AN ANALYSIS OF PERSONAL AND CORPORATE CONTRIBUTIONS

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ABSTRACT

This paper addresses the difficulty of predicting both individual and corporate giving behavior. The article examines individual giving conduct from the perspective of gender, age, the donor's connection to the organization, marketing strategy, and donor structure. Corporate-level giving was also analyzed with a focus on innovation, director relationships, political difficulties, consumer behavior, and corporate social responsibility. The study provides two practical models for predicting potential donor behavior, which can serve as a roadmap for future researchers and aid in developing effective fundraising strategies. It is noted that scholars should not focus on any variable but rather on the overall model.

Keywords: *Corporate Giving, Donors, Donation, Individual Giving, Nonprofit Donations*

1. INTRODUCTION

1.1 An Examination of Individual and Corporate Donations

Worth (2021) stated that nonprofit management is a serious profession that must ask the following questions: Why do nonprofits need to be managed, and is managing a nonprofit different from managing a for-profit company? As defined by Kenton (2022), a nonprofit is any business that offers a public benefit and has been given tax-exempt status by the Internal Revenue Service. Most of the time, people and corporations that donate to nonprofits can deduct their gifts from their taxes, and the nonprofits themselves do not have to pay taxes on the donations they receive or any additional money they make via fundraising efforts (Kenton, 2022).

One of the most pressing issues that nonprofit organizations face today is funding. As a board member of an academy in the Bahamas, I have firsthand experience of the challenges of securing donations. The aftermath of Hurricane Dorian, where water swept over half of the island, and the ongoing COVID-19 pandemic have made charitable giving even more daunting. Without a steady stream of donations, most nonprofits would struggle to survive. The first half of this paper will delve into the research on individual donations, while the second half will focus on corporate donations.

1.2 Importance of the topic

This topic is essential because it allows us to investigate how giving is mentally processed and seen by individuals and corporations donating to charities. Raising funds is a very significant topic for nonprofits. Since they do not generate income from selling or providing a service, they depend on grants and the kindness of strangers in most cases. In an article by Wagisha (2022), she gives eleven ways to raise money such as creating a donation page, offering the text-giving option, sending out fundraising letters, launching a crowdfunding campaign, hosting a fundraising event, peer-to-peer fundraising, enabling recurring donations, ask for sponsorships, launch a phone-a-thon, start a membership program, and apply for a grant.

In another article by Ibele (2021), he discusses running a more successful online fundraising campaign. He suggests the following: nonprofit emailing, text donors, and using Facebook, LinkedIn, Twitter, TikTok, and Blogging. Ibele (2021) also recommends crowdfunding, digital incentives, such as digital certificates or exclusive access to certain websites, recurring monthly donations, and eye-catching campaigns.