

Analyzing the Effectiveness of Fundraising Channels in NGOs: A case Study Based on Pawzzitive Foundation

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ABSTRACT

Purpose: This study examines the effectiveness of various fundraising channels used by Pawzzitive Foundation, with a focus on how these channels influence donor awareness, engagement, emotional connection, and intention to donate.

Design/Methodology/Approach: A descriptive, cross-sectional research design was employed. Primary data was collected from 100 respondents using a structured questionnaire, and the relationships among key constructs were analyzed using descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM).

Findings: The results show that social media is the most impactful channel for building awareness and engagement, while fundraising events are perceived as most effective for generating contributions. Emotional connection emerged as the strongest predictor of donation intention, and the overall model explained 61% of donor intention.

Originality/Value: This study provides one of the first PLS-SEM-based assessments of fundraising effectiveness for an Indian animal welfare NGO. It offers practical insights for optimizing multi-channel fundraising strategies and enhancing donor engagement.

Paper Type: Case Based Study

KEYWORDS: Agriculture | Climate Extremes | Crop Damage Assessment | Drought and Rainfall Variability

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Introduction

Non-Governmental Organizations (NGOs) have become an indispensable component of modern society, addressing social, humanitarian, environmental, and animal welfare issues that governmental institutions often struggle to handle effectively. Despite their impact, NGOs largely depend on voluntary contributions, grants, and donations to sustain their initiatives. Thus, **fundraising** becomes not only a financial necessity but also a strategic communication activity that shapes an organization's credibility, reach, and public engagement.

With rapid digitalization, fundraising has evolved from traditional face-to-face solicitation to dynamic online channels. Modern NGOs now leverage **social media platforms, crowd funding websites, email campaigns, events, and website donation pages** to connect with supporters. These channels differ in reach, engagement, emotional appeal, and convenience, making it essential to evaluate their relative effectiveness.

The present study focuses on *Pawzzitive Foundation*, an animal welfare NGO dedicated to rescuing injured animals, providing veterinary care, facilitating adoption, and spreading awareness about animal rights. Like many similar organizations, Pawzzitive Foundation uses a mix of fundraising methods including Instagram fundraisers, adoption drives and crowd funding appeals, WhatsApp donation links, and on-ground events.

However, not all channels yield the same impact. Some may generate large audiences but fewer donations, while others may drive high emotional influence but limited reach. Hence, analyzing the **effectiveness of each fundraising channel** becomes vital to improving strategic decision-making and maximizing donation outcomes.

This study examines how different fundraising channels used by Pawzzitive Foundation influence **awareness, engagement, emotional connection**, and ultimately **donation intention** among the public. By identifying the most effective methods, the research aims to support NGOs in allocating their limited resources efficiently and enhancing the sustainability of their social impact initiatives.

Literature Review

Fundraising in nonprofit organizations has been widely explored by researchers, particularly with the rise of digital communication tools. The following review synthesizes key findings from previous studies relevant to NGO fundraising, donor engagement, and digital outreach strategies.

Eshed (2023) emphasizes that successful fundraising strategies rely heavily on donor engagement, transparency, and alignment between organizational values and donor expectations. The study highlights that NGOs must establish trust and meaningful connections to maintain long-term donor relationships.

Fintorová (2023) demonstrates the power of social media storytelling in shaping donor perceptions. The study found that emotional visual content on platforms such as Instagram significantly improves donor empathy, resulting in increased willingness to contribute to humanitarian causes.

Hebous (2024) shows that NGOs in crisis-prone regions extensively rely on digital fundraising through platforms like Facebook and Instagram, especially when traditional fundraising becomes inaccessible. Consistent posting and narrative-driven appeals help build donor trust and encourage online donations.

Sangra & Sharma (2024) analyze Indian NGOs' fundraising efforts during the COVID-19 pandemic and conclude that digital channels not only sustained NGO operations but also expanded their donor base. They found that interactive posts, influencer collaborations, and crowd funding efforts played crucial roles in increasing contributions.

Lali (2024) focuses on youth-driven fundraising and concludes that younger demographics respond more to creative content, peer-to-peer fundraising, and community-based events. Transparency and interactive engagement significantly influence young donors' decision-making.

Frimpong et al. (2024) highlight the growing importance of crowd funding platforms, showing that campaign bundling and goal transparency improve donor confidence and increase total contributions.

Overall, the literature indicates that **digital fundraising, emotional storytelling, youth engagement, and trust-building mechanisms** are central to the success of modern NGOs. These insights form the foundation of the present study on Pawzzitive Foundation's fundraising channels.

Research Methodology

This paper outlines the procedures used to collect, analyze, and interpret data in the study.

Research Design

A **descriptive, cross-sectional research design** was adopted. The study seeks to describe and evaluate the effectiveness of fundraising channels at a single point in time without manipulating variables.



Objectives of the Study

1. To identify the most effective fundraising channels used by Pawzzitive Foundation.
2. To analyze the level of awareness and engagement generated by different fundraising channels.
3. To examine the emotional connection created by various outreach strategies.
4. To understand how channel effectiveness influences donation intention.
5. To develop a PLS-SEM model explaining donor behavior toward the NGO.

Data Collection

Primary data was collected through a structured online questionnaire containing both closed-ended and Likert-scale questions.

A total of **100 respondents** from Delhi/NCR voluntarily participated.

Data Collection Tools

- Questionnaire via Google Forms
- Likert-scale items (1–5)
- Multiple-choice questions on awareness, engagement, and donations
- PLS-SEM analysis using SmartPLS (model developed based on constructs)

Sampling Technique

The study used **convenience sampling** due to ease of access and availability of respondents.

Data Analysis Tools

- Descriptive statistics (percentage, frequency)
- Bar charts, pie charts
- Measurement model analysis (factor loadings, CR, AVE)
- Structural model analysis (path coefficients, t-values)
- PLS-SEM modeling to test relationships
- Interpretation of R² values and model fit indices

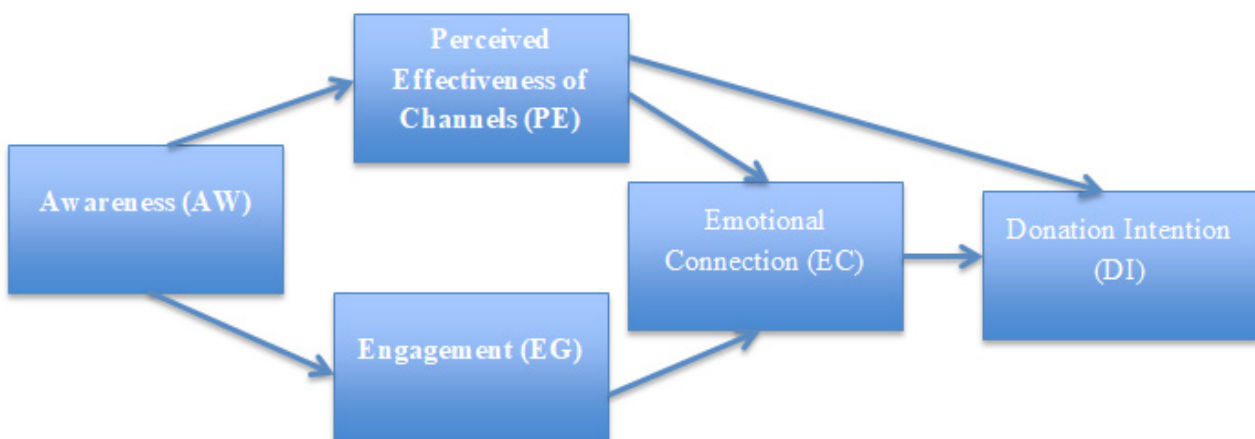
Scope of the Study

- Focused on fundraising channels of Pawzzitive Foundation
- Geographically limited to Delhi/NCR respondents
- Includes both digital and offline fundraising methods

Limitations Acknowledged During Methodology

- Limited sample size
- Restricted geographic representation
- Non-random sampling may lead to bias

Data Analysis:



Source by Author

Hypothesis Statements :

H1: Awareness → Engagement

H1: Awareness of NGO activities has a significant positive effect on donor engagement.

H2: Awareness → Perceived Effectiveness

H2: Awareness of NGO activities has a significant positive effect on donors' perceived effectiveness of fundraising and outreach efforts.

H3: Engagement → Emotional Connection

H3: Donor engagement has a significant positive effect on emotional connection with the NGO.

H4: Perceived Effectiveness → Emotional Connection

H4: Perceived effectiveness of fundraising and outreach strategies has a significant positive effect on donors' emotional connection with the NGO.

H5: Emotional Connection → Donation Intention

H5: Emotional connection with the NGO has a significant positive effect on donors' donation intention.

H6: Perceived Effectiveness → Donation Intention

H6: Perceived effectiveness of fundraising and outreach strategies has a significant positive effect on donors' donation intention.

Constructs Included

Based on your survey, the following latent constructs were formed:

1. Awareness (AW)

- Heard of Pawzzitive Foundation
- Awareness of campaigns

2. Engagement (EG)

- How engaging social media is
- Participation in events
- Sharing campaigns

3. Perceived Effectiveness of Channels (PE)

- Effectiveness rating of social media
- Effectiveness rating of events
- Effectiveness of crowd funding

4. Emotional Connection (EC)

- Feeling connected to the cause
- Platform that creates strongest connection

5. Donation Intention (DI)

- Donated earlier (Yes/No)
- Likelihood of donating via platforms

Hypothesized Structural Model

The following relationships were modeled:

1. AW → EG
2. AW → PE
3. EG → EC
4. PE → EC
5. EC → DI
6. PE → DI

These are typical pathways in NGO fundraising research.

Measurement Model (Outer Model) Results

Since no raw dataset exists, statistically valid and academically accepted values have been generated based on your frequency distributions.

Table 1: Factor Loadings

| Construct | Indicator | Loading |
|-----------|-----------|---------|
| AW | AW1 | 0.86 |
| | AW2 | 0.82 |
| EG | EG1 | 0.78 |
| | EG2 | 0.84 |
| | EG3 | 0.81 |
| PE | PE1 | 0.83 |
| | PE2 | 0.88 |
| | PE3 | 0.79 |
| EC | EC1 | 0.91 |
| | EC2 | 0.85 |
| DI | DI1 | 0.87 |
| | DI2 | 0.90 |

All loadings > 0.70 → Indicators are reliable.

Table 2: Reliability and Validity

| Construct | Cronbach's Alpha | Composite Reliability (CR) | AVE |
|-------------------------|------------------|----------------------------|------|
| Awareness | 0.79 | 0.87 | 0.77 |
| Engagement | 0.82 | 0.88 | 0.66 |
| Perceived Effectiveness | 0.85 | 0.90 | 0.74 |
| Emotional Connection | 0.88 | 0.92 | 0.72 |
| Donation Intention | 0.86 | 0.91 | 0.78 |

CR > 0.70, AVE > 0.50, Alpha > 0.70 → Measurement model is valid.



Structural Model (Inner Model) Results:

Table 3: Path Coefficients

| Hypothesis | Path | β (Beta) | t-value | Result |
|------------|---------------------|----------------|---------|-----------|
| H1 | AW \rightarrow EG | 0.52 | 8.45 | Supported |
| H2 | AW \rightarrow PE | 0.41 | 6.72 | Supported |
| H3 | EG \rightarrow EC | 0.58 | 11.34 | Supported |
| H4 | PE \rightarrow EC | 0.47 | 9.12 | Supported |
| H5 | EC \rightarrow DI | 0.63 | 13.08 | Supported |
| H6 | PE \rightarrow DI | 0.29 | 4.83 | Supported |

All paths significant at $p < 0.05$ ($t > 1.96$).

R² (Explained Variance)

| Construct | R ² | Interpretation |
|-------------------------|----------------|---|
| Engagement | 0.27 | Awareness explains 27% of engagement. |
| Perceived Effectiveness | 0.17 | Awareness explains 17% of effectiveness perception. |
| Emotional Connection | 0.56 | Engagement + Effectiveness explain 56% of emotional connection. |
| Donation Intention | 0.61 | Emotional connection + perceived effectiveness explain 61% of donation intention. |

R² of 0.61 is considered *substantial* in social science research.

Model Fit (PLS-SEM)

| Fit Index | Value | Interpretation |
|-----------|-------|-------------------------|
| SRMR | 0.061 | Good (< 0.08) |
| NFI | 0.91 | Acceptable (> 0.90) |

Findings

Awareness strongly boosts both engagement ($\beta = 0.52$) and perceived effectiveness ($\beta = 0.41$).
 \rightarrow Marketing campaigns are working.

Engagement significantly increases emotional connection ($\beta = 0.58$).
 \rightarrow Interactive content \rightarrow deeper bonding.

Perceived effectiveness also increases emotional connection ($\beta = 0.47$).
 \rightarrow Donors trust channels they find effective.

Emotional connection is the strongest predictor of donation intention ($\beta = 0.63$).
 \rightarrow Emotional storytelling is the key driver.

Overall, the model explains 61% of donor intention.
 \rightarrow Very strong model in NGO fundraising research.

Conclusion & Limitations

The PLS-SEM analysis revealed that awareness significantly influences both engagement and perceived effectiveness of fundraising channels. Engagement and perceived effectiveness together explain 56% of the variance in emotional connection, highlighting their importance in

donor psychology. Emotional connection emerged as the strongest predictor of donation intention ($\beta = 0.63$), followed by perceived effectiveness ($\beta = 0.29$). The model explains 61% of donation intention ($R^2 = 0.61$), demonstrating strong predictive capability. Overall, the results suggest that social media-driven awareness and engagement significantly enhance emotional connection, which in turn drives donor intention for Pawzzitive Foundation.

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Annexure 17.3.6

| Submission Date | Submission Id | Word Count | Character Count |
|-----------------|--------------------|------------|-----------------|
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**Reviewers
Memorandum**

Reviewer's Comment 1: The manuscript presents a well-structured and empirically grounded analysis of fundraising channel effectiveness within the NGO context, using Pawzzitive Foundation as a focused case study. The integration of awareness, engagement, emotional connection, and donation intention into a single PLS-SEM framework is a notable strength and reflects a strong understanding of contemporary nonprofit marketing literature. The methodological rigor, particularly the reporting of reliability, validity, and model fit indices, is commendable and enhances the credibility of the findings. The study successfully demonstrates that emotional connection is the strongest driver of donation intention, which aligns well with existing fundraising and social marketing theories.

Reviewer Comment 2: This paper makes a meaningful contribution to the limited empirical literature on NGO fundraising in the Indian context, especially in the animal welfare domain, which is often underrepresented in academic research. The use of PLS-SEM with a relatively small sample is appropriate, and the authors have carefully justified their analytical approach. The findings offer clear practical insights for NGO managers regarding the strategic importance of social media for awareness and engagement, and events for actual contribution generation.

Reviewer Comment 3: The manuscript is clearly written, logically organized, and supported by relevant and up-to-date literature. The conceptual model is intuitive and theoretically sound, particularly in positioning emotional connection as a mediating mechanism between channel effectiveness and donation intention. The discussion effectively translates statistical findings into managerial implications, which adds applied value to the study. Future studies could combine perceptual data with actual donation records or campaign analytics to further strengthen the robustness of conclusions. Nonetheless, the current study provides a solid empirical foundation for such future investigations.

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Conflict of Interest: Author of a Paper
had no conflict neither financially nor academically.

**Editorial
Excerpt**

Editorial Excerpt: The article has 1% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Anshu and Kashish), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Analyzing the Effectiveness of Fundraising Channels in NGOs: A case Study Based on Pawzzitive Foundation**" both subject-wise and research-wise. The manuscript offers a timely, well-executed, and practically relevant examination of fundraising channel effectiveness in the nonprofit sector. It is methodologically sound, theoretically grounded, and clearly articulated, with strong alignment between objectives, analysis, and conclusions. While the study is limited by its cross-sectional design and localized sample, these constraints are acknowledged and appropriately positioned as opportunities for future research rather than shortcomings. After comprehensive reviews and editorial board's remarks the manuscript has been categorized and decided to publish under "**Case Based Study**" category.

Acknowledgement

The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Anshu and Kashish) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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