CHARLES UNIVERSITY

FACULTY OF SOCIAL SCIENCES

Institute of Sociological Studies

Department of Public and Social Policy

Bachelor's Thesis

2021 **Anastasiia Popova**

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Online fundraising and social media

Bachelor's Thesis

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Declaration

1. I hereby declare that I have compiled this thesis using the listed literature and resources only.
2. I hereby declare that my thesis has not been used to gain any other academic title.
3. I fully agree to my work being used for study and scientific purposes.

In Prague on 27.07.2021 Anastasiia Popova

References

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Abstract

This bachelor's thesis focuses on the topic of online fundraising and social media in charitable giving. The main goals of the presented bachelor's thesis are to describes the relationship between the NGO and the donor, discuss the resources that NGOs and the donors offer to or demand from each other and analyze how a person's willingness to donate online modifies after applying online fundraising strategies on social media by NGO. This bachelor's thesis investigates the case of the Czech Republic branch office of Amnesty International, specifically its Instagram account @amnesty_cz. The research sample consists of 5 employees of Amnesty International Česká republika. Based on the literature overview, 5 conducted semi-structures interviews, subsequent thematic analysis of collected data and analysis of social media campaign, it is possible to conclude that the relationship between NGO and the donor is poorly balanced, the NGO needs more support from the donor. Also, the research findings state that online fundraising increases donor's activity. The most successful online fundraising strategies that increase the donor's activity are included. The presented thesis also has discussion for future research and recommendations for charity staff and volunteers on how to raise more money on social media.

Abstrakt

Tato bakalářská práce se zaměřuje na téma online fundraisingu a sociálních médií v charitativním dárcovství. Hlavním cílem předkládané bakalářské práce je popsat vztah mezi nevládní organizací a dárcem, diskutovat o zdrojích, které si nevládní organizace a dárci navzájem nabízejí nebo požadují a analyzovat, jak se po uplatnění online fundraisingu mění ochota člověka darovat na základě online strategií použitých na sociálních médiích nevládními organizacemi. Výzkumný vzorek tvoří 5 zaměstnanců Amnesty International Česká republika. Na základě přehledu literatury, 5 provedených polostrukturovaných rozhovorů a následné tematické analýzy shromážděných dat je možné dojít k závěru, že vztah mezi nevládní organizací a dárcem je špatně vyvážený, nevládní organizace potřebuje větší podporu dárce. Zjištění výzkumu rovněž uvádějí, že online získávání finančních prostředků zvyšuje aktivitu dárců. Představuji také nejlepší online strategie získávání finančních prostředků, které zvyšují aktivitu dárce. Předkládaná práce obsahuje také diskusi o budoucím výzkumu a doporučení pro charitativní pracovníky a dobrovolníky, jak získat více peněz na sociálních médiích.

Keywords

online fundraising, social media, non-governmental organisation, fundraising tools, internet, online donations, donors

Klíčová slova

online fundraising, sociální sítě, nevládní organizace, nástroje pro fundraising, internet, darování online, dárci

Název práce

Online fundraising a sociální sítě

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Abbreviations

NGO	Nongovernmental organization
NPO	Nonprofit organization
ČR	Česká republika

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Introduction

As the internet becomes more and more a part of our everyday lives, it is important for non-profit organizations to maintain the recent trend of using online fundraising strategies on their social media to increase donations from individual donors. Fundraising has always been a major source of income for charitable organizations. They organize fundraising events, charity auctions, sporting events, galas and much more. Unfortunately, due to the COVID-19 pandemic[1] all fundraising activities had to be cancelled or postponed. Consequently, charitable organizations had to search for new ways to raise money. In the past, many organizations have used their websites to collect donations online and social media to promote their campaigns online, but with the advent of the pandemic, fundraising on social media has become a crucial method for the average NGO to share their cause with community members of the modern world.

The aims of my thesis are to describe the relationship between NGO and donors, identify the resources that each side offers to or demands from the other and investigate how a person's willingness to donate online changes after online fundraising strategies on social media are applied by an NGO. In my bachelor's thesis, I decided to investigate the case of the Czech Republic branch office of Amnesty International. Amnesty International ČR uses not only their website to promote their ideas, but also, actively uses social media to educate people on the topic of human rights and raise money. Amnesty International is globally voluntary and independent of any political ideology, economic interest and religion movement. They aid and represent people who fight against injustice and uphold human rights around the world.

The history of Amnesty International begins in 1961, when British lawyer Peter Benenson saw two Portuguese students being jailed for raising a toast to freedom. Later, he published an article in The Observer Newspaper, consequently launching a campaign that received great publicity. His actions inspired people from all over the world to unite and strike for justice and freedom (Amnesty International, n.d.). Amnesty International runs campaigns, organizes public events and protests; educates and defends victims of injustice in order to attract the attention of society and government in order to change the situation on a state level as well as an international one (Amnesty International Česká Republika, 2008). Amnesty International is a non-government organization that monitors

[1] Up-to-date information about COVID-19 can be found on: https://www.who.int/emergencies/diseases/

the actions of governments and pressures them to act according to human rights principles by bringing injustice and violation of human rights to light (Human Rights, n.d.).

Amnesty International ČR was founded in 1991, when the nonprofit sector in the Czech Republic had been changing and maturing (Pospíšil and Hyánek, 2010). At first, the branch office was only involved in international issues, but then Amnesty International ČR began to promote their ideas in the Czech Republic as well. Nowadays, the team of the branch office monitors the human rights situation in the world and in the home country, educates students of primary and secondary schools on the topic of human rights, promotes campaigns to protect human rights and publishes reports on the topic of human rights in the world and in individual countries (Amnesty International Česká Republika, 2008).

This thesis consists of three major parts. In the first chapter I present the main terms and concepts, the theoretical framework and, based on that, the research questions. In the second chapter the methodology, the research design and the details concerning data collection are introduced. The process of the data analysis and the findings of the data analysis are presented in the last part of the thesis as well as the discussion for the future research.

1. Theoretical part

In this part of my thesis, I would like to give the definitions to the terms I am willing to use in my research, present the literature overview and the theoretical background in order to understand better the field I am working with before conducting the analysis.

1.1 Charitable giving

To begin with, I would like to provide a sociological explanation for charitable giving. As explained by Andreoni (2008), charitable giving is a social act. Author claims that charity giving exists in a market and has a lot of participants in it, but there is something that differs charity giving from typical "supply-demand" market relationship – the human aspect of helping and giving (Andreoni, 2008 in: Alvergne, 2021, pp. 1-5). Charitable giving has several features. First one is an intellectual recognition of a need - people tend to think that there is always someone who is in greater need then themselves. Another feature of charitable giving is that presence of an audience or someone who is watching can affect the donor's willingness to give. Also, a request to give is a common feature of charitable giving. Such request can be direct, via fundraising strategies, phone calls, e-mails etc. This willingness to give after being requested can relate to a weakness to say no. And the last feature, maybe the most important one, is human's empathy. The feeling of empathy and compassion that occurs in the minds of donors when they think about the needs of others often influence the willingness to give (Alvergne, 2021, pp. 1-5).

1.1.1 The history of charitable giving

The history of charity giving dates to the 9th and 10th centuries, but the big peak of its evolution was culminated in the latter half of the 19th century due to the Industrial Revolution that transformed all areas of life and made the gap between wealthy and poor bigger. However, the rise of associational life in Czech society occurs in Czech National Revival (approx. 1770's – 1860's). By the end of 19th century, the Czech Lands had the biggest number of voluntary and charitable organizations in the Austro-Hungarian Empire. In the beginning of the 20th century the Czech Lands became the part of the Czechoslovak Republic. The Constitution of February 1920 has proclaimed to have genuine parliamentary democracy that influenced the rapid emerge of the new voluntary and charity organizations (Pospíšil and Hyánek, 2010).

Later, under the Hitler's totalitarian regime before and during the Second World War charitable organizations were prohibited or had to be reorganized to fit into existing ideology. After the end of the World War II voluntary and charity organizations resumed their activity and development, however, with the assumption of power by Soviet Union over Czechoslovakia in 1948, most independent charity organizations were forbidden and most of them were dissolved. Instead, the Communist Party created the National Front, the coalition of parties to re-establish Czechoslovakia, to control all the political and social activity. After the liquefying most of the independent activity, the remaining voluntary and charity organizations were combined into "mass social organizations" that were to be unified with the National Front. Any independent activity was prohibited outside the National Front (Frič and Goulli, 2001 in: Pospíšil and Hyánek, 2010).

Despite the restrictions and the repressions, the opposition and independent illegal activity existed, although it was weak. Their activity reacted in the period of liberalization and mass protest of Prague Spring 1968, even though they were put down by force and the Soviet Union occupied the country, dissidents, cultural and civil leaders continued their actions thought different activity such as samizdat publishing, underground church and other independent cultural initiatives. With the Gorbachev's reforms in Moscow and the period of "awakening", people started to promote the ideas of freedom and in 1989 communist regime finally collapsed in the Czech Republic. From year 1990 to 2006, the charitable sector in the Czech Republic has changed and grown up (Pospíšil and Hyánek, 2010).

The modern philanthropic sector has been strongly influenced by the history of its development. The main characteristics of the Czech modern sector of charitable giving are the independence from the authorities, also, charitable organizations base their work on volunteering, their income mostly comes from donations, they are released from paying certain types of taxes and they are provided with certain benefits from the state. The exemption from paying certain types of taxes and certain benefits are provided on the special terms – the charitable organizations should help and benefit the society.

The charitable organizations in the Czech Republic are heterogenic. For example, Czech charitable sector includes the following activities: education, research, culture, health, social services, civil and advocacy, international, business and professional, unions and other (Brhlikova, 2004).

1.2 The difference between nongovernmental and nonprofit organizations

Another term I would like to describe is *nonprofit organization (NPO).* Also, in this part I will describe the difference between nonprofit and nongovernmental organization. According to the Cornell Law School definition nonprofit organization is:

> *"a group organized for purposes other than generating profit and in which no part of the organization's income is distributed to its members, directors, or officers".*

Nonprofit organizations can be registered under section 8 of the Companies Act, 1956. The main objective of NPO is the promotion of art, science, research, commerce or any other useful purpose. *Nongovernmental organization (NGO)*, for its turn, covers the wider area of operations that NPO. Nongovernmental organization means the autonomous from the government association of citizens, who's main goal is to draw the attention of the government to the problems of the society and economy, bring awareness of human rights, LGBTQ rights etc. They can operate at a regional, national and international level. It can be registered as a Trust under Public Trust Act, or as a Society as a Societies Registration Act, 1860 or as a non-profit company under the Companies Act, 1956 (Surbhi, 2017).

In my research I would like to focus on nongovernmental organizations because they have greater range of action and my research will be applied on Amnesty International in the Czech Republic, which is a nongovernmental organization fighting for human rights all over the world.

The number of nongovernmental organizations are growing every year and forming a competition in that sector, therefore raising money for functioning and completing their goals become more and more challenging for them.

There are several ways how NGO can earn money. The authors Hyánek, Škarabelová and Řežuchová (2016) divided funding sources into following categories:

1. Public funding
    a. Domestic sources (state administration, local authorities)
    b. Foreign sources (European Union).

2. Nonpublic funding
    a. Foundations
    b. Corporate donations.
3. Donations from individuals
    a. Income from the NGO's own activities
    b. The organization's own activities
    c. Membership fees
    d. Income from lotteries and games of chance
    e. Advertising
    f. Public collections (Hyánek, Škarabelová and Řežuchová, 2016).

Fundraising is related to the income from NGO's own activities. Nowadays, fundraising is an essential part of obtaining the necessary funds because its main goal is to raise the financial resources for the organization or the individual in exchange for their activities. On the other hand, Šobáňová (2010) describes fundraising as a tool that encourages people to donate finances for good and reminds them that money is not everything (Hommerová and Severová, 2018). There are other definitions of fundraising. Fundraising can be seen as a professional, organized and directed activity pointed at searching for long-term sponsors and obtaining the funds for charity purposes (Poláčková, 2005 in: Hommerová and Severová, 2018). Also, fundraising can be a tool with which non-profit organizations can improve the relationship with the donors, so the money raise is not the primarily goal (Hommerová and Severová, 2018).

1.3 Online fundraising

More and more non-profit organizations stats to use Internet and especially social networks to raise money online thereby creating a new trend in fundraising – online fundraising. Next, I would like to define the term *online fundraising.* Considering the fact that online fundraising is a new trend in charitable giving, there are not that many credible sources or academical definition of that term. Website *Double the Donation,* which provide the matching gift software for nonprofits, defines online fundraising as:

"a way for nonprofit organizations to raise money via the internet. It usually involves an online donation page and can include mobile giving, peer-to-peer fundraising, and more".

According to Double the Donation statistics (2019) online giving grew up 12.1 % for the year 2019. Online fundraising allows people to donate quickly, easily and securely. There are several benefits of online fundraising methods for the organization, for example, the organization can collect the donations from all around the world, capture more information about the donors, increase awareness and visibility for themselves and, last but not least, the costs for online fundraising are minimal. For its part, online giving keeps donor's personal information safe, individuals can set up recurring donations and share the donation information to show their support to the organization. (Double the Donation, n.d.)

1.3.1 Online fundraising on social media

Online fundraising uses different strategies to raise money, and one of the most popular nowadays is through social media. In order to define the term *social media*, I will use the Hopkins (2017) definition:

"Social media are computer-mediated communication software that enable users to create, share and view content in publicly networked one-to-one, one-to-many, and/or many-to-many communications".

People use social media fundraising strategies to get the audience across different channels – Facebook, Instagram, Twitter, TikTok etc.

According to the recent reports, charities do not make full use of social media, even though it would have allowed them to increase the level of engagement with young people (Dean, 2020). Several studies have shown what social media used by charities is useful for. For example, the results of the study of advocacy groups in the United States conducted by Obar, Zube and Lampe (2011) has shown that organizations that participated in the study use social media to increase the society engagement and collective action (Obar, Zube and Lampe, 2011 in: Phethean, Tiropanis and Harris, 2013). Another study conducted by Briones, Kuch, Liu, Jin (2011), whose aim was to investigate social media use of the American Cross, mentions that main reasons for charity to use social media are better understanding of its donors, improving the relationship and attracting more attention from the media (Briones, Kuch, Liu, Jin, 2011, p. 37-43 in: Phethean, Tiropanis and Harris, 2013). Phethean, Tiropanis and Harris (2013), the authors, also conducted a study, one of the main purposes of which was to understand the motivations for charities to create and use social media platforms. The authors used both qualitative and quantitative research methods. The authors came to the conclusion that charitable organizations use social media to, primarily, build long-term and purposeful relationships with their audience (Phethean, Tiropanis and Harris, 2013).

Similarly, a lot of studies were conducted on the topic of how charitable organizations should use social media (Ibid.). The American Red Cross study that was mentioned above also states that two-way communication is a necessity to apply on social media for charitable organizations because two-way communication assumes feedback, both positive and negative, that can help to improve the strategy and atrack press and other media attention (Briones, Kuch, Liu, Jin, 2011, p. 37-43 in: Phethean, Tiropanis and Harris, 2013). Although, it is still debatable whether this strategy should be used by organizations with different aims and tools (Phethean, Tiropanis and Harris, 2013). Based on the previous research into developing relationships on the Internet, it has been proved that building meaningful relationships can also help in trust building (Jo and Kim, 2003 in: Phethean, Tiropanis and Harris, 2013). Some studies also mention that social media should be used by organizations to explain to their supporters why they are doing what they are doing, it should not be an advertising platform. It is important to create an emotional attachment, that is why fundraising campaigns should concern the values and aims of the organization (ChlarityComms, 2011 in: Phethean, Tiropanis and Harris, 2013). According to Waters, Burnett, Lamm and Lucas (2009), the interaction between the organization and its audience is a crucial part of social media strategy (Waters, Burnett, Lamm and Lucas, 2009 in: Phethean, Tiropanis and Harris, 2013).

In my research I will focus only on social media fundraising strategies, but there are several other methods how to raise money online and social media can also be the navigators to them (peer-to-peer fundraising, text-to-give, online auctions etc.).

1.3.2 Online fundraising strategies

As an example of online fundraising strategies, I would like to use 10 Instagram Best Practices for Nonprofits shared by a Fundraising & Social media blog for nonprofits Nonprofit Tech for Good (2021):

1. Maximization of Instagram profile photo and bio (story highlight covers, verified badges, account category, contact information should be included).

2. Switch from the personal to business account.
3. Creation of posting schedule and maintaining the communication with an audience (eye catching photos, catching captions, geotags, partner tags).
4. Usage of hashtags and emojis.
5. Embracement the “Link in Bio” strategy and “Swipe Up” links in stories.
6. Utilization of Instagram charitable giving tools (“Donate” button that can be added to profile information, stories and live streams).
7. Adding merch products to Instagram Shop.
8. Experimenting with Instagram Adds.
9. Usage of Instagram Stories and Live.
10. Usage of the Facebook business suite as a helping tool (Nonprofit Tech for Good, 2021).

According to Beaumont Amnesty International raises about €3.40 for every €1 they spend on online fundraising (Beaumont, 2015).

With the advent of online fundraising, charitable organizations were given the opportunity to collect donations online. It is easier for donors to give via online and for charitable organizations to manage (Alvergne, 2021).

1.4 Definition of donors

Next term that I would like to define is *donor*. According to Marriam-Webster dictionary, donor is:

“a person who gives, donates or presents something”.

In my research, I will focus on individual donors because Amnesty International receives more than 81% of its funding from its members and supporters through individual donations (Beaumont, 2015) and has maintained full independence from all the governments, political ideologies, economic interests and religions.

1.4.1 Understanding the donor motivation

It is important to understand the behavior of donors online to use all the opportunities to profit. Shier and Handy (2012) found certain aspects that affect the person's willingness to donate online in their article "*Understanding online donor behavior: the role of donor characteristics, perceptions of the internet, website and program, and influence from social networks*". In their opinion, among the reasons that influence the person's willingness to donate are the employment by the charitable organizations and the number of hours volunteering. Although, the results became insignificant after adding the perception-based variables into a model (Shier and Handy, 2012). According to Doob and McLaughlin (1989) and Heitzmann et al. (2009), the influence from the social networks affects person's willingness to donate online (Shier and Handy, 2012), however, the research conducted by Shier and Handy in 2012 in India did not show the positive influence of social media usage on donating online. Shier and Handy (2012) concluded that the activity on social media did not affect the person's willingness to donate in comparison to offline activities such as the fundraising events (Shier and Handy, 2012). For the purpose of understanding the relationship between the NGO and the donor, Ebrahim (2003) has claimed that the donors and the NGOs are „highly interdependent ". It means that both the NGO and the donors demand something from each other: while the NGOs need funding, the donors are dependent on the information that NGOs provide (Ebrahim, 2003, p. 52-76).

The topic of philanthropy is widely illustrated throughout different areas of research such as "organizational behavior, sociology, economics, consumer behavior, and marketing and sales" by many traditional scholars. Mann (2007) presents different theoretical approaches in understanding philanthropy and donor behavior. To understand the donor motivation to give, the author presents an "inter-theoretical framework" that also explains the connection between different scholarly disciplines (Mann, 2007).

Figure 1. Inter-theoretical framework for understanding donor motivation (Mann, 2007)

Mann (2007) gives a detailed review of each of the theoretical perspectives (Ibid., p. 36).

Organization Identification Theory

Organization identification theory explains the reason why people feel a strong connection to the organization and identify themselves as a member of the organization. According to the theory, donors who feel highly associated with the organization will not only rejoice the triumphs of the organization, but also experience its failures. In addition, the main feature of donors in the organization identification theory is a sense of pride in the organization and the organization's values (Ibid., p. 38-39). In 1995, the organization identification theory was refined and expanded by Bhattacharya et al., the authors demonstrated that the donor's identification with the organization can correlate with various factors - "organizational and product factors, member's affiliation characteristics and member's activity characteristics" (Bhattacharya et al., p. 46 in Ibid., p. 39). Also, the author gives an example of another five possible reasons to explain the willingness to donate to a specific organization presented by Young in 1981: "self-generated convictions as to the institution's merits, objectives and plans of the institution, efficiency of the institution, competence of the institution's leadership and tax advantages" (Young, 1981, p. 81 in: Ibid., p. 40). Nevertheless, the organization identification theory also has some limitations. Ashforth and Mael (1989) mentioned that organization identification is often mistaken for its outcome - organizational commitment and internalization (Ashforth and Mael, 1989, p. 20 in: Ibid, p. 40).

Social Identification Theory

Social identification theory describes how people recognize themselves as parts of a specific social group (Ibid., p. 40). According to the theory, people tend to classify themselves into different groups (Ibid.). Tajfel and Turner (1985) presented the social identification theory given the fact that “each person’s self-concept is a combination of two components” - a person's abilities and interest that form personal identity, and social identity that also covers “group classification” (Tajfel and Turner, 1985 in: Ibid., p. 40). Group classification contributes two important factors in building social identity. Firstly, it helps to order social environment, and secondly, its ordering support the development of person’s social identity (Ashforth and Mael, 1989 in: Ibid., p. 40). In philanthropy, charitable organizations can use social identification theory by centering their activity on specific social groups (Ibid., p. 37).

Services Philanthropic Theory

Services philanthropic theory explains the donor motivation through three concepts: service value, service quality and the level of satisfaction (Ibid., p. 42). Monroe (1990) and Gale (1992) interpret service value as the profit (emotions, satisfaction, benefits) that people make after donating (Monroe, 1990; Gale, 1992 in: Ibid., p. 42). The service quality is often defined as how successful the organization is in achieving its goals and objectives in general, and in particular, the contentment a donor receives from communicating and interacting with the organization (Bitner and Hubbert, 1994 in: Ibid., p. 42). Satisfaction in service philanthropic theory means the holistic perception of the organization by donor, including service value and quality (Fornell et al., 1996 in: Ibid., p. 42).

Economic Theory

Economists refer to philanthropy throughout the theory of consumer demand for nondurable goods and services that was presented by Okunade et al. in 1994 (Okunade et al., 1994 in: Ibid., p. 41). This model examines the impact of making voluntary charitable donations on income in general, and in particular, tax policy changes (Feldstein, 1975; Hood et al., 1977 in: Ibid., p. 41). Another economic perspective on philanthropy suggests that utility, or the amount of satisfaction a person receives after making a donation (Harrison et al., 1995, p. 398 in: Ibid., p. 41). Also, economic theory attempts to analyze the reasons why people take part in different activities prepared by charitable organizations (Ibid., p. 42). The first factor depends on if people share the same values with the charitable organization and to what extent they share the same values. The second factor is that people feel pressure from their environment, for instance, if person's family and friends donated money to a specific charitable organization, this person feels pressured to donate as well (Freeman, 2004 in: Ibid., p. 42).

Charitable Giving Theory

Charitable giving theory explains the willingness of donors to give throughout three possible motivations: altruism, reciprocity and different benefits. According to the authors, the first reason for donors to donate is the feeling duty-bound to provide the community with “collective goods and services” (Bruggink and Siddiqui, 1995 in: Ibid., p.38). The second possible donor motivation to give is the concept of reciprocity. Author explains the concept of reciprocity as a belief that motivates people to donate in order to receive a benefit afterwards (Ibid., p. 38). Mauss (1994) described three types of obligations that are the parts of reciprocity - “the obligation to pay, the obligation to receive, and the obligation to repay” (Mauss, 1994 in: Ibid., p.38). The third motivations, as described on the example of college by the author, are direct benefits, for example, reference in the annual report or association with the organization (Ibid., p. 38).

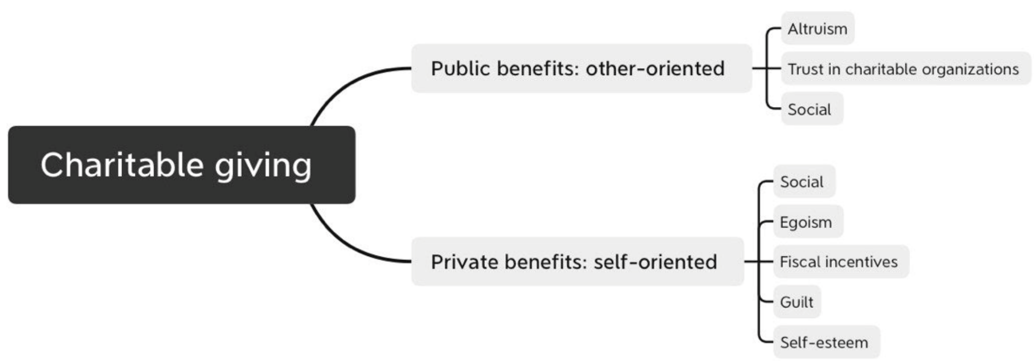
Relationship Marketing Theory

The main goal of the relationship marketing theory is to evolve the relationship between the organization and its donors and better understand the principal factors that bring important end results for the organization (Hennig-Thurau et al., 2002, p. 231 in: Ibid., p. 43). One of the most important variables in relationship marketing theory is communication. The organizations should attempt to enrich the communication with its clients because it will result in higher level of satisfaction from both customers and the organization (Cannon and Homburg, 2001; McAlexander and Koenig, 2001 in: Ibid., p. 43). According to relationship marketing theory, the success rates for the charitable organizations can be scaled by analyzing the donation frequency (first time donation, repeated donation) or by exploring the activity in fundraising activities. The end results of applying relationship marketing theory should be customer loyalty and customer word-of-mouth communication (Hennig-Thurau et al., 2002 in: Ibid., p. 43). The presented theory is used to understand the repeated donations made by the donors (Sheth et al., 1999 in: Ibid., p. 43).

Understanding the theoretical context of donor motivation to give is an important step in creating fundraising strategy, defining the main goals and preferable result. Nevertheless, charitable organization’ s leadership teams should consider that the theoretical foundation may differ due to unique areas of interest, policy, culture etc. (Ibid., p. 43).

For my research, I decided to use the charitable giving theory because the existing literature “directly fits into the field and practice of fund-raising and philanthropy” (Ibid., p. 38) and explains the donor motivation. In 2017, Konrath and Handy proposed a conceptual framework for charity giving that is based on literature overview from interdisciplinary scholars such as economics, sociology, psychology etc. (Konrath and Handy, 2017, p. 349). The authors classified the main donor motivations to give money for charity into two categories - public benefits and private benefits as it may be seen in Figure 2, altruism (improvement of the contentment of others), trust in charitable organization (increase impact of donations) and social benefits (friends' and family satisfaction) form the public benefits, or other-oriented benefits. Again, social benefits (unwillingness to be censored by society), egoism (the desire to preserve the reputation), fiscal incentives (taxes), guilt (unwillingness to experience negative emotions) and self-esteem (the emergence of “warm glow” feeling) form the second category, private benefits. The presented framework can be used for organization purposes because public and private benefits that motivate people to donate, may intermix (for example, social benefits that are presented in both public and private benefits) (Ibid.).

Figure 2. Conceptual framework for charity giving (Konrath and Handy, 2017, p. 349)



Konrath and Handy (2017) in *The Development and Validation of the Motives to Donate Scale* give a brief overview of different theories from several disciplines to prove the existence of private and public benefits that donors receive after donating (Ibid., p. 351).

Economists, for example, Becker (1974) explain donor motivation to give through altruism (Becker, 1974 in: Ibid., p. 351). On the contrary, Andreoni (1990) presented the notion of "impure altruism" that explains that the altruism may not be the only motivation for people to donate, but the feeling that people get after making a donation, the author called this feeling a "warm glow" (Andreoni, 1990 in: Ibid., p. 351). Trust in charitable organizations is also present in the economic perspective on charitable giving, Handy (2000) states that individuals should trust charitable organizations to improve the welfare of others or get the "warm glow" feeling (Handy, 2000 in: Ibid., p. 351). Other economists argued that giving behavior can be explained by "conditional cooperation", which means that a person is more likely to donate if others, respectively friends and family, have already donated (Frey & Meier, 2004; Rabin, 1993 in: Ibid., p. 351), and this also has an impact of donors' confidence and self-esteem (Ibid., p. 351).

From the sociological point of view, donors' behavior can be explained by the theory of social norms (Bernheim, 1994; Elster, 2000 in: Ibid., p. 351). Sociologists tend to think that people only donate when they can be seen by others - to preserve their reputation (Croson, Handy, & Shang, 2009 in: Ibid., p. 351). Also, the Giving in the Netherlands Panel Survey conducted by Bekkers, Boonstoppel, and de Wit in 2013 applied similar to private and public benefits donor motivations - "intrinsic (e.g., altruism) and extrinsic motives (e.g., taxes)" (Bekkers, Boonstoppel, de Wit, 2013 in: Ibid., p. 351).

1.5 Theoretical framework

After the literature overview on the topic of measuring social media marketing in general, and in particular, charitable marketing, Phethean, Tiropanis and Harris developed a framework for measuring performance of social media for charities based on previous research conducted to create a measurement model for social media marketing. Online fundraising strategies are a part of social media marketing, thereby, this model (Table 1) is suitable for measuring the success of online fundraising strategies.

Table 1. Categories of performance measurement (Phethean, Tiropanis and Harris, 2012)

		Measurement category		
		Awareness	Engagement	Action
Strategy	Relationship Building	Projected Reach of posts	Audience demographics Post interactions	Response to physical campaigns Donations
	Referral Trafic	Click-through rate Google Analytics	Sign-ups	Cash value Purchase tracking
	Mobilisation		Post interactions	Offline enquiries relating to mobilisation call

The model has three measurement categories - Awareness, Engagement and Action, that are used to measure different strategies - Relationship Building, Referral Traffic and Mobilization (Phethean, Tiropanis and Harris, 2012).

The first phase is called Awareness. The main goal of this stage is to let people know the reason for promoting the campaign. According to the authors, this stage is expected to fail for the reason of interpassive user’s presence on social media who are interested in a campaign, but do not intend to support it. The projected reach of the post is a key metric for this stage. The campaigns’ outreach can be calculated through the proportion of the audience who have shown interest in previous campaigns and are known to be interacting with the post. In addition, the number of “mentions”, “click-through rate” and previous Google Analytics reports can be used as a metrics for determining the level of awareness (Ibid.).

The second, and the most important stage, is called Engagement. This stage is known to be the main purpose for every charitable marketing campaign (Harris and Rae, 2009; Hoffman and Fodor, 2010 in: Ibid.), furthermore, the results of this stage may demonstrate the number of new supporters and may be used in predicting the campaign’s success. The fundamental metrics for measuring the engagement with the audience are the post interactions - the number of replies, comments, reposts, linked URL click through rate, feedback percentage. Also, sign-ups with the account on the website is an important metric in referral traffic measurement. These interactions are considered to be deeper and more loyal than just following or mentioning, after all, these metrics are crucial for defining the success of a campaign (Ibid.).

The last stage, Action, is used to identify the results of social media campaigns. Although, the data presented on social media does not cover the actual outcomes. The metrics that may be used for measuring the success of the social media campaigns are the following: response to physical campaigns, donations, cash value, purchase tracking and offline enquiries relating to mobilization. While measuring the success of social media campaigns, it is necessary to pay attention to the fact that charities differ by their size, available resources and main goals - but, most importantly, success can mean different things for different charitable organizations. Notwithstanding, charitable organizations share enough similarities in the behavior on social media such as strategies and approaches, which means that the presented framework, especially the Action measurement category, can be used (Phethean, Tiropanis and Harris, 2013).

Later in the Analytical part of my thesis, I will focus on the Relationship Building strategy and its measurement categories presented in the theoretical framework by Phethean, Tiropanis and Harris (2013). Based on the presented framework, I would like to answer the following questions in my thesis:

What are the most suitable online fundraising strategies to improve the relationship between the organization and the donor?

How does online fundraising on the social media increase or decrease the donor's activity in charity giving?

2. Methodological assumptions and research design

2.1 Research methodology

To develop a practical part, which will be based on the literature overview, presented theory and explained main terms described in the theoretical part, I decided to focus on a qualitative research method. In my thesis I rely on the Merriam and Tisdell (2016, p. 13) definition of qualitative research:

"Qualitative researchers are interested in understanding the meaning people have constructed, that is, how people make sense of their world and the experiences they have in the world".

I decided to use qualitative research method because it will help me achieve the main purpose of my thesis. Qualitative analysis is used to describe behaviors, attitudes, opinions and perceptions, knowledge, emotions and values, social structures and relationships. One of the benefits of qualitative analysis is the ability to probe into responses or observations as needed and obtain more detailed descriptions and explanations of needed information. Also, in contradiction to quantitative research methods, in particular survey questions, where the responses are fixed and interval, qualitative research methods such as interviews allow the interviewer to follow up with the received information and in collaboration with the participant, build a rich, more personal knowledge of a given topic. The next strong argument in favor of choosing the qualitative research method is that I can understand and document the causal relationships by using this research method (Sagepub, 2012).

The main goal of my work is to understand the relationship between Amnesty International and its donors, identify the resources that each side offers to or demands from the other side and investigate how a person's willingness to donate online modifies after applying online fundraising strategies on social media by NGO.

2.2 Terrain selection and description

2.2.1 Amnesty International

Amnesty International runs campaigns, organize public events and protests, educate, defend victims of injustice in order to attract attention of the society and the government and change the situation on state level as well as at the international level (Amnesty International Česká Republika, 2008). Amnesty International is a nongovernment organization that monitors the actions of governments and pressure them to act according to human rights principles by brining injustice and violation of human rights to light (Human Rights, n.d.).

I decided to investigate the case of Amnesty International CR in my bachelor’s thesis they use not only their website to promote their ideas, but also, they are actively using social media to educate people on the topic of human rights and, what is not less important, raise money.

Amnesty International’s work is being financed mostly by individual donations. They also accept donations from businesses that have been carefully vetted. Each Amnesty International country operation is presented in year-by-year global financial reports that have been audited and published according to legal requirements of the relevant jurisdiction (Amnesty International, 2018).

The biggest challenge in raising money is to gain public attention and support. Here, online fundraising on social media helps to achieve the goal. With the exploding popularity of online fundraising, in 2019, online giving increased by 10% yearly and by 22% monthly according to the latest M+R Benchmarks study (Chow, 2020).

2.2.2 Amnesty International ČR Instagram

For my research, I decided to investigate Instagram as a platform for implementing online fundraising strategies because Instagram is a perfect place for impactful images, collaborations with “influencers”, storytelling and live streaming. Possible limitation of my choice can be the age range of people who use Instagram. According to the latest research of Statista data platform (2021), over two thirds of total Instagram audiences were aged 34 years and younger, the other third covers another 30% of total Instagram audience: more than half (16%) of them were aged from 35 to 44 years and people from 45 to 65+ years cover only 12% together (Tankovska, 2021).

The Instagram account of Amnesty International ČR @amnesty_cz has 12,700 thousand followers, 791 posts and 151 followers. The Amnesty International profile bio (i.e. profile information) says that it is a nongovernmental organization that tells the stories of activism and how people around the world are striving for change. Its profile bio also has a link to their website that takes people to the website page, where people have several options of taking action: donate money directly, became a volunteer or view the latest publication on its website. The content on Amnesty International ČR Instagram can be divided into several categories: educational posts, inspirational posts, post telling the stories about events in the world of human tights (e.g. photographs of protests, events) and posts promoting its projects. I consider communication on AI social networks to be friendly, inspirational and educational.

2.3 Selection of the research participants and their characteristics

The target population includes five employees of the Amnesty International CR: campaign specialist, campaign coordinator, campaign manager, social media manager, digital specialist. The reason I chose these respondents is because they work directly with content and campaign creation for Amnesty International Cz social media. Their purpose is to draw attention of the new audience to the problems they are fighting with and attract new subscribers, who may become donors in the future. I assume that the chosen respondents are familiar with online fundraising strategies that will help me answer the research questions[2].

2.4 Data and the format of data collection

As a format of data collection, I decided to use semi-structured interviews with developed interview guide to collect qualitative and open-ended data. Semi-structured interviews are used to collect information from respondents that is mainly connected with personal

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[2] What are the most suitable online fundraising strategies to improve the relationship between the organization and the donor?

How does online fundraising on social media increase or decrease the donor's activity in charity giving?

experience and attitudes directly related to the research topic (DeJonckheere and Vaughn, 2019). I will start with easy, context-setting question before moving to more difficult and in-depth questions. All interviews will be conducted through Skype video calls, audio-recorded and then transcribed into text documents. Possible limitation of used data collection could be the fact that it may not be easy to generalize. Another limitation could be the ethical aspect. In my bachelor thesis I will follow the Statement of Ethical Practice for the British Sociological Association (March 2002) and Plagiarism Guidelines, Department of History and Philosophy of Science, Cambridge University. The anonymity and privacy of those who participate in the research process will be respected. Personal information concerning research participants will be replaced with numbers. One more possible limitation in my study is endogeneity because my research includes only one group of possible actors in donor-NGO relationship. All interviews will be conducted through Skype videocalls, so I can also evaluate the emotions and reactions of my respondents. By prior arrangement and signed consent for processing personal data for educational purposes, interviews will be audio-recorded and then transcribed into text documents. The text of the transcribed interviews, the signed consents for processing personal data and the interview materials can be provided upon request to all employees and students of the Charles University in Prague.

2.5 Analysis

I would like to work with full texts because I am willing to conduct a thematic analysis of coded data. Braun and Clarke (2006) give the following definition of thematic analysis:

"Thematic analysis is a method for identifying, analyzing, and reporting patterns (themes) within data".

By themes, Braun and Clarke (2006) mean the important information closely related to the research question that creates a pattern through the data set. There is no predefined size for a theme, but this pattern should appear in relatively little of the data set and should be related to the research questions (Braun and Clarke, 2006).

There are two ways of identifying themes within the data: inductive or „bottom up" way, or in a theoretical or deductive or „top down" way (Braun and Clarke, 2006). If the data were collected specifically for the research (Braun and Clarke, 2006) and the themes might have a relationship with the questions that were asked during the interview (Patton, 1990 in: Braun and Clarke, 2006), I decided to use this method of identifying the patterns because my data were collected specifically for this research and the interview questions were divided by categories. However, I was not trying to fit the frame I created while composing interview questions.

Another part of the thematic analysis is the levels, on which themes can be identified. Boyatzis (1998) defines semantic or explicit level, and a latent or interpretative level, on which data can be identified (Boyatzis, 1998 in: Braun and Clarke, 2006). In my analysis, I decided to use semantic approach that is used to look for themes that are "on the surface" of the information that a participant has said (Braun and Clarke, 2006). The analysis should consist the description of the patterns, their summarization and interpretation, where the researcher looks for deeper meaning of the received themes (Patton, 1990 in: Braun and Clarke, 2006).

Researchers use realist/essentialist and constructionist paradigms to conduct the thematic analysis depending on the focus of the research (Braun and Clarke, 2006). The epistemology helps the researcher to theorize the obtained results (Braun and Clarke, 2006). For example, motivations, experiences and meaning can be easily theorized using the essentialist/realist approach, because of the simple relationship between meaning, experience and language – language allows us to form the meaning and experience (Potter & Wetherell, 1987; Widdicombe & Wooffitt, 1995 in: Braun and Clarke, 2006).

Thematic analysis has several steps, described by Braun and Clarke (2006), which I followed. In the following paragraphs I will cover in detail, how the collected data was reviewed, which initial codes I generated, which themes I found, how these themes were reviewed, defined and named and to which conclusions I came.

Analytical part will also include social media campaign analysis. This analysis will follow the stages of the model presented by Phethean, Tiropanis and Harris in 2012. The selected social media campaign will be analyzed in three categories – Awareness, Engagement and Action. The analysis should include the following metric: projected reach of posts, post interactions, audience demographic, final amount of donations or response to the campaign.

Phase 1: familiarizing yourself with your data

I conducted five interviews that have been audio recorded. The next step I needed to do was transcribing my data into text documents. As this process is known for being time consuming, I decided to use online transcribing tool. For that purpose, I used Google Docs. To transcribe audio into text, I needed to open and run "Voice Input" function in the "Tools" tab. I turned on the playback of the audio next to the microphone and the system started to type text itself. Since the audio was sometimes interrupted due to unstable Internet connection, I revised the text and fixed some mistakes. In addition, during revising the text, I checked the accuracy of the transcribed information to the original audio. Then I printed the text documents and started rereading the interview in searching for meaning and patterns. During this step, I started taking notes and mark the ideas for future coding. I got familiar with the data by rereading it.

Phase 2: generating initial codes

During this step, it was important to code as many themes as possible because any information might be interesting later, and then to collate the data extracts within each code (Braun and Clarke, 2006). Since I have printed the transcribed data, I used highlighters and colored pens to make notes, and then I photocopied extracts of printed data and matched them. Below, I will rewrite the data extract, which I believe is important in my bachelor's thesis, and I will give an example of how the initial codes were generated.

Table 2. Example of the initial codes' generation

Data extract	**Coded for**
To my mind, understanding your audience is the most important thing that you need to understand. A well-written strategy, content plan, hashtags, even pictures - all of this is valuable when it delivers something.	1. Talked about understanding the audience 2. 3. Talked about of the importance of social media strategy <u>under condition</u>
Well, first, you need to be able to listen to your audience and observe, I guess, what they find interesting and engaging.	1. Talked about understanding and observing the audience

It is important to listen to what your audience thinks about your work. Our Instagram has its own style, as you probably have noticed, we have our own color palette, fonts and backgrounds. In addition, to keep our audience engaged, we have schedule for posting certain topics. For example, once every two weeks, we are publishing good things that happened in the world of human rights. These posts get the most reactions and comments. In my opinion, it is also very important to respond to the comments and tags, people are tagging us all the time on their publications, in order to maintain communication. People are also very actively involved in live streams and IGTV videos.	1. Talked about understanding the audience 2. Talked about certain tools of the online fundraising strategies – posting schedule, personal style
Yes, we use a variety of online fundraising strategies. I have been working in the charity giving for a long time and I understand that social media has made everything much easier for the organization and for the donors, too. Now you can donate money from anywhere in the world and we will receive it on the same day. We just recently reached 10,000 followers on Instagram, so now we can attach links to our Instagram stories. We attach links to the information on our website and to various campaigns, and then we can track the number of clicks through the Instagram story to the website	1. Talked about fundraising strategy – attaching link to the information on the website 2. Talked about how social media made the donation process easier 3. Talked about building a following Talked about the promotion of the “Write for rights” campaign and people’s feedback

We have been actively promoting “Write for rights” campaign on our Instagram page. It is a global campaign when you write a letter for those whose humans rights are being attacked to show them your support and just tell them that you believe in them. After promoting this campaign on Instagram, we received I guess twice as many letters as last year, that is incredible. Some people just did not know about this way of taking action.	
We use the "Donate" button in our profile description. We try not to use aggressive methods of asking for money. Also, there are several ways of how you can take an action in Amnesty movement – you can donate money, you can become a volunteer, you can sign the petition, you can send an e-mail, even liking our post on Instagram or other social media or leaving a comment will make a difference.	1. Talked about fundraising strategy – “Donate” button 2. Talked about the way Amnesty communicates Talked about different way of supporting human rights

Phase 3: searching for themes

During this phase researcher analyzes the codes he created in previous step, tries to combine them with each other – thereby sorting the codes into potential themes. At this point is important to consider all topics important, even if some of them are insignificant (Braun and Clarke, 2006, p. 19-20).

After deeper look at the created codes, I identified five potential themes:

- *Communication with the audience as the most important tool on social media*
- *The donor-organization relationship*
- *Online fundraising strategies that increase the activity of the donors on social media*
- *The importance of social media usage for the charity sector*

- *Other information: alternative ways of supporting the organization, personal experience with social media of the respondents*

Phase 4: reviewing themes

This phase involves two levels of processing the potential themes. During the first level of reviewing the potential themes, the researcher needs to reread the extracts that are connected to the theme and decide whether they form the coherent pattern. If the data extracts do not fit into the pattern, the researcher needs to rework the theme or create a new theme. As soon as it is done, researcher can move to the second level of processing the information, which is very similar to the first one, but concerns the entire data set. In this part of the process, the researcher decides whether the chosen themes represent the meaning of the entire dataset (Braun and Clarke, 2006, p. 20-21).

The themes presented in the third phase reflect the meaning of the data extracts as well as the entire data set. I decided to remove the theme “Other information”, where I had codes that did not belong anywhere, because there is not enough data support for them.

Phase 5: defining and naming themes

During this phase, researcher’s goal is to conduct individual analysis for each theme – if the acquired information answers the research questions and, in general, how it fits the entire analysis. After that, each theme should be named in a way that the reader can immediately understand what the theme is about. The names should not consist of paraphrased information of the codes that it represents, but it is interesting in a given context (Braun and Clarke, 2006, p. 22-23).

After analyzing each theme separately, presented themes partially answer the research questions posed[3] and help to achieve the set research goal[4]. The obtained results will be described in the following phase.

- *The donor-organization relationship*

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[3] What are the most suitable online fundraising strategies to improve the relationship between the organization and the donor?

How does online fundraising on social media increase or decrease the donor's activity in charity giving?

[4] The context of my study is to describe the relation between NGO and donors, identify the resources that each side offers to or demands from the other side and investigate how a person’s willingness to donate online modifies after applying online fundraising strategies on social media by NGO.

- *Online fundraising strategies that increase the activity of the donors on social media*
- *Donations*

Phase 6: producing the report

This phase includes the main research findings and results that will be covered in the next chapter.

3. Analytical part

3.1 The donor-organization relationship

All respondents also noted that it is very important to observe the audience, listen to them and understand their needs. When answering the question *“What kind of resources does you organization offer to your donors on Instagram?”*, all 5 respondents mentioned *“information”*, *“news from the world of human rights”* and *“unique insights”*. One of the respondents said:

„It is important to observe how the audience reacts to different publications, so that in the future we can engage with more people and more people could pay attention to the world’s problems we are talking about. Maybe some of them would like to take an action. It does not matter if it is a donation, a repost of our publication or signing the petition. Any help is important “.

Among the answers to the question *“What does your organization demand from donors on Instagram?”* were *“financial support”, “activity on Instagram”*, *“likes and comments”*, *“participation in our projects”*, *“volunteering”*.

Unfortunately, I can only suggest which resources donors offer and demand from the organization based on the conducted interviews. One of the respondents mentioned that sometimes their subscribers send questions about various situations in the world, and then they research the issue and publish information or give the link to the information on their website:

„We do sometimes receive requests from subscribers about different information that they would like to know. I am so glad that such requests come, and I see this positive trend, because this has not happened before. Unfortunately, this still rarely happens and in most cases, we post, for example, a poll in stories in order to find out what they would be interested in “.

As an Amnesty International follower on Instagram, I noticed that the administration of Amnesty International ČR Instagram profile always reacts to comments and questions in the comments section. This information was confirmed by one of the respondents:

"We strive to answer all questions as soon as possible, because we really appreciate the time and attention given to us. Everyone likes to receive feedback, so I think that polite communication is an important component of a good relationship between us, as an organization, and our subscribers".

It means that the donors demand the information from the organization in exchange for support and activity. However, as 3 out of 5 respondents mentioned the chances that the donors will ask for the information by themselves are low, so they need to engage with them and ask them if they want to know something specific. Based on this, the relationship between the organization and the donor can be described as following: the organization offers the information in exchange for the support, when, in turn, the donors demand the information and are ready to offer support. I can conclude that the relationship between NGOs and the donors are not equal and poorly balanced: NGOs need the donor's support more than the donors need the information provided by NGOs.

3.2 Online fundraising strategies that increase donor's activity

The conducted analysis shows that among the online fundraising strategies that increase the activity of the donors on social media are the embracement of the "Swipe Up" links in stories, the motion stories, the stickers, the quizzes and the polls increase the donor's activity – after such activities, they notice more people involved, more clicks to the site and more reactions to their stories. One of the respondents mentioned that the most engaging strategies are the strategies that need an action and does not need long time:

"For example, quizzes and polls are very popular. We recently had a small meeting with the content creation team, we do this twice a month, and we were discussing one study, the results of that study showed that people like to click on stickers, answer questions with answer choices, send quick reactions to the answer to stories is anything that doesn't take long. That's why we're trying to implement these strategies into our posting routine".

Four out of five respondents mentioned that live streams on Instagram and IGTV videos help to be closer to the audience and build trust. The respondents mentioned the following information: *"when our audience sees us live or on video, they understand that we are real people", "...they associate us with our images", „of course people trust us more when they see us", "we published our team and volunteers on Instagram so that people understand who they are talking to".*

During the conversation, some respondents were mentioning other social media (Facebook, Twitter), therefore, I politely remined them that my research is focused on Instagram. After this reminder, one of the respondents mentioned:

"We have been actively promoting "Stop death penalty" campaign on our Instagram page. It is a global campaign that educates people about countries that still use death penalty as a punishment for criminal activity. After promoting this campaign on Instagram, we received I guess twice as many interactions with our posts than last year, that is incredible".

One out of five respondents pointed that the usage of hashtags and emojis help people find them and possibly follow them:

"For each post, we attach from 5-7 to about 15 hashtags that people can use to find us. For example, we use popular hashtags such as human rights, amnesty, equality and so on".

3.3 Donations

All of respondents mentioned that people donate money only when they are asked to do so. As I noticed while being an Amnesty International ČR follower, their publications do not contain direct requests for donations, most of the time you can see a "Swipe Up" link leading to the page, where people can donate money. My opinion was confirmed during the interview with one of the respondents:

"Unfortunately, people don't really donate money just like that. They need to be asked to do so. We see a huge fall in the number of donations when we don't remind people that there is such an option. We use the "Donate" button in our profile description and "Swipe Up" links. We try not to use aggressive methods of asking for money".

Also, respondents pointed that online fundraising strategies such as "Swipe Up" links help them to drawn attention to webpage, where people can donate money online:

"We attach a link to our website, to the donation page, so that people do not have to search for this page and also, to once again draw attention to the fact that they can help this way".

While discussing the topic of donations, I asked a question about how social media campaigns affects donations: *"Whether or not the number of donations are exceeding during when you are actively promoting a company versus when no campaign is running?":*

"Yes, the number of donations, transitions to the website increases, as well as the overall engagement on Instagram".

Unfortunately, when I inquire about the approximate number of donations during active campaigns and at any other time, the staff could not provide me with an answer:

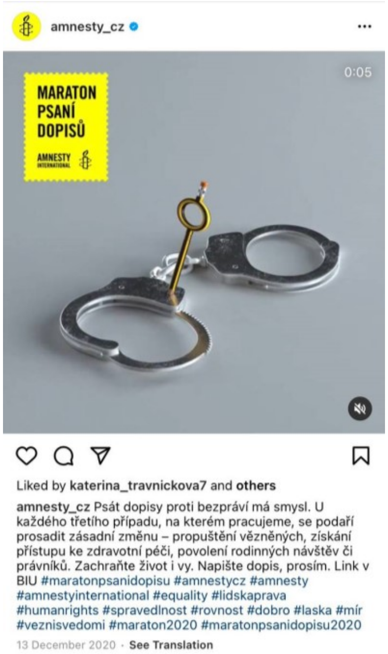
"As for social networks, we notice more tags in stories, more likes, new subscriptions appear. To track the number of visits to the website, we use Google Analytics and the advanced settings at our website. Unfortunately, I cannot give exact numbers".

Due to the internal rules and regulations of the organization, Instagram statistics, Google Analytics data and other data cannot be shared or included in academic papers.

3.4 Amnesty International Instagram campaign analysis

To measure the success of the social media campaign and implement the framework presented by Phethean, Tiropanis and Harris (2013), I decided to use a campaign dedicated to the Letter Writing Marathon "Write for Rights" by Amnesty International. "Write for Rights" is the biggest human rights marathon held in December every year, the Amnesty International branch office in Prague has been involved in the campaign since 2010. Every year, Amnesty International searches for people and communities around the world whose human rights were violated and selects individual cases that may have an impact on other cases or the region. The handwritten letters are addressed to politicians in the chosen countries. The main goal of letter writing is to release or improve the conditions for people who faced injustice and violation (Amnesty International, 2020).

Figure 3. Online profile of amnesty_cz



The first video promoting the campaign was published on December 13th. The video received 1358 views and no comments. The presented video has a *Letter Writing Marathon* sign, and the caption says: *"Writing letters against injustice makes sense. We have succeeded enforced fundamental changes in every third case that we are working on - the release of prisoners, gaining access to health care, permitting family visits or lawyers. You can also save a live. Write a letter, please. Link in bio"*. The caption to that publication is an example of the „Link in bio“ strategy embracement.

Figure 4. Online profile of amnesty_cz

The second post was published on December 16th. It had one comment "*I wrote!*" (cz. napsala jsem!) and received 319 likes. The text of the picture presented above says: *"Don't ask us why we write letters against injustice. Ask yourself, why you don't write it?"*. The caption says: *"Have you already written a letter against injustice? Save the life. Write a letter. Link in bio"*. The caption to that publication is an example of the „Link in bio" strategy embracement, as well as the previous publication.

According to the interview with the social media manager, the average number of likes is 465-470:

"Sometimes our posts become viral, and we get a lot of likes, for example, on our educational publications, like our section with facts, but on average, the number of likes is 465-470 and about 2500 views for videos".

Also, during the interview, the respondent mentioned the expectations about the campaign outreach based on the experience from last year:

"Last year, we held 664 events across the Czech Republic and collected 8 013 letters. This year, unfortunately, the number of events has dropped significantly due to the pandemic, but still we're planning on hosting events online, through social media live

streams and other platforms. We hoped for more letters than last year, at least for a couple hundred".

Based on this, we can assume that the campaign will be successful if by the end of the campaign the branch office will collect around 8 200 - 8 500 letters.

Also, during the interview the question about the main online fundraising strategies they were planning on using during this campaign occurred:

„During any campaign, we attach a link in our profile description that lead to the information about the campaign. People can click on it, read the necessary information and register. We promote this link in the description to our posts by writing "link in bio", and also, we attach links to our Instagram Stories, so people can swipe up and go straight to the website. I think these are the most used strategies by us".

Therefore, the most used strategies during campaigns are Link in bio and Swipe Up strategy.

The next step of the analysis will be the implementation of collected information into the described model (Table 1).

The first stage of the measurement framework by Phethean, Tiropanis and Harris (2013) is Awareness. The Amnesty International ČR Instagram has 12 700 followers at the moment of analysis, last year they collected 8 325 letters, so the possible projected outreach for this campaign should be at least the same or even higher because of the growing number of followers. In spite of this, the number of likes and views are lower than the average.

The second stage in the presented framework is called Engagement. Unfortunately, Amnesty International did not provide me with screenshots of post insights on Instagram, but the respondents mentioned the engagement with the campaign on Instagram Stories:

"During the first maybe two weeks of the campaign, we received a lot of mentions in the stories, around 20-30 a day, it was mostly the reposts of our publications… the picture you mentioned had around 1 200 total impressions and the video had around 4 500 impressions, which is pretty decent".

Also, one of the respondents mentioned that the number of sign-up into the Amnesty International website (the interested in writing a letter person should register on the website) increased threefold in comparison with regular time with no active campaigns:

"Everyone, who wants to write a letter during the marathon, needs to register on our website, read the terms and conditions and mark how many letters were written and where they were written before sending them to our office. In the first few weeks after the start of the marathon, the number of sign-ups to our site increased threefold, up to 15 sign-ups a day. I believe that during the beginning of the marathon the participants are active, then we need to remind them that there is still that option".

To conclude this stage, the estimated number of interactions should be around 6 150 - 6 500, including the impressions, website sign-ups and Instagram story mentions that were noted during the interviews.

This campaign lasted approximately three months, starting in the middle of December and ended in the middle of March. The total number of written letters was 8 262 by the end of campaign. The social media team's assumption was confirmed – the number of letters exceeded the number of written letters in last year by 249. Additionally, the number of subscribers increased by 300 during the campaign. The "Link in bio" and "Swipe Up" online fundraising strategies were listed as the most useful for this campaign.

Also, based on this analysis, I can conclude that the model presented by Phethean, Tiropanis and Harris (2013) can be used to measure the success of social media campaigns and, therefore, for measuring the success of online fundraising strategies in the field of philanthropy.

Conclusion

The purpose of my bachelor's thesis was to describe the relationship between NGO and donors, identify the resources that each side offers to or demands from the other side and investigate how a person's willingness to donate online modifies after applying online fundraising strategies on social media by NGO. In order to achieve the set goal, I formulated two research questions:

What are the most suitable online fundraising strategies to improve the relationship between the organization and the donor?

How does online fundraising on social media increase or decrease the donor's activity in charity giving?

My thesis consisted of three major parts. In the first chapter I presented the main terms and concepts, the theoretical framework and the research questions. In the second chapter the research methodology and the details concerning data collection were introduced. The last part consisted of the process of data analysis, the findings and the discussion for the future research.

Based on the conducted research, the relationship between the organization and the donor can be described as following: the organization offers information in exchange for support and the donors demand information in exchange for support. This confirms the conclusion reached by Ebrahim in 2003, which states that the NGOs and the donors are dependent on each other. I believe that the relationship between NGOs and their donors are definitely not one-sided, but also not "highly interdependent" as Ebrahim (2003) claims. This idea, developed on the basis of the conducted research, indicates that the relationship between the NGOs and the donors is still poorly balanced: the organizations need more support from their donors than the donors need the information from the organization.

Regarding the framework presented by Phethean, Tiropanis and Harris (2013) that I used to explain the relationship building through social media marketing in general, and, in particular, with the use of online fundraising strategies. It was confirmed in my research that online fundraising strategies increase donor's activity on social media. According to the respondents, the use of the "Swipe Up" links in stories and "Link in bio" captions are the most successful strategies on Instagram that lead to direct donations. Furthermore, the motion stories, the stickers, the quizzes and the polls increase donor activity – after such activities, the employees notice more people involved, more clicks to the site and more reactions to their stories. The conducted analysis shows that among the online fundraising strategies that improve the relationship between the organization and the donor are the usage of hashtags and emojis, live streams and IGTV videos. Four out of five respondents mentioned that live streams on Instagram and IGTV videos help to be closer to the audience and build trust. Unfortunately, the organization cannot provide me with metrics and statistics due to internal rules and regulations. The conclusions were drawn on the basis of personal evaluation of data collected from the respondents that is based on Amnesty International ČR Instagram statistics such as interactions, profile visits, sticker taps, impressions, follows and navigation, Google Analytics and SEO settings of the website.

Recommendations

After researching the topic of online fundraising on social and conducting interview with employees of Amnesty International ČR, I would like to introduce some recommendations for people who work with social media for charity organizations. Firstly, it is extremely important to use different statistic tools and metrics to track the donor's activity on social media. There are free statistic tools such as Google Analytics and Instagram statistics that will tell not only socio-demographical characteristics (gender, age, location), but also the time, when the followers are more active, the post and stories engagements etc. This information will help the organization better understand their audience and, as a result, raise more money. If the organization has a budget for online fundraising, I recommend using more profound statistics tools with more features, for example, TolaData[5]. It is a simple way to monitor and evaluate projects and campaigns on social media. Also, I would recommend connecting the Instagram account to the Facebook page and, thereby, create the business account, where all the possible statistics are available. Social media are very important for fundraising, so I recommend hiring a person or a team that will create content and manage social media, if the budget is allowing, because people who work in this field know how to use all the features that social media has for charity. For example, the organization can create a Donation campaign on Facebook and Instagram, use donation stickers on stories on Instagram etc.

Another possible way of raising money for charitable organizations via social media is to connect with bloggers and influencers to promote their campaigns.

[5] TolaData is a project monitoring and managing tool. All the information about TolaData are available at: https://www.toladata.com/

Summary

The present bachelor's thesis focuses on the usage of online fundraising strategies on social media in charitable giving. The main aims of my thesis were: to describe the relationship between NGO and donors, identify the resources that each side offers to or demands from the other and investigate how a person's willingness to donate online changes after online fundraising strategies on social media are applied by an NGO. This bachelor's thesis investigates the case of the Czech Republic branch office of Amnesty International. The analysis sample consists of 5 employees of Amnesty International ČR, with whom semi-structured interviews were conducted. Collected data were coded and analyzed using thematic analysis. The research results and the literature overview show that the relationship between NGO and the donor is poorly balanced, the NGO needs more support from the donor. The research findings also indicate that online fundraising increases donor's activity and describe certain online fundraising strategies that increase donor's activity. The presented thesis also includes the discussion for future research and recommendations for charity staff and volunteers.

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Appendix 1. Interview structure.

Dear …,

My name is Anastasiia Popova and I am a third-year student at Charles University, my major is Sociology and Social Policy.

I would like you to answer a few questions, the answers to which I will use for my further research for my bachelor's thesis titled as Online fundraising and social media. The information obtained from the interview will be used to describe the relation between NGO and donors, identify the resources that each side offers to or demands from the other side and investigate how a person's willingness to donate online modifies after applying online fundraising strategies on social media. It will take a maximum of 20 minutes of your time. If anything is unclear to you or you have any comments, mention it to me. The information obtained from the interview will not be associated with your identity and will be used as study material for my bachelor's thesis.

Thank you for your willingness and your time.

Can you please introduce yourself?

What is your job description?

For how long have you been working in this position?

Why do you use social media as a non-profit organization?

Who is Amnesty's main target on social media?

How do you communicate with your donors?

How do you engage new donors?

How has social media changed the way Amnesty International communicates with its donors?

How to build a long-term relationship with donors?

What concerns do you have about social media regarding online fundraising?

How long have you been working with social media?

What is your favorite social media used by Amnesty and why?

Up to you, what is the most popular and used social media used by Amnesty and why?

Are you aware of online fundraising strategies? Do you know any? If so which ones?

What online fundraising strategies do you use and why?

Do you know any social media strategies?

What is the most important element in a social media strategy?

What expectations do you have after applying online fundraising and social media strategies?

Can you assess the impact of your online fundraising activity on donors?

Is there something else you want to tell me about your social media and online fundraising strategies that I didn't cover in my questions, but you find important?

Appendix 2. Bachelor's thesis project.

Projekt bakalářské práce

Jméno a příjmení studujícího: Anastasiia Popova

Předpokládaný název práce: The case of Amnesty International Cz in the online fundraising on the social media in Czech republic

Klíčová slova: online fundraising, social media, non-governmental organisation, fundraising tools, internet, online donations
Vedoucí práce: doc. Ing. Gabriela Vaceková, Ph.D.

The subject of the thesis
As the internet becomes more and more part of our daily lives, it is important for non-profit organizations to maintain the trend of using online fundraising strategies on their social media to increase donations from individual donors. Fundraising on social media is a critical way for NGOs to share their cause with community members. The context of my study is to describe the relation between NGO and donors, identify the resources that each side offers to or demands from the other side and investigate how a person's willingness to donate online modifies after applying online fundraising strategies on social media by NGO.

Assumed research questions
What are the most effective social media strategies/online fundraising tools to improve the relationship between the organization and the donor?
How online fundraising on the social media increases or decreases the donor's activity in charity giving?

Thesis statement:
Amnesty International raises about €3.40 for every €1 they spend on fundraising. (Beaumont, 2015)
Amnesty International receives more than 81% of its funding from its members and supporters through individual donations. (Beaumont, 2015)
The donor-NGO relationship is unequal and one-sided.
The use of social media for fundraising is a relatively widespread topic, so the literature specific to online charitable giving is unlimited. Studies have examined the benefits of internet use, the interaction between organization and donors, the trends in how organizations are using various types of social media, what metrics do organizations use to measure their success etc. The theoretical framework of my bachelor's thesis will define the key concepts in my research, propose relations between them, and discuss relevant theories based.

To begin with, I would like to provide a sociological explanation for charitable giving. I would like to use the Colemans' social capital theory (1988) that suggests that actors engage into social interactions and networks for self-interest. As explained by Bryan et al. (2003) having a larger and more diverse social network enables access to charitable markets and decreases costs of donation transactions. Also, larger sociological networks can provide the actor with information about charitable organizations.

The next experiment conducted by Adena et al. (2019) tests the impact of quality certificates on donations to a charity. Compared to the control group, participants presented with a quality certificate chose higher donations by around 10 % and reported higher trust in the same charity. The choice of donation values over time shows strong persistence such that the difference between the two groups remained even after all participants were informed about the certificate. Since the initially uninformed donors did not adjust their donations upwards to a sufficient extent, we conclude that quality certification is less likely to affect giving by existing donors. Shin (2019) finds in his research that nonprofit organizations that attract more supporters on the web and social media can increase charitable giving. Shin and his team conducted regression analyses based on the economic model of giving that estimates the direct relationship between web traction and donations show similar results. However, the results also show that the impact of economic factors such as price and fundraising activities on charitable giving is much greater than the impact of web traction. Micheal L. Shier and Femida Handy (2012) were analyzing the factors that influence people's willingness to donate online and the results show that gender, perception of the organization, and influence from others are variables that influence the likelihood of donating online. Further research and implications for human service nonprofits seeking to undertake online charitable campaigns are discussed. Finally, socio-demographics of gender and age are also related to online donating behavior (Choi and Chou, 2010), and I will focus on them to investigate the factors likely to impact online donating. Choi and Chou (2010) examined the relationship between the extent of time and money volunteering among people aged 55 and more at baseline and those of the same age nine years later, the relationships between change or stability in volunteering and various socio-demographic attributes of the respondents and measures of their human capital, cultural capital and social capital.

The theories that I would also like to use to precisely describe my subject are next: relationship management theory, mass communication theory, social media interactions theory and organization public relationship theory.

Methodological assumptions and research design

In order to develop a practical part, which will be based on existing theories and hypotheses described in the theoretical part, I will focus on a qualitative research method: semi-structured interview. One of the advantages of this method provides a great opportunity to gather precise data about what people believe and what their motivations are.

The research will include people over 18 years old who will answer "yes" to one of the following questions: "Do you give money to charity?", "Do you know the NGO called the Amnesty International?", "Do you use social networks?". The planned sample should include 15 to 20 people with equal men and women distribution and involving different age groups. All interviews will be recorded and then transcribed into text documents, after this I plan to conduct content analysis of coded data. Due to the present epidemiological sutiatiation, the only possible way to conduct interviews is via the Internet. Therefore, I aim to create an online questionnaire, which will include questions mentioned above, sociodemographic and personal information (name/surname/e-mail/phone number), that will be published on one of the Amnesty International Cz social media. Previously I contacted Amnesty International Cz with a request to accomplish that on their social media and they responded positively. After this, I am planning to analyze data and contact people that will suit my research the most.

Project ethical consideration

In my bachelor thesis I will follow the Statement of Ethical Practice for the British Sociological Association (March 2002) and Plagiarism Guidelines, Department of History and Philosophy of Science, Cambridge University. The anonymity and privacy of those who participate in the research process will be respected. Personal information concerning research participants will be replaced with numbers. ISO 690 will be used to govern bibliographic references in both print and non-print documents.

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