

## **Abstract**

### **A Study on Digital Fundraising Strategies for Nonprofit Organizations**

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Non-profit organizations play an essential role in modern societies by providing public goods and services. As governmental funding squeezes, monetary donation becomes important to nonprofits. Now digital fundraising, soliciting donations via the internet, is becoming a crucial activity for nonprofits with the help of emerging industries such as crowdfunding platforms. This study investigated the digital fundraising strategies of nonprofits, the financial consequences of each strategy, and theoretical implications for nonprofit marketing by analyzing the data from a fundraising platform company and user organizations in Japan. The author used quantitative data of donation transactions to 1,205 nonprofits in six years to capture the success and failure of fundraising. Strategies and behaviors of nonprofits were analyzed through the multiple case comparison in MDSO/MSDO method and “racing” design.

This study has three contributions. Firstly, it revealed the boundary condition of the effectiveness of dividing donations into smaller gifts temporally, which is the urgency of need. Such donations are referred to as “charity” in humanities and are not effectively collected by monthly recurring gift strategy. Secondly, this study showed the difference between small recurring gifts and high-value gift strategies in fundraising and identified success factors for each. The choice among different causes or organizations plays a decisive role in high-value gift fundraising, so some organizational attributes are preferred while others are not. Making a large gift into smaller ones was confirmed to be effective in overcoming the disadvantageous attributes. The high-value gift strategy requires targeting suitable donors for each organization, but most nonprofits in this study preferred broad civic participation. Thirdly, this study contributed to understanding the organizational heterogeneity of monetary donations and will help applications of public economics theories to fundraising research and practice. Regarding fundraising strategy research, organizational heterogeneity has not yet been considered systematically. This study found a specific legal status as another source of heterogeneity, verifying the previous literature. In addition, this study found that the effect of fundraising promotions can be affected by such heterogeneity.