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**The Use of Technology-Based Communication Strategies  
for Fundraising in NGOs  
“A Case study on PNGOs Network in Gaza strip”**

استراتيجيات التواصل في جلب التمويل في المنظمات غير الحكومية عبر استخدام التكنولوجيا  
( دراسة تطبيقية / شبكة المنظمات الأهلية في قطاع غزة )

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business administration.**

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## **DEDICATION**

TO MY DEAR FATHER & MOTHER ...

WITH LOVE AND APPRECIATION

TO THE FUTURE OF PALESTINE ...

TO MY DEAR BROTHERS & SISTERS

## ACKNOWLEDGEMENTS

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## **ABSTRACT**

Nongovernmental organizations seeks to seize opportunities to resources in order to achieve their messages. They also communicate with individuals through establishing strong relations with donors and building database for donors.

Therefore, this study aims at identifying the main technology based-communication strategies in fundraising in the Gaza Strip. The researcher applied her study on the managers of NGOs. She distributed 100 questionnaires, In Arabic language, in the target group and retrieved 76% of them.

### **Study Results:**

- The study shows that the majority of the NGOs managers support using technology in fundraising especially social networks, electronic pages, emails and cellphones.
- There is a relationship between the individual dissimilarities of NGOs managers and fundraising process attributed to gender ,age, academic qualification , speciality and experience.

### **Study Recommendations:**

- Develop the use of cell phones and social networks services in fundraising NGOs , in particular on line donation.
- Train managers to use cell phones and social networks features in fundraising.

## ملخص الرسالة

عنوان الرسالة:

"استراتيجيات التواصل لجلب التمويل في المنظمات غير الحكومية عبر استخدام التكنولوجيا "

( دراسة تطبيقية/ شبكة المنظمات غير الحكومية في قطاع غزة )

تسعى المنظمات الأهلية إلى اقتناص الفرص للحصول على الموارد المالية من أجل تحقيق رسالتها وللتواصل مع الأفراد عبر بناء علاقات قوية مع الممولين ولخلق قاعدة بيانات خاصة بالمولين .

لهذا تهدف هذه الدراسة للتعرف على أهم وسائل التواصل التكنولوجية من اجل جلب التمويل في قطاع غزة حيث طبقت الباحثة دراستها على مدراء شبكة المنظمات الأهلية عبر تعبئة استبانة تم توزيعها باللغة العربية حيث تم توزيع 100 استبانة على مجتمع الدراسة بنسبة استرداد 76%.

نتائج الدراسة :

1. لقد أظهرت هذه الدراسة أن معظم مدراء شبكة المنظمات الأهلية يدعم استخدام وسائل التكنولوجيا في جلب التمويل خاصة شبكات التواصل الاجتماعي والصفحة الالكترونية والبريد الالكتروني والهاتف النقال .

2. ليس هناك علاقة بين الفروق الفردية الخاصة بمدراء شبكة المنظمات الأهلية وبين جلب التمويل تعود إلى الجنس و العمر والمؤهل العلمي والتخصص والخبرة.

أوصت الدراسة إلى التالي :

1. تطوير استخدام خدمات الهاتف النقال ومواقع التواصل الاجتماعي في جلب التمويل في المنظمات غير الحكومية وخاصة مفهوم التبرع الإلكتروني.
2. تدريب المدراء على كيفية استخدام خصائص الهاتف النقال ومواقع التواصل الإلكتروني في جلب التمويل .

<b>LIST OF ABBREVIATIONS</b>	
(PNGOs)	Palestinian-Non-Governmental Organizations
(ICTs)	Information Communication Technologies
(MAUs)	Monthly Active Users
(DAUs)	Daily Active Users
(PDAs)	Personal Device Assistants
(MGF)	Mobile Giving Foundation
(SMS)	Short Message Service
(UNICEF)	The United Nations International Children’s Fund
(JGI)	Jane Good all Institute
(CWS)	Church World Service
(HRC)	The Human Rights Campaign
(VFW)	Veterans of Foreign Wars
(MLF),	Mobile Loaves and Fishes
(RV)	Recreational Vehicle
(SNS)	Social Networking Sites
(FOL)	Friends of the Library
(NPO’s)	Nonprofit Organizations
(IUG)	Islamic University of Gaza

# **CHAPTER 1**

# **INTRODUCTION**

# Chapter 1: Introduction

## 1.2 Introduction

The Internet has opened up a whole new world that nonprofits large and small are using to expand their universe of influence and support. Getting enamored with new technology neither about the tools nor about obsessing over Twitter or Facebook. Social media sites allow nonprofit organizations to extend conversations with donors, build stronger relationships between them and its organization and listening to its cause or for real-time help. And it's free.

The US Presidential campaign (2008), Barack Obama had more "friends" on Facebook and Myspace and more "followers" on Twitter than his rival John McCain . During the 2008 campaign, over two million accounts were created for the website to organize their local communities on behalf of Barack Obama (Havenstein, 2008).

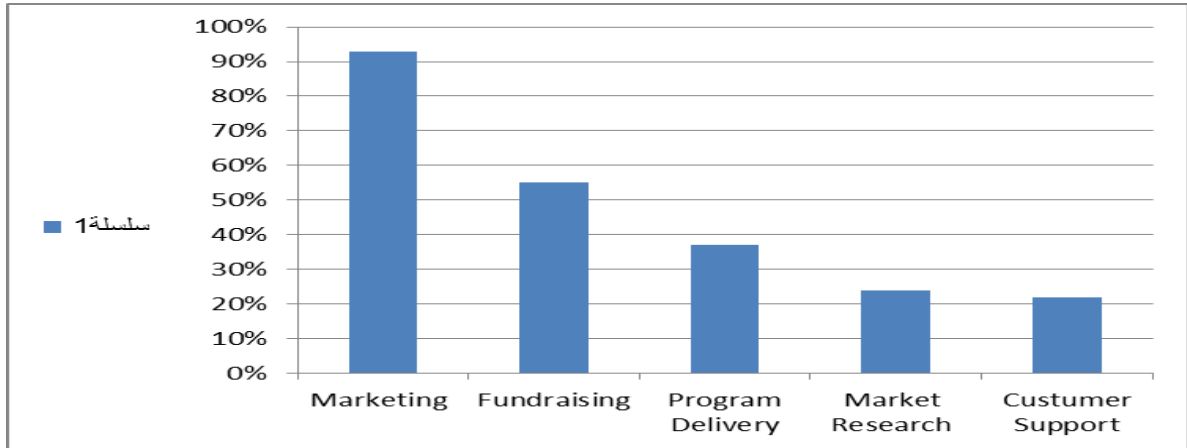
The best opportunity for nonprofits to gain the financial resources in order to achieve their mission is to make connection with individuals (Maxwell, 2003). Since the advent of the Internet, there has been exponential growth in the number of people using the Internet as well as uses of the Internet, including new marketing and communications uses that have arrived on the scene in unprecedented numbers and variety in a very short period of time ( Reynolds, 2011).

The organization creates a more dependable source of funding for its programs by building a relationship with potential and current donors. To build relationships, organizations find ways to appeal to current and prospective donors (Stephanie , 2011).

A supplement to other technology and communications, social media can provide contact to an increasingly demanding audience; it consistently engages followers and maintains their interest. Additionally, social media improves ease of access. The more people able to stumble across an organization's name or logo will lead to an increase in the number of people seeking further information about an organization (Seweyn , 2011).

The chart Figure (1.1) below from the "Nonprofit Social Network Benchmark Report 2012" outlines those forms of social media prevalently utilized by nonprofit organizations (NTEN , 2012).





**Figure 1.1: The usage of Social Network, Source: (NTEN , 2012).**

As a nonprofit in today’s world, the nonprofit organizations face a complex and evolving environment. New organizations added each day make competition fiercer than ever and its donors are different, too. Today’s donor wants more than just a thank you. He or she wants to better understand and engage in the organizations' mission. And because of this increased interest and involvement, there is an increased focus on accountability as well. To keep it alive and in the forefront of its donors’ minds ,that’s where technology comes in to play (Technology in Fundraising, 2005).

The future of online fundraising is rich with opportunities. Large and small nonprofits continue to make investments in learning tools and techniques. They have been and are still experimenting with ways to shape their message online, using the technology tools effectively, and measuring impact. The result is that those just starting now can benefit from third and fourth generation of technology that is more fully evolved (Noneprofit Quarterly, 2004).

## 1.2 Problem Statement

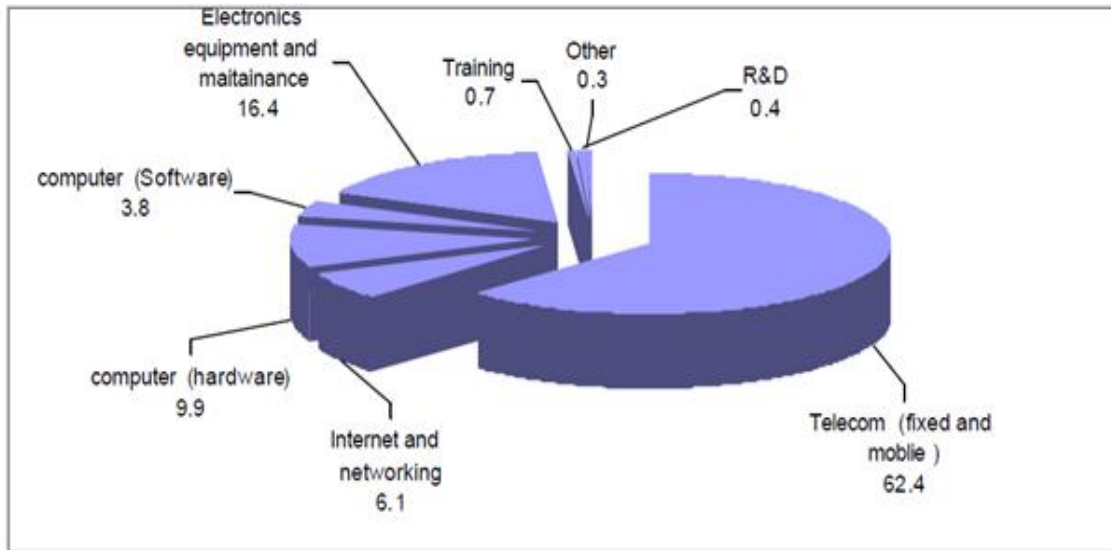
Palestinian Non-Governmental Organizations (PNGOs) play an important role in various social and economic spheres of Palestinian society. They are active in many fields such as human rights, democracy promotion, good governance and women’s rights. They also support social services such as education, health, and special health care, rehabilitation services for people with special needs, agriculture, environmental services and youth programs (PNGO, 2013).

However, despite the fact that the sustainability of these organizations is dependent on external aid and that 78% of the revenues of PNGOs are generated from external donors, they only received 10% of the complete external aid distributed to the West Bank and Gaza between 1999 and 2008 (Devoir & Tartir , 2009).

However, the last four years (2007-2011) there has been a waning assistance and funding to PNGOs. Most of USAID support that was directed to the West Bank and Gaza

was implemented through INGOs and IGOs resulting in a total exclusion of PNGOs and the loss of the local connection with projects implemented (MA'AN Development Center).

In addition, 82.1% think that there is no need for Information and Communication Technologies (ICTs) in their businesses, and 7.5% are not capable of using these technologies at all because the most of expenditures spent for computers and telecom but it spent 0.4% for research and development as seen in Figure (1.2) (Rabayah, 2007).



**Figure (1.2): Percentage Distribution of Annual Expenditure on Various ICT Applications, Source: (Rabayah, 2007).**

Hence, the continued existence and functioning of institutions depends largely on the success of financial management and its ability to raise funds. That's necessary for the continuation and development of the institution's work, increasing the financial resources for NGOs will consequent directly to increase the ability of these institutions in implementing more programs and projects. However, the fund-raising needs of the institution to increase its expenditures for fundraising and represented heavily in public relations and network with community funders, as the funding of NGOs is different from finance investment projects (Sharaf, 2005).

As indicated above, fundraising is a crucial part of a nonprofit organization and a key for its survival. The current states of the economy affect the success of fundraising efforts. Therefore, Technology can help nonprofit organizations to increase its donations, communicate better with supporters, and strengthen relationships with high-value donors (Blackbaud, 2009).

Therefore, this research attempts to answer the following question:

**What are the main technological communication tools for fundraising in PNGOs in Gaza Strip?**

Besides that, the research will try to answer the sub-question:

1. What are the most important tools used in fundraising?
2. What are the benefits obtained from using technology in fundraising for PNGOs?
3. What are the main challenges which face PNGOs sector in practicing technology based communication for fundraising?
4. What is the relationship between new technology and fundraising?

## **1.9 Variables**

### **1.3.1 Independent Variables:**

1.3.1.1 Technological Communication Tools ( Social network , E-mail, Website , Mobile Phone)

1.3.1.2 Manager characteristics (Gender, Age , Educational background& department, Experience)

### **1.3.2 Dependent Variables:**

1.3.2.1 Fundraising

## **1.4 Hypothesis**

### **Hypothesis 1**

There is a relationship between technological communication tools and fundraising at significant level  $\alpha \leq 0.05$ .

### **Sub Hypothesis:**

1. There is a relationship between using social network and fundraisings at significant level  $\alpha \leq 0.05$ .
2. There is a relationship between using website and fundraising at significant level  $\alpha \leq 0.05$ .
3. There is a relationship between using e-mail and fundraising at significant level  $\alpha \leq 0.05$ .

4. There is a relationship between using mobile phone and fundraisings at significant level  $\alpha \leq 0.05$ .

## **Hypothesis 2**

There is a relationship between using technology based communication and manager personal characteristics at significant level  $\alpha \leq 0.05$  due to personal traits (Gender, Age, educational background & department, Experience).

## **1.5 Objectives of the Research**

The purpose of this research is to examine the use of technology-based communication strategies for fundraising by PNGOs Network in Gaza strip .

This main objective can be sub-divided into the following aims:

First. To describe the differences which exist among PNGOs managers who use technology-based communication strategies for fundraising.

Second. To define the main tools which have an effiction using of technology-based communication strategies in fundraising.

Third. To identify the impact of using technology-based communication strategies on fundraising in PNGOs.

Fourth. To identify the current stage of nonprofit organizations in practicing technology-based communication strategies on fundraising and clarify the challenges which face it.

## **1.6 Significance of the Research**

The research identifies the main communication tools that can help PNGOs for fundraising. This means that PNGOs in Gaza strip can use the research results to develop its abilities for funding its projects and activities beside that, PNGOs can solve their problems and challenges in fundraising. Therefore this research will explain and describe the main communication tools and its benefits for PNGOs to save their efforts and money for more productivity and flexibility.

In addition, this research will be benefit to academic researcher, managers of non-profit organization because it will be one of the new researches which will discuss this topic.

## **1.7 Structure of the Research**

This study consists of six major phases to achieve its objectives.

Chapter 1 Introduction.

Chapter 2 Literature Review

This chapter provides an overview of communication strategies for fundraising to put them in the context of recent developments in internet and communications technology. To provide a foundation for the rest of the study, the chapter sheds light on the historical background of communication strategies based technology from different sides .

Chapter 3 Previous Studies .

Thirty three studies covered the subjects of the relationship between Communication-based strategies and Fundraising. These studies were arranged in descending way from 2013 to 2005. In terms of Arabic studies which are related to this subject, researcher found a rare number of studies.

Chapter 4 Methodology

This chapter addresses the research methodology and deals with the data collection process. Also it defines the population and the sample and the questionnaire design and content which were used in this research. Each step in the questionnaire distribution, response rate, the validity and reliability of questionnaire, data gathering procedures, and the procedure of statistical analysis are discussed in this chapter.

Chapter 5 Research Analysis & Findings

This research was designed to respond to the research objectives and to test the hypotheses stated in chapter one. This chapter presents the personal data and communication strategies ( social network , website ,email , mobile phone) and fundraising, the discussion and interpretation and at the end the hypothesis testing. The findings that respond to these objectives were discussed and compared to the findings in the previous studies.

Chapter 6 Conclusions & Recommendations

## 1.8 Variable and Term Definitions

Defining the study dependent and independent variables and other stated terms:

### **Communication Strategies:**

A communication strategy is the selection of appropriate communication tools in order to achieve the objectives .

### **Fundraising**

The raising of assets and resources from various sources for the support of an organization or a specific project (Association of Fundraising Professionals (AFP), 1996-2003)

### **PNGO Network**

Palestinian Non-Governmental Organizations (PNGOs) Network is a civil and democratic body, which seeks to support, consolidate and strengthen the Palestinian civil society on the basis of the principles of democracy, social justice and sustainable development. It is a Palestinian NGO umbrella organization comprising 132 member organizations working in different developmental fields (PNGO, 2012).

### **Social Media**

Social media is a group of Internet-based applications that allows the creation and exchange of user-generated content. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create discuss, and modify user-generated content. It has the power to introduce substantial changes to communication between organizations, communities and individuals. Examples of social media include Facebook, Twitter, Google+, YouTube, LinkedIn and Pinterest (Simonsen and Bedient, 2013).

### **Social Network**

Social network sites defined as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by other within the system. The nature and nomenclature of these connections may vary from site to site (Boyd and Ellison, 2007 ).

### **Website**

A group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization.

# **CHAPTER 2**

# **LITERATURE REVIEW**

## **Chapter 2: Literature Review**

### **2.1 Communication Strategies Definition**

Communication is the process of transferring information from a sender to a receiver with the use of a medium in which the communicated information is understood by both sender and receiver. It is a process that allows organisms to exchange information by several methods. Communication requires that all parties understand a common language that is exchanged. There are auditory means, such as speaking, singing and sometimes tone of voice, and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, or the use of writing (Dictionary Definition ,2002).

Communication, when it is done well, it benefits both the ‘recipient’ and the ‘sender’. This aspect of communication is often overlooked. We tend to think of communication as a process of teaching others or of telling others everything we know (‘spread the good news!’) (Hoveland, 2005).

E-communication is doing the same thing, but electronically. E-communication is a system used as a means of sending or retrieving messages through computers or internet connections .E-communication can take many forms, whether it is textual/verbal only or multimedia (Engsbo and Sandhu, 2007).

Strategic communications fuses the “pushing” and the “delivering”. Therefore, being strategic means communicating the best message, through the right channels, measured against well-considered organizational and communications-specific goals. It’s the difference between doing communications stuff, and doing the right communications stuff (Idea, 2011).

A Communication Strategy has to clarify exactly what you have to get completed and it can be shown at Figure (2.1) (Kodua et.al , 2008) Communication Strategy Chart, it is an overview of the important steps of a communication plan or strategy:





**Figure (2.1) : Steps in Strategic Communication**

**Source : (Kodua et, al., 2008)**

## **2.2 Communication Strategy Process**

After careful research about communication strategies and their elements, a ten step communication strategy has been developed to assist nonprofit organizations (Pophal, 2009):

### **Step 1: Analysis of the Big Picture**

The organization needs to figure what needs to get done, such as realizing the organization needs to create a communication strategy, to what extent and how quickly. If the organization has nothing that it currently does as a communication strategy then it needs to start from the beginning. If the organization has a strategy that does not seem to work then it needs to realize that it needs to be improved and probably expanded upon what it already has.

### **Step 2: Define the Goals of the Organization**

A successful strategy can only be accomplished if the organization knows exactly what it wishes to achieve as a whole. If the goal of an organization is to reach out to the community and give the less fortunate a place to turn to, then the organization's approach to its campaign will be different than if its goal was to make the community more green.

### Step 3: Define the Goal of the Individual Programs within the Organization

Every organization has different projects within it, which will have goals that the project itself wants to accomplish outside of the actual organization's goals. These goals need to be determined and specifically defined, so when the communication strategy is being developed, there is a consistent message being portrayed for the program. Once the breakdown of program goals comes into play, there is more chance for discrepancy for what that program's main goal is. Getting the utmost important goal being decided will make the decisions that will need to be made in the future easier.

### Step 4: Define the Specific Means of Communication for each Program

Similar to defining the goals of each individual program, defining the means of communication for each program needs to be decided before the initial plan is being created because it makes sure that everyone is going in the same direction with the programs.

### Step 5: Define the Target Audience

Determining an organization's target audience is an essential part of formulating a successful communication strategy. Without defining the proper market, it is nearly impossible to accurately devise a plan to widen an organization's reputation. After figuring out who your target audience is, the next step will be determine the importance of each audience.

### Step 6: Develop the Key Messages to be portrayed

The development of the key messages allows the organization to inform the public about their previously determined goals. These messages help to build awareness and allow for the organization to regulate how they are perceived.

### Step 7: Propose a Timeline

A timeline of events needs to be created in order to keep everyone on the same page updated with every step in the strategy and when is being accomplished. A timeline can be as detailed as a step by step process of specific strategies that should be implemented and as broad as just saying how long you have to accomplish each one of these steps.

### Step 8: Develop Initial Plan

Strategic preparation of the initial plan is important in the process of creating a new communication strategy. If the organization is looking to expand public knowledge of its programs, they must determine what type of tools they have to use in order to use to get this message to their audiences. The organization must also consider its time, monetary, and personnel limitations when deciding what type of communication to use.

### Step 9: Implement Elements of the Plan

After an organization has developed a list of ideas for their communication strategy, it must choose the best options for its organization and implement them.

### Step 10: Assess Elements of the Communication Strategy

Assessment of the implemented communication strategy is the only way to make sure that the target audiences are being reached. In this stage, the methods of communication should already be set and have been given enough time to influence the public. The way that the organization should assess the strategy is first to remember what it was trying to do in the first place, for example bringing in more people or how well the key message is understood by the public.

When creating a communication strategy, there are two main elements an organization should consider: branding and the internet. Branding is an essential part of a communication strategy because it helps related the organization to an image or an idea, someone who sees the brand will think of that organization. Internet also plays an important role in a communication strategy if the organization is targeting those born in the computer generation.

## **2.3 Communication Technology**

Communicate evidence, information and knowledge are used in order to inspire and inform development policy and practice. In order to improve the communication, there are several steps can be taken to make it more inspirational and informative.

Over the years, technology has significantly changed the way people communicate. Communication technology or new communication technology has been used to refer to computer-based technologies that act as a channel for communication or that provide support structures for communication in various contexts. The primary technologies that appear in communication are computer based: electronic mail, electronic messaging, computer conferencing, bulletin boards, and group decision support systems that are not based centrally on computer technology, such as satellite and cable television, videotext, and teleconferencing, are generally referenced as separate, placed in the areas of telecommunication, mass media, or journalism ( Jackson, 1996).

Technology is changing rapidly, every year something new hits the market; whether it is the coolest gadget or the next version of a critical software application, nonprofits are not immune to the changing societal landscape. Technology has fundamentally altered the way people interact, and nonprofit organizations need to adapt to the changing conversation in order to maintain and advance fundraising efforts. Nonprofits should look at both their messages and the mediums they use to convey them to determine the viability of their fundraising efforts for the future (Murphy, 2007).

Thus , fundraising definition is the raising of assets and resources from various sources for the support of an organization or a specific project. Fundraiser: a person, paid

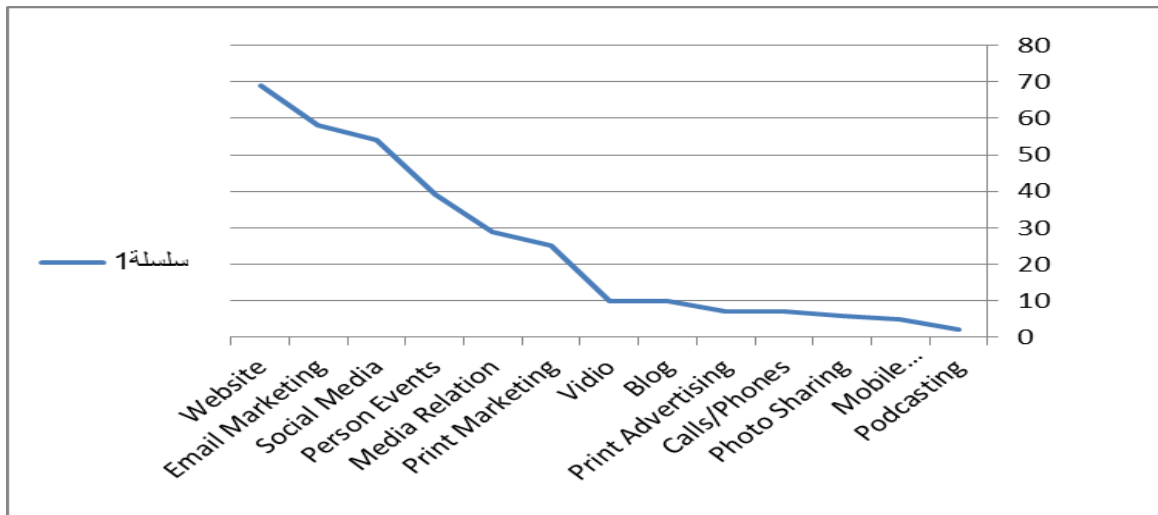
or volunteer, who plans, manages, or participates in raising assets and resources for an organization or cause (AFP fundraising dictionary, 2003).

There are many ways to raise funds, from collection boxes, raffles, events and sponsorship, to legacy donations and applying for grants. A key skill of fundraising is communication. Good fundraising requires being able to show donors how their gift will meet the needs of their beneficiaries, or for grants that delivery will meet funder objectives (Brown, 2007).

Also, before exploring new ways in which the internet has been used to contribute to fundraising efforts it must be noted that using social media channels alone for fundraising will not be as effective as making it a part of a multichannel strategy that includes traditional fundraising techniques. This includes using email, web site presence, Google ads, face-to-face events and reaching out to the online and mainstream media (de Morant & Moy, 2009).

Besides that ,a communications plan including social media should strive for interconnection among all mediums. As in a basic fund development plan where direct mail and email support face-to-face communications, social media can support face-to-face conversation, direct mail, and email. Other forms of communication can mention social media and social media can fill the gaps between more targeted efforts (Seweyn, 2011).

Some information about the new strategies' tools are collected in fundraising to make a clear background for the reader about each tool as seen in figure (2.2 )



**Figure (2.2): How nonprofits rank communications channels in 2013**

**Source: ( Miller, 2013)**

## 2.4 Social Media

Social media is more than social networking. It encompasses all on-line tools designed to share content, as you show in figure (2.3), It is continually changing in its scope. Activities include (Resnick, 2011):

- Online forums/discussions, blogs, social networks (e.g., Facebook or other websites where people can communicate with friends or people with similar interests)
- Video/photo sharing sites or services (e.g. YouTube or other websites where people can upload videos/photos or other content they have created)
- Multi-person/group communication and/or collaboration platforms (e.g., Twitter or other websites where people can leave short comments or messages about any topic)



**Figure (2.3) : Communication Channels of Social Media**

**Source : (CONVIO, 2010)**

### 2.4.1 What is Social Media?

There are many definitions of social media but, at its core, Social media data specifically refers to information that people share information through online services. Such information may include comments, images, status updates and profiles, to name but a few (Resnick, 2011).

Social media is a group of Internet-based applications that allows the creation and exchange of user-generated content. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It has the power to introduce substantial changes to communication between organizations, communities and individuals. Examples of social media include Facebook, Twitter, Google+, YouTube, LinkedIn and Pinterest (Simonsen & Bedient, 2013).

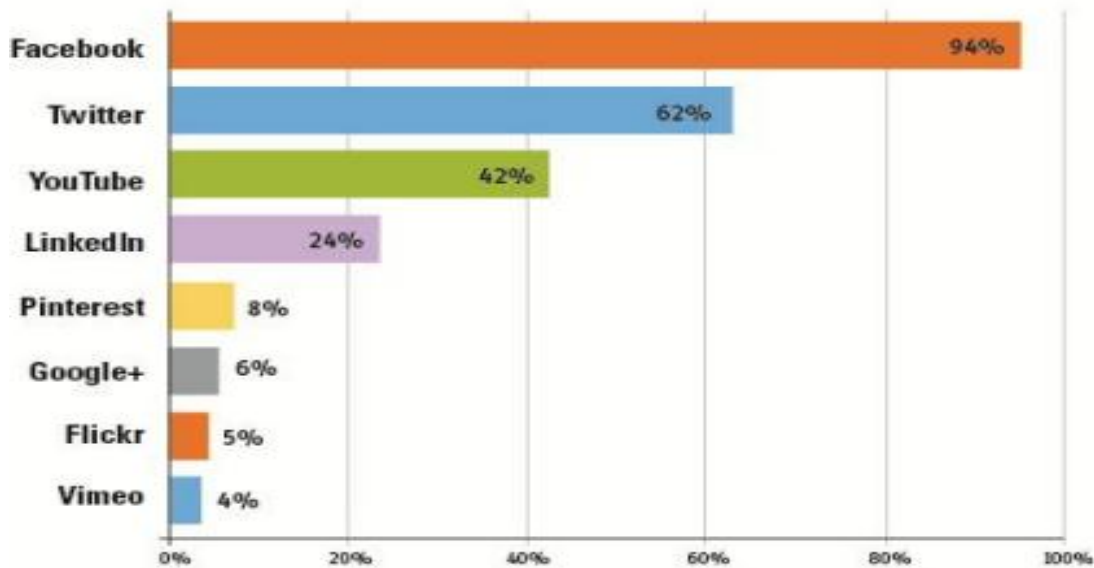
Social media fundraising can be defined as fundraising that happens within a social network, rather than shared to the network. Most examples of these fundraising solutions live within Facebook. Examples include Causes, the What Gives or First Giving fundraising tabs that can be added to a Facebook page or profile, fundraising applications developed for a Facebook Page. Other examples include Google Checkout for nonprofits on YouTube or fundraising widgets placed on a blog (Askanase, 2011).

Therefore, the researcher defines social media as "a group of application which depends on web-based technologies for more communication between people to achieve various objectives in all the world".

Before discussing the social media tools, there are differences between traditional media and social media which are (Miller, 2013):

1. With social media, people come to you because they are interested in or curious about your organization, cause, services, or events.
2. With traditional media, you are, for the most part, forcing yourself on your audience, waving a flag to attract attention.
3. With social media, they have tapped you on the shoulder and asked for directions.
4. Traditional media are one-way: You send a message but hear nothing in response.
5. Social media are dialogues: You send a message and your audience comments on it, passes it along or even disputes what you said.
6. With social media, if you guess wrong, you can find out immediately and change the media mix quickly so less time and money are spent on ineffective media projects.
7. The impact of social media can be measured quickly, pinpointing the exact medium – the effects of Facebook vs. Twitter, for example – that is working best. The lag-time between sending a message out and knowing if it worked is much longer with traditional media.

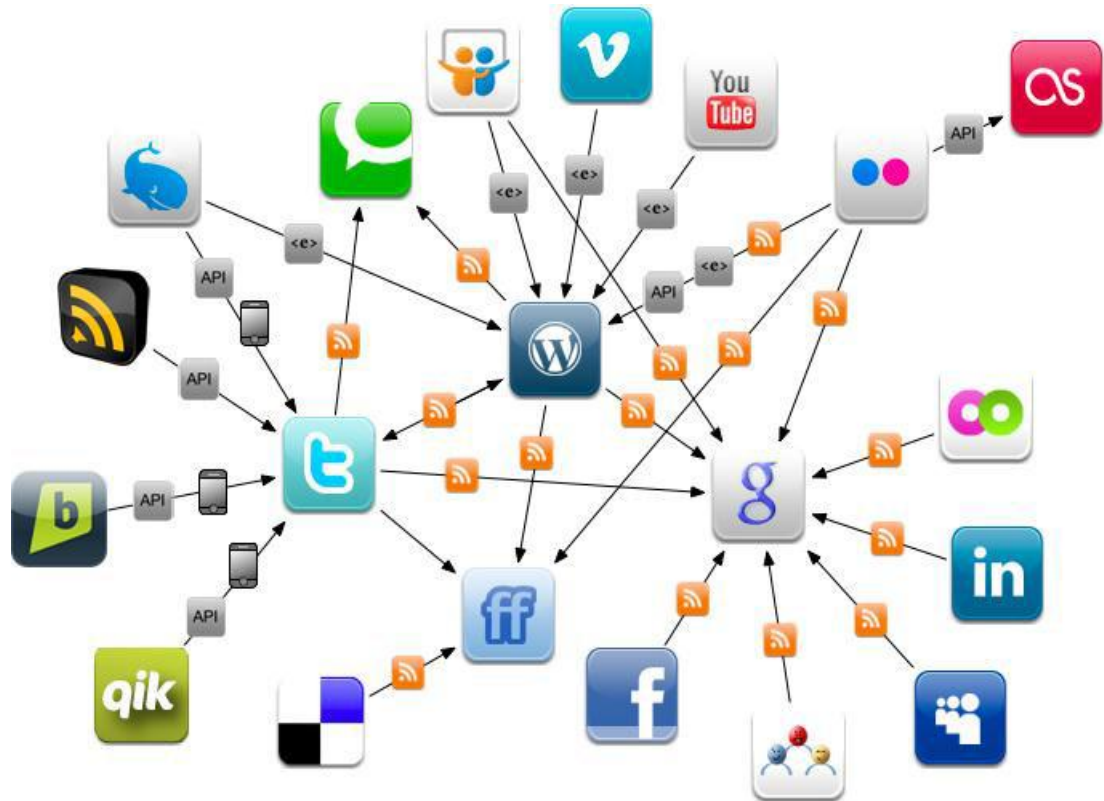
Nonprofits continue to explore ways to use social media to reach beyond their usual groups of supporters. The study of (Miller,2013) figure (2.4) listed the important of Social Media Tools to Nonprofits.



**Figure (2.4): Social media sites expect to be the most important to communication strategies in 2013 . Source: ( Miller, 2013).**

## 2.4.2 Social network

A network is a simple concept that consists of two things: nodes and links between those nodes. In social network analysis the nodes of concern are people, groups and organizations. In other areas of network analysis the nodes of concern may be pages in the World Wide Web, difference species in an ecosystem or different compounds in a cell. In social network analysis links may be social contacts, exchanges of information, political influence, money, joint membership in an organization, joint participation in specific events or many other aspects of human relationships. The defining feature of social network analysis is the focus on the structure of relationships in Figure (2.5) (Davies, 2003).



**Figure 2.5: social network analysis**

**Source: (Davies, 2003).**

As the number of sites grew, so they have diversified in terms of focus. Alongside, more general sites such as MySpace, Bebo and Facebook, other niche sites have sprung up as you see in Figure (2.6).

Examples include LinkedIn, which was founded in 2003 and is based on developing business and employment networks, and Flickr, which is based on photo-sharing. New sites continue to emerge. In October 2007 Saga announced that it was launching Sagazone, a social networking site aimed exclusively at the over-50s (Ellison, 2007).





**Figure 2.6: Simplified timeline of select social networking sites (2000-2007).**

**Source (Ellison, 2007)**

### **2.4.2.1 Facebook**

Facebook developed in 2004 by Harvard University student Mark Zuckerberg. Facebook is a social networking site used by more than 800 million active users in every country on the planet, so far in 70 languages (Collier & Magid, 2012).

Facebook is a social networking service where users create personal profiles, add other users as friends and exchange messages, including automatic notifications when they update their own profile. Additionally, users may join common-interest user groups, organized by common characteristics (e.g. workplace) (Broughton et.al., 2009).

It is a great way to give your supporters the feeling of being part of a movement or a community. Organizations can benefit from the millions of users of Facebook worldwide. It is the second largest social network on the web, behind only Myspace in terms of traffic. One million people are active on Facebook every day. The fastest growing demographic are people 30 years old and above (WSPA, 2012).

The popularity of Facebook for non-profits has been driven by the introduction of Causes, a Facebook initiative that allows users to advocate and raise money for any non-profit. Various fundraising contests have used Facebook as a platform, such as the Case Foundation's "America's Giving Challenge." As of July 2009, members of Facebook had given a total of \$10 million to 26,000 causes (Green, 2009).

According to Facebook Reports, First Quarter 2013 Results, Daily active users (DAUs) were 665 million on average for March 2013, an increase of 26% year-over-year. Monthly active users (MAUs) were 1.11 billion as of March 31, 2013, an increase of 23% year-over-year. Mobile MAUs were 751 million as of March 31, 2013, an increase of 54% year-over-year (Facebook, 2013).

Causes on Facebook is an application and a wonderful way to gain attention for a cause. Co-founded by Sean Parker, an early member of Facebook's executive team, Causes allows fundraisers to solicit donations from their own contacts and recruit volunteers who want to participate on behalf of a cause. People who use the site as a way

to socialize can also participate in fundraising ideas by posting Cause profiles on their Facebook page (Ramirez & Lasica, 2010).

Increasingly, people access Facebook via smart phones and other mobile devices, including Android phones, iPhones and a variety of tablets. In some countries, many people do not have access to computers but do have mobile phones. However, even in the U.S. and other developed countries, a lot of people especially young people prefer accessing Facebook from their mobile device while they're on the go. As of early 2012, more than 350 million active users access Facebook through their mobile devices worldwide, and this number is expected to grow significantly (Collier & Magid, 2012).

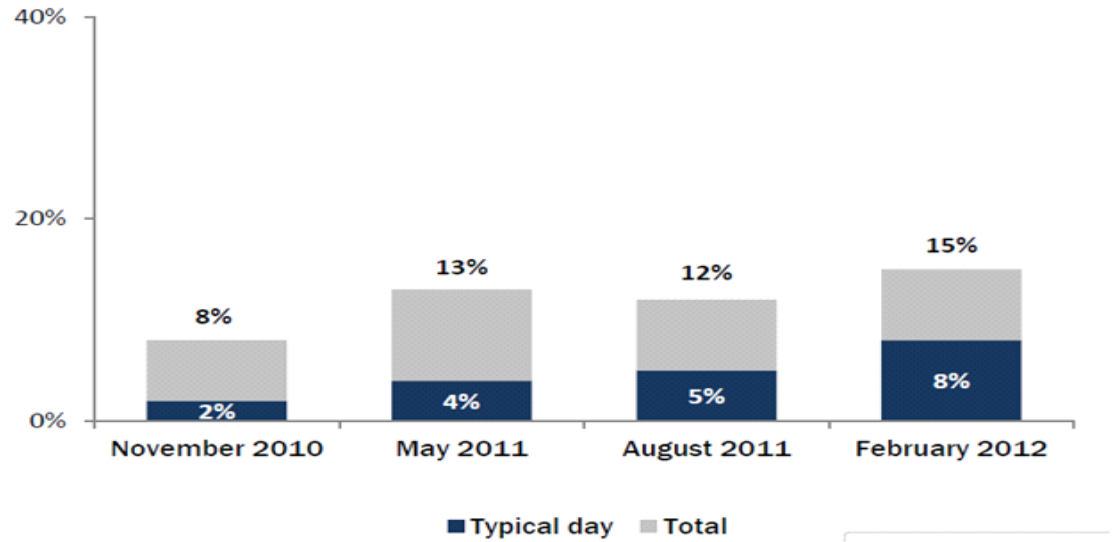
#### **2.4.2.2 Twitter**

There is a lot of talk today about social media. Whether you call it social media, or new media, or web 2.0, it's all about companies having a two-way conversation with their customers and the public. Twitter is becoming the sparkplug of the social media engine because it allows you to establish an online community and quickly talk within your community. Twitter is a unique conversation tool that allows you to send and receive short messages (called tweets) within your Twitter community.

Twitter is a micro blogging service enabling its users to send and read publicly visible messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Users may subscribe to other users' tweets (Broughton et.al., 2009).

Twitter is a social networking and micro-blogging service that allows its users to send and read other users' updates (known as tweets), which are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them. Users can receive updates via the Twitter website, SMS, or through applications such as, Facebook, and Twidget, a widget application. Twitter continuously exposes users to new posters and lets users follow each other (WSPA, 2012).

Twitter does not allow a lot of customization - but the subtle things that it does, it allows the customers to change and have an impact. It is a good idea to promote your Twitter profile in numerous places such as their home page, Facebook or any blogs they do. therefore, The percentage of internet users who are on Twitter has doubled since November 2010, currently standing at 16%. Those under 50, and especially those 18-29, are the most likely to use Twitter as you see in figure (2.7).



**Figure (2.7) : % of internet users who use Twitter.**

**Source: (Brenner & Smith, 2012).**

**Your Twitter community consists of:** (Crow Communications, 2011)

1. **People You Follow.** You define your community by following other Twitter users. You see the tweets created by everyone you follow. Following someone means that you subscribe to their tweets.
2. **People Who Follow You.** Other people read your tweets and decide to follow you. Your followers see the tweets you send out. Before you jump into the Twitter waters, you need to decide your Twitter goals. Why do you want to use Twitter?
  - i. For business communication (to build community with your customers, vendors, and other related business people).
  - ii. To keep in touch with your peers or keep an eye on your competitors.
  - iii. To reach out to potential customers.
  - iv. To drive traffic to your website or blog.

**You don't have to be sitting at your desk to use Twitter. You can send and receive tweets using a variety of mobile devices** (Crow Communications, 2011)

1. A laptop computer
2. A tablet computer (iPad and others)
3. A netbook computer
4. Any cell phone with text messaging service

5. Any web-enabled cell phone or smart phone
6. Any portable wifi device (like the iPod Touch)

One example of how Twitter can be used to generate funds for charity is a recent fundraising campaign ran by the UK - based National Trust, who decided to run an on-line Twitter campaign over a weekend to raise money for a new museum. Supporters were encouraged to follow the charity and/or forward its appeals for funding to their followers. The Twitter campaign asked for micro-donations of \$2 (donations were handled using PayPal). Every time a person donated money to the campaign via Twitter donors were sent a personal recognition. Incredibly, by February 2009, Twitter had 55 million daily users. Males make up 63% of Twitterers. Twitter's largest age demographic is 35-to-44-year-olds who make up 25.9% of its users (WSPA, 2012).

### **2.4.2.3 Youtube**

Video is a powerful tool to extend the reach and impact of an organization. A nonprofit YouTube channel can help by delivering its message to the world's largest online video community and second-largest search engine (YouTube for Nonprofits, 2013).

YouTube is a video-sharing website on which users can upload, share, and view videos. A wide variety of user-generated video content is displayed, including film and TV clips as well as amateur content such as video blogging. Media corporations including the BBC also offer some of their material via the site. Most videos enable users to leave and exchange comments (Broughton et.al., 2009).

Therefore, YouTube has become the third most visited website in the world—behind Google and Facebook. Since its creation in February 2005, YouTube saw rapid growth; sixteen months after its creation, 100 million clips were being viewed per day (Cayari, 2011).

YouTube and most other video sharing sites are free. In fact, you can apply for a nonprofit-specific YouTube account, which provides more features such as the ability to add clickable asks on top of videos and lets you upload longer videos. YouTube allows anyone to comment on any video. If you have such videos, try asking supporters to pass links to them on to friends and family, which also spreads your message. you could also ask supporters to “vote your videos” (Andrei et.al., 2011).

### **2.4.2.4 Other Tools**

There are a large number of a variety of social media platforms to choose from, and while Facebook and Twitter are the most popular, other social networking websites and tools available should not be ignored because their potential in fundraising could be significant in the near future.

## **A. MySpace**

MySpace was designed to be a general interest social networking site, similar to Facebook. As recently as June 2008, the two were running neck to neck in terms of usage numbers. Since then, however, Facebook has seen a huge boom in popularity, and MySpace a substantial decline. Recently, MySpace was purchased by a group of partners that include musician Justin Timberlake has expressed interest on emphasizing music and musicians (Andrei et.al., 2011).

Communication and content distribution with numerous communication tools at their disposal, social networks are becoming integrated communication hubs. The integration of MySpace and Skype, for example, illustrates how social networks and communication applications can converge to benefit users. With more than 118 million active MySpace users and over 370 million Skype registered users around the world, this partnership connects two of the most popular communication platforms on the Internet “to create the world’s largest online voice network. MySpace members can make Internet phone calls using Skype’s telephony network and MySpace’s instant messaging program (Van Den Dam et.al., 2008).

## **B. Flickr**

Flickr is a photo-sharing site that allow users to share photo on [www.flickr.com](http://www.flickr.com) or through embedded apps on other websites. Flickr allows users to tag photos with keywords, which creates communities around common interests or events (Sheedy, 2011).

## **C. LinkedIn**

LinkedIn is a business-related social networking site mainly used for professional networking. Users maintain a list of contact details of people with whom they have some level of relationship, called connections. This list of connections can then be used to build up a contact network, follow different companies and find jobs, people and business opportunities(Broughton et.al., 2009).

LinkedIn is a social network designated for professionals, which means the most important part of your profile is your career, jobs, education and other skills. This business social network is a priceless tool for managers and human resource directors that helps many HR officers and headhunters search in a large number of potential employees during the recruitment process. However, the basic LinkedIn profile is limited in functions. If you want to use more advanced options you will have to pay for it. What is interesting is that many users are no longer sending the traditional CV along with their job application and instead they are sending their potential employer company a link to their LinkedIn profile (Socialbakers, 2013).

With over 225 million users representing over 200 countries around the world, LinkedIn is a fast-growing professional networking site that allows members to create business contacts, search for jobs, and find potential clients. Individuals have the ability

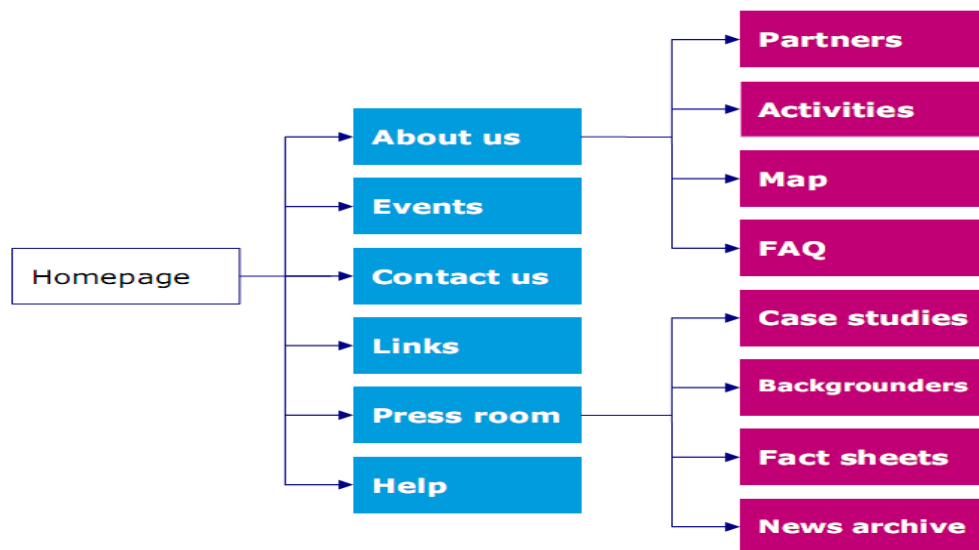
to create their own professional profile that can be viewed by others in their network, and also view the profiles of their own contacts (linkedin, 2003).

This could become a source for contractors, employees, volunteers and expertise. Perhaps, It's also a place to build a group or following focused on astronomy and astrophysics? Right now it can be viewed this as a networking tool not necessarily lined up with its immediate goals and plans but an eye on developments will be kept here. It may also be a viable platform for marketing or advertising in the future (Simonsen & Bedient, 2013).

## 2.5 Website

The World Wide Web is quickly becoming one of the top forms of communication for companies and organizations to use both internally and externally. Once a website is developed, it is misleading as to how much attention it should receive. It takes constant updating, and cannot be ignored.

The organization website will be the first source of information about it for many people outside its project, so it needs to contain the right information in a clear and accessible design and structure. Good websites have a system of links among the pages that is intuitive, straightforward, and reflected in a clear navigation facility that makes it obvious to users where in the site they are, and how to get to wherever else they want to go. See sample website structure figure (2.8) (European Regional Development Fund, 2013 ).



**Figure (2.8):Example of a hierarchical website structure**

**Source : (European Regional Development Fund, 2013 ).**

## **Web Portals for Donor Websites**

The following portals provide direct linkages to hundreds of grant maker Websites on a regional or worldwide basis (Sera, 2001) :

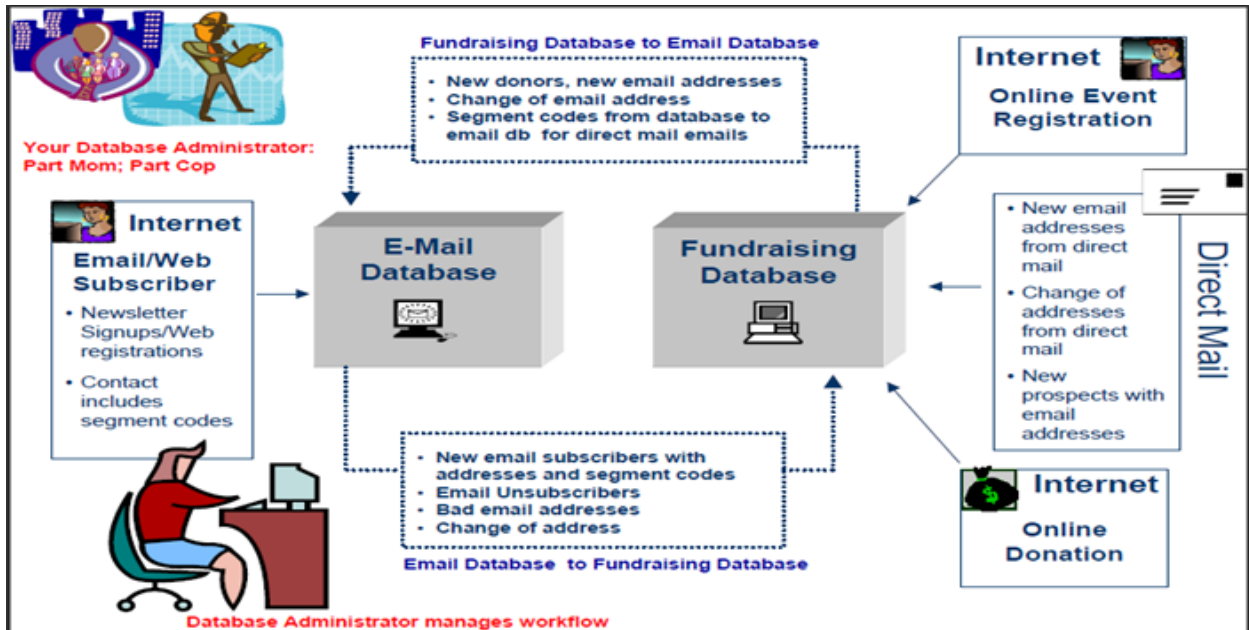
*Action Without Borders* <http://www.idealists.org/>  
*Association of Voluntary Service Organizations (AVSO)*  
<http://village.agoranet.be/~aviso/links.html>  
*British Library for Developmental Studies* <http://nt1.ids.ac.uk/eldis/>  
*Charity Village:* <http://www.charityvillage.com/charityvillage/fund.asp>  
*The Communication Initiative* <http://www.comminit.com>  
*The Council on Foundations* <http://www.cof.org>  
*Deutsches Spendeinstitut Krefeld (German Charities Institute)* <http://www.dsk.de/engl/>  
*Development Gateway* <http://www.developmentgateway.com>  
*Directory of Development Organizations* <http://www.devdir.org/right.html>  
*European Foundation Centre's Funders Online* <http://www.fundersonline.org/>  
*European Forum on International Cooperation:* <http://www.oneworld.org/euforic>  
*Eurongos:* [http://www.eurongos.org/english/main\\_guide.htm](http://www.eurongos.org/english/main_guide.htm)  
*Fondsen In Nederland* <http://www.verenigingvanfondsen.nl/>  
*Fundsnet service* <http://www.fundsnet services.com/internat.htm>  
*Grantmakers Without Borders* <http://www.internationaldonors.org>  
*Guidestar* <http://www.guidestar.or>  
*International Chamber of Commerce* <http://www.iccwbo.org/>  
*International Youth Foundation* <http://www.iyfnet.org>  
*National Endowment for Democracy* <http://www.ned.org>  
*Organization for Economic Co-operation and Development*  
<http://www.oecd.org/dac/hm/dacsites.htm>  
*United Nations Development Program* <http://www.undp.org>  
*United Nations Non-Governmental Liaison Service (NGLS)*  
<http://www.un.org/MoreInfo/ngolink/welcome.htm>  
*United States International Grantmakers* <http://www.usig.org>  
*United States Agency for International Development* <http://www.usaid.gov/>  
*The World Bank NGO and Civil Society Unit* <http://www.worldbank.org/ngos>  
*WINGS* <http://www.wingsweb.org/>

## **2.6 E-mail Fundraising**

Email-based fundraising continues to grow as an effective approach for development professionals to improve campaign results by communicating with existing donors and reaching out to new contributors.

Email gives the organization the opportunity to communicate more frequently and more efficiently with its supporters. Email messaging is much less expensive than mail, and the incremental cost for sending more email is minimal. The key to email cultivation is to start an e-newsletter and build the list of donors which might ask for a donation and include other links (Allen et.al, 2004).

The challenge for the nonprofit organization that prefers to use e-mail is in building a meaningful database. Once the project of gathering e-mail addresses from a targeted audience is under way (it is a never ending process), the nonprofit can begin using e-mail as a way to keep stakeholders engaged and informed through personalized messages. Nonprofits can promote events, send specific calls to action. Whether e-mail is being utilized for the distribution of monthly e-newsletters, to create frequent, relevant interaction with supporters, to send invitations to an upcoming event or to thank a donor as seen in figure (2.9) (Hartnett and Matan, 2010).



### Sample Work and Data Flow for Email/Database Administration

Source: (Hartnett and Matan, 2010).

## 2.7 Mobile Phone

The rise of mobile phones in recent years has substantially affected the work of global development organizations (Gleason et al., 2012), so many social network sites, for example MySpace and Twitter, offer mobile phone versions of their services, allowing members to interact with their networks via their phones. Increasingly, too, there are mobile led and mobile-only based communities. MYUBO, for example, allows users to share and view video over mobile network (Mobile Socializing: Accelerating Change, 2007).

Mobile technology refers to an array of cellular communication technology, such as smart phones (cellular phones with Internet access), mobile applications or apps (software units available for download on smart phones with specific functions), and



tablets (mobile computers that are typically operated by touch screen) (Techopedia, 2012).

Nonprofit organizations can use the versatile functions of mobile technology to fundraise and generate interest in their missions and social causes. Given that nearly half of cell phone users own smart phones, one in three American adults downloads apps to cell phones or tab-lets, and one in ten adults makes charitable contributions using text messaging, there is a large market of potential stakeholders available to nonprofits (Smith, 2012).

Yet mobile technologies and software systems, which would allow social workers to improve communications with clients and access agency information off-site, are used by few nonprofits. Only 35% of nonprofits use mobile technologies such as smart phones, personal device assistants (PDAs), and mobile applications to track clients, and only 40% of those users collect data while in the field with clients ( MAP & Ideal ware, 2012 ).

Mobile functions that allow nonprofits to reach more consumers include the development of mobile websites and smart phone applications. Prior to implementation, however, nonprofits should first assess whether mobile technology fits into their organizational objectives (Ideal ware, 2012).

If organizations find that their stakeholders regularly use cell phones and can be effectively engaged through that method, then nonprofits may benefit from integrating mobile technology into practice. A potential strategy for a nonprofit could be to develop a website that can be accessed on mobile devices and incorporate techniques such as highlighting key messages, keeping content organized and inter- active, and using videos, larger pictures, and text with less content (Branded4 Good, 2012).

Text messaging might be an interesting and a good approach to mobile website users. Sending SMS text messages to the phones of constituents who have opted in can be a useful way to reach out and can potentially encourage them to take an action or visit the organization's website (Gleason et. al, 2012). For example: that provides information about the organization or links to its website and mission-related tips, or that ask people to sign-up for online pledges or petitions. Straightforward outgoing text messaging is not particularly complicated to support. Through services like Mozes or Cause cast, even small organizations can set up the functionality to send a text message to a list of mobile phones for \$10-\$50 per month (Gleason et al., 2012).

People and organization are increasingly using text messaging, ringtones, mobile web browsing and even mobile video for advancing causes and organizations. However, mobile fundraising is still new and untapped. As in early years of internet fundraising, mobile fundraising has to become more familiar and trusted before it is adopted widely. After all, it took a decade for internet fundraising to gain a solid foothold in even smaller NGO's fundraising mix.

### **2.7.1 Uses of Mobile Phones (Stein, 2012):**

- i. SMS: send up to character text messages to the mobile phone of supporters.
- ii. Ringtones: offer poly themed ringtone sounds for you or your callers to hear.
- iii. Short Codes: A six digit “ mobile short code”that connects to a mobile campagne the URL or address for campaign .example : text to 22244 with the ley word “save” to save the whales.
- iv. Fundraising: Raise money from supporters at concerts and events with your short code by changing instant donations to their phone bill. Paypal or deduct a payment from a previously stored credit card number.
- v. Forward-to- a friend: Encourage supporters to forward text messages, ringtones and short codes to friends and family.

## **2.8 Success Stories**

**2.8.1** As one of the world’s leading independent organizations for children, Save the Children strives to create lasting change for kids around the globe by working in 120 countries to carry out the vision that every child has the “right to survival, protection, development and participation. Save The Children recently conducted a mobile pledge in which a constituent texts “POVERTY” to a specific short code to affirm that they agree with the text of the pledge, and receives back a text message back that requests they text their first name, last name and email (Gleason et al., 2012, p. 15) .

**2.8.2** Army of Canada has been exploring using mobile technology to aid in fundraising and outreach in the hopes of moving donors beyond a simple penny toss. The Christian organization has been active in Canada since 1882, and the Toronto-based headquarters for Canada and Bermuda helps as many as 1.7 million people each year, making it the largest non-govemental provider offering food, shelter, life training skills and job assistance to people in need (Gleason et al., 2012).

**2.8.3** The Mobile Giving Foundation (MGF) serves as the “glue” between a charitable giving campaign, the wireless industry and the 250 million wireless users in the United States. Once approved, MGF develops fundraising campaigns in conjunction with established mobile marketing firms and the nonprofit. Its messaging platform is then used by wireless carriers through their short message service (SMS) centers. (SMS is a communications protocol that allows the exchange of brief text messages between mobile telephone devices.). The wireless carriers pass 100% of the charitable funds they collect through to MGF. The MGF also remits 100% of the donation to the recipient nonprofit within 30 days of receiving funds from the wireless carriers. The MGF charges back costs for short-code costs, reporting and messaging charges directly to the nonprofit organizations or their supporting service providers on a post-donation basis (Mobile Giving Foundation, 2013).

**2.8.4** The United Nations International Children's Fund (UNICEF) , believes that nurturing and caring for children is the cornerstone of human progress. A global organization that works in nearly 190 countries.

At UNICEF, the tools provided at no charge through Google for Nonprofits provide a way for the organization to share knowledge and insight and disseminate best practices through the Internet and social media, including Google+. With Google+, UNICEF brought the organization's far-flung community into the conversation and empowered them to speak directly with UNICEF .

The Hangout raised awareness and demonstrated the powerful work that is being done. It was mentioned 1,044 times online (mostly on Twitter) leading up to the event. Inspired by the Hangout, other agencies of the UN have hosted or plan to host their own Hangouts. And UNICEF will soon be hosting Hangouts covering other topics such as Digital Citizenship and Safety (Google, 2012).

**2.8.5** UK-based WaterAid, an international development organization, uses Google's tools to get their message across, analyze website traffic and work more efficiently. YouTube is a really important way for them to get their message across to a younger audience that may not visit their website. Google Maps are helpful for their mass participation event to let users see that they're part of a huge event. Google Analytics allows them to analyze their website traffic in tremendous details and make changes directly to their website (Google, 2012).

**2.8.6** Natural Resources Defense Council uses Google's tools to communicate effectively, visualize data they have collected on various projects and drive more traffic to their website. Google AdWords has driven 4.7 million visits to their website and counting, which is the equivalent of \$2.6M in advertising value. They also Google Maps and Google Earth to make vivid their environmental concerns. With Google Earth, they can share the data that they've collected in a visual, understandable way (Google, 2012).

**2.8.7** One of the top 20 most efficient nonprofits in the United States, Direct Relief International, is there to help. Founded in the aftermath of World War II to assist people in postwar Europe who were living under tremendous hardships.

For eight consecutive years Forbes magazine has named Direct Relief one of only two nonprofit organizations in the U.S. that is 100% efficient in fundraising funded entirely by private sources,

The organization powers search-engine marketing using Google AdWords; gains insight into donors and to tracks how they interact with the website using Google Analytics; and increases trust through the security and ease of Google Checkout. In the first three years of becoming a Google grantee in 2003, Direct Relief garnered an impressive 6,000% increase in website visitors. Results showed a 44% year-over-year increase in the number of online donations, and a 40% increase in total dollars donated online (Jordan & Mcswiggan, 2006).

**2.8.8** The primary mission of the Jane Goodall Institute (JGI) is to conserve chimpanzees and their habitats across Africa. Since 2005, JGI has used Google Earth technology to bring people virtually into Tanzania's Gombe National Park to understand the ongoing field work and meet the famous chimpanzees who live there. Today, JGI also uses Android smartphones and Open Data Kit software in several regions in Africa to help local communities monitor and map changes in forest habitat (Janegoodall Institute, 2013).

**2.8.9** Church World Service (CWS) has been dedicated to building their social media strategy and it shows social media-sourced traffic accounts for 7% of the organization's total visitor traffic (3x higher than their next source of referral traffic). Facebook is the organization's number one source of referral traffic. Equally impressive is that 25% of the organization's website traffic from social websites are new visitors (Church World Service, 2013).

Here are a few of CWS' efforts that have resulted in increased website traffic and improved campaign responses:

- Integrated social media into all aspects of their campaign communications strategy, to promote existing efforts.
- Launched campaigns that harness social media functionality to create more interesting, unique and engaging fundraising opportunities.
- During the Haiti earthquake crisis, leveraged social media to extend their reach, keep supporters in touch with events on the ground, and drive significant aid funds.
- Adopted the new Convio-to-Facebook connectivity functionality, turning it into a central part of their new recruitment and retention strategy.

**2.8.10** The Human Rights Campaign (HRC) has focused their social media investment on their Facebook profile webpage (<http://www.facebook.com/humanrightscampaign>). As a result, HRC has seen tremendous growth in their fan base more than 400% over 14 months. Jumping from 80,000 to more than 350,000 fans. Facebook also directs 30 to 50% of web traffic to HRC's blog, consistently making it the top referring site. In the last 12 months, HRC also added more than 23,000 new email addresses to its email list from Facebook users taking action or submitting surveys posted on HRC's profile and signing up through the integrated Convio-driven form on the "Join HRC" tab of the organization's profile.

**2.8.11** With little advance notice on a big service member story (a father of a fallen Marine from the Iraq War was told by a federal court to pay the legal fees of a hate group who'd protested at his son's funeral), Veterans of Foreign Wars (VFW) quickly responded with a simple but effective Declaration of Support for the besieged father. The declaration and signatures were to be delivered in person to the father on Memorial Day 2010 via a full VFW Color Guard. The campaign had virtually no budget or lead time,

but effectively used Facebook and Twitter to deliver more than 40,000 names 11,000 of which were new to VFW in just three weeks. More than half of the new names came from Facebook sources. The names were then entered into an email welcome series to begin longer term engagement with VFW (Google, 2012).

**2.8.12** Working in partnership with advertising agency T3, Alan Graham, founder and CEO of Mobile Loaves and Fishes (MLF), developed a campaign that would not only launch their new text-to-give option, but more importantly raise awareness about the issue of homelessness and the mission of the organization. MLF found a partner who agreed to donate the billboard space. The true power of this campaign was not just the text call-to-action, the billboard event, or the social media promotions, but how all channels worked effectively, together. The live event was featured in a traditional outdoor medium and combined with the immediacy of a mobile call-to-action. This created a story that could be captured on video, and then circulated via social media and traditional public relations (Google, 2012).

The results:

- \$12,000 raised in 48 hours
- 230 news stories in 31 media markets
- \$500,000+ calculated media value
- 1.3 million social media impressions

## **2.9 NGO's Background**

Non-governmental organizations (NGOs) are now recognized as key third sector actors on the landscapes of development, human rights, humanitarian action, environment, and many other areas of public action.

NGOs take different forms and play different roles in different continents, with the NGO sector being most developed in Latin America and parts of Asia. The roots of NGOs are different according to the geographical and historical context. They have recently been regarded as part of the “third sector” or not-for-profit organizations. NGOs have existed in various forms for centuries, but they rose to high prominence in international development and increased their numbers dramatically in the 1980s and 1990s. It is difficult to know precisely many NGOs there are, because few comprehensive or reliable statistics are kept (LEWIS, 2009).

While NGOs have ended up taking different forms across these many and varied contexts, there are basic common features that remain at the core of people’s efforts to organize in the third sector. On the one hand is the need to increase income, secure rights or demand services, and on the other, to avail new opportunities that appear in the form of links with outside organizations and resources, exposure to new ideas, and political change which opens up new organizing spaces (LEWIS, 2009).

## **2.10 NGOs definitions**

The term “nongovernmental organization” dates from 1950, when the United Nations (UN) coined the expression.<sup>6</sup> Presumably the UN which primarily dealt with governments and wanted to consult private, non-profit organizations that were independent of governments, found it convenient to refer to them simply as nongovernmental organizations to distinguish them from governments. Today the UN describes an NGO as: any non-profit, voluntary citizens’ group which is organized on a local, national or international level. Task-oriented and driven by people with a common interest, NGOs perform a variety of services and humanitarian functions, bring citizens’ concerns to Governments, monitor policies and encourage political participation at the community level (Willetts, 2007).

Also, the term Beneficiaries refers to those natural persons, or groups of natural persons who receive charitable, humanitarian or other types of assistance through the service of the NPO(Combating the abuse of non-profit organisations, 2013 ).

For organizations to be recognized as not-for-profit, they should satisfy the following criteria (Schiampo-Campo & Sundaram, 2001):

First, an NGO should be privately set up and sufficiently autonomous in its activity, that is independent of direct governmental control. Secondly, an NGO should also be non-profit, which would clearly define its voluntary character. Thirdly, it cannot be considered a political party with an aim of attaining political power. Fourthly, an NGO should support development which demonstrates its public interest character.

### **2.10.1 Who benefits from the NGO?**

According to (Willetts, 2007) , the first dimension concerns whom the NGO is intended to benefit. NGOs have multiple sets of stakeholders, often including financial contributors, board members, executives, staff and beneficiaries. The second dimension Self-benefiting NGOs: Examples of self-serving NGOs are unions, business associations, church groups, community patrol groups, Alcoholics Anonymous and amateur sports clubs.nThe third dimension ,Other-benefiting NGOs are organizations in which the capital and labor contributors are not themselves members of the primary intended beneficiary group; or the pool of beneficiaries is so broad that the public good produced will be shared by a wide swath of society. The World Wildlife Fund (WWF), Greenpeace, Amnesty International, CARE, the Open Society and Doctors Without Borders/Medecins Sans Frontieres (MSF) are examples of other-benefiting NGOs.

NGOs all over the world receive funding from different sources : governmental and private. This funding could be policy-driven and is granted to dictate the goals and policies in a way or another. Oxfam is one example of these organizations which is funded by the British government and therefore reflects its policies (AL-Ramlawi, 2012).

## 2.11 Palestinian NGO

Since the beginnings of the last century, NGOs played an integral role in the Palestinian struggle for liberation and development. The Palestinian NGOs sector was prolific during the First Intifada of 1987. In addition to the essential role of NGOs in socio-economic development, it was instrumental in relief activities with the unfolding events. It proved to be capable of operating under a complex environment and adapt remarkably with a distinctive performance in providing basic services (The code of conduct coalition, 2008).

Palestinian NGO is an independent body established by no less than seven persons in order to achieve legitimate objectives for the public welfare on a non-profit basis. It should be characterized by independence, freedom, voluntarism and the accomplishment of public welfare must be legally registered at the Palestinian Ministry of Interior according to the Charitable Societies' Law carrying No.1 and issued in the year 2000.

Non-profit Organization is the association that registers according to the (Palestinian law number 1-2000); the society that registers according to the special law established in the Official Journal, a company that does not aim for profit register according to the (Palestinian law no. 18-1929); and non-governmental Palestinian universities.

It is divided into two main dimensions as follows:(The Palestinian law No.1/2000): It regards non-profit organizations as benevolent associations, civil corporations or unions. The law permits those organizations to participate in commercial field and to allocate profits which are conditioned to be spent for activities not for distribution on members. (The Palestinian law No. 18/1929): Regards those organizations as profit companies and permits them to work in all fields where the profits allocated are spent for the organizations development (Abu Nada, 2006).

The objective is to promote community service on a non profit basis. It includes charitable societies, grassroots organizations, sports clubs and the Palestinian networks and unions representing Palestinian charitable societies and NGOs (The code of conduct coalition, 2008).

World Bank (2006) confirmed that the capacity of PNGOs to generate local revenues is limited to the larger organizations, in particular to hospitals and NGOs working at the national level. Service fees and income generating projects account for the largest share of revenues generated by these organizations. Islamist NGOs also reported high levels of local community contributions, an avenue not yet fully explored by other surveyed organizations.

International funding for PNGOs is reported as biased towards larger PNGOs, and to those working in the health sector. This can be explained in part by the greater institutional capacity that larger NGOs tend to possess, in addition to long-established relationships with international NGOs and donor organizations. Funding from the

Palestinian Authority (PA) and from other local sources seems to be more evenly distributed across PNGOs of varying sizes. This may in part be attributed to the fact that smaller PNGOs receive financial support from the Ministry of Labor and Social Affairs (MoLSA), and are also sub-contracted by Palestinian Authority (PA) institutions to deliver specific services to marginalized communities (World Bank , 2006).

### 2.11.1 Number of Non-profit organizations

NGOs working in Palestine are registered at: Ministry of Interior Registration Department,(2013).Number of non-profit organizations in Gaza Strip till 9/6//2013 . Administration for Public Affairs. Ministry of Interior. Gaza, Palestine.

Table 2.1 Geographical distribution of NGOs in Gaza Strip. Administration for Public Affairs. Ministry of Interior. Gaza, Palestine.

NO.	Town	number
1	North-Gaza	122
2	Gaza	470
3	Khanyunis	99
4	Alwesta	95
5	Rafah	75
<b>Total</b>		861

**Source: (Ministry of Interior ,2013)**

Table 2.2 Types of NGOs and its number in Gaza Strip, Administration for Public Affairs. Ministry of Interior. Gaza, Palestine.

NO.	Type	Number	NO.	Type	Number
1	Disabled	28	11	Foreign	63
2	Union	42	12	Tourism and Antiquities	2
3	Arts & Culture	74	13	Agricultural	36
4	Motherhood & childhood	46	14	Higher Education	15
5	Social	392	15	Human Rights	9
6	Education	18	16	Graduates	7
7	Family	10	17	Youth and Sports	54
8	Medical	45	18	Environmental	12
9	Friendship	3			
10	West Bank Branch	5			

**Source: (Ministry of Interior ,2013)**



The PNGO Network was established in September 1993, as a quick response to the signing of the Oslo Agreements with an objective to enhance coordination, consultation, and cooperation between member organizations working in different developmental domains (AL-Ramlawi, 2012).

By-Laws of the Palestinian Non-Governmental Organizations' Network (PNGO), 1995, Definition of the Palestinian Non-Governmental Organizations' Network:

The PNGOs Network constitutes a voluntary cluster of Palestinian NGOs from different developmental sectors. They are brought together by a unified vision, seeking to develop and strengthen Palestinian civil society (PNGO, 2012).

The PNGO General Assembly is comprised of 132 member organizations, seventy in the West Bank and sixty five in the Gaza Strip. It convenes at least twice a year. The PNGO general Assembly is responsible for approving and endorsing the PNGO annual administrative and financial reports, which are prepared jointly by the PNGO Coordination Office and the Steering Committee. Member organizations take part in sectoral meetings and provide valuable feedback to the steering committee regarding the development of the network (PNGO, 2012).

During the past fifteen years, PNGO has become an important component of the Palestinian society. PNGO has become an important reference and mechanism for coordinating the Non-Governmental sector. It has succeeded in establishing relations with different civil society organizations, such as the 'Palestinian Union of Charitable Societies', the 'National Institute for NGOs', the various Palestinian Political Parties and the Professional Unions (PNGO, 2012)

# CHAPTER 3

## PREVIOUS STUDIES

## **Chapter 3 : Previous Studies**

### **3.1 Foreign Studies**

***The study of MacLaughlin (2013) titled “How Nonprofit Fundraising Performed in 2012”,***

The findings in this study are based on giving data from 3,144 nonprofit organizations and more than \$7.9 billion in fundraising revenue. The online fundraising findings are based on data from 2,581 nonprofit organizations and more than \$512 million in online fundraising revenue in the United States.

Organizations were then grouped into three size categories: total annual fundraising less than \$1 million (small), total annual fundraising between \$1 million and \$10 million (medium), and total annual fundraising exceeding \$10 million (large).

The results in this study that are overall giving continued its slow recovery and grew approximately 2% in 2012. Online giving grew by about 11% in 2012 compared to 2011. Online fundraising was 7% of all giving in 2012, an increase from 2011. Small nonprofits had the greatest increase in overall fundraising in 2012 while medium-sized organizations led online.

***The study of Valverde & Lefevre (2013) titled “An analysis of Online Messaging, Fundraising, Advocacy, Social Media and Mobile Metrics for Nonprofit Organizations”,***

The Study collected data about email messaging, email list size, fundraising, online advocacy, Facebook, Twitter, and mobile programs from 55 U.S.-based national nonprofits for the calendar year of 2012.

The results in this study show that online revenue increased by 21% in 2012, with every sector except International seeing significant increases from the previous year. Growth in revenue ranged from 11% for Rights groups to 34% for Environmental organizations, while International groups saw revenue decline by 12%. Social media audience sizes continued to grow significantly faster than email lists, with a 46% median increase of Facebook Fans in 2012. Twitter audience sizes have grown dramatically over the past year organizations experienced a 264% increase in Followers.

***The study of Farkas & Dobra ( 2013) titled “Organizational Development: A tool for Nonprofit Organizations to Became Professional”,***

This paper was carried out in Hungary, it gives insight over changes in the operational environment of nonprofit organizations that are connected to their learning needs and chosen solutions, and brings practical evidence. Moreover, they had to

improve their skills in the field of team work and nonprofit specific activities such as fund raising.

The findings also suggest that, a modified questionnaire will help the researchers expand the areas of research both geographically (to include all the regions of the country into the survey) and on as many fields of activity as possible.

***The study of Miller ( 2013) titled” Nonprofit Communications Trends”,***

This study come from 1,435 nonprofits in 30 countries, with 88% from the U.S. and 5% from Canada to prioritize which specific social media sites would be most important to their communications strategies .

The results in this study that are , Facebook remains king of nonprofit social media with 94% identifying it as a top social media site. Twitter was selected as a most important social media site by 62% of nonprofits, followed by YouTube at 42% and LinkedIn at 24%.

***The study of Kenney (2012 ) titled “Nonprofit Organizations and Social Media: Streamlining Communications to Build and Maintain Relationships”,***

This paper was based on a survey of existing surveys, Studies and reports from the University of North Carolina , Philanthropy Action survey , Nonprofit World Blackbaud surveys, National Civic Review and National Nonprofit Metrics were compared and pieced together to form an idea of the issues and possible solutions that face nonprofit organizations as they attempt to communicate online.

Studies have shown the power of an organization’s website as the core of their online presence: the site should be the anchor for all other online communications. Efforts to reach out to audiences should be targeted, integrated, and concise. Messages should be adapted to different mediums, but carry the same theme and have the same goal. There are a few things nonprofits can do immediately to more effectively use their social media tools.

The keys to success will include careful planning on the platform’s behalf so as to offer features that are truly useful and effective. Nonprofits should focus on targeted communications with strong and clear calls to action.

The challenge to organizations is to move their audiences; to encourage them to take action and believe in their mission.

***The study of Brenner & Smith ( 2012) titled “Twitter use 2012”,***

This study is based on the findings of a survey on Americans' use of the Internet. The results in this study are based on data from telephone interviews, among a sample of 2,253 adults, age 18 and older.

The results in this study that are , there is a relationship between youth, mobility and Twitter use when looking specifically at Twitter use on mobile phones. Twitter usage is highly correlated with the use of mobile technologies, especially smartphones. One in five smartphone owners (20%) are Twitter users, with 13% using the service on a typical day.

By contrast, internet users who own more basic mobile phones are roughly half as likely to use Twitter overall (9% do so), and just 3% of those more basic phone owners are “typical day” users. cell owners ages 18-24 are more likely than older cell owners to use Twitter within the context of their mobile devices fully one in five 18-24 year old cell owners (22%) use Twitter on their phones, and 15% do so on a typical day.

***The study of Grand Valley State University (2012) titled “Nonprofit Organizations and Social Media”,***

This study investigates which nonprofits in Michigan are using social media and how they coordinate and regulate social media use in their organizations. It also examines levels of satisfaction among organizations that use social media.

The data were collected via an electronic survey sent to 758 members of the Michigan Nonprofit Association for which there were valid email addresses.

Some organizations use social media for a single purpose, while others use it for many. Organizations differ in the way they coordinate social media engagement, ranging from dedicated staff to no one having formal responsibility. Just over 60% of respondents are at least somewhat satisfied.

The analysis suggests that using social media in a variety of ways is related to increased satisfaction.

***The study of Duggan & Rainie ( 2012) titled “ Cell Phone Activities2012”,***

The results in this study are based on data from Interviews (1,206 cell calls were completed).

The results in this study that are 85% of American adults own a cell phone and now use the devices to do much more than make phone calls.Taking pictures is the most popular cell phone activity and there are only modest differences between demographic groups. Texting is nearly universal among young adults, ages 18-29.

More than half of cell phone owners (56%) access the internet through their phone. Half of cell phone owners send or receive email on their device. 44% of cell phone owners said they had used their phones to record video. Those ages 18-29 are the most likely to do so, with nearly 7 out of 10 young people reporting this behavior.

***The study of Herzer & Nunnenkamp ( 2012) titled "Private Donations, Government Grants, Commercial Activities, and Fundraising: Cointegration and Causality for NGOs in International Development Cooperation",***

This paper examines the determinants of private donations to US-based NGOs engaged in international development cooperation.

According to the results, fundraising tends to reduce private donations in the short run, possibly due to a higher price of giving and free-riding of some NGOs on the fundraising effort of peers.

By contrast, private donors appear to honor NGOs' financial self-help only in the short run, whereas commercial revenues crowd out donations in the long run.

Private donations and government funds, the two most important revenue items of NGOs, tend to complement each other in the longer run.

***The study of Öhler & Nunnenkamp ( 2011) titled "Funding, Competition and the Efficiency of NGOs: An Empirical Analysis of Non-charitable Expenditure of US NGOs Engaged in Foreign Aid",***

The study focus on explaining the variation in the costs for administration and management as well as the expenses for fundraising in 550 US-based NGOs engaged in international development cooperation.

It analyzes major determinants of the efficiency of aid delivery through NGOs across a large sample of 559 US-based NGOs. As a matter of fact, 17 % of all NGOs in the sample do not report any expenses for fundraising; most of these NGOs are relatively small.

The number of countries as well as the number of sectors in which an NGO is active typically has no significant impact on either administrative costs or fundraising expenses. The relation between competition and the share of administrative costs is significantly negative at the five percent level. However, official funding of NGOs clearly threatens to impair the efficiency of NGO aid by going along with higher administrative costs.

This suggests that any cost savings that NGOs may realize by working in easier environments are offset by additional costs incurred through higher local wages and rents in economically more advanced recipient countries.

***The study of Reynolds C. ( 2011) titled " Friends who give: relationship-building and other uses of social networking tools by nonprofit",***

This study conducted five interviews to represent the inner working and strategies of those in charge of the social networking for each of the four nonprofits: Autism Speaks, Christel House International, OE Enterprises, and UNC Healthcare.

This study shows that, all of the organization responded that initially they did not have a strategic communication plan, and had simply jumped in. Eventually, they have created goals, which include garnering awareness for their causes and raising money.

***The study of Hampton, Goulet, et.al., (2011) titled “Social networking sites and our lives”,***

This study is based on the findings of a survey on Americans' use of the internet. The results in this study are based on data from telephone interviews among a sample of 2,255 adults, age 18 and older.

The findings presented The number of those using social networking sites (SNS) has nearly doubled since 2008 and the population of SNS users has gotten older.

The results in this study that are over half of all adult SNS users are now over the age of 35. Some 56% of SNS users now are female. There is considerable variance in the way people use various social networking sites: 52% of Facebook users and 33% of Twitter users engage with the platform daily, while only 7% of MySpace and 6% of LinkedIn users do the same.

***The study of Boyer (2011) titled “Social Media and Nonprofits: Increasing Fundraising and Volunteerism for the Kahlo Cultural Center”:***

The purpose of this study is to understand the impact that social media tools have on nonprofit organizations , the study conducted in San Luis Obispo County, Kahlo Cultural Center.

The study suggests that disclosure makes the Website more credible. Organizations must make sure to provide a detailed description of the organization and its history, use hyperlinks to connect to the organization’s Web site, provide logos and visual cues to establish the connection, and list the individuals who are responsible for maintaining the social networking site profile.

***The study of Neale ( 2011) titled “Fundraising by Friends of the Library Groups: Profitability Trends and Effectiveness of Recent Initiatives “ ,***

The purpose of this study is to understand what makes fundraising initiatives successful today and how their relevant trends will predict their effectiveness in the future for Friends of the Library (FOL) groups. Survey get responses from three populations: FOL groups (n=45), Library directors (LD)/library fundraisers (LF) (n=31), and library patrons (n=up to 50) in USA.

The study’s findings indicate almost half of library patrons utilize the traditional practices and physically attend fundraising events. Advanced technology tools such as blogging, email and social media websites such as Facebook can increase communication

efforts with FOL members and donors . In addition, the survey data showed that even though nearly half of the LD/LF participate in some type of online fundraising.

The study suggests that the majority of library patrons surveyed prefer using the Web and email for fundraising communication, especially for those that attended at least one library fundraiser.

***The study of (Dumont, 2010) titled “Nonprofit Engagement of Social Networks”,***

This paper measures the increased use of social networking in small and medium nonprofits, identifies why these nonprofits are using social networking, and assesses the outcome of the use of these new technologies.

A stratified random sample of arts and culture nonprofit organizations in the state of Illinois was taken in the winter of 2009.

In general, large nonprofits were far more adept in adopting social media tools than small nonprofits. Interestingly, a negative relationship was found in the adoption of Facebook for small nonprofits, indicating that they are lagging behind adopting Facebook compared to their larger counterparts. Similarly, the adoption of Twitter and YouTube by small nonprofits is lagging behind larger nonprofits. Conversely, large nonprofits have been more likely to adopt these tools than either small or medium nonprofits.

All nonprofits said that social media is used not only for marketing, but also donations and to raise awareness of the organization.

***The study of Brumby (2010) titled “The use of technology based communication strategies for fundraising in health related nonprofits in north central Florida”,***

This study aims to identify the extent that health-related nonprofit organizations (NPO's) use technology-based communication strategies to disseminate messages; the total number of participants that were eligible for this study equaled 31.

The results clearly indicate that E-mail and use of the Internet for fundraising is the most prevalent technology-based communication strategy beside that Low blogging /access could be due to a lack of knowledge as to how to do this activity and Low blogging could be attributed to lack of knowledge as to how effective this technology is in today's society.

Knowledge and use of 'new' technology is not a priority to development officers. Since many development officers stick with 'what works' they are not inclined to try new methods of fundraising.

In addition, it recommended to Development officers should utilize more technology-based communication strategies for fundraising efforts. Beside that More research should



be done to find why development officers use the current methods to disseminate messages as well as why they do not expand into new techniques.

***The study of Stengel (2010) titled "Nonprofits and Social Media: It Ain't Optional",***

The survey was conducted online among nonprofits about their social media habits by Ventureneer, in collaboration with Caliber in New York. It Ain't Optional is a best-practices guideline for nonprofits and small business using social media initiating or expanding their use of social media for marketing, outreach, client services or advocacy.

The survey data showed that more than half of nonprofits spend less than four hours per week participating in social media. Only 7 % of nonprofits are power-users who spend 25 hours or more on social media per week. The longer a nonprofit has been using social media, the more time it spends doing it. A vast majority of nonprofits (92%) use social media to generate awareness of the organization's mission but most nonprofits do not excel at using social media. The primary reason for not increasing their use of social media is the amount of time it takes.

***The study of Schets (2010) titled "Meet charities online, How can charities utilize social media as a promotional tool?",***

The purpose with this study is to examine how the growth of the Internet and the emerging of social media have affected the promotion strategies of charities.

This study is written based on secondary research, which is collected from different academics and practitioners at Hogeschool in Holland.

The most important result from the research is that social media enables charities to reach a massive amount of people and this number will only increase, as more people will start making use of social media in the future. Therefore, it is important that charities start utilizing social media as a promotion tool as this will bring them advantages, not only now, but especially in the future.

***The study of Laird (2010) titled "Social media fundraising: Facebook friend or foe? A case study of Oregon nonprofit organizations",***

The purpose of this study is to establish differences in the impact of social media between different United States charities were selected for participation. 49 small organizations that received the survey tool responded.

The most important result from the research is that seventy-nine percent of responding charities were using social networking and video blogging most often. One of the biggest challenges facing nonprofit Twitter subscribers is the lack of flexibility in the function of the website. These results demonstrate that Facebook is a less effective

approach for organizations of this size and the platform may not be conducive to their needs.

The study responses show that medium nonprofits are not taking advantage of the benefits of this aspect of Facebook. However, this study adds to that in the sense that far more organizations of all sizes are subscribing to Facebook while fewer are finding the micro blogging world of Twitter as effective for their purpose. Fundraisers should be creative, in using social media to increase visibility but focus primarily on more effective fundraising tools that are likely to gross higher annual revenues.

***The study of Branston et.al.,( 2010) titled “The nature of online social good networks and their impact on non-profit organizations and users”,***

This study aimed to advance the understanding of the features and trends on social good networks, and the uses and perceptions of individuals and non-profit organizations on these sites. The research was a three-phase process, involving a content analysis of 30 social good networks, a survey of individuals who use the networks, and in-depth interviews with non-profits involved with the networks in US.

Three findings appear to be the most significant. The first is that the primary functions of social good networks are not fundraising or recruiting volunteers; rather they are networking and building community. Secondly, as sites have shifted from static, one-way communications channels to multi-faceted, interactive networks, it has become harder to translate online support into offline action, such as donating, volunteering, and attending local events. Finally, it is the users, not the non-profits, who hold most of the control over the social change efforts taking place on these networks.

For instance, 83% of respondents who have visited Network for Good report that they have donated money, whereas 41% of visitors to Care2 is the largest social network of activists making a difference and living healthy and 51% of visitors to the Facebook Causes application indicate likewise.

***The study of Ogden & Starita (2009) titled “Social Networking and Mid-Size Non-Profits: What’s the Use?” ,***

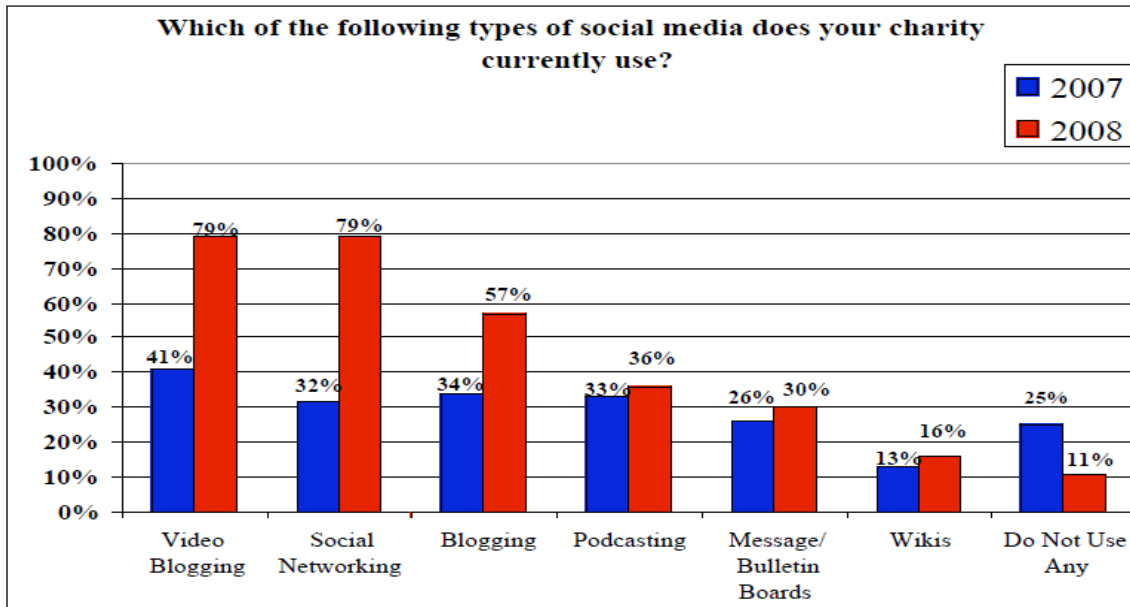
The study targeted mid-size non-profits, defined as organizations with annual budgets of \$1 million to \$5million. The responses were from two groups mid-size organizations with a page on Facebook Causes and organizations in Charity Navigator’s database in the United States . In total 339 organizations were invited to participate from Facebook Causes. The main question was about their current participation in social networking and social media.

The results clearly indicate that the majority of respondents indicated that marketing and fundraising staff participated in social networking efforts 60%, while just under 50 % said that program staff participated as well. Similarly, 85 % reported either that they had attracted 25 or fewer volunteers, or that they did not know how many they had attracted.

*The study of Barnes & Mattson (2008) titled “Still setting the pace in social media: the first longitudinal study of usage by the largest US charities” ,*

This new study, a longitudinal look at social media usage among the nonprofit sector, reveals that social media has become an incredibly important part of the communication strategy for US charities.

The study asked about blog logistics like accepting comments. In the 2007 study 85% of those charities with blogs accepted comments and 88% in 2008. 54% of those without a blog in the 2007 survey planned to add one and 52% of the respondents to the 2008 survey still without a blog, they said that they planned to add one in the future When asked if they felt their blogs were successful, approximately 90% of charities with blogs said yes. The results can be seen in the chart below figure 3.1.



**Figure( 3.1): The type of social media which used for charity**  
**Source: (Barnes & Mattson,2008)**

*The study of Goecks et.al., (2008) titled “Charitable Technologies: Opportunities for Collaborative Computing in Nonprofit Fundraising” ,*

This study presents analyzing the role of computational technology in the domain of nonprofit fundraising. It studied approximately 150 instances of technology of U.S, most of which were websites whose resources and services were publically visible.

This study provides a comprehensive analysis of the roles that technology currently plays in the nonprofit fundraising domain and presents two models of technology assisted

nonprofit fundraising: (1) a fundraising cycle and (2) a model of relationships among stakeholders. It asked, “What roles do computational technologies play in this site’s relationship to nonprofit fundraising?”

The answer is, one of the most basic roles of technology in nonprofit fundraising is to communicate the activities, goals and impact of nonprofit organizations to potential donors. Technology also assists potential donors in discovering nonprofits with which they were not previously familiar. Several prominent third-party websites including Guide Star, Network for Good, Change.org, and Charity Navigator provide a variety of ways for users to discover nonprofits based on criteria of interest. Providing fast and simple donation mechanisms is a significant role for technology.

***The study of Watersa et al. (2008) titled “Engaging stakeholders through social networking: How nonprofit organizations are using Facebook”,***

This study examines how these new social networking sites are being used by the organizations to advance their organization’s mission and programs. To determine how nonprofit organizations were using Facebook, a content analysis of 275 randomly sampled legally incorporated nonprofit organizations’ profiles was conducted.

The sample also consisted primarily of organizations in the United States, so nonprofit organizations may use social networking sites differently in other countries. Additionally, this study only examined Facebook. It did not examine other popular social networking sites, such as MySpace, Bebo, Hi5, or Friendster.

The study found that nonprofit organizations did not use Facebook to distribute organizational news. Though 44% of the organizations posted news announcements on their Facebook profiles, (24%) uploaded video files to their profiles, and only 1% uploaded mp3, wav, or other types of audio files. Organizations failed to publicize their public relations efforts only 20% provided summaries of their campaigns and 5% posted organizational press releases to their profiles. The most common strategy used to involve the supporters was providing e-mail addresses to organizational representatives (71%). Finally, fundraising on Facebook was used by 22% of educational organizations and 26% of healthcare organizations.

***The study of Treiblmaier (2006) titled “A Framework for Measuring People's Intention to Donate Online”,***

This study examines the factors fostering and inhibiting online donations. To determine how much influence donor-external factors have on people's willingness to donate online, the study was conducted focusing on factors pertaining to the organization, the cause, the Internet, and the payment transaction. The website hosting the questionnaire used sliders to generate a magnitude scale from 1 to 100 instead, they conducted a second study in Austria amongst students to be able to identify significant attitudinal differences. The second study resulted in 122 responses, increasing the total sample size to 222.

The results suggest that most of the student sample and the nonprofit-member sample have been found concerning their attitudes toward donating online. The students exhibit a significantly lower intention to donate online than people who are members of nonprofits. No significant differences can be found regarding trust in the organization. The students have less trust in the Internet and in the proper use of the data.

Therefore, they explicitly recommend follow-up studies in other countries using different samples.

### **3.2 Arabic Studies**

***The study of Helasa & Muntasir (2013) titled "The use of social networks by the NGOs in Gaza Strip to strengthen its relations with the public",***

The goal of this study is to identify the use of the non-governmental organizations (NGOs) in Gaza Strip, of the social networks in strengthening their relations with the public.

The results of this study are: There exists a proportional relation between the use of the NGOs of the social networks and the strength of their relation with the public with a relationship factor of 0.78. NGOs use social networks to: Raising funds for projects and non-profit activities with a percentage of 57%.

The study recommends that NGOs' unions in Gaza strip should collaborate with the research centers, aiming to identify the best methods of using the social networks in achieving their goals.

***The study of Dalool (2013), titled "Evaluating the Extent to which Non-Governmental Organizations in Gaza Strip Adhere to Financial Requirements of International Donors and the Impact of this on Fund Sustainability",***

The purpose of this study is to determine the financial requirements of various international donor organizations that required from local Non-Governmental Organizations (NGOs), and the scope of applying donor's financial requirements by local non-governmental organizations in the Gaza Strip and the effect on funds and funding sustainability.

The results showed that the executing of fundraising resources variety between long term and short term help to get donating . the private resources help NGOs to face the financial crises.

It recommended to prepare financial plan for getting fundraising and to encourage the private funding to carry out the activities for society.

***The study of Salem & Alshaer ( 2013) titled “The Arab World Online: Trends in Internet Usage in the Arab”,***

This study examines trends across four dimensions in the Arab region:(1) Access to the internet and internet-enabled devices, (2) Quality and quantity of time spent online, (3) Frequency of internet usage, 4. Attitudes and trends toward social media. Responses were received from all countries in the Arab region. 76% of the sample was male and 48% of the sample was between the age of 15-29.

69% of all respondents to this survey said they used they used computers to access internet, 62% of them use desktops to access the internet, 36% of the respondents said they use smartphone to access internet, 25% use mobile phones, 24% tablets and 1% use other technologies to access the internet.

Facebook is the most popular social network, followed by Google+ and then twitter. Most respondents have never used the other social networks listed. 54% of respondents to this survey indicated using Facebook more than once a day, while 30% used Google+ at the same frequency. Only 14% of respondents used twitter more than once a day.

***The study of Salem & Mourtada ( 2012) titled “Social Media in the Arab World: Influencing Societal and Cultural Change?”,***

The study aims to inform a better understanding of the impact of social media on development and growth in the Arab region. By the end of June 2012, the country average for LinkedIn user penetration in the Arab region was approximately 2%.

By the end of June 2012, the country average for Facebook user penetration in the Arab region was just over 12%, up from 10% at the beginning of the year, and up from 8% in June 2011. The estimated number of active Twitter users in the Arab region at the end of June 2012 was 2,099,706.

***The study of Al Ramlawi (2012), " Impact of International Funding Organizations on Building the Financial Management Capacity of NGOs Working in Gaza",***

This study aims to investigate the impact of international funding on building the financial management capacity of non-governmental organizations (NGOs) working in Gaza. The study used the descriptive method to analyze the questionnaires of study population.

The study showed that 74.47% of the respondents agree that international funding has an effect on building the Palestinian Institutions financial management capacity,

In additional statistics analysis showed that 66.86% of the respondents agree that international funding has an effect on building the developing fiscal policy instruments and systems for NGOs in Gaza

Therefore statistics analysis showed that 68.79% of the respondents agree that international funding has an effect on building capacity for the finance staff working in NGOs in Gaza,

Finally statistics analysis showed that 66.58 % of the respondents agree that International funding has an effect on financial performance for the board directors of local NGOs

The study recommended that NGOs should concentrate on education and training, in order to develop capacity building of financial management. There is a necessity for maintaining evaluation of international funding programs implemented by NGOs in Gaza, to bring about positive outcomes of capacity-building.

***The study of Abu Mandi (2011), "Funding role of civil society organizations in Sustainable agricultural development Case Study Gaza Strip",***

The study aims to identify the sources of funding available for Palestinian agricultural sector, and to identify the reality of civil society organizations in the Gaza Strip that concern with agricultural activities, work in and finance agricultural development projects.

The results finding indicate that the lack of appropriate priorities of organizations with the development priorities, and an unconscious result not the best use of available resources consistent with the priorities of local agricultural development .  
Needing to prepare projects in accordance to the priorities of agricultural and rural development within the available financial resources.

The study recommended to formulate a resolution that regulating the non-official financing and the issuance of the law of agricultural insurance to resist and eliminate the natural hazards and disasters , and encourage the private sector to invest in agricultural development

***The study of Abu Daqa (2009) , "The efficiency, effectiveness and evaluation of the Palestinian NGOs in the Gaza Strip in order to guarantee of the successful of fundraising process",***

This study aimed at assessment of the efficiency, effectiveness and evaluation of the Palestinian NGOs in the Gaza Strip in order to guarantee of the successful of fundraising process. A questionnaire has designed and distributed on a random sample of 80 Palestinian NGOs work in the Gaza Strip.

The result showed that, there are weaknesses in the participating target groups, beneficiaries, board members, and employees of these NGOs in preparation process of strategic plans which reduce the commitments of those groups in the implementation of the strategic plans. 47.4% of the participation target groups agree that the Palestinian

organizations have strategic planning but about 34.3% agree that the it doesn't develop its financial system or technical abilities.

It recommended to measure the effectiveness and efficiency of its works which will develop its capabilities on fundraising.

*The study of Sharaf (2005) , "The impact of financial control continuity for the civil society organizations (csos) in Gaza Strip",*

This research aimed to study the existence degree of a relationship between the financial Control and the finance continuity for the civil society organizations (csos) in Gaza Strip. A questionnaire was prepared, which was distributed to 115 persons involved in financial tasks at those organizations in Gaza strip to measure the financial and monitoring aspects of those selected organization out of the non-governmental booklet in Gaza strip which was issued by UNSCO in 2003.

It was found out that the main source for donation is from Foreign countries and from Arab countries consequently, meanwhile the domestic contributions and the Palestinian National Authority contributions is a small percentage out of the financial resources for those organization. Despite the results that the financial control suffers from weak points at many of those csos in Gaza strip.

The study recommended to raise the private sources of NGOs to achieve its projects and activities and to be free from the out funding condition.

### **3.3 Comments on the Previous Studies:**

This study is very important where it sheds light on using technology based - communication strategies and fundraising for NGOs in Gaza Strip. In addition, the variable which the current study focuses on, aren't discussed as a set in any of the previous studies. The variables which are technological tools such as social network, website, email, mobile phone and manager characteristics (gender, age, educational background & department, experience).

The main difference of this research from the previously mentioned studies is that it focuses on main effective strategies according to new reports and its relation to fundraising, so it will provide feedback about the strategies that were followed by NGOs to get fund for its projects and activities. In addition, it will open the windows to discover the reality of using new technological tools in nonprofit organization for fundraising and its relation to its manager characteristics. This study benefits from the foreign studies to overcome the lack of local studies beside that the most of the previous studies focus on only one side such as Miller ( 2013) , Brenner & Smith( 2012), Duggan & Rainie( 2012) & laird(2010) .



Some studies such as Salem & Mourtada ( 2012), Salem & Alshaer( 2013), Helasa & Muntasir (2013), Valverde & Lefevre (2013), Reynolds C. ( 2011), Barnes & Mattson (2008) & Ogden & Starita (2009) only discussed the issue of social media in general when none of them has focused on any of the variable found in this study. On the other hand, this study focuses on the most of communication tech and its role in non profit organizations fundraising.

Therefore, a case study on PNGO Network that will be studied in more details throughout distributed questionnaire in order to achieve the research objectives, to ensure that the research is kept on track.

# **CHAPTER 4**

# **METHODOLOGY**

## Capture 4: Methodology

### 4.1 Research Methodology

This research follows the analytical descriptive approach. This section presents the procedures conducted in this research and answers the research questions.

Figure (4.1) shows the methodology flowchart, which leads to achieve the research objectives.

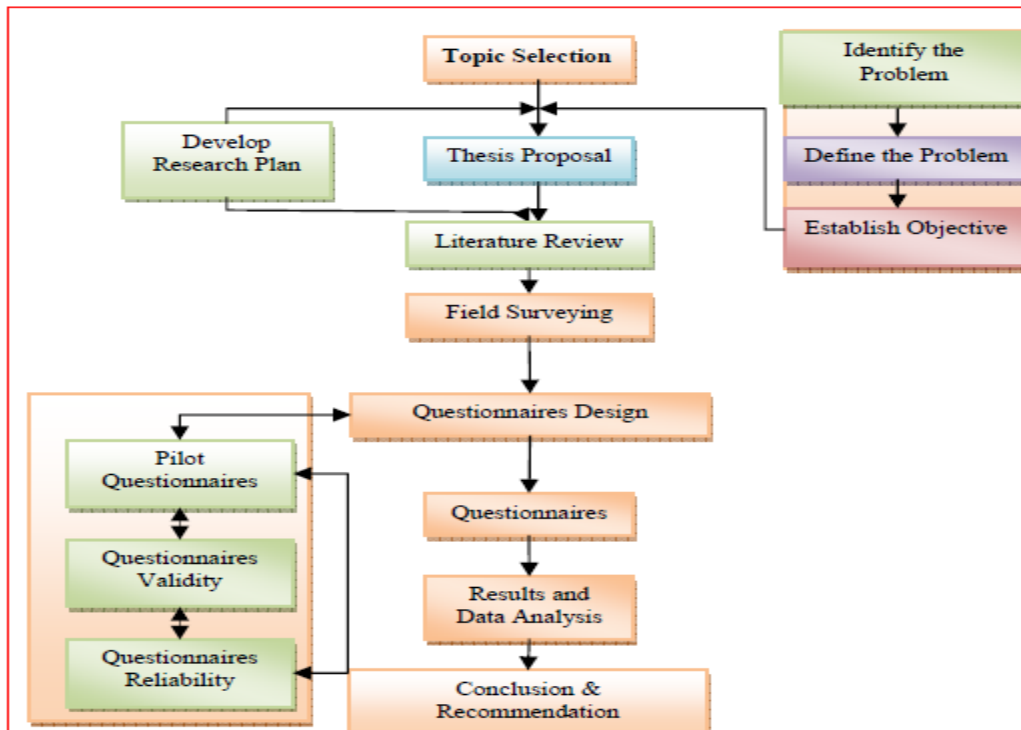


Figure (4.1) shows the methodology flowchart, which leads to achieve the research objectives, Source: (Al Sheikh Eid, 2011).

### 4.2 Data Collection

#### 4.2.1 Secondary Data

In this research, the researcher uses different types of secondary data resources. These resources are to introduce the theoretical literature of the study topic. These resources are as the following:

- Books and references in English .
- Scientific journals and academic magazines such as Knowledge Management.

- Data bases such as Emerald and Science Direct.
- Periodicals, articles, published papers and referred previous studies in different countries which have been conducted on the same subject.
- The published reports, magazines, and newspaper .
- Articles, internet sites and the available electronic versions.
- Published social networks paged of PNGOs.

#### **4.2.2 Primary Data**

Questionnaires were introduced as a primary tool for primary data collection. The questionnaires were distributed to PNGOs Network in Gaza Strip and using technology based communication strategies for fundraising through using the questionnaires were distributed to the PNGO's Network top management team, including the employees who work for fundraising

#### **4.3 Research Population and Sample**

The research population consists of (PNGOs) Network working in Gaza Strip which are about 65 .The study population covers the employees who work for fundraising of PNGOs network which is the main axe in this research. The problem statement of this research focuses in this slip of the employees who are responsible for fundraising in organization.

comprehensive survey of population was conducted, which means all of the managers who works in fundraising are included in this research . There are almost 76 managers.

#### **4.4 Questionnaire Design and Content**

After reviewing the literature and interviewing the specialists, the researcher finds that the questionnaire is the most appropriate tool. The questionnaire was designed in the Arabic language then translated into English (see Appendix B). The questionnaire was provided with a cover letter which explained the purpose of this research, the way of responding, the aim of the research and the privacy of the information in order to encourage high response. The sections in the questionnaire will verify the objectives in this research related to The Use of Technology Based Communication Strategies for Fundraising in NGOs “Case study on PNGOs Network in Gaza strip” as the following:

1. Section A consists of two parts personal information (five questions) and administration information( ten questions).
2. Section B consists of two parts fundraising in PNGOs (six statements) and technological communication tools with consists of four parts :
  - A. Social Network ( ten statements)

- B. Website ( five statements)
- C. E-mail ( five statements)
- D. Mobile Phone ( nine statements)

#### 4.5 Questionnaire Distribution

In order to distribute the questionnaire, the researcher distribute the questionnaire between PNGOs Network members .The questionnaire was distributed to the employees who work for fundraising of PNGOs Network such as: the manager , Project manager , financial manager and others. Total of (100) questionnaires were distributed while 76 filled and returned within a month and formed a response rate at (76%). This rate is considered low from the expected response rate. This is due to the following reasons:

1. Some of them are outside Gaza.
2. 8 of the population apologized to fill the questionnaire.
3. 5 of the population did not fill and return the questionnaire.
4. The researcher tried to distribute some questionnaire by email but no responses.

#### 4.6 Data Measurement

In order to be able to select the appropriate method of analysis, the level of measurement must be understood. For each type of measurement, there is/are an appropriate method /s that can be applied and not others. In this research, numerical scale 1-10 is used, where "1" indicates a weak answer while "10" indicates a strong answer.

#### 4.7 Test of Normality for each field:

Table (4.2) shows the results for Kolmogorov-Smirnov test of normality. From Table (4.2), the p-value for each field is greater than 0.05 level of significance, then the distribution for each field is normally distributed. Consequently, Parametric tests will be used to perform the statistical data analysis.

**Table (4.2) : Kolmogorov-Smirnov test**

No.	Field	Kolmogorov-Smirnov	
		Statistic	P-value
1.	Fundraising in NGOs	0.778	0.581
2.	Social networks	1.332	0.054
3.	website	0.926	0.358
4.	E-mail	1.359	0.051

5.	Mobile	0.976	0.297
6.	<b>Technological Communication Tools</b>	1.085	0.190
	<b>All paragraphs of the questionnaire</b>	1.145	0.145

#### 4.8 Statistical Analysis Tools

The researcher would use data analysis both qualitative and quantitative data analysis methods. The Data analysis will be made utilizing (SPSS 20). The researcher would utilize the following statistical tools:

- 1) Kolmogorov-Smirnov test of normality.
- 2) Pearson correlation coefficient for Validity.
- 3) Cronbach's Alpha for Reliability Statistics.
- 4) Frequency and Descriptive analysis.
- 5) Parametric Tests (One-sample T test, Independent Samples T-test , Analysis of Variance).

- ❖ **T-test** is used to determine if the mean of a paragraph is significantly different from a hypothesized value 6 (Approximately the middle value of numerical scale 1-10). If the P-value (Sig.) is smaller than or equal to the level of significance,  $\alpha = 0.05$ , then the mean of a paragraph is significantly different from a hypothesized value 6. The sign of the Test value indicates whether the mean is significantly greater or smaller than hypothesized value of 6. On the other hand, if the P-value (Sig.) is greater than the level of significance,  $\alpha = 0.05$ , then the mean of a paragraph is insignificantly different from a hypothesized value 6.
- ❖ **The Independent Samples T-test** is used to examine if there is a statistical significant difference between two means among the respondents toward the Use of Technology Based Communication Strategies for Fundraising in NGOs due to (Gender).
- ❖ **The One- Way Analysis of Variance (ANOVA)** is used to examine if there is a statistical significant difference between several means among the respondents toward the Use of Technology Based Communication Strategies for Fundraising in NGOs due to (Gender, Age , Educational background, Specialization and Years of Experience in fundraising).

#### 4.9 Validity of Questionnaire

Validity refers to the degree to which an instrument measures what it is supposed to be measuring. Validity has a number of different aspects and assessment approaches.

Statistical validity is used to evaluate instrument validity, which include internal validity and structure validity.

#### 4.9.1 Internal Validity

Internal validity of the questionnaire is the first statistical test that is used to test the validity of the questionnaire. It is measured by a scouting sample, which consisted of 30 questionnaires through measuring the correlation coefficients between each paragraph in one field and the whole field.

Table (4.3) clarifies the correlation coefficient for each paragraph of the " Fundraising in NGOs " and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at  $\alpha = 0.05$ , so it can be said that the paragraphs of this field are consistent and valid to be measure what it was set for.

**Table (4.3): Correlation coefficient of each paragraph of " Fundraising in NGOs" and the total of this field**

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	your organization's strategic plan include a fundraising strategy	.751	0.000*
2.	Have you identified an training individual who will lead the fundraising effort from within	.784	0.000*
3.	Your organization has a list of Donors to communicate for fundraising	.753	0.000*
4.	The organization has experience for fundraising	.776	0.000*
5.	The organization has some fundraising ideas	.798	0.000*
6.	Organization has money in place for a realistic fighting fund	.575	0.000*

\* Correlation is significant at the 0.05 level

Table (4.4) clarifies the correlation coefficient for each paragraph of the " Social networks" and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at  $\alpha = 0.05$ , so it can be said that the paragraphs of this field are consistent and valid to be measure what it was set for.

**Table (4.4): Correlation coefficient of each paragraph of " Social networks " and the total of this field**

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	The organization has experiences to deal with social network sites for fundraising	.854	0.000*
2.	The organization has training staff to deal with social network sites for fundraising	.829	0.000*
3.	The organization thinks that social network is a successful fundraising method	.786	0.000*
4.	The organization uses its account on social network for fundraising	.819	0.000*
5.	The organization sends invitations to friends through the social network for fundraising	.746	0.000*
6.	The organization receives acceptances from friends on social network for fundraising	.698	0.000*
7.	The organization presents documental material ( photos- video ....) about its activities through social network for fundraising	.762	0.000*
8.	The clients react with the documental material about its activities for fundraising	.786	0.000*
9.	The organization presents success stories about its projects on social network	.757	0.000*
10.	The account of your organization has the ability to donate by electronic way	.399	0.000*

\* Correlation is significant at the 0.05 level

Table (4.5) clarifies the correlation coefficient for each paragraph of the " website" and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at  $\alpha = 0.05$ , so it can be said that the paragraphs of this field are consistent and valid to be measure what it was set for.



**Table (4.5) : Correlation coefficient of each paragraph of " website " and the total of this field**

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	The organization thinks that its website is a successful fundraising method	.861	0.000*
2.	The organization has experiences to deal with its website for fundraising	.767	0.000*
3.	The organization presents its activities on its website for fundraising	.771	0.000*
4.	You can access to social network sites through the website of your organization	.750	0.000*
5.	The organization presents success stories about its projects on its website	.766	0.000*

\* Correlation is significant at the 0.05 level

Table (4.6) clarifies the correlation coefficient for each paragraph of the " E-mail " and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at  $\alpha = 0.05$ , so it can be said that the paragraphs of this field are consistent and valid to be measure what it was set for.

**Table (4.6) : Correlation coefficient of each paragraph of " E-mail "and the total of this field**

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	The organization thinks that its e-mail is successful fundraising method	.849	0.000*
2.	The organization has experiences to deal with its e-mail for fundraising	.904	0.000*
3.	The organization sends text message to donor through its e-mail for fundraising	.887	0.000*

4.	The organization sends photo reports to donor through its e-mail for fundraising	.799	0.000*
5.	The organization receives replies from donor through its email	.868	0.000*

\* Correlation is significant at the 0.05 level

Table (4.7) clarifies the correlation coefficient for each paragraph of the " Mobile Phone " and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at  $\alpha = 0.05$ , so it can be said that the paragraphs of this field are consistent and valid to be measure what it was set for.

**Table 4.6 : Correlation coefficient of each paragraph of " Mobile Phone " and the total of this field**

No.	Paragraph	Pearson Correlation Coefficient	P-Value (Sig.)
1.	The organization uses the Mobile phone applications for fundraising	.809	0.000*
2.	The organization has experience to deal with mobile phones for fundraising	.866	0.000*
3.	The organization thinks that its Mobile phone is a successful fundraising method	.811	0.000*
4.	The organization has a trained staff to deal with mobile phone for fundraising	.862	0.000*
5.	The organization uses the text message services on mobile phones for fundraising	.754	0.000*
6.	The organization uses multimedia services on mobile phone for fundraising	.758	0.000*
7.	The organization uses the mobile phone to access to internet for fundraising	.805	0.000*
8.	The organization uses the mobile phone to access to social network sites for fundraising	.793	0.000*
9.	The organization uses the mobile phone to access to its email for fundraising	.842	0.000*

\* Correlation is significant at the 0.05 level

#### 4.10 Structure Validity of the Questionnaire

Structure validity is the second statistical test that is used to test the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire. It measures the correlation coefficient between one field and all the fields of the questionnaire that have the same level of liker scale.

Table (4.8) clarifies the correlation coefficient for each field and the whole questionnaire. The p-values (Sig.) are less than 0.05, so the correlation coefficients of all the fields are significant at  $\alpha = 0.05$ , so it can be said that the fields are valid to be measured what it was set for to achieve the main aim of the study.

**Table(4.8): Correlation coefficient of each field and the whole of questionnaire**

No.	Field	Pearson Correlation Coefficient	P-Value (Sig.)
1.	<b>Fundraising in NGOs</b>	.673	0.000*
2.	Social networks	.815	0.000*
3.	Website	.578	0.000*
4.	E-mail	.513	0.000*
5.	Mobile	.676	0.000*
6.	<b>Technological Communication Tools</b>	.984	0.000*

\* Correlation is significant at the 0.05 level

#### 4.11 Reliability of the Research

The reliability of an instrument is the degree of consistency which measures the attribute; it is supposed to be measuring (Polit & Hunger,1985). The less variation an instrument produces in repeated measurements of an attribute, the higher its reliability. Reliability can be equated with the stability, consistency, or dependability of a measuring tool. The test is repeated to the same sample of people on two occasions and then compares the scores obtained by computing a reliability coefficient (Hungler & Poilt, 1985).

#### 4.12 Cronbach's Coefficient Alpha

This method is used to measure the reliability of the questionnaire between each field and the mean of the whole fields of the questionnaire. The normal range of Cronbach's coefficient alpha value between 0.0 and + 1.0, and the higher values reflects a

higher degree of internal consistency. The Cronbach's coefficient alpha was calculated for each field of the questionnaire.

Table (4.8) shows the values of Cronbach's Alpha for each field of the questionnaire and the entire questionnaire. For the fields, values of Cronbach's Alpha were in the range from 0.813 and 0.935. This range is considered high; the result ensures the reliability of each field of the questionnaire. Cronbach's Alpha equals 0.915 for the entire questionnaire which indicates an excellent reliability of the entire questionnaire.

**Table (4.8): Cronbach's Alpha for each field of the questionnaire**

No.	Field	Cronbach's Alpha
1.	<b>Fundraising in NGOs</b>	0.813
2.	Social networks	0.892
3.	website	0.837
4.	E-mail	0.915
5.	Mobile	0.935
6.	<b>Technological Communication Tools</b>	0.904
	<b>All paragraphs of the questionnaire</b>	<b>0.915</b>

Therefore, it can be said that the researcher proved that the questionnaire was valid, reliable, and ready for distribution for the population sample.

**CHAPTER 5**  
**RESEARCH ANALYSIS**  
**&**  
**FINDINGS**

## Chapter 5: Research Analysis & Findings

### 5.1 Personal data

#### 5.1.1 Gender

**Table (5.1): Illustrates population Distribution According to Gender**

Gender	Frequency	Percent
Male	46	60.5
Female	30	39.5
Total	76	100.0

Table No.(5.1) shows that 60.5% of the sample are Males and 39.5% of the sample are Females . Regarding to Palestinian central bureau of statistics (PCBS) 2012, the females' contributions in the workforce are limited about 17.4 and males' contributions in the workforce are about 69.1 but for both of them about 43.6 (Palestinian Central Bureau of Statistics, 2012). In addition, There are 59% male users and 41% female users in Palestinian Territory facebook statistics (Socialbakers , 2013).

According to the study of (Al-Kahlout, 2013) ,This is due to:

- Work chances are for males,
- The women work fields are limited,
- The society culture is an essential reason in decreasing the women contribution in work
- Women obligations and responsibilities toward their homes and families.

But according the researcher, this is due to:

Females are better in writing and reading than males , because males are better in technological and technical equipments. There for, fundraising on line needs people who have perfect experiences with technological tools . In addition , they needs for technological equipments such as laptop , computer, smart phone and so on , so males have it more than female and online fundraising needs to spend long time where males have free time more than females.

### 5.1.2 Age

**Table (5.2): Illustrate sample distribution according to age**

Age	Frequency	Percent
Less than 30 years	25	32.9
From 30 up to 40 years	29	38.2
Above 40 years	22	28.9
Total	76	100.0

Table No.(5.2) shows that 32.9% of the sample are less than 30 years, 38.2% of the sample are between 30 and 40 years and 28.9% of the sample are above 40 years. From the researcher point of view, this is logical and normal because the administration in PNGOs Network consists of youth and they must be have more practical experiences and qualification to deal with technological tools for fundraising.

### 5.1.3 Educational Background and Department

**Table (5.3): Illustrates sample distribution according to educational background**

Educational Background	Frequency	Percent
Diploma	13	17.1
Bachelor	47	61.8
High study	16	21.1
Total	76	100.0

Table No.(5.3) shows that 17.1% of the sample are Diploma holders, 61.8% of the sample are Bachelor holders and 21.1% of the sample are High study holders . From the researcher point of view, the administration work needs qualification not less than Bachelor . These qualifications are of the main requirement to work in this sector. This refers that the Palestinian society interests in education and high degrees.

**Table (5.4): The Department**

<b>Department</b>	<b>Frequency</b>	<b>Percent</b>
Engineering	11	14.5
Information Technology IT	8	10.5
Administration & Accounting	29	38.2
General relationship	10	13.2
Other	42	55.3
Total	76	100.0

The results show that other departments have 55.3 then administration & accounting has 38.2 because the fundraising through using communication technology is new and it doesn't teach in all the departments in universities so it depends on the personality of the employee and his desire to know more about using technological tools in fundraising.

#### **5.1.4 Years of Experience in fundraising**

**Table (5.5): Illustrate sample distribution according to years of experience in fundraising**

<b>Years of Experience in fundraising</b>	<b>Frequency</b>	<b>Percent</b>
Less than 3 year	22	28.9
3 – Less than 6 year	17	22.4
6- less than 10 years	19	25.0
10 years and more	18	23.7
Total	76	100.0

Table No.(4.5) shows that 28.9% of the sample have experience less than (3) years,22.4% of the sample have experience between ( 3) and (6) years,25.0% of the sample have experience between (6) and (10) years and 23.7% of the sample have experience (10) years and more . From the researcher point of view, 28.9% of the



sample have experience less than (3) years because of the nature of the work of PNGOs and the knowledge of fundraising through using technological tools is new in PNGOs.

## 5.2 Administration Information

### 5.2.1 Job Title in NGOs

**Table (5.6): Illustrate sample distribution according to Job Title in NGOs**

Job Title in NGOs	Frequency	Percent
Manager	29	38.2
Project manager	23	30.3
Financial manager	8	10.5
Other	32	42.1
Total	76	100.0

Table No.(5.6) shows that 42.1% of employees who have the responsibilities of fundraising in PNGOs Network has other title and 38.2 of them work as manager that means there is no specific title for fundraising job title in it .

### 5.2.2 The Organization Activities

**Table (5.7):The organization activities**

The organization activities are in	Frequency	Percent
Culture and education	27	35.5
Health	29	38.2
Women and child	36	47.4
Human Rights and democracy	18	23.7
Economic development	18	23.7
Social	33	43.4
Youth and sport	12	15.8
Other	11	14.5

Table (5.7) shows that women and child sector is about 47.4 then society sector is about 43.4 because the most PNGOs interest on children ,women and poverty according to the researcher, the most of PNGOs in Gaza strip are excited to face the occupation by helping the poor family especially women and children who have the half number of Palestinian society.

### 5.2.3 Using internet in fundraising

**Table (5.8): Using internet in fundraising**

<b>Do you use internet in fundraising for your organization ?</b>	<b>Frequency</b>	<b>Percent</b>
Always	43	56.6
often	24	31.6
rarely	9	11.8
Total	76	100.0

Table (5.8) shows that the most of PNGOs network always use internet in fundraising and this is normal because according to the study of Goecks et.al. (2008) , Stengle (2010) and Maclaughtin (2013) accept that internet very important to communicate with the world for fundraising.

### 5.2.4 Frequency of internet for fundraising

**Table (5.9):Frequency of internet for fundraising**

<b>Frequency of internet for fundraising</b>	<b>Frequency</b>	<b>Percent</b>
Daily	28	36.8
Weekly	16	21.1
Monthly	20	26.3
yearly	5	6.6
Rarely	7	9.2
Total	76	100.0

The results show that PNGOs use internet for fundraising daily 36.8% which means according to the researcher that funding from the world needs more communication through using internet because you can't access to social media and other sites without internet, beside that building a strong relationship with fundraisers to know everything is new so spending a long time with them to convince them about the organization mission and activities to get the biggest fund and this is agree with the results of Palestinian central bureau of statistics (PCBS) 2011 that 55% of Palestinian youth between ( 15 up to 29) use internet in Palestine (Palestine News & Information Agency - Wafa, 2011).

### 5.2.5 Using website for fundraising

**Table (5.10): Using website for fundraising**

Does your organization use its website for fundraising?	Frequency	Percent
Yes	61	80.3
No	15	19.7
Total	76	100.0

The results of table (5.10) shows that 80.3% of PNGOs network use websites for fundraising and regarding to the study of Kenney (2012) and Neale (2011) emphasized the importance of using website for fundraising.

### 5.2.6 Using e-mail for fundraising

**Table (5.11): Using e-mail for fundraising**

Does your organization use its e-mail for fundraising?	Frequency	Percent
Yes	72	94.7
No	4	5.3
Total	76	100.0

The results of table (5.11) shows that 94.7.3% of PNGOs network use email for fundraising and the study of Valverde & Lefevre (2013) , BRUMBY (2010) and Neale (2011) confirmed that using email can play an important role to raise money to donate the organisation activities.

### 5.2.7 Using mobile phone for fundraising

**Table (5.12): Using mobile phone for fundraising**

<b>Does your organization use its website mobile for fundraising?</b>	<b>Frequency</b>	<b>Percent</b>
Always	29	38.2
often	37	48.7
rarely	10	13.2
Total	76	100.0

Table (5.12) shows that PNGOs network use often mobile phone for fundraising about 48.7% and the study of Duggan & Rainie (2012) and Salem & AlShaer (2013) emphasized that using cell phone and smart phone have active role to get funding but according to the researcher the culture of using mobile phone needs more practice, training and experiences.

### 5.2.8 Using social network for fundraising

**Table (5.13): Using social network for fundraising**

<b>Does your organization use social network for fundraising?</b>	<b>Frequency</b>	<b>Percent</b>
Yes	51	67.1
No	25	32.9
Total	76	100.0

Table (5.13) shows that 67.1 of PNGOs network use social media for fundraising because the culture of technological communication in Arab world is new and need more practice and training according to Helasa & Muntasir (2013).

### 5.3.9 The social network sites which are used in organizations for fundraising

**Table (5.14):The social network site which used in your organization for fundraising**

Choose the social network site that your organization that uses it for fundraising	Frequency	Percent
Facebook	60	82.2%
Twitter	22	30.1%
Youtube	24	32.9%
My spaces	3	4.1%
Flicker	2	2.7%
Other	14	19.2%

Table (5.13) shows that the most of PNGOs network use facebook about 82.2% and this is agree with Valverde & Lefevre (2013), Miller ( 2013), Hampton, Goulet, Rainie, & Purcell (2011), Boyer (2011) & Salem & Alshaer ( 2013) but 30.1of it are used twitter applications and the study of Brenner & Smith (2012) confirmed the importance of using twitter between youth by using mobile technologies.

### 5.2.10 Using Other technological tools for fundraising

**Table (5.15): Using Other technological tools for fundraising**

Does your organization uses other technological tools for fundraising ?	Frequency	Percent
Yes	12	15.8
No	64	84.2
Total	76	100.0

The results show that 84.2 of PNGOs Network managers doesn't use other technological tools for fundraising but 15.8 of them use other technological tools for fundraising.

### 5.3 Statistical Analysis

#### 5.3.1 Fundraising in NGOs

Table (5.16) shows the following results:

- The mean of paragraph #1 “**your organization's strategic plan include a fundraising strategy**” equals 8.22 (82.24%), Test-value = 9.67, and P-value = 0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 6. The researcher concludes that the respondents agreed to this paragraph.
- The mean of paragraph #6 “**Organization have money in place for a realistic fighting fund**” equals 5.26 (52.63%), Test-value = -2.53, and P-value = 0.007 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is negative, so the mean of this paragraph is significantly smaller than the hypothesized value 6. The researcher concludes that the respondents disagree to this paragraph.
- The mean of the field “**Fundraising in NGOs**” equals 7.46 (74.65%), Test-value = 9.12, and P-value=0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 6. The researcher concludes that the respondents agreed to field of “Fundraising in NGOs”.

**Table (5.16): Means and Test values for “Fundraising in PNGOs”**

	Item	Mean	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	your organization's strategic plan include a fundraising strategy	8.22	82.24	9.67	0.000*	1
2.	Have you identified an training individual who will lead the fundraising effort from within	7.59	75.92	7.85	0.000*	5
3.	Your organization has a list of Donors to communicate for fundraising	7.97	79.74	9.07	0.000*	3
4.	The organization has experience for fundraising	8.09	80.92	11.83	0.000*	2

5.	The organization has some fundraising ideas	7.64	76.45	7.99	0.000*	4
6.	Organization have money in place for a realistic fighting fund	5.26	52.63	-2.53	0.007*	6
	<b>All paragraphs of the filed</b>	7.46	74.65	9.12	0.000*	

\* The mean is significantly different from 6

In general , PNGOs Network members have the rate 82.24% for the question “your organization's strategic plan include a fundraising strategy” , so the most of them have written and approved strategies plan for fundraising but the P-value = 0.007 which is smaller than the level of significance  $\alpha = 0.05$  for the last question “Organization have money in place for a realistic fighting fund” which means the most of PNGOs Network members don’t have independent sources to carry out its activities and maybe stop its activities if it hasn’t the fund from out sources and according to the study of Abu Nada (2006) the foreign fund is still the demand of 50% of the Palestinian organizations though 82% know resources of the foreign fund, 74% know resources of the Arab fund, but 64% do not know how to contact with fund resources . However, the study of Maclauhtine (2013),Farkas & Dobra (2013) ,Renolds C. (2011) and Goecks et.al.,(2008) emphasized that NGOs have to improve its skills in the field of fundraising to try using new methods of fundraising.

### 5.3.2 Social networks

Table (5.17) shows the following results:

- The mean of paragraph #7 “**The organization presents documental material ( photos- video ....) about its activities through social network for fundraising**” equals 7.68 (76.80%), Test-value = 7.32 and P-value = 0.000 which is smaller than the level of significance  $\alpha = 0.05$  . The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 6 . The researcher concludes that the respondents agreed to this paragraph.
- The mean of paragraph #10 “**The account of your organization has the ability to donate by electronic way**” equals 5.11 (51.11%), Test-value = -2.28, and P-value = 0.013 which is smaller than the level of significance  $\alpha = 0.05$  . The sign of the test is negative, so the mean of this paragraph is significantly smaller than the hypothesized value 6 . The researcher concludes that the respondents disagree to this paragraph.
- The mean of the filed “**Social networks**” equals 6.57 (65.72%), Test-value = 2.86, and P-value=0.003 which is smaller than the level of significance  $\alpha = 0.05$  . The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 6.

The researcher concludes that the respondents agreed to field of “**Social networks**”.

**Table (5.17): Means and Test values for “Social networks”**

	<b>Item</b>	<b>Mean</b>	<b>Proportional mean (%)</b>	<b>Test value</b>	<b>P-value (Sig.)</b>	<b>Rank</b>
1.	The organization has experiences to deal with social network sites for fundraising	7.03	70.26	4.06	0.000*	4
2.	The organization has training staff to deal with social network sites for fundraising	6.76	67.63	3.12	0.001*	5
3.	The organization thinks that social network is a successful fundraising method	6.68	66.84	2.69	0.004*	6
4.	The organization uses its account on social network for fundraising	6.59	65.87	2.32	0.011*	7
5.	The organization sends invitations to friends through the social network for fundraising	6.23	62.27	0.79	0.217	8
6.	The organization receives acceptances from friends on social network for fundraising	5.60	56.00	-1.45	0.076	9
7.	The organization presents documental material ( photos- video ....) about its activities through social network for fundraising	7.68	76.80	7.32	0.000*	1
8.	The clients react with the documental material about its activities for fundraising	7.25	72.53	5.35	0.000*	2
9.	The organization presents success stories about its projects on social network	7.09	70.95	4.04	0.000*	3
10.	The account of your organization has the ability to donate by electronic way	5.11	51.11	-2.28	0.013*	10
	<b>All paragraphs of the filed</b>	6.57	65.72	2.86	0.003*	

\* The mean is significantly different from 6



The analysis results show that (76.80%) of PNGOs Network managers agreed with using social network to documental material ( photos- video ....) about its activities for fundraising but (51.11%) of PNGOs Network managers disagree with donating through electronic way so (65.72%) of them agree to use social network for fundraising which agree with the study of Kaplan & Haenlein ( 2010) & Van der Weel ( 2009) which showed that the social media tools are on the top of the managers' agenda today and supports to use social media tools in management purposes but PNGOs Network managers need more training because of the lack of knowledge as how to effective this technology for fundraising where the study of Brumby (2010) , Branston et.al,(2010) confirmed the importance of trying new methods such as the new applications of facebook , youtube , twitter so on for fundraising.

### 5.3.3 Website

**Table (5.18) shows the following results:**

The mean of paragraph #3 **“The organization presents its activities on its website for fundraising”** equals 8.36 (83.60%), Test-value = 13.28, and P-value = 0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 6 .

The researcher concludes that the respondents agreed to this paragraph.

The mean of paragraph #1 **“The organization thinks that its website is a successful fundraising method”** equals 7.12 (71.18%), Test-value = 4.46, and P-value = 0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 6 .

The researcher concludes that the respondents agreed to this paragraph.

The mean of the filed **“website”** equals 7.51 (75.13%), Test-value = 8.29, and P-value=0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 6. The researcher concludes that the respondents agreed to field of “website ”.

**Table (5.18): Means and Test values for “Website”**

	<b>Item</b>	<b>Mean</b>	<b>Proportional mean (%)</b>	<b>Test value</b>	<b>P-value (Sig.)</b>	<b>Rank</b>
1.	The organization thinks that its website is a successful fundraising method	7.12	71.18	4.46	0.000*	5
2.	The organization has experiences to deal with its website for fundraising	7.16	71.60	4.97	0.000*	4
3.	The organization presents its activities on its website for fundraising	8.36	83.60	13.28	0.000*	1
4.	You can access to social network sites through the website of your organization	7.54	75.39	5.78	0.000*	2
5.	The organization presents success stories about its projects on its website	7.41	74.05	5.74	0.000*	3
	<b>All paragraphs of the filed</b>	7.51	75.13	8.29	0.000*	

\* The mean is significantly different from 6

The analysis results shows that 75.13% agree to use website for fundraising and so the study of Boyer (2011) suggested that the organizations must make sure to provide a detailed description of the organization and its history ,beside that the study of Stengel( 2010) the main reason for not increasing their use of social media is the amount of time it takes. However, the study of Helasa & muntasir (2013) recommended to using new methods to achieving the goals of organization.

### 5.3.4 E-mail

**Table (5.19) shows the following results:**

The mean of paragraph #2 “**The organization has experiences to deal with its e-mail for fundraising**” equals 8.64 (86.45%), Test-value = 15.34, and P-value = 0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 6 . The researcher concludes that the respondents agreed to this paragraph.

The mean of paragraph #5 “**The organization receives replies from donor through its email**” equals 8.32 (83.20%), Test-value = 10.25, and P-value = 0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 6 . The researcher concludes that the respondents agreed to this paragraph.

The mean of the filed “**E-mail**” equals 8.46 (84.59%), Test-value = 14.31, and P-value=0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 6. The researcher concludes that the respondents agreed to field of “E-mail ”.

**Table (5.19): Means and Test values for “E-mail”**

	<b>Item</b>	<b>Mean</b>	<b>Proportional mean (%)</b>	<b>Test value</b>	<b>P-value (Sig.)</b>	<b>Rank</b>
1.	The organization thinks that its e-mail is successful fundraising method	8.38	83.82	11.37	0.000*	4
2.	The organization has experiences to deal with its e-mail for fundraising	8.64	86.45	15.34	0.000*	1
3.	The organization sends text message to donor through its e-mail for fundraising	8.42	84.21	11.84	0.000*	3
4.	The organization sends photo reports to donor through its e-mail for fundraising	8.55	85.47	13.46	0.000*	2
5.	The organization receives replies from donor through its email	8.32	83.20	10.25	0.000*	5
	<b>All paragraphs of the filed</b>	8.46	84.59	14.31	0.000*	

\* The mean is significantly different from 6

The analysis results shows that (84.59%) of PNGOs Network managers agree to use e-mail for fundraising which agree with the study of BRUMBY (2010) and Neale (2011) which indicated that using e-mail is the most effective method for fundraising in technological communication strategies but the employees lack knowledge to how do this activities so they need training to accept the new techniques.

### 5.3.5 Mobile Phones

Table (5.20) shows the following results:

The mean of paragraph #3 “**The organization thinks that its Mobile phone is successful fundraising method**” equals 7.00 (70.00%), Test-value = 3.35, and P-value = 0.001 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is positive, so the mean of this paragraph is significantly greater than the hypothesized value 6. The researcher concludes that the respondents agreed to this paragraph.

The mean of paragraph #6 “**The organization uses multimedia services on mobile phone for fundraising**” equals 4.24 (42.43%), Test-value = -6.00, and P-value = 0.000 which is smaller than the level of significance  $\alpha = 0.05$ . The sign of the test is negative, so the mean of this paragraph is significantly smaller than the hypothesized value 6.

The researcher concludes that that the respondents disagree to this paragraph.

The mean of the field “**Mobile Phone**” equals 5.73 (57.28%), Test-value = -1.07, and P-value=0.145 which is greater than the level of significance  $\alpha = 0.05$ . The mean of this field is insignificantly different from the hypothesized value 6.

The researcher concludes that that the respondents (Do not know, neutral) to field of “Mobile Phone”.

**Table (5.20): Means and Test values for “Mobile Phone”**

	Item	Mean	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	The organization uses the Mobile phone applications for fundraising	6.96	69.60	3.11	0.001*	2
2.	The organization has experience to deal with mobile phone for fundraising	6.96	69.60	3.09	0.001*	2
3.	The organization thinks that its Mobile phone is successful fundraising method	7.00	70.00	3.35	0.001*	1
4.	The organization has training staff to deal with mobile phone for fundraising	6.77	67.73	2.45	0.008*	4
5.	The organization uses the text message services	5.23	52.30	-2.32	0.011*	5

	on mobile phone for fundraising					
6.	The organization uses multimedia services on mobile phone for fundraising	4.24	42.43	-6.00	0.000*	9
7.	The organization uses the mobile phone to access to internet for fundraising	4.54	45.41	-4.46	0.000*	8
8.	The organization uses the mobile phone to access to social network sites for fundraising	4.73	47.33	-3.94	0.000*	7
9.	The organization uses the mobile phone to access to its email for fundraising	5.07	50.68	-2.74	0.004*	6
<b>All paragraphs of the filed</b>		5.73	57.28	-1.07	0.145	

\* The mean is significantly different from 6

The finding results indicates that 70% of organizations think that Mobile phone is successful fundraising method , 42.43% of it use multimedia services on mobile phone for fundraising and 57.2% of it use mobile phone for fundraising . This results agree with the study of Duggan & Rainie (2012) which confirmed that using phone call can raise money to donate its activities.

## 5.4 Research Hypothesis

### 5.4.1 Hypothesis 1

**There is a significant relationship between technological communication tools and fundraising at level  $\alpha \leq 0.05$ .**

Table (5.21) shows that the correlation coefficient between technological communication tools and fundraising equals .533 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at  $\alpha = 0.05$ .

The researcher concludes that it exists a significant relationship between technological communication tools and fundraising.

**Table 5.21 Correlation coefficient between technological communication tools and fundraising**

Hypothesis	Pearson Correlation Coefficient	P-Value (Sig.)
<b>There is a significant relationship between technological communication tools and fundraising at level <math>\alpha \leq 0.05</math></b>	.533	0.000*

\* Correlation is statistically significant at 0.05 level

That means if the PNGOs Network use technological tools more and more ,it will get more fund from donors and it will carry out its projects and activities ,so it will face the problem of decreasing fund to achieve its objectives .

The conclusion of Schets research (2010) and Goecks et.al.,(2008) showed that one of the most basic roles of technology is getting donation .

#### 5.4.1.1 Sub Hypothesis 1

**There is a significant relationship between using social network and fundraisings at level  $\alpha \leq 0.05$ .**

Table (5.22) shows that the correlation coefficient between using social network and fundraisings equals .378 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at  $\alpha = 0.05$ . The researcher concludes that it exists a significant relationship between using social network and fundraisings.

**Table 5.22 Correlation coefficient between using social network and fundraisings**

Hypothesis	Pearson Correlation Coefficient	P-Value (Sig.)
<b>There is a significant relationship between using social network and fundraisings at level <math>\alpha \leq 0.05</math></b>	.378	0.000*

\* Correlation is statistically significant at 0.05 level.

The results indicate that Social network is a part of technological communication tools so it's logical to strong relation between social network and fundraising therefore using it for to get fund for nonprofit organization is so useful .

The finding results agree with the studies of Helasa & Muntasir (2013), Salem & Mourtada ( 2012), Ogden & Starita (2009), laird (2010), Schets (2010), Boyer (2011), Hampton et.al, (2011), Breneer & Smith ( 2012), Neale (2011), Dumont (2010) and Branston (2010), Watersa et.al.,(2008).

#### 5.4.1.2 Sub Hypothesis 2

**There is a significant relationship between using website and fundraising at level  $\alpha \leq 0.05$ .**

Table (5.23) shows that the correlation coefficient between using website and fundraising equals .458 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at  $\alpha = 0.05$ . The researcher concludes that it exists a significant relationship between using website and fundraising.

**Table 5.23 Correlation coefficient between using website and fundraising**

Hypothesis	Pearson Correlation Coefficient	P-Value (Sig.)
<b>There is a significant relationship between using website and fundraising at level <math>\alpha \leq 0.05</math></b>	.458	0.000*

\* Correlation is statistically significant at 0.05 level

The finding results show that using website effectively is very useful to collect fund to the nonprofit organizations through present its mission , projects ,activities and material documents ( photo, video , news ...so on) in smart and exiting way .

However, These findings agree with the results of Neale ( 2011) and Kenney (2012) which encourage the organizations to use website to get more fund from world societies and the study of Brumby (2010) agree to try new methods to get more fundraising.

### **5.4.1.3 Sub Hypothesis 3**

**There is a significant relationship between using e-mail and fundraising at level  $\alpha \leq 0.05$**

Table (5.24) shows that the correlation coefficient between using e-mail and fundraising equals .556 and the p-value (Sig.) equals 0.000. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at  $\alpha = 0.05$ . The researcher concludes that it exists a significant relationship between using e-mail and fundraising.

**Table 5.24 Correlation coefficient between using e-mail and fundraising**

Hypothesis	Pearson Correlation Coefficient	P-Value (Sig.)
<b>There is a significant relationship between using e-mail and fundraising at level <math>\alpha \leq 0.05</math></b>	.556	0.000*

\* Correlation is statistically significant at 0.05 level

The finding results show that using e-mail for getting more fund for nonprofit organizations is effective and creative methods to support its projects for helping the society by building a strong relation with the donors and keep it continuously or for a long time.

Moreover, the finding results of Valverde et.al. research (2013) indicated that using email message has an important role for fundraising but the revenue of using social media more than email lists.

#### 5.4.1.4 Sub Hypothesis 4

**There is a significant relationship between using mobile phone and fundraisings at level  $\alpha \leq 0.05$ .**

Table (5.25) shows that the correlation coefficient between using mobile and fundraisings equals .241 and the p-value (Sig.) equals 0.019. The p-value (Sig.) is less than 0.05, so the correlation coefficient is statistically significant at  $\alpha = 0.05$ . The researcher concludes that it exists a significant relationship between using mobile phone and fundraisings.

**Table 5.25 Correlation coefficient between using mobile and fundraisings**

Hypothesis	Pearson Correlation Coefficient	P-Value (Sig.)
<b>There is a significant relationship between using mobile and fundraisings at level <math>\alpha \leq 0.05</math></b>	.241	0.019*

\* Correlation is statistically significant at 0.05 level

The finding results show that there is a relationship between using mobile phone and fundraising which means that using mobile phone to fund the projects and activities is important but it needs more training and experiences to know the best and effective way to get more donor through mobile phone because PNGOs Network lacks the knowledge of using mobile phone services in Gaza strip for fundraising especially there is just one company for cell phone which is Jawwal company but unfortunately , it doesn't presents various services to it in contrast with the other countries.

These findings agree with the results of Duggan & Rainie (2012) that founded that cell phone is important because it can be used to access to social network and emails or downloads folders and record video.

#### 5.4.2 Hypothesis 2

**There are significant differences among respondents at ( $\alpha=0.05$ ) towards the Use of Technology Based Communication Strategies for Fundraising in NGOs due to personal traits (Gender, Age , Educational background & Department and Years of Experience in fundraising ).**



Table (5.26) shows that the p-value (Sig.) is greater than the level of significance  $\alpha = 0.05$  for each field, then there is insignificant difference in respondents' answers toward each field due to Gender.

The researcher concludes that the characteristic of the respondents Gender has no effect on each field.

**Table (5.26):Independent Samples T-test of the fields and their p-values for Gender**

No.	Field	Test Value	Sig.	Means	
				Male	Female
1.	<b>Fundraising in NGOs</b>	0.855	0.395	7.58	7.29
2.	Social networks	-1.340	0.184	6.36	6.90
3.	website	0.439	0.662	7.58	7.41
4.	E-mail	0.464	0.644	8.52	8.36
5.	Mobile	-0.598	0.552	5.60	5.92
6.	<b>Technological Communication Tools</b>	-0.745	0.459	6.72	6.93
	<b>All fields together</b>	-0.465	0.643	6.87	6.99

The finding results show that there is no difference due to gender because both of them think that communication strategies through using technology is so important for fundraising and the education of Palestine reinforcement using new technology in our life especially in NGOs where the study of Goecks et.al.,(2008) emphasized to develop the abilities to use the technological tools perfectly.

Table (5.27) shows that the p-value (Sig.) is greater than the level of significance  $\alpha = 0.05$  for each field, then there is insignificant difference in respondents' answers toward each field due to Age.

The researcher concludes that the characteristic of the respondents Age has no effect on each field.

**Table (5.27):ANOVA test of the fields and their p-values for Age**

No.	Field	Test Value	Sig.	Means		
				Less than 30 years	From 30 up to 40 years	Above 40 years
1.	<b>Fundraising in NGOs</b>	0.254	0.777	7.33	7.47	7.62
2.	Social networks	1.634	0.202	7.07	6.42	6.21
3.	website	0.068	0.934	7.54	7.57	7.41
4.	E-mail	0.111	0.895	8.54	8.36	8.50
5.	Mobile	0.504	0.606	5.42	5.73	6.08
6.	<b>Technological Communication Tools</b>	0.099	0.906	6.88	6.73	6.80
	<b>All fields together</b>	0.055	0.947	6.96	6.86	6.94

The finding results show that age has no effect on using technology Based communication strategies for fundraising because the most of managers are between 30 and 40. Therefore, youth and the most families use computer and internet about 61.5 % between 20 and 29 and 38.9% between 30 and 39 according the study of (The Palestinian Central Bureau of Statistics, 2011) and the study of Helasa & Muntasir (2013) and Salem& Alshaer (2013) confirmed that male and female use communication technology tools between the age of 15 up to 29.

Table (5.28) shows that the p-value (Sig.) is greater than the level of significance  $\alpha = 0.05$  for each field, then there is insignificant difference in respondents' answers toward each field due to Educational background. The researcher concludes that the characteristic of the respondents educational background has no effect on each field.

**Table (5.28):ANOVA test of the fields and their p-values for Educational Background**

No	Field	Test Value	Sig.	Means		
				Diplom a	Bachelor	High study
1.	<b>Fundraising in NGOs</b>	0.621	0.540	7.74	7.49	7.17
2.	Social networks	0.732	0.485	6.61	6.72	6.11
3.	website	0.109	0.897	7.32	7.55	7.55
4.	E-mail	0.039	0.962	8.55	8.45	8.40
5.	Mobile	0.283	0.755	5.32	5.85	5.70
6.	<b>Technological Communication Tools</b>	0.312	0.733	6.67	6.89	6.65
	<b>All fields together</b>	0.288	0.751	6.85	6.99	6.74

Table (5.29) shows that the p-value (Sig.) is greater than the level of significance  $\alpha = 0.05$  for each field, then there is insignificant difference in respondents' answers toward each field due to department.

**Table (5.29):ANOVA test of the fields and their p-values for Department**

No.	Field	Test Value	Sig.	Means				
1.	<b>Fundraising in NGOs</b>	0.441	0.779	7.92	7.15	7.38	7.58	7.39
2.	Social networks	1.817	0.135	6.73	7.76	6.32	7.14	6.13
3.	website	0.856	0.495	8.18	7.75	7.39	7.70	7.19
4.	E-mail	1.537	0.201	8.89	9.23	7.97	8.10	8.58
5.	Mobile	0.108	0.979	5.96	5.79	5.64	5.38	5.82
6.	<b>Technological Communication Tools</b>	0.898	0.470	7.11	7.39	6.58	6.85	6.65
	<b>All fields together</b>	0.736	0.570	7.25	7.34	6.72	6.98	6.78

The finding results show that there is no difference between female and male due to educational background because 14.8% male and 12% female have Bachelor degree and 5.9% male and 5.9% have diploma degree in Gaza strip according to (Palestinian Central Bureau of Statistics, 2012) . In addition there is no difference due to department in table (5.29) and its logical because in table (5.28) the results show that there is no difference due to educational background.

However, The study of Al Ramlawi ( 2012) recommended that NGOs should concentrate on education and training to get more financial resources.

Table (5.30) shows that the p-value (Sig.) is greater than the level of significance  $\alpha = 0.05$  for each field, then there is no significant difference in respondents' answers toward each field due to years of experience in fundraising.

**Table (5.30):ANOVA test of the fields and their p-values for Years of Experience in fundraising**

No.	Field	Test Value	Sig.	Means			
				Less than 3 year	3 – Less than 6 year	6- less than 10 years	10 years and more
1.	<b>Fundraising in NGOs</b>	1.435	0.240	7.05	7.54	7.42	7.95
2.	Social networks	0.973	0.410	7.11	6.36	6.39	6.31
3.	website	0.234	0.872	7.69	7.35	7.35	7.62
4.	E-mail	0.159	0.924	8.41	8.58	8.58	8.29
5.	Mobile	0.817	0.489	5.48	5.29	6.37	5.80
6.	<b>Technological Communication Tools</b>	0.353	0.787	6.92	6.58	6.94	6.72
	<b>All fields together</b>	0.183	0.908	6.94	6.74	7.03	6.93

The researcher concludes that the characteristic of the respondents years of experience in fundraising has no effect on each field.

The finding results show that years of experience has no effect on using technological communication strategies for fundraising because the technology is developed more and more every year. Therefore, the study of Abu Daqa (2009) confirmed to develop NGOs its capabilities on fundraising and to develop its financial system or technical abilities.

**CHAPTER 6**  
**CONCLUSIONS**  
**&**  
**RECOMMENDATIONS**

## Chapter 6 : Conclusions & Recommendations

### 6.1 Conclusions

The objectives of this study are to examine using technological communication strategies for fundraising in PNGOs Network, and to measure the effects of the variables social network, website, e-mail and mobile phone. As well as, to measure the demographic factors effects such as gender, age, years of experience educational background and department.

PNGOs request fund to support families, individuals or groups who are in need. Fundraising is the key to complete PNGOs activities for the society and the right technology can be an essential element of its success. Using technological communication strategies tools are the main elements to raise money to carry out its projects in a creative way.

Concerning sample characteristics, The statistics show that the majority of responders are males with 60.5% and 39.5% of the sample are Females, 38.2 of them are in 30 to less than 40, 61.8% of them are with bachelor's degree, and 28.9% of the sample have experience less than 3 years. In the light of the findings which were presented in the previous chapter the most notable conclusions are:

- 1) The managers of PNGOs Network agreed that writing strategic plan for fundraising is so important to face the various circumstances especially the most of it haven't privet sources to fund its projects and helping its target group, so technological tools have a strong impact to raise money by getting a good plan for it.
- 2) The most of PNGOs Network managers supporting using social network for fundraising and using it to marketing its activities by uploading document material ( photo, video and success stories or reports) but half of them have negative attitude toward donating through electronic tools.
- 3) The analysis results show that using website for fundraising is important according to the managers of PNGOs Network to present its vision, mission, program, projects and activities.
- 4) The results of this study show that using e-mail for fundraising is so important and it has positive agree from PNGOs Network managers because it is an essential tool to connect with donors through sending and receiving letters, reports, photos and video about its activities.
- 5) The managers support using mobile phone for fundraising as success tool to communicate with donors but in the same time they have negative attitude toward using multimedia services on mobile phone for fundraising and half of them don't know its impertinence to collect fund for their organizations.

- 6) The most of managers don't use other technological tools for fundraising and the most of organizations always use internet and daily for fundraising.

7) The findings from the data analysis according to Descriptive Statistics table clearly indicate that There are a significant relationship between using social network , website , e-mail, mobile phone and fundraising but There are no significant differences towards the use of technology-based communication strategies for fundraising in NGOs due to personal traits (Gender, Age, Educational background & Department and Experience in fundraising ).

### **6.3 Recommendations**

The recommendations are basically directed to using technological communication tools for fundraising. In order to enhance the concept of using technological communication tools for fundraising in Palestine and in the light of the aforementioned results, the following recommendations are formulated to encourage PNGOs Network to do the following:

- 1) To encourage Fundraising online needs to be more creative and practical through using technological tools in smart way specially social media. Therefore PNGOs Network needs to have strategic planning for online fundraising and using technological communication tools to raise money to support its activities.
- 2) Social network in PNGOs network needs to be more advanced for that the most of their managers need to get training to know the best way to use social network such as facebook ,twitter & youtube done . It allows users to share their thoughts and opinions and provide feedbacks on how operating of an organization can be improved.
- 3) Most of mangers need to get training about marketing their organizations website because it is a place to provide information about their cause that people can easily find . In addition, the organization's website design for fundraiser needs to be simple and clear, and have an easily accessible navigation system to have visitors coming to its website, to keep coming back, and so gain permanent supporters.
- 4) It's time to update the website of the organization. It needs to look clean but it also needs to be a home base for online community building which most likely includes an interactive component that allows supporters to talk to each other. This will be part of the motivation to give, and it will be a toolkit to prepare its supporters to go out on behalf and make those peer-to-peer asks.
- 5) Email is still the most reliable way to garner financial support online. Therefore one goal of all other social networking should to be to collect an email addresses.

Then, the organizations need to write compelling appeals and news, keep them in the loop and make them feel like they are a part of something and they will return to give and give again.

- 6) Because the search engines look for key words (use Google AdWords and WordTracker for help) and for continuously changing content, the organizations need to be diligent about keeping the site up to date. Hosting a blog, offering a constantly updated schedule of programs and services, as well as providing a calendar of all fundraising and networking events helps to attract the attention of the search engines, while at the same time turning site into a portal for significant information. Search engines also seek links between the organization site and others.
- 7) An annual report not only gives the organization a perfect opportunity to narrate their story and make their case, it is also the appropriate platform for confirming the mission and vision, showcasing the year's triumphs, introducing the leadership and key stakeholders. This is a tool that works for any size nonprofit entity. Smaller organizations can design attractive, colorful annual reports, complete with photos and graphics, which can be sent as a PDF to their mailing list as well as being posted on the website.
- 8) Using mobile phone for fundraising needs to be more development especially electronic donating and managers of PNGOs Network needs to get training about using mobile phone services and they should cooperate with Jawwal company to get more experiences by getting courses in using cell phone for donating.

#### **6.4 Further Studies**

Using technological communication tools fundraising are not highly researched areas, and the door is still open for more academic research. The researcher felt that limited research efforts have been done on this topic in the Arab world in general and Palestine in particular and hence suggested that the following topics may provide good research ideas:

- a) Conduct a study to measure the effects of using technological communications tools for fundraising in PNGOs Network in West Bank.
- b) Conduct a research to study the role of technological marketing for fundraising in PNGOs.
- c) Conduct a comparative study between one local NGOs and global NGOs about using technological communication tools for fundraising.
- d) Conduct a study to measure the effects of other communication strategies for fundraising .



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# **APPENDIX**

## **A**

### **Names of Questionnaire Arbitrators**

<b>No.</b>	<b>Name</b>	<b>University</b>
1	Prof. Dr. Majed Alfara	Islamic University of Gaza
2	Dr. Wasim Al Habil	Islamic University of Gaza
3	Dr. Nader Abo Sharikh	Palestine University of Gaza
4	Dr. Abed Al Fatah Al Afefy	Palestine University of Gaza
5	Dr. Khalid Aisa	Palestine University of Gaza
6	Dr. Abed Al Hakeem Al Tala'	Al aqsa University of Gaza
7	Dr. Hisham Harb	Al aqsa University of Gaza
8	Dr. Hasan Rusrus	Al azhar University of Gaza
9	Dr. Mohammad Ishtiwey	Al azhar University of Gaza