

Social marketing and digital platforms: donation-based crowdfunding campaigns

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La Tesis Doctoral *Social marketing and digital platforms: Donation-based crowdfunding campaigns* ha sido realizada por la doctoranda Dña. Noelia Salido Andrés bajo la codirección de Dña. Marta Rey García, Profesora Contratada Doctora de la Universidad de A Coruña, y de D. Rodolfo Vázquez Casielles, Catedrático de la Universidad de Oviedo, en el marco del Programa Oficial de Doctorado en Análisis Económico y Empresarial de la Universidad de A Coruña.

Y para que conste a los efectos oportunos, se firma el presente escrito.



Fdo.: Dña. Marta Rey García,
Codirectora.



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Fdo.: Dña. Noelia Salido Andrés,
Doctoranda.

A mis seres más queridos,
por su inagotable confianza en que esta tesis vería la luz.

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Abstract

This doctoral thesis analyzes the new social marketing strategies challenging the traditional behavior of nonprofit sector organizations, through the promotion of Donation-based Crowdfunding (DCF) campaigns via digital platforms.

Chapter 1 maps DCF for charitable causes, resulting from a systematic literature review and bibliometric analysis. This is a very recent field of scholarship, broadly developed via empirical and quantitative research, in which individual antecedents and technological enablers are the main protagonists. An integrated conceptual framework is proposed, identifying the significant causal relationships between antecedents, processes, and outcomes of DCF.

Chapters 2 and 3 explore the explanatory capacity of factors influencing the success of DCF campaigns promoted through digital platforms. In particular, of those factors traditionally explaining the success of offline fundraising campaigns for charitable causes (2), and of campaigns factors (3). Quantitative analysis is used based on a database of 360 campaigns fostered between 2012 and 2017. Results confirm the high explanatory capacity of determinants related to the geographical scope of the campaign, the volume of potential beneficiaries involved, the information provided by the promoting organizations, and the spreadability of the campaign.

Resumen

Esta tesis doctoral analiza las nuevas estrategias de marketing social que desafían el comportamiento tradicional de las organizaciones del sector no lucrativo, a través de la promoción de campañas de crowdfunding solidario en plataformas digitales.

El capítulo 1 mapea el *crowdfunding* solidario para causas benéficas, resultado de una revisión sistemática de literatura y análisis bibliométrico. Es un campo de estudio muy reciente, desarrollado a través de investigación empírica y cuantitativa, donde los antecedentes individuales y los procesos tecnológicos son protagonistas. Se propone un marco conceptual que identifica las relaciones causales más significativas entre sus antecedentes, procesos y resultados.

Los capítulos 2 y 3 exploran la capacidad explicativa de los factores que influyen el éxito de las campañas promovidas en plataformas digitales. Particularmente, de los factores que tradicionalmente explican el éxito de las campañas de captación de fondos offline para causas benéficas (2), y de los factores de las campañas (3). Se emplea análisis cuantitativo a partir de una base de datos de 360 campañas promovidas entre 2012 y 2017. La capacidad explicativa de los determinantes relativos al alcance geográfico, al volumen de potenciales beneficiarios, a la información proporcionada por la entidad promotora, y a la difusión online de la campaña es elevada.

Resumo

Esta tese doutoral analiza as novas estratexias de marketing social que desafían o comportamento tradicional das organizacións do sector non lucrativo, a través da promoción de campañas de crowdfunding solidario en plataformas dixitais.

O capítulo 1 mapea o *crowdfunding* solidario para causas benéficas, resultado dunha revisión sistemática da literatura e análise bibliométrica. É un campo de estudo moi recente, desenvolvido a través de investigación empírica e cuantitativa, onde os antecedentes individuais e os procesos tecnolóxicos son protagonistas. Proponse un marco conceptual que identifica as relacións causais máis significativas entre os seus antecedentes, procesos e resultados.

Os capítulos 2 e 3 exploran a capacidade explicativa dos factores que inflúen o éxito das campañas promovidas en plataformas dixitais. Particularmente, dos factores que tradicionalmente explican o éxito das campañas de captación de fondos fora de liña para causas benéficas (2), e dos factores das campañas (3). Emprégase análise cuantitativa a partir dunha base de datos de 360 campañas promovidas entre 2012 e 2017. A capacidade explicativa dos determinantes relativos ao alcance xeográfico, ao volume de potenciais beneficiarios, á información proporcionada pola entidade promotora, e á difusión en liña da campaña é elevada.

Extensive summary

This doctoral thesis analyzes the new social marketing strategies challenging the traditional behavior of nonprofit sector organizations, in particular in the context of the new technological paradigm and in response to the the current economic strains, through the promotion of Donation-based Crowdfunding (DCF) campaigns for charitable causes via digital platforms.

Scholarly attention has increasingly focused on DCF over the last few years as an alternative fundraising formula to provide solutions to a great variety of causes. By systematically reviewing 92 publications with the help of bibliometric analysis, and providing a comprehensive map, chapter 1 constitutes a first attempt to compile the main findings in the field of *pure* DCF for charitable causes - in the sense of social causes for the common good - soliciting monetary contributions. Evidence suggests that DCF for charitable causes is a very recent field of scholarship, broadly developed via empirical and quantitative research. Individual antecedents and technological enablers are the main protagonists within the existing literature, distributed in the four research clusters here analyzed. Other cross-cutting aspects relative to the design and development of campaigns, to the profile of promoters, and to the institutional features of DCF, are also explored. An integrated conceptual framework to better understand the emergence of DCF is proposed, identifying the significant causal relationships between antecedents, processes, and outcomes of DCF.

Chapter 2 explores the extent to which factors traditionally explaining the success of offline fundraising campaigns for social causes may also influence the success of DCF campaigns promoted by social economy organizations (SEO) through digital platforms. Firstly, factors determining the success of offline fundraising campaigns for social causes are identified from previous literature. Secondly, a set of hypotheses linking these determinants to DCF campaigns is proposed. Thirdly, their explanatory capacity is measured through quantitative analysis based on a database of 360 campaigns fostered by small, medium and large-size SEO via Microdonaciones, a donation-based crowdfunding digital platform, for the period between 2012 and 2017. Logistic regression analysis is used to test the hypotheses proposed. Results confirm the high explanatory capacity of determinants related to the geographical scope of the campaign, the volume of potential beneficiaries involved - in these two cases in unexpected ways -, and the information provided by the promoting organizations. However, factors related to the timing of the campaigns do not influence their success.

Chapter 3 finally explores the extent to which campaign factors may influence the success of DCF campaigns promoted by nonprofit organizations (NPOs) through digital platforms. Firstly, campaign factors determining the success of online fundraising campaigns for charitable causes are identified from previous literature. Secondly, a set of hypotheses linking these factors to DCF campaigns is proposed. Thirdly, their explanatory capacity is measured through quantitative analysis based on a database of 360 campaigns fostered by small, medium and large-size NPOs via Microdonaciones between 2012 and 2017. Logistic regression analysis is used to test the hypotheses proposed. Results confirm the high explanatory capacity of determinants related to the information voluntarily provided by the promoting organizations and the spreadability of the campaign. However, factors related to the length of the textual information in the disclosure, and to the campaign imagery do not influence their success. This research suggests that the success of campaigns is closely related to guaranteeing the accessibility, sharing and updating of transparent information of those campaign details that potential donors deem relevant. Implications of this research emerge from managerial and technical design perspectives to effectively design DCF campaigns in social media and network environments.

This doctoral thesis suggests that not only the funding channels and tools but also the nature of the fundraising campaigns themselves have been digitally transformed. In addition, it reveals a set of major implications for nonprofit sector organizations, but also for social enterprises, hybrid organizations, and businesses - in the context of their corporate social responsibility strategies - to effectively design, manage and run DCF campaigns capable enough of capturing, controlling, and capitalizing the potential donors' attention in digital environments, in order to achieve sustainable growth.

Introduction

Over the last decades, the implementation of marketing techniques by nonprofit sector organizations has been useful for the purposes of improving their fundraising practices and better managing their relationship practices (Pope et al. 2009; Eikenberry & Drapal 2004; Vazquez et al. 2002). Amongst available marketing tools, social marketing is particularly crucial for these organizations to successfully advance their social causes, because of their intrinsically missionary nature. Social marketing is understood as the process that applies marketing principles and techniques to create, communicate and deliver value in order to influence target audience behavior that benefits society as well as the target audience (Kotler & Lee 2011).

Current heightened access to Information and Communication Technologies (ICTs) introduces significant challenges, equally for organizations, since digital users express their interests by reshaping new expressions of social capital through their individual, portable and increasingly technologically convergent devices with no limits of space and time. As a result, a new paradigm of digital social capital is emerging whereby groups and interactions are constantly multiplying in a flexible and global way, also affecting individual social engagement and participation (Bennett 2008; Rheingold 2004; Putnam 2002; Fukuyama 1999). In the context of this challenging digital scenario, Nonprofit Organizations (NPOs) must pay heed to how new stakeholders interact online, formulating new strategies to manage the new relationships and promoting the creation of social value.

Donation-based crowdfunding (DCF) campaigns through digital platforms are fully situated in the intersection between new social marketing practices by NPOs and the emerging forms of civic participation facilitated by the access, and adoption, of ICTs and last generation devices. This funding formula is growing rapidly among NPOs as an online social marketing tool that complements, or substitutes, the usage of offline fundraising instruments in order to develop campaigns for charitable causes (Rey et al. 2013), in response to the reduction of access to traditional income sources due to the current economic strains.

In line with the aforementioned, the main objective of this doctoral thesis consists of analyzing the new social marketing strategies challenging the traditional behavior of nonprofit sector organizations, in particular in the context of the new technological paradigm, through the promotion of DCF campaigns for charitable causes.

The specific objectives of the doctoral thesis are three-fold:

1. Map the field of *pure* DCF for charitable causes asking for monetary contributions, identifying the prevalent lines of research and themes within the existing literature;
2. analyze the extent to which the factors that explain the success of offline fundraising campaigns may also explain the success of DCF campaigns via digital platforms; and
3. analyze the explanatory capacity of campaign factors on the success of DCF campaigns for charitable causes via digital platforms.

The success of a campaign occurs when achieving the purpose(s) for which campaigns have been designed. In a general sense, the purposes of charitable campaigns are aimed at raising monetary resources, in-kind (e.g. services or goods such as foodstuffs) and intangible resources (e.g. reputation, experience, knowledge, skills, time) to assist specific social needs, and the advocacy of underlying social causes in order to raise awareness and, ultimately, move people to action. Campaigns' success can thus be measured through the dimensions of funds raised (i.e. final volume of contributions raised) and advocacy support (i.e. degrees of awareness/mobilization achieved around a specific social cause). In particular, in this doctoral thesis DCF campaigns' success is understood as the final volume of monetary contributions raised within the time period established per each campaign.

The following three research questions correspond to the aforementioned specific objectives:

- a) *Which lines of research and themes prevail in the existing literature on pure DCF for charitable causes asking for monetary contributions?;*
- b) *to what extent may those factors determining the success of offline fundraising campaigns also explain the success of DCF campaigns for charitable causes via digital platforms?, and*
- c) *to what extent do campaign factors determine the success of DCF campaigns for charitable causes via digital platforms?*

In the field of *pure* DCF for charitable causes (in the sense of social causes for the common good) soliciting monetary contributions, a systematic literature review and bibliometric analysis were conducted. In order to better understand the emergence of DCF, an integrated conceptual framework was proposed, identifying the significant causal relationships between antecedents, processes, and outcomes of DCF. Taking the campaign as the unit of analysis, the offline and online factors determining the success of fundraising campaigns for charitable causes were also identified. On the basis of the factors identified, and articulated according to the hypotheses formulated, conceptual models were proposed and tested empirically through the application of quantitative techniques (i.e. logistic regressions) using the statistical software STATA. A database was built to this end, storing a total number of 360 campaigns for charitable causes promoted by NPOs from 2012 to 2017 through the DCF platform Microdonaciones. Data on independent and dependent variables was gathered from Microdonaciones' official website (free access), and from Microdonaciones internal reports on digital activity and social traffic of the hosted campaigns provided by Google Analytics (by permission), for which telephone and face-to-face interviews were held at the Microdonaciones platform headquarters in Madrid.

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List of Abbreviations

CF	Crowdfunding
CFP	Crowdfunding Platform
DCF	Donation-based Crowdfunding
ICT	Information and Communication Technology
NPO	Nonprofit Organization
SEO	Social Economy Organization
SNS	Social Networking Site

Chapter 1. Mapping the field of donation-based crowdfunding for charitable causes: systematic review and conceptual framework¹

Abstract

Scholarly attention has increasingly focused on Donation-based Crowdfunding (DCF) over the last few years as an alternative fundraising formula to provide solutions to a great variety of causes. By systematically reviewing 92 publications with the help of bibliometric analysis, and providing a comprehensive map, this chapter constitutes a first attempt to compile the main findings in the field of *pure* DCF for charitable causes, in the sense of social causes for the common good, soliciting monetary contributions. Evidence suggests that DCF for charitable causes is a very recent field of scholarship, broadly developed via empirical and quantitative research. Individual antecedents and technological enablers are the main protagonists within the existing literature distributed here in the four research clusters analyzed. Other cross-cutting aspects relative to the design and development of campaigns, the profile of promoters, and the institutional features of DCF, are also explored. An integrated conceptual framework to better understand the emergence of DCF is finally proposed, identifying the significant causal relationships between antecedents, processes, and outcomes of DCF.

JEL Codes: G19, L31, O33, M31, D91

Keywords

Donation-based crowdfunding; charitable causes; systematic literature review; bibliometric analysis; conceptual framework

¹ Outcomes derived from this chapter are reported in Salido-Andres et al. (2018a).

1.1 Introduction

The umbrella phenomenon of Crowdfunding (CF) emerges in the context relative to the funding of resources, goods and services in the new digital sphere. Belleflamme, Lambert and Schwienbacher (2012) define CF as an open call, essentially through the Internet, for the provision of financial resources, in the form of donations or in exchange for rewards and/or voting rights in order to support initiatives for specific purposes. The development of the 2.0 Web (i.e. tags, Really Simple Syndication (RSS), blogs, wikis, social networking sites (SNS), podcasts, among other Internet-based technologies and applications) is seen as a prerequisite to the significant growth of CF since it has facilitated larger levels of participation *of the crowd* (Gunes, 2012; Kaplan & Haenlein, 2010; Lee et al. 2008; O'Reilly, 2005). According to Massolution (2015), the total funding volume raised worldwide increased from \$2.7bn in 2012 to \$34.4bn in 2015.

CF campaigns consist of open online calls by promoters or fundraisers to contribute to a wide variety of causes with different objectives (e.g. technological, scientific, creative, business, cultural, artistic or social objectives). The 2.0 Web sets up a suitable digital context where the development of CF campaigns is frequently channeled from new electronic spaces through social media in the forms of websites, e-portals, digital platforms, SNS, text messaging services or apps. Online access from increasingly technological convergent personal and portable devices like smartphones, tablets or laptops allows users to participate in CF campaigns through investing, lending, obtaining rewards or donating, but also through chatting, interacting and collaborating. Participation in CF campaigns, despite being mostly related to the contribution of monetary resources, is also possible by offering products or services in kind (De Buysere et al. 2012).

Main crowdfunding models are based on *equity* - when funders receive compensation in the form of fundraiser's equity-based or revenue or profit-share arrangements -, on *lending* - with funders receiving fixed periodic income and expect repayment of the original principal investment -, on *reward* - when the funders' primary objective for funding is to gain a nonfinancial benefit or reward in return such as a token or first edition of a product -, and on *donation* - when funders donate to causes just for the sake of supporting them, without having any expectation for (material) compensation, also known as the *pure donation model* - (Massolution, 2012). In particular, *pure* DCF campaigns entail a request for contributions of monetary and/or non-monetary

resources (e.g. time or expertise in the case of pro-bono volunteering) for social causes in a very broad sense, from social ventures to scientific purposes or charitable needs.

The promoters' profile is thus diverse, from charities to social entrepreneurs, hybrid organizations, professional circles, or research units. All these, formally or informally associated individuals and groups, aim to provide solutions to social needs through others' monetary and non-monetary contributions.

Scholarly attention has increasingly focused on DCF over the last five years, as an alternative fundraising formula to provide solutions to a great variety of causes, within a global scenario of economic strains and social challenges. In this context, the purpose of this research consists of first providing a comprehensive map of the field of DCF for charitable causes - in the sense of social causes for the common good - on the basis of a systematic literature review, and then proposing a conceptual framework to better understand the emergence of DCF. The focus is on the *pure* DCF model soliciting monetary contributions, regardless of who promotes and of the online channels and social media employed to foster and spread the campaigns.

By systematically reviewing 92 publications with the help of bibliometric analysis, this chapter constitutes a first attempt to compile the main findings in the field. We first categorize them according to their timing, geographic origin and research approach (method and unit of analysis). We then assemble them under a set of thematic clusters. Key issues belonging to each of the thematic clusters, commonalities and differences between them, and gaps to be covered through future lines of research are identified. Finally, a conceptual framework on the antecedents, enablers and outcomes of DCF as emerging from the analysis of this incipient literature stream is proposed.

The remainder is structured as follows. The next section explains our method of review and bibliometric analysis. Finally, the discussion of results is presented together with the conclusions and a proposal of conceptual framework that paves the way for future research in the field of DCF for charitable causes.

1.2 Methodology

To obtain insight into scholarly literature on DCF, we conducted a systematic literature review to have an overview of common thematic clusters and main research categories covered on this topic to date. The systematic review approach focuses on delimiting

research question(s), the application of clearly defined selection criteria in order to choose the target publications, and an exhaustive analysis of the resulting contents, minimizing possible bias (Tranfield et al. 2003). Its usefulness is relevant to the extent that allows for summarizing the existing evidence concerning a particular topic, identifying gaps for further research and suggesting a new theoretical or conceptual framework within the concerned field of knowledge (Kitchenham, 2004).

As a starting point, a *descriptive* analysis was performed consisting of coding each selected publication by a number of preset items. Afterwards, a *thematic* analysis via VOSviewer bibliometric software was conducted, resulting in a bibliometric map where the strength of the co-occurrence among the prevalent terms in the field is graphically distributed in colored networks.

1.2.1 Data Search and Review Process

A systematic search of literature was conducted on the ISI Web of Science (WoS) and Scopus databases in order to screen the most complete databases of target documents published in indexed peer reviewed academic journals (Bartels, 2013; Falagas et al. 2008), thus minimizing the bias that originates from searching specific databases. For the sake of exhaustiveness, we searched for combinations of specific keywords in the fields of DCF and charitable causes within the title, abstract and author-provided keywords of scientific peer-reviewed scholarly theoretical/conceptual and empirical articles and proceedings, written in English, not limited by any time specifications and within the following subject areas: *Economics, Business, Finance, Management, Social Issues, Social Sciences, Communication, Technology, and Computer Science*. As a result, we identified an initial number of 6,742 potential documents (Fig.1.1).

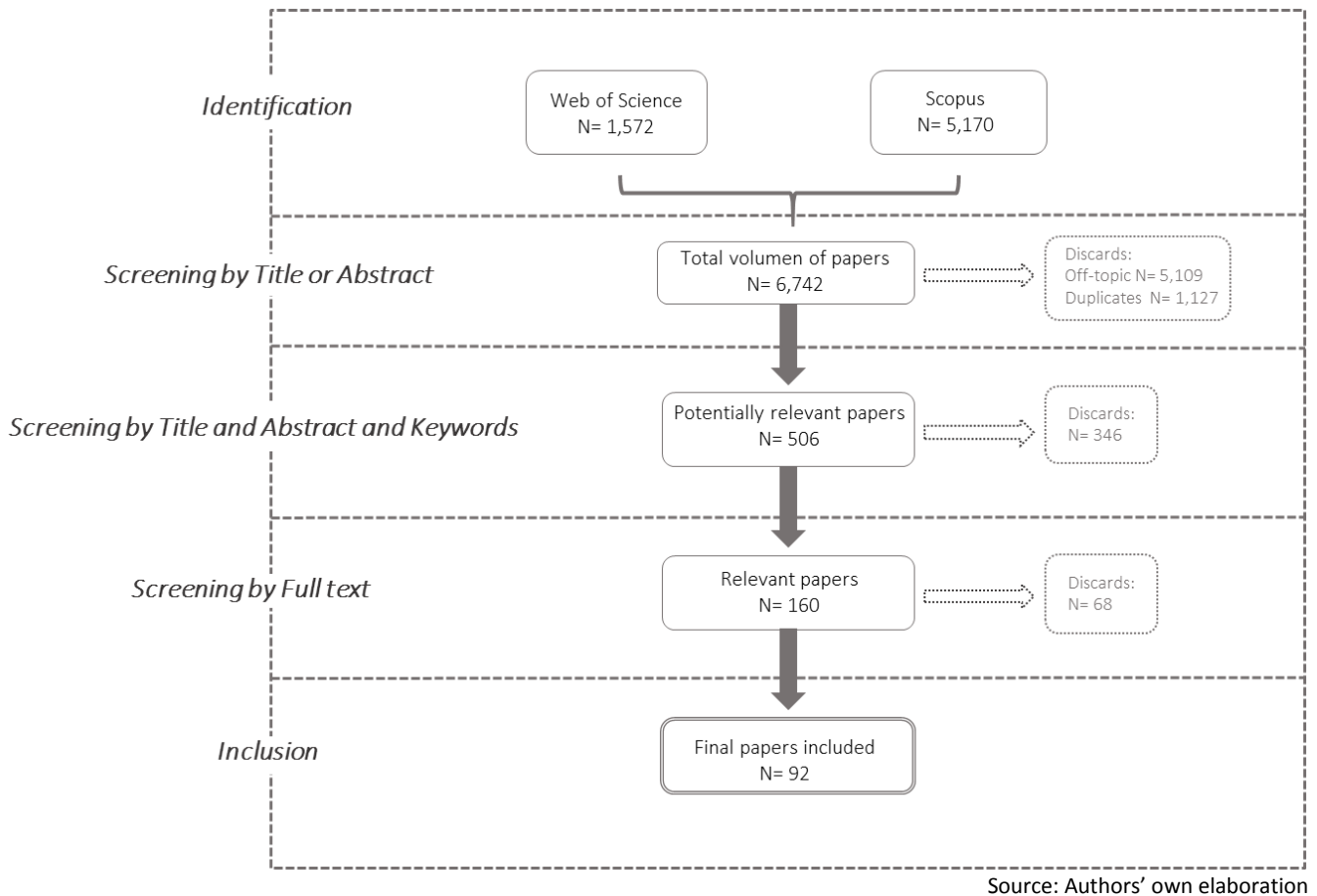


Figure 1.1 Flow of literature search process

In order to perform a first screening of the initial output - allowing us to discard both off-topic and duplicates - we decided to only include publications dealing directly or indirectly, totally or partially, with DCF for charitable causes, specifically referred to monetary contributions, where there was no possibility for material rewards, and regardless of the promoter and the online channel used for its dissemination. As a result, 506 potentially relevant and un-duplicated documents were selected. In a second phase of the screening, consisting of a review at three levels (title, abstract and keywords), we extracted 160 relevant documents. From the latter, and after an exhaustive review of the main contents of the full documents, 92 publications were finally included in this literature review.

1.2.2 The Emerging Field of DCF for Charitable Causes

DCF for charitable causes is a very recently emerging field according to the distribution of publications over time, with a vast majority (66%) of the literature published from 2015 until mid-2017. As far as the geographical distribution of publications is concerned, the authors' affiliation is dispersed and varied with up to 27 different countries. Nevertheless, the hegemony of the United States is unquestionable, providing 45 (40%) of the final volume of 112 authors involved. As expected in an emerging field, the most prevalent research approach and methodology within the literature corresponds to empirical articles using quantitative methodologies (see Table 1.1 for summary details).

Table 1.1 Summary table of coding variables and categories

Coding variables	Categories	Number of Publications	Percentage share (%)
Year of publication	<i>2017</i>	19	20,65
	<i>2016</i>	26	28,26
	<i>2015</i>	16	17,39
	<i>2014</i>	11	11,96
	<i>2013</i>	6	6,52
	<i>2012</i>	2	2,17
	<i>2011</i>	3	3,26
	<i>2010</i>	1	1,09
	<i>2009</i>	2	2,17
	<i>2008</i>	3	3,26
	<i>2007</i>	0	0,00
	<i>2006</i>	1	1,09
	<i>2005</i>	1	1,09
	<i>2004</i>	0	0,00
	<i>2003</i>	0	0,00
	<i>2002</i>	1	1,09
Authors' countries of affiliation	<i>United States</i>	45	40,18
	<i>Canada</i>	8	7,14
	<i>UK</i>	7	6,25
	<i>South Korea</i>	6	5,36
	<i>China</i>	5	4,46
	<i>Germany</i>	5	4,46
	<i>Australia</i>	4	3,57
	<i>France</i>	4	3,57
	<i>Belgium</i>	3	2,68
	<i>Ireland</i>	3	2,68
	<i>Italy</i>	3	2,68
	<i>Spain</i>	3	2,68
	<i>Austria</i>	2	1,79
	<i>Denmark</i>	1	0,89
	<i>Finland</i>	1	0,89
	<i>Indonesia</i>	1	0,89
	<i>Israel</i>	1	0,89
	<i>Japan</i>	1	0,89
	<i>Poland</i>	1	0,89
	<i>Portugal</i>	1	0,89
	<i>Qatar</i>	1	0,89
	<i>Singapore</i>	1	0,89
<i>Sweden</i>	1	0,89	
<i>Switzerland</i>	1	0,89	
<i>Taiwan</i>	1	0,89	
<i>The Netherlands</i>	1	0,89	
<i>United Arab Emirates</i>	1	0,89	

Type of paper	<i>Article</i>	60	65,22
	<i>Proceeding</i>	32	34,78
Type of research approach	<i>Theoretical/Conceptual</i>	20	21,74
	<i>Empirical</i>	72	78,26
Research methodology	<i>Quantitative,</i>	38	52,77
	<i>Qualitative</i>	17	23,61
	<i>Mixed</i>	17	23,61
Research themes*	<i>DCF within the generic field of CF</i>	9	6
	<i>Individual features</i>	46	30,66
	<i>Campaign features</i>	22	14,67
	<i>Promoter features</i>	17	11,33
	<i>Outcome features</i>	2	1,34
	<i>Technological features</i>	45	30
Type of channel	<i>Institutional features</i>	9	6
	<i>Offline</i>	0	0,00
	<i>Online</i>	76	82,61
	<i>Offline & Online</i>	16	17,39
	<i>Individual</i>	39	42,39
Level of analysis	<i>Organizational</i>	28	30,43
	<i>Institutional</i>	16	17,39
	<i>Multilevel</i>	9	9,78

Source: Authors' own elaboration

*The sum of the categories may not correspond to the total number of publications as several studies may be included in different categories.

Nearly half of the publications (42.4%) relate to the individual level of analysis. The organizational (28 papers), and institutional levels (16 papers) follow, with only 9 publications taking a multilevel approach, 7 of them combining analysis at individual and organizational levels. Along the same lines, and regarding the type of channel, publications focused on online connection-based processes (i.e. those under computer and/or Internet-based network control) are the most prevalent in the literature reviewed. Aspects impacting the online but also offline processes, therefore not susceptible to be controlled by computer and/or the Internet, are featured in only 17% of the total. This latter category corresponds to publications aimed to identify and understand aspects underlying the donation process, regardless of the offline or online scenarios through which the campaigns were performed. As could be expected, none of the publications reviewed focuses on purely offline crowdfunding processes.

1.2.3 Thematic clusters in the Field of Donation-based Crowdfunding for Charitable Causes

In order to identify common thematic clusters within the 92 final publications reviewed, bibliometric or scientific mapping was employed (Boyack & Klavans, 2010). Of all the different valid approaches through which scientific mapping can be performed, we selected the co-occurrence of terms within the text data reviewed (titles and abstracts) employing VOSviewer bibliometric software. VOSviewer provided a relevance scored-based automatically selection of the 30 most co-occurrent terms via 334 links. The resulting bibliometric map (Fig. 1.2) allowed us to graphically visualize the strength of the final terminological co-occurrence through colored networks, distributed in four main clusters.

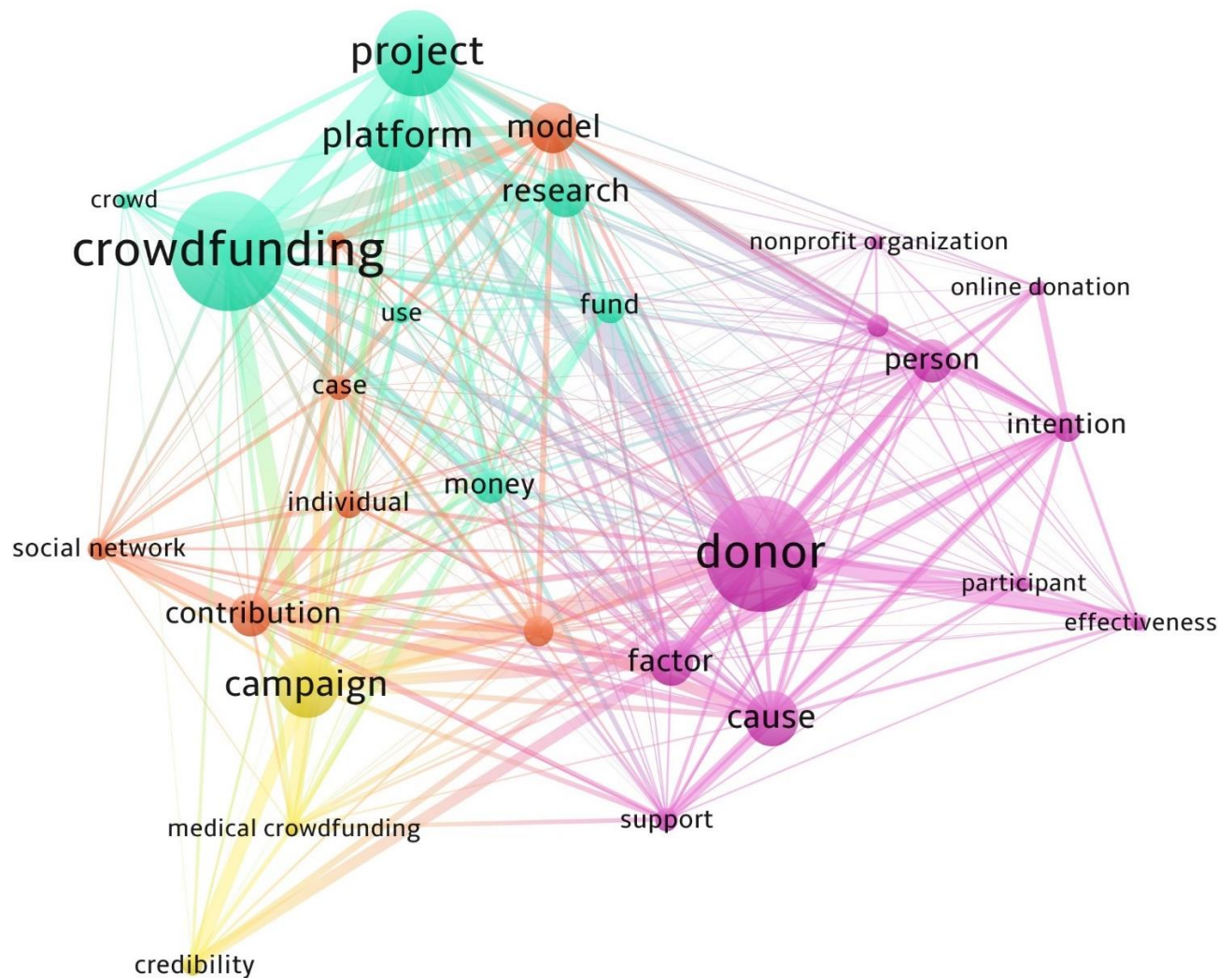


Figure 1.2 Co-occurrence based bibliometric map of the prevalent terms in the literature of DCF for charitable causes using VOSviewer bibliometric software.

Table 1.2 shows the distribution of the most prevalent terms in the literature with their corresponding co-occurrence among the four final clusters.

Table 1.2 Co-occurrence of prevalent terms per cluster

	<i>Factors underlying Donor Support (C1)</i>	<i>DCF Research within generic CF (C2)</i>	<i>The Role of Social Media (C3)</i>	<i>Medical DCF campaigns (C4)</i>			
Donor	77	Crowdfunding	80	Model	34	Campaign	44
Cause	37	Project	58	Contribution	29	Credibility	14
Factor	31	Platform	47	Social Medium	21	Medical Crowdfunding	11
Person	29	Research	33	Individual	19		
Intention	20	Money	23	Case	17		
Support	16	Fund	22	Social Network	15		
Level	15	Use	14	Charitable crowdfunding	13		
Participant	12	Crowd	12				
Purpose	12						
Effectiveness	11						
Nonprofit Organization	10						
Online Donation	10						

Source: Authors' own elaboration from VOSviewer data

According to the main content of all the articles titles and abstracts within the resulting clusters, we proceed to label them as follows: 1) Factors underlying Donor Support (C1 - pink); 2) DCF Research within generic CF (C2 - green); 3) The Role of Social Media (C3 - orange); and 4) Medical DCF campaigns (C4 - yellow).

1.3 Results and Discussion

The previously identified clusters will be developed and compared in the following subsection. Special attention will be paid to the common research categories underlying each cluster, but also to the differences between them, illustrated under the microscope of both key issues and the authors' contributions.

1.3.1 *Factors underlying Donor Support (c1)*

Cluster 1 revolves around the variety of possible factors underlying the willingness of (potential) individual donors to support charitable causes via DCF campaigns. The panoply of motivations, behaviors, experiences, expectations, beliefs, and socio-demographic variables converges here. These factors are obviously affected by (1) the intrinsic conditions of individual donors, but also by external aspects such as (2) the design of the DCF campaigns, (3) the communicative activity of promoters, and (4) the role played by the technological devices and channels employed (Table 1.3).

Table 1.3 Research categories & Key issues in cluster 1

Factors underlying Donor Support	
Research categories	Key issues
Individual Donors	<p>Supporters are driven by the social utility and the networking motivation in the online community (Lacan & Desmet, 2017)</p> <p>CF supports particular types of donor motivation (e.g. to be part of a community, show social engagement) not supported by traditional charity models (Choy & Schlagwein, 2015)</p> <p>Potential donors' psychological involvement with charities affects the influence of sad and happy beneficiaries imagery in perceived response efficacy (Cao & Jia, 2017)</p> <p>Importance of the role for donors of <i>warm glow</i> and <i>pure altruism</i> in electronic charitable CF markets (Gleasure & Feller, 2016a)</p> <p>Impulsive behavior is more common among internet users than who shop (or donate) within physical environments (Bennett, 2009)</p> <p>Compared to income, education, gender, age makes a difference for the tendency to donate money through CF website (Cockrell et al. 2016)</p> <p>Conditional donors donate more compared to direct donors (Beltran et al. 2015)</p> <p>CF for nonprofits is mostly consisted of many donors who contribute only small amounts for a few times at most (Lee et al. 2015)</p> <p>Donors experiencing a successful first project, small projects in particular, are more likely to return (Althoff & Leskovec, 2015)</p> <p>Donors give what they think that they personally are expected to give, where the distribution of the donations of their peers –among other factors- feed into the formation of the expectation (Smith et al. 2015)</p> <p>Donor retention can be predicted on an individual level (Althoff & Leskovec, 2015)</p>
Campaigns	<p>Smaller goals tend to have better success ratios, while getting the pool flowing tends to attract more donors when a goal is nearly met (Cockrell et al. 2016)</p> <p>Disclosure of optional personal information all shine light on the donor's initial motivations to the CF community (Althoff & Leskovec, 2015)</p> <p>Relevance of campaign disclosure and campaign imagery in CF campaigns (Gleasure & Feller, 2016a)</p> <p>Video explaining the purpose of the community helps donors to understand and empathize with the campaign (Choy & Schlagwein, 2015)</p> <p>Campaigns with a solely philanthropic aim are well-advised to prefer a DCF model (Lacan & Desmet, 2017)</p> <p>Charitable CF campaigns afford donors the opportunity to become an active member of a community of like-minded people (Choy & Schlagwein, 2016)</p>
Promoters	<p>NPO communication efforts should be oriented to turn offline donors into online donors (Treiblmaier & Pollach, 2006)</p> <p>Charities that invest in the 'ask', and frame their cause effectively, position themselves more favorably with donors (Body & Breeze, 2016)</p> <p>Online charities need to activity reach out to younger audiences if attempting to solicit funds via CF (Cockrell et al. 2016)</p> <p>Charity organizations might consider emphasizing donors' motives with emotional donation messages, if the context is for a domestic charity (Chung & Moriuchi, 2016)</p> <p>Advertising effectiveness is affected by the ethnic identity of people on donation behavior and their attitude towards the charity ads (Chung & Moriuchi, 2016)</p>
Technology	<p>eWOM is encouraged by contributors' social utility motivation (Lacan & Desmet, 2017)</p> <p>The use of an emotively constructed web pages have a higher probability of eliciting impulsive donations (Bennett, 2009)</p> <p>The influence of micro-charity online comments on the decision making of the donors (Du & Li, 2016)</p> <p>Conditional donations as an interface mechanism for empowering and engaging donors of CF campaigns (Beltran et al. 2015)</p> <p>The affordances of CFP support types of donor motivation not supported effectively, or at all, in offline charity (Choy & Schlagwein, 2016)</p>

Source: Authors' own elaboration

From an *individual donor* approach, emotional dimensions of donation are noted here from the psychological involvement with charities (Cao & Jia, 2017), to the role of *warm glow* and *pure altruism* in online donations (Gleasure & Feller, 2016a), together with the effect of experiencing a successful previous project on future re-donations (Althoff & Leskovec, 2015). Individual donation intentions are also linked to the emotional impact of feeling part an online community (Lacan & Desmet, 2017; Choy & Schlagwein, 2015), even affecting the final amount of money donated, since donors tend to give what they think their peers are expecting from them (Smith et al. 2015). The nature and frequency of donations are also key factors underlying donor support (Beltran et al. 2015; Lee et al. 2015; Bennett, 2009). In terms of sociodemographic variables playing a crucial role in explaining donors' DCF behavior, age in particular reveals a very significant connection since young people tend to be more likely to donate money through DCF (Cockrell et al. 2016).

For the purposes of the *campaigns* design mix, the inclusion of campaign disclosure (e.g. optional personal details) and imagery is relevant. These elements help potential donors to empathize with the target beneficiaries, maximizing their possibilities for contributing (Gleasure & Feller, 2016; Althoff & Leskovec, 2015; Choy & Schlagwein, 2015), and allowing them to feel the sense of being active members of a like-minded donor community (Choy & Schlagwein, 2016). Implications are also highlighted in terms of the amount of money requested, since those campaigns aiming at smaller goals are more likely to succeed (Cockrell et al. 2016).

From the *promoters* of DCF campaigns side, emotion is an indispensable ingredient to manage within the communication actions. Charities, specifically, should invest in the 'asking' activities through the use of effective emotional messages (Body & Breeze, 2016; Chung & Moriuchi, 2016), transforming offline donors into online donors (Treiblmaier & Pollach, 2006). In response also to the age effect, online charities need to reach out to younger audiences if attempting to solicit funds via CF (Cockrell et al. 2016).

From a *technological* perspective, the Information Technology (IT) component of DCF supports those donors' motivations unattended, or unsatisfactorily met, by offline charity (Choy & Schlagwein, 2016). Online dialogues based on Electronic Word of Mouth (eWOM) around charitable causes impact the decision-making process of potential donors (Lacan & Desmet, 2017; Du & Li, 2016). In addition, Bennet (2009) proved the

strong link between the use of emotive web pages and the appearance of impulsive giving behavior.

1.3.2 DCF Research within generic CF (c2)

Cluster 2 is dominated by explorations of DCF framed under more generic analyses on the *phenomenon of CF* (i.e. the conceptual development of CF, ethical challenges, or the effects of CF on other fields such as finance, social innovation, entrepreneurship, technology, or communication). In this context, contributions under the first research category (Table 1.4) mainly deal with the potential suitability of DCF as a fundraising model (Gras et al. 2017; Hossain & Oparaocha, 2017; Kim & Moor, 2017; Gleasure & Feller, 2016b; Tanaka & Volda, 2016).

From an *individual donor* perspective, publications highlight the motivations behind donor choices and giving behavior through DCF platforms (Ryu et al. 2016; Beaulieu & Sarker, 2015; Castillo et al. 2014; Ordanini et al. 2011). Authors found a positive association between the wish to provide charitable assistance and the funding amounts, particularly effective in the earlier stages of donation. Individual donors are also characterized as “angelic bakers”, experiencing high values of philanthropic motivation and tending to pledge smaller amounts of money earlier for larger projects (Ryu & Kim, 2016).

Table 1.4 Research categories & Key issues in cluster 2

<i>DCF Research within generic CF</i>	
Research categories	Key issues
Generic CF	<p>While not all fundraising is CF, CF is a central and enduring facet of nonprofit fundraising (Gras et al. 2017)</p> <p>Identification of emerging constructs on DCF (Gleasure & Feller, 2016b)</p> <p>DCF incurs the least risk of the four crowdfunding models (Hossain & Oparaocha, 2017)</p> <p>DCF is regarded as a valuable means to provide seed funding to vulnerable strata (Kim & Moor, 2017)</p> <p>Diversity of stakeholders, roles and work relative to legitimize these roles in philanthropic CF (Tanaka & Volda, 2016)</p> <p>Complementation and integration of CF and Diaspora Philanthropy practices (Flanigan, 2017)</p> <p>CF as a formula to engage consumers in SNS, stimulating their financial participation in projects proposed by third parties (Ordanini et al. 2011)</p> <p>Proposal of a mathematical model to describe CF processes (Yang et al. 2016)</p>
Individual donors	<p>DCF as a business model whose funders are driven exclusively by social motivation (Castillo et al. 2014)</p> <p>Consumers' engagement in DCF charitable initiatives is driven by social participation (Ordanini et al. 2011)</p> <p>Founders oriented to an event or experience with limited income potential are more suited to a "reward" or "donation" model (Beaulieu & Sarker, 2015)</p> <p>Philanthropic motivation is associated with early funding, funding amounts and the magnitude of the effect is higher in the earlier stages (Ryu et al. 2016)</p> <p>People with the highest levels of identification are typically the first ones to invest in CF (Ordanini et al. 2011)</p> <p>Proposal of sponsor typology which reflect the nature of CF as a new form of co-creation in the E-commerce context (Ryu & Kim, 2016)</p>
Campaigns	<p>Completing a DCF project leads to larger donations and greater likelihood of returning to donate again (Wash, 2013)</p> <p>Longer deadlines lead to slightly larger average donations, which comes from a lower amount of small donations (Damgaard & Gravert, 2017)</p> <p>Influence of the number of promoter's Facebook friends and the amount of words describing the project on its success (Aprilia & Wibowo, 2017)</p> <p>Proposal of a good practice guidelines of a successful campaigns in profit-making projects and social causes-oriented campaigns (Fondevila et al. 2015)</p> <p>Because of information asymmetry, nonprofit projects are likely to acquire more funding vs. for-profit projects (Yang et al. 2016)</p> <p>The key role of building an audience, actively engaging with it and to broad its reach in the increasing of the levels of funding (Byrnes et al. 2014)</p> <p>A unique feature of CF is the ability for a campaign to evolve over time (Beaulieu & Sarker, 2015)</p>
Promoters	<p>Nonprofit entrepreneurs tend to be more successful in using CF (Belleflamme et al. 2013)</p> <p>NPO are more likely to hit crowdfunding targets than for-profit ventures (Gras et al. 2017)</p> <p>The primary concern for fundraisers in philanthropic CF is conveying the legitimacy of their campaigns (Tanaka & Volda, 2016)</p> <p>Social enterprises need to raise awareness of the campaign and get the funds necessary to achieve the goals without return (Bergamini et al. 2017)</p> <p>Promoters probably increase their personal fundraising efforts in response to being matched (Meer, 2017)</p>
Outcomes	<p>If a social venture creates high social value, but low economic value, should choose the DCF model (Meyskens & Bird, 2015)</p>
Technology	<p>DCF platform should acts as a new intermediary integrating existing networks and improving traditional personal connections (Ordanini et al. 2011)</p> <p>DCF sites should explore ways to increase early donations for effective communication and coordination of donations (Solomon et al. 2015)</p> <p>The development of new donation methods may distribute the donations more effectively, which could benefit more DCF projects (Lee et al. 2016)</p> <p>Influence of the evolving conversation on the amount of capital raised depending on whether a sense of community is established (Beaulieu & Sarker, 2015)</p> <p>Sponsorship of campaigns is due to relations or social networks, not because of its description (Aprilia & Wibowo, 2017)</p> <p>Information asymmetries loom large on CFP (Belleflamme et al. 2015)</p> <p>Each CF model is defined by how the model is enacted through the CF website (Beaulieu & Sarker, 2015)</p> <p>The improvement of technological platforms will allow for greater ease of use and increased awareness of the service offered (Bergamini et al. 2017)</p> <p>Remarkable role that web could play in shaping this market (Budak & Rao, 2016)</p> <p>Proposal of "Crowdfunding Platform Design" (CFPD) model to help facilitate persuasiveness, and in turn the success of CF projects (Wang et al. 2016)</p> <p>CFP reaching maximum performance by applying control mechanisms (Yang et al. 2016)</p> <p>Functions of CF platforms to improve the success rate of projects (Yang et al. 2016)</p> <p>Learning about the technology platform, social networks and others' recommendations as sources of information (Bergamini et al. 2017)</p>
Institutional features	<p>The effects of matching grants and increasing competition on projects success ratio (Meer, 2017, 2014)</p> <p>Possibility of redirecting the fundraised away from the long-tail of inefficient organizations in the charity marketplace (Budak & Rao, 2016)</p> <p>Key role of regulative, normative and cognitive institutions of a well-developed CF ecosystem (Kshetri, 2015)</p>

Source: Authors' own elaboration

Papers on DCF *campaigns* within generic approaches on CF mainly deal with the drivers of success. Some of these explanatory factors are the final amount requested, the donation frequency and pace, deadlines, goals, disclosure and imagery elements, duration, and the capacity of the campaign to be sharable and widely circulated (Damgaard & Gravert, 2017; Yang et al. 2016; Beaulieu & Sarker, 2015; Fondevila et al. 2015; Byrnes et al. 2014; Wash, 2013).

A minor portion of research deals with the implications from the *promoters* (Bergamini et al. 2017; Gras et al. 2017; Meer, 2017; Tanaka & Volda, 2016; Belleflamme et al. 2013), and the perspective of *outcomes*. At an institutional level, however, major implications for the DCF model emerge. According to Kshetri (2015), those societies with a sense of social obligation to help others, voluntarily allocating (in)tangible resources to charitable initiatives, provide a supportive environment for the success of DCF. The maturity of the charity marketplace, together with the formal and informal roles of regulatory and supervisory institutions, are also crucial. Some authors prove the relation between charitable mechanisms (i.e. matching grants) and dynamics (i.e. competition, efficiency), and the likelihood of a charitable campaign to succeed via DCF (Meer, 2017, 2014; Budak & Rao, 2016; Kshetri, 2015).

Another set of major implications focuses on the effects of suitable *technological* channels employed in general CF, and in the DCF model in particular (i.e. mainly websites, platforms and social networks), to improve the success rate of the fostered fundraising projects. In this sense, channels employed should play a multirole intermediary function oriented to increase the amount raised. A set of recommendations for the optimization of the online charity market is noted here (Bergamini et al. 2017; Budak & Rao, 2016; Yang et al. 2016; Beaulieu & Sarker, 2015; Solomon et al. 2015; Ordanini et al. 2011). Of all these, the integration and coordination of offline and online connections stands out in order to (1) favor the establishment of like-minded sense of communities, (2) increase the campaign persuasiveness and the ease of use of interfaces to encourage (early) donations, and (3) apply appropriate marketing strategies and control mechanisms.

1.3.3 *The Role of Social Media (c3)*

The third cluster is dominated by the central role of social media in the articulation of DCF, i.e. platforms, tools and applications through which users generate conversation, interaction and collaboration (Table 1.5).

Taking an *individual donor* perspective, the profile of potential donors as 'users' cohabitating online and offline donation ecosystems is highlighted. Reddick & Ponomariov (2013) found that online donations are a function of actual engagement in social groups (e.g. associations participation), rather than of frequent exposure to the internet and social media. Chen & Givens (2013), on their part, found that diverse mobile phone use and frequent relational mobile communication are associated with a greater likelihood of mobile donation. Moreover, Mano (2014) concluded that Internet donors are active contributors both online and offline, and that the place of surfing (i.e. home, work, elsewhere) will influence increasing offline and online donations. Social media uses also seems to be a good predictor of charitable giving intentions in emergency cases (Korolov et al. 2016).

Table 1.5 Research categories & Key issues in cluster 3

<i>The Role of Social Media</i>	
Research categories	Key issues
<i>Individual donors</i>	<p>Influence of the place where users surf the Internet on offline and online monetary donations (Mano, 2014)</p> <p>Influence of mobile phone use and frequency of relational mobile communication with mobile donation (Chen & Givens, 2013)</p> <p>The intention to donate using social media in emergency/ non-emergency scenarios (Korolov et al. 2016)</p> <p>Likelihood to donate online by Internet users engaged in offline groups and networks (Reddick & Ponomariov, 2013)</p> <p>Prosocial emotions are useful factors to distinctively predict engage inclinations according to the gender (Paulin et al. 2014b)</p> <p>Inference of donors behavior from their SNS profile data (Zhong & Lin, 2017)</p>
<i>Campaigns</i>	<p>Previous information required in the cases of DCF campaigns (Polzin et al. 2017)</p> <p>Influence of ideological-based campaigns on online and offline contributions (Mano, 2014)</p> <p>Gaining Millennial's support for social causes through social media (Paulin et al. 2014a)</p>
<i>Promoters</i>	<p>Control of donors by NPO and the use of fourth-generation technologies (Bellio et al. 2015)</p> <p>NPO's "Web capacity" effect in fundraising success within the SNS context (Saxton & Wang, 2014)</p> <p>Security and privacy issues in the online charitable fundraising (Sura et al. 2017)</p> <p>Crowdfunders own learning from their success (Pak & Wash, 2017)</p> <p>The use of specific emotional hooks for prosocial behaviors by NPO marketers (Paulin et al. 2014b)</p>
<i>Technology</i>	<p>Internet technology features factor influence in online donation and intention to donate via SNS (Sura et al. 2017)</p> <p>Influence of donation visibility in social media platforms in donation patterns of users (Tan et al. 2016)</p> <p>On the costs and benefits of the mechanism of P2P fundraising through online SNS (Castillo et al. 2014)</p> <p>On the roles of computational technology in nonprofit fundraising (Goecks et al. 2008)</p> <p>D2N online marketplaces effect on the generation of fundraising revenues (Ozdemir et al. 2010)</p> <p>Key role of managers humanizing digital platforms (Bernardino & Santos, 2016)</p> <p>Twitter as an accurate predictor of donations in a scenario involving emergency response (Korolov et al. 2016)</p> <p>The incongruent (celebrity) endorsement as an effective strategy in an DCF website context (Panic et al. 2016)</p> <p>Advantages of a suitable atmosphere within the website in online charity fundraising situations (Bennett, 2005)</p> <p>DCF websites and the implementation of design solutions to learn from failure (Pak & Wash, 2017)</p> <p>Internet donation and mobile donation complement rather than compete with each other (Chen & Givens, 2013)</p> <p>The adoption of the mobile phones in the area of fundraising (Bellio et al. 2015)</p>
<i>Institutional features</i>	<p>Mobile donation as tool for civic engagement (Chen & Givens, 2013)</p> <p>Slowness between the moment a donation is made and the NPO collects the money (Bellio et al. 2015)</p> <p>On the promotion of CF information among potential social entrepreneurs by public policy (Bernardino & Santos, 2016)</p>

Source: Authors' own elaboration

Social media is also central in the design of DCF *campaigns* for charitable causes, particularly for those aimed to gain millennials' support for social causes (Paulin et al. 2014b). The type of values and beliefs to which the charitable campaign appeals, can also affect the volume of contributions raised via online and offline: more online contributions prevail in the case of ideological-based campaigns, in comparison to faith-related ones in which there are more offline donations (Mano, 2014). The volume of details and information disclosure on promoters also determine donors support. In fact, more information on promoters and their previous projects seems to be required in DCF, compared to other CF models (Polzin et al. 2017).

Along this same line, the role of DCF *promoters* in the success of online fundraising is central. On the one hand, guaranteeing the control, security and privacy of donors' details within the social media context. On the other, optimizing their web capacity to move potential donors to action through the use of emotional elements (Bellio et al. 2015; Paulin et al. 2014a; Saxton & Wang, 2014).

The *technological* perspective mainly refers to the potential influence of internet and social networks in the articulation of online giving. Social media such as blogs, and SNS (namely Twitter and Facebook) were proved to be useful humanizing DCF platforms, and fostering the interaction between promoters and the community (Bernardino & Santos, 2016). The use of effective strategies (i.e. the display of donations from others, the inclusion of celebrity endorsements, taking care of the website atmosphere) were also analyzed (Panic et al. 2016; Tan et al. 2016; Bennett, 2005). In this sense, Sura et al. (2017) proved that Internet technology features significantly impact the people's general attitude towards online donation, positively influencing their intention to donate via SNS. Ozdemir et al. (2010) conceptualized a donor-to-nonprofit marketplace as an online intermediary that offers database services to donors and certification services to Nonprofit Organizations (NPOs). This element was found to allow NPOs to generate online larger fundraising revenues than those obtained traditionally.

From an *institutional* perspective, the third cluster incorporates largely heterogeneous issues, including the need for a promotional role of CF information among social entrepreneurs by public policy (Bernardino & Santos, 2016), the time lags (90 days) between donations via text messaging and the actual collection of contributions by NPOs (Bellio et al. 2015), and the usefulness of mobile donation for disadvantaged social groups to access civic engagement, overcoming age, race and socioeconomic status gaps (Chen & Givens, 2013).

1.3.4 *Medical DCF campaigns (c4)*

The fourth cluster is very much focused on DCF campaigns with a specific orientation to medical purposes (i.e. particular medical treatments or rare diseases research), in which credibility is a central determinant of their success. Prevalent research categories are mainly focused on individuals' features (whether these are donors or beneficiaries), campaign features and institutional effects (Table 1.6).

Table 1.6 Research categories & Key issues in cluster 4

Medical DCF campaigns	
Research categories	Key issues
Individual donors/beneficiaries	Beneficiaries main concern when requesting money for themselves (Kim et al. 2017) Influence of trustworthiness in donors' willingness (Tremblay-Boire & Prakash, 2017)
Campaigns	Improving credibility by contributions incentives (Hsieh et al. 2011) On the effectiveness of medical CF campaigns (Snyder et al. 2016) The influence of narrative claims language on achieving fundraising target (Kim et al. 2016) Perceived-credibility set of factors in medical CF campaigns (Kim et al. 2016) Social media literacies effects on campaign success and deservingness (Berliner & Kenworthy, 2017) Requirements to run successful DCF medical campaigns (Dragojlovic & Lynd, 2014) Use of video and photos to generate strong responses (Snyder et al. 2016) The influence of disclosing the chosen charity for donation on credibility (Hsieh et al. 2011) On the association among words demonstrating precision and distinction and fundraising (Kim et al. 2016)
Promoters	The effect of not holding back and being honest in DCF medical campaigns (Snyder et al. 2016)
Technology	The emotional pull of the recipient's situation in medical DCF websites (Snyder et al. 2016) Charity selection and credibility within the site design (Hsieh et al. 2011)
Institutional features	The importance of CF as a tool for accessing healthcare (Berliner & Kenworthy, 2017) CF and public benefits (Berliner & Kenworthy, 2017) Technical and social media literacy as a barrier for CF users (Berliner & Kenworthy, 2017) Motivating factors in of CF campaigns for health care (Berliner & Kenworthy, 2017) CF and the substitution of government funding for medical research (Dragojlovic & Lynd, 2014) On medical DCF campaigns fostered by trans* subjects for gender/sexual reassignment surgeries (Farnel, 2015)

Source: Authors' own elaboration

From an *individual* perspective, the main issues relate to credibility-based factors influencing the willingness of potential donors to contribute, and the willingness of beneficiaries (i.e. patients, families and friends) as potential obstacles against promoting medical campaigns. According to these lines of research, previous donation experience was proved to be a substantial element in trust-building to move potential donors to action (Tremblay-Boire & Prakash, 2017). For the beneficiaries fostering DCF medical campaigns, the main concern is on how the audience might judge them since they are requesting money for themselves (Kim et al. 2017).

Implications for the design and diffusion of medical *campaigns* are dominant in the cluster, specifically aimed to identify those factors optimizing their effectiveness. When the scientific staff is running DCF campaigns, the required skills are not fitted with regular scientific obligations (i.e. meticulous planning, significant time commitments, long-term attention to social media profiles) (Dragojlovic & Lynd, 2014). When the campaign promoter is the end beneficiary (i.e. patient), or its close relatives and friends, effective campaigns tend to spread the information on beneficiaries' medical needs as widely as possible, generating sympathy through the use of imagery. Social media literacies through text and images (e.g. storytelling, narrative self-presentation) was proved to be critical to establish deservingness, spread the campaign and maximize their chances of success (Berliner & Kenworthy, 2017). Furthermore, the use of an appropriate language (e.g. words demonstrating precision and distinction), together with credible claims, will call potential donors to action (Kim et al. 2016). Factors maximizing the perceived credibility of the campaigns were also identified, including disclosure of the beneficiary NPOs (Hsieh et al. 2011), a realistic funding goal, or the presence of personal comments (Kim et al. 2016).

Medical DCF campaigns mostly emerged in an *institutional* context characterized by financial distress and underinsurance. Berliner & Kenworthy (2017) contextualized the emergence of medical DCF campaigns in response to the repealing of health care coverage by the Trump administration in U.S. They identified an institutional paradox as DCF could reproduce the same social and economic inequality that it seeks to initially correct, in the same moment it can imperil entitlement to public benefits based on poverty levels, since any funds raised can qualify as income.

1.4 Conclusions and Implications: a proposal for a conceptual framework on Donation-based Crowdfunding

DCF for charitable causes is a very recent field of scholarship, broadly developed via empirical and quantitative research. Its emergence is closely connected to both digital transformation and the neoliberal perspective of individuals as the main guarantor of societal well-being. Consistent with this, the most prevalent research themes in previous literature are mainly limited to: (1) the role played by the features of (potential) individual donors in the development of charitable causes via DCF campaigns; and (2) the central role of technology in the articulation of this funding formula. Individual antecedents (traits, motivations and behaviors) and technological enablers are thus the main protagonists within the existing literature. In fact, both research themes are cross-cutting aspects to the four clusters here analyzed. Other cross-cutting aspects related to the design and development of campaigns, the profile of promoters, and to a lesser extent, the institutional features of DCF, are also explored to a significant extent.

Since key issues categorized here are strongly interrelated, even sharing slippery conceptual boundaries, we found it impossible to allocate strictly exclusive thematic characters to each cluster. For instance, although implications of individual participation in DCF for charitable causes are present in all clusters, it is in cluster 1 where it is clearly dominant. Similarly, the role of technology is found in every cluster, but cluster 3 is the one most focused on this point. The coexistence thus of common thematic elements with some heterogeneity in each group has guided us in 1) tracking their main commonalities and differences, and 2) identifying thematic gaps that are scarcely or not dealt with by the literature to date.

Within the field of commonalities, the four clusters seem to agree with the central role of the use of emotional resources in order to move potential donors to action. Emotion is strongly linked to other crucial intangible elements that trigger donor's participation such as persuasiveness, deservingness and credibility. The determinant influence of the creation of liked-minded online communities by campaigners, to maximize both a wide spread of the DCF call and the engagement of potential donors and closest networks, is another commonality. DCF campaigns should thus focus on *friendraising* in addition to fundraising (Fondevila et al. 2015). Other shared thematic streams are the role of technological devices and social media tools, the online campaigns' design-mix, and the needed improvement of online communication skills by the promoters. Equally, clusters

1, 2 and 4 share key issues on those factors explaining the success of DCF campaigns for charitable causes.

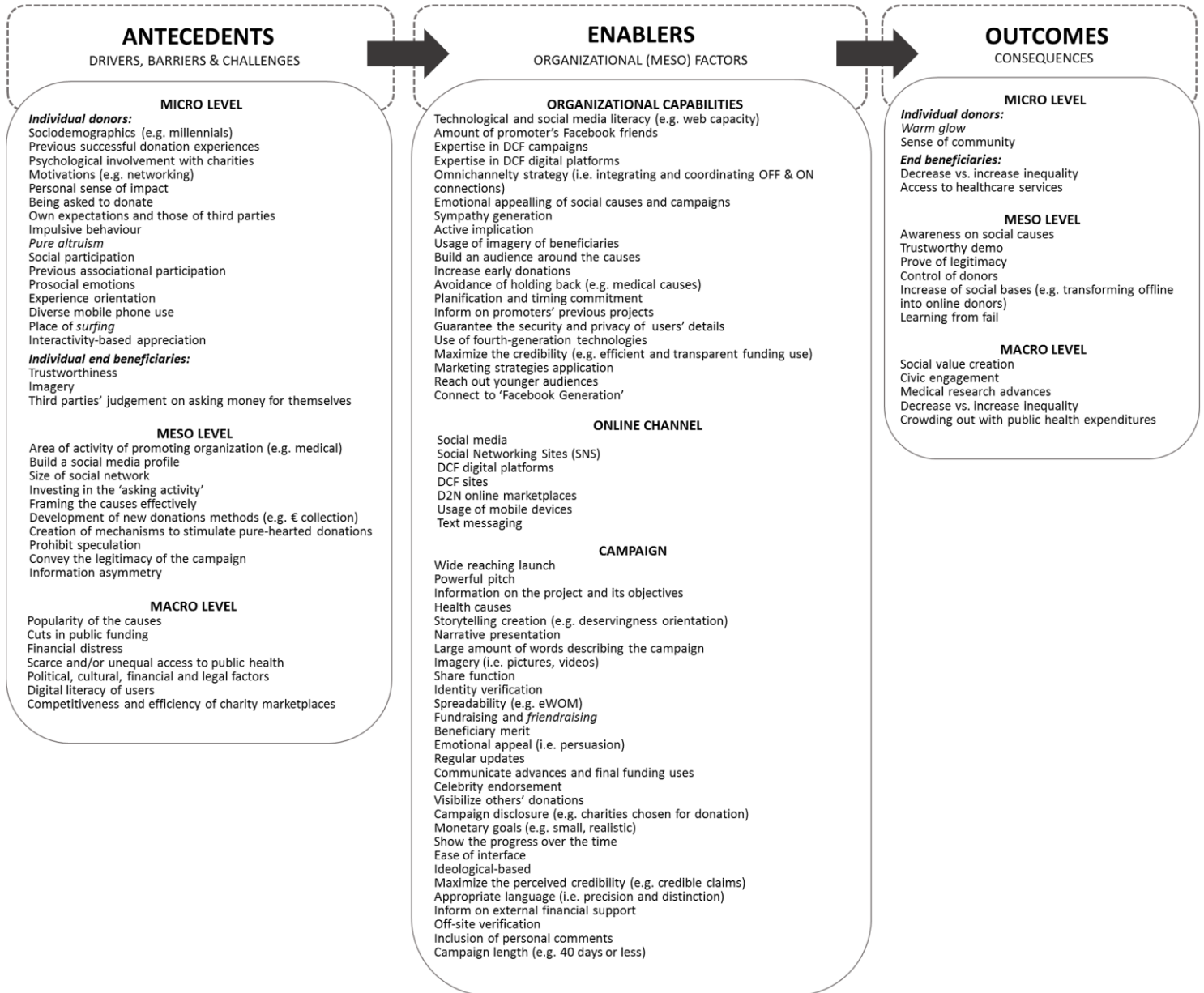
Regarding their main differences, cluster 2 is the only one including a theoretical approach to DCF within a more generic analysis of CF phenomenon. The role of millennials as potential donors is limited to cluster 3; in the same way, cluster 4 entirely gathers implications of DCF campaigns specifically oriented to medical causes.

Since the general focus of the existing literature is on the antecedents and processes of DCF from individual and organizational levels of analysis, a first significant gap is related to the low presence of multilevel analyses or empirical evidence based on an integrated relationship model perspective. A second gap relates to the limited presence of publications focused on the institutional dimension of DCF. A third gap refers to the very residual prominence of end-beneficiaries within the existing literature, except for medical campaigns. In general, attention to the effects of DCF at a micro (donors and beneficiaries), meso (organizations) and macro (society) levels has been scarce (Berliner & Kenworthy, 2017, Kim & Moor, 2017, Lacan & Desmet, 2017; Tremblay-Boire & Prakash, 2017; Choy & Schlagwein, 2016; Dragojlovic & Lynd, 2014).

Consequently, an integrated conceptual model is needed (Fig.1.3) that can be empirically contrasted and could ultimately support the identification of significant causal relationships between antecedents, processes, and outcomes of DCF. Our proposal thus consists of three preferred lines of research:

- (1) Identification of the DCF antecedents (drivers, barriers and challenges), at the micro (donors, beneficiaries), meso (organizational) and macro (institutions, society) levels, that may stimulate or condition DCF enablers.
- (2) Establishment of the DFC enablers: a set of different organizational capabilities (resources, processes and routines) and channel and campaign features that allow DCF to be developed and coordinated. Enablers are affected by the antecedents and, in turn, have a positive impact on DFC outcomes at micro, meso and macro levels.
- (3) Identification of DCF outcomes indicators at micro, meso and macro levels, identifying those positively and directly affected by DCF enablers, and indirectly conditioned by DCF antecedents.

DONATION-BASED CROWDFUNDING FOR CHARITABLE CAUSES



Source: Authors' own elaboration

Figure 1.3 A proposal for a conceptual framework to understand DCF

1.4.1 Antecedents of DCF for Charitable Causes

The identification of antecedents at a micro level captures the most attention here, mainly focused on (potential) donors rather than (potential) beneficiaries. From an individual-donor perspective, existing literature reveals the following drivers of DCF: sociodemographic factors such as gender or age (Cockrell et al. 2016; Paulin et al. 2014b); previous successful donation experiences (Tremblay-Boire & Prakash 2017; Althoff & Leskovec, 2015); psychological involvement with charities (Cao & Jia, 2017); different motivations such as networking or social engagement (Lacan & Desmet, 2017; Ryu et al. 2016; Choy & Schlagwein, 2015; Castillo et al. 2014; Paulin et al. 2014a); personal sense of impact (Althoff & Leskovec, 2015); being asked to donate (Neumayr & Handy, 2017); own expectations and those of third parties (Smith et al. 2015); impulsive behavior (Bennett, 2009); *pure altruism* (Gleasure & Feller, 2016a); social participation (Ordanini et al. 2011); previous associational participation (Reddick & Ponomariov, 2013); prosocial emotions (Paulin et al. 2014a); experience orientation (Beaulieu & Sarker, 2015); diverse mobile phone use (Chen & Givens, 2013), place of *surfing* (Mano, 2014), and appreciation mediating the relationship of interactivity on donating behavior (Steinemann, et al. 2015). From an individual end-beneficiary side, drivers are those factors related to the effect they could have on others, particularly in the context of medical causes: trustworthiness (Tremblay-Boire & Prakash, 2017); and imagery (Cao & Jia, 2017). Reluctance of (potential) beneficiaries to ask money for themselves (Kim et al. 2017) appears as the main individual DCF barrier.

Antecedents at a meso level refer directly to performance-related issues, acting as drivers: the area of activity of promoting organization (e.g. medical research) (Berliner & Kenworthy, 2017; Kim et al. 2017; Choy & Schlagwein, 2016; Kim et al. 2016; Snyder et al. 2016; Burtch & Chan, 2014, Dragojlovic & Lynd, 2014); building a social media profile (Dragojlovic & Lynd, 2014); the size of social network (Mano, 2014; Saxton & Wang, 2014); and framing the causes effectively (Body & Breeze, 2016). DCF targets as well particular organizational challenges in terms of risks and opportunities with the improvement of regular protocols such as the act of asking (Body & Breeze, 2016; Castillo et al. 2014); convey the legitimacy of the campaign (Tanaka & Volda, 2016); and the technological innovation of donation methods (e.g. conditional donations, pure-hearted donations, avoid speculation) and procedures (e.g. money collection service) (Zhong & Lin, 2017; Lee et al. 2016; Beltran et al. 2015; Wojciechowski, 2009). Finally, the characteristic asymmetric distribution of information between NPOs and potential

donors can act as driver stimulating DCF (Yang et al. 2016) but also as a barrier (Tremblay-Boire & Prakash, 2017) hindering it.

At a macro level, drivers mainly respond to political, cultural and legal particular aspects (Flanigan, 2017; Bernardino & Santos, 2016; Body & Breeze, 2016; Bellio et al. 2015; Kshetri, 2015) and the maturity of charity marketplaces (Meer, 2017, 2014; Budak & Rao, 2016; Ghosh & Mahdian, 2008). The persistence of digital illiteracy among potential users, and financial policy measures qualifying any funds raised as income even in poverty cases (Berliner & Kenworthy, 2017) may act as institutional barriers, whereas the effects of economic distress and the public services commodification stream (e.g. healthcare) (Berliner & Kenworthy, 2017; Farnel, 2015; Dragojlovic & Lynd, 2014) represent a major challenging ecosystem in response to which DCF can emerge.

1.4.2 Enablers of DCF for Charitable Causes

Previous research identifies a set of meso factors at organizational, channel and campaign levels, enabling DCF. Organizational capabilities are multiple and refer to: technological and social media literacy (Bergamini et al. 2017; Bernardino & Santos, 2016; Saxton & Wang, 2014; Bennett, 2005); how many Facebook friends the promoter has (Aprilia & Wibowo, 2017); expertise in DCF campaigns (Pak & Wash, 2017; Wash, 2013) and in DCF platforms (Althoff & Leskovec, 2015); omnichannel strategies (Gras et al. 2017; Ordanini et al. 2011; Eller, 2008); emotional appeal of social causes and campaigns (Chung & Moriuchi, 2016; Paulin et al. 2014a; Bennett, 2009); sympathy generation (Body & Breeze, 2016; Snyder et al. 2016); active implication from promoters (Althoff & Leskovec, 2015; Byrnes et al. 2014); usage of imagery of beneficiaries to illustrate the cause (Snyder et al. 2016); building an audience around the cause (Fondevila et al. 2015; Byrnes et al. 2014); increasing early donations (Solomon et al. 2015); avoidance of holding back (Snyder et al. 2016); planification and timing commitment (Dragojlovic & Lynd, 2014); informing on promoters' previous projects (Polzin et al. 2017); guaranteeing the security and privacy of users' details (Sura et al. 2017; Yang et al. 2016); use of fourth-generation technologies (Bellio et al. 2015; Goecks et al. 2008); maximizing credibility through the efficient and transparent funding use and/or contribution incentives (Snyder et al. 2016; Hsieh et al. 2011); application of marketing strategies (Bellio et al. 2015); reaching out to younger audiences (Cockrell et al. 2016; Paulin et al. 2014b); and connecting to the 'Facebook generation' (Saxton & Wang, 2014).

Online channel(s) employed to foster, promote and spread DCF campaigns for charitable causes are also major resources enabling DCF. Their multi-role intermediary functions must be guided to efficiently increase the amount of capital raised, facilitating social and technological interaction among parties involved: social media (Bergamini et al. 2017; Berliner & Kenworthy, 2017; Bernardino & Santos, 2016; Tan et al. 2016); social networking sites (Aprilia & Wibowo, 2017; Bergamini et al. 2017; Sura et al. 2017; Castillo et al. 2014; Ordanini et al. 2011); DCF digital platforms (Bergamini et al. 2017; Flanigan, 2017; Bernardino & Santos, 2016; Wang et al. 2016; Yang et al. 2016; Belleflamme et al. 2015; Ordanini et al. 2011); DCF sites (Budak & Rao, 2016; Snyder et al. 2016; Beaulieu & Sarker, 2015; Solomon et al. 2015); D2N online marketplaces (Ozdemir et al. 2010); use of mobile devices (Choi & Kim, 2016; Bellio et al. 2015; Chen & Givens, 2013); and text messaging (Bellio et al. 2015; Chen & Givens, 2013).

The capabilities of design-related campaigns to move users into action, and transform potential donors into de facto donors are crucial enablers of DCF: wide reaching launch and powerful pitch (Fondevila et al. 2015); information on the project and its objectives (Polzin et al. 2017; Choy & Schlagwein, 2016; Belleflamme et al. 2015); health-related causes (Snyder et al. 2016); storytelling creation (Berliner & Kenworthy, 2017); narrative presentation (Berliner & Kenworthy, 2017; Kim et al. 2016); amount of words describing the campaign (Aprilia & Wibowo, 2017; Gleasure & Feller, 2016; Kim et al. 2016; Fondevila et al. 2015); imagery (Berliner & Kenworthy, 2017; Body & Breeze, 2016; Choy & Schlagwein, 2016; Gleasure & Feller, 2016; Kim et al. 2016; Kim et al. 2016; Snyder et al. 2016, Fondevila et al. 2015); share function (Choy & Schlagwein, 2016, 2015); identity verification (Kim et al. 2016); spreadability via online social media and networks (Aprilia & Wibowo, 2017; Berliner & Kenworthy, 2017; Lacan & Desmet, 2017; Choy & Schlagwein, 2016, 2015; Gleasure & Feller, 2016; Korolov et al. 2016; Moqri & Bandyopadhyay, 2016; Snyder et al. 2016; Beaulieu & Sarker, 2015; Fondevila et al. 2015; Byrnes et al. 2014; Mano, 2014; Paulin et al. 2014a, Saxton & Wang, 2014); fundraising and *friendraising* (Aprilia & Wibowo, 2017; Fondevila et al. 2015); beneficiary merit (Berliner & Kenworthy, 2017; Kim et al. 2016); emotional appeal (Kim et al. 2016; Snyder et al. 2016); regular updates (Tremblay-Boire & Prakash, 2017; Kim et al. 2016; Fondevila et al. 2015); communicate advances and final funding uses (Tremblay-Boire & Prakash, 2017; Choi & Kim, 2016; Kim et al. 2016; Althoff & Leskovec, 2015; Byrnes et al. 2014); celebrity endorsement (Panic et al. 2016); visibilize others' donations (Tan et al. 2016); campaign disclosure (Hsieh et al. 2011); monetary goals (Kim et al. 2016; Fondevila et al. 2015; Lee et al. 2015); show progress over the time (Beaulieu

& Sarker, 2015); ease of interface (Beltran et al. 2015; Choy & Schlagwein, 2015); ideological-based (Mano, 2014); maximize the perceived credibility (Kim et al. 2016); appropriate language (Kim et al. 2016); inform on external financial support (Kim et al. 2016); off-site verification (Kim et al. 2016); inclusion of personal comments (Choy & Schlagwein, 2016; Du & Li, 2016; Kim et al. 2016); campaign length (Damgaard & Gravert, 2017; Fondevila et al. 2015).

1.4.3 Outcomes of DCF for Charitable Causes

Finally, and within the line of research on DCF outcomes, consequences on parties involved are defined at micro, meso and macro levels. Consequences at a micro level (for individuals donors and end-beneficiaries) are all both, positively and directly affected by enablers, and indirectly conditioned by antecedents: the resulting psychological reward in the form of a *warm glow* (Gleasure & Feller, 2016a); the sense of community (Lacan & Desmet, 2017; Choy & Schlagwein, 2015; Ordanini et al. 2011); the decrease vs. increase of inequality (Berliner & Kenworthy, 2017; Kim & Moor, 2017); and the access to healthcare services (Berliner & Kenworthy, 2017; Kim et al. 2017; Snyder et al. 2016; Burtch & Chan, 2014; Dragojlovic & Lynd, 2014; Mejova et al. 2014).

At a meso level (for promoting organizations), outcome indicators both positively and directly affected by enablers, and indirectly conditioned by antecedents, are the awareness on social causes (Bergamini et al. 2017); the trustworthy demo (Gras et al. 2017; Tremblay-Boire & Prakash, 2017; Choy & Schlagwein, 2016; Althoff & Leskovec, 2015; Hsieh et al. 2011); the prove of legitimacy (Tanaka & Volda, 2016); and the possibility of learning from failed campaigns (Pak & Wash, 2017). However, the control of donors (Bellio et al. 2015); and the increase of social bases (Treiblmaier & Pollach, 2006) are outcomes indicators just affected in a positive and direct way by DCF enablers.

Both DCF enablers and antecedents impact directly and indirectly, respectively, outcomes indicators at macro level (i.e. for general society) namely, the creation of social value (Meyskens & Bird, 2015); civic engagement (Chen & Givens, 2013); the possibility to progress in medical research (Dragojlovic & Lynd, 2014); and the paradox of the decrease vs. increase of inequality (Berliner & Kenworthy, 2017; Kim & Moor, 2017), since DCF can reproduce the same social and economic inequalities that seek to initially correct, further marginalizing vulnerable social groups. The consequence related to the crowding out with public health expenditure (Dragojlovic & Lynd, 2014), however,

is the only outcome just indirectly conditioned by DCF antecedents, in particular those of an institutional nature.

Chapter 2. Determinants of success of donation-based crowdfunding through digital platforms: the influence of offline factors²

Abstract

The purpose of this research consist of exploring the extent to which factors traditionally explaining the success of offline fundraising campaigns for social causes may also influence the success of donation-based crowdfunding (DCF) campaigns promoted by social economy organizations (SEO) through digital platforms. Firstly, factors determining the success of offline fundraising campaigns for social causes are identified from previous literature. Secondly, a set of hypotheses linking these determinants to DCF campaigns is proposed. Thirdly, their explanatory capacity is measured through quantitative analysis based on a database of 360 campaigns fostered by small, medium and large-size SEO via Microdonaciones, a donation-based crowdfunding digital platform, for the period between 2012 and 2017. Logistic regression analysis is used to test the hypotheses proposed. Results confirm the high explanatory capacity of determinants related to the geographical scope of the campaign, the volume of potential beneficiaries involved - in these two cases in unexpected ways -, and the information provided by the promoting organizations. However, factors related to the timing of the campaigns do not influence their success. This research suggests that not only the funding channels and tools but also the nature of the fundraising campaigns themselves have been digitally transformed. Implications of this research may assist SEO in establishing effective relationships with new digital donors in order to achieve sustainable growth.

JEL Codes: G19, L31; O33; O35; M14; M31; D91

Keywords

Donation-based crowdfunding; social causes; digital platforms; fundraising campaigns; sustainable social economy organizations

² Outcomes derived from this chapter are reported in Salido-Andres et al. ([2018b](#), [2018c](#), [2018d](#)).

2.1 Introduction

Crowdfunding (CF) emerges in the new digital sphere as a tool for the online funding of resources, goods and services. Belleflamme et al. (2012) define CF as an open call via the Internet for the provision of financial resources to support the realization of initiatives for specific purposes. Despite being mostly related to monetary contributions, participation in CF is also possible by offering (in kind) products or services (De Buysere et al. 2012). The main CF models are based on *equity*, when funders receive compensation in the form of fundraiser's equity, revenue or profit-share arrangements, *lending*, when funders receive fixed periodic income and expect repayment of the original principal investment, *reward*, when funders' primary objective for funding is to gain a nonfinancial benefit or reward in return (token or first editions of products), and *donation*, when funders donate to causes just for the sake of supporting them, with no expected (material) compensation (Massolution, 2012). The focus of this research is precisely on this latter type of CF, and particularly on donation-based crowdfunding (DCF) through digital platforms (on-line portals to connect fundraisers and funders).

In the context of the ongoing digital revolution, DCF is growing rapidly among social economy organizations (SEO) striving for sustainable growth, including not only social enterprises and other social-commercial hybrids, but also nonprofit organizations (NPOs) adopting commercial strategies. In a context of reduced access to traditional income sources and economic strains, this online tool complements, or even substitutes, the usage of both commercial strategies (sale of goods and services) and traditional, offline campaigns to raise donations for social causes (Rey-Garcia et al. 2013). Furthermore, DCF campaigns through digital platforms are fully situated in the intersection between new social marketing practices by NPOs and the emerging forms of civic participation facilitated by Information and Communication Technologies (ICTs). They should be thus considered as social innovation in themselves, social innovation being defined as a combination of both, the development and implementation of new ideas (products, services and models) to meet social needs, and the simultaneous creation of new social relationships or collaborations (Sanzo et al. 2015). The total funding volume reached worldwide by the CF donation model was estimated of \$2.85bn in 2015 (Massolution, 2015).

Funding social causes through the addition of charitable contributions coming from individuals is not a new practice by itself for SEO; the real innovation lies in doing this through the Internet, given the wide ability of online contents in circulation to become

viral (Gonzalo, 2011). Social media, for instance, allow interactive possibilities through text messaging services or social networking sites (SNS), particularly with individual and portable last generation devices such as smartphones, tablets or phablets. The use of these devices guarantees immediate and permanent access to a wide variety of opportunities for contribution and participation, unlimited by space and time. Thus, far from being once-only events, DCF campaigns become actual content within digital platforms. They guarantee the possibility of contributing in a vast simultaneous offer in which potential online donors will discriminate among social causes depending on their particular interests, neutralizing at the same time any possibility of campaign fatigue characteristic of offline contexts (van Leeuwen & Wiepking, 2013; Wiepking & van Leeuwen, 2013; Kinnick et al. 1996).

However, and despite the increasing importance of DCF for SEO to promote prosocial values, successfully advance social programs, and become financially sustainable, little is the specific emerging literature. On the one hand, lending based campaigns have caught most of the attention within the broader CF literature. On the other hand, scarcely available studies on the particularities of DCF predominantly focus on the effects of this tool upon individual donors, rather than dealing with the effects of this manifestation of the digital revolution on SEO. In particular, DCF literature pays attention to: (1) funding behaviors and the effects on reputation, (2) donors' satisfaction and self-esteem, (3) the role which giving has on improving the conditions of vulnerable people in developing countries, (4) the emerging trend for donors to use CF campaigns to articulate mass participation, and (5) the effect of tax incentives on giving (Gleasure & Feller, 2016).

In light of the above, this research ultimately aims at understanding the implications of DCF for the social economy and its organizations. In order to take advantage of the opportunities of the digital revolution, SEO need to identify what determines the success of their DCF campaigns for social causes. Do the rules of traditional, offline fundraising also apply in the new digital era? In this context, the main objective of this analysis is to explore the extent to which factors explaining the success of offline fundraising campaigns for social causes may also explain the success of DCF campaigns fostered through digital platforms.

In order to achieve this goal, we first characterize DCF campaigns and crowdfunding platforms (CFP). Based on a revision of the literature on the determinants of success of offline fundraising campaigns for social causes, we next propose a set of hypotheses linking those determinants to the outcomes of DCF campaigns through digital platforms. After explaining the methodology used, the explanatory capacity of the determinants will be put to test through an exploratory quantitative analysis based upon a database that stores 360 charitable campaigns fostered by small, medium and large-size SEO via the DCF platform Microdonaciones, for the period between 2012 and 2017. Finally, we present the empirical results, main conclusions and implications.

2.2 Literature review and hypothesis formulation

2.2.1 Donation-based crowdfunding campaigns promoted by SEO and crowdfunding platforms

Crowdfunding (CF) campaigns consist of open calls by promoters or fundraisers to contribute to a wide variety of causes with different objectives (i.e. technological, scientific, creative, business, cultural, artistic or social objectives, among others). These can follow an *all or nothing* modality - the monetary contributions are effective for contributors or funders (charged to bank accounts) and promoters (effective payment) only if the total amount requested is achieved by the deadline -, or a *keep it all* modality when monetary contributions are effective for contributors and promoters, regardless of the amount raised relative to the target.

As previously noted, CF campaigns specifically based on donation are a frequent model used by SEO for financing social causes, e.g. social care, education, research, culture, community development or environmental related. However, in addition to a funding channel, they also serve to increase their social support, disseminate charitable initiatives and social causes, create opportunities for civil engagement and generate the optimal conditions to create stable fundraising communities beyond the funding of occasional projects (Salvetti & Llombart, 2013).

Resulting from the development of Web 2.0-based technologies, CF campaigns are frequently channeled through new electronic spaces (*e-marketplaces*) via digital platforms. A digital platform is an online portal where users' authentication is required and commercial or noncommercial transactions between the parties involved are

handled. It often provides other kind of services such as media hosting or social networking, increasing the online visibility of the operations and the variety of potential contacts between users and contributors (Danmayr, 2014). Crowdfunding platforms (CFP) can be *own* platforms – launched by the same promoters of the campaigns (i.e. individuals, entities or businesses) – or *external* – when third parties act as intermediaries between promoters and funders. The latter are especially recommended when promoters have no prior experience of launching and managing CF calls. Depending on the variety of campaign categories, CFP can be *specialists* when they host campaigns from the same category (i.e. charity), or *general*, when they host campaigns from a wide variety of categories (i.e. cultural, creative, social, technology). In terms of the geographical scope of the owner, CFP can be either *national* or *franchises* of global or international platforms. In the particular case of CFP for social causes under the donation model, there are a total of 103 currently active worldwide (CrowdsUnite, 2018). Specifically in Spain, 89% of charitable platforms are also based on the donation formula (Fondevila et al. 2015). Even so, the formulation of hybrid typologies (those mixing *loan*, *investment*, *reward* and *donation* operations) is a growing tendency for better alignment to the specific needs of campaigns and parties involved (Danmayr, 2014).

In the context of the scarce literature specific to DCF campaigns, we argue that it is reasonable to assume that some of the factors that influence the success of fundraising campaigns for social causes in the offline realm may also partly explain the outcomes of DCF campaigns. Therefore, instead of reviewing lending based CF research, we build our propositions regarding the donation model on the literature on traditional fundraising for charitable causes. In the following paragraphs, we review those factors in the literature on offline charitable campaigns and apply them to the digital sphere, in order to propose hypotheses about the determinants of success of DCF campaigns through digital platforms.

2.2.2 Determinants of success of offline fundraising campaigns in the context of donation-based crowdfunding for social causes

Previous research has identified four sets of factors that determine the success of offline fundraising campaigns for social causes: 1) the geographic scope of the social cause - *Where?* - (Rey-Garcia et al. 2013; van Leeuwen & Wiepking, 2013; Wiepking & van Leeuwen, 2013; Bekkers & Wiepking, 2011); 2) the characteristics of target beneficiaries

of the campaign - *For Whom?* - (Einolf et al. 2013; van Leeuwen & Wiepking, 2013); 3) the timing of the campaign - *When?* - (Einolf et al. 2013; van Leeuwen & Wiepking, 2013; Wiepking & van Leeuwen, 2013; Bekkers & Wiepking, 2011); and 4) the behavior of the promoter or fundraiser - *How?* - (Hou et al. 2017; Tremblay-Boire & Prakash, 2017; Beldad et al. 2015; van Leeuwen & Wiepking, 2013; Wiepking & van Leeuwen, 2013; Bekkers & Wiepking, 2011). We specifically draw on these determinants with the intention to build a set of hypotheses about their potential influence on the success of DCF campaigns via digital platforms promoted by SEO.

2.2.2.1 Where: geographical scope of the social cause

Geographical proximity between donors and beneficiaries has been demonstrated to positively affect the success of traditional offline fundraising campaigns (Wiepking & van Leeuwen, 2013). This indicator is mainly relative to physical proximity, but also involves social (or cultural) closeness between them, as donors living closer to beneficiaries will be more familiar with their respective cultures, giving “people a face” and increasing the empathy in situations of need.

Social causes can be domestic when they occur in the same geographical place where the potential donors belong, and, by extension, social/cultural similarities are potentially shared. On the contrary, causes abroad occur in distant geographical places where common social/cultural features among donors and victims are remote.

In general, people tend to give more to domestic causes than international ones (Bekkers & Wiepking, 2011). Nevertheless, empirical evidence suggests that the effects of proximity may vary across regions and countries. In the United States, donors tend to contribute to social causes occurring within their own country or in geographically close ones rather than those occurring in distant countries (for instance, funds raised for earthquakes victims abroad, were higher when affected countries were geographically closer). People also give more to populations with cultural and religious similarities or in historically associated countries. Along this line, an Australian study found that donors gave more to victims of earthquakes occurring in democratic countries (Einolf et al. 2013; van Leeuwen & Wiepking, 2013). By contrast, Dutch donors contribute more to international causes since the volume of campaigns promoted is higher in comparison to national ones (Wiepking & van Leeuwen, 2013). In Sweden, charity giving to domestic causes is socially perceived as a paternalistic measure when causes are within the scope

of the welfare state. On the contrary, giving to underdeveloped countries is socially acceptable. Giving to international relief and natural disasters has actually been significantly increasing in the country over the last decades, becoming more prevalent in number than campaigns for domestic causes (Vamstad & von Essen, 2013). Similarly, Spanish offline fundraising campaigns mostly have been focused on international humanitarian emergencies and natural catastrophes (Rey-Garcia et al. 2013).

We argue that the effects of digital transformation may void the influence of geographical proximity in the case of DCF charitable campaigns via digital platforms. The Internet permanently amplifies the scope of the campaigns, beyond the limits of space and time characteristic of offline protocols, the only limit being the technical capacity and the ability to gain access. Digital coverage thus allows potential donors to “get a face” regardless of geographical distance, bringing social causes in close and permanent proximity to potential donors anywhere. Therefore, we expect a much more weakened, or even non-existent effect of domestic social causes on the success of DCF campaigns:

Hypothesis 1 (H1) Geographical proximity between donors and beneficiaries of social causes does not significantly affect the success of DCF campaigns through digital platforms.

2.2.2.2 For Whom: characteristics of target beneficiaries

Previous evidence suggests that the number of potential victims assisted by an offline fundraising campaign affects their likelihood of succeeding, since it serves as an indicator of the scale of an emergency. Because of the feelings of empathy among potential donors, disasters with a large number of victims tend to raise more money. Along the same line, sudden and catastrophic disasters (i.e. tsunamis or earthquakes) tend to be more supported than slow-acting and gradual disasters such as famines and droughts (Einolf et al. 2013). Australian donors, for instance, gave 100 million Australian dollars in donations to the Asian tsunami victims in contrast to the 2 million raised for famine victims in the same year (van Leeuwen & Wiepking, 2013).

Since large-scale emergencies have a positive influence on the news value, large (and sudden) disasters gain more media attention and coverage, impacting the emergence of strong emotions of empathy among potential donors (Einolf et al. 2013). Previous

studies of large scale natural disasters which occurred worldwide during the 1970s, '80s, and even the '90s of the last century, support the explanatory capacity of the estimated volumes of victims on media attention (van Leeuwen & Wiepking, 2013). It is also true that, until not too long ago, it was virtually impossible to establish the final official numbers in the very short term once the disaster had happened, and gaps between the preliminary estimates of victims and the final number of casualties were frequent. On the one hand, online digital coverage significantly shortens these gaps: the use of personal, portable and increasingly technologically convergent devices, connected via the Internet, facilitates a more accurate and instantaneous update and dissemination of the final volume of real victims in need. On the other hand, coverage of disasters through online media feeds back contents to traditional media (e.g. through witness videos and testimonies), amplifying the perceived scale of the social cause in terms of number of people affected.

In line with the aforementioned, we expect that the positive effect the volume of beneficiaries has on the success of offline fundraising campaigns will be further accentuated in the case of DCF campaigns:

Hypothesis 2 (H2) DCF campaigns through digital platforms focused on social causes involving larger volumes of potential beneficiaries are more likely to succeed than those involving smaller numbers.

2.2.2.3 When: timing of the campaign

The timing of a giving request affects the likelihood for an offline fundraising campaign to succeed, according to two different factors: 1) the stage of economic cycle in the country of potential donors; and 2) the time of the year: the specific time of the year when the campaign is held.

On the one hand, donating money entails monetary and psychological costs - *the price of giving* - yet on the other hand, giving can buy (fringe) material benefits for donors, for individuals known to them, or for a group of which the donor is a member (Bekkers & Wiepking, 2011). Some authors even equate philanthropic expenditures by wealthy individuals with consumption, as the donor would be ultimately acquiring material or psychological benefits such as status, reputation, or privileged access to institutions or networks for himself and his relatives (Reich, 2010). At a macro-economic level, one of the most prestigious sources of giving research in the world, Indiana University's Lilly

Family School of Philanthropy, has proved a positive and significant influence of personal/household income and net worth on individual/household giving and nonprofit net worth on nonprofit giving (Lilly Family School of Philanthropy, 2018).

Thus, charitable giving seems to fluctuate along changes in the level of economic growth (Einolf et al. 2013). Offline fundraising campaigns held in periods of economic prosperity are more likely to succeed, simply because of the need for financial resources available to perform charitable donations. Individual perceptions of financial situations in the very short, medium and long term are also crucial determinants. While a secure economic situation will tend to influence a larger level and frequency of donations to SEO, a scenario of economic downturn will dissuade potential donors from contributing, and will encourage organizers of national campaigns (i.e. broadcasting companies, production companies, and charitable organizations) to invest less in large-scale national campaigns (Wiepking & van Leeuwen, 2013).

As regards the specific annual period, offline fundraising campaigns held around the end of the year are more likely to succeed. SEO tend to receive more donations during this period because of more free time due to Christmas holidays, which increases the possibility of potential donors to be reached, as well as religious considerations, which may foster their need to enhance their moral reputation by making this period of the year into “a good time to give” (van Leeuwen & Wiepking, 2013). Furthermore, the end of the year is when individual donors tend to optimize their savings as taxpayers, thus reducing their cost of giving, since individual donations to SEO with a nonprofit status allow the possibility of tax savings, e. g. 75% from the first €150 donated and 30% from the following contributions in the case of Spain (AEF, 2015). As a consequence, we posit that

Hypothesis 3a (H3a) DCF campaigns for social causes through digital platforms run during economic rebound periods are more likely to succeed
and,

Hypothesis 3b (H3b) DCF campaigns for social causes through digital platforms run around the end of the year are more likely to succeed.

2.2.2.4 How: behavior of the promoting organization

Information asymmetry characterizes the relationship between donors and SEO since the former are usually deprived of full (and updated) information on how their contributions are used (Beldad et al. 2015). The information provided by SEO and their effective and transparent behavior, is crucial to minimize the effects of *toxic charity* in the intention of giving, especially when charitable services are provided abroad (Hou et al. 2017; Tremblay-Boire & Prakash, 2017; van Leeuwen & Wiepking, 2013; Bekkers & Wiepking, 2011). In response to this information gap, potential donors may collect information on potential beneficiaries, as well as on the governance and previous performances of promoters, whether they intend to contribute offline or online. In this sense, quantity, quality and accessibility of information is crucial (Tremblay-Boire & Prakash, 2017).

Donors seem to contribute less when organizations are run inefficiently or the distribution of aid to victims is irresponsible and unfair, and consequently their contributions will not make a real big difference (Tremblay-Boire & Prakash, 2017; Einolf et al. 2013). SEO should therefore stimulate giving by behaving transparently and accountably since private donors look for guarantees that their contributions will reach the target beneficiaries as efficiently and effectively as possible (Wiepking & van Leeuwen, 2013), especially when the monetary target requested aims multiple ends (Mourao & Costa, 2015). Provision of relevant information should not only be limited during the event, but also extend to the post-event stage, when donors will need to reassure their money has been spent effectively. In line with the aforementioned, we expect

Hypothesis 4a (H4a) DCF campaigns for social causes through digital platforms where the promoting organization provides information on the advances of the campaign are more likely to succeed

and,

Hypothesis 4b (H4b) DCF campaigns for social causes through digital platforms where the promoting organization provides information on the funding uses are more likely to succeed.

The conceptual model is depicted in Figure 2.1 as follows:

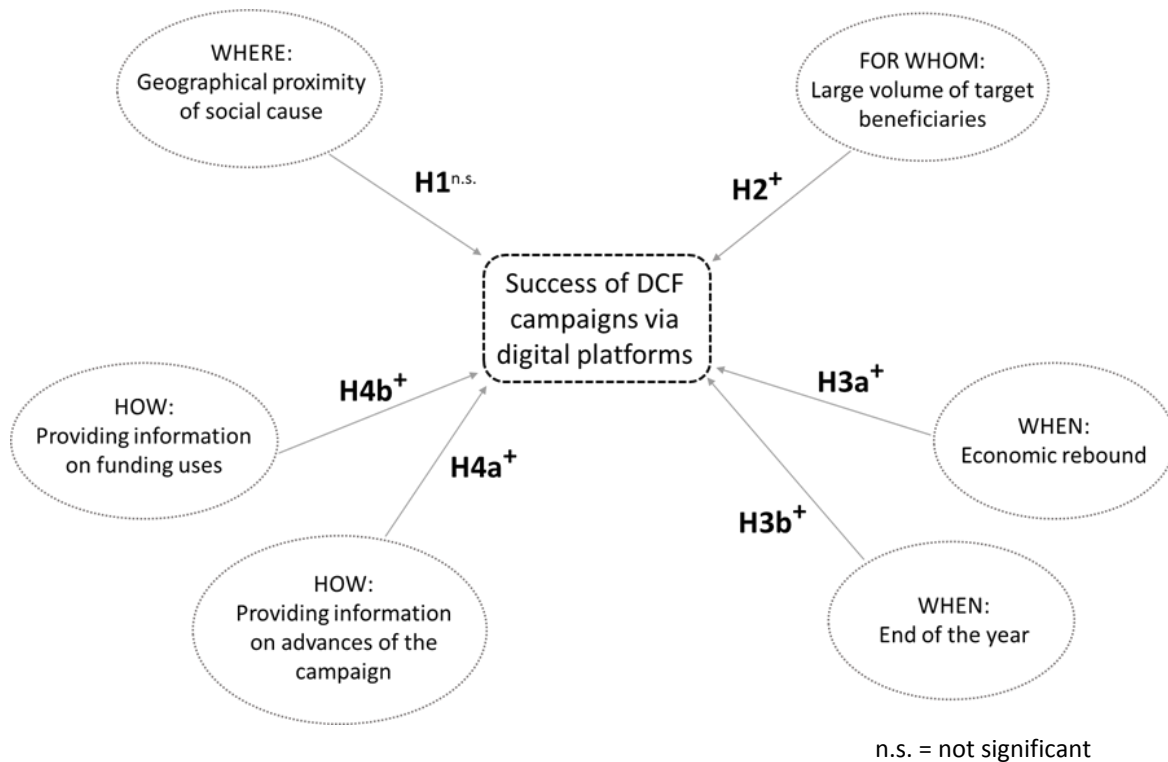


Figure 2.1 Determinants of successful offline fundraising campaigns driving the success of DCF campaigns for social causes via digital platforms

2.3 Methodology

2.3.1 Selection of the donation-based crowdfunding platform for social causes

The focus of this research is on an *external, specialist, national* and *all-or-nothing* DCF platform called Microdonaciones. Launched by Fundación Hazloposible in 2012, Microdonaciones was a digital platform aimed to promote giving of small amounts of money to charitable campaigns fostered by mostly Spanish SEO. Donors could contribute either to a specific campaign, or via regular and monthly contributions to a portfolio of campaigns. There was neither a minimum nor a maximum amount for giving. Once the potential *microdonor* made the decision to start a donation process, he had to

sign up as user in the platform, using an alias for the preservation of its identity if deemed appropriate. The campaigns hosted on the platform were distributed by categories according to their final purpose. For each campaign, online datasheets offered by default a set of details, including the title of the campaign, one related picture (at least), the name of the promoting SEO, the requested total budget and the total amount raised, the closing day of the campaign and the number of days left until the deadline, the volume of total target beneficiaries, and the volume of total donors heretofore as well as a brief narrative description on the aim of the campaign with related hyperlinks included. All the campaigns were active on the platform for a period of five weeks from their start-date, with a view to getting the monetary target requested.

The selection of Microdonaciones as donation-based CFP responded mainly to the following criteria. Firstly, the relevant intermediation and advising roles played by Microdonaciones with the promoting organizations, in addition to admittedly centralizing the resulting monetary transactions. Since charitable campaigns hosted in Microdonaciones were mainly promoted by small or medium sized SEO, their ICT skills could be minimal. In response to this limitation, Microdonaciones intermediated in the communication process between SEO and their potential donors' base, by creating and expanding their relationship through the exchange of contact data. Furthermore, Microdonaciones provided training and advice to SEO helping the development of ad-hoc effective communication actions focused on widely spreading their campaigns to reach as many people as possible. A second criterion was relative to the fact that the selection of the charitable campaigns to be finally hosted was standardized by the platform. This fact allowed us to limit the characteristic heterogeneity of the Spanish social economy sector (Alvarez-Gonzalez et al. 2017), favoring the estimation of the effect of the hypothesized factors on the success of the DCF campaigns via digital platforms. And finally, a third criterion had to do with the possibility of analyzing the effects of a donation-based CFP throughout its whole life cycle, since Microdonaciones completed its activity during the first quarter of 2017, five years exactly after its launching in the same stage of 2012.

2.3.2 Data collection and sample description

In order to test our hypothesis, data on independent and dependent variables was gathered from Microdonaciones' official website. In particular, details of charitable campaigns were collected from the Microdonaciones' online datasheets.

A database was built from the information and data provided on the site, storing a total of 360 successful and unsuccessful campaigns fostered by SEO since March 19, 2012, when the first charitable campaign hosted started, until March 22, 2017, when the last campaign finished. Over this five-year time frame period, campaigns attracted over 9,300 online donations via the platform, resulting in 262 successful charitable campaigns, 73% of the total promoted (Table 2.1).

Table 2.1 Microdonaciones campaign effects in the period analyzed (2012-2017)

Total Campaigns	Total successful campaigns	Total unsuccessful campaigns	Total requested (€)	Total raised (€)	Total donors	Total beneficiaries
360	262	98	681,733	516,448	8,413	149,477

SOURCE: Authors' own elaboration from Microdonaciones (Microdonaciones, 2017)

Regarding the characteristics of our sample of 360 campaigns, and as described in table 2.2, more than half responded to international causes (53%) (i.e. those with targeted beneficiaries residing abroad), 44% supported national causes (i.e. target beneficiaries residing in the country), and 3% focused on causes benefitting foreigners residing in the country (e.g. families/individuals temporarily residing in Spain such as war refugees, minors moved for medical treatments or surgeries, etc.).

The volume of potential beneficiaries was included in 272 campaigns (76%) out of the total sample of 360, pointing towards a majority of micro campaigns. 59% of the campaigns targeted less than 100 potential beneficiaries, 14% targeted between 101 and 1,000, 2% targeted between 1001 and 10,000, and the remaining 1% targeted over 10,000 potential beneficiaries.

Most charitable campaigns were run during the first and fourth trimesters of the year (from October to March, both months included), (59%), followed by 26% of campaigns being run during the second trimester (April to June, inclusive) and 15% during the third trimester (July to September, inclusive). 68% of the campaigns were held during a period

of relative economic rebound (2014-2017). On the contrary, the remaining 32% were carried out within a context of economic crisis in the country (2012-2013).

As far as the additional information voluntarily provided by the promoting SEO within the campaign online datasheet is concerned, in 60% of the cases the promoting organizations updated information on the campaign advances. In 19% of campaigns, they provided details on the final funding uses raised during the campaign.

Table 2.2 Sample description

Descriptors	Volume of campaigns in Microdonaciones (N= 360)
<i>The geographical scope of social cause</i>	
International	53%
National	44.2
Foreigners in the country	2.8
<i>Volume of target beneficiaries ^a</i>	
From 1 to 100	58.6
From 101 to 1,000	13.9
From 1,001 to 10,000	1.7
Over 10,000	1.4
<i>Timing of campaign</i>	
1 st trimester of the year (Jan-Feb-Mar)	28.9
2 nd trimester of the year (Apr-May-Jun)	26.3
3 rd trimester of the year (Jul-Aug-Sept)	14.8
4 th trimester of the year (Oct-Nov-Dec)	30
Economic crisis (2012-2013)	31.9
Economic rebound (2014-2017)	68.1
<i>Information provided by the promoting organization</i>	
Information on advances of the campaign	59.7
Information on funding uses	18.9

(a) Applicable to 76% of the total campaigns

SOURCE: Authors' own elaboration

2.3.3 Measuring the model variables

Our dependent variable - the success of DCF campaigns - was operationalized as the *attainment of the monetary goal requested* in due time within the platform. As a

dichotomous dependent variable, two possible values can be adopted: 1, when the monetary goal was achieved (successful campaign) and 0 in the contrary case, if funding raised did not suffice to reach the target goal (unsuccessful campaign).

For each of the 360 charitable campaigns, we recorded data for a set of predictor variables. We used the geographical scope of the social causes to measure whether donations went to campaigns whose target beneficiaries were people who were *not* born (or resident) in Spain (*international*), people born or living in the country (*national*), or foreign beneficiaries residing temporarily in Spain (*foreigners in the country*). Data was obtained taking into account the imagery and narrative information included in the online datasheet of each campaign, where the specific origins of target beneficiaries were explicitly included.

We determined the volume of target beneficiaries based on the number of potential recipients in need specified per campaign on the Microdonaciones online datasheets. In the absence of an objective criteria used for quantifying potential beneficiaries in previous studies in this field, we set four intervals of target beneficiaries (Rey-Garcia & Alvarez-Gonzalez, 2011): *From 1 to 100*, *From 101 to 1,000*, *From 1,001 to 10,000* and *Over 10,000*.

The moment of running the campaign was also relevant, given the concurrence of an economic crisis scenario during the period analyzed. In the particular case of Spain, early 2015 marked the turning point from which the upward trend of economic rebound in the country began to be perceived by Spanish households in terms of consumption (OCDE, 2017). The country's annual GDP rate was actually already showing positive signs of recovery in 2014 (INE, 2018), after passing through negative indicators during part of the economic crisis (i.e. 2008 - 4th quarter -, 2009, 2010 - 1st quarter -, 2011, 2012, 2013). With this in mind, the start dates of the campaigns were calculated from closing dates, taking as reference the active period of five weeks for each campaign in the platform. According to the start dates, campaigns were allocated a GDP rate (positive or negative) depending on the quarter and the year they were undertaken. Thus, we categorized the campaigns held in 2012 and 2013 under the *economic crisis* period, and those undertaken from 2014 (inclusive) onwards as *economy rebound* period campaigns.

In order to test the explanatory capacity of the *end of the year* period as a determinant of success, campaigns were categorized based on their starting dates in Trimester 1 (January, February and March), Trimester 2 (April, March and June), Trimester 3 (July, August and September) and Trimester 4 (October, November and December) of each year between 2012 and 2017. Attending to the specific literature reviewed, we assumed that those campaigns initiated from October onwards and ready to catch the donors' online attention for the successive five weeks, would be undertaken within a period of growing pre-Christmas spirit that would predispose them to a greater success, in addition to the opportunity individual donors have to take advantage on the possibility of tax saving in this period. Taking into account the coexistence of different Christmas holidays calendars, and the application of tax savings formulas in different countries, and given that the volume of charitable campaigns promoted during the New Year period is still remarkable, we decided to also include those campaigns run during Trimester 1 of each year within the around of the *end of the year* period.

Finally, we also considered the additional information voluntarily provided by the promoting SEO in each respective datasheet, in order to analyze the extent to which it explains the success of the online campaigns. Data was obtained paying attention to additional disclosures on the *advances for each campaign* in order to encourage the potential donors' commitment (i.e. ongoing thank you messages, motivational messages encouraging people to keep giving, etc.). In the case of additional information updated on the *uses of funding* finally raised, data was gathered paying attention to the narrative and campaign imagery added once the campaigns were over (e.g. listing of initial purchases vs. final purchases, audiovisual reports on preparations and/or results of activities scheduled, audiovisual reports on symbolic laying of "first stones" or final look of infrastructures, buildings or technologies, imagery from actual beneficiaries thanking/receiving/celebrating the target reached, etc.).

2.4 Results

As regards the potential influence that determinants of offline campaign success could have on the probability of achieving the monetary target requested in DCF campaigns, results of a logit model using STATA 13.0 MP for Windows are detailed in Table 2.3.

Table 2.3 Effects of determinants of success of offline fundraising campaigns on success of DCF campaigns via digital platforms

Variables	Coef.	Std. Err.	P> z
Where: The geographical scope of social cause			
National	-1.988	0.41	0.000
For Whom: Volume of target beneficiaries			
From 1 to 100	4.015	0.48	0.000
When: Timing of campaign			
Economy rebound (2014-2017)	0.244	0.44	0.581
End of the year	-0.545	0.38	0.153
How: Information provided by the promoting organization			
Information on advances of the campaign	1.588	0.38	0.000
Information on funding uses raised during the campaign	3.218	1.14	0.005
Constant	-0.434	0.54	0.423
Log likelihood	-94.558751		
N	360		
LR chi2	233.72		
Prob > chi2	0.0000		
Pseudo R2	0.5527		

SOURCE: Authors' own elaboration

Results show that the existence of geographical proximity among potential donors and beneficiaries of social causes negatively affects the success of DCF campaigns through digital platforms ($p=0.000$). Consequently, and contrary to both literature on traditional, offline campaigns and to our expectations, H1 is not supported.

Also contrary to expectations, a limited volume of potential beneficiaries of the DCF campaign has a positive effect on the success of the campaigns. Results reveal that the existence of less than 100 potential beneficiaries explains ($p=0.000$) the success of DCF campaigns performed to assist them. However, it should be borne in mind that the representativeness of the categories here analyzed is deeply uneven - i.e. *from 1,001 to 10,000* and *over 10,000* have 6 and 5 observations respectively -, whereas the category *from 1 to 100* represents 59% of the total campaigns, 77.6% of the 272 campaigns including this data. Considering this mismatch, the latter happens to be the only truly substantial category. This having been said, and contrary to our expectations, H2 is not supported.

As far as factors underlying timing of the campaigns are concerned, neither have significant effects and hence do not explain the success of online campaigns. Neither

was run in a period of economic rebound ($p=0.581$), nor around the end of the year ($p=0.153$), determine the attainment of the monetary target requested by the deadline. Consequently, and contrary to expectations, the results do not support H3a and H3b.

Finally, the strong link between the inclusion of additional information voluntarily provided by the promoting SEO and the success of DCF campaigns is seen. The voluntary inclusion of additional and updated information on the advances ($p=0.000$) and the end-uses of funds raised ($p=0.005$) in the context of the DCF campaigns, determines their success. Therefore, H4a and H4b are supported.

2.5 Discussion, Implications and Further Research

The present study aims to contribute to the existing literature by analyzing the extent to which factors explaining the success of offline fundraising campaigns for social causes may also explain the success of DCF campaigns fostered by SEO via digital platforms. The major contribution consists thus of filling a gap within the emerging literature on the identification of determinants of the success of DCF campaigns for social causes. Employing the campaign as the unit of analysis, we focused on those determinants previously identified by the literature on the success of offline fundraising campaigns, specifically in relation to the geographical scope of the causes (*Where*), the volume of potential beneficiaries expected to be assisted (*For Whom*), the moment when campaigns are performed (*When*) and the behavior of the promoting organizations (*How*).

Firstly, results show the prevalence among successful DCF campaigns of those supporting causes not specifically domestic, but rather of those fostering causes aiming to assist geographically distant potential beneficiaries with whom it is relatively easy to empathize thanks to the digital coverage and the use of technological devices. This insight contradicts most of the literature reviewed about offline campaigns, but is consistent with evidence found in some countries such as Spain where campaigns for international humanitarian causes have been traditionally more successful than those for domestic causes (Rey-Garcia et al. 2013). Digital transformation seems to have brought international causes to very close proximity to potential donors thanks to the penetration of the Internet in the day-to-day realm and to the fact we can permanently access mobile devices.

Secondly, results show that successful DCF campaigns tend to mainly focus on social causes that involve a very limited volume of potential beneficiaries in need. Insights at this point are also in contradiction with literature on the success of offline fundraising campaigns, perceived as great events with a high impact related to the large number of resulting recipients (van Leeuwen & Wiepking, 2013). Under the digital paradigm, “small is beautiful”, and donors seem to pay more credibility to micro projects, i.e. those targeting a small group of beneficiaries to whom they can put a face and help realistically. This is consistent with studies which claim that DCF donors tend to often contribute small amounts, preferring smaller goals campaigns and prefer to keep contributing when a goal is nearly met (Cockrell et al. 2016).

Thirdly, evidence shows that charitable giving via digital platforms is neither adjusted to economic fluctuations, nor connected to specific periods of the year, as opposed to offline fundraising campaigns. The insights derived here raise major managerial implications for the promoting SEO, basically in relation to the scheduling of DCF campaigns fostered via digital platforms. In a digitally dense world, every moment seems to be “a good time to give”.

Fourthly, and finally, results show that successful DCF campaigns include details and information on the advances and the end-uses of the volume of contributions eventually raised. In this regard, relevant implications for the promoting SEO emerge again from a managerial perspective. Digital accountability and transparency seem key not only in order to minimize the characteristic information asymmetry in the relationship between SEO and their donor communities, but also for providing and sharing contents that stimulate the creation of stable, long-term relations, give donations and contribute to sustainable funding for the organization. This finding is consistent with research stating that the implementation of “share functions”, favoring the spreading of campaign dialogue, may become equally crucial to finally gain potential donors’ support and ensuring the campaign success (Aprilia & Wibowo, 2017; Gleasure & Feller, 2016; Byrnes et al. 2014).

Thus, in the realm of DCF campaigns through digital platforms, domestic causes tend to be less successful, while those with a limited number of target beneficiaries tend to reach their goal. Also, campaigns richer in updated information on their advances and the end-uses of funds raised tend to be more successful. These results hold regardless of the time of the year. In view of the results, we can conclude that fundraising

campaigns fostered by SEO for social causes behave differently offline and online, and consequently DCF campaigns through digital platforms meet distinct criteria for success.

This research reveals a set of major implications not only for any type of SEO trying to crowdfund for social causes, but also for businesses involved in DCF in the context of their corporate social responsibility strategies, in order to effectively design, manage and run DCF campaigns for social causes. Digital transformation seems to have affected not only fundraising channels and tools, but also the nature of the fundraising campaign itself. Far from being once-only events (as traditional offline fundraising campaigns are), DCF campaigns via digital platforms constitute permanent content to be accessed, shared and commented through social networking sites (SNS) and beyond the media coverage effects on the social causes involved. Therefore, the DCF campaign is constantly evolving over time. The aim of a DCF campaign will thus go beyond the attainment of the monetary target requested and become essential for building an actively engaged audience around the cause, diffusing it among the network of contacts of potential donors, who in its turn will spread it once more, increasing the levels of funding and participation and guaranteeing the sustainability of the campaign (Byrnes et al. 2014; Outlaw, 2013). In particular, the information that is voluntarily disclosed in the campaign (e.g. narrative claims, description and picture/video imagery) may be useful to effectively impact potential donors and help them empathize with the social cause and its beneficiaries (Gleasure & Feller, 2016).

However, not only the nature of campaigns and the tools to develop them seem to have been digitally transformed. DCF in particular provides digital donors with the opportunity to join, and being part, of like-minded people online communities whereby showing social engagement, chance not encouraged so far by traditional charity formulas (Choy & Schlagwein, 2015). While *warm glow* and *pure altruism* may still play important roles, the donations of other peers feeding greatly the formation of expectations, since digital donors tend to give what they think they are expected to give (Gleasure & Feller, 2016; Smith et al. 2015). Implications of this research consequently may equally assist SEO in establishing effective relationships with new digital donors in order to achieve sustainable growth.

We acknowledge the limited size of the sample analyzed as the main limitation of the research (N=360). Similarly, future research on DCF for social causes could serve to collect additional data and include a set of independent control variables (e.g. number

of organizers, aim of SEO, prior successful campaigns, or the degree of professionalization) to further amplify the scope of the results of this line of research. Further research is also needed to shed light on the identification of additional factors explaining the success of DCF campaigns fostered by SEO for social causes, evaluating (1) the effect of the campaign design mix, based on the campaign disclosure, the campaign imagery and the campaign online dialogue; (2) the explanatory capacity of the organizational traits of the promoting SEO, and (3) the influence of the social media literacy and Web capacity of the promoting SEO.

Chapter 3. Donation-based crowdfunding for charitable causes via digital platforms: campaign factors explaining their success

Abstract

The purpose of this research consists of exploring the extent to which campaign factors may influence the success of donation-based crowdfunding (DCF) campaigns promoted by Nonprofit Organizations (NPOs) through digital platforms. Firstly, campaign factors determining the success of online fundraising campaigns for charitable causes are identified from previous literature. Secondly, a set of hypotheses linking these factors to DCF campaigns is proposed. Thirdly, their explanatory capacity is measured through quantitative analysis based on a database of 360 campaigns fostered by small, medium and large-size NPOs via Microdonaciones, a donation-based crowdfunding digital platform, for the period between 2012 and 2017. Logistic regression analysis is used to test the hypotheses proposed. Results confirm the high explanatory capacity of determinants related to the information voluntarily provided by the promoting organizations and the spreadability of the campaign. However, factors related to the length of the textual information in the disclosure, and to the campaign imagery do not influence their success. This research suggests that the success of campaigns is closely related to guaranteeing the accessibility, sharing and updating of transparent information of those campaign details that potential donors deem relevant. Implications of this research emerge from managerial and technical design perspectives to effectively design DCF campaigns in social media and network environments.

JEL Codes: G19, L31; O33; M31; D91

Keywords

Donation-based crowdfunding; charitable causes; digital platforms; campaign factors; spreadability; transparency and accountability

3.1 Introduction

Crowdfunding (CF) campaigns consist of open calls by promoters or fundraisers to contribute to a wide variety of causes with different objectives (i.e. technological, scientific, creative, business, cultural, artistic or social objectives, among many others). These can follow an *all or nothing* modality - the monetary contributions are effective for contributors or funders (charged to bank accounts) and promoters (effective payment) only if the total amount requested is achieved by the deadline -, or a *keep it all* modality - when monetary contributions are effective for contributors and promoters, regardless of the amount raised relative to the target -. Participation in CF campaigns, despite being mostly related to the contribution of monetary resources, is also possible by offering products or services in kind (De Buysere et al. 2012).

Among the different CF models, Donation-based crowdfunding (DCF) emerges when funders donate to causes just for the sake of supporting them, without having any expectation for (material) compensation (Massolution, 2012). DCF is typically used when the cause to be supported is a charitable one. The profile of DCF promoters is diverse, from charities to social entrepreneurs, hybrid organizations, professional circles, or research units. All of these formally or informally associated individuals and groups aim to provide solutions to social needs through calling for others' monetary and nonmonetary contributions.

Resulting from the development of Web 2.0-based technologies, CF campaigns are channeled through new electronic spaces which are mostly websites, e-portals, Social Networking Sites (SNS), text messaging services, apps and digital platforms. A digital platform is an online portal where users' authentication is required and commercial or noncommercial transactions between the parties involved are handled. It often provides other kind of services such as media hosting or social networking, increasing the online visibility of the operations and the variety of potential contacts between users and contributors (Danmayr, 2014). Crowdfunding platforms (CFPs) can be *own* platforms – launched by the same promoters of the campaigns (i.e. individuals, entities or businesses) – or *external* platforms – when third parties act as intermediaries between promoters and funders. The latter are especially recommended when promoters have no prior experience of launching and managing CF calls. Depending on the variety of campaign categories, CFPs can be *specialists* when they host campaigns from the same category (e.g. charity), or *general*, when they host campaigns from a wide variety of categories (e.g. cultural, creative, social, technology). In terms of the

geographical scope of the platform owner, CFPs can be either *national* or *franchises* of global or international platforms. In the particular case of CFPs for charitable causes under the donation model, there are a total of 103 currently active worldwide (CrowdsUnite, 2018). Specifically in Spain, 89% of charitable platforms are also based on the donation formula (Fondevila et al. 2015).

Scholarly attention has increasingly focused on DCF over the last few years, mainly on the antecedents and processes that take place at individual and organizational levels (Aprilia & Wibowo, 2017; Bergamini et al. 2017; Berliner & Kenworthy, 2017; Cao & Jia, 2017; Tremblay-Boire & Prakash 2017; Bernardino & Santos, 2016; Gleasure & Feller, 2016; Ryu et al. 2016; Althoff & Leskovec, 2015; Beaulieu & Sarker, 2015; Bellio et al. 2015; Choy & Schlagwein, 2015; Castillo et al. 2014; Mano, 2014; Paulin et al. 2014; Chen & Givens, 2013; Ordanini et al. 2011; Ozdemir et al. 2010; Bennett, 2009, 2005; Eller, 2008; Goecks et al. 2008). However, existing literature has been paying more attention to the features of individual donors than to the campaign factors themselves when explaining their effectiveness, disregarding the great potential the analysis of these factors could have for marketing academics and/or nonprofit practitioners.

In this context, the general goal of this research consists on analyzing the extent to which different factors inherent to the design of DCF campaigns via digital platforms explain their success. In order to achieve this objective, we first characterize DCF campaigns for charitable causes via digital platforms. Based on a systematic literature review, we next propose a set of hypotheses linking the factors identified to the success of DCF campaigns through digital platforms. The explanatory capacity of the determinants will be tested through an exploratory quantitative analysis based upon a database of 360 charitable campaigns fostered by small, medium and large-size NPOs through the DCF platform Microdonaciones, for the period 2012-2017. We also explain the methodology used to conduct the analysis and finally, present the empirical results and main conclusions.

3.2 Literature review and hypothesis formulation

3.2.1 Donation-based Crowdfunding campaigns for charitable causes via digital platforms

As previously noted, CF campaigns specifically based on donation are a model that is frequently used by NPOs for financing charitable causes. In addition to a funding

channel, they also serve to (1) raise awareness on social causes among the communities to which the promoters belong, publicizing the campaigns online and spreading other successful initiatives (Bergamini et al. 2017); (2) increase their social bases, directing their communication efforts to convince supporters of the convenience and security of DCF in order to turn offline donors into online donors (Treiblmaier & Pollach, 2006); (3) control donors through the widely, heterogeneously and daily use of fourth-generation technologies that allow real time interactions (Bellio et al. 2015); (4) prove the legitimacy of the campaigns, through elements such as their mission or the quality of information offered (Tanaka & Volda, 2016); (5) learn from failed campaigns, since in DCF 'the rich get richer' and successful promoters will tend to be more successful (Pak & Wash, 2017); and (6) as a demonstration of reliability, since the online disclosure of related contents helps to mitigate the usual information asymmetry between nonprofits and individual donors, and to generate trust (Gras et al. 2017; Tremblay-Boire & Prakash, 2017; Choy & Schlagwein, 2016; Althoff & Leskovec, 2015; Hsieh et al. 2011).

Previous research has identified a set of campaign factors determining the success of offline fundraising campaigns for social causes. In particular, the following ones should be mentioned: 1) the geographic scope of the fostered social cause - *Where?* - (Rey-Garcia et al. 2013; van Leeuwen & Wiepking, 2013; Wiepking & van Leeuwen, 2013; Bekkers & Wiepking, 2011), according to which people generally tend to give more to domestic causes than international ones; 2) the characteristics of target beneficiaries of the campaign - *For Whom?* - (Einolf et al. 2013; van Leeuwen & Wiepking, 2013), with those social causes involving larger volumes of potential beneficiaries raising more money; 3) the timing of the campaign - *When?* - (Einolf et al. 2013; van Leeuwen & Wiepking, 2013; Wiepking & van Leeuwen, 2013; Bekkers & Wiepking, 2011) according to both the stage of the economic cycle in the country of potential donors (i.e. prosperity), and the specific time of the year when the campaign is held (i.e. end of the year); and finally, 4) the behavior of the promoter or fundraiser - *How?* - (Hou et al. 2017; Tremblay-Boire & Prakash, 2017; Beldad et al. 2015; van Leeuwen & Wiepking, 2013; Wiepking & van Leeuwen, 2013; Bekkers & Wiepking, 2011), with a higher likelihood to succeed if information on the progress of the campaign and/or on funding uses are provided by promoters. However, recent evidence suggests the limited explanatory capacity of most of these factors in a purely online realm: in DCF campaigns through digital platforms, domestic causes tend to be less successful, while those with a limited number of target beneficiaries tend to reach their goal (Salido-Andres et al. 2018d). Campaigns richer in updated information on their advances and

the end-uses of funds raised tend to be more successful (Salido-Andres et al. 2018c), all of which hold regardless of the time of the year, and the economic period.

Scholarly attention has also focused on online DCF over the last few years, explaining the effectiveness of DCF campaigns mostly from the following perspectives: (1) the role played by the features of (potential) individual donors (i.e. traits, motivations and behavior) in the development of charitable causes via DCF campaigns (Cao & Jia, 2017; Lacan & Desmet, 2017; Neumayr & Handy, 2017; Tremblay-Boire & Prakash 2017; Cockrell et al. 2016; Gleasure & Feller, 2016; Ryu et al. 2016; Ryu & Kim, 2016; Althoff & Leskovec, 2015; Beaulieu & Sarker, 2015; Beltran et al. 2015; Choy & Schlagwein, 2015; Lee et al. 2015; Smith et al. 2015; Steinemann, et al. 2015; Castillo et al. 2014; Mano, 2014; Paulin et al. 2014; Chen & Givens, 2013; Reddick & Ponomariov, 2013; Ordanini et al. 2011; Bennett, 2009), and (2) the central role of technology in the articulation of this funding formula (Aprilia & Wibowo, 2017; Bergamini et al. 2017; Berliner & Kenworthy, 2017; Flanigan, 2017; Gras et al. 2017; Sura et al. 2017; Bernardino & Santos, 2016; Budak & Rao, 2016; Choi & Kim, 2016; Tan et al. 2016; Wang et al. 2016; Yang et al. 2016; Beaulieu & Sarker, 2015; Belleflamme et al. 2015; Bellio et al. 2015; Solomon et al. 2015; Castillo et al. 2014; Chen & Givens, 2013; Ordanini et al. 2011; Ozdemir et al. 2010; Eller, 2008; Goecks et al. 2008; Bennett, 2005). Individual antecedents and technological enablers are by far the prevalent protagonists within the existing literature. However, other *a priori* material aspects when explaining the effectiveness of DCF campaigns, such as their design and development and, by extension, the influence that these campaign factors could have on it, have attracted less academic attention, which has been largely confined to DCF campaigns with medical purposes (Berliner & Kenworthy, 2017; Kim et al. 2016; Snyder et al. 2016; Byrnes et al. 2014; Dragojlovic & Lynd, 2014).

3.2.2 Factors inherent in the design of Donation-based Crowdfunding campaigns explaining their success

Previous literature (Aprilia & Wibowo 2017; Berliner & Kenworthy, 2017; Tremblay-Boire & Prakash, 2017; Choy & Schlagwein 2016, 2015; Gleasure & Feller, 2016; Kim et al. 2016; Moqri & Bandyopadhyay, 2016; Snyder et al. 2016; Althoff & Leskovec, 2015; Fondevila et al. 2015; Saxton & Wang, 2014) has identified a set of factors inherent in the design of DCF campaigns for charitable causes determining their success, namely: 1) the disclosure; 2) the imagery; 3) the updating; and 4) the spreadability.

We specifically draw on these determinants with the intention to build a set of hypotheses about their potential influence on the success of DCF campaigns via digital platforms.

3.2.2.1 *The campaign disclosure*

Previous researches have evidenced the center role of transparency in trust-building, positively affecting the perceived credibility on DCF campaigns, and increasing their likelihood to succeed (Polzin et al. 2017; Tremblay-Boire & Prakash, 2017; Choy & Schlagwein, 2016; Gleasure, & Feller, 2016; Kim et al. 2016; Snyder et al. 2016; Althoff & Leskovec, 2015). Transparency is understood as “a process that involves collecting and making accessible for public scrutiny relevant information about the nonprofit, both in terms of governance and management...that satisfies the expectations of internal and external stakeholders” (Rey-Garcia et al. 2012, p.78).

In particular, the campaign disclosure - i.e. the extent of information made available on the campaign itself - is associated with increased donations in DCF campaigns for charitable causes. According to Gleasure & Feller (2016), the inclusion of campaign disclosure allows for greater explanation of goals, helping potential donors to empathize with the target beneficiaries, and appealing to *pure altruism*. In the same way, a redundant narrative description helps to ensure the spreadability of campaigns between potential donors (Berliner & Kenworthy, 2017), increasing their perceived credibility (Kim et al. 2016; Hsieh et al. 2011).

Specifically, the quantity of text information - in the form of longer word counts -, composing the campaign disclosure on DCF platforms, positively influences their likelihood to succeed (Kim et al. 2016). To this effect, Aprilia & Wibowo (2017) statistically proved in the context of DCF for natural disasters and medical causes that the success rate will increase by 0.0843% for each additional word in the campaign description, since shared understanding comes from the existing vocabulary, and the ability for description can generate a positive signal for the potential donors. As a consequence, we posit that

Hypothesis 1 (H1) DCF campaigns for charitable causes through digital platforms including more textual information in their disclosure are more likely to succeed.

3.2.2.2 *The campaign imagery*

Campaign imagery in the form of pictures and videos has been proved to positively affect the achievement of greater donations (Gleasure & Feller, 2016). Promoting fundraisers are thus regularly advised to provide multimedia content through the platform - in the form of suitable pictures and videos of potential beneficiaries - in order to: (1) generate strong responses among viewers (Snyder et al. 2016); (2) allow potential donors to feel the sense of taking active part of a like-minded donor community (Choy & Schlagwein, 2016); (3) attract (and retain) potential donors (Berliner & Kenworthy, 2017); (4) maximize the possibilities for contribution (Choy & Schlagwein, 2015); (5) increase the perceived credibility of the campaign (Kim et al. 2016); (6) ensure the spreadability of the campaign (Berliner & Kenworthy, 2017); and consequently, (7) maximize their likelihood to succeed (Berliner & Kenworthy, 2017; Body & Breeze, 2016; Fondevila et al. 2015). In the context of the comparative case study of two DCF campaigns for environmental and medical causes performed by Choy & Schlagwein (2016, 2015), authors found that online videos *touched* many donors, as video contents resulted crucial to understand the complexity of the projects, to empathize with the life conditions of end-beneficiaries, and to support their final decision to donate. In line with the aforementioned, we expect

Hypothesis 2a (H2a) DCF campaigns for charitable causes through digital platforms providing more pictures are more likely to succeed
and,

Hypothesis 2b (H2b) DCF campaigns for charitable causes through digital platforms providing online videos are more likely to succeed.

3.2.2.3 *The campaign updating*

Online campaign transparency should be understood as a feedback process that takes place before, during and after the campaign and encompasses not only the campaign disclosure by the NPO, but also a multidirectional dialogue - both online and offline - that reinforces the organization's accountability toward its stakeholders about goals, means and achievements, including a timely follow up on funds raised and their subsequent uses. Donors seem to contribute less when organizations are run inefficiently or the distribution of aid to victims is irresponsible and unfair, and consequently their contributions will not make a real impact (Tremblay-Boire & Prakash, 2017). The regular provision of information via digital platforms is therefore crucial to minimize the characteristic asymmetric distribution of information between

NPOs and potential donors (Tremblay-Boire & Prakash, 2017; Yang et al. 2016). In response to this information gap, potential donors may also collect information on past performance of promoters through the personal scrutiny of sites and (online) word-of-mouth in order to ensure their donations will be handled effectively (Tremblay-Boire & Prakash, 2017; Cockrell et al. 2016). In this sense, quantity, quality and accessibility of information is material, namely, the periodical updating on campaign progresses and on final allocation, and uses of funds (Choi & Kim, 2016; Kim et al. 2016; Tanaka & Volda, 2016; Fondevila et al. 2015; Byrnes et al. 2014), which would also reinforce the legitimacy of the campaign (Tanaka & Volda, 2016). As a consequence, we posit that

Hypothesis 3a (H3a) DCF campaigns for charitable causes through digital platforms where the promoting NPOs regularly provides timely information on the advances of the campaign are more likely to succeed

and,

Hypothesis 3b (H3b) DCF campaigns for charitable causes through digital platforms where the promoting NPOs provides information on the final uses of funding are more likely to succeed.

3.2.2.4 *The campaign spreadability*

Campaigns' success can be measured through the dimensions of funds raised (i.e. final volume of contributions raised) and advocacy support (i.e. degrees of awareness/mobilization achieved around a specific social cause). In both cases, spreadability emerges as a *sine qua non* condition in the digital realm, understood as the wide distribution and circulation of information on digital media platforms (Jenkins et al. 2013). In the context of DCF campaigns, the spreadability of campaign details seems to be crucial as both cause and effect of success, in the light of previous research (Aprilia & Wibowo, 2017; Berliner & Kenworthy, 2017; Lacan & Desmet, 2017; Choy & Schlagwein, 2016, 2015; Korolov et al. 2016; Moqri & Bandyopadhyay, 2016; Snyder et al. 2016; Beaulieu & Sarker, 2015; Fondevila et al. 2015; Saxton & Wang, 2014), affecting aspects such as the design itself of campaigns aiming to be successful, and the inclusion of factors inherent to it.

DCF campaigns are open and searchable through online search engines, and spread on different social media, networks and platforms, enlarging their potential effect (Snyder et al. 2016; Tanaka & Volda, 2016; Choy & Schlagwein, 2015; Mano, 2104; Saxton & Wang, 2014). In particular, the DCF campaigns spreadability seems to positively affect

their success by: (1) maximizing the effects of the campaigns to wider potential donor audiences (Berliner & Kenworthy, 2017; Snyder et al. 2016; Fondevila et al. 2015; Saxton & Wang, 2014); (2) enabling the dialogue based on the electronic word-of-mouth (Lacan & Desmet, 2017; Du & Li, 2016; Gleasure & Feller, 2016; Moqri & Bandyopadhyay, 2016; Beaulieu & Sarker, 2015; Paulin et al. 2014; Saxton & Wang, 2014); (3) influencing (impulse) online donations (Sura et al. 2017; Saxton & Wang, 2014; Bennett, 2009); and (4) reinforcing the legitimacy of campaigns (Tanaka & Volda, 2016) as it increases their perceived credibility (Kim et al. 2016; Hsieh et al. 2011).

Social media and networks have also proved to be useful for humanizing DCF platforms, due to fostering social interaction between fundraisers and potential donors, increasing the spreadability of the hosted campaigns through the use of *share* functions (Berliner & Kenworthy, 2017; Bernardino & Santos, 2016; Choy & Schlagwein, 2016, 2015). Potential donors will help to spread DCF campaigns sharing them from their own social media and networks such as Facebook and Twitter, and allowing other users to visit the campaigns' site in order to raise both awareness and contributions (Choy & Schlagwein, 2016; Snyder et al. 2016). In particular, Facebook users were assumed to be more responsive to desirable behavior within social groups such as charitable giving, while users of other social networks such as Twitter were assumed to be more responsive to consumer goods and services. In this sense, an increase of the campaign spreadability from Facebook was proved to have just positive effects in the case of charitable campaigns, while the spreadability via Twitter only had positively affected private (creative) goods campaigns (Moqri & Bandyopadhyay, 2016).

In line with the aforementioned, we expect that

Hypothesis 4a (H4a) DCF campaigns for charitable causes through digital platforms that are more widely spread from social media and networks are more likely to succeed

and,

Hypothesis 4b (H4b) DCF campaigns for charitable causes through digital platforms that are more widely spread from Facebook are more likely to succeed than those more widely circulated from Twitter.

Conceptual model is depicted in Figure 3.1 as follows:

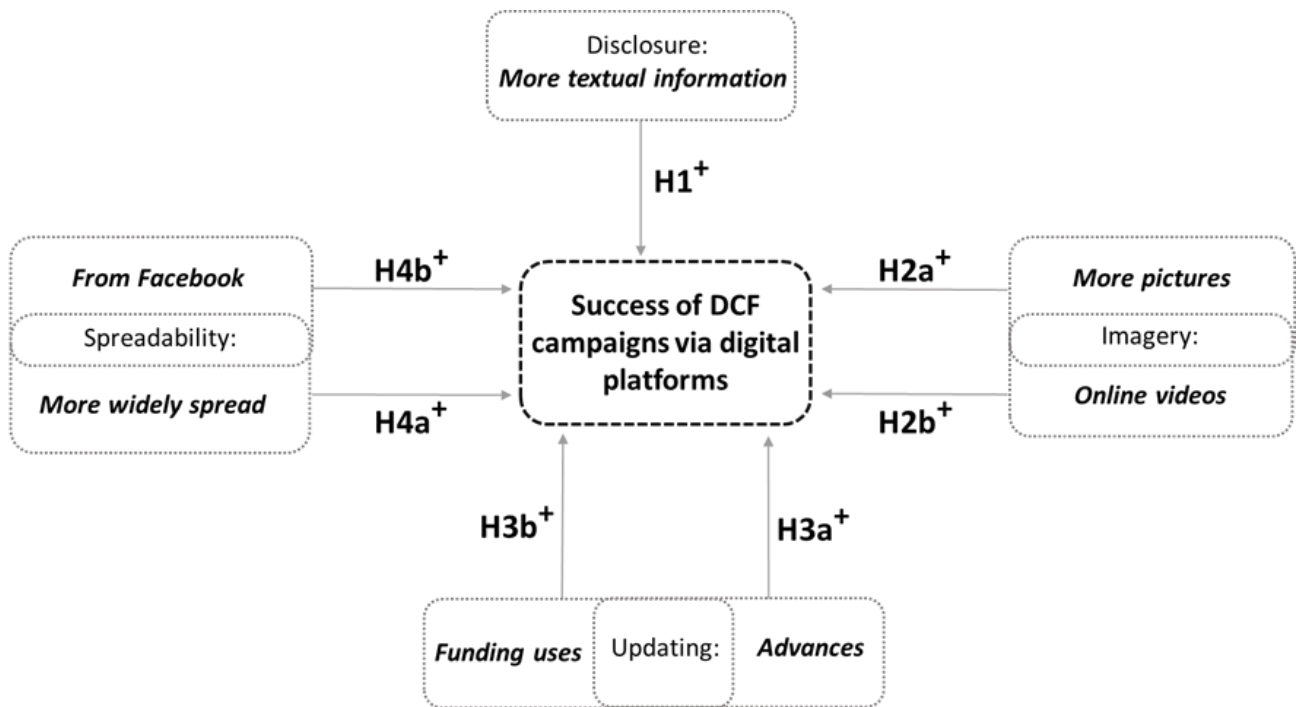


Figure 3.1 Campaign determinants of successful DCF campaigns for charitable causes via digital platforms

3.3 Methodology

3.3.1 Data collection

The focus of this research is on an *external, specialist, national* and *all-or-nothing* DCF platform called Microdonaciones. Launched by Fundación Hazloposible in 2012, Microdonaciones was a digital platform aimed to promote giving of small amounts of money to charitable campaigns fostered by mostly Spanish NPOs. Donors could contribute either to a specific campaign, or via regular and monthly contributions to a portfolio of campaigns. There was neither a minimum nor a maximum amount for giving. Once the potential *microdonor* made the decision to start a donation process,

he had to sign up as user in the platform, using an alias for the preservation of its identity if deemed appropriate. The campaigns hosted on the platform were distributed by categories according to their final purpose. For each campaign, online datasheets offered a set of details by default, including the title of the campaign, one related picture (at least), the name of the promoting organization, the requested total budget and the total amount raised, the closing day of the campaign and the number of days left until the deadline, the volume of total target beneficiaries, and the volume of total donors as well as a brief narrative description on the aim of the campaign with related hyperlinks included. All the campaigns were active on the platform for a period of five weeks from their start-date, with a view to getting the monetary target requested. Every campaign offered the possibility to connect different social media, i.e. Facebook, Twitter, LinkedIn, Google Plus and own websites/blogs through embedded sharing widgets.

The selection of Microdonaciones as donation-based CFP responded mainly to the following criteria. Firstly, the relevant intermediation and advising roles played by Microdonaciones with the promoting organizations, in addition to admittedly centralizing the resulting monetary transactions. Since charitable campaigns hosted in Microdonaciones were mainly promoted by small or medium sized NPOs, their ICT skills could be minimal. In response to this limitation, Microdonaciones intermediated in the communication process between the nonprofit and their potential donors' base, by creating and expanding their relationship through the exchange of contact data. Furthermore, Microdonaciones provided training and advice to the NPOs helping the development of ad-hoc effective communication actions focused on widely spreading their campaigns to reach as many people as possible. A second criterion was relative to the fact that the selection of the charitable campaigns to be finally hosted was standardized by the platform. This fact allowed us to limit the characteristic heterogeneity of the Spanish nonprofit sector (Alvarez-Gonzalez et al. 2017), favoring the estimation of the effect of the hypothesized factors on the success of the DCF campaigns via digital platforms. And finally, a third criterion was related to the possibility of analyzing the effects of a donation-based CFP throughout its whole life cycle, since Microdonaciones completed its activity during the first quarter of 2017, exactly five years after its launch in the same stage of 2012.

In order to test our hypothesis, data on independent and dependent variables for the promoted campaigns was gathered from Microdonaciones official website (i.e. campaigns' online datasheets), and from Analytics' social networking reporting for Microdonaciones. A database was built from the information and data provided,

storing a total volume of 360 charitable campaigns (both successful and unsuccessful) fostered by NPOs for the last 5-year time frame since March 19, 2012, when the first charitable campaign hosted started, until March 22, 2017, when the last campaign finished. During this period, the campaigns attracted over 9,300 online donations via the platform, resulting in 262 successful charitable campaigns, 73% of the total promoted (Table 3.1).

Table 3.1 Microdonaciones campaigns effects in the period analyzed (2012-2017)

Total Campaigns	Total successful campaigns	Total unsuccessful campaigns	Total requested (€)	Total raised (€)	Total donors	Total beneficiaries
360	262	98	681,733	516,448	8,413	149,477

SOURCE: Authors' own elaboration from Microdonaciones (2018)

3.3.2 Measuring the model variables

Considering the volume of funds raised as the key dimension of success of DCF campaigns, our dependent variable was operationalized as the *attainment of the monetary goal requested* in due time within the platform. As a dichotomous dependent variable, two possible values can be adopted: 1, when the monetary goal was achieved (successful campaign) and 0 on the opposite cases, if the funding raised was finally below the amount requested (unsuccessful campaign).

For each of the 360 charitable campaigns, we recorded data for a set of predictor variables. We used word counts to measure the campaign disclosure and test whether the donations went to campaigns with narrative descriptions including longer word counts. Data was obtained automatically counting the words presented in the 'Description of the project' tab within the campaign online datasheet. The sample was split considering the mean value (mean= 243.9609, S.D.= 102.3508) as a cut-off point (Santos-Vijande & Álvarez-González, 2007; Sanzo et al. 2007) and two categories were set: campaigns including longer word counts (*Over 244 words*), and campaigns including shorter word counts (*244 words or less*) within their disclosure.

We determined the campaign imagery based on the existence of multimedia related content, i.e. pictures and online videos, hosted in the 'Images' tab within the campaign online datasheet. As a dichotomous independent predictor, two possible values can be adopted: 1, when pictures - beyond the mandatory one by default - and/or online videos were included, and 0 otherwise.

We also considered the campaign updating in the sense of information voluntarily provided by NPOs in the form of (1) messages published as the campaign progressed with the objective to encourage the potential donors' commitment (i.e. ongoing thank you messages, motivational messages encouraging people to keep giving, etc.), and (2) textual and multimedia content on final funding uses and added once the campaigns were over (e.g. listing of planned purchases vs. final purchases; audiovisual reports on preparations and/or final results of activities scheduled; audiovisual reports on symbolic laying of "first stones" and a final look of infrastructures, buildings and technologies planned; imagery from end-beneficiaries thanking/receiving/celebrating the reached target, etc.). Again, as a dichotomous independent variable, two possible values can be adopted: 1, in the cases when information on the advances and/or final funding uses were provided, and 0 otherwise.

Finally, the campaign spreadability has been measured from the volume of sessions from social media and networks, and consequently campaigns were categorized according to the final volume of sessions received in each case. By one session we mean the period of time during which users of social media and networks interact with the Microdonaciones platform with a time limit (e.g. 30 minutes). Google Analytics will consider any display beyond that time of inactivity as a new session. In other words, a session can be understood as a *visit* made to the platform from other social media and networks. Data was obtained through Analytics by registering the final volume of sessions received for each hosted campaign in Microdonaciones. The sample was split considering the mean value (mean= 172.6497, S.D.= 230.9803) as a cut-off point (Santos-Vijande & Álvarez-González, 2007; Sanzo et al. 2007) and two categories were set: campaigns more widely spread (receiving *Over 173 sessions*), and campaigns less spread (receiving *173 sessions or less*). Secondly, and in order to analyze the extent to which the wide spread of the campaign from the social network Facebook determines the DCF success, campaigns were categorized according to the social network prevalent in the provision of sessions. As a dichotomous independent predictor, two possible values are adopted: 1, in the cases in which Facebook was the prevalent social network, and 0, if the prevalent one was Twitter.

3.3.3 Sample Description

Regarding the characteristics of our sample of 360 campaigns, and as described in table 3.2, more than half included short word counts (61%), whereas longer word counts were present in 39% of the campaigns' narrative description. Pictures - beyond the mandatory one included by default within the platform datasheet for the campaign presentation - were included in a vast majority of the campaigns (89%), while less than a third of the campaigns included online videos (29%). As far as the additional information voluntarily provided by the promoting NPOs is concerned, in 60% of the cases the NPOs regularly updated information on the campaign advances. In a mere 19% of campaigns however, the NPOs provided details on the final funding uses raised during the campaign. Finally, a significant majority of the campaigns (69%) were spread on a limited basis, while only 31% of the campaigns were widely spread from social media and networks. Among those, Facebook was the main social network from which DCF campaigns received larger volume of sessions, specifically in 322 cases (89%). In only 31 of the cases (9%), sessions came predominantly from the social network Twitter.

Table 3.2 Sample description

Descriptors	Volume of campaigns in Microdonaciones (N= 360)
<i>The campaign disclosure</i>	
Over 244 words	38.9%
244 words or less	61.1
<i>The campaign imagery</i>	
More pictures	88.6
Online videos	28.7
<i>The campaign updating</i>	
Information on advances	59.6
Information on final funding uses	18.9
<i>The campaign spreadability</i>	
Over 173 sessions	30.6
173 sessions or less	69.4
From Facebook ^a	89.4
From Twitter	8.6

(a) Applicable to 98% of the total campaigns
SOURCE: Authors' own elaboration

3.4 Results

Results of a logit model using STATA 13.0 MP for Windows are detailed in Table 3.3.

Table 3.3 Effects of campaign determinants on success of DCF campaigns for charitable causes via digital platforms

Variables	Coef.	Std. Err.	P> z
<i>The campaign disclosure</i>			
Over 244 words	-0.037	0.28	0.893
<i>The campaign imagery</i>			
More pictures	-0.020	0.41	0.961
Online videos	-0.084	0.33	0.799
<i>The campaign updating</i>			
Information on advances	1.719	0.28	0.000
Information on final funding uses	3.437	1.03	0.001
<i>The campaign spreadability</i>			
Over 173 sessions	1.030	0.33	0.002
From Facebook	0.811	0.43	0.062
Constant	-1.076329	4.99	0.031
Log likelihood	-161.65925		
N	360		
LR chi2	99.52		
Prob > chi2	0.0000		
Pseudo R2	0.2354		

SOURCE: Authors' own elaboration

No significant effect ($p=0.893$) is observed of the large textual information length on the success of DCF campaign, according to results. Consequently, and contrary to expectations, H1 is not supported.

Results reveal that the inclusion of imagery content - adding more pictures ($p=0.961$) and online videos ($p=0.799$) - does not determine the success of the hosted campaigns either. Consequently, H2a and H2b are not supported.

However, the link between the inclusion of additional information voluntarily provided by the promoting NPOs on campaign advances and uses of funds, and the success of

DCF campaigns is strong. The voluntary inclusion of updated information on the advances and the end-uses of funds raised in the context of the DCF determines ($p < .05$) their success. Therefore, H3a and H3b are supported.

Finally, and as far as factors underlying the spreadability of the campaigns are concerned, results show that 1) a widely spread from social media and networks positively affects the success of the campaigns ($p < .05$), and 2) being mostly spread from Facebook, as the prevalent social network, also determines their success although in this case the level of significance is 90% ($p < .10$). As a result, and as expected, H4a and H4b are supported.

3.5 Discussion, Conclusions and Limitations

The present research aims to contribute to the existing literature by analyzing the extent to which factors inherent in the design of DCF campaigns explain their success. Its major contribution therefore consists of strengthening the conceptual prominence of campaign factors themselves within the emerging DCF literature, and of empirically validating their explanatory capacity when explaining the effectiveness of DCF campaigns for charitable causes fostered via digital platforms. Employing the campaign as the unit of analysis, we focused on those factors inherent to its design, specifically in relation to the disclosure, the imagery, the updating of information, and the spreadability of the campaigns.

Firstly, evidence shows that successful DCF campaigns via digital platforms are not subject to the disclosure of lengthy textual information-based narrative descriptions. This insight contradicts the literature reviewed about the positive influence that longer word counts have in the likelihood of campaigns to succeed (Aprilia & Wibowo, 2017; Kim et al. 2016). In the light of this finding, donors do not seem to pay credibility to aspects such as the length of the textual information and, further research may be necessary to determine under what conditions and to what extent the quality of information in the disclosure, beyond quantity, influences online giving via digital platforms.

Secondly, results also show that the success of DCF campaigns via digital platforms is not contingent on the inclusion of multimedia content. Neither the hosting of suitable (multiple) pictures, nor the uploading of online videos on the potential end-

beneficiaries are significant when explaining the success. Findings at this point are, once more, in contradiction with previous literature that guaranteed a positive effect of imagery on the achievement of greater donations. In a digital daily life marked by an overexposure to imagery, online donors seem to require other kind of appeals to feel *the touch*, stimulating enough to attract their attention and ensure their reliability in the campaign.

Thirdly, evidence shows that successful DCF campaigns include details and information on the advances and the end-uses of the volume of funding raised. In fact, and among the variables included here with significant effect, the campaign updating has the greatest level of significance on their success. In this regard, relevant managerial implications for the promoting NPOs emerge: online donors seem to reward the digital accountability and transparency of fundraisers with their contributions, to the extent that they serve to reassure ethical performance in the use of funds finally raised. This positive assessment that potential donors show about transparency and accountability as *modus operandi*, can help NPOs not only with the daily procedures of the campaign, but also in the design and management of the pre and post events surrounding it. The insights derived here are consistent with previous research which stated how potential donors are using the personal scrutiny of sites and (online) word-of-mouth to check previous background and performance of fundraisers, with the objective to ensure their contributions will be effectively and efficiently manage (Tremblay-Boire & Prakash, 2017; Cockrell et al. 2016).

Fourthly, results show that successful DCF campaigns for charitable causes via digital platforms are widely spread from social media and networks - mainly from Facebook - enlarging their effect, consistent with literature reviewed in this sense (Moqri & Bandyopadhyay, 2016; Snyder et al. 2016; Tanaka & Volda, 2016; Choy & Schlagwein, 2015; Mano, 2104; Saxton & Wang, 2014). Implications emerge once more for promoting NPOs from managerial, but also from technical design perspectives, since campaigns should be designed so that they are searchable, sharable and spreadable, favoring the building of an audience around the campaign where a sense of community is established prone to spread it.

Thus, within the context of DCF campaigns for charitable causes via digital platforms, and in view of the results, we can conclude that the design of successful DCF campaigns must guarantee the accessibility, sharing and updating of transparent information, beyond the quantity of information disclosed, about the advances and end-uses of

funds raised. Thus, success is closely related to digital accountability to donors that is based on transparent disclosure of campaign information they deem relevant.

This research reveals a set of major implications not only for any type of NPO trying to crowdfund online for social causes, but also for social enterprises, hybrid organizations and businesses to effectively design DCF campaigns capable of capturing, controlling, and capitalizing the potential donors' attention through the optimization of fourth-generation technologies (Bellio et al. 2015), and of the huge volume of data resulting from the multiple interactions between potential donors and DCF campaigns in social media and networks environments.

We acknowledge the limited size of the sample analyzed as a limitation of the research (N=360). Another limitation is relative to the variance percentage finally explained by our model (22%). In this sense, and for the sake of greater robustness of the model, further research could test the simultaneous explanatory capacity of both offline and online campaign factors on their success. Similarly, future research on DCF for social causes could serve to collect additional data and include a set of independent variables related to promoting NPOs such as their profiles, organizational performances, degree of professionalization, or level of fulfillment of societal functions, in the sense of service-provision or advocacy (Maier et al. 2016) to further amplify the scope of the results of this line of research. In addition to the explanatory capacity of the organizational traits of the promoting NPOs, further research is also needed to shed light on the identification of additional factors explaining the success of DCF campaigns for social causes, evaluating the influence of the social media literacy and Web capacity of promoting NPOs.

Conclusions of the Doctoral Thesis

The main objective of this doctoral thesis consisted of the analysis of the new social marketing strategies challenging the traditional behavior of the nonprofit sector organizations, also in response to the reduction of access to traditional income sources due to the current economic strains. In particular, the promotion of DCF campaigns for charitable causes through digital platforms is growing rapidly among NPO as an online social marketing tool in order to fund campaigns, raise awareness on social causes, increase their social bases, turn offline donors into online donors, establish effective relationships with priority stakeholders, prove the legitimacy of the campaigns, learn from failed campaigns, demonstrate reliability, and in the end, achieve sustainable growth, all in the context of the new technological realm.

DCF campaigns through digital platforms are hence fully situated in the intersection between new social marketing practices by NPOs and the emerging forms of civic participation, since providing potential digital donors with the opportunity to join - and being active part - of like-minded people online communities whereby showing social engagement, chance not encouraged so far by traditional charity formulas.

In particular, and on the basis of the results here obtained, we can conclude that:

1. DCF for charitable causes is a very recent field of scholarship, broadly developed via empirical and quantitative research.
2. Existing literature on DCF for charitable causes are prevalently distributed in the four research clusters here analyzed, namely *factors underlying donor support*; *DCF research within generic CF*; *the role of social media*; and *medical DCF campaigns*.
3. Individual antecedents (traits, motivations and behaviors) and technological enablers of this funding formula are the main protagonists within the existing literature. Other cross-cutting aspects relative to the development of campaigns, the profile of promoters, and the institutional features of DCF are also explored, although at a lower level.
4. The low presence of multilevel analyses or empirical evidence based on an integrated relationship model perspective, the limited presence of publications focused on the institutional dimension of DCF, and the very residual prominence of end-beneficiaries

(except for medical campaigns), are significant gaps detected within the existing literature.

5. Fundraising campaigns for social causes behave differently offline and online. Specifically, DCF campaigns through digital platforms meet distinct criteria for success. Firstly, among successful DCF campaigns are prevalent those supporting social causes not specifically domestic, but rather of those fostering causes aiming to assist geographically distant potential beneficiaries, with whom it is relatively easy to empathize thanks to the digital coverage and the use of technological devices. Secondly, successful DCF campaigns tend to mainly focus on social causes involving a very limited volume of potential beneficiaries in need; under the digital paradigm, “small is beautiful”, and donors seem to pay more credibility to micro projects involving beneficiaries to whom they can put a face and help realistically. Thirdly, campaigns richer in updated information on their advances and the end-uses of funds raised tend to be more successful. Fourthly, charitable giving via digital platforms is neither adjusted to economic fluctuations, nor connected to specific periods of the year since in a digitally dense world, every moment seems to be “a good time to give”.
6. According to the factors inherent to the design of the DCF campaigns via digital platforms determining their effectiveness, and consequently their success, we conclude that: Firstly, successful DCF campaigns for charitable causes via digital platforms are widely spread from social media and networks (e.g. Facebook), enlarging their effect. Secondly, successful DCF campaigns include again details voluntarily provided by the promoting organizations on the advances and the end-uses of the volume of funding raised, having *the updating* of the campaign the greatest level of significance on their success, among the set of variables here included. Digital accountability affects not only during the campaign itself, but also in the pre and post event. Thirdly, successful DCF campaigns via digital platforms are not contingent on the disclosure of lengthy textual information-based narrative descriptions, neither on the inclusion of multimedia content: donors do not seem to pay credibility to aspects such as the length of the textual information, the hosting of suitable (multiple) pictures, or the uploading of online videos on the potential end-beneficiaries; in a digital daily life marked by an overexposure to imagery and graphic information, online donors seem to require other kind of appeals to feel *the touch*, stimulating enough to attract their attention and ensure their reliability in the campaigns. In consequence, success of DCF campaigns is closely related to guaranteeing the accessibility, sharing, updating and digital accountability of transparent information of those campaign

details that potential donors deem relevant, in order to ensure their contributions will be effectively and efficiently managed. From managerial and technical design perspectives, DCF campaigns trying to success must be searchable and sharable, favoring the building of an audience around the campaign where a sense of community is established prone to spread it.

7. This doctoral thesis suggests that not only the funding channels and tools, but also the nature of the fundraising campaigns themselves, have been digitally transformed. In addition, it reveals a set of major implications for nonprofit sector organizations, but also for social enterprises, hybrid organizations, and businesses - in the context of their corporate social responsibility strategies - to effectively design, manage and run DCF campaigns capable enough of capturing, controlling, and capitalizing the potential donors' attention in digital environments, in order to achieve sustainable growth.

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Appendix: Extensive summary of the Doctoral Thesis in Spanish

La implementación de estrategias de marketing por parte de las organizaciones del sector no lucrativo ha sido útil en las últimas décadas para mejorar sus prácticas de recaudación de fondos y gestionar mejor sus relaciones (Pope et al. 2009; Eikenberry & Drapal 2004; Vázquez et al. 2002). Entre las herramientas de marketing disponibles, el marketing social es particularmente crucial para el avance con éxito de las causas sociales, debido fundamentalmente a la naturaleza intrínsecamente misionera que las organizaciones del sector no lucrativo poseen. Se entiende por marketing social el proceso por el cual se aplican principios y técnicas de marketing orientados a crear, comunicar y generar valor con el fin de influir en el comportamiento del público objetivo que beneficia tanto a la sociedad como al público objetivo (Kotler & Lee 2011).

El actual incremento en el acceso y manejo de las Tecnologías de la Información y la Comunicación (TIC) plantea importantes desafíos, también para las organizaciones, ya que los usuarios digitales expresan sus intereses reconfigurando nuevas expresiones de capital social a través de sus dispositivos individuales, portátiles, y cada vez más convergentes desde el punto de vista tecnológico, sin limitaciones de espacio ni tiempo. Como resultado, surge un nuevo paradigma de capital social digital en el que los grupos y las interacciones se multiplican constantemente de manera flexible y global, afectando también al compromiso social y a la participación (Bennett 2008; Rheingold 2004; Putnam 2002; Fukuyama 1999). En el marco de este desafiante escenario digital, las entidades no lucrativas (ENLs) deberán prestar atención a la forma en que los nuevos grupos de interés interactúan en línea, formulando nuevas estrategias para la gestión de las nuevas relaciones y promoviendo la creación de valor social.

Las campañas de crowdfunding basadas en donaciones - también denominado crowdfunding solidario - a través de plataformas digitales se sitúan plenamente en la intersección entre las nuevas prácticas de marketing social implementadas por las ENLs y las nuevas formas de participación facilitadas por el creciente acceso, y adopción, de las TIC y de los dispositivos de última generación. Esta fórmula de financiación está creciendo rápidamente entre las ENLs como una herramienta de marketing social en línea que complementa, o sustituye, el uso de instrumentos de recaudación de fondos fuera de línea, con el fin de desarrollar campañas a favor de causas benéficas (Rey et al. 2013), y en respuesta a la reducción en el acceso a las fuentes de ingresos tradicionales resultado de las recientes tensiones económicas.

En el contexto de lo hasta aquí expuesto, esta tesis doctoral tiene como principal objetivo analizar las nuevas estrategias de marketing social que desafían el comportamiento tradicional de las organizaciones del sector no lucrativo, en particular en el contexto del nuevo paradigma tecnológico, a través de la promoción de campañas de crowdfunding solidario a favor de causas benéficas (en el sentido de causas sociales promovidas para el bien común).

Concretamente, los objetivos específicos son tres: 1) mapear el campo del crowdfunding solidario *puro* para causas benéficas que convocan la contribución de recursos monetarios, identificando cuáles son las líneas de investigación y temas predominantes en la literatura existente hasta el momento; 2) analizar hasta qué punto los factores que explican el éxito de las campañas de captación de fondos fuera de línea pueden también explicar el éxito de las campañas de crowdfunding solidario promovidas a través de plataformas digitales; y, 3) analizar la capacidad explicativa de los factores intrínsecos a la campaña sobre el éxito de las campañas de crowdfunding solidario para causas benéficas promovidas a través de plataformas digitales.

A los objetivos específicos les corresponden las siguientes preguntas de investigación: a) *¿cuáles son las líneas de investigación y los temas que prevalecen en la literatura existente sobre el campo del crowdfunding solidario para causas benéficas que solicitan contribuciones monetarias?*; b) *¿hasta qué punto los factores que determinan el éxito de las campañas de recaudación de fondos fuera de línea explican también el éxito de las campañas de crowdfunding solidario para causas benéficas promovidas a través de plataformas digitales?*, y c) *¿hasta qué punto los factores de la campaña determinan el éxito de las campañas de crowdfunding solidario para causas benéficas promovidas a través de plataformas digitales?*.

Conviene indicar que el éxito de una campaña se produce cuando se alcanzan los objetivos para los que ha sido diseñada. Desde una perspectiva general, los objetivos de las campañas benéficas están dirigidos a recaudar bien recursos monetarios, bien en especie (por ejemplo, servicios o bienes tales como alimentos) e intangibles (por ejemplo, reputación, experiencia, conocimientos, habilidades o tiempo) con el fin de dar respuesta a necesidades sociales específicas, y defender las causas sociales subyacentes, aumentando la concienciación social y fomentando la movilización. El éxito de las campañas puede medirse pues a través de las dimensiones de los fondos recaudados (es decir, el volumen final de las contribuciones recaudadas), y del apoyo a la promoción (es decir, el grado de concienciación/movilización generado en torno a una causa social específica). En particular, en esta tesis doctoral el éxito de las

campañas de crowdfunding solidario se entiende como el volumen final de contribuciones monetarias recaudadas dentro del período de tiempo establecido en cada campaña.

El primer capítulo que compone esta tesis mapea el campo del crowdfunding solidario de tipo *puro* para causas benéficas que solicitan contribuciones de tipo monetario, resultado de la elaboración de revisión sistemática y análisis bibliométrico de la literatura existente. Con el fin de comprender mejor el surgimiento de esta fórmula de financiación, se ha elaborado y propuesto un marco conceptual integrado que ayude en la identificación de aquellas relaciones causales significativas entre los antecedentes, los procesos y los resultados del crowdfunding solidario.

Tomando la campaña como la unidad de análisis, el segundo y tercer capítulo identifican los factores fuera de línea y en línea que determinan el éxito de las campañas de captación de fondos para causas benéficas. A partir de estos factores identificados, y articulados en el marco del conjunto de hipótesis formuladas, se han propuesto y testado empíricamente modelos conceptuales mediante la aplicación de técnicas cuantitativas (i.e. regresiones logísticas) empleando software estadístico (i.e. STATA). Para todo ello, se ha construido una base de datos que contiene un total de 360 campañas a favor de causas benéficas promovidas por ENLs entre 2012 y 2017, a través de la plataforma de crowdfunding solidario *Microdonaciones*. Tanto los datos de las variables independientes, como de la variable empleada como dependiente, se han recolectado desde la página web oficial de *Microdonaciones* (de libre acceso), y a través de los informes internos provistos desde Google Analytics sobre la actividad digital, y el tráfico social de cada una de las campañas (por medio de acceso autorizado), para lo que se han realizado entrevistas telefónicas y presenciales en la sede de la plataforma en Madrid.

Microdonaciones es una plataforma de crowdfunding solidario lanzada por la Fundación Hazlo posible en el año 2012, y destinada a promover la donación de pequeñas cantidades de dinero a campañas benéficas impulsadas principalmente por ENLs españolas. Los potenciales donantes podían contribuir a una campaña específica, o bien mediante contribuciones regulares y mensuales a una cartera de campañas, no existiendo ni topes mínimos ni máximos en las aportaciones a realizar. Una vez que el potencial *microdonante* tomaba la decisión de iniciar un proceso de donación, debía registrarse como usuario en la plataforma, utilizando un alias para la preservación de su identidad si lo consideraba apropiado. Para cada campaña alojada, la plataforma ofrecía en línea por defecto una serie de información, que incluían el título de la

campaña, una fotografía al menos, el nombre de la entidad promotora, el presupuesto total solicitado y la cantidad total recaudada, el día de cierre de la campaña y el número de días que restaban para la fecha límite, el volumen total de beneficiarios objetivo y el volumen de donantes totales en el transcurso, así como una breve descripción narrativa sobre el propósito de la campaña con enlaces relacionados incluidos. Todas las campañas han estado activas en la plataforma durante un periodo de cinco semanas desde el día de inicio, con el fin de conseguir el objetivo monetario solicitado.

La selección de Microdonaciones como plataforma de crowdfunding solidario para causas benéficas respondió principalmente a los siguientes criterios. En primer lugar, a su relevante papel de intermediación y asesoramiento para con las entidades promotoras, más allá de la centralización de las transacciones monetarias resultantes. Dado que las campañas benéficas alojadas en Microdonaciones estuvieron principalmente promovidas por ENLs pequeñas o medianas, en gran parte de los casos su nivel de alfabetización y habilidad digital con las TICs resultó ser mínima. En respuesta a esta limitación, Microdonaciones intermedió regularmente en los procesos de comunicación entre las entidades promotoras y la base de potenciales donantes, creando y ampliando el alcance de sus relaciones a través del intercambio de datos de contacto. Además, la plataforma proporcionó formación y asesoramiento a las ENLs, ayudando en el diseño y desarrollo de acciones de comunicación efectivas *ad-hoc* enfocadas a difundir en línea ampliamente sus campañas para llegar al mayor número de personas posible. Un segundo criterio estuvo relacionado con el hecho de que la selección de campañas benéficas finalmente alojadas en la plataforma estuvo estandarizada por la misma desde el inicio, lo que permitió limitar la tan característica heterogeneidad del sector no lucrativo español (Alvarez-González et al. 2017), favoreciendo la estimación del efecto de los factores hipotéticos sobre el éxito de las campañas de crowdfunding solidario promovidas a través de plataformas digitales. Y, por último, un tercer criterio respondió a la posibilidad de analizar los efectos de una plataforma de crowdfunding solidario a lo largo de todo su ciclo de vida, ya que Microdonaciones cesó su actividad como plataforma durante el primer trimestre de 2017, exactamente cinco años después de su lanzamiento en la misma altura del año 2012.

De manera general podemos concluir que la promoción de campañas de crowdfunding solidario para causas benéficas promovidas a través de plataformas digitales está creciendo rápidamente entre las ENLs como una herramienta de marketing social

en línea, con el objetivo múltiple de financiar campañas, concienciar sobre causas sociales, aumentar las bases sociales de las propias entidades, convertir a los donantes fuera de línea en donantes en línea, establecer relaciones efectivas con los grupos de interés prioritarios, probar la legitimidad de las campañas, aprender de las campañas fallidas, demostrar fiabilidad y, en última instancia, lograr un crecimiento sostenible, todo ello en el contexto del nuevo ámbito tecnológico.

Las campañas de crowdfunding solidario a través de plataformas digitales están, por tanto, plenamente situadas en la intersección entre las nuevas prácticas de marketing social de las ENLs y las nuevas formas de participación social y cívica, ya que ofrecen a los potenciales donantes digitales la oportunidad de unirse - y ser parte activa - de comunidades en línea conformadas por otras personas con ideas afines, lo que demuestra un compromiso social y una oportunidad hasta el momento no cubierta ni garantizada por las fórmulas de financiación tradicionales

De manera particular, y sobre la base de los resultados obtenidos en el marco de esta tesis doctoral, podemos concluir en primer lugar que el campo de estudio del crowdfunding solidario *puro* para causas benéficas es muy reciente, y está siendo ampliamente desarrollado a través de investigación de carácter empírico y cuantitativo. La literatura existente se distribuye prevalentemente además en los cuatro *clusters* de investigación aquí analizados, a saber, los *factores que subyacen al apoyo de los donantes*; la *investigación del crowdfunding solidario dentro del crowdfunding genérico*; el *papel de los medios sociales*; y las *campañas médicas de crowdfunding solidario*. Emerge igualmente el conjunto de categorías de investigación en las que se encuadra la literatura en este campo hasta el momento: el *crowdfunding genérico*, los *donantes/beneficiarios individuales*, las *campañas*, los *promotores*, los *resultados*, la *tecnología*, y las *características institucionales* del crowdfunding solidario. En concreto, los antecedentes individuales (rasgos, motivaciones y comportamientos), y los facilitadores tecnológicos de esta fórmula de financiación son los principales protagonistas dentro de la literatura existente frente a otros aspectos transversales relativos al desarrollo de las campañas, al perfil de los promotores, y a las características institucionales que también se han desarrollado aunque a un nivel inferior. En el ámbito de los aspectos comunes, los cuatro clusters de investigación analizados parecen coincidir en el papel central de la utilización de los recursos emocionales para que los posibles donantes pasen a la acción. La emoción está fuertemente ligada a otros elementos intangibles cruciales que desencadenan la

participación de los donantes, como la persuasión o la credibilidad. La influencia determinante de la creación de comunidades en línea computadas por usuarios que comparten ideas afines, para maximizar tanto la amplia difusión de las convocatorias como la participación de los donantes potenciales y sus redes de contactos más próximas, es otra característica común. Otras corrientes temáticas compartidas tienen que ver con el papel de los dispositivos tecnológicos y las herramientas vinculadas a los medios y redes sociales, el diseño de las campañas en línea, y la necesidad de mejorar las habilidades de comunicación en línea por parte de los promotores. Del mismo modo, el primer, segundo y cuarto cluster comparten cuestiones clave relativas a los factores que explican el éxito de las campañas de crowdfunding solidario para causas benéficas. En cuanto a las principales diferencias, el segundo cluster es el único que incluye un enfoque teórico del crowdfunding solidario en el marco de un análisis más genérico del fenómeno del crowdfunding. Del mismo modo, el papel de los denominados *millennials* como donantes potenciales se limita al tercer cluster; e igualmente, el cuarto cluster recoge íntegramente las implicaciones derivadas de las campañas de crowdfunding solidario orientadas específicamente a causas médicas. Se han detectado igualmente brechas significativas dentro de la literatura, en relación a una presencia limitada de publicaciones centradas en la dimensión meramente institucional del crowdfunding solidario, el residual protagonismo de los beneficiarios finales (a excepción de las campañas de carácter médico), o una baja presencia de análisis multinivel o evidencias empíricas basadas en perspectivas de relaciones integradas. En respuesta a esta última debilidad de la literatura, proponemos un marco conceptual basado en tres líneas de investigación preferentes: (1) identificación de los antecedentes del crowdfunding solidario *puro* para causas benéficas (factores que impulsan, obstaculizan, y desafían) a nivel micro (donantes, beneficiarios), meso (organización), y macro (instituciones, sociedad), que pueden estimular o condicionar a los facilitadores del crowdfunding solidario; (2) establecimiento de los facilitadores del crowdfunding solidario *puro* para causas benéficas: el conjunto de las diferentes capacidades organizativas (recursos, procesos y rutinas), y características tanto de los canales empleados como de las campañas que permiten desarrollarlo y coordinarlo. Estos facilitadores se ven afectados por los antecedentes y, a su vez, tienen un impacto positivo en los resultados del crowdfunding solidario a nivel micro, meso y macro; y (3) identificación de los indicadores de los resultados del crowdfunding solidario *puro* para causas benéficas a nivel micro, meso y macro, identificando aquellos que se ven afectados positiva y directamente por los facilitadores, e indirectamente condicionados por los antecedentes.

En segundo lugar, las campañas de captación de fondos para causas sociales se comportan de manera diferente fuera de línea y en línea. Específicamente, las campañas de crowdfunding solidario a través de plataformas digitales cumplen con distintos criterios para llegar a tener éxito. Entre las campañas exitosas se encuentran aquellas que apoyan causas sociales no específicamente domésticas, sino más bien que promueven causas orientadas a asistir a potenciales beneficiarios geográficamente distantes, con los que es relativamente fácil empatizar gracias a la cobertura digital y al uso de dispositivos tecnológicos personales y portátiles. Las campañas exitosas tienden también a centrarse principalmente en causas sociales que implican un volumen muy limitado de beneficiarios potenciales. Bajo el paradigma digital, podría concluirse en este sentido que "lo pequeño es hermoso", y los donantes parecen otorgar más credibilidad a los microproyectos que involucran a beneficiarios a los que pueden poner fácilmente cara y ayudar de manera realista. De la misma manera, las campañas más ricas en información actualizada sobre sus avances y los usos finales de los fondos recaudados tienden a ser más exitosas. Igualmente, las donaciones caritativas a través de plataformas digitales ni se ajustan a las fluctuaciones económicas ni se materializan en mayor grado en períodos específicos del año. En un mundo digitalmente denso, todo momento parece ser "un buen momento para donar".

En tercer lugar, y en relación a los factores inherentes al diseño de las campañas de crowdfunding solidario promovidas a través de plataformas digitales que determinan su efectividad, y en consecuencia su éxito, podemos concluir que las campañas exitosas para causas benéficas promovidas a través de plataformas digitales se difunden ampliamente a través de los medios y redes sociales (i.e. Facebook), favoreciendo que su efecto se amplifique. Las campañas exitosas incluyen de nuevo información detallada proporcionada voluntariamente por las organizaciones promotoras tanto sobre los avances, como sobre los usos finales del volumen de fondos recaudado, siendo la actualización de la campaña la variable que dispone de un mayor nivel de significación sobre su éxito, de entre el conjunto de variables aquí analizadas. La rendición de cuentas digital afecta pues no sólo durante la campaña en sí, sino también en las fases previas y posteriores a ella. El éxito no depende de la divulgación de descripciones narrativas largas ni de la inclusión de contenido multimedia: los donantes no parecen otorgar credibilidad a aspectos como la longitud del texto que describe la campaña, la inclusión de (múltiples) imágenes o de vídeos en línea protagonizados por los potenciales beneficiarios finales. En una vida diaria marcada por una sobreexposición a imágenes e información gráfica, los donantes digitales parecen necesitar otro tipo de reclamos para sentirse conmovidos, lo

suficientemente estimulantes como para atraer su atención y garantizar su confianza en las campañas. En consecuencia, el éxito de las campañas de crowdfunding solidario está estrechamente relacionado con garantizar la accesibilidad, el intercambio, la actualización y la rendición de cuentas de la información transparente relativa a aquellos detalles de las campañas que los potenciales donantes consideren pertinentes, a fin de garantizar que sus contribuciones van a ser gestionadas de manera eficaz y eficiente. Desde el punto de vista de la gestión y el diseño técnico, las campañas de crowdfunding solidario que intenten tener éxito deberán facilitar ser *buscables* y *compartibles*, favoreciendo la construcción de una audiencia en torno a ellas en la que se establezca un sentido de comunidad con predisposición a difundirlas.

Esta tesis doctoral sugiere que no sólo se han transformado digitalmente los canales y herramientas de financiación, sino también la naturaleza de las propias campañas de recaudación de fondos. Además, revela una serie de importantes implicaciones para las organizaciones del sector no lucrativo, pero también para empresas sociales, organizaciones híbridas y empresas - en el contexto de sus estrategias de responsabilidad social corporativa - de cara a diseñar, gestionar y ejecutar eficazmente campañas de crowdfunding solidario a favor de causas benéficas, capaces de captar, controlar y capitalizar la atención de los potenciales donantes en entornos digitales, con el fin de lograr un crecimiento sostenible.

