

The Future of Non-Profit Fundraising: Digital Strategies for Maximum Impact

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Abstract:

Non-governmental organizations (NGOs) play a crucial role in addressing social issues, relying on voluntary contributions and grants for funding. They focus on various areas, including education, health, and disaster management, aiming to promote equity and sustainability in society. To enhance their outreach and donor engagement, NGOs increasingly utilize digital marketing strategies. A study involving 513 participants, analyzed using SPSS, explored the relationship between digital strategies and donor psychology, confirming a positive correlation. The findings indicate that effective digital advertising fosters empathy and positive attitudes towards charitable giving, enhancing trust in organizations. Furthermore, the study highlights that perceived trustworthiness and transparency significantly influence monetary donations. By appealing to emotions and understanding donor psychology, NGOs can improve their effectiveness and increase charitable contributions. Overall, the research underscores the importance of digital approaches in enhancing NGO operations and fostering a supportive environment for charitable giving.

Keywords : non-governmental organization (NGO), Attitude towards helping others (AHO), Attitude towards charitable organizations (ACO), Digital Marketing, Donation, Charity

1. Introduction

A non-governmental organization (NGO) is a legal entity established and operating with its financial resources from non-governmental sources and institutions with voluntary, non-compulsory, and non-contractual involvement in governance (Kaya, 2022). Sources of funding are crucial for NGOs, especially for developmental ones. NGOs are pivotal in advancing society through realizing, creating, and providing services to marginalized populace and policy change. They can operate locally, nationally, or internationally, often interacting with governmental and non-governmental agencies, business companies and firms, and international organizations to realize their objectives (Wanjiru, 2018). The major funding sources for NGOs are donations, grant memberships, related schemes, and fundraising events (Antrobus, 1987). They act in nearly every sector: education, health, poverty, human rights, environment, disaster relief. Through encouraging communities and fundraising, they interfuse beneficial changes for equity and sustainable results. Being independent, they can address fundamental or sensitive concerns, such as those that governments

might not prioritize, making them relevant players in the social change and justice agenda. Resources, time, or services to assist individuals in powerlessness are widely believed to be a pillar of humanitarianism worldwide (Donini et al., 2006). Individuals, groups, and organizations hold it in various capacities, helping deal with societal issues. Charitable actions can include providing funds, goods, services, products, or products and services for fundraising for various charitable purposes, including poverty reduction, education, health, environment, disaster relief, and many more (Gao et al., 2022). Such actions respond to socially urgent needs, which remain uncovered in the absence of charity; they manifest society's care and accountability for its most vulnerable members. Pierre uses the concept of NGOs to explain the coordinating and facilitating role they take to define and intensify altruism; as such, NGOs act as mediators through which charity is delivered (Pierre, 2016). Non-governmental organizations are non-profit organizations based on conditions that work to improve social, cultural, or humanitarian situations. Organizations are not subordinated to any government, and they may engage with other

stakeholders, such as charitable givers, corporate entities, and groups of people, to realize the intended goals. Operating charities by individuals and organizations can be seen as the fundamental foundation for NGOs since they provide the required means for implementing and maintaining activities, the primary aim of which is to improve people's living standards, encourage education, develop health care, and fight for equality (Mikeladze, 2021). Charity remains vital in executing NGO work because it does not come with the financially motivated goals and demands commonly found in profit-orientated operations. Cash contributions by people, charitable foundations, and companies contribute financial resources to projects and programs (Mikeladze, 2021)(Grisolia et al., 2023). Non-governmental organizations in the education sector depend on charities to construct schools, offer scholarships, and assemble educational materials (Parida et al., 2021). Various healthcare NGOs use charitable funds to set up clinics, host medical events, and provide basic medicines to neglected regions. During disasters, charitable gifts help NGOs respond with timely essential services, including food, shelter, and medical aid (Rajabi et al., 2021). Another important type of charity that supports NGO actions is the donation of goods and products needed for their operation. These may include apparel, food products, medicaments, literature, and technological items. For instance, technology firms give computers to organizations promoting computer literacy, and pharmaceutical firms donate their products to health organizations' projects. Voluntary work from people who provide service and knowledge is also extremely valuable. Volunteers may get involved with teaching in impoverished schools, tutoring youths, planning events in a community, or giving service based on profession, such as legal and medical service. Charity not only assists NGOs in putting into practice their programs but also as a way of establishing the reputation of the NGOs among the beneficiaries (Dewi et al., 2021). People have strong desires to receive help and offer assistance to others. Frequent giving and proper disclosure of the use of resources promote goodwill among the givers and takers. They invite more contributions from all relevant factions to establish this trust, creating this

support cycle and providing impact. It also enables charitable activities to give power to NGOs fighting specific or localized problems to be effective. A local-driven charity event could erect a water well in a region characterized by water rationing and, consequently, help the residents directly while complementing the NGO's core tasks. NGOs depend on charity to operate and expand, and they offer an orderly, templated base through which charitable services are provided with the added value of ensuring that the donations received get to the targeted beneficiaries (Shevchenko et al., 2024). NGOs will be more capable than single individual donors of recognizing these requirements, developing programs, and assessing the effectiveness of the implemented initiatives. Accountability tools like audits and impact evaluations also ensure that donors are getting value for their money/charity, which also helps NGOs adapt and expand their activities. Financing patterns allow NGOs to try out new initiatives, introduce innovative technologies, and widen the area of their operation. NGOs engaged in environmental conservation can use charitable funds to install solar-driven water purification services in hard-to-reach areas to highlight the charity's role in advancing service delivery innovation (McCormick, 2023). The donor is the backbone of NGOs as it must supply the necessary funds and credibility to undertake the required tasks for societal issues. With the support of people's charity involvements, NGOs can only alleviate the life status of underprivileged people through joint efforts. Besides, through charity, such organizations amplify NGOs' role and align a society's collective efforts to care for the needy members of the rest of society. That way, NGOs act as influential change makers that embrace and close divides, foster hope, and open doors to a better world. Marketing communication through digital media has greatly transformed how these organizations, including non-governmental organizations, operate, interact, and obtain support from society (Kuzmina & Kuzmin, 2021). It uses the web and other new media technologies like social networks, e-mail, Search Engine Marketing, and web banners to reach more people. In the case of NGOs, digital marketing (DM) has become a strong means of increasing the organization's visibility,

credibility, and overall amount of charitable donations (Minguez & Sese, 2023). Realizing that traditional advertising as a way of reaching the audience is no longer effective and confusing, NGOs can touch potential customers and participants with simple campaigns and interesting content, thus enhancing their potential. The following are some primary examples of how DM assists NGOs in getting charity; improving visibility is key. Statuses, photos, and posts on Facebook, Instagram, Twitter, LinkedIn, and YouTube can be used to share a new story, video, or update that elicits an emotional response from the audience by NGOs (Koutromanou et al., 2023). Accordingly, a story of lives changed by the workings of an NGO can encourage people to donate their money or offer their time and effort. Such tactics as Search Engine Optimization help the NGO to have its website on top of the many individuals and firms forming, making it easy for those interested in particular causes to find and support them. Advertisements are the main part of this process. Google AdWords, Facebook Ads, and similar enable NGOs to narrow their audiences based on age, location, interest, and generosity. This means their information goes to those more likely to patronage their services or accept their ideas. An advocacy campaign for a child education program could reach men and women interested in Education or Child welfare. They usually contain outright instructions to the public like 'donate now' or 'support cause'; hence, supporting the cause is easy for the viewers. The feelings elicited by the available technologies define the efficiency of DM for the charity. Selling appeals that present the messages of change, challenges, and achievements can make people react. The audience is strongly associated with visual information – images and videos are emotionally touching, raising empathy and the desire to help. The online platform also allows NGOs to show how they implement the collected funds to be used, thus improving the trust of potential contributors (Rehman et al., 2021). There is usually a perceived affinity if people develop a feeling toward a certain course, which appears clearly in advertisements. When the problem is brought to everybody's attention in a carefully designed campaign for disaster relief, for instance, or underprivileged children, people feel they are

contributing to solving the problem. People are more willing to donate their hard-earned money to NGOs, knowing that a group will benefit from the money to buy food for their families, schools, and other social amenities. Advertisement also solves another major challenge with these NGOs' operations, making their causes prominent in a very populated online environment. Campaigns also make the people aware of the institutions so that any individual or group can volunteer to make these NGOs their permanent charity concern. DM is an efficient way for NGOs to express gratitude to donors to build and strengthen people's unity of purpose. DM is one of NGOs' most effective strategies for obtaining charity. Commercials help to increase people's awareness, make them feel something, and help them to support certain programs and projects. First, through followers' emotions, NGOs can achieve the success of a DM strategy, and second, by disclosing the organization's transparent goals and demonstrating their impact on society.

1.1. Research Gap

This research emphasizes the essential functions of charities in supporting NGOs. These authors emphasize how 'DM' is an innovative catalyst for making them more visible and fund-worthy. However, while closely examining the area, several research gaps present themselves. Firstly, one of the most glaring weaknesses is how the kind of DM affects the donor and charitable contributions and fails to back the assertions up with empirical evidence. Secondly, the advertisement's role in setting emotional appeal is accepted. Still, there is a lack of adequate focus on donor psychology and, more importantly, on what triggers the donors during the continuance of digital campaigns. The lack of comparison between conventional and electronic advertising techniques is untapped by exposing the benefits of digital methods. Notably missing from the current discourse, are technologies increasingly becoming prevalent in the digital space and may be of immense value to NGOs' efforts in DM, including, but not limited to, artificial intelligence, machine learning, and predictive analytics. Finally, how regional and cultural differences impact the effectiveness of the different DM approaches, thus omitting a rich yielding

ground on the extent of dynamism of the different DM strategies in the global market. To some extent, filling in these gaps may greatly increase the richness and realism of the investigation.

1.2. Motivation to Conduct the Research

The reason for carrying out this research stems from NGOs' current and increasing vulnerability to online platforms to support their functioning and extend their influence. One of the main reasons is the increase in NGO's effectiveness through improving the use of DM technologies and providing organizations the possibility to focus on increasing reach while improving the effective use of resources. Also, the research seeks to explore the donors' side and understand how the population reacts to advertisement and digital campaigns, unveiling the untold strategies to follow when developing advertisements or initialization campaigns for fundraising. It also fills another void in the current literature as a detailed quantitative investigation of the effects of DM on charitable donation is hard to come by. Furthermore, with the rapid evolution of DM technologies, exploring their applications within the NGO sector is essential, ensuring these organizations stay competitive and relevant. Lastly, by examining the nuances of DM across diverse cultures and regions, the research seeks to offer a global perspective, empowering NGOs to effectively tailor campaigns to different demographics. Ultimately, this study aims to provide a data-driven and nuanced understanding of how DM influences charitable giving. It equips NGOs with the knowledge and tools to amplify their social impact.

2. Literature Review

NGOs are the focus of great and essential interest in resolving social problems, crises, and environmental issues internationally. Many are affiliated with certain non-governmental organizations due to their operational flexibility, for instance, in areas that demand assistance or lobbying for people. The operations of NGOs may depend on donor contributions, government or private organizations' grants, or public appeals to finance various appeals, missions, or projects (Büthe et al., 2012). This is especially true because NGOs are considered

powerful actors in the charity setting because they can generate widespread access to charitable materials and funds. NGOs used 'physical' NGO operations and 'direct' community involvement at that time; however, today's world has numerous 'technological means' to help NGOs further improve their effectiveness (Edwards et al., 1999). Traditionally, the actors focused on charity and philanthropy, which were traditional charitable institutions, while nowadays, NGOs are included in charity processes, changing how help and assistance are delivered. The switch towards an NGO structure provides more freedom, effectiveness, efficiency, and creativity within charitable organizations. NGOs are expected to perform more of civil society's required functions in government agencies, global organizations, and private companies because of their comprehensive expertise in numerous socio-economic concerns (Ghaus-Pasha, 2005). Non-governmental organizations operate in the charity domain, not merely as helpers who come in to assist in a specific mission. As such, they engage in advocacy, capacity development, and long-term development, models that seek to change the status of the affected communities and not mere one-time relief. This change prompts a more inclusive perspective on the usage of technologies that redefine the NGOs' operating parameters and the charity they perform. DM has improved the functioning of NGOs and increased its impact on them. New technologies allow for promoting missions among users and gathering more funds than before, using social networks and e-mail marketing. DM becomes highly significant when targeting young people as they rely solely on online platforms and expect NGOs to adapt to these technological trends (Wisetsri et al., 2021). Through analyzing data, NGOs can easily identify particular donors and then work towards targeting such a demographic appropriately. By passionately targeting tangible causes through small-scale marketing messages, Non-governmental organizations can develop appealing messages to their target demographic to increase the funds raised (Maxhuni, 2021). Integrated communication can help create communities among donors, volunteers, and beneficiaries to be more engaged in charity organizations, further approach various groups like

Facebook, Instagram, and Twitter, and introduce them to their cherishing missions. Telling inspiring stories and fresh, unusual narratives would focus on the consequences of people's generosity and appeal to deeper involvement. Presenting the activities frequently and fundraising directly, but with an individual approach. Uniquely incorporate various e-fundraising tools that enable people to give their support promptly and without much difficulty (AHOUANDJINOUE et al., 2024). It shows that advertising is a major public perception source and can potentially affect charitable donations. Advertising is significantly missed when NGOs do not develop compelling arguments about why consumers should care about specific causes. Preemptive advertising can encourage prospective donors to give by showing them the difference their support will make to the challenged society and its members. Charity advertisement campaigns are much more effective when these messages focus on emotional communication (Martinez-Levy et al., 2022). Powerful storying campaigns can draw people's sympathy and make them donate. In addition, cooperation with companies and famous personalities can increase the awareness of some campaigns while simultaneously expanding their general scope and popularity (Karakulah & Muneeza, 2024). The well-known advertising techniques that NGOs have used are based on unique and meaningful activities to attract the population's attention and active participation. Awareness campaigns are one of the most widely used tactics whose main objective is to inform people about certain matters, introduce the NGO, and increase people's concern over problems embraced by the NGO. Such campaigns usually involve narratives, visuals, moving stories, and actual life accounts to effect a positive change. Sponsorships have also evolved where NGOs engage celebrities or popular opinion setters to advocate for their course to reach a wider audience. Such collaborations can help to place NGOs in a position to reach out to more diverse populations. Also significant is the participation at the community level, more so NGOs", who actively participate in fundraising activities and awareness creation among the community. Besides, the approach advocated by this model improves the participants' ownership and

increases the density of the NGO's network while rallying sustainable support. Altogether, the strategies discussed above would allow running an NGO that communicates its missions and inspires people to take action towards pursuing change. Thus, the DM and advertising serve as mutual support for developing an effective advertising framework for NGOs and their charitable activities. Advertising campaigns on digital platforms enable NGOs to reach more folks than standard methods. The integration ensures that NGOs deliver a single message to the public across different platforms while enhancing each other's effectiveness. Subsequently, NGOs can design a consistent Integrated Marketing Communication strategy, including advertising, social media, and email campaigns adapted to audience segments. By assessing such feedback over time, NGOs can maximize their potential for fundraising and awareness campaigns. DM metrics help NGOs measure the campaign's success to determine their effectiveness. Information from the entire environment can enhance the next advertising campaigns and make them effective and profitable from a further perspective. Over the years, the change in charity through NGOs can be seen as a paradigm shift to using DM and advertising techniques. These tools are particularly useful for NGOs since they can actively use them; this leads to a great impact and fundraising. Due to the significance of NGOs in societies, the latter has to keep looking for new ways consistent with the tendencies in technology development and the charitable purpose of NGOs. The future of NGOs hinges on efficiently integrating DM and advertising paradigms to fortify their contributions to society. The active engagement and mutual reinforcement of DM and advertising strategies will not only enhance the reach and effectiveness of NGOs. Still, they will also fundamentally reshape the landscape of charitable giving in the future.

3. Hypothesis Development

3.1. Digital Advertisement and Attitude towards helping others (AHO)

The use of electronic media, especially the Internet, through ads has assumed a new dimension of airwaves and cable media commercials in

influencing societal issues such as attitudes and behaviors. They affect people's attitudes towards helping others (AHO). In this way, digital ads frequently promote emotionally appealing and value-providing brand messages that touch on empathy, social responsiveness, and community impact. For example, campaigns associated with its social and charitable causes or related to environmental issues or support to communities encourage positive attitudes towards others. Both ads use personal narrative and argumentation in the form of desired behavior that appeals to the viewer's emotions and provides a desired form of social compliance. Furthermore, the nature of digital platforms makes this even more pronounced since people can engage in group support and share other's successes. Therefore, arguing that strategic placement of digital advertisements is highly effective in stimulating prosocial attitudes, this paper has shown a direct positive correlation between exposure to prosocial advertisements and adopting a prosocial attitude.

H1: Digital Ads have a direct positive effect on Attitude towards helping others (AHO).

3.2. Attitude towards helping others (AHO) and Attitude towards charitable organizations (ACO)

Explaining the relationship between Helping Others (AHO) and Attitude towards the Charitable Organization (ACO) as two highly related perceptions regulating the subjects' behavior in charity. By definition, AHO embraces an individual's self-generated work drive and proactivity in helping others due to compassion, selflessness, and citizenship. Zhao et al.'s (2014) AHO has a framework of referencing assets via viewing organizations with similar endowments, producing a positive perception of organizations with an invaluable mission or an existence to assist people. This attitude towards helping others discourages cynicism and promotes trust, admiration, and organizational identification with the charitable organizations building their ACO. Therefore, the higher the positive AHO, the higher

the likelihood of the person getting involved with charitable organizations as a donor, volunteer, or advocate. This relationship established the implications of cultivating empathic and prosocial attitudes to change attitudes toward charitable organizations.

H2: Attitude towards helping others (AHO) has a direct positive effect on Attitude towards charitable organizations (ACO) type.

3.3. Attitude towards charitable organizations (ACO) and monetary donation decision

Identifying factors influencing a donor's behavior or their decision to donate money includes the examination of the relationship between Attitude towards Charitable Organizations (ACO) and monetary donation decision. Personal perception of charitable organizations predicts financial donations positively. If individuals approve of the trustworthiness and efficiency of the charitable organization and their belief in its ethos, then people will be more willing to donate money. On this basis, positive attitudes to the values create likes, love, and feelings of social accountability, thus motivating fundraising. Additionally, positive attitudes towards the organization's trust and vulnerability and its role strengthen the confidence of the donors and champion the use of funds effectively. This psychological link directly points to the fact that ACO has a direct positive impact on decisions affecting donations to charitable institutions; in this view, Charitable institutions receiving and managing donations must ensure that they keep to the right side of the law and public opinion to sustain their funding and grow it further.

H3: Attitude towards charitable organisations (ACO) has a direct positive effect on monetary donation decision.

4. Research Methodology

In this study, the authors conducted quantitative research techniques for experimental purposes. The research methodology of the current study is represented in Figure 1.

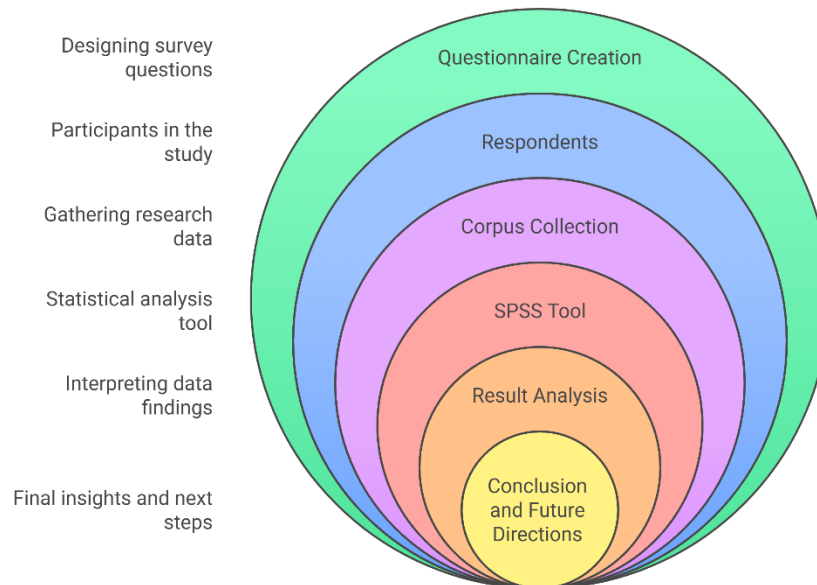


Figure 1: Research Methodology

The authors sought to gain exact solution-based insights into their research problem through quantitative experimentation. The authors began by developing an organized set of questions that contained significant information as well as brief language for descriptive purposes. The authors created their survey with Google Forms to gather data using an intuitive user interface. The form was distributed through different channels, including emails, WhatsApp, and multiple social media networks, to achieve diverse audience reach. The authors distributed research over a wide demographic space before obtaining 513 valid responses from a pool of 1000+ potential participants. The 513 valid responses collected became the foundation for all subsequent experimental assessments. The authors used SPSS (Statistical Package for the Social Sciences) software for their data analysis tasks. Many researchers choose SPSS for data analysis because this software processes extensive datasets and generates meaningful statistics alongside visual presentation capabilities, including graphs and charts. This analytical platform provides simple operation through its intuitive interface, sophisticated statistical capabilities, and versatile multivariate analysis that support researchers in

obtaining deep insights from complex information datasets. The authors verified data accuracy through SPSS and used it to perform regression and correlation tests alongside hypothesis testing while maintaining the reliability and validity of results. The authors collected data through a 7-point Likert scale representing a prominent psychometric scale in survey research investigations. Respondents can select seven options from "strongly disagree" to "strongly agree" using the Likert scale to express their agreement level. The scale's design enables precise measurement by delivering a multilayered analysis of subtle and clear opinions. This 7-point response staffage enabled researchers to obtain more precise data, which added greater variability and enhanced analytical depth. This research has used primary data sources. The survey study relied on primary sources of information; primary data came from administering a questionnaire with various respondents. The author conducted the entire investigation via a questionnaire.

5. Result Analysis and Discussion

In the result analysis, the author provided the result in two phases. As in the first phase, the authors discussed demographic analysis (Table 1), which is very important to understand the background of the respondents who participated in the survey.

Table 1: Demographic Analysis

Demographics	Category	Frequency	Percentage
Gender	Male	274	53.4
	Female	239	46.6
	other	0	0.0
Age	18-24	100	19.5
	25-34	135	26.3
	35-44	136	26.5
	45+	142	27.7
Income	Less than 3 Lakhs	118	23.0
	3-6 Lakhs	115	22.4
	7-10 Lakhs	136	26.5
	Above 10 Lakhs	144	28.1
Count of Last time I donated to any NGO was	Less than 6 months	105	20.5
	6-12 Months	113	22.0
	13-19 Months	78	15.2
	20-24 Months	92	17.9
	Other	125	24.4

In the second phase, the authors implemented regression analysis. Firstly, the authors test our first hypothesis: "Digital Ads have a direct positive effect on Attitude towards helping others (AHO)". Table 2

represents the regression analysis for the H1 hypothesis. Analysis shows that digital ads have a positive effect on AHO. The authors achieved $p < 0.05$, which represents that H1 is supported.

Table 2. Regression Analysis (Hypothesis H1 Testing)

	Coefficients	Standard Error	t-Stat	P-value	R Square	Adjusted R Square
Intercept	3.9225	0.2603	15.0683	0.0000	0.2176	0.2038
Q1	0.4106	0.1448	2.3744	0.0179		
Q2	0.5802	0.2435	2.8428	0.0459		

Secondly, the authors test our second hypothesis, which is "Attitude towards helping others (AHO) has a direct positive effect on Attitude towards charitable organizations (ACO) type". Table 3

represents the regression analysis for the H2 hypothesis. Analysis shows that AHO has a positive effect on ACO. The authors achieved $p < 0.05$, which represents that H2 is supported.

Table 3. Regression Analysis (Hypothesis H2 Testing)

	Coefficients	Standard Error	t-Stat	P-value	R Square	Adjusted R Square
Intercept	2.7905	0.1429	11.4886	0.0000	0.6380	0.6121
Q14	0.8714	0.0431	10.2022	0.0034		
Q16	0.5745	0.0426	11.3486	0.0078		
Q13	0.1248	0.0440	7.2837	0.0068		

Finally, the authors test our first hypothesis: "Attitude towards charitable organizations (ACO) has a direct positive effect on monetary donation decision". Table 4 represents the regression analysis

for the H3 hypothesis. Analysis shows that ACO has a positive effect on monetary donations. The authors achieved $p < 0.05$, which represents that H3 is supported.

Table 4. Regression Analysis (Hypothesis H3 Testing)

	Coefficients	Standard Error	t-Stat	P-value	R Square	Adjusted R Square
Intercept	2.4773	0.3059	8.0980	0.0000	0.4778	0.4680
Q9	0.3234	0.1045	7.5254	0.0050		
Q10	0.3376	0.2046	9.8268	0.0209		
Q11	0.2282	0.1031	3.9179	0.0036		
Q15	0.3308	0.3353	6.8731	0.0038		
Q20	0.4274	0.2447	2.6133	0.0044		
Q24	0.2161	0.1352	3.4561	0.0029		
Q25	0.4118	0.2245	4.4823	0.0020		
Q26	0.3176	0.1251	9.7012	0.0038		

6. Result Analysis and Discussion

This research provides valuable information regarding the effects of digital advertisement, perceived attitudes toward charitable organizations (ACO), and monetary donations. A demographic analysis delivered by the authors shows that respondents were not homogeneous; instead, unless they participated in group efforts, it is unlikely that they would all share the same view to skew the results. Regression analysis supported all three hypotheses. First, the research hypothesis that digital ads positively affect AHO was supported. It also affirmed that a 95% significance level showed that strategically placed digital advertisement elicits empathy and encourage prosocial behaviors. Striking emotions, writing, passion, and visuals are critical to engagement and a desire to assist. Second, the hypothesis that proposed that AHO positively affects ACO was also approved. The regression analysis showed that people with a high level of altruism have a positive attitude toward charitable organizations. These findings stress how practicing empathy enables one to build trust and realign the clients with the NGO missions. Finally, the study affirmed that ACO influences monetary donation decisions. Perceived trust in the charitable organizations examined in this study, followed by transparency and perceived efficacy, significantly

motivated the population to donate their money accordingly. Positive attitudes give the donor's feelings toward a certain organization or a cause and the desire to ensure it succeeds. Therefore, these insights imply shared connections between marketing use of new technologies, donor attitude, and charitable donations. Financial viability NGOs should consider the following strategies: the Internet and emotion-triggering appeals to increase its impact and credibility.

7. Implication of the Study

The practical implications of this study for NGOs who wish to get the most out of their marketplace communications strategies. First, using elements of digital marketing, including the condemnation of emotional storytelling, focused on advertising among donors, and organizing social media advertising can greatly increase donor activity. Storytelling is credible, and showing people how body and soul have transformed is winning the confidence of the NGOs. Second, enhancement of prosocial attitudes among members of the public should be a chief aim. The NGOs can do this by educating the community through campaigns on the social responsibilities accomplished by the NGO's. Engaging influencers or advocates can assist in prolonging the message further, which can bring

more consumer traffic of any kind. Third, proper accountability is vital for continuing to receive donor funds. Informing donors about the details of the spending of the money they donated can be useful to other donors, and showing them the effects brought by the funds can motivate them to contribute again. The projects' progress might be supported by the help of digital applications such as live project trackers or interactive dashboards to increase transparency and responsibilities. Finally, using the audience based on demographics, interests, and the history of donations should define NGOs' messages. Targeting, in turn, enhances relevance – something that campaign recipients always appreciate. For example, younger people may be addressed by game-based donation campaigns, while older people may require simple appeals combined with accurate financial statements. With these strategies, NGOs not only improve the chances of getting monetary support but also enhance the improved brand image of the organizations and thus impact society.

8. Conclusion and Future Scope

This paper discusses how the attitude towards charitable organizations and monetary donations is somewhat influenced by digital marketing. The results also support the hypothesis that with the proper design of digital advertisements, positive behavior change can be encouraged, the credibility of the NGOs can be built, and their ability to raise funds can be improved. Further, the authors note that customer (donor) loyalty is created through transparency and an emotional bond. Nevertheless, the study also reveals some areas of scholarship that appear to be lacunae that ought to be filled. For instance, the case of using artificial intelligence, machine learning, and other analytics tools to enhance digital advertising continues to be unknown. Subsequent research could examine how these technologies can tailor donor experiences and forecast their donation actions to improve fundraising strategies. Furthermore, the nature of cultural and regional approaches to digital marketing seems to need further analysis. That is why everybody could understand how local values and traditions reflected in donor responses may help NGOs tailor campaigns to those various demographics. Last but not least, the approach needs

to be constantly adjusted due to the constant change of the platforms used. New mobile trends, including virtual reality raising funds, block chain-based transparent tools and fun-driven goals, could change the donating culture. As such, future studies may focus on how such changes can be adopted and applied in NGO operations to improve engagement. Thus, the present research underpins the possibilities of digital marketing for NGOs and reveals directions for development. In other words, applying the available data and using new technologies should help NGOs develop long-term donor relationships and effectively implement social changes.

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