

The psychology of charitable giving

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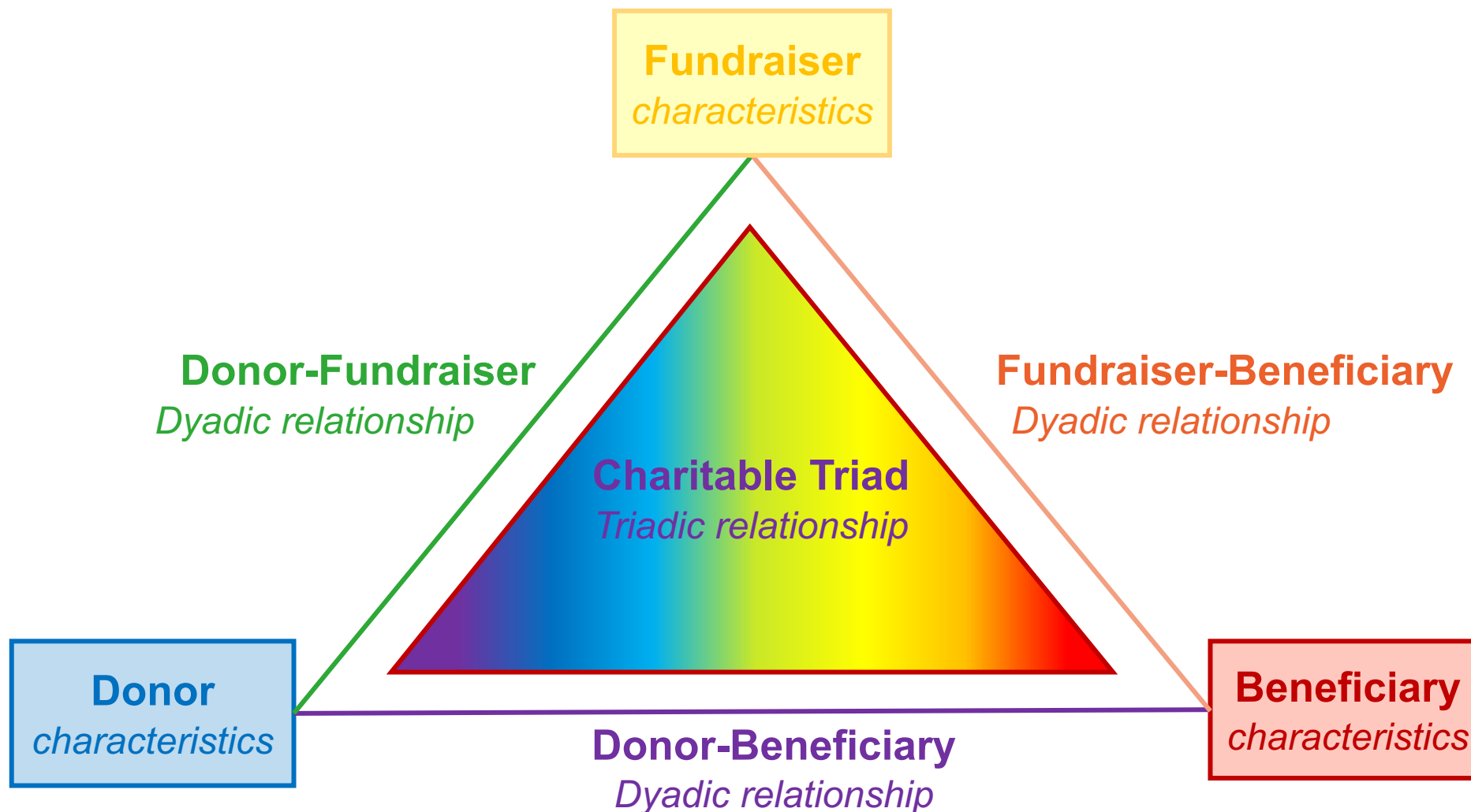




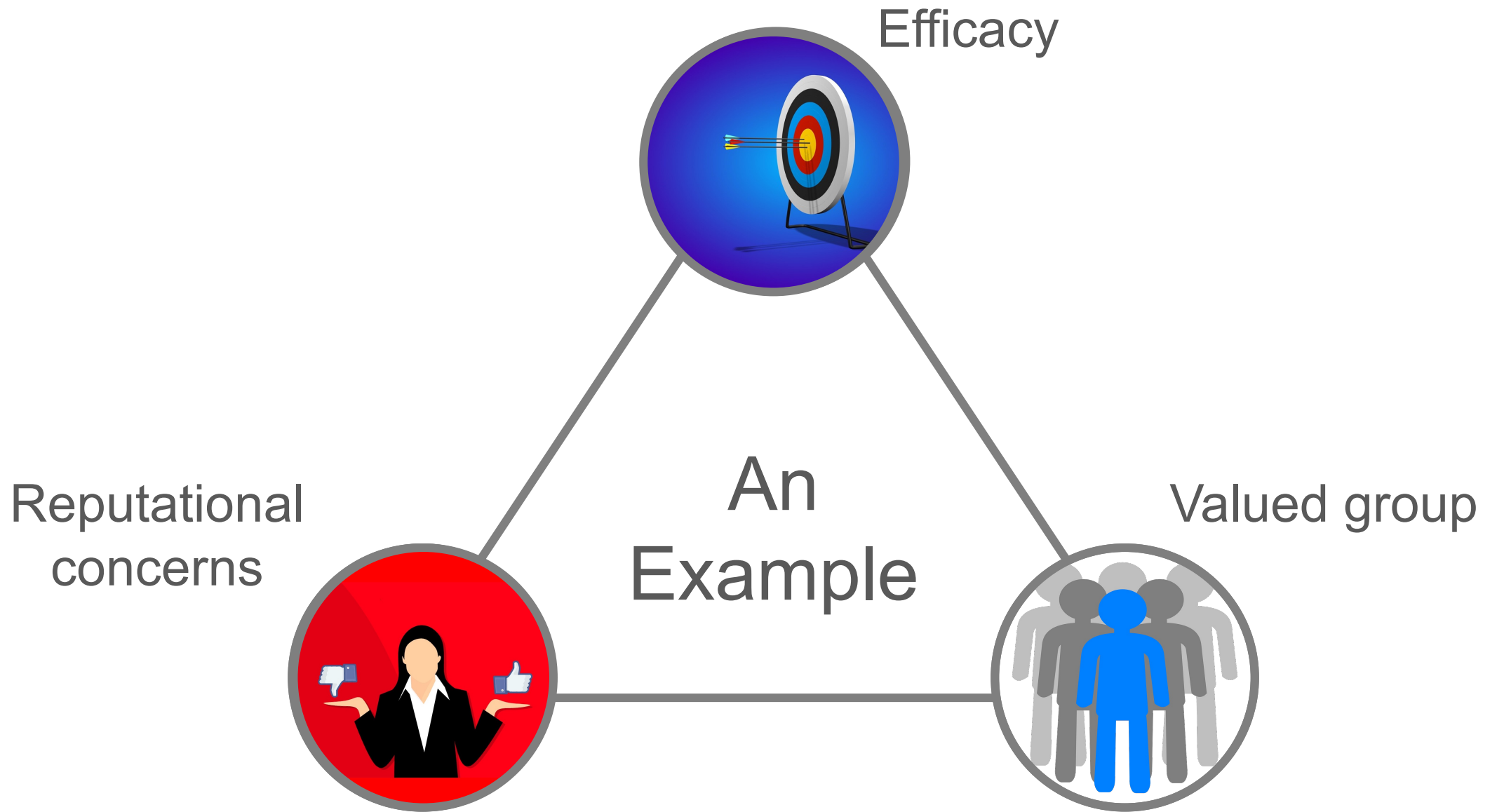
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CREATE CHANGE

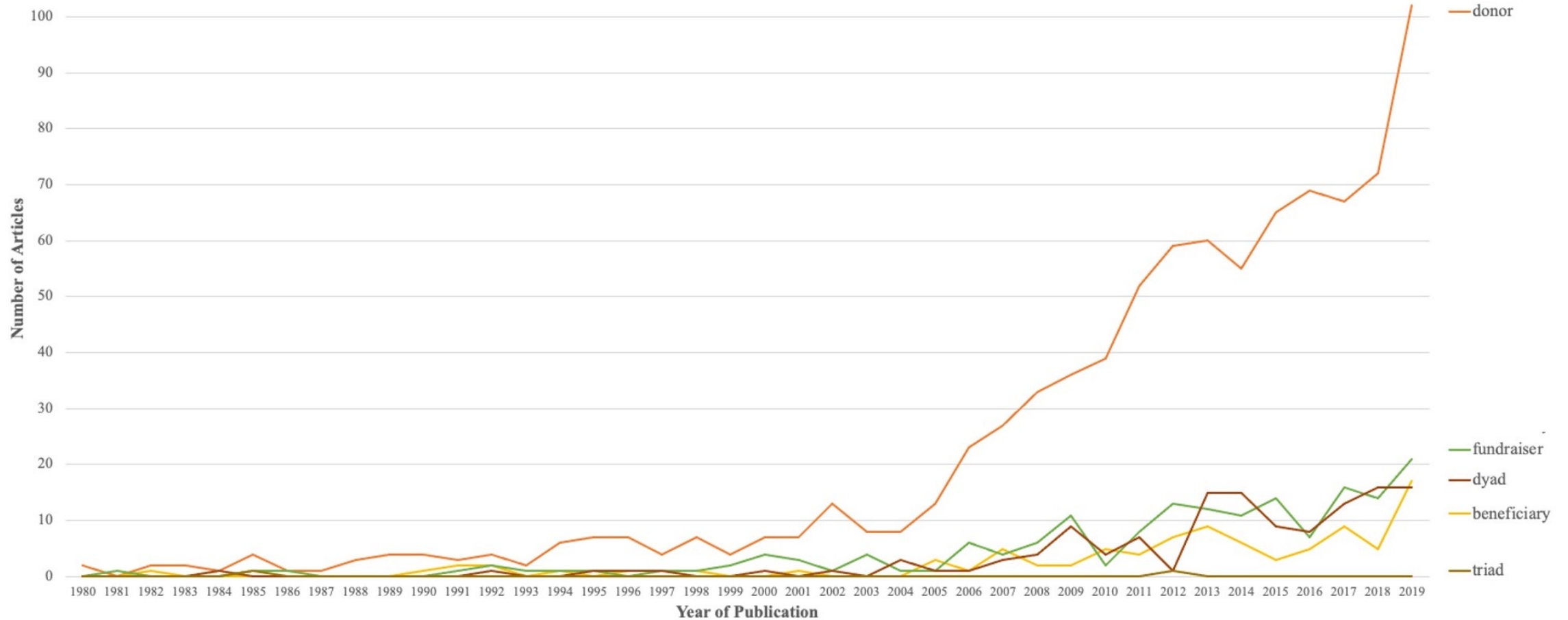
Charitable Triad Theory



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



However, research biased toward donors



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

TAKEAWAY #1

We need to get better at considering
our **UNIQUE** fundraising contexts



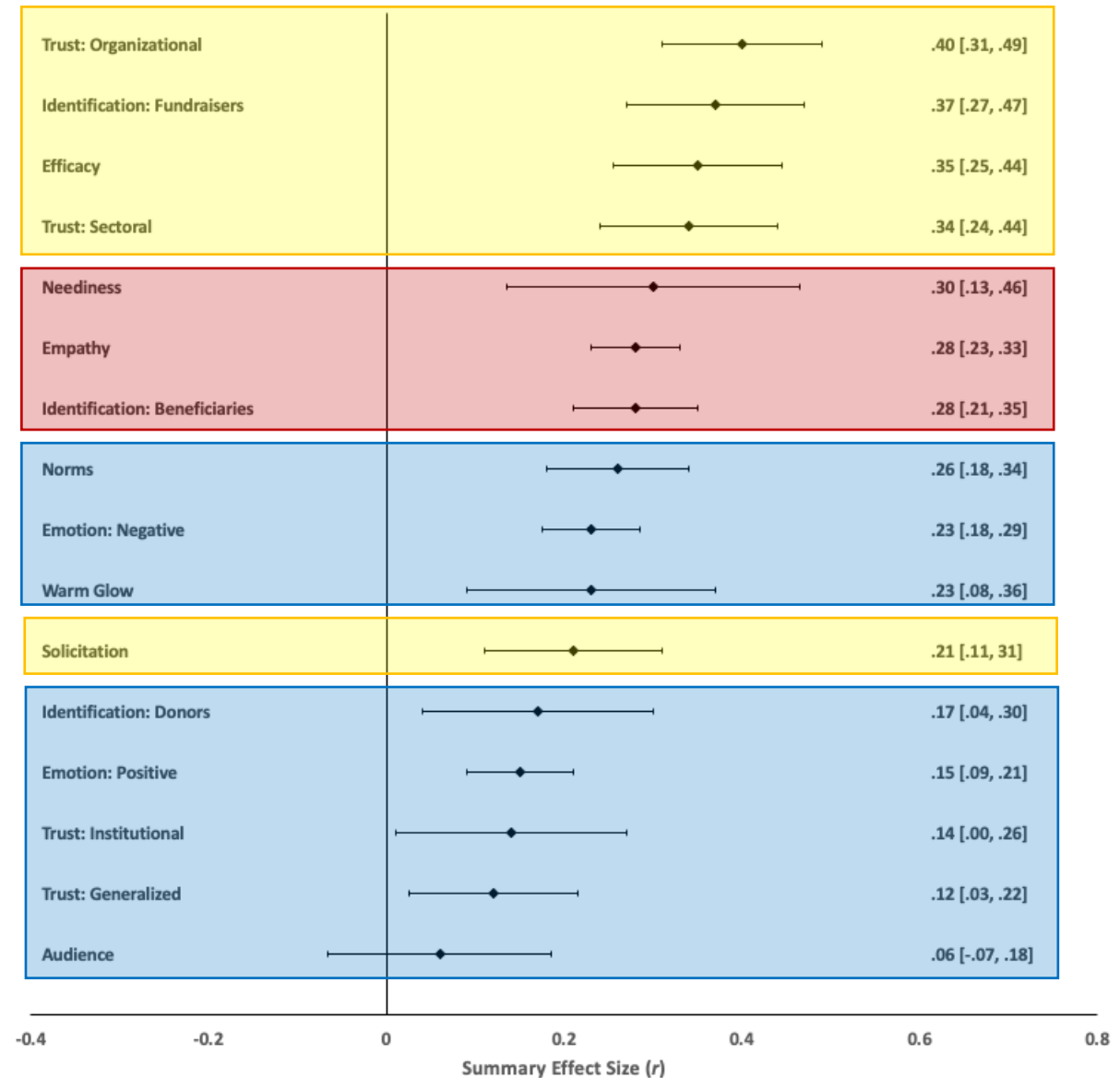
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Donor Motivations

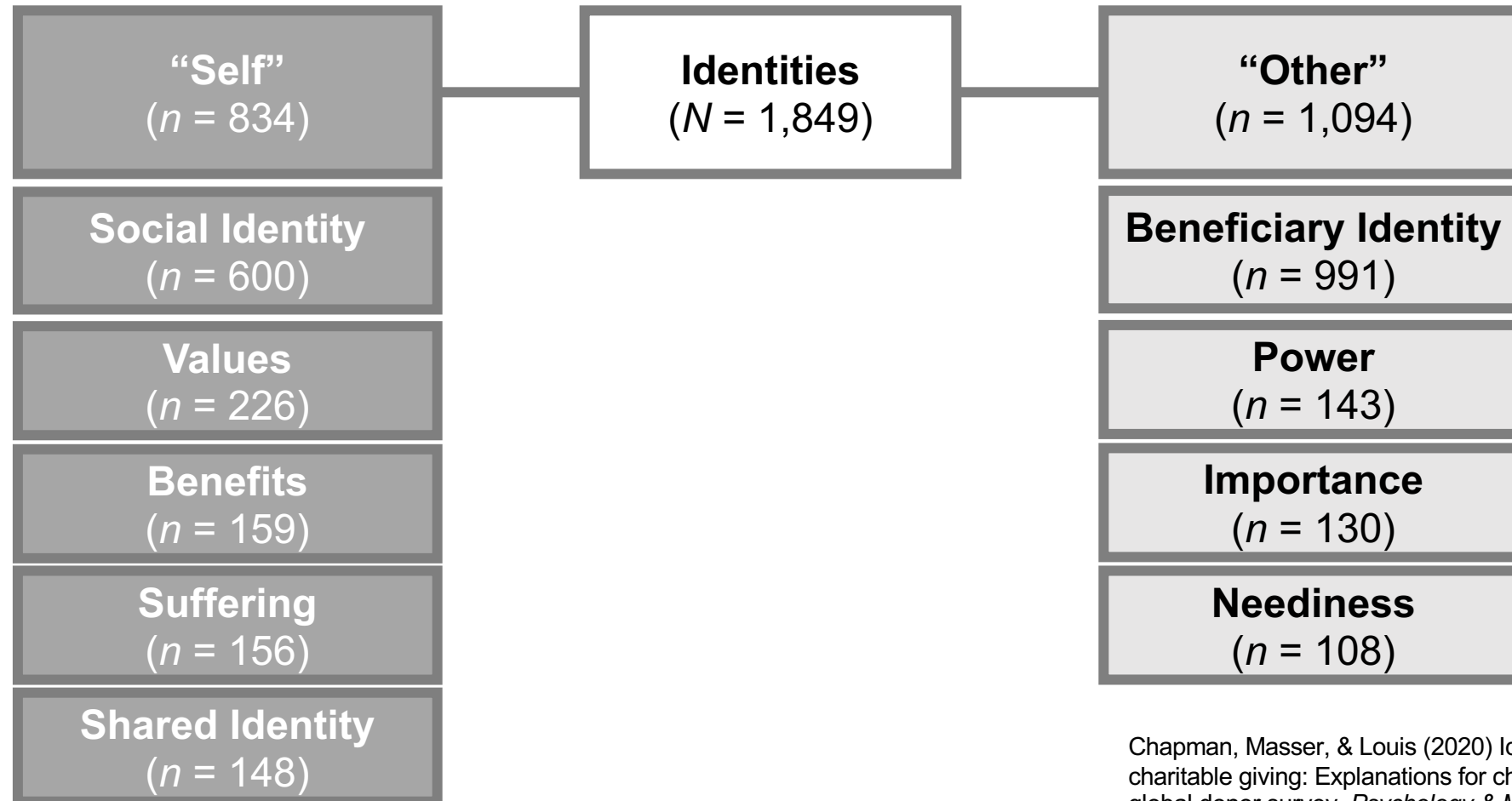
Meta-analysis of motives for giving

- Strongest effect sizes for fundraiser characteristics and relations between donors and fundraisers
- Followed by beneficiary characteristics or relationships with beneficiaries
- Donor characteristics show weaker association



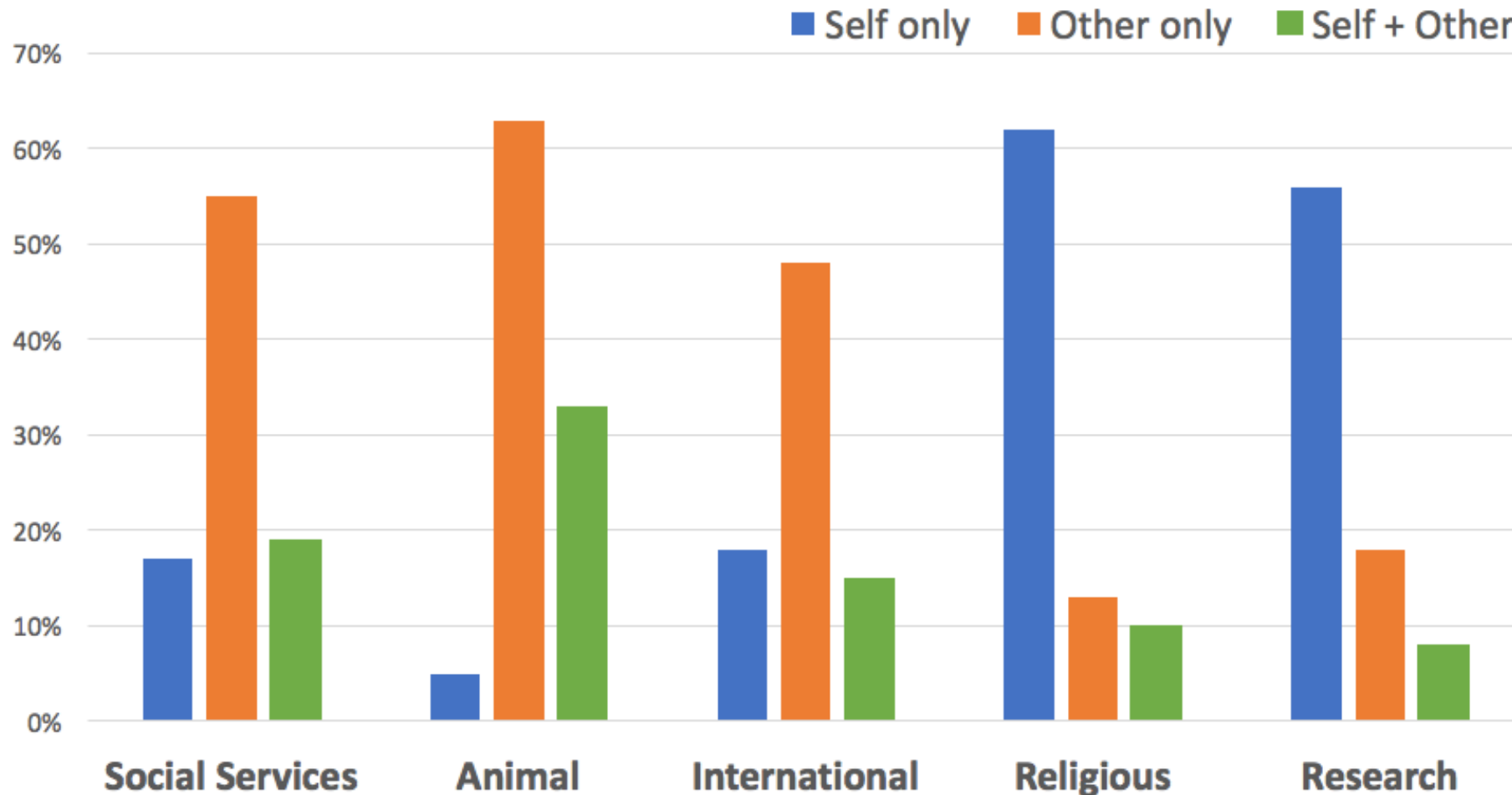
Chapman, Spence, Dixon, & Hornsey. (in prep). *Meta-analyses of ten motives for charitable giving.*

Identities used to explain preferences



Chapman, Masser, & Louis (2020) Identity motives in charitable giving: Explanations for charity preferences from a global donor survey. *Psychology & Marketing*.

Motives depend on charity type



Chapman, Masser, & Louis (2020) Identity motives in charitable giving: Explanations for charity preferences from a global donor survey. *Psychology & Marketing*.

TAKEAWAY #2

There are many motives for giving.
Motives may depend on giving
context.

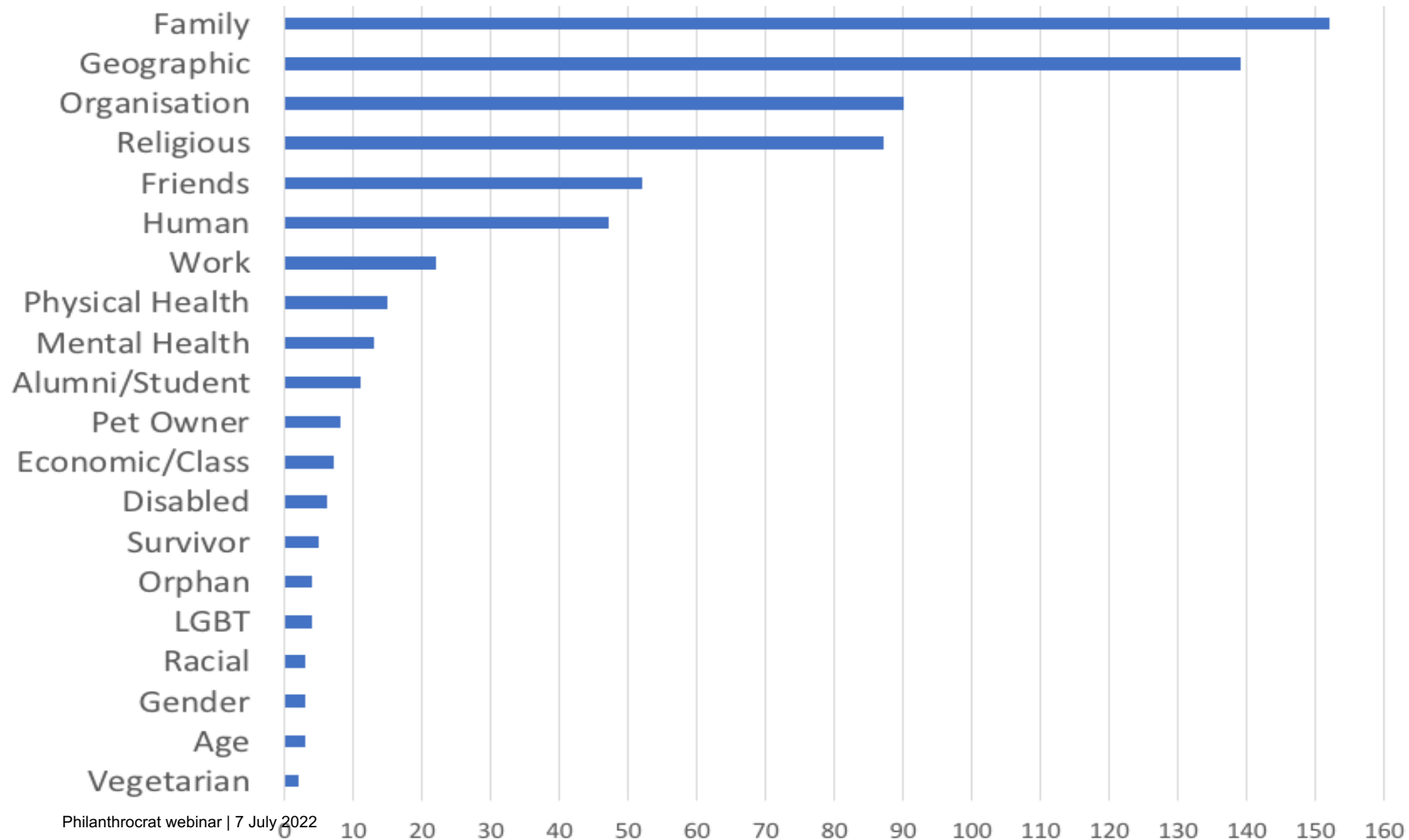


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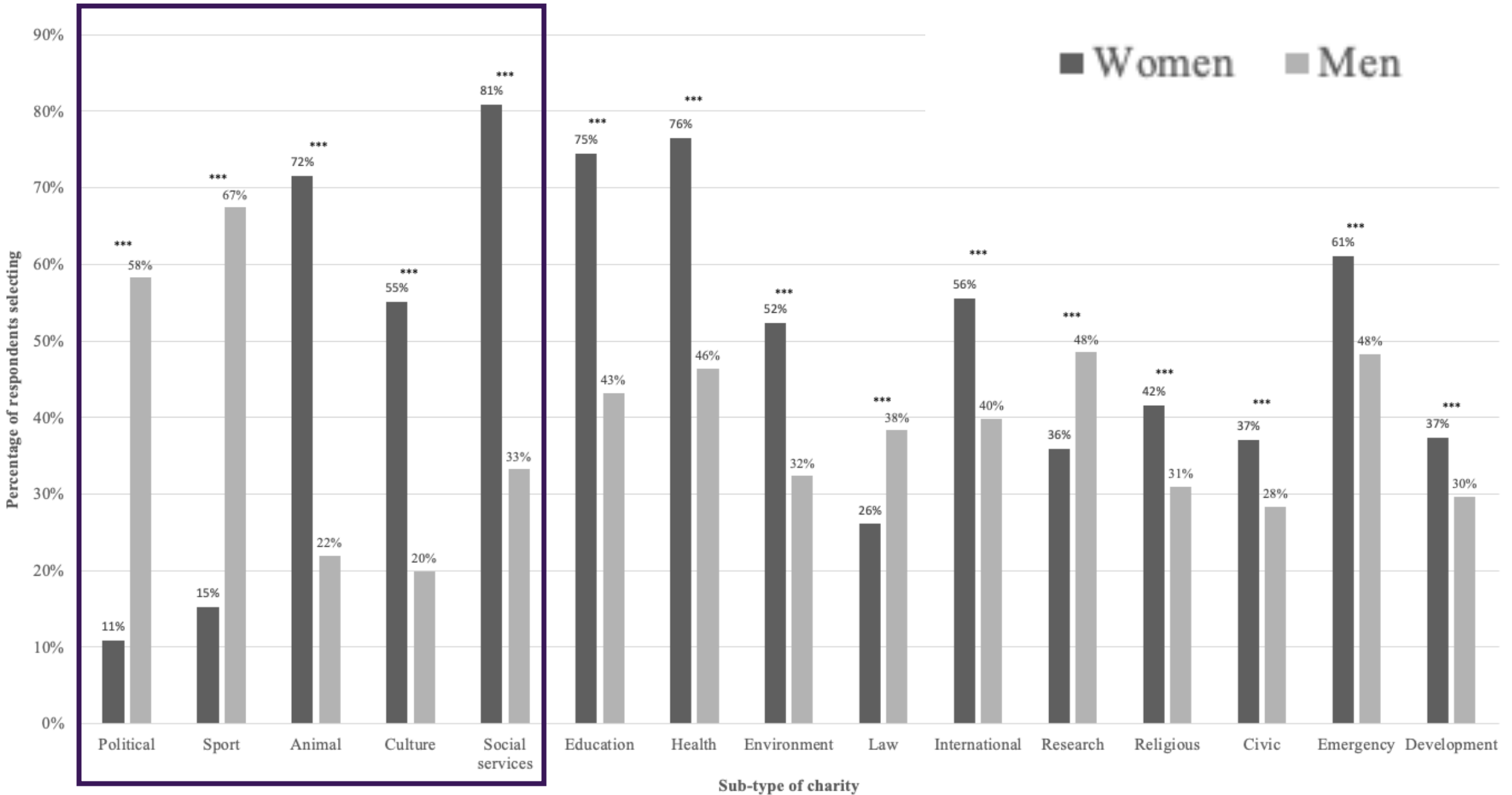
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Identity and Giving

Which identities are relevant for donors?



Chapman, Masser, & Louis (2020) Identity motives in charitable giving: Explanations for charity preferences from a global donor survey. *Psychology & Marketing*.



Chapman, Dixon, Wallin, Young, Masser & Louis. (under review). *We usually give like this: Social norms describe typical charitable causes supported by group members.*

TAKEAWAY #3

Donors' identities influence:

- IF they give
- WHO they give to



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Localised Prosociality

Patterns of shared giving

Central = more connected (share more donors)

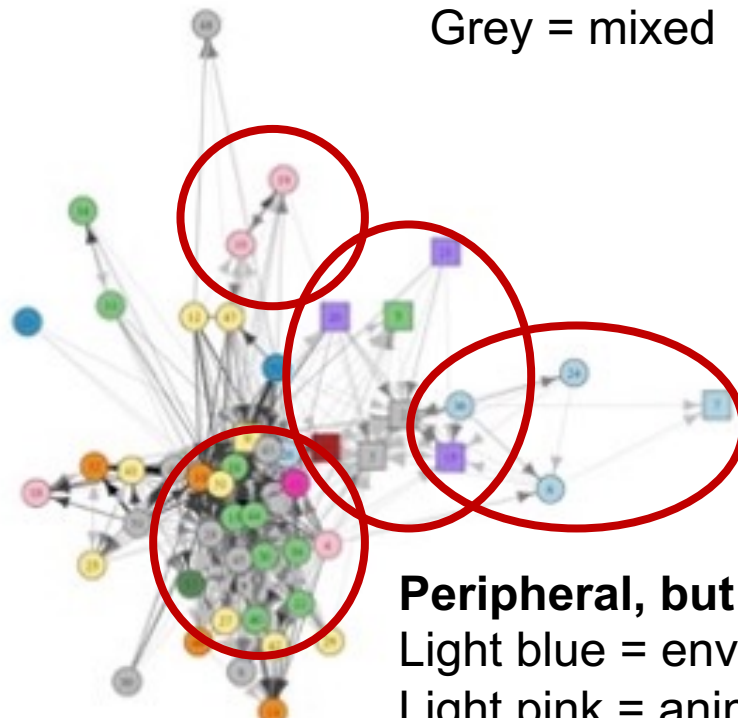
Green = social services

Yellow = health

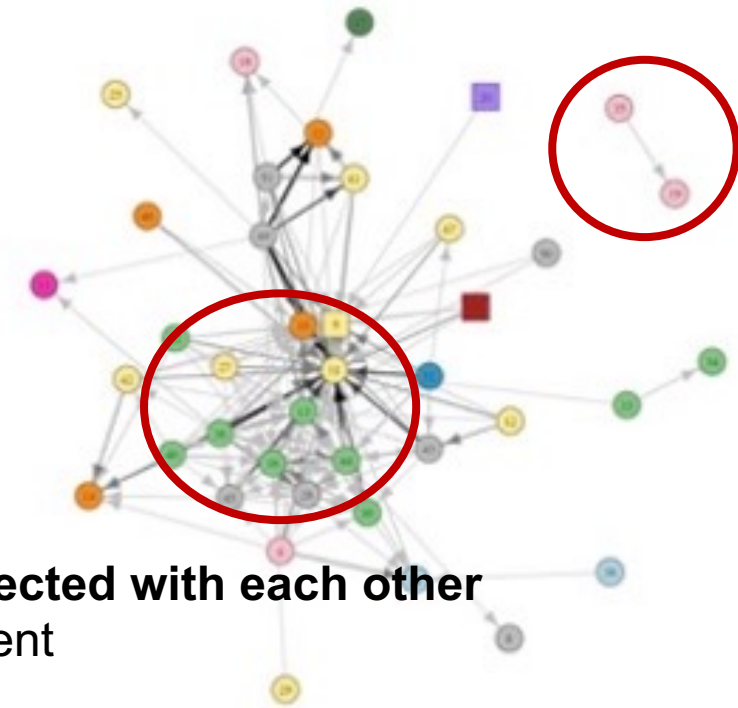
Grey = mixed



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

Cluster analysis

1

14 charities

Large

Many international

e.g., Plan, MSF, World Vision

2

6 charities

Victoria

e.g., RSPCA VIC, Wesley Mission VIC

3

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**

TAKEAWAY #4

Many donors create portfolios
around a preferred geographic focus



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Rage Donations

FEDERAL RESERVE NOTE

464578 C

ONE HUNDRED DOLLARS



THIS IS LEGAL TENDER IN FULL FOR ALL DEBTS, PUBLIC AND PRIVATE

Jacobs C. Cabello
Treasurer of the United States.

SERIES 2006



HF 8246

Henry M. Paulson
Secretary of the Treasury.

A 206

ONE HUNDRED

FRANKLIN

TAKEAWAY #5

Giving can be a form of collective action.

Can be motivated by anger and affected by advocacy.

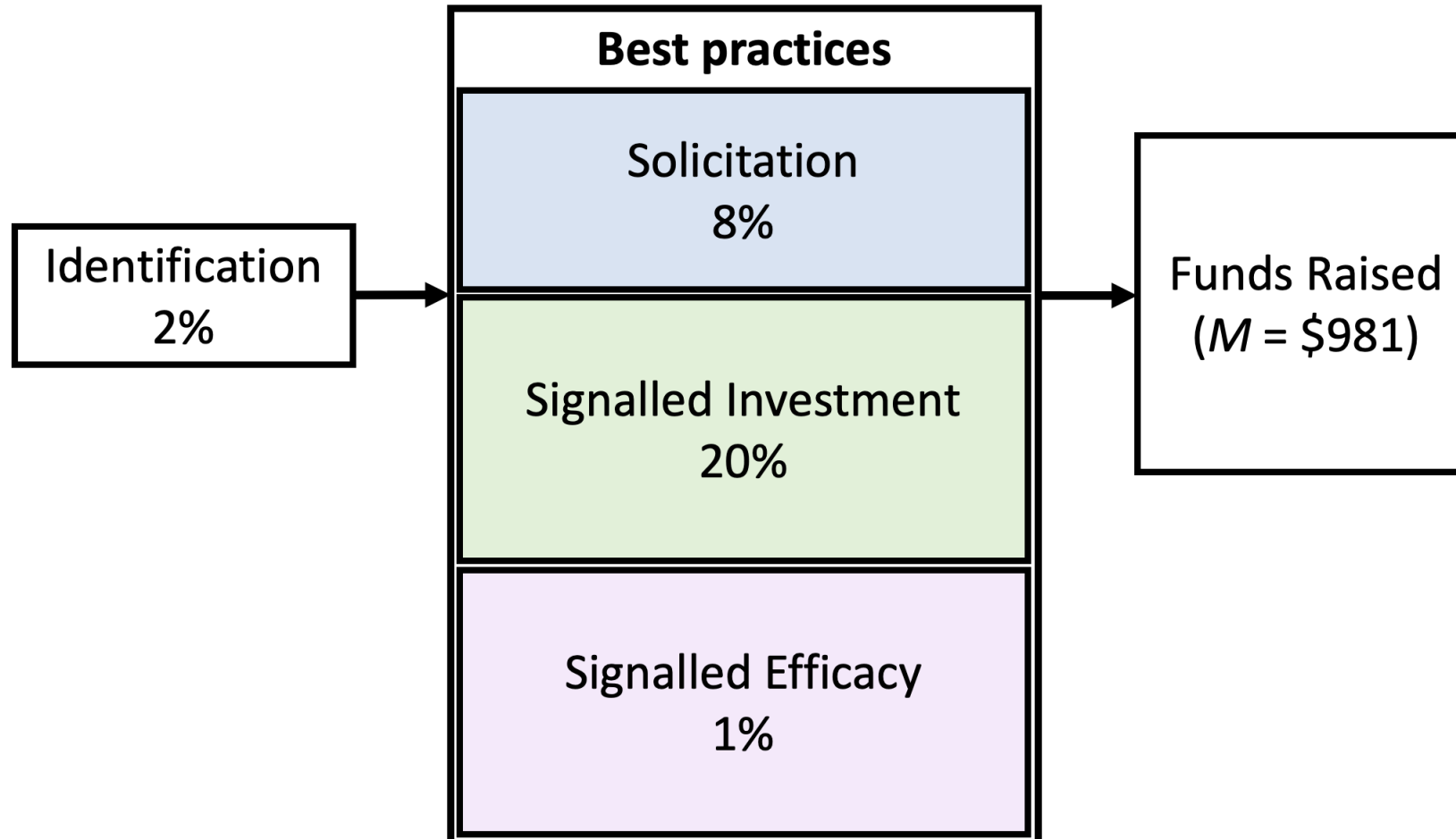


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The Champion Effect

Peer-to-peer donors give to fundraisers, not causes



TAKEAWAY #6

In peer-to-peer contexts, the fundraiser matters more than the charity or cause.


TAKEAWAYS


1. Your giving context is unique
2. Many motives for giving
3. Consider identities & norms
4. Consider geographic focus
5. Giving can be a collective act
6. In peer-to-peer, focus on the champion

Thank you

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