiaries:** Local, Immediate needs, Emergencies
- **Fundraisers:** Don't care about impact, No religious affiliation,

Archetypes combine features of donors, beneficiaries, & fundraisers

Feel-good Do-gooders (18%)

- **Donor:** Habit, Identify with people in need; Warm glow, Religious
- **Beneficiaries:** M
- **Fundraisers:** D geographic

1. Identify your archetype
2. Who are your best donors?

WHAT MOTIVATES GIVING?

Meta-analysis

10 motives for charitable giving

Published 1980-2020

931 effects from 366 samples

354,950 people in 39 countries

10 MOTIVATING FACTORS FOR GIVING

Audience

Efficacy

Emotion

Empathy

Identification

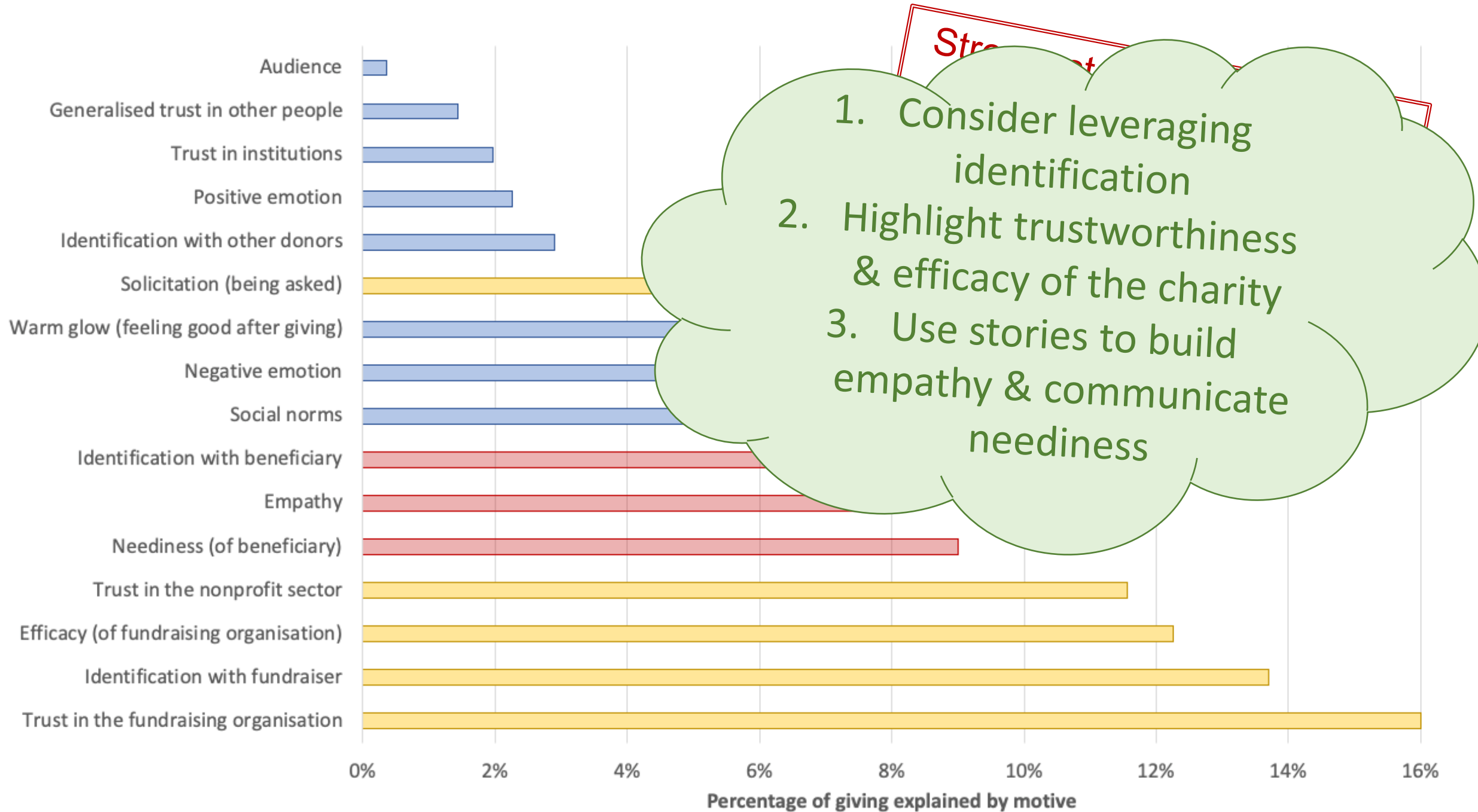
Neediness

Norms

Solicitation

Trust

Warm glow



Evidence that donor psychology is influenced by...



Charitable Triad



Beneficiaries



Fundraisers

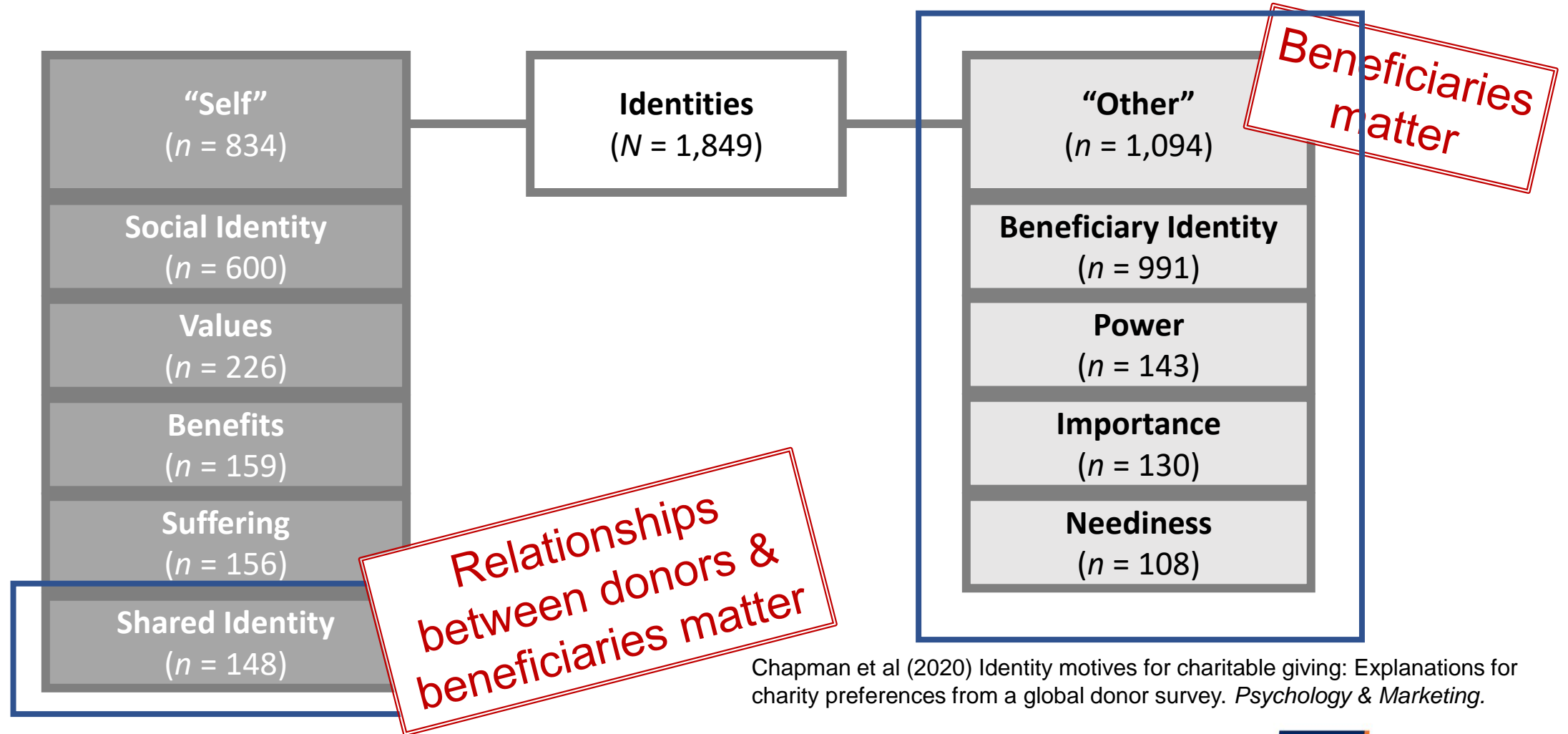
HOW DO BENEFICIARIES INFLUENCE CHARITY PREFERENCES?

Thematic analysis

1849 people in 117 countries

“Why is [nominated most important charity]
important to you?”

THEMATIC ANALYSES



SHARED IDENTITY (8%)

1. Understand your prospects & their defining experiences
2. Make shared identities explicit

[Charity Name] is important to me because, the kids there are very poor. Having went through poverty myself, I felt that I am somehow connected with those Children (Rwandan female, 23; social services).

Chapman et al (2020) Identity motives for charitable giving: Explanations for charity preferences from a global donor survey. *Psychology & Marketing*.

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DO BENEFICIARY PREFERENCES SHAPE DONOR PORTFOLIOS?

Social network analysis

Actual giving behaviour (shared giving)

1.5M donors to 52 Australian nonprofits

MAPPING THE CHARITY NETWORK

- Australian benchmarking data
- 1,504,848 donors = 10% of active donors in 2015

Social network analysis

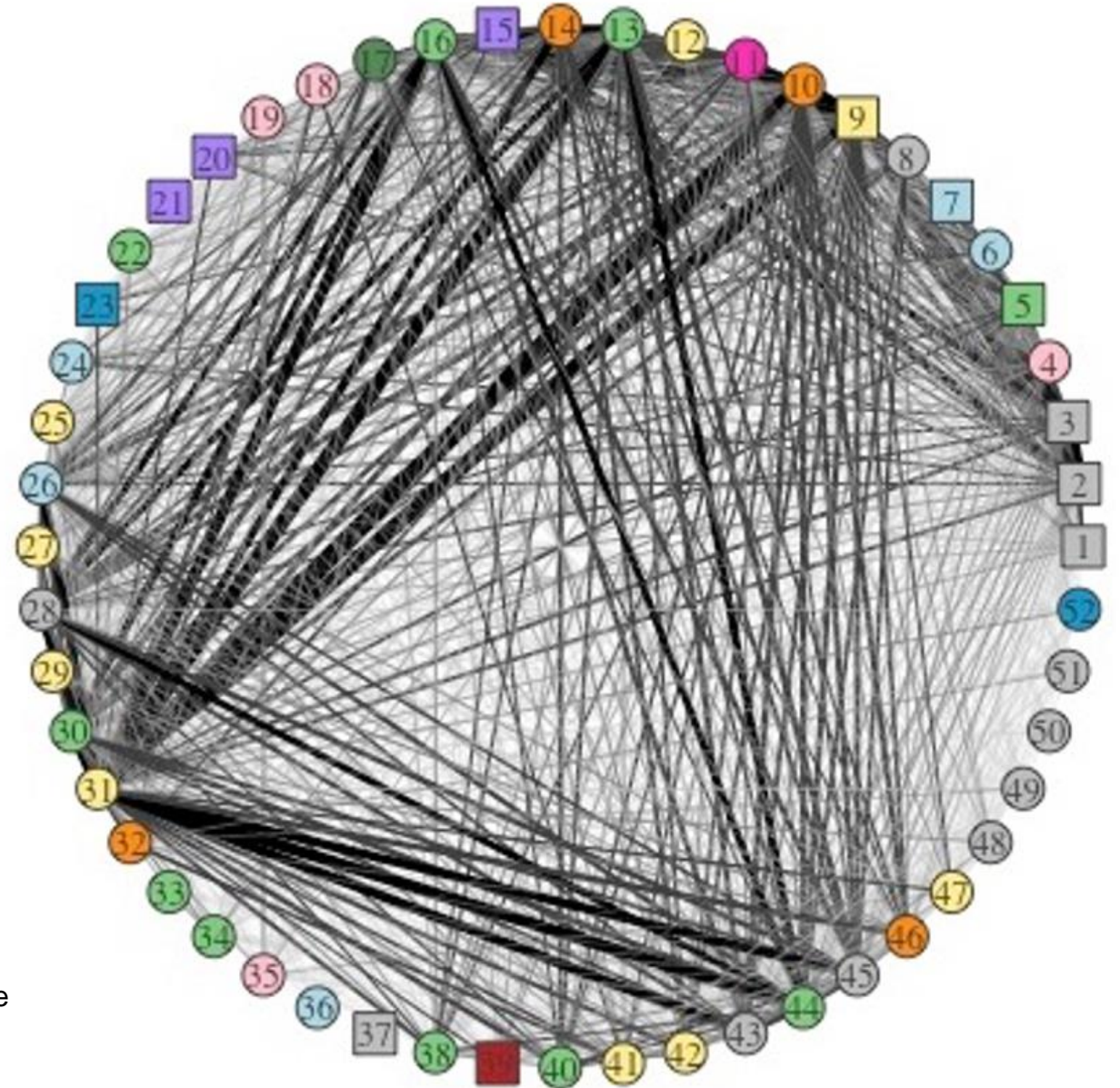
Mapping the connections between charities, where the connections are shared donors

Simplified key:

- Same colour = same sub-type
- Square = international scope

Chapman et al (2022) Give where you live: A social network analysis of charitable donations reveals localized prosociality. *Journal of Consumer Behaviour*.

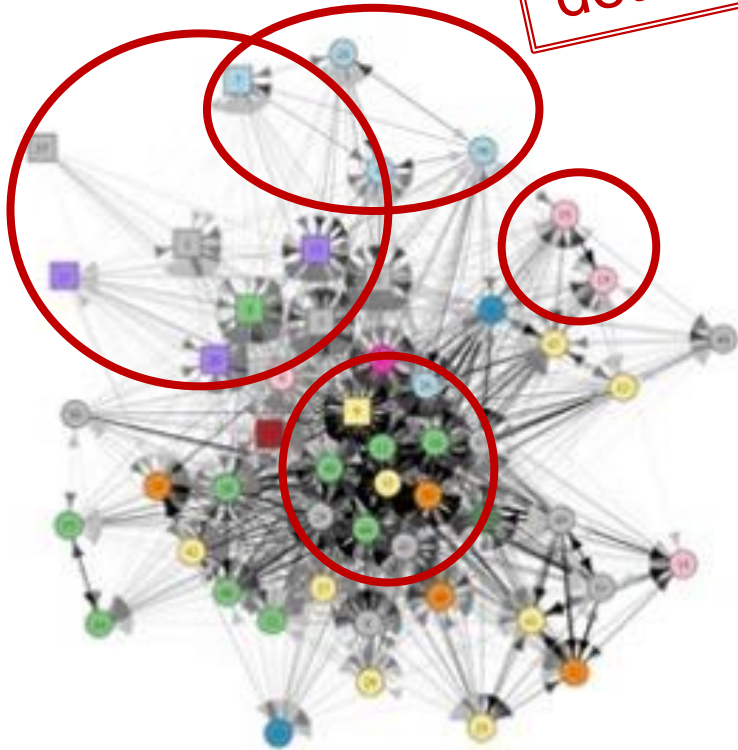
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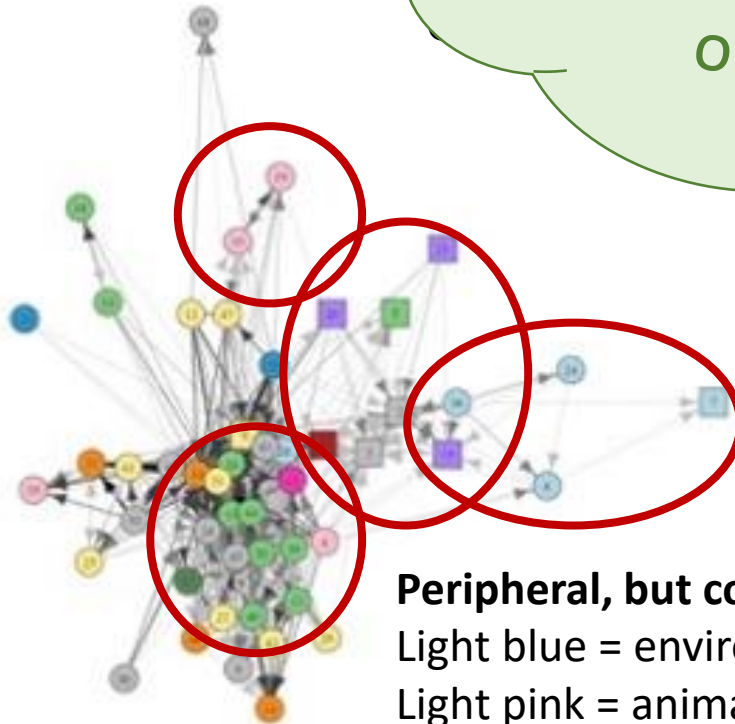
PATTERNS OF SHARED GIVING

Certain beneficiaries may determine donor portfolios

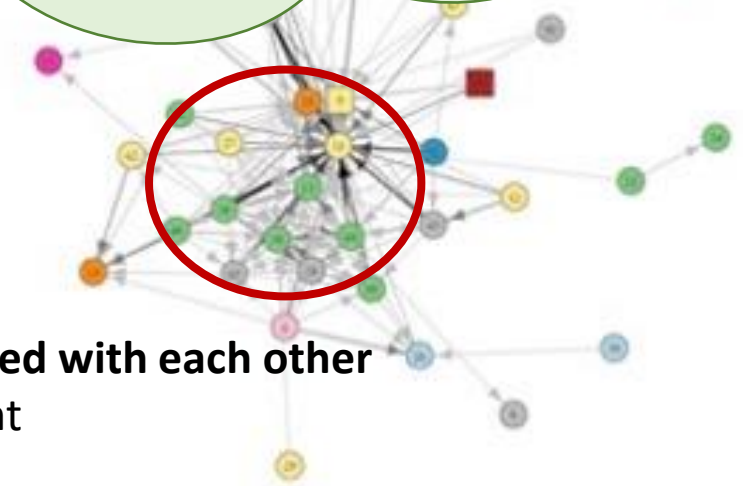
If your org serves animals, environment, or international perhaps share prospect data with other similar orgs



1% shared donors



5% shared donors



10% shared donors

Peripheral, but connected with each other

Light blue = environment

Light pink = animal

Purple and/or square = international

Evidence that donor psychology is influenced by...



Charitable Triad



Beneficiaries



Fundraisers

DO FUNDRAISER PREFERENCES INFLUENCE DONOR PORTFOLIOS?

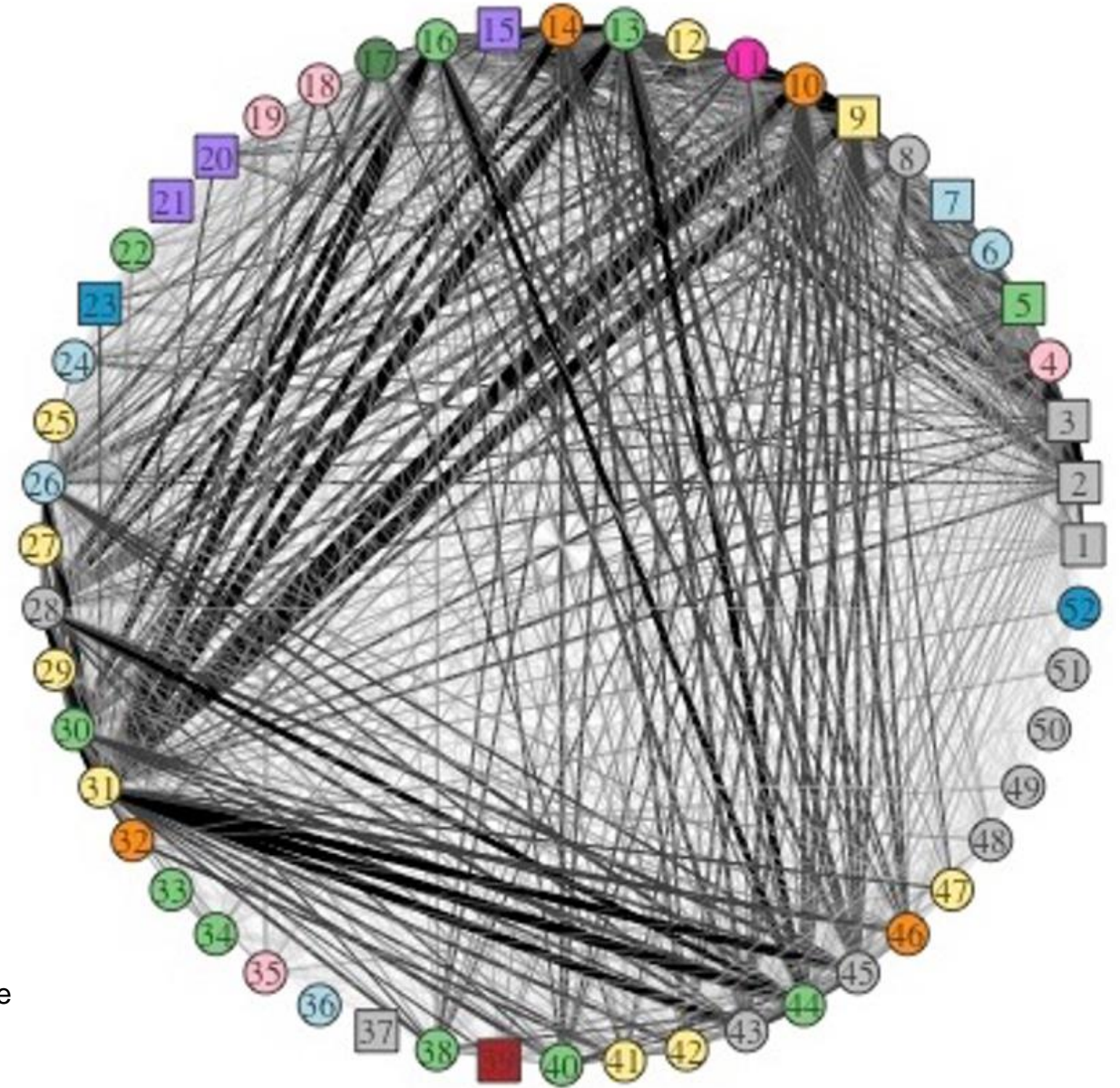
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CLUSTER ANALYSIS

1. Know prospects preferred scope & pitch projects that align
2. Which orgs should you collab with?

Many donors prefer fundraising organizations with particular geographic focus

14 charities

Large

Many international

e.g., Plan, MSF, World Vision

6 charities

Victoria

e.g., RSPCA VIC, Wesley Mission VIC

7 charities

Queensland

e.g., Mater Foundation, RSPCA QLD

4

21 charities

National

or other States
e.g., Make-a-Wish, Lifeline, Camp Quality, Leukaemia Foundation

5

1 charity

International affiliated with a **particular religious group**

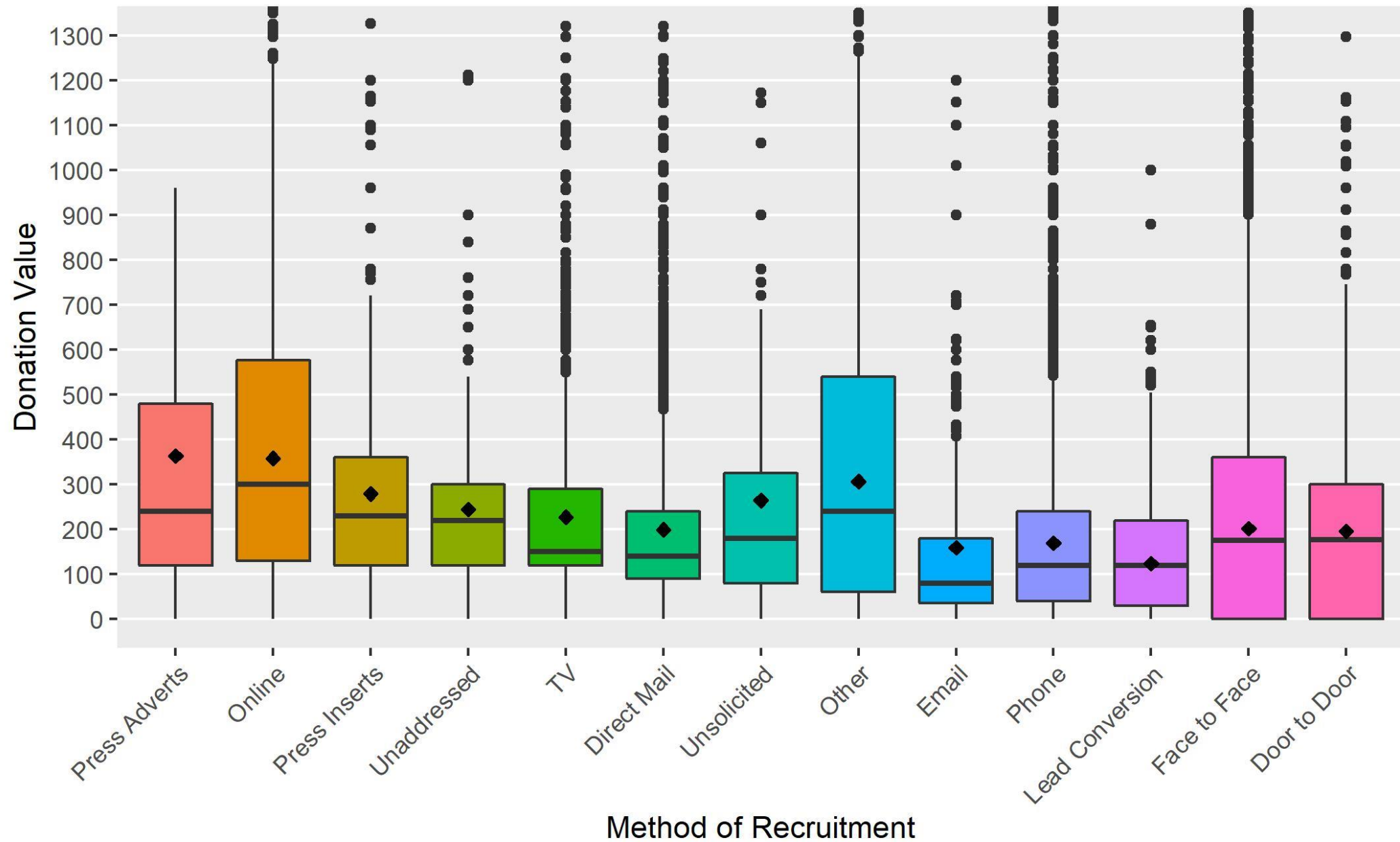
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CAN DONOR-FUNDRAISER INTERACTIONS INFLUENCE GENEROSITY?

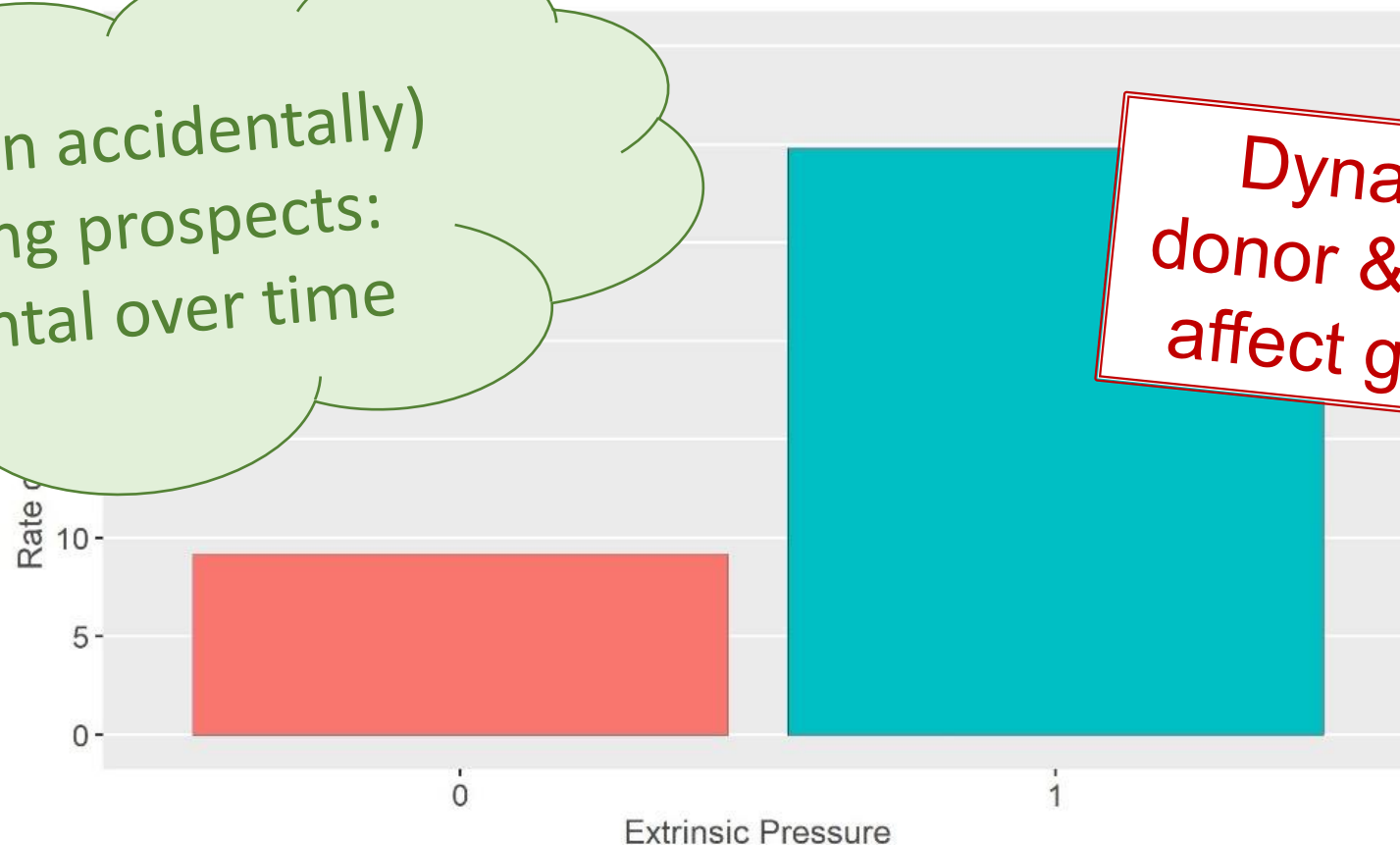
Natural field experiment: channel of recruitment
213,404 Australian donors to 45 charities
Actual giving behavior



Chapman et al (under review) *Extrinsic pressure to give reduces generosity over time.*

EXTRINSIC PRESSURE REDUCES GENEROSITY

Avoid (even accidentally)
pressuring prospects:
detrimental over time



Dynamic between
donor & fundraiser can
affect giving behavior

Chapman et al (under review) *Extrinsic pressure to give reduces generosity over time.*

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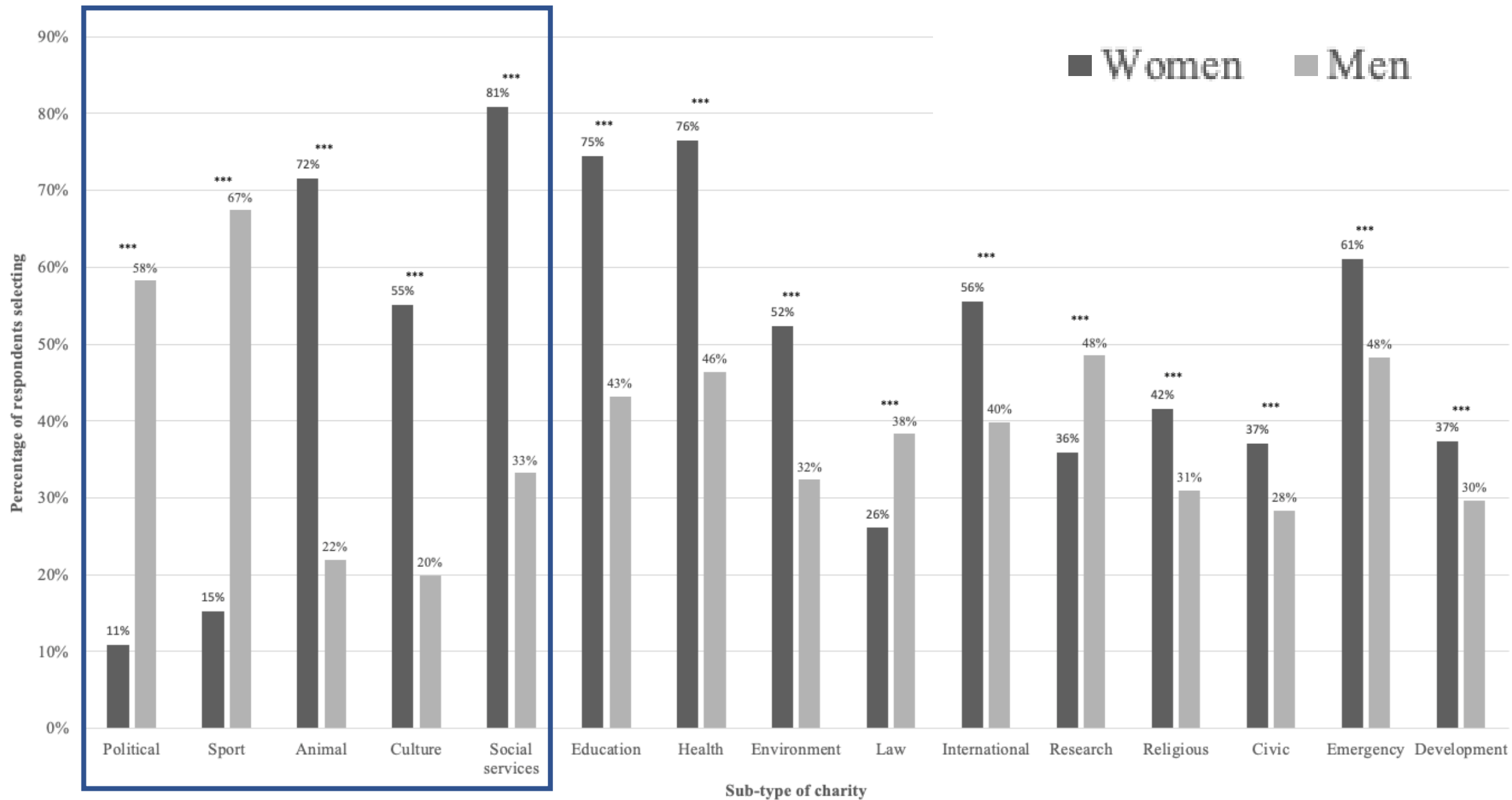


ARE PEOPLE AWARE OF FUNDRAISER PREFERENCES?

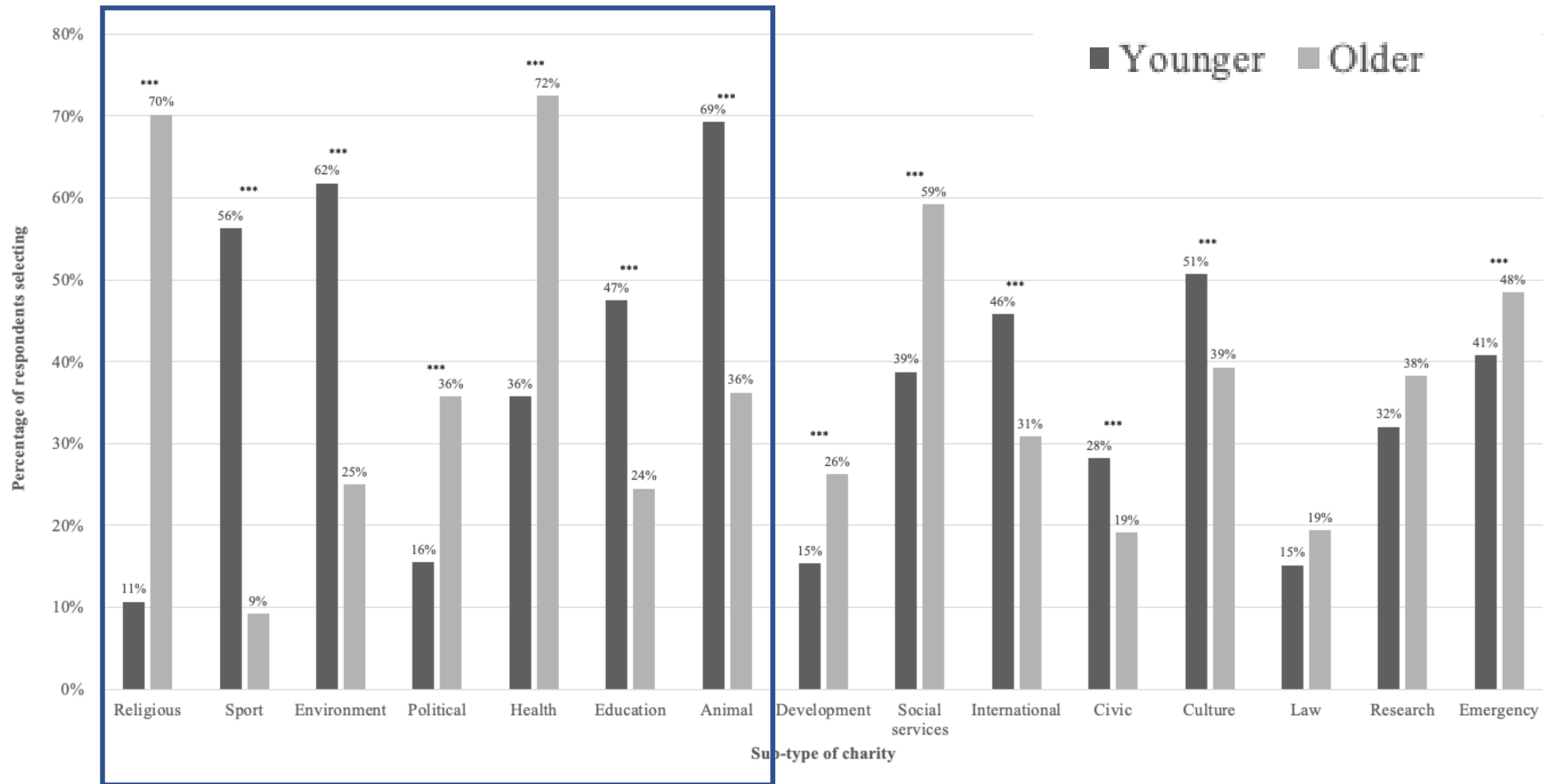
Survey

1735 people in 117 countries

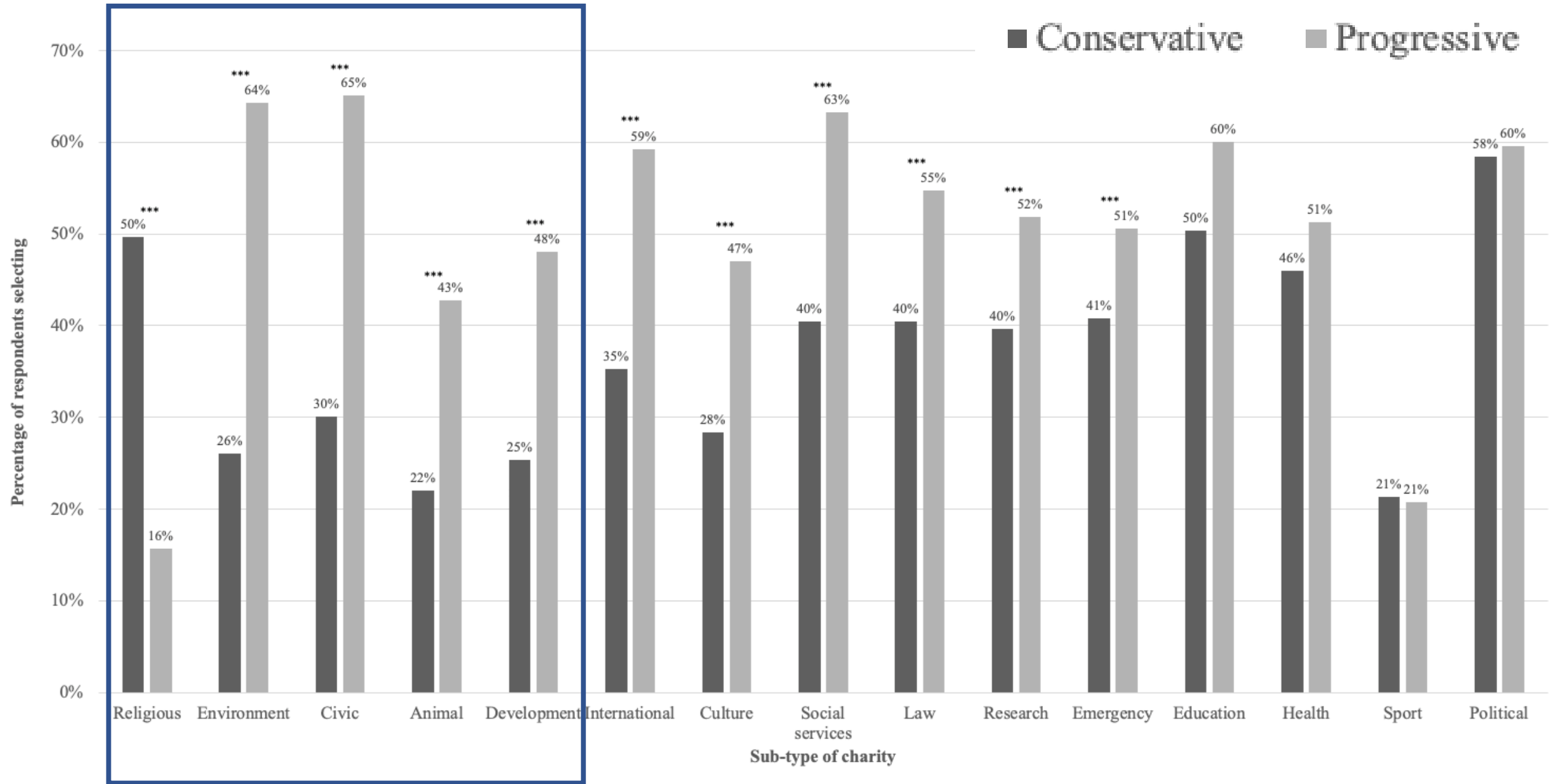
“[Men] are most likely to support...” [15 causes]



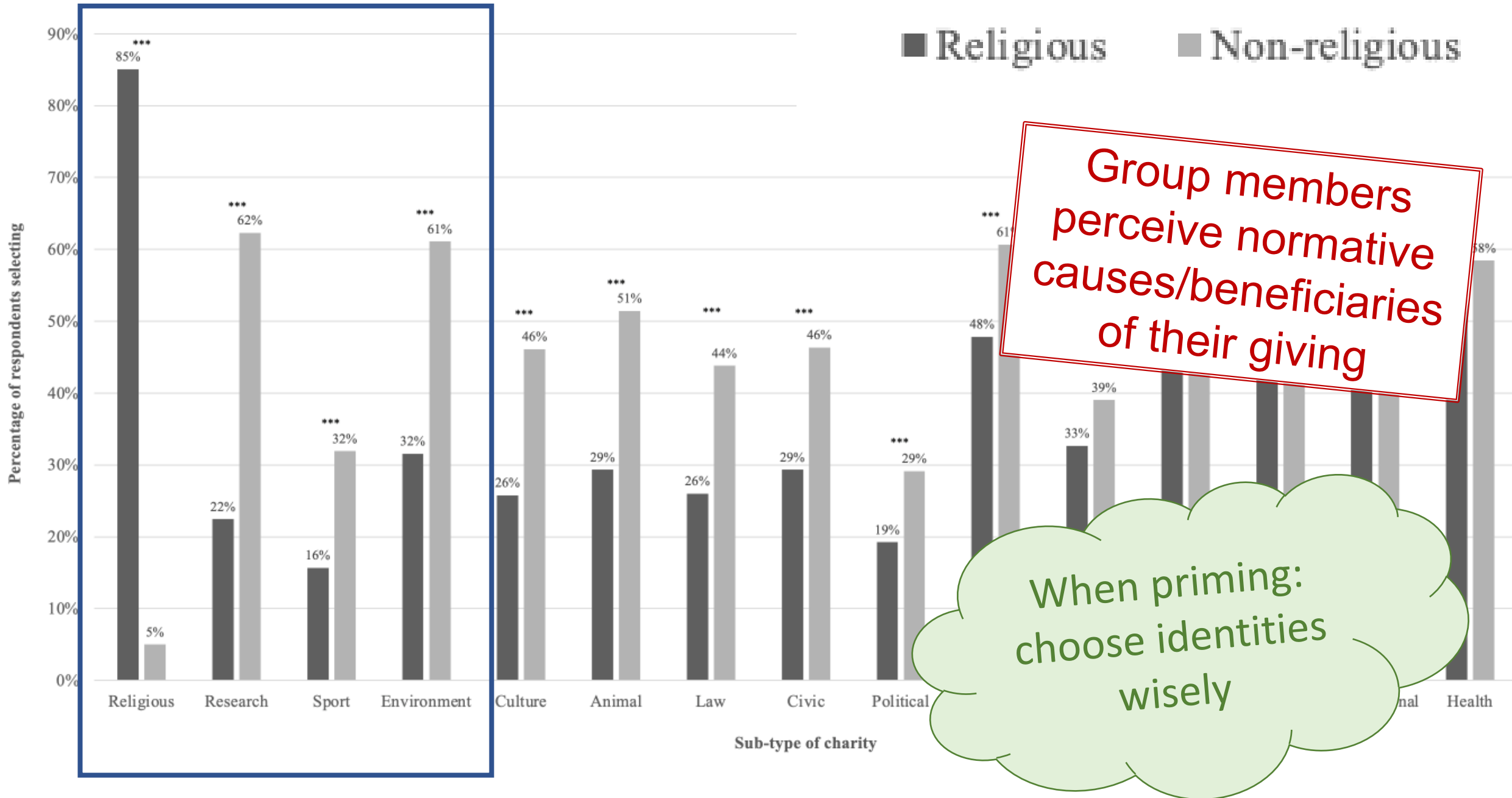
Chapman et al (R1 under review) *We usually give like this: Social norms describe typical charitable causes supported by group members.*



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Evidence that donor psychology is influenced by...



Charitable Triad



Beneficiaries



Fundraisers

GIVING IS TRIADIC

To understand the likelihood (and value) of a donation, need to consider:

1. Donor
2. Beneficiary, AND
3. Fundraiser

GIVING IS RELATIONAL

Charitable outcomes affected by relationships between:

- Donor & beneficiary
- Donor & fundraiser
- Beneficiary & fundraiser ?
- Donor, beneficiary, & fundraiser ?

CONCLUSION



Charitable Triad





Beneficiaries



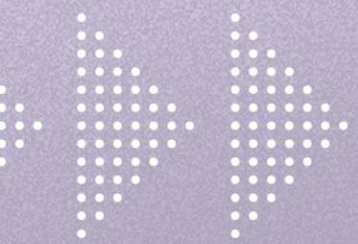
Fundraisers

Thank you

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