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**THE IMPACT OF SOCIAL MEDIA USE ON FUNDRAISING AS REPORTED
BY NONPROFIT ORGANIZATIONS IN SOUTHERN NEW JERSEY**

by
Rose A. Howerter

A Thesis

Submitted to the
Department of Public Relations & Advertising
College of Communication
In partial fulfillment of the requirement
For the degree of
Master of Arts in Public Relations
at
Rowan University
June 26, 2012

Thesis Chair: Joseph Basso, J.D., Ph.D., APR

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Acknowledgements

My sincerest thanks to:

Dr. Joseph Basso for his support and guidance through two semesters.

My family and friends for their kindness and encouragement throughout this incredible journey. Thank you for being there when I needed it most.

To the many nonprofit members who took the time to answer my survey and help make this research study possible.

Abstract

Rose A. Howerter

**THE IMPACT OF SOCIAL MEDIA USE ON FUNDRAISING AS REPORTED
BY NONPROFIT ORGANIZATIONS IN SOUTHERN NEW JERSEY
2011/12**

Joseph Basso, J.D., Ph.D., APR
Master of Arts in Public Relations

This research study examines the impact of social media use on fundraising activities as reported by nonprofit organizations within three southern New Jersey counties. The study does this by exploring the knowledge, attitudes and behaviors of participating nonprofits toward social media use in fundraising and communication.

The author surveyed 40 nonprofit organizations to discover the extent of their knowledge, attitudes and use of social media. The author designed a 30-question survey, posted it online at SurveyMonkey.com and contacted the selected population by email.

By categorizing the participating nonprofits into two groups – nonprofits using social media and nonprofits not using social media – the author discovered differences in attitudes, behavior and fundraising outcomes in relation to social media use. The findings indicated a majority of nonprofits using social media reported greater success in their fundraising activities and received higher annual donations than nonprofits not using social media.

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Chapter 1

Introduction

Social media are the latest communication trends, embraced globally by millions for both personal and business purposes. However, social media are difficult to define, as evidenced by a recent internet search of the term (Nations, 2011, para. 1). Users familiar with the internet have an idea of what social media comprise, but few can give a definitive answer to the question: What are Social Media? (Cohen, 2011, para. 1). Without a clear understanding of social media, many organizations are slow to implement their use.

“Content created for the web by the public,” is how Sean Horrigan, a public relations consultant, defines social media in his online article, “Five Steps to Social Media Success for Nonprofits” (2010, para. 3). “Social media is about creating content for the web,” said Horrigan. “It creates an unprecedented opportunity for your organization’s materials to reach thousands of people instantly” (2010, para. 5).

“Social media participation is an essential tool in networking with professional contacts, making new contacts . . . and keeping in touch with the world,” suggests Susan Heathfield, in her online article, “10 Reasons Social Media Should Rock Your World” (2010, para. 1). “If you’re not participating in the top social media and networking sites, the world is leaving you behind,” writes Heathfield (2010, para. 1).

The 2008 Cone Business in Social Media Study surveyed 1,092 adults and found that “60 percent of Americans use social media, and of those, 59 percent interact with companies on social media websites” (Larrumbide, 2008, para. 1).

Of those social media users in the Cone study, “93 percent believe a company should have a presence in social media,” and “85 percent believe a company should not only be present, but also interact with its consumers via social media” (Larrumbide, 2008, para. 2).

However, while the Cone study showed that many Americans use social media and expect companies to interact with them through social media, further research reveals that many nonprofit organizations may not fully comprehend the potential benefits of social media.

While large nonprofit organizations such as the American Red Cross and the National Wild Life Federation use social media and report organizational benefits in promoting their programs, small nonprofits have resisted fully embracing social media (Kanter, 2009, section 4, para. 2 and 4).

In her article, “4 Ways Social Media is Changing the Non-Profit World,” Beth Kanter suggests, “we are just at the beginning of seeing how social media is impacting how nonprofits engage with their supporters and do their work. As more . . . adopt social media and their practice over time, we will no doubt see a transformation of the nonprofit sector” (2009, Conclusion section, para. 1).

Statement of Problem

The internet and social media are changing the way organizations communicate with their constituents. Because of this trend, the author analyzed the knowledge, attitudes and behaviors of nonprofit organizations toward social media use, especially in their fundraising efforts.

In a study published in October 2010, New York group Ventureneer and Caliber conducted an online survey on social media use by nonprofits. With a respondent pool of almost 900 organizations, the study concluded, “nonprofits, as a whole, have not tapped the potential of social media to unlock new donors, access new board members and spread the word about the cause” (Stengel, 2010, p. 20). The majority of nonprofits appeared to be resistant to using social media for various reasons, including lack of understanding the benefits of social media, not enough time to implement a social media program, lack of training and lack of clear return on investment (Stengel, 2010, p. 33 and 34).

Discrepancies in available literature and research results add to the confusion among nonprofits. Some studies suggest a significant improvement in fundraising exists when using social media, while other studies provide contradictory findings.

For example, Anthony Sicola, contributor to an online resource for nonprofits working with social media, reported that a study showed “participants who use social networking tools like Facebook, Twitter and YouTube communicate with their networks more regularly and send more messages. This resulted in increased fundraising results by up to 40 percent” (2011, para. 3).

On the other hand, Kathi Jaworski writes in *Nonprofit Quarterly*, “social media is no silver bullet for nonprofits” (2011, para. 1). Referring to the 2011 Nonprofit Social Network Benchmark Survey results, Jaworski shares the conclusion, “all but 10 percent of nonprofits have a presence on one or more online social networks. . . but fewer than 3 percent of the survey’s 11,196 respondents reported raising more than \$10,000 through Facebook during 2010” (2011, para. 1).

In contrast to previous social media research, which studied nonprofits on a national level, the author limited this study to nonprofit organizations within one geographic area and eliminated certain uncontrollable variables to give a more realistic view of nonprofit fundraising efforts on a community level.

Situation Analysis

According to Manta.com 34,382 associations/nonprofits operate in New Jersey (Manta.com, n.d.). However, not all nonprofits engage in fundraising activities. Furthermore, in New Jersey charitable organizations that fundraise, professional fundraisers and fundraising counsels must register with the N.J. Division of Consumer Affairs, Charities Registration Section, unless exempt under certain provisions.

In 1994, New Jersey legislators enacted the Charitable Registration and Investigation Act (CRI Act) to regulate “fundraising activities of most charitable organizations, and all independent professional fundraisers, fundraising counsels, commercial co-ventures and solicitors” (ProBono Partnership, 2011, p. 1). These groups must register prior to any solicitation activities and must file annual reports with the state.

The CRI Act requires organizations with 501(c)(3) tax-exempt status with the Internal Revenue Service, and who solicit New Jersey residents for a charitable cause, to register in New Jersey. Fundraisers receiving compensation to conduct fundraising for a charity must also register. All registered charities must report program expenses, management expenses, fundraising expenses and payments to affiliates (N.J. Consumer Affairs website, 2011).

Amendments to the CRI Act in 2006 exempt certain charities from having to register if they annually gross \$10,000 or less in contributions and if their fundraising activities are performed by volunteers. These charities may choose whether to register. However, when contributions exceed \$10,000, these nonprofits must register within 30 days. Religious organizations, schools and certain libraries that file with the Department of Education are exempt (N.J. Consumer Affairs website, 2011).

Solicitation activities encompass a variety of methods. According to ProBono Partnership, these include:

Fundraising special events, letter writing, phone calls, personal requests to a potential donor for a contribution, websites that ask for donations and permit donors to pledge or give online, canister collections of money or goods, magazine subscription drives, cookie or merchandise sales where the proceeds go to charity, written confirmations or verbal pledges and all related fundraising activity such as commercial co-ventures and charitable sales promotions. (2011, p. 3)

Nearly 9,000 New Jersey charities are registered with the N.J. Division of Consumer Affairs, Charities Registration. However, the author focused this study on registered nonprofits that fundraise in three southern New Jersey counties: Gloucester, Camden and Burlington.

Procedure

To determine whether the level of social media use by nonprofit organizations has improved fundraising outcomes, the author surveyed nonprofit employees in three counties in southern New Jersey.

The N.J. Office of Charities Registration, Division of Consumer Affairs, requires all nonprofit organizations in New Jersey to register with the state if they raise at least \$10,000 in donations annually or employ professional fundraisers.

By filing an “Open Public Records” request with the N.J. Division of Consumers Affairs, the author received a list of all nonprofit organizations registered with the N.J. Office of Charities Registration in an Excel spreadsheet. The author filtered the Excel spreadsheet list to include only those nonprofit organizations in three South Jersey counties: Gloucester, Camden and Burlington. The author eliminated duplicate listings and further filtered the list to include only nonprofits with email addresses. Because of time constraints and expenses related to direct mailing, the author did not attempt to reach nonprofits without an email address.

An online survey questionnaire was made available on SurveyMonkey.com to all nonprofits on the filtered list. Using SurveyMonkey.com, the author emailed the entire filtered list of nonprofits with a request to participate in the survey study to determine respondents’ level of social media use in their fundraising activities. From the nonprofits’ responses, the author evaluated attitudes and motivations for using social media and determined whether a direct relationship existed between efficient fundraising efforts and social media use to reach constituents.

The author did not attempt to contact all nonprofits on the original list of nearly 9,000 New Jersey registered charities, but rather confined the population to one geographic location, thereby eliminating uncontrollable variables related to regional differences. The author did not attempt to interview donors from the participating nonprofits to determine whether social media influenced their giving decisions.

Purpose of Study

Social media present a technologically new alternative channel to reach constituents with important and persuasive messaging. The author explored how many nonprofits in the targeted population were actually taking advantage of the opportunities social media provide.

The author analyzed the knowledge, attitudes and behaviors toward social media use by nonprofits in southern New Jersey and determined whether nonprofit employees reported social media use to be effective in fundraising activities.

The author attempted to address the following questions:

- 1) Are nonprofits in southern New Jersey using social media to communicate and fundraise?
- 2) What are the best communication methods as reported by participating nonprofits?
- 3) Which social media work best for fundraising as reported by nonprofits using social media?

- 4) Do nonprofits using social media feel they have greater success in their fundraising efforts?
- 5) What reasons do nonprofits who are resistant to using social media give for their resistance?

Hypotheses and Research Questions

Because the author confined the study population to a specific geographic area, the author expected results would be different from nationwide surveys. While large nonprofits, and those in metropolitan areas, may have embraced social media in their fundraising efforts, nonprofits in less populated or less strategic areas may continue to rely heavily on traditional communication channels to reach donors and constituents.

Hypotheses tested:

H1 – The majority of nonprofit organizations in South Jersey’s three counties continue to use traditional communication channels as their primary methods rather than social media for their fundraising efforts.

H2 – The majority of nonprofit organizations in South Jersey’s three counties use social media to communicate with constituents do not directly and purposefully use social media to fundraise.

H3 – The majority of nonprofit organizations in South Jersey’s three counties using social media will report that social media use has a positive effect on fundraising efficiency.

H4 – The majority of nonprofit organizations in South Jersey's three counties that do not use social media to fundraise will have below average knowledge of social media.

The author also explored whether nonprofits in the target area that use social media feel they have better outreach with their target audience because of social media, resulting in better fundraising.

The author further asked the following questions:

- 1) What is the extent of knowledge of social media as reported by nonprofit employees?
- 2) What importance do nonprofits in the population put on fundraising activities?
- 3) How successful do nonprofits perceive their fundraising activities?
- 4) Do nonprofits believe social media use helps in fundraising activities?

Assumptions

The author assumed the following:

- Survey respondents are nonprofit employees.
- Survey respondents are honest in their answers.
- Survey respondents are accurate in their answers.
- It is possible for nonprofits to effectively reach constituents using social media.
- It is possible for nonprofits to increase funding streams through social media use.

Delimitations

The sample size for the survey study was based on those registered nonprofits in southern New Jersey with email addresses who were willing to participate in an online survey. While research of this type requires a probability study with a large population and sample size, capturing the names and addresses of the universe of nonprofit organizations in the United States presented an extensive time constraint. Thus, the author conducted a census study of only those nonprofit organizations that fundraise in three counties in southern New Jersey: Gloucester, Camden and Burlington.

Further limiting the study was the inability to discover all nonprofit organizations that fundraise in the three counties. The list of nonprofits registered with the N.J. Office of Charities Registration included those organizations that raised gross annual contributions of \$10,000 or more, or used paid professional fundraisers.

The author also found that only about a third of registered nonprofits in the three counties had listed email addresses. Limited by time and expenses, the author could not contact those nonprofits without email addresses.

Significance of the Study

This research study explored the extent of social media use in communication and fundraising activities by nonprofits that fundraise and are located in one geographic area. This study also explored current communication methods used by these nonprofits and whether they included social media use in their strategic planning.

Because the communication field is at the threshold of innovative technology, the author believes it is only a matter of time before decisive action must be taken by nonprofit organizations to effectively continue their cause.

Communication experts conclude, “We are just at the beginning of seeing how social media is impacting how nonprofits engage with their supporters and do their work. As more . . . adopt social media and their practice over time, we will no doubt see a transformation of the nonprofit sector” (Kanter, 2009, Conclusion section, para. 1).

The results of this study may help energize nonprofits in New Jersey to become engaged in this communication method. The study will also provide benchmark metrics that will be useful in future research.

Definition of Terms

Census – a study of every member of a universe (Fulginiti & Bagin, 2005, p. 69). The author studied the entire population of nonprofits in three southern New Jersey counties registered with the N.J. Office of Charities Registration and with valid email addresses.

Nonprofits – a special category of organizations exempt from federal taxes. These organizations provide many of the social, educational, cultural and welfare services and activities that affect people’s lives, such as healthcare, job training, youth development and arts and culture. They do not generate profit for the owners (Broom, 2009, p. 437 and 438). The focus of this study are nonprofit organizations in southern New Jersey engaged in fundraising activities and registered with the N.J. Charities Registration Office and with valid email addresses.

Social Media – “social instruments of online communication that allow for two-way interaction with the public and that create content for the web; a broad term that covers a large range of websites where a person can interact with that site and interact with other visitors.” Examples include Facebook and YouTube (Nations, 2011, “What is Social Media,” para. 1 and “What are Some Social Media Websites,” para. 1).

Survey – study a universe by sampling or census using a questionnaire instrument and administered in a variety of ways (Fulginiti & Bagin, 2005, p. 356). For the purposes of this study: a multi-question survey instrument written by the author and distributed online on SurveyMonkey.com from April 2 to April 27, 2012.

Chapter 2

Literature Review

Nonprofit organizations provide for, and support, many needs in the United States, especially in the areas of social services, education and culture. Nonprofits help the homeless, support environmental concerns, aid job seekers, provide for youth activities and development, and promote the arts (Broom, 2009, p. 437). Without nonprofits many would suffer from a lower quality of life.

Only recently have nonprofits begun to play a significant role in the United States. In 1940, there were 12,500 charitable organizations not affiliated with churches, and 32,000 in 1950. As of 2009, nearly 1.5 million nonprofit organizations operated in the United States (Broom, 2009, p. 437).

Nonprofits are an impressive sector of diverse organizations, varying “from tiny, informal volunteer organizations” with limited financial resources to “huge, multi-million dollar enterprises employing thousands of professional staff” (Young, 2001, p. 139 and 140). These organizations include “501(c)(3) public-serving nonprofits organized for religious, educational, charitable and scientific purposes, as well as member-serving nonprofits, such as business leagues, social clubs and labor associations” (Frumkin & Kim, 2001, p. 266). However, with the rapid increase in nonprofits seeking a portion from the limited charitable contributions caldron, “increased competition within the

sector is making it harder for many . . . to achieve long-term financial stability” (Frumkin & Kim, 2001, p. 266).

Adding to the problem of competition for limited resources, nonprofits today operate in a turbulent economic climate. Government cutbacks shift the responsibility of social services onto nonprofits. However, demand for social services support exceeds nonprofit resources. Intense competition for funding and volunteers exacerbate many challenges for nonprofits (Broom, 2009, p. 440).

Because of increasing competition for donations, dwindling governmental support and increasing demand for services, nonprofits must find new avenues to reach and engage philanthropic support (Broom, 2009, p. 442). Finding new avenues often requires nonprofits to make strategic choices, restructuring or reinventing themselves “to survive and prosper in a changing environment” (Young, 2001, p. 142).

Funding Sources

Funding sources can differ for nonprofits, depending on their mission, type of nonprofit and the services they provide the community. “Many nonprofits receive high levels of government funding. Governments at all levels provide about a third of all nonprofit revenues, which amounts to more than \$200 billion annually,” writes Arthur Brooks in the article, “Evaluating the Effectiveness of Nonprofit Fundraising” (2004, p. 363).

“Government funds are a more stable source of revenue for nonprofits than either fees or donations,” report authors Stone, Hager and Griffin in their article, “Organizational Characteristics and Funding Environments: A Study of a Population of

United Way-Affiliated Nonprofits” (2001, p. 280). “Thus, there is less incentive for nonprofits to seek revenues elsewhere if they currently receive a high proportion of funds from government sources,” write the researchers (Stone, Hager & Griffin, 2001, p. 280).

“The majority of human services are provided by private organizations, most of which are nonprofits” funded principally by the government (Stone et al., 2001, p. 276). The transformation of social-welfare policy occurring in the United States, along with downsized governmental support, “is having profound effects on funding environments in which human-service nonprofits operate” (Stone et al., 2001, p. 277).

In 2000, there were nearly 47,000 grant-making foundations in the U.S., according to Dennis R. Young in the article, “Organizational Identity in Nonprofit Organizations: Strategic and Structural Implications” (2001, p. 143). A grant-making foundation is a nonprofit organization controlling a body of financial assets and allocating a portion of it to causes that meet requirements outlined by its charitable mission (Young, 2001, p. 144).

“A federated fundraising nonprofit collects donations and distributes them to affiliated service delivery agencies” (Young, 2001, p. 146). These nonprofits are “powerfully positioned to influence allocation of resources among local charities” (Young, 2001, p. 146).

One such federated fundraising nonprofit, the United Way, has grown into “a large and important player in the realm of private philanthropy” from its small beginning in 1913, in Cleveland, according to Stone et al. (2001, p. 277). About “25 percent of all charitable support comes from this revenue source” (Stone et al., 2001, p. 277).

Another funding source comes from cause-marketing and joint-marketing ventures with for-profit corporations, or “collaborative social alliances” (Liu & Ko, 2011, p. 253). Transaction-based, cause-related marketing “refers to corporations donating, to a designated charity, a portion of their profits from each product sold” (Liu & Ko, 2011, p. 255). In their 2011 study, Gordon Liu and Wai-Wai Ko found that “nonprofit managers believe that a big name corporate sponsor” can improve visibility and “increase attendees at a charitable event” (p. 266). They also discovered that many nonprofit managers believed that a cause-marketing alliance with a for-profit corporation helped nonprofits “disseminate their brand awareness and recognition,” as well as bring in cash donations (Liu & Ko, 2011, p. 266). However, not all nonprofits are likely to enter such alliances because of issues concerning ethics and reputation.

Fundraising

Many nonprofit organizations raise funds through two principal means. One is by “charging fees for delivery of services or the creation of commercial ventures designed to generate a stream of earned income” (Frumkin & Kim, 2001, p. 266). The second is “through donations and grants” (Frumkin & Kim, 2001, p. 266).

By marketing their mission of serving the public, many nonprofits receive enough steady contributions to continue critical operations. However, because of intense competition for donations, many nonprofits find it necessary to “alter and diversify their funding bases” (Frumkin & Kim, 2001, p. 267).

Private donations in the form of time and money are crucial to nonprofits in difficult economic times. “In 2000, 20 percent of all nonprofit revenues, or more than \$130 billion, were donated by individuals,” according to Brooks (2004, p. 363).

Individual contributors together donated “more than foundations and corporations combined in 2000. . . [and] are also more aggressive in the way they conduct their philanthropy. . . . Donors of large contributions regularly seek more information before making commitments, and then demand greater involvement and engagement with the nonprofit they support” (Frumkin & Kim, 2001. p. 269).

Estimates are that “81 percent of U.S. households gave to charity in 2000, with an average annual gift of \$1,347. Sixty-five percent of households contributed to religious organizations and 68 percent gave to nonreligious organizations” (Brooks, 2004, p. 363).

“About \$19 million, or 12 percent, of all individual charitable giving, went to social welfare service providers,” according to Brooks (2004, p. 363). This type of nonprofit typically receives smaller average donations than nonprofits that support education or the arts. Art-based nonprofits receive about seven and a half times more donations than social welfare providers (Brooks, 2004, p. 363 and 364).

Older and larger nonprofits “have an easier time fundraising than younger and smaller organizations” (Brooks, 2004, p. 368). Also, a nonprofit’s home area affects its fundraising ability. Variables such as “percentage of adult population without a high school diploma, household income and percent of population living below the poverty line,” affect the amount of donations a nonprofit receives from its home area (Brooks, 2004, p. 369).

Fundraising Challenges

Uncontrollable outside forces affect nonprofits in their fundraising efforts.

“Nonprofit managers are confronted with a long list of challenges on a daily basis, including staff turnover, unreliable volunteers, difficult clients and demanding donors . . . [who] are increasingly selective” in their gift giving (Frumkin & Kim, 2001, p. 268).

Competition intensifies “particularly among start-up organizations . . . with similar missions” (Frumkin & Kim, 2001, p. 268). Nonprofits that share similar missions within similar areas are faced with the inability of donors to support their efforts, a situation that often leads to bankruptcies or closings (Frumkin & Kim, 2001, p. 268).

Against a backdrop of financial pressures, researchers Peter Frumkin and Mark T. Kim examined factors that drive charitable contributions to nonprofits during an 11-year project that concluded in 2001 (Frumkin & Kim, 2001, p. 266). The researchers determined several factors for successful nonprofit fundraising.

Donors are no longer satisfied with being bystanders, but are deliberate in their giving choices. This means nonprofits must “actively engage in courting supporters” by highlighting “the importance of their mission and the efficiency of their operations” (Frumkin & Kim, 2001, p. 267). Individual donors, in turn, “demand greater involvement and engagement” with the nonprofit they support. For the nonprofit, “changes in the way large contributions are made means more fundraising work” (Frumkin & Kim, 2001, p. 269).

Frumkin and Kim discovered that few donors made comparisons before making giving decisions. (2001, p. 271) They found that when nonprofits spent more money on marketing themselves to the donating public, they did a better job raising contributions.

In other words, the more aggressively nonprofits carry their message, the higher their contribution levels reach (2001, p. 272). Frumkin and Kim concluded that it is through “proper marketing, positioning and fundraising strategy” that a nonprofit makes “its case to the public” about the worthiness of its mission and cause (2001, p. 272).

Thus, “strategic positioning” by a nonprofit is an important part of the giving process, because it determines what information reaches donors, how it reaches donors and, in turn, helps donors make giving decisions (Frumkin & Kim, 2001, p. 272). Just as important as creating strategic messaging, is the choosing of appropriate communication channels to transmit the messaging to potential donors.

Nonprofits and Social Media

“A recent poll by Weber Shandwick shows that 85 percent of nonprofits are experimenting with social media, perhaps in the hopes of recruiting and retaining donors, finding new audiences or simply keeping up with the times,” writes Sean Horrigan in his article, “Five Steps to Social Media Success for Nonprofits” (2010, para. 2). However, some communication experts do not see social media replacing traditional methods of fundraising. Nonetheless, continually changing technological innovations offer “new opportunities to strengthen relationships and connect on a deeper level” with donors (Horrigan, 2010, “Appoint a Social Media Czar,” para. 3).

“We’re still in the Jurassic era of the social media revolution. The social media scene today is where radio was in 1912, where TV was in 1950, and where the web was in 1996. A lot of wonderful opportunities lie ahead of us,” said Sree Sreenivasan, Dean of

the Columbia School of Journalism (as cited in Horrigan, 2010, “Appoint a Social Media Czar,” para. 3).

Likewise, some see social media as transforming the way nonprofits work and establish relationships with constituents. “As nonprofits begin to engage their own communities in online conversations, they are able to reach more people than ever before with less effort” (Kanter, 2009, section 2, para. 3).

In a 2010 interview with a *Journal of International Affairs* reporter, Randi Zuckerberg, who works on marketing, current events and nonprofits for Facebook Inc., said, “social media used effectively for fundraising is, in many ways, still in its infancy. People are only just starting to tap into its potential” (as cited in Vericat, 2010, p. 177). According to Zuckerberg, as quoted in the interview:

Through social media, people not only donate money, but even more importantly, their reputation and identity. Each time someone clicks ‘like’ or joins a cause on Facebook, they are broadcasting that message to hundreds of their friends, and aligning themselves with a particular issue. Even though they might not donate much in the beginning, the awareness generated from that simple action has a ripple effect and has the potential to recruit some extremely engaged volunteers and donors in the future. (as cited in Vericat, 2010, p. 177)

Social Media Defined

“Media are instruments of communication. Social media would then be social instruments of communication,” said Daniel Nations in his article, “What is Social Media? What are Social Media Sites?” (2011, “What is Social Media,” para. 1). Social media is a “broad term that covers a large range of websites” where a person can “interact with that site and interact with other visitors,” said Nations (2011, “What are Some Social Media Websites,” para. 1).

Other online experts define social media as “content created for the web by the public,” and social networking as “communicating with a chosen community on an established web platform” such as Facebook (Horrigan, 2010, para. 3 and 4).

The internet of 2011, sometimes called Web 2.0, “is not a new and improved internet network” (Madden & Fox, 2006, p. 1). It is the same internet people have been using for decades. The term Web 2.0 “emerged in 2004” as a “conceptual umbrella” to include the “new generation of internet applications and businesses that were emerging to form the participatory Web” of today, and includes blogs, wikis, and social networking, according to Mary Madden and Susannah Fox in their 2006 Pew Internet Project report, *Riding the Waves of Web 2.0, More than a buzzword, but still not easily defined* (p. 1).

The main importance of the internet “has always been its ability to leverage social connections” (Madden & Fox, 2006, p. 5). According to Madden and Fox, more than half (53 percent) of “adult internet users send or read email on a typical day,” and “38 percent of online adults use search on an average day” (2006, p. 5).

Internet use has been widespread for more than two decades, but social media are relatively new. However, the acceptance and use of social media by millions has

contributed to their phenomenal growth. The most popular social media is Facebook. From its beginning in 1994, Facebook had “grown to more than 500 million users” by November 2010, with 70 percent of its users outside the United States (Ang, 2011, p. 31). One year later, November 2011, Facebook had more than 800 million active users, in more than 70 languages, with 75 percent of the users outside the United States (Facebook Statistics, 2011).

The 2008 Cone Business in Social Media Study surveyed 1,092 adults and found that “60 percent of Americans use social media” (Larrumbide, 2008, para. 1). Of those, 93 percent “believe a company should have a presence in social media,” and “85 percent believe a company should not only be present, but also interact with consumers via social media” (Larrumbide, 2008, para. 2). The study also found that “56 percent of users feel both a stronger connection with and better served by companies when they can interact in a social media environment” (Larrumbide, 2008, para. 2).

On the other hand, a more recent national telephone survey study by Edison Research revealed, “less than half of Americans are active users” of social media, with “44 percent of Americans using Facebook, but only 7 percent using Twitter in 2010” (as cited in Jaworski, 2011, para. 6).

Marketing experts predict that within the United States marketplace, the use of social media “will grow from \$716 million in 2009 to \$31 billion by 2014” (Ang, 2011, p. 31). Further fueling the for-profit marketplace trend, “more than 68 million bloggers post reviews and recommend products and services” (Ang, 2011, p. 35). Studies show that “people are 65 percent more likely to buy a product after engaging with the community of customers and experts” (Ang, 2011, p. 35).

Studies of Nonprofits and Social Media

A report by Cygnus Applied Research claims “most people of all ages prefer to make charitable contributions online” (as cited in Jaworski, 2011, para. 5). However, with a little more than half of Americans using the internet and few studies conducted on online donors, it is difficult to verify this claim.

An online survey conducted by Ventureneer and Caliber in 2010, received 891 responses from nonprofits of all sectors and sizes (Stengel, 2010, p. 39). Ventureneer researchers found that “a vast majority of nonprofits (92 percent) use social media to generate awareness of their organizations’ missions” (Stengel, 2010, p. 17). However, these researchers concluded that as a whole, nonprofits have “not tapped the potential of social media to unlock new donors, access new board members and spread the word about a cause” (Stengel, 2010, p. 20).

Ventureneer researchers discovered that “social media are the e-versions of word-of-mouth advertising” for most nonprofits (Stengel, 2010, p. 1). The big four of social media are Facebook, Twitter, YouTube and LinkedIn. “While social media aren’t new, its use by nonprofits for marketing and development is,” the study concluded (Stengel, 2010, p. 10).

Writing on “The Power of Social Fundraising and Friends Asking Friends,” Frank Barry said, “peer-to-peer fundraising has more than doubled online” over the past five years, “reaching close to the billion dollar mark” (2011, para. 1). According to Barry, nonprofits have increased their “overall fundraising revenue by 40 percent more than the industry benchmark” by using social media. (2011, “Few quick facts,” para. 2).

The Nonprofit Technology Network (NTEN), a membership organization of nonprofit professionals that use technology for their causes, conducted a study in 2011 that surveyed “11,196 nonprofits representing small, medium, large and very large organizations from all nonprofit” sectors (NTEN, p. 1).

The NTEN report, the *3rd Annual Nonprofit Social Network Benchmark Report 2011*, was designed to provide “insights for nonprofits, foundations, media and businesses about behavior and trends surrounding social networking as part of nonprofits’ marketing, communications, fundraising, program and IT services” (p. 1).

NTEN researchers discovered that Facebook is the “most popular commercial social network for nonprofits,” and “nine out of 10 (89 percent) nonprofits report having a presence on Facebook in 2011” (2011, p. 2). On the other hand, the report finds that “Twitter, the professional micro-blogging community, has leveled off among nonprofits with usage levels reported at 57 percent in 2011,” a slight drop from 2010 (2011, p. 2).

The study found that “Facebook is the most popular social media for fundraising, with half of nonprofits using Facebook to raise money from individual donors” (NTEN, 2011, p. 10). However, a third of nonprofit responders raised less than \$1,000, and less than 1 percent raised more than \$100,000 in the past 12 months (NTEN, 2011, p. 10).

While NTEN researches conducted an online survey of more than 11,000 nonprofits, the author has concerns about whether the data was scientifically collected and thus, could be extrapolated to a larger universe. Although 11,000 nonprofits sounds like a large number, an estimated 1.5 million nonprofits operate in the United States (Broom, 2009, p. 437).

Nonprofits' Concerns about Social Media

Speculation continues on common fears among nonprofits that are slow to implement social media use into their strategic plans. These fears include “loss of control over organizational branding and marketing messages, dealing with negative comments” that could show up on social media, “fear of failure,” and a perception social media use is a waste of time and money (WeAreMedia.org, n.d., para. 1).

While some suggest that limited time is a major roadblock to nonprofits using social media, others suggest, “nonprofits have been preconditioned to view technology as expensive and difficult” (Stengel, 2010, p. 1).

Evaluating Knowledge, Attitudes and Behaviors

Public relations researchers study knowledge, attitudes and behaviors to develop good relationships with their publics and to predict future trends and behaviors to maintain those relationships (Broom, 2009, p. 368 and 369). However, “a solid theoretical framework for public relations evaluation is lacking in academic literature,” write Mairead McCoy and Owen Hargie in their 2003 article, “Implications of mass communication theory for asymmetric public relations evaluation” (p. 305).

On the other hand, to measure any communication effort, researchers must consider the effects of “a range of variables, including awareness, understanding, attitude, knowledge, behavior, cognition and feelings” (McCoy & Hargie, 2003, p. 308).

Knowledge

Knowledge is defined as “information to which experience, context, interpretation and reflection are added by individuals so that it becomes a high value form of information” (Senapathi, 2011, p. 86). “Data and information deal with the past . . . knowledge deals with the present” (Senapathi, 2011, p. 86).

Knowledge comes in two forms:

- Explicit knowledge, which is “formally articulated and encoded,” such as in written form, in print, and on the internet (Senapathi, 2011, p. 87).
- Tacit knowledge, which is “knowledge-in-practice developed from experience . . . subconsciously understood, difficult to articulate” . . . and communicated through voice, gestures and sign language (Senapathi, 2011, p. 87 and 91).

P. G. Schrader and Kimberly Lawless tell us, “knowledge embodies all information that a person possesses or accrues related to a particular field of study,” and define knowledge as “comprising three forms: 1) declarative, or knowing what, 2) procedural, or knowing how, and 3) conditional, or knowing when and why” (2004, p. 9).

However, R. Senapathi warns, “all information is not knowledge, and all knowledge is not valuable . . . and possession of information does not mean it will be used” (2011, p. 89). Acquired knowledge can direct an individual to either accept or reject particular aspects of their environment and “therefore colors the perceived meaningfulness of new information” (Schrader & Lawless, 2004, p. 9).

While the main method to discover knowledge is through self-report data, such as surveys, two problems exist with this approach: “the ability of participants to respond with accurate information, and the potential for participants to provide intentionally false or non-representative information” (Schrader & Lawless, 2004, p. 9). In effect, what researchers end up measuring “is not knowledge, but instead a person’s confidence within a particular area or domain” (Schrader & Lawless, 2004, p. 9).

Attitudes

Psychologists have been grappling with the definition of attitude for decades. “Most accept the view that an attitude represents an evaluative integration of cognitions and affects experienced in relation to an object,” write William D. Crano and Radmilla Prislin, in their 2006 article, “Attitudes and Persuasion” (p. 347).

However, in his article, “Attitude Construction: Evaluation in Context,” Norbert Schwartz said, “attitudes are hypothetical constructs that psychologists invented to

explain the phenomena of interest” (2007, p. 638). Schwartz concludes, “there is no empirical answer . . . [or] critical experiment that can settle the issue of whether people ‘have’ enduring attitudes or ‘construct’ automatic and deliberate judgments on the spot” (2007, p. 650).

McCoy and Hargie define attitudes as “beliefs around an object or situation predisposing one to respond in some preferential manner” (2003, p. 308). The assumption is, therefore, “that a person’s attitude is an important mediating variable between acquisition of new information, on the one hand, and behavioral change, on the other” (McCoy & Hargie, 2003, p. 308 and 309).

Furthermore, “literature reveals two separate frameworks in which attitude is defined: behavioral and cognitive” (Schrader & Lawless, 2004, p. 10). Thus, defining attitude in a “behavioral sense” means viewing it as “a mental and neural state of readiness conditioned by stimuli directing an individual’s response to all objects with which it is related” (Schrader & Lawless, 2004, p. 10). Others view attitude as “the affect for or against a psychological object . . . [and] the sum of all feelings and dispositions toward a particular concept, idea, or action” (Schrader & Lawless, 2004, p. 10).

However, some contemporary theories define attitude as having three components: cognitive (belief or ideas), affective (emotions and feelings) and conative (behaviors, overt actions or predispositions to act) (Schrader & Lawless, 2004, p. 10 and 11). “In practice, the term attitude is often used as an umbrella expression covering such concepts as preferences, feelings, emotions, beliefs, expectations, judgments, appraisals, values principles, opinions and intentions” (Walley, Custance, Orton, Parsons, Lindgreen & Hingley, 2009, p. 262).

Attitudes can be “positive, negative or neutral . . . believed with differing levels of confidence and conviction . . . formed consciously in response to specific prompts . . . [or] spontaneously and without conscious effort” (Walley et al., 2009, p. 262). Although attitudes themselves are “not directly observable they can be inferred and measured” through observation and survey questionnaires (Walley et al., 2009, p. 265 and 266).

Concerns in measuring attitudes result because attitude is considered “a function of the situation in which it occurs,” making it difficult to predict “behavior from attitudes alone” because of “issues associated with isolating strong and stable factors” (Schrader & Lawless, 2004, p. 11).

Behaviors

While many psychologists “agree that behavior is an observable action,” they are “unclear about the relationship between knowledge and behavior,” according to Schrader and Lawless (2004, p. 11). “Attitudes can align with behavior, indicating behavior can inform attitudes, and attitudes are influential in attention . . . impact what an individual perceives and therefore impacts knowledge gains” (Schrader & Lawless, 2004, p. 11).

Schwartz said, “we engage in some behaviors for their instrumental value in reaching a goal and in other behaviors for the pleasures they provide” (2007, p. 647).

“The theory of planned behavior postulates that behavior follows from intentions and perceived control over behavior. Intentions are derived from considerations of attitudes, subjective norms and perceived behavioral control” (Crano & Prislin, 2006, p. 361). In other words, people normally act on attitudes that are supported by self-interest, group norms and to fulfill desired goals. Thus, strong attitudes “may not be

manifested behaviorally if the manifestation violates the norm of self-interest” (Crano & Prislin, 2006, p. 360).

Most data on behavior is collected through surveys, video logs, interviews and direct outcome measures (Schrader & Lawless, 2004, p. 11).

Persuasion Theory

The ultimate goal of fundraising activities is to persuade others to support a cause through donations. Persuasion is defined as “motivating one to perform a desired behavior even if it apparently goes against a deeply held attitude – the behavior can arise from even a temporary attitude a person adopts for the occasion” (Fulginiti & Bagin, 2005, p. 353).

To effectively persuade, a message must take an audience through six stages or moments of persuasion, according to Anthony Fulginiti and Don Bagin (2005) in their book *Practical Public Relations*. These stages include:

- 1) Are you there? – sending the right message to the right audience.
- 2) Are you available? – messages must be sent through channels the audience use.
- 3) Do you remember me? – audiences must recall your messages in order to act on them.
- 4) Do you know me? – the most influential messaging occurs when an audience knows about your products and services.
- 5) Do you agree with me? – an audience must accept the messages and values described.
- 6) Will you act for me? – persuasion happens when the audience acts. (p. 52)

Attitudes on Social Media Use

Attitudes about social media use for nonprofit fundraising are mixed. Lack of concrete scientific data could be a factor in the controversy over social media use by nonprofit organizations. Some contend that social media use by nonprofits is a waste of time. In a 2011 online article, Amy Stephan, a nonprofit professional and consultant, writes that using social media to raise funds was similar to “chasing the mighty dollar down a dead end street” (para. 1).

“Social media is the latest and greatest buzz word in the nonprofit industry,” said Stephan. However, “nonprofits are missing the mark on how to utilize social media to get the most return on investment and the most money in the bank,” she said (2011, para. 2).

Stephan views the problem as a sustainability issue. “People who make online donations and never receive direct communication from the nonprofit” aren’t likely to give again, Stephan contends (2011, para. 3). Social media should be used, instead as a “cultivation tool . . . to engage new donors . . . by sharing a nonprofit’s mission, programs, support systems and personal stories” online (Stephan, 2011, para. 2).

On the other hand, Geri Stengel, with Ventureneer, sees social media as a necessary tool for nonprofits to survive in the present technological and economic landscape. Stengel believes that nonprofits can access new donors, board members, volunteers and dollars through effective social media use (2010, p. 20).

Chapter 3

Research Design

The universe for this study consists of nonprofit organizations within three southern New Jersey counties registered with the N.J. Division of Consumer Affairs Charities Registration Office. Nonprofits without valid email addresses were eliminated from the registration list, based on this independent variable. This reduced the universe to 284 nonprofit organizations in southern New Jersey.

Nonprofits are a special category of organizations exempt from federal taxes. These organizations provide many of the social, educational, cultural and welfare services and activities that affect people's lives, such as healthcare, job training, youth development, and arts and culture. They do not generate profit for the owners (Broom, 2009, p. 437 and 438).

The author examined the entire group of nonprofits in a census of the universe. An online survey questionnaire was developed and provided on SurveyMonkey.com. All the nonprofits in the universe were emailed a link to the survey.

The author conducted a representative random probability study. Random sampling provides each member of the entire population universe an equal chance to be selected. Random sampling, in turn, allows researchers to extrapolate findings to the entire universe.

Because of time and expense limitations of this study, the author filtered the Excel spreadsheet of more than 10,000 nonprofit organizations provided by the N.J. Charities Registration Office, and considered only nonprofits located in three southern New Jersey counties: Gloucester, Camden and Burlington.

The author further filtered the list to include only those nonprofits with email addresses within the three counties. Duplicate entries on the list were eliminated. The Excel spreadsheet list was then converted to a comma-delimited file (.CSV) and uploaded onto SurveyMonkey.com, which further filtered the list to valid email addresses. The final universe count after filtering was 284 nonprofits.

Type of Data Needed

By using a survey instrument with a variety of question types, the author obtained both quantitative and qualitative data to measure social media use by nonprofits in the selected population.

Quantitative research measures or counts things. It measures data, audiences' opinions, newspaper clips and other items and quantifies them mathematically (Fulginiti & Bagin, 2005, p. 66). It measures how many people think, feel or act the same in a similar situation.

Qualitative research describes things without necessarily measuring them (Fulginiti & Bagin, 2005, p. 66). It gives insight into people's attitudes and behaviors.

The author explored the knowledge, attitudes and behaviors of a sample of nonprofit organizations in southern New Jersey regarding social media use as communication and fundraising tools. The author explored the following types of data:

A. Cognitive

1. What is the extent of the knowledge of social media reported by nonprofit employees?

B. Attitudinal

1. What importance do nonprofit organizations put on fundraising activities?

It is necessary to determine whether a nonprofit depends heavily, moderately, or very little on fundraising donations to operate. This importance could be a motivating factor in the methods a nonprofit chooses for fundraising activities.

2. How successful do nonprofits perceive their fundraising activities to be?

The success level of a nonprofit's fundraising activities may help determine whether the organization is open to new methods for fundraising. If a nonprofit perceives its fundraising efforts to be adequate, then it may not pursue new methods.

3. Do nonprofits believe social media can help in their communication functions?

4. Do nonprofits believe social media can help in their fundraising activities?

C. Behavioral

1. Do nonprofit organizations in southern New Jersey use social media?

If so, what types of social media do they use?

2. Do nonprofits use social media as persuasion tools in communicating their fundraising activities to their constituents?

3. What are the preferred methods of fundraising for nonprofit organizations in southern New Jersey? (Rank social media against traditional methods.)

Source of the Data

Using the filtered New Jersey Charities Registration list, the author emailed the selected universe of nonprofit organizations with requests to take the survey online. The collective responses from participants provided the data needed for this study.

Instrument

The author created a 30-question survey instrument to acquire data needed to conduct this research. The survey questionnaire was made available through SurveyMonkey.com to provide easy access for the nonprofit employees.

The survey questions were written to acquire data on knowledge, attitudes and behaviors regarding social media use in communication and fundraising activities. Several questions also captured demographic data that was helpful in analyzing the nonprofit organizations by type, size and age.

The author designed the survey to gather information from two groups of nonprofits: 1) those using social media, and 2) those not using social media. The author used split-logic technology on SurveyMonkey.com to direct respondents through the correct survey pathways.

Nonprofits using social media answered questions on how and why they use social media and on whether they perceived social media use to be beneficial to their organizations. Nonprofits not using social media answered questions about the reasons for their non-use and about their future plans regarding social media.

The survey instrument contained simple dichotomous, yes or no, questions, multiple choice questions with single responses, multiple choice questions with multiple

responses, matrix questions requiring single multiple-choice responses for several facets of the questions, Likert scales and optional open-ended questions to capture anecdotal information. (Please see Appendix A for original survey instrument.)

Pilot Instrument

The author provided a pen and paper survey to a healthcare manager to assess readability and ease of use. Then, the author gave a pen and paper survey to the executive director of the Gloucester County United Way who recommended changes pertaining to type, size and budget of local nonprofits. The author incorporated the suggestions into the final survey instrument.

Study Structure

The survey instrument contained 30 questions, including two matrix-type questions requiring multiple responses. The survey contained six open-ended questions and seven questions with an “other” option to answer. Questions 1, 4, 11, 13, 14 and 19 allowed respondents to select “other” and supply a brief response. Question 22 allowed respondents to enter a website address.

Questions 5, 15 and 24 were open-ended optional questions requesting brief responses on successful communication methods, the best social media for fundraising and the best online approaches to fundraising. The author developed these open-ended questions to explore the attitudes and behavior of respondents regarding communication methods and social media use. Questions 28, 29 and 30 were open-ended optional questions to track additional information that will not be specifically reported in this

study. All open-ended questions were optional, meaning respondents were not required to answer them.

Question 10, “Does your organization use social media?” is the defining question, dividing respondents into two groups: 1) nonprofits using social media and 2) nonprofits not using social media. Because of skip-logic technology in SurveyMonkey.com, respondents who answered “yes” to Question 10, skipped Questions 11 and 12 and proceeded with the rest of the survey. Respondents who answered “no” to Question 10, answered Questions 11 and 12, then skipped Questions 13 through 21 (the social media use questions), and re-entered the survey at Question 22 to proceed with the rest of the survey questions. (Please see Appendix A for original survey instrument.)

Q1 – Organization type (*demographic*)

Q2 – Length of existence (*demographic*)

Q3 – Total annual operating budget (*demographic*)

Q4 – Communication channels

Q5 – Most successful communication methods (*optional open-ended*)

Q6 – Donations raised in most recent year

Q7 – Importance of contributions to organization

Q8 – Success of fundraising activities

Q9 – Knowledge of social media

Q10 – Use social media

For nonprofits not using social media:

Q11 – Reasons for not using social media

Q12 – Plans to use social media

For nonprofits using social media:

Q13 – Social media used

Q13.1 – Facebook

- Q13.2 – LinkedIn
- Q13.3 – Twitter
- Q13.4 – YouTube
- Q13.5 – Flickr
- Q13.6 – Blogs
- Q13.7 – Forums/discussion groups
- Q13.8 – Podcasting
- Q13.9 – Other
- Q14 – Uses for social media
- Q15 – Best social media for fundraising (*optional open-ended*)
- Q16 – Hours a week spent on social media
- Q17 – Length of time using social media
- Q18 – Annual budget for social media
- Q19 – Track social media
- Q20 – Attitude toward social media as communication tools
- Q21 – Attitude toward social media as fundraising tools
- Nonprofits not using social media re-enter here:*
- Q22 – Organization website
- Q23 – Online approaches to fundraising
 - Q23.1 – Downloadable gift card
 - Q23.2 – Email solicitation
 - Q23.3 – Online event registration
 - Q23.4 – Online member registration
 - Q23.5 – Online donor recognition lists
 - Q23.6 – Online planned giving
 - Q23.7 – Search engine optimization
- Q24 – Best online approaches to fundraising (*optional open-ended*)
- Q25 – Largest online donation
- Q26 – Gender (*demographic*)
- Q27 – Age range (*demographic*)
- Q28 – Job title or position (*optional open-ended*)

Q29 – Name of nonprofit organization (*optional open-ended*)

Q30 – Email address for a copy of report (*optional open-ended*)

Procedures

The survey study was conducted starting April 2, 2012, on SurveyMonkey.com and closed April 27, 2012, allowing respondents four business weeks to complete the online survey questionnaire.

On April 2, 2012, the custom-developed survey instrument was officially published online. The author uploaded the nonprofit email address file onto SurveyMonkey.com and generated an introductory letter with contact information, allowing nonprofit participants to email the author any questions. Of the email addresses on the N.J. Charities Registration list of nonprofits in three southern New Jersey counties, 284 were analyzed by SurveyMonkey.com as valid. These 284 nonprofits were emailed the introductory letter, which contained a link to the online survey instrument.

On April 16, a reminder email was sent through SurveyMonkey.com to those nonprofits on the list that had not yet responded. The survey was closed April 27, 2012.

Data Analysis

The author used programs available on SurveyMonkey.com to analyze, tabulate and crosstabulate responses to the survey questionnaire. The author used Microsoft Excel to develop charts for a number of findings for a clearer visual understanding of the results. Responses to “other” choices and to optional open-ended questions were summarized. The author used Microsoft Excel to create column charts for a better visual comparison of crosstabulated data analysis results.

Chapter 4

Results

The author received 40 surveys completed online on SurveyMonkey.com. The author attempted a census survey of nonprofits that fit the variable requirements. A link to the online survey was emailed to all 284 nonprofits in the universe on April 2, 2012. Within two weeks, 30 nonprofits had responded.

A second round of emails was sent April 16, 2012, as a reminder to those nonprofits not yet responding. The author closed the study on April 27, 2012, after the online survey was available for four business weeks.

Survey Results

Forty respondents answered the online survey. This represents a 14 percent response rate for the study. SurveyMonkey.com listed four respondents as not completing the survey because they did not select the “Done” button. However, the author considered all respondent surveys as valid because the majority of the required questions were answered. Six survey questions were open-ended and optional. These questions did not require an answer.

Each survey question was examined individually to explore percentages of responses. The author further broke down the results of the survey by dividing the respondents into two groups: nonprofits using social media and nonprofits not using

social media. By applying SurveyMonkey.com crosstabulation programming, the author tracked how each group responded to each shared question to explore differences in knowledge, attitudes and behaviors between the two groups.

The author compared responses from the “other” specifications and from the open-ended optional questions. For each question similar responses were grouped together into one category to determine the number of different response categories. The results were summarized.

Study Error

The error rate for 40 valid connects is ± 15.5 points of error at the 95 percent confidence level. This means, for each finding, add or subtract 15.5 points. The true finding will lie within a 31-point gap. By adding and subtracting 15.5 points to a finding, researchers predict the true percentage lies between the two points 95 percent of the time. However, for this study, an error gap of more than 30 points was too great to reach significant conclusions for most findings. The author also considered the findings at the 68 percent confidence level.

The error rate for 40 valid connects is ± 7.9 points of error at the 68 percent confidence level. For each finding, add or subtract 7.9 points. The true finding will lie within a 15.8-point gap. By adding or subtracting 7.9 points to a finding, researchers predict the true percentage lies between the two points 68 percent of the time.

Findings

Findings are expressed in both percentages and actual count. Percentages are rounded to the nearest whole percent to eliminate decimal points. This means percentages with .5 or higher are rounded up to the next number. Percentages with .4 or below are rounded down to that whole number. Most questions have only one response. Those with multiple responses will be indicated. The author used Microsoft Excel to develop charts for a number of findings for a clearer visual understanding of the results.

Question 1. Please select the ONE item that most closely identifies your organization type.

	Percentage	Count
Arts & Culture	13%	5
Business/Professional Association	8	3
Environmental/Animal Welfare	3	1
Education	8	3
Health and Healthcare	18	7
Human and Social Services, Job Training and Vocational Rehabilitation Services	18	7
Membership Organization, NEC	3	1
Political Organization	0	0
Religious Organization	3	1
Other (please specify)	30	12

Of the 40 respondents, the majority of nonprofits indicate they are in the Health and Healthcare, and the Human and Social Services categories, followed by the Arts & Culture category. These three categories together represent almost half of the respondent organizations.

Twelve respondents, or almost a third, selected “other,” and provided specific identifications for their nonprofits. Of the twelve responses, six fall under the Human and

Social Services category, two are under Education, one is under Health and three represented new categories:

- 1) Historical museum association
- 2) Private charitable foundation
- 3) Youth sports

Question 2. How long has your organization been in existence?

	Percentage	Count
Less than one year	0%	0
From one to less than 5 years	10	4
From 5 to less than 10 years	15	6
From 10 to less than 20 years	20	8
20 or more years	55	22

The majority (55 percent) of respondent nonprofits report existing for 20 or more years. Three quarters have been in existence for 10 or more years. Only 10 percent of nonprofits report existing less than five years. This means the majority of nonprofits in the universe population are well established within their communities.

Question 3. What is the total annual operating budget of your organization?

	Percentage	Count
Less than \$100,000	45%	18
At least \$100,000, but less than \$500,000	23	9
At least \$500,000, but less than \$1 million	8	3
\$1 million or more	25	10

Nearly half of the nonprofits (45 percent) have annual operating budgets of less than \$100,000. One quarter of the nonprofits have operating budgets of \$1 million or

more. This finding reveals that the majority of nonprofits in the target area are very small, with little funding available for extra expenses.

Question 4. How does your organization communicate with its constituents?
[Please select ALL that apply.]

	Percentage	Count
Printed newsletters	48%	19
Direct mail	55	22
Online newsletters	48	19
Email	80	32
Other (please specify)	43	17

Each item in this question had an equal chance of being selected by every participant. A significant majority of nonprofits, 80 percent, report they use email to communicate with constituents. This means these nonprofits have adapted to using the internet and understand protocol necessary to transmit their messages. However, almost half the nonprofits continue to use traditional communication methods, direct mail and printed newsletters.

While 17 respondents selected “other” as a response to Question 4, 21 participants provided responses in the answer text box. Some of these responses contained multiple listings of communication methods. Of these responses, the respondents provided 12 different channels. The top three “other” methods nonprofits use to communicate with constituents are:

- 1) Social media (13 responses)
- 2) Website (6 responses)
- 3) Phone calls (4 responses)

Question 5. From the list in Question 4 above, please enter the two methods your organization finds MOST successful when communicating with constituents, and briefly explain why. (Optional open-ended)

This optional open-ended question received 36 responses representing 14 different communication methods. The top three most successful communication methods reported by participating nonprofits are:

- 1) Email (18 responses)
- 2) Direct mail (9 responses)
- 3) Printed newsletters (8 responses)

While email is considered the most successful communication method by half of the nonprofits responding to this question, direct mail and printed newsletters (traditional communication methods) are considered successful methods by a quarter of responding nonprofits. Facebook, flyers and website each had three responses.

Question 6. In your most recent fiscal year, how much did your organization raise in donations?

	Percentage	Count
At least \$1, but less than \$2,500	18%	7
At least \$2,500, but less than \$10,000	30	12
At least \$10,000, but less than \$50,000	18	7
At least \$50,000, but less than \$100,000	10	4
At least \$100,000, but less than \$500,000	20	8
At least \$500,000, but less than \$1 million	3	1
\$1 million or more	3	1

Nearly half (48 percent) of participating nonprofits raised less than \$10,000 in donations in one year. Three quarters raised less than \$100,000. This finding reveals that most nonprofits in this region do not receive large amounts of donations. Only 3 percent (one) received \$1 million or more in donations in the most recent fiscal year.

Question 7. How important are contributions to your organization?

	Percentage	Count
Very important	65%	26
Important	10	4
Somewhat important	13	5
Not at all important	10	4
Don't know	3	1

Two thirds of respondents (65 percent) report contributions are very important to their organizations. Three quarters of nonprofits (75 percent) said contributions are either important or very important to their organizations. So, while the dollar amount of contributions may be small for a majority of participating nonprofits (Question 6 results), receiving donations is important to nonprofits in this region, as illustrated in Figure 1.

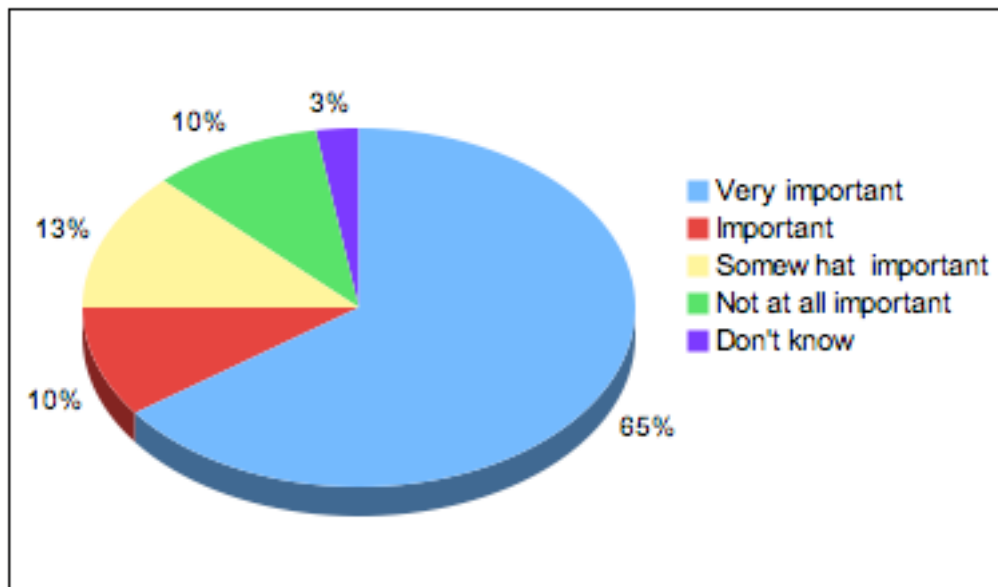


Figure 1. Importance of contributions to nonprofits. This figure illustrates the level of importance nonprofits put on contributions to their organizations.

Question 8. How successful do you consider your fundraising activities to be?

	Percentage	Count
Highly successful	15%	6
Successful	43	17
Below average successful	23	9
Not at all successful	18	7
Don't know	3	1

While 75 percent of nonprofits said contributions are either important or very important to them (Question 7 results), less than 60 percent of nonprofits report their fundraising activities to be either successful or highly successful, as illustrated in Figure 2. More than 40 percent of participating nonprofits perceive their fundraising activities to be below average successful or worse. This finding indicates that a good number of nonprofits may consider improving their fundraising activities.

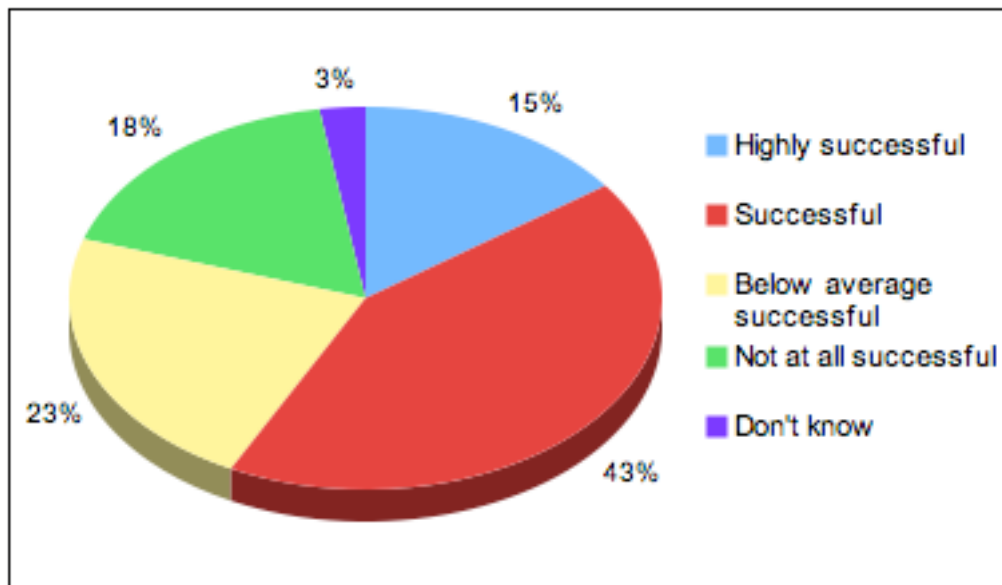


Figure 2. Success of nonprofit fundraising activities. This figure illustrates nonprofits' perceptions of the success of their fundraising activities.

Question 9. How would you rate your knowledge of social media?

	Percentage	Count
Excellent	5%	2
Above average	25	10
Average	50	20
Below average	18	7
Not at all	3	1

Half of nonprofits rate their knowledge of social media as average, while 30 percent rate their knowledge of social media as either above average or excellent. This means that 80 percent of participating nonprofits rate their knowledge of social media as average or better, as illustrated in Figure 3. Three percent (one) of nonprofits said they know nothing about social media.

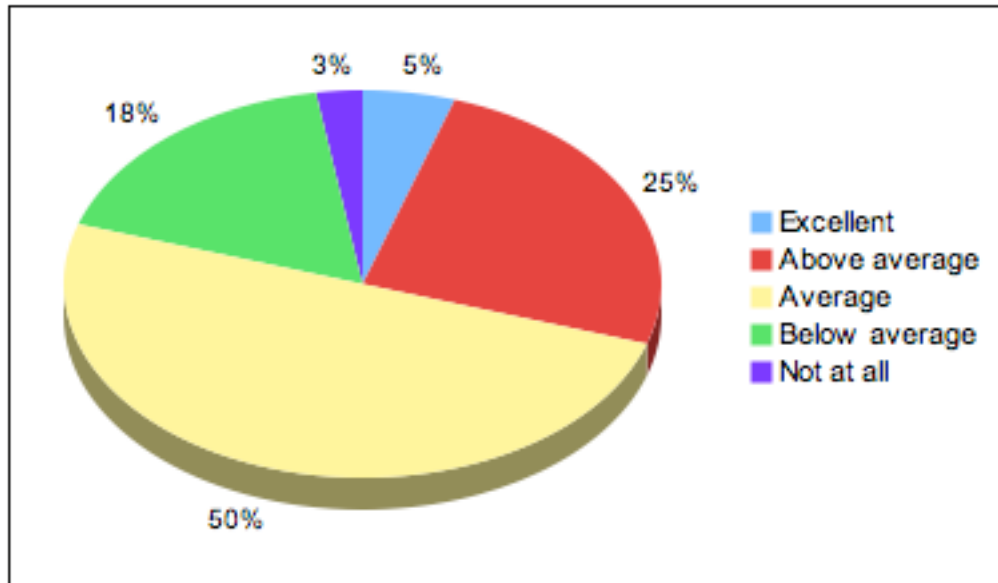


Figure 3. Knowledge of social media. This figure illustrates the level of knowledge nonprofits report they have of social media.

Question 10. Does your organization use social media?

	Percentage	Count
Yes	65%	26
No	35	14

Two thirds of nonprofits in this region report they use social media. While 80 percent reported average or better than average knowledge of social media in Question 9, not all these nonprofits use social media.

At this point in the survey, the two groups of nonprofits diverged. Nonprofits using social media skipped the next two questions.

Question 11. If your organization does NOT use social media, what are the reasons?
[Please select ALL that apply.]

	Percentage	Count
Don't know what they are	14%	2
Lack of finances	7	1
Takes too much time	21	3
Not convinced of the value or return on investment	21	3
Lack of guidance	57	8
Lack of management support	14	2
Too complicated	7	1
Not appropriate for our organization	14	2
Other (please specify)	14	2

Each reason in this question had an equal opportunity of being selected by every participant not using social media. The majority (57 percent) of nonprofits not using social media selected “lack of guidance” as a reason. The other reasons for non-use varied among the nonprofits. “Lack of finances” and “too complicated” represented the least of the reasons for not using social media.

Three respondents supplied reasons in the “other” category. Of these three responses only one differed from the list above: distrust of Facebook.

Question 12. If your organization does NOT use social media, please select the ONE statement that most closely represents your plans.

	Percentage	Count
We have no plans to use social media.	57%	8
We plan to use social media within the next 6 months.	14	2
We plan to use social media starting next year.	29	4

The majority (57 percent) of nonprofits not using social media have no plans to begin using social media, as illustrated in Figure 4. However, more than 40 percent have plans to start using social media with six months or starting next year.

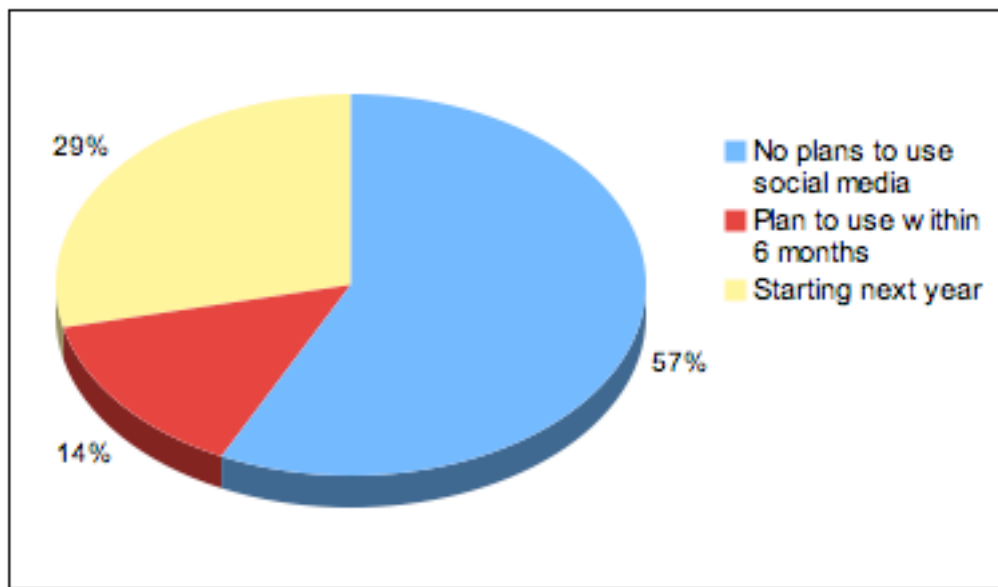


Figure 4. Nonprofits' plans to start using social media. This figure illustrates the intentions nonprofits not using social media have to implement social media use in their organizations.

At this point in the survey, nonprofits not using social media skipped the next nine questions and rejoined the survey at Question 22. Nonprofits using social media answered the next nine questions.

Question 13. Please select ALL social media methods below that your organization uses: (actual count in parentheses)

	Use regularly	Just beginning to use	Don't use
Facebook	74% (17)	22% (5)	4% (1)
LinkedIn	14% (3)	33% (7)	52% (11)
Twitter	25% (5)	25% (5)	50% (10)
YouTube	11% (2)	37% (7)	53% (6)
Flickr	6% (1)	12% (2)	82% (14)
Blogs	17% (3)	17% (3)	67% (12)
Forums/discussion groups	24% (4)	0% (0)	77% (13)
Podcasting	6% (1)	6% (1)	88% (16)
Other _____	15% (2)	8% (1)	77% (10)

Each method in this question had an equal chance of being selected by every participant using social media. Of the eight types of social media listed above, the top four selections are Facebook, Twitter, LinkedIn and YouTube. The majority (96 percent) of nonprofits using social media, use or are just beginning to use Facebook. About half of nonprofits using social media, use Twitter, LinkedIn and YouTube. Most of the nonprofits using social media do not use podcasting, Flickr or forums.

Three respondents entered responses in the “other” category:

- 1) Caring Bridge
- 2) Constant Contact and website
- 3) Reddit (bookmarking sites)

Question 14. How does your organization use social media? [Please select ALL that apply.]

	Percentage	Count
To communicate with supporters	78%	18
For more visibility	78	18
As a public relations tool	74	17
For marketing	57	14
For fundraising activities	52	12
Other (please specify)	13	3

Each activity listed in this question had an equal opportunity of being selected by every participant using social media. Nearly three quarters of nonprofits report they use social media to communicate with supporters, for more visibility and as a public relations tool. However, only about half report using social media for fundraising activities.

Three respondents supplied specific answers to the “other” category. They report they use social media to recruit volunteers, communicate with members, and for donor and volunteer recognition.

Question 15. Please list and briefly explain which social media you find work BEST for your fundraising efforts. (Optional open-ended)

This optional open-ended question received 15 responses representing six different social media types that nonprofits report work best for their fundraising efforts:

- 1) Facebook (8 responses)
- 2) Website (2 responses)
- 3) Email (1 response)
- 4) First Giving online giving site (1 response)
- 5) Word of mouth (1 response)
- 6) Do not use social media for fundraising (2 responses)

More than half of the respondents listed Facebook as the social media that works best in fundraising. None of the respondents listed Twitter, LinkedIn or YouTube as important fundraising tools.

Question 16. How many hours a week does your organization spend updating and maintaining its social media?

	Percentage	Count
Less than 1 hour	52%	12
1 to 4 hours	39	9
5 to 9 hours	4	1
10 to 24 hours	4	1
25 hours or more	0	0

More than half of nonprofits using social media spend less than one hour a week on social media, while almost 40 percent spend one to four hours each week on social media. This means a significant majority (91 percent) of nonprofits using social media spend less than five hours each week on their social media. Only two nonprofits report spending more than five hours a week on social media.

Question 17. How long has your organization used social media?

	Percentage	Count
Less than 1 year	17%	4
One year	26	6
Two years	35	8
Three or more years	22	5

The majority, almost 80 percent, of nonprofits using social media report using them for two years or less. More than 40 percent report they started using social media either one year or less than one year ago. This finding reveals a significant number of nonprofits using social media have recently begun to use them.

Question 18. What is your organization's annual budget for social media use?

	Percentage	Count
No budget	78%	18
\$1 to \$10,000	13	3
\$11,000 to \$25,000	4	1
\$26,000 to \$50,000	4	1
\$51,000 to \$100,000	0	0
More than \$100,000	0	0

The majority (78 percent) of nonprofits using social media do not have budgets for social media use, as illustrated in Figure 5. This is a significant finding that indicates only about a fifth of nonprofits using social media include social media use in their annual operating budgets. Only two nonprofits (8 percent) report annually budgeting \$11,000 or more for social media use.

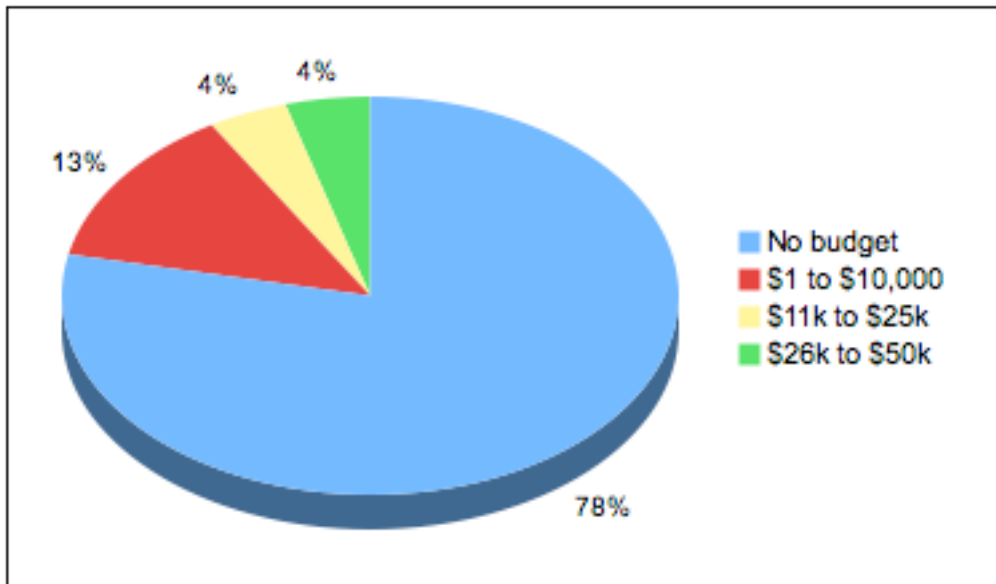


Figure 5. Nonprofits' budgets for social media use. This figure illustrates the amount of funds nonprofits allocate to social media use in their annual budgets.

Question 19. How does your organization track its social media use? [Please select ALL that apply.]

	Percentage	Count
We don't track social media use	39%	9
Members, friends, connections, followers	48	11
Website traffic	48	11
User responses	30	7
Amount of dollars raised	17	4
Other (please specify)	0	0

Each activity listed in this question had an equal chance of being selected by every participant using social media. Nearly 40 percent of nonprofits using social media don't track their use. This may correlate with Question 17 where more than 40 percent of nonprofits using social media report they started using them a year or less ago. The remaining 60 percent of nonprofits using social media track social media in various ways.

Nearly half (48 percent) the nonprofits use current technology to track social media through members, friends connections, followers and website traffic. Less than one fifth track social media use by the amount of dollars raised. None of the nonprofits added responses to the "other" selection.

**Question 20. Select the ONE response that most closely represents your attitude:
*Social media use is an important communication tool for our organization.***

	Percentage	Count
Strongly agree	26%	6
Agree	52	12
Neutral	17	4
Disagree	4	1
Strongly disagree	0	0
Don't know	0	0

The majority (78 percent) of nonprofits using social media either agree or strongly agree that social media are important communication tools for their organizations, as illustrated in Figure 6. This finding correlates with Question 14, where 78 percent of nonprofits report they use social media to communicate with supporters. Only 4 percent (one) disagree that social media use is important to the organization.

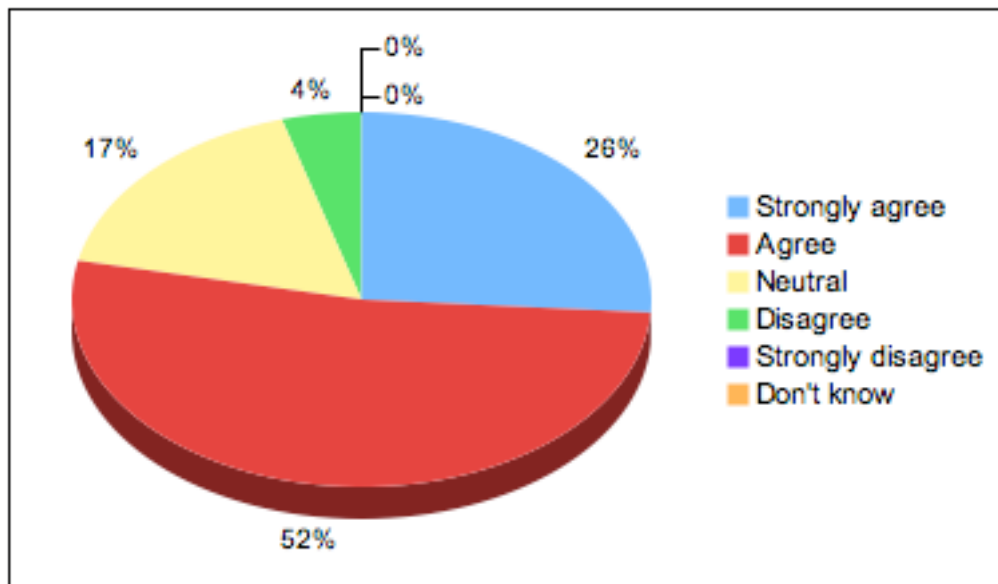


Figure 6. Attitudes on the importance of social media as communication tools. This figure illustrates whether nonprofits using social media perceive social media use is important in their communication with constituents.

**Question 21. Select the ONE response that most closely represents your attitude:
*Social media use is an important fundraising tool for our organization.***

	Percentage	Count
Strongly agree	13%	3
Agree	30	7
Neutral	35	8
Disagree	13	3
Strongly disagree	0	0
Don't know	9	2

While the majority of nonprofits using social media agree about the importance of social media as communication tools, less than half (43 percent) either agree or strongly agree about the importance of social media as fundraising tools, as illustrated in Figure 7. Nearly half (48 percent) of nonprofits using social media are either neutral or disagree that social media are important fundraising tools. This response correlates with Question 14, where only half of nonprofits report they use social media for fundraising activities.

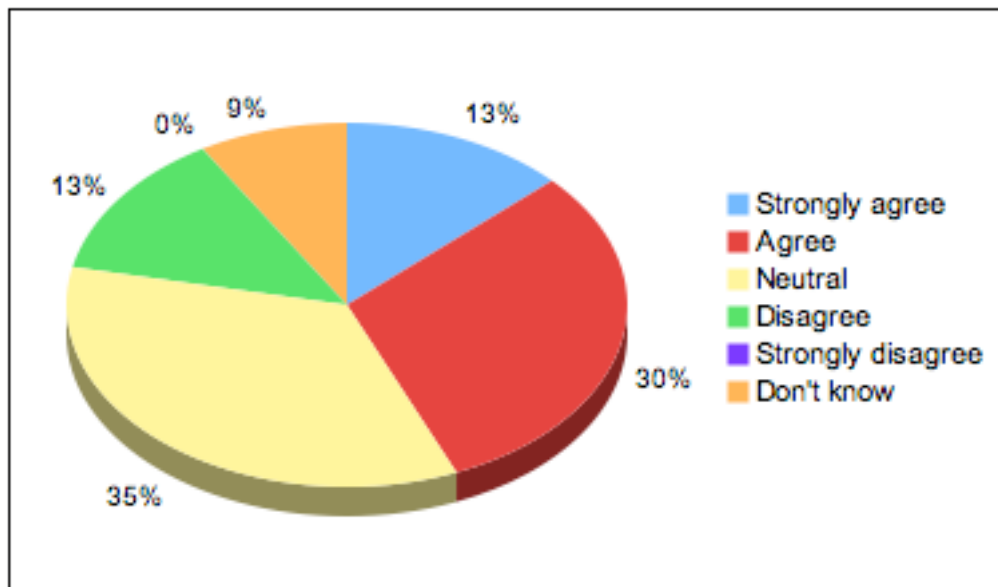


Figure 7. Attitudes on the importance of social media as fundraising tools.

This figure illustrates how important social media are to nonprofits in their fundraising.

Nonprofits not using social media re-joined the survey here to answer the rest of the questions along with nonprofits using social media.

Question 22. Does your organization have a website?

	Percentage	Count
Yes	81%	29
No	19	7

If yes, what is the website address? _____

More than 80 percent of participating nonprofits report having websites. Of the 36 nonprofits that answered this question, 29 gave a website address.

Question 23. Does your organization use any of these online approaches for fundraising activities? [Please select ALL that apply.] (actual count in parentheses)

	Use regularly	Just beginning to use	Don't use
Downloadable gift card	3% (1)	0% (0)	97% (31)
Email solicitations	29% (10)	21% (7)	50% (17)
Online event registration	20% (7)	17% (6)	63% (22)
Online member registration	12% (4)	3% (1)	85% (28)
Online donor recognition lists	19% (6)	6% (2)	75% (24)
Online planned giving	9% (3)	6% (2)	84% (27)
Search engine optimization	10% (3)	19% (6)	71% (22)

Each online approach listed in this question had an equal opportunity of being selected by every participant. Half of nonprofits report they use email solicitation in their fundraising activities. Almost 40 percent use online event registration. Nearly three quarters of the nonprofits do not use five of the seven approaches listed above. This indicates that while 80 percent of nonprofits are online, few use the technological benefits the internet offers.

Question 24. From the list in the question above, which online approaches, if any, do you find work BEST for your fundraising efforts? (Optional open-ended)

This optional open-ended question received 24 responses representing eight different categories. Ten of the respondents indicated they do not use online approaches to fundraising. The top two best online approaches nonprofits report using are:

- 1) Email solicitation (6 responses)
- 2) Online event registration (3 responses)

Question 25. What is the largest ONLINE donation your organization has ever received?

	Percentage	Count
We don't use online approaches to fundraising	47%	17
Less than \$100	6	2
\$100 to \$499	14	5
\$500 to \$999	6	2
\$1,000 to \$9,999	22	8
\$10,000 or more	3	1
Don't know	3	1

Nearly half (47 percent) of nonprofits indicate they do not use online approaches to fundraising. However, almost a third of the nonprofits report they received online donations ranging from \$500 to more than \$10,000. This finding indicates that nonprofits using online approaches to fundraise are getting contributions of substantial amounts, with more than 20 percent reporting they received between \$1,000 and \$10,000 in an online donation.

26. What is your gender?

	Percentage	Count
Male	36%	13
Female	64	23

Nearly two thirds of respondents are females. These findings are typical of random surveys. However, there is no way to tell if the findings for this question are influenced by other variables such as the number of women as compared to number of men working in nonprofit organizations in this region.

Question 27. Please select your age range.

	Percentage	Count
18 to 25	0%	0
26 to 39	17	6
40 to 55	53	19
Over 55	31	11

More than 80 percent of respondents are age 40 or older. Less than one fifth of respondents to this study are under 40 years of age.

Question 28. Your job title or position (*Optional open-ended*)

This optional open-ended question received 34 responses representing 13 categories. The positions of president, executive director, director of finance, director and treasure represent 24 responses, or more than 70 percent of respondents. This indicates the majority of emails on the N.J. Charities Registration list are for individuals in high-level positions. Many of these high-level managers no doubt set the policy for social media use in their organizations.

29. Name of your nonprofit organization (optional) *(Optional open-ended)*

Of the respondents surveyed, 29 gave the name of their organization in this optional open-ended question.

30. If you would like to receive a copy of the results report, please enter your email address. *(Optional open-ended)*

Of the respondents surveyed, 23 provided an email address in this optional open-ended question.

Crosstabulations

To discover differences in knowledge, attitudes and behaviors between nonprofits using social media and nonprofits not using social media, the author used SurveyMonkey.com programming to crosstabulate Question 10, “Does your organization use social media?” with 12 specific questions in the survey instrument. Q1, Q2 and Q3 are demographic questions about the nonprofit organizations. Q4 asks about communication methods. Q6, Q7 and Q8 relate to donations and fundraising. Q9 explores the level of knowledge of social media. Q22 inquires about a website. Q25 inquires into online donations. Q26 and Q27 are demographics about the individual taking the survey. (Please see Appendix A for original survey instrument.)

Crosstabulated questions contain multiple responses, because each response from one question is compared with each response from another question, resulting in a grid that contains responses from both questions. Crosstabulations show general trends that cannot be applied to the population as a whole.

Findings are expressed in both percentages and actual count. Count measures are contained within parentheses. Percentages are rounded to the nearest whole percent. This means that percentages with .5 or higher are rounded up to the next number. Percentages with .4 or below are rounded down.

The author used Microsoft Excel to create column charts for a number of the crosstabulations for a better visual comparison of crosstabulated data analysis results.

Crosstabulation 1

Q1 Organization type by

Q10 Use social media

Responses from Question 1, organization type, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 1.

Table 1

*Organization Type by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Arts & Culture	15% (4)	7% (1)	13% (5)
Business/Professional Association	4% (1)	14% (2)	8% (3)
Environmental/Animal Welfare	4% (1)	0% (0)	3% (1)
Education	8% (2)	7% (1)	8% (3)
Health and Healthcare	23% (6)	7% (1)	18% (7)
Human and Social Services, Job Training and Vocational Rehabilitation Services	19% (5)	14% (2)	18% (7)
Membership Organization, NEC	0% (0)	7% (1)	3% (1)
Political Organization	0% (0)	0% (0)	0% (0)
Religious Organization	4% (1)	0% (0)	3% (1)
Other (please specify)	23% (6)	43% (6)	30% (12)
Answered question	26	14	40

The majority of the top three types of nonprofits – Health and Healthcare, Human and Social Services, and Arts & Culture – use social media. More than 85 percent of health nonprofits use social media. More than 70 percent of human and social services nonprofits use social media. And 80 percent of arts and culture nonprofits use social media. The types of nonprofits least likely to use social media are membership organizations and business/professional associations.

Crosstabulation 2

Q2 Length of existence by
Q10 Use social media

Responses from Question 2, length of existence, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 2.

Table 2

*Length of Existence by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Less than one year	0% (0)	0% (0)	0% (0)
From one to less than 5 years	15% (4)	0% (0)	10% (4)
From 5 to less than 10 years	8% (2)	29% (4)	15% (6)
From 10 to less than 20 years	31% (8)	0% (0)	20% (8)
20 or more years	46% (12)	71% (10)	55% (22)
Answered question	26	14	40

Representatives from every nonprofit age group use social media in varying percentages. All nonprofits in existence less than five years use social media, as do all nonprofits in existence from 10 to less than 20 years.

Of those nonprofits not using social media, more than 70 percent have been in existence 20 or more years, as illustrated in Figure 8. This finding indicates that older established nonprofits are less likely to use social media.

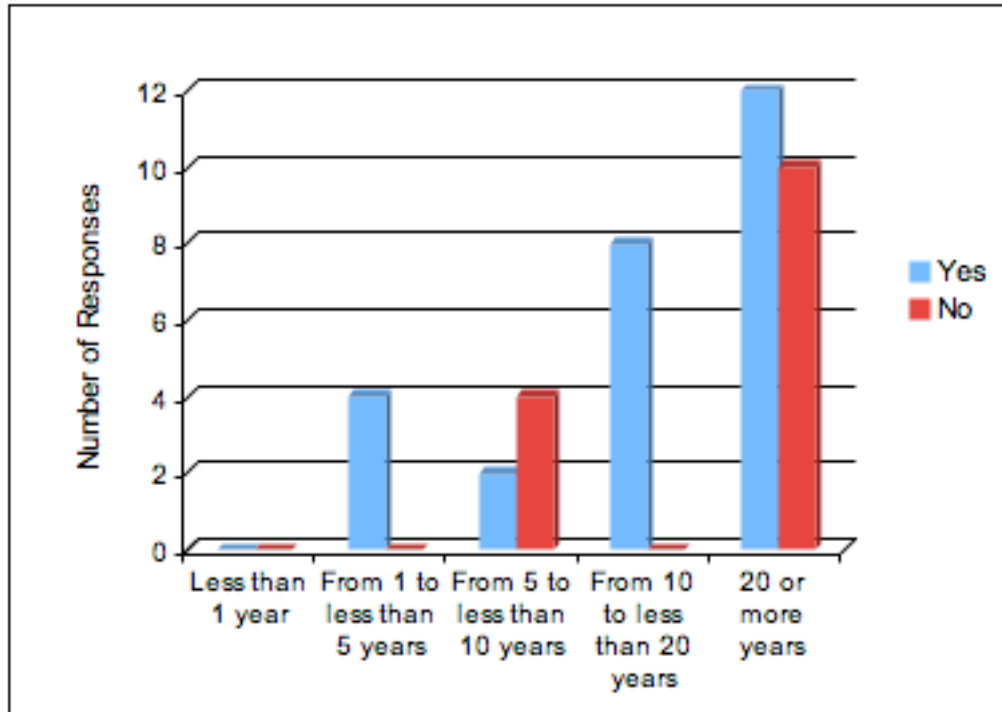


Figure 8. Length of existence and social media use. This figure illustrates the age of nonprofits using (yes) or not using social media (no).

Crosstabulation 3

Q3 Total annual operating budget by
Q10 Use social media

Responses from Question 3, total annual operating budget, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 3.

Table 3

*Annual Operating Budget by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Less than \$100,000	39% (10)	57% (8)	45% (18)
At least \$100,000, but less than \$500,000	23% (6)	21% (3)	23% (9)
At least \$500,000, but less than \$1 million	12% (3)	0% (0)	8% (3)
\$1 million or more	27% (7)	21% (3)	25% (10)
Answered question	26	14	40

Respondents from every nonprofit budget range use social media in varying percentages. In each budget category, more nonprofits use social media than don't use social media. While the results from Question 10 reveal that two thirds of nonprofits use social media, how the nonprofits align according to operating budget reveals a slightly different pattern. For example, in the smallest budget category (less than \$100,000) more than half, or 10 of 18, of the nonprofits use social media.

Of the nonprofits not using social media, almost 60 percent have the smallest annual operating budgets. In comparison, only 40 percent of nonprofits using social media are in the smallest operating budget category. This finding indicates that annual operating budget may have an effect on social media use. Thus, while 80 percent of nonprofits using social media have no budget specifically designated for social media (Question 18 results), they may have operating budgets that support its limited use. The results reveal, however, the higher the annual operating budget, a nonprofit will be at least twice as likely to use social media, as illustrated in Figure 9.

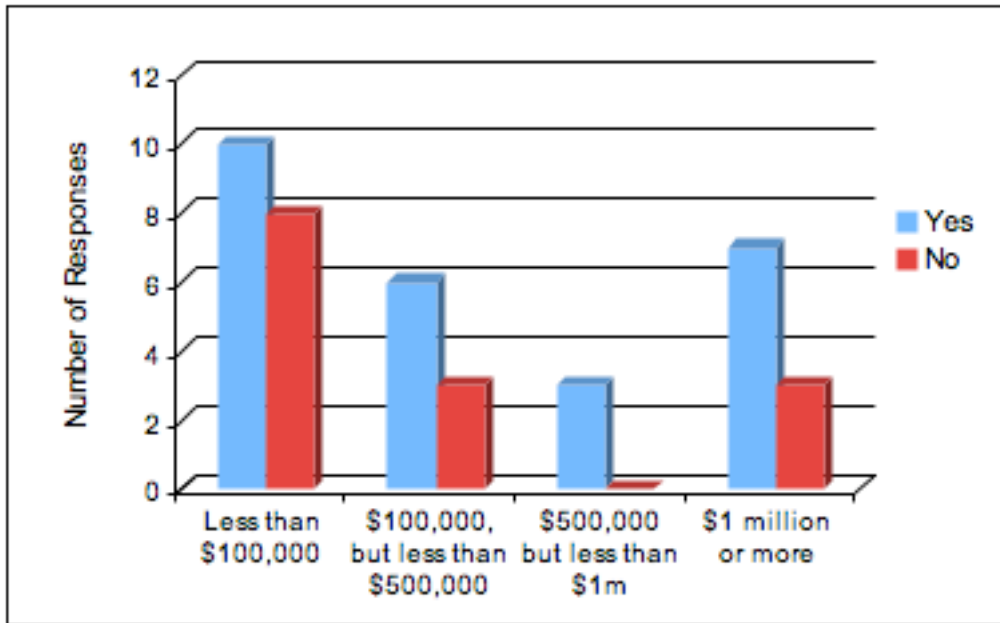


Figure 9. Annual operating budget and social media use. This figure illustrates the annual operating budgets of nonprofits using social media (yes) and nonprofits not using social media (no).

Crosstabulation 4

Q4 Communication channels by
Q10 Use social media

Responses from Question 4, how does your organization communicate with constituents, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 4.

Table 4

*Communication Channels by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Printed newsletters	50% (13)	43% (6)	48% (19)
Direct mail	54% (14)	57% (8)	55% (22)
Online newsletters	58% (15)	29% (4)	48% (19)
Email	92% (24)	57% (8)	80% (32)
Other	42% (11)	43% (6)	43% (17)
Answered question	26	14	40

All respondents use each form of communication channels listed. The majority (80 percent) of nonprofits indicate they use email to communicate with constituents, followed by direct mail being used by more than half (55 percent) of nonprofits.

Of nonprofits using social media, more than 90 percent use email to communicate with their constituents. However, more than half of nonprofits using social media continue to use traditional communication methods such as direct mail and printed

newsletters. This finding indicates email is the top method for nonprofits using social media to communicate with constituents.

Of all nonprofits using email to communicate with constituents, 75 percent use social media. Of all nonprofits using printed newsletters, almost 70 percent use social media. This finding indicates that while nonprofits are using social media, they continue to depend on traditional communication methods.

Of nonprofits not using social media, almost 60 percent use both email and direct mail to communicate with constituents. While 80 percent of our responding nonprofits have a website (Question 22 results), less than a third of nonprofits not using social media, use online newsletters.

Although 17 respondents selected the “other” box, 21 supplied additional information. Of the 21 respondents who supplied added information for the “other” category, 14 use social media and seven do not. In other words, twice as many use social media than not. This is not a surprising finding, considering that the top “other” fill-in choice is social media.

Crosstabulation 5

Q6 Donations raised in most recent year by
Q10 Use social media

Responses from Question 6, donations raised in a year, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 5.

Table 5

*Donations Raised by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
At least \$1, but less than \$2,500	19% (5)	14% (2)	18% (7)
At least \$2,500, but less than \$10,000	23% (6)	43% (6)	30% (12)
At least \$10,000, but less than \$50,000	4% (1)	43% (6)	18% (7)
At least \$50,000, but less than \$100,000	15% (4)	0% (0)	10% (4)
At least \$100,000, but less than \$500,000	31% (8)	0% (0)	20% (8)
At least \$500,000, but less than \$1 million	4% (1)	0% (0)	3% (1)
\$1 million or more	4% (1)	0% (0)	3% (1)
Answered question	26	14	40

More than half of nonprofits using social media raised at least \$50,000 or more in donations in their most recent year. None of the nonprofits not using social media raised donations in this range. Nonprofits not using social media raised at most, less than \$50,000 in their most recent year. This represents a significant finding and may indicate a

connection between social media use and the amount of donations received, as illustrated in Figure 10.

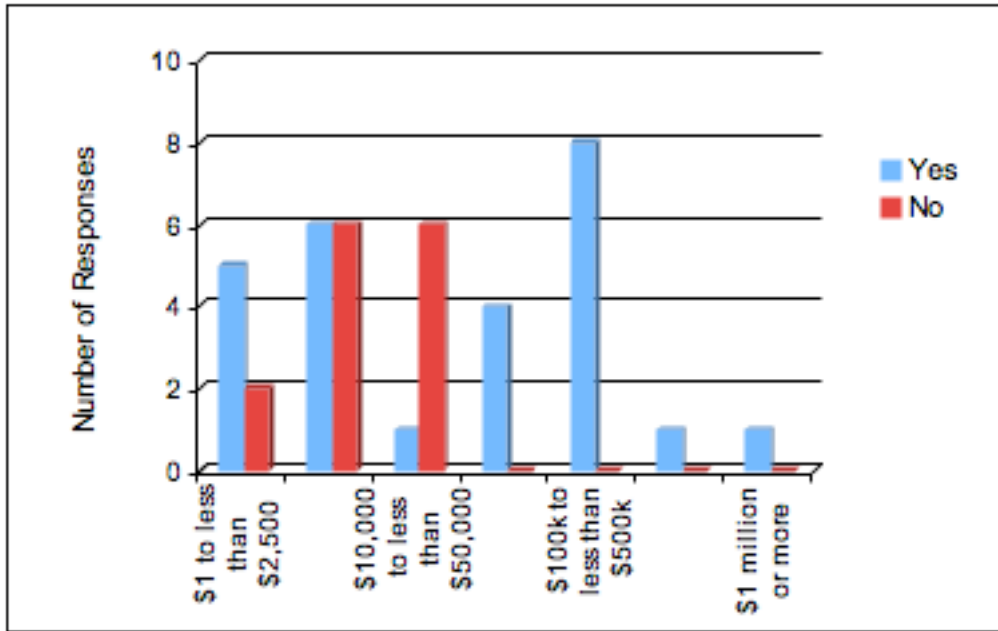


Figure 10. Donations raised and social media use. This figure illustrates the relationship between social media use and amount of donations raised in the last year by nonprofits using social media (yes) and not using social media (no).

Crosstabulation 6

Q7 Importance of contributions to organization

Q10 Use social media

Responses from Question 7, importance of contributions to your organization, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 6.

Table 6

*Importance of Contributions by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Very important	77% (20)	43% (6)	65% (26)
Important	8% (2)	14% (2)	10% (4)
Somewhat important	15% (4)	7% (1)	13% (5)
Not at all important	0% (0)	29% (4)	10% (4)
Don't know	0% (0)	7% (1)	3% (1)
Answered question	26	14	40

The majority (85 percent) of nonprofits using social media report that contributions are either important or very important to their organizations. None report a lack of importance. For nonprofits using social media, contributions have some level of important to their organizations.

Of nonprofits not using social media, nearly 60 percent report contributions to be either important or very important to their organizations. However, more than a third of

nonprofits not using social media report that contributions are somewhat or not at all important, as illustrated in Figure 11.

Of all the nonprofits that report contributions as very important to their organizations, more than three quarters use social media. This is a significant finding that suggests nonprofits that consider contributions to be important to their organizations are also more likely to use social media.

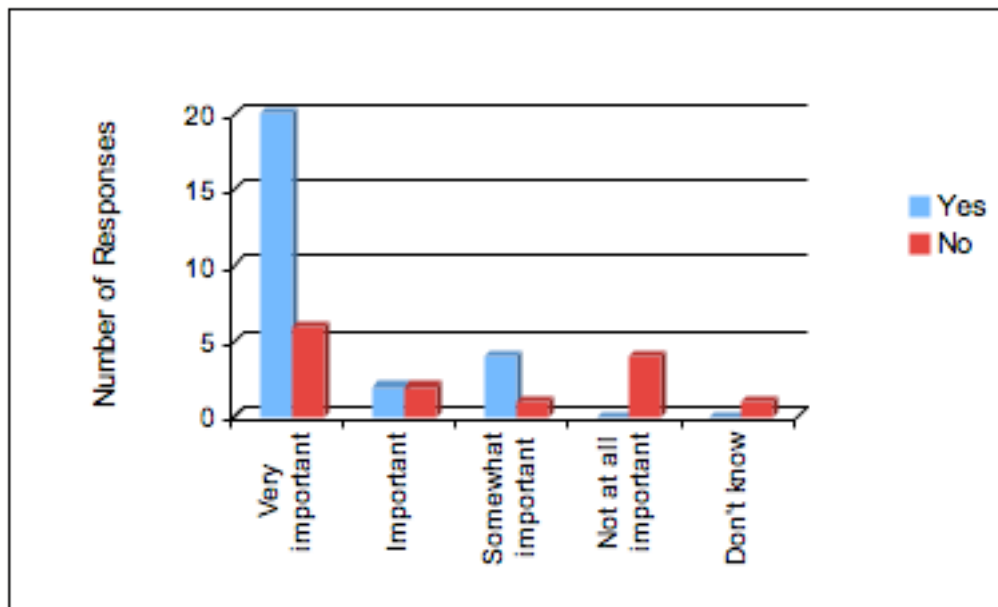


Figure 11. Importance of contributions to organization and social media use.

This figure illustrates the level of importance nonprofits put on contributions as reported by those that use (yes) and don't use (no) social media.

Crosstabulation 7

Q8 Success of fundraising activities by
Q10 Use social media

Responses from Question 8, success of fundraising activities, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 7.

Table 7

*Success of Fundraising by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Highly successful	19% (5)	7% (1)	15% (6)
Successful	50% (13)	29% (4)	43% (17)
Below average successful	19% (5)	29% (4)	23% (9)
Not at all successful	12% (3)	27% (4)	18% (7)
Don't know	0% (0)	7% (1)	3% (1)
Answered question	26	14	40

Of all nonprofits that report their fundraising activities to be either successful or highly successful, almost 80 percent use social media.

Of the nonprofits using social media, almost 70 percent report their fundraising activities are either successful or highly successful. Only about 30 percent report their fundraising activities to be either below average or not at all successful.

Of the nonprofits not using social media, only about a third report their fundraising activities to be either successful or highly successful. Almost 60 percent report their fundraising activities to be either below average or not at all successful, as illustrated in Figure 12. These results show a significant difference in attitudes between nonprofits using social media and those not using social media about the success of their fundraising activities.

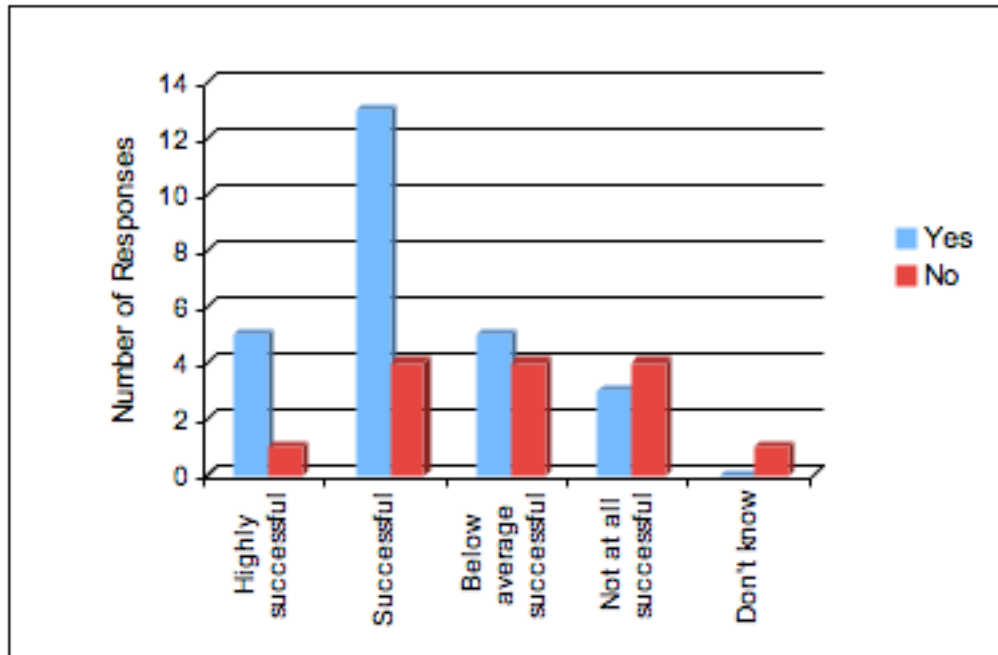


Figure 12. Success of fundraising and social media use. This figure illustrates perceived success in fundraising as reported by nonprofits using social media (yes) and not using social media (no).

Crosstabulation 8

Q9 Knowledge of social media by
Q10 Use social media

Responses from Question 9, knowledge level of social media, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 8.

Table 8

*Knowledge of Social Media by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Excellent	8% (2)	0% (0)	5% (2)
Above average	23% (6)	29% (4)	25% (10)
Average	62% (16)	29% (4)	50% (20)
Below average	8% (2)	36% (5)	18% (7)
Not at all	0% (0)	7% (1)	3% (1)
Answered question	26	14	40

More than 90 percent of nonprofits using social media report their knowledge of social media to be average or better. Only 8 percent report below average knowledge of social media.

Almost 60 percent of nonprofits not using social media report their knowledge of social media to be either average or above average. However, none of nonprofits not using social media report excellent knowledge of social media. More than 40 percent of

those not using social media report their knowledge of social media to be below average or not at all.

This is a significant finding, revealing that those nonprofits using social media overwhelmingly report better knowledge of social media than those not using social media, as illustrated in Figure 13. This finding indicates a relationship between knowledge of social media and use of social media. The higher the level of knowledge of social media, the more likely a nonprofit will use social media.

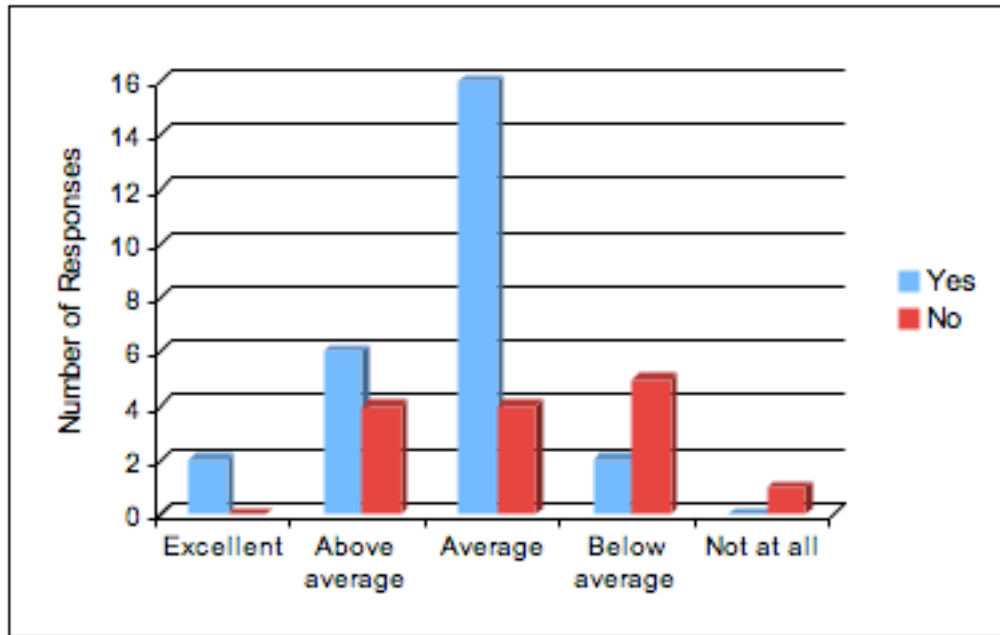


Figure 13. Knowledge of social media and social media use. This figure illustrates the relationship between how well nonprofits rate their knowledge of social media and their using social media.

Crosstabulation 9

Q22 Organization website by
Q10 Use social media

Responses from Question 22, does your organization have a website, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 9.

Table 9

*Organization Website by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
Yes (have a website)	91% (20)	64% (9)	81% (29)
No (don't have a website)	9% (2)	36% (5)	19% (7)
Answered question	22	14	36

More than 80 percent of all respondent nonprofits have a website. The majority, or more than 90 percent, of nonprofits using social media have a website. About two thirds of nonprofits not using social media have a website.

Of all nonprofits with a website, nearly 70 percent also use social media. Of all nonprofits without a website, more than 70 percent do not use social media. Of those respondents who supplied their website address, 20 use social media and nine do not.

This is a significant finding that reveals nonprofits with websites are more likely to use social media than those without websites.

Having a website is not a criteria for using social media. However, only a small number of nonprofits without websites (29 percent) use social media, as illustrated in Figure 14.

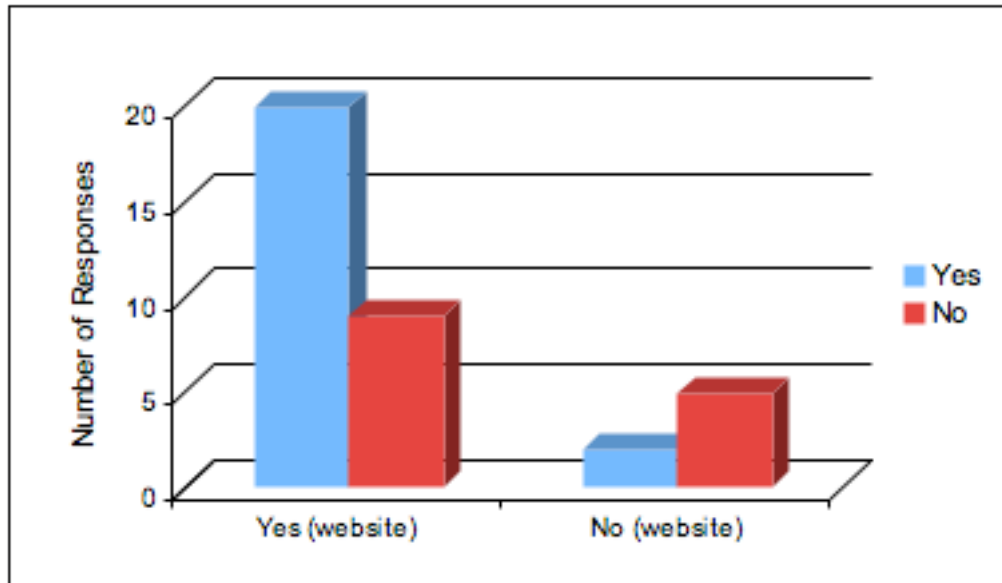


Figure 14. Website and social media use. This figure illustrates a relationship between nonprofits having a website and using social media.

Crosstabulation 10

Q25 Largest online donation by
Q10 Use social media

Responses from Question 25, largest online donation ever received, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 10.

Table 10

*Largest Online Donation by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
We don't use online approaches to fundraise	32% (7)	71% (10)	47% (17)
Less than \$100	9% (2)	0% (0)	6% (2)
\$100 to \$499	14% (3)	14% (2)	14% (5)
\$500 to \$999	9% (2)	0% (0)	6% (2)
\$1,000 to \$9,999	27% (6)	14% (2)	22% (8)
\$10,000 or more	5% (1)	0% (0)	3% (1)
Don't know	5% (1)	0% (0)	3% (1)
Answered question	22	14	36

More than 70 percent of nonprofits not using social media also do not use online approaches to fundraising, while nearly 70 percent of nonprofits using social media also use online approaches to fundraising.

Of nonprofits using social media, almost one third report receiving \$1,000 or more as an online donation. Of nonprofits not using social media, less than 15 percent received \$1,000 or more as an online donation.

This finding indicates a relationship between using social media and using online approaches to fundraising. An organization using social media is also more likely to use other online approaches to fundraise and more likely to receive larger online donations.

Crosstabulation 11

Q26 Gender by
Q10 Use social media

Responses from Question 26, what is your gender, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 11.

Table 11

Gender by Use Social Media
(Read percentages down, actual count in parentheses)

Response	Yes	No	Total Responses
Male	27% (6)	50% (7)	36% (13)
Female	73% (16)	50% (7)	64% (23)
Answered question	22	14	36

Of nonprofits using social media, nearly three quarters of the respondents are female. Of nonprofits not using social media, half the respondents are male and half are female.

Of all female respondents, nearly 70 percent report their organizations use social media. Of all male respondents, less than half (46 percent) report their organizations use social media.

Crosstabulation 12

Q27 Age range by
Q10 Use social media

Responses from Question 27, what is your age range, are compared with responses to Question 10, does your organization use social media. Each category shows the percentages and number of respondents that either use social media (yes) or don't use social media (no), as shown in Table 12.

Table 12

*Age Range by Use Social Media
(Read percentages down, actual count in parentheses)*

Response	Yes	No	Total Responses
18 to 25	0% (0)	0% (0)	0% (0)
26 to 39	23% (5)	7% (1)	17% (6)
40 to 55	55% (12)	50% (7)	53% (19)
Over 55	23% (5)	43% (6)	31% (11)
Answered question	22	14	36

Five of six respondents aged 26 to 39, or more than 80 percent, report their organizations use social media. As age group categories advance in years, the percentages of respondents that report their nonprofits use social media diminish, as illustrated in Figure 15. More than 60 percent of those aged 40 to 55 report their organizations use social media. Less than half of those over age 55 report their organizations use social media.

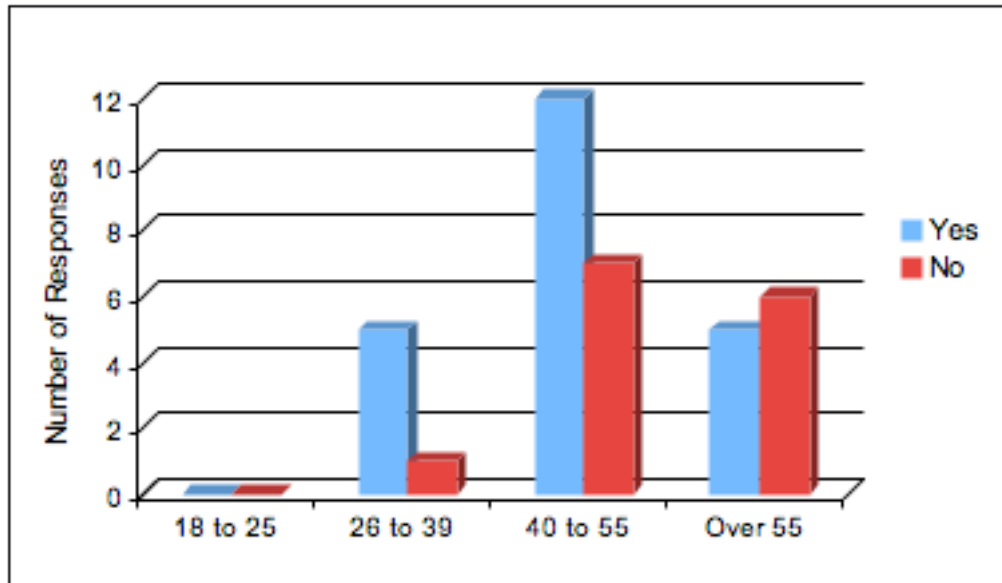


Figure 15. Age range and social media use. This figure illustrates the age ranges of respondents from nonprofits using social media (yes) and nonprofits not using social media (no).

Chapter 5

Summary, Conclusion and Recommendations

Summary

The author surveyed a scientific random sample of 40 nonprofit organizations in three southern New Jersey counties to determine the impact of social media use on fundraising activities. The author designed an online survey instrument with skip-logic programming to divide participating nonprofits into two groups: 1) nonprofits using social media, and 2) nonprofits not using social media. The author tabulated, analyzed, crosstabulated and charted the results. Responses to questions from one group were compared to responses from the second group to determine whether differences in knowledge, attitudes and behaviors toward social media existed between the two groups.

Hypotheses

H1 – The majority of nonprofit organizations in South Jersey’s three counties continue to use traditional communication channels as their primary methods rather than social media for their fundraising efforts.

The author accepted this hypothesis. Survey results showed a majority of both nonprofits using social media and nonprofits not using social media continued to use traditional communication channels to reach constituents. More than half the nonprofits reported using direct mail. Almost half reported using printed newsletters. Email was

used by 80 percent of nonprofits to communicate with constituents. Email and direct mail were the two top communication methods as reported by both nonprofits using social media and nonprofits not using social media. The author found it interesting that social media was the top write-in communication method.

H2 – The majority of nonprofit organizations in South Jersey’s three counties that use social media to communicate with constituents do not directly and purposefully use social media to fundraise.

The author accepted this hypothesis. Survey results for Question 14 revealed that about half (52 percent) of nonprofits using social media reported they used social media for fundraising activities. However, because of the study’s margin of error, the true results lie anywhere between 44 and 60 percent (at the 68 percent confidence level). Results from Question 21 showed that only 43 percent of nonprofits using social media believed social media to be important fundraising tools for their organizations. When comparing the results of these two questions, the author concluded that a clear majority of nonprofits using social media in this region did not purposely use social media to fundraise.

Likewise, the author inferred certain conclusions based on the results from Questions 16 and 18. According to Question 16 results, more than 90 percent of nonprofits using social media spent less than five hours a week on social media. According to Question 18, almost 80 percent of nonprofits using social media had no budget for social media use. These findings lead to the conclusion that the majority of nonprofits using social media had not as yet included social media use in their strategic

fundraising plans and, consequently, were not purposefully using social media to fundraise.

The top three uses for social media, as reported by nonprofits using social media, were to communicate with supporters, for more visibility and as a public relations tool. The nonprofits using social media for fundraising reported Facebook as their top social media platform.

Thus, while many nonprofits are beginning to see the advantages of social media use in communication and public relations, they have not tapped the potential of social media to increase fundraising results and bring in more donors.

H3 – The majority of nonprofit organizations in South Jersey’s three counties using social media will report that social media use has a positive effect on fundraising efficiency.

The author rejected this hypothesis. According to Question 21 results, less than half (43 percent) of nonprofits using social media believed social media are important fundraising tools for their organizations. And, almost half (48 percent) of nonprofits using social media were either neutral or disagreed about the importance of social media as fundraising tools for their organization.

On the other hand, when asked about their perception of the success of their fundraising efforts, 70 percent of nonprofits using social media believed their fundraising activities were either successful or highly successful (Crosstabulation 7 results). And 60 percent of nonprofits using social media reported they raised at least \$50,000 or more in

donations in their most recent year (Crosstabulation 5 results). None of the nonprofits not using social media raised donations in this range.

So, while many nonprofits using social media reported they did not believe social media are important fundraising tools, these nonprofits, nonetheless, perceived their fundraising activities as a whole to be successful and reported receiving higher fundraising dollars than those not using social media.

H4 – The majority of nonprofit organizations in South Jersey's three counties that do not use social media to fundraise will have below average knowledge of social media.

The author rejected this hypothesis. To the contrary, survey results revealed that almost 60 percent of nonprofits not using social media believed they had either average or above average knowledge of social media (Crosstabulation 8 results). However, over 60 percent of nonprofits not using social media reported the main reason they didn't use social media was because of lack of guidance. These results indicated a difference exists between knowing about something and knowing how to use it.

On the other hand, more than 40 percent of nonprofits not using social media reported their knowledge of social media to be below average or not at all, while only 8 percent of nonprofits using social media reported below average knowledge of social media. Only nonprofits using social media reported an excellent knowledge of social media. These findings indicated a relationship exists between the level of knowledge of social media and the level of use of social media. The higher the level of knowledge, the more likely a nonprofit will use social media.

Research Questions

1) What is the extent of knowledge of social media as reported by nonprofit employees?

The author found that as a whole, the majority of nonprofits, 80 percent, reported they had average or better knowledge of social media, according to Question 9 results. When further analyzing the findings by groups, the author discovered that 92 percent of nonprofits using social media reported average or better knowledge of social media (Crosstabulation 8 results). Less than 60 percent of nonprofits not using social media reported average or better knowledge of social media. These findings indicated that of the nonprofits in southern New Jersey that participated in this study, the majority have at least an average knowledge or better of social media.

2) What importance do nonprofits in the population put on fundraising activities?

Three quarters of the respondent nonprofits that fundraise in this region reported that contributions were either important or very important to their organizations, according to Question 7 results. However, analyzing the responses of the two groups separately revealed interesting results. Those nonprofits using social media reported more importance to fundraising activities than those not using social media (Crosstabulation 6 results). The majority of nonprofits using social media (77 percent) reported contributions as very important to their organizations, while only 43 percent of nonprofits not using social media reported contributions as very important.

In fact, nonprofits using social media all reported some level of importance to receiving contributions. On the other hand, almost 30 percent of nonprofits not using social media reported that receiving contributions was not at all important to their

organizations. These findings indicated that nonprofits putting greater importance on fundraising have already begun to use social media.

3) How successful do nonprofits perceive their fundraising activities to be?

Almost 60 percent of nonprofits in this region reported their fundraising activities to be either successful or very successful, according to Question 8 results. However, by breaking the findings down into two groups, nonprofits using social media and nonprofits not using social media, a different picture emerged (Crosstabulation 7 results).

Of all nonprofits reporting their fundraising to be highly successful, more than 80 percent use social media. Of nonprofits using social media, almost 70 percent reported their fundraising activities to be either successful or highly successful. Only about one third of nonprofits not using social media reported their fundraising to be either successful or highly successful. Almost two thirds of nonprofits not using social media reported their fundraising to be below average or not at all successful.

These results revealed that nonprofits using social media were twice as likely to consider their fundraising activities to be successful than nonprofits not using social media.

4) Do nonprofits believe social media can help in their fundraising activities?

The research revealed the majority of nonprofits in this region did not believe social media could help in their fundraising activities. Less than half (43 percent) of nonprofits using social media believed social media to be important fundraising tools, according to Question 21 results. Of nonprofits using social media, about half (52

percent) reported using social media specifically for fundraising activities, according to Question 14 results. These findings indicated that only about half of participating nonprofits using social media believed social media helped with fundraising.

On the other hand, the majority of nonprofits using social media reported they used social media to communicate with supporters, for more visibility and as public relations tools, according to Question 14 results. Each of these avenues, no doubt, contributed at least indirectly to fundraising successes.

Thus, while the majority of nonprofits using social media reported they did not believe social media were important fundraising tools (according to Question 21 results), nearly 80 percent of these nonprofits believed social media to be important communication tools (according to Question 20 results).

Interestingly, as a reason for their non-use, 21 percent of nonprofits not using social media reported they were not convinced of the value or return on investment of social media, according to Question 11 results. Also, 21 percent of these nonprofits also reported they believed social media took too much time.

Study's Strengths and Weaknesses

The author used a multi-question quantitative research instrument to capture the most accurate information possible regarding social media use among nonprofits in three counties in southern New Jersey. The survey included optional open-ended questions to probe further into the attitudes of nonprofits toward social media use. Because the survey was conducted anonymously and online, the author believes the respondents were honest in their answers.

The study's findings contain valuable information. However, these results can only be extrapolated to the universe of 284 nonprofits, those with valid email addresses in three southern New Jersey counties and on the N.J. Charities Registration list. The results cannot be generalized to a larger population of nonprofits in the entire region or state.

The small population and resulting small sampling size presented major weaknesses to this project by creating a large margin of error gap at the 95 percent confidence level. This made it difficult to reach significant conclusions regarding findings that were close in percentage points. As a result the author made conclusions at the 68 percent confidence level, because of the smaller error gap.

Another disadvantage was found in limiting the population to only those nonprofits with email addresses. Because nonprofits without email addresses were not contacted, a true picture could not be obtained regarding all registered nonprofits in the region. It is possible that percentages regarding social media use would be quite different if nonprofits without email addresses participated in the study.

On the other hand, the author found important trends in nonprofit social media use for fundraising activities that will benefit nonprofits seeking to advance their causes.

Conclusion

The author's goal was to investigate the impact of social media use on nonprofit fundraising efforts. The author hoped to analyze the knowledge, attitudes and behaviors of nonprofits in southern New Jersey toward social media use and to determine whether nonprofits reported social media use to be effective in fundraising activities.

This study revealed that two thirds of the nonprofits in the selected population were using social media. The results also showed the majority of nonprofits reported average or better knowledge of social media, even those not using social media. Within this group of nonprofits not using social media, the author found a significant number, more than 40 percent, planned to begin using social media within the next year. Those nonprofits not using social media reported lack of guidance to be their biggest roadblock.

Comparing the responses of nonprofits using social media with responses from nonprofits not using social media, the results revealed significant differences in attitudes and behaviors regarding fundraising activities by the two groups. The majority of nonprofits using social media (80 percent) started using these methods within the last two years. These nonprofits reported greater fundraising success and received larger annual donation amounts than nonprofits not using social media. However, only about half (52 percent) of nonprofits using social media reported using social media specifically for fundraising activities. While these nonprofits did not directly attribute their fundraising success to social media use, it is evident that social media played an important role in their fundraising efforts.

The author accepted two hypotheses. The author found the majority of nonprofits in this region continued to use traditional communication methods to reach constituents,

including nonprofits using social media. The nonprofits reported email and direct mail were their best communication methods. They reported Facebook as the top social media to use in fundraising efforts. Interestingly, nonprofits using social media reported email as the second top fundraising method.

The author discovered the majority of nonprofits using social media did not purposefully use social media to fundraise. Only about half of nonprofits using social media found them to be important fundraising tools, and nearly 80 percent of nonprofits using social media had no budget for social media use. The author concluded the majority of nonprofits using social media had not included social media in their strategic plans.

The author rejected two hypotheses. The author discovered the majority of nonprofits using social media did not report a positive effect. About half reported social media were “not” important fundraising tools to their organizations.

The author rejected the hypothesis that nonprofits not using social media had below average knowledge of social media. Results revealed nearly 60 percent of this group reported average or better knowledge of social media. However, half reported the main reason they did not use social media was lack of guidance. So, although most nonprofits know about social media, many may not be comfortable implementing social media without assistance.

While half of nonprofits using social media questioned of the importance of social media as fundraising tools, the author believes that social media use has already begun to have a positive effect in reaching nonprofit constituents and increasing funding streams. By comparing the responses of nonprofits using social media with the responses of nonprofits not using social media, certain trends emerged. Nonprofits using social media

gave more positive responses, believed their fundraising efforts to be more successful and reported receiving greater donation amounts than their counterparts.

Most nonprofits in this study continued to use traditional communication methods, including those nonprofits using social media. However, 80 percent of nonprofits reported email as a primary communication method. This indicates that nonprofits are on the move toward using more computer-based and internet-related methods. More and more nonprofits are embracing social media to help meet their needs. As more nonprofits become better acquainted with and start to use social media, this resource may in time become primary communication and fundraising methods.

The results of this study may help energize nonprofits in New Jersey to become more active in using social media as both fundraising and communication tools. This study will also provide benchmark metrics that may be useful in future research.

Recommendations for Future Research

Because of sampling size and margin of error limitations in this study, the author recommends conducting a study with a larger sample to include all nonprofits in the region without limiting participation because of lack of email addresses. The prohibitive costs of mailing a pen and paper survey or making phone calls prevented this author from conducting a larger study at this time. The author believes that by including nonprofits without email addresses and increasing the size of the population, a future researcher will gain a truer picture of social media use among nonprofits in southern New Jersey.

The author further suggests conducting in-depth interviews with nonprofit organizations that use social media to gain a clearer understanding of their social media use. While half of these nonprofits did not directly link social media use to fundraising success, perhaps in-depth interviews may reveal a direct link between fundraising success and social media use.

The author also recommends further research to explore nonprofit social media use from the donor's perspective. By interviewing donors on their perspective, future researchers can determine whether donors were influenced in their donation choices by a nonprofit's social media activities.

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Appendix

Appendix A

Survey of Nonprofit Organizations in New Jersey And Their Use of Social Media

I. Introduction

Thank you for participating in this thesis research study project at Rowan University.

This survey collects information from nonprofit organizations in New Jersey to explore whether they use social media to communicate with their constituents and use social media for fundraising. This information will help nonprofits engage in more fruitful fundraising activities. For a copy of the results, please include an email address at the end of the survey.

1. Please select the ONE item that most closely identifies your organization type.

- 1 – Arts & Culture
- 2 – Business/Professional Association
- 3 – Environmental/Animal Welfare
- 4 – Education
- 5 – Health and Healthcare
- 6 – Human and Social Services, Job Training and Vocational Rehabilitation Services
- 7 – Membership Organization, NEC
- 8 – Political Organization
- 9 – Religious Organization
- 10 – Other (please specify) _____

2. How long has your organization been in existence? [Please select one answer.]

- a – less than one year
- b – from one to less than 5 years
- c – from 5 to less than 10 years
- d – from 10 to less than 20 years
- e – 20 or more years

3. What is the total annual operating budget of your organization? [Please select one answer.]

- a – less than \$100,000
- b – at least \$100,000, but less than \$500,000
- c – at least \$500,000, but less than \$1 million
- d – \$1 million or more

Appendix A

4. How does your organization communicate with its constituents?

[Please select ALL that apply.]

- _____ 1 – printed newsletters
_____ 2 – direct mail
_____ 3 – online newsletters
_____ 4 – email
_____ 5 – other (please specify) _____

5. From the list in Question 4 above, please enter the two methods your organization finds MOST successful when communicating with constituents, and briefly explain why.

- 1 – _____
2 – _____

6. In your most recent fiscal year, how much did your organization raise in donations? *[Please select one answer.]*

- a – at least \$1, but less than \$2,500
b – at least \$2,500, but less than \$10,000
c – at least \$10,000, but less than \$50,000
d – at least \$50,000, but less than \$100,000
e – at least \$100,000, but less than \$500,000
f – at least \$500,000, but less than \$1million
g – \$1 million or more

7. How important are contributions to your organization? *[Please select one answer.]*

- a – very important
b – important
c – somewhat important
d – not at all important
e – don't know

8. How successful do you consider your fundraising activities to be?

[Please select one answer.]

- a – highly successful
b – successful
c – below average successful
d – not at all successful
e – don't know

Appendix A

II. Social Media Information

9. How would you rate your knowledge of social media? [Please select one answer.]

- a – excellent
- b – above average
- c – average
- d – below average
- e – not at all

10. For the purpose of this study, social media are defined as a broad range of websites where a person can interact with that site and with other visitors, and can create content to share with others. Examples of social media include Facebook, Twitter and LinkedIn.

Does your organization use social media? [Please select one answer.]

- a – yes – [if your answer is yes, please skip Questions 11 and 12.]
- b – no – [if your answer is no, please answer Questions 11 and 12.]

11. If your organization does NOT use social media, what are the reasons?

[Please select ALL that apply.]

- _____ 1 – don't know what they are
- _____ 2 – lack of finances
- _____ 3 – takes too much time
- _____ 4 – not convinced of the value or return on investment
- _____ 5 – lack of guidance
- _____ 6 – lack of management support
- _____ 7 – too complicated
- _____ 8 – not appropriate for our organization
- _____ 9 – other (please specify) _____

12. If your organization does NOT use social media, please select the ONE statement that most closely represents your plans.

- a – We have no plans to use social media.
- b – We plan to use social media within the next 6 months.
- c – We plan to use social media starting next year.

[Those who do not use social media, please skip over to Question 22.]

Appendix A

13. Please select ALL social media methods below that your organization uses:

	Use regularly	Just beginning to use	Don't use
1 – Facebook	___	___	___
2 – LinkedIn	___	___	___
3 – Twitter	___	___	___
4 – YouTube	___	___	___
5 – Flickr	___	___	___
6 – blogs	___	___	___
7 – forums/discussion groups	___	___	___
8 – podcasting	___	___	___
9 – other _____	___	___	___

14. How does your organization use social media? [Please select ALL that apply.]

- ___ 1 – to communicate with supporters
- ___ 2 – for more visibility
- ___ 3 – as a public relations tool
- ___ 4 – for marketing
- ___ 5 – for fundraising activities [If you checked this, please answer Question 15.]
- ___ 6 – other (please specify) _____

15. Please list and briefly explain which social media you find work BEST for your fundraising efforts.

- 1 – _____
- 2 – _____

16. How many hours a week does your organization spend updating and maintaining its social media? [Please select one answer.]

- a – less than 1 hour
- b – 1 to 4 hours
- c – 5 to 9 hours
- d – 10 to 24 hours
- e – 25 hours or more

17. How long has your organization used social media? [Please select one answer.]

- a – less than 1 year
- b – one year
- c – two years
- d – three or more years

Appendix A

18. What is your organization's annual budget for social media use?

[Please select one answer.]

- a – no budget
- b – \$1 to \$10,000
- c – \$11,000 to \$25,000
- d – \$26,000 to \$50,000
- e – \$51,000 to \$100,000
- f – more than \$100,000

19. How does your organization track its social media use?

[Please select ALL that apply.]

- 1 – we don't track social media use
- 2 – members, friends, connections, followers
- 3 – website traffic
- 4 – user responses
- 5 – amount of dollars raised
- 6 – other (please specify) _____

20. Please read the following statement and select the ONE response that most closely represents your attitude:

Social media use is an important communication tool for our organization.

- a – strongly agree
- b – agree
- c – neutral
- d – disagree
- e – strongly disagree
- f – don't know

21. Please read the following statement and select the ONE response that most closely represents your attitude:

Social media use is an important fundraising tool for our organization.

- a – strongly agree
- b – agree
- c – neutral
- d – disagree
- e – strongly disagree
- f – don't know

Appendix A

III. Online Fundraising Information

22. Does your organization have a website? [Please select one answer.]

1 – yes

2 – no

If yes, what is the website address? _____
[example: "www.mygroup.org"]

23. Does your organization use any of these online approaches for fundraising activities? [Please select ALL that apply.]

	Use regularly	Just beginning to use	Don't use
1 – downloadable gift card	___	___	___
2 – email solicitations	___	___	___
3 – online event registration	___	___	___
4 – online member registration	___	___	___
5 – online donor recognition lists	___	___	___
6 – online planned giving	___	___	___
7 – search engine optimization	___	___	___

24. From the list in the question above, which online approaches, if any, do you find work BEST for your fundraising efforts? [Please list and briefly explain.]

1 – _____
2 – _____

25. What is the largest ONLINE donation your organization has ever received? [Please select one answer.]

- ___ a – we don't use online approaches to fundraising
___ b – less than \$100
___ c – \$100 to \$499
___ d – \$500 to \$999
___ e – \$1,000 to \$9,999
___ f – \$10,000 or more
___ g – don't know

Appendix A

IV. About you

26. What is your gender?

a – male

b – female

27. Please select your age range.

a – 18 to 25

b – 26 to 39

c – 40 to 55

d – over 55

28. Your job title or position

29. Name of your nonprofit organization (optional)

30. If you would like to receive a copy of the results report, please enter your email address:

Thank you for taking this survey.