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PREDICTING INTENTIONS TO DONATE TO HUMAN SERVICE NONPROFITS AND
PUBLIC BROADCASTING ORGANIZATIONS USING A REVISED
THEORY OF PLANNED BEHAVIOR

by

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B.A. Florida State University, 2009

A thesis submitted in partial fulfillment of the requirements
for the degree of Masters of Arts
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ABSTRACT

Different types of nonprofit organizations including human service nonprofits like homeless shelters, public broadcasting organizations, and the like thrive on donations. Effective fundraising techniques are essential to a nonprofit's existence. This research study explored a revised theory of planned behavior to include guilt and convenience in order to understand whether these factors are important in donors' intentions to give. This study also examined the impact of two different kinds of guilt; anticipated guilt and existential guilt to determine if there was any difference between the types of guilt and the roles that they play as predicting factors in a revised TPB model. This study also explored how human service nonprofits and public broadcasting organizations compare in the factors that help better predict their donating intentions.

An online survey was administered to a convenience sample, and hierarchical regression analysis was used to determine significant predicting factors within each revised TPB model. This study confirmed that the standard theory of planned behavior model was a significant predictor of intentions to donate for donors of both human service nonprofits and public broadcasting organizations. However, in both contexts, not all traditional factors of the TPB model contributed to the donation intentions. This study also provides further evidence that guilt can increase the predictive value of the standard TPB model for both types of nonprofits. Anticipated guilt more specifically, was a significant predicting factor for donors' intentions to give to public broadcasting organizations. In contrast, convenience did not affect the explanatory power of the TPB model in either context. The TPB models for the two nonprofits are compared and theoretical and practical explanations are discussed.

TO MY MOTHER, FATHER, AND YOUNGER SISTER FOR ALL OF THEIR SUPPORT

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CHAPTER 1 INTRODUCTION

Nonprofit organizations account for 10% of the United States' Gross National Product as well as 10% of the private property holdings in the U.S. This significant impact on the U.S. economy leads Kenneth J. Arrow in the collaborative book, *To Profit or Not to Profit; the Commercial Transformation of the Nonprofit Sector*, to assert that, the role of nonprofit institutions in the United States is undoubtedly significant and the study of these nonprofits holds value (Arrow, 1998). Fundraising has proven an important avenue through which nonprofits are able to grow and advance in their missions or causes. Nonprofit organizations across the country work to help the environment, animals, people, and communication networks such as National Public Radio and the Public Broadcasting Service. According to Andreoni (2007), of the \$260 billion dollars raised in the nonprofit sector per year, 77% of those donations come from individuals, 12% come from foundations, bequests account for 7%, and the remaining 5% of the donations come from private businesses. Considering 77% of donations to nonprofits come from individual donors, the importance of recognizing people's motivations for donating to these organizations comes into focus. Donations received by nonprofits such as human service nonprofit organizations and public broadcasting stations enable them to thrive and continue on toward the greater public good through aiding in the rehabilitation of individuals with disabilities, homeless individuals, prisoners, etc. and communities as a whole, or in the case of public broadcasting, providing the public with news, and local and national information. Fundraising from individuals, therefore, holds significant value in the nonprofit sector and makes determining the most efficient and effective fundraising strategies a priority for nonprofit organizations.

The reasons people donate to a charitable organization include receiving public recognition, tax deductions, fulfilling religious obligations (Eubanks, 2008), reciprocation or feeling a strong tie with a particular nonprofit (Sargeant, Hilton & Wymer 2006), and satisfying internal emotional needs such as happiness, satisfaction, and guilt (Waters, 2010). Of all motivations for giving to nonprofits, emotions have an especially important effect. Handy (2000) suggests that emotional appeals can be modified to elicit specific responses from a potential donor audience and that charitable organizations must make donors feel good about giving. While there are joys and pleasures that come from giving back to one's community, negative emotions also play a role in the giving process. Negative emotions like the feelings of sadness (possibly due to another individual's situation) and often guilt are important to consider when determining individuals' motivations to give (D. Leon, personal communication, July 12, 2010). Research supports the assertion that positive emotions predict people's intentions to donate. At the same time, research also reveals that negative emotions such as anger, sadness, and guilt each play a role in the motivational process (Basil, Ridgeway, & Basil, 2008; Hibbert, Smith, Davies, and Ireland, 2007). Guilt, in particular, has been applied to fundraising studies but its definition has not always been clear. Differences among conceptual and operational definitions of guilt across studies require a closer examination.

It is reasonable to expect emotions to play different roles in donating behavior depending on the kind of nonprofit under consideration. For example, a distinction can be made between public broadcasting organizations and human service nonprofits. Public broadcasting organizations provide a free service to the public and as such, ask for monetary donations from the individuals benefiting from the broadcasts in return for enabling the prolonged success of the specified organization. In this sense, individuals directly benefit from the service provided to

them. Human service nonprofit organizations are different because they provide services to facilitate other individuals' needs. Donors to human service nonprofit organizations therefore, benefit more indirectly than donors to public broadcasting organizations. Because of the difference in the direct vs. indirect benefits received by individual donors to these types of charitable organizations, motivations to donate to one type or the other also potentially vary. All charitable giving is not motivated in the same way, and it is consequently helpful to compare the two types of nonprofits in terms of individuals' intentions to donate.

Because the theory of planned behavior has been used in previous research to attempt to predict behavioral intentions, and the purpose of this research study is to explore motivations of individuals to donate, the theory of planned behavior (TPB) was applied to this research study. The TPB holds that an individual will have the intention to act on a behavior if three qualifications are present (Ajzen, 1991). They are (a) the individual's beliefs about the behavior, (b) subjective norms or the perceived peer's attitudes toward the behavior, and (c) volitional control or having the ability and resources available to accomplish the behavior (Ajzen, 1991). The TPB appears to be a useful and beneficial theory through which to examine fundraising in nonprofit organizations.

The TPB serves as a foundation for the three goals of the current research project. The first goal is to compare individuals' motivations for donating to human service nonprofits to individuals' motivations for donating to public broadcasting organizations. The second goal is to examine an expanded TPB model that includes the role of guilt. Lastly, the study explores whether adding convenience to the TPB model provides explanatory value in understanding individuals' intentions to donate to human service nonprofits or a public broadcasting organizations.

Previous research on fundraising, the feeling of guilt, and the theory of planned behavior will all be discussed individually and as they apply to one another. The literature review will conclude with the significance of applying the theory of planned behavior to fundraising, and the presentation of hypotheses and research questions.

CHAPTER 2 LITERATURE REVIEW

This section will explore original and revised versions of the theory of planned behavior (TPB) and its application to the TPB model to guilt and fundraising, as well as providing a review of previous research and fundraising literature. The importance of convenience as an extension of perceived volitional control will be discussed, and different types of guilt will be explored. Because of the varying motivations for giving to human service nonprofits and public broadcasting organizations, different types of guilt will be discussed. Previous researchers have noted subsets or types of guilt, some of which will be applied to the different types of nonprofits. Following the review of literature, hypotheses and research questions will be formed on the basis of findings in past research with the intention to extend and improve research in the area of fundraising, ultimately providing helpful insight into fundraising tactics for both human service nonprofits and public broadcasting organizations.

The Theory of Planned Behavior

The theory of planned behavior (TPB) originated in 1985 by Icek Ajzen with the intention to provide an additional component to the theory of reasoned action that was formulated by both Martin Fishbein and Azjen between 1975 and 1980 (Ajzen, 1991). The theory of reasoned action suggests that individuals' intentions to perform a behavior are based on their attitudes toward that behavior and the perceptions of the opinions of significant others or norms toward the specified behavior (Petty, Brinol & Priester, 2009) The theory of reasoned action is limited in its ability to take into consideration behaviors not under the individual's control (Ajzen, 1991). Therefore, the theory of planned behavior proposes the addition of volitional control to the theory of reasoned action. More specifically, the first component of the theory of planned behavior is the favorable or unfavorable attitude toward the behavior in question. The second component of the theory is the subjective norm, referring to the way

individuals perceive their peers' and significant others' attitudes toward that behavior. The last component of the theory of planned behavior involves the volitional control the individual exerts in performing the behavior which includes the physical/practical ability to execute the behavior, as well as access to the proper resources to accomplish this action. For example, the theory of planned behavior predicts that if a person has a positive attitude toward donating money to the homeless shelter, perceives that their peers will approve of their monetary donation, and has the resources to donate to the homeless shelter, then this individual will have the intention to donate money to the homeless shelter. In relation to a public broadcasting organization, if an individual has a positive attitude toward donating monetarily to that public broadcasting organization for reasons including but not limited to the personal satisfaction that they receive from the service, if that individual perceives that their peers and others in their community that they identify with would approve of donating to that public broadcasting organization, and they have the resources and money to do so, then the theory of planned behavior suggests that this individual will have the intention to donate monetarily.

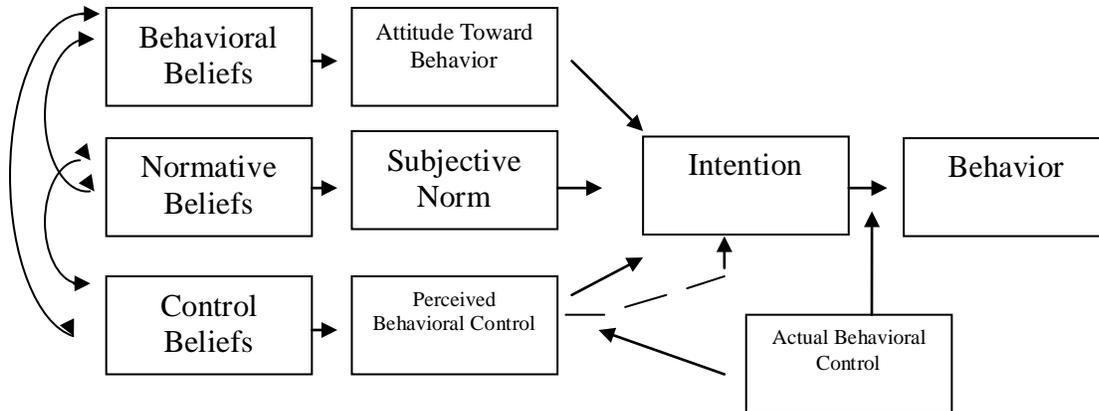


Figure 1: The theory of planned behavior modeled from Ajzen, 2006

It is important to understand that while the theory of planned behavior was developed to explain behavioral intentions and not the behaviors themselves, Ajzen (1991) asserts that intentions provide evidence for the level of effort that an individual will essentially invest in performing the behavior. He also acknowledged that, “as a general rule, the stronger the intention to engage in a behavior, the more likely should be its performance” (Ajzen, 1991, p.181). Ultimately then, the theory of planned behavior explains an individual’s intention to perform a behavior, with the understanding that intentions of performing that behavior will fundamentally lead to the behavior itself.

Extending TPB

Ajzen (1991) claimed that the theory is open to expansion and other elements should be included if necessary in order to increase the level of significance or improve the predictive ability. After understanding the basic premise of the theory of planned behavior, numerous researchers have tested the impact of other components on the theory in a variety of different contexts. For example, past behavior, descriptive norms, moral norms, or self-efficacy made TPB stronger (McCaul, Sandgren, O’Neill & Hinsz, 1993; Smith & McSweeney, 2007). Of these examples of additional components, past behavior was found to enhance predictions of the

intentions to donate to charitable organizations (Kidwell & Jewell, 2008). These additional predictors coupled with the theory of planned behavior are intended to aid in further prediction of the intention to act on that specific behavior.

TPB and Past Behavior

One such revised theory of planned behavior that has been used previously includes the three components of TPB, attitude, subjective norm, and perceived behavioral control, but also adds the component of past behavior (Kidwell & Jewell, 2008). Kidwell and Jewell (2008) maintain that past behavior is an important additional piece in the puzzle of predicting intention and ultimately the performance of a behavior. The researchers found that in accordance with previous research, past behavior accounted for significant variance beyond the effects of TPB's attitude, subjective norm, and both external and internal control (Kidwell & Jewell, 2008). In another study, Hartmann, Vorderer, and Jung (2009) studied video game usage using the theory of planned behavior and took past behavior into account (Hartmann, Vorderer & Jung, 2009). The researchers also found the components of the theory of planned behavior to be significant predictors of the intention to play their specified video game, and that compulsiveness and past behavior were significant in terms of the amount of video game usage (Hartmann, Vorderer & Jung, 2009, p. 1).

TPB and Issue Involvement

Another variable added to the TPB model is issue involvement. The involvement with an issue has been observed to be an important factor in conjunction with the theory of planned behavior (Hyuhn-Suhck & Seok, 2008). Having more extensive knowledge about an issue, being on a board of representatives for a cause, or having personal experience with an issue (i.e.

supporting cancer research and having a family member with cancer) are all ways an individual would be considered more involved with an issue. When using this revised TPB model, the researchers found that involvement with the issue of cornea donation directly effected intentions of the individual donor (Hyuhn-Suhck & Seok, 2008).

TPB and Convenience

Convenience has been studied as a factor influencing intentions in the theory of planned behavior. In their study on control and convenience in a self-service setting, Collier and Sherrell (2010) noted that when a customer does not have total control over a specific behavior, an individual's perceptions of convenience might influence their decision making process. Using the theory of planned behavior, the researchers found that both perceived control and convenience have an impact on individuals' intentions to use self-service technologies with the influencing factors of speed, exploration, and trust (Collier & Sherrell, 2010). The addition of convenience to the theory of planned behavior therefore, has been found to be beneficial in determining individuals' intentions through perceived control. Donating to a public broadcasting organization or a human service nonprofit might ultimately be influenced then, by the ease, speed, and convenience. This brings to question peoples' perceptions about the most convenient way to donate to organizations like these. This research study will take this into consideration the donors' perceptions of the most convenient ways to give, and whether or not that has any influence on their donating intentions. After noting the strength of the factor of convenience, being able to identify the most convenient way to donate will be beneficial due to its explanatory value.

Smith and McSweeney (2007) incorporated past behavior, descriptive norms, and moral norms to the theory of planned behavior in their study on intentions to donate to charitable organizations. The researchers were attempting to predict intentions of individuals to donate to charitable organizations by exploring the inclusion of possible motivating factors. Their results show that the theory of planned behavior predicted donating intentions, and also found moral norms and previous donating behavior were significant contributors to the intention to donate (Smith & McSweeney, 2007).

Fundraising

Researchers suggest that much of the charitable giving research is, “descriptive at best,” because of its identification of the demographic characteristics of donors and non-donors (Smith & McSweeney, 2007, p. 4). In particular three personal characteristics associated with charitable giving include income, education, and religious affiliations (Smith & McSweeney, 2007). Although Smith and McSweeney (2007) assert that income, education, and religious affiliation predict charitable giving, the research conducted for the present study will explore other motivating factors that might have an impact on successfully predicting donating intentions, which will subsequently either support or undermine these assertions.

Fundraising and Trust

Handy (2000) suggests that charities must overcome the principal agent problem. The principle agent problem suggests that the introduction of a third agent into a specified transaction creates potential problems for the principal agent. If a donor gives to a charity by giving their donation to a specific program or department, for example, that donor is subject to deceptive behavior by the charity at question. The donor might come to distrust the organization because

the donor suffers from uncertainty about whether the agent who accumulates and disperses the money benefits from the transaction (Handy, 2000). Charities can acquire trustworthiness in a variety of ways including establishing the organization through the government as a registered charity, securing board members whose reputations might indicate trust, and seeking relationships and associations with other trusted organizations (Handy, 2000). Information on spending, longevity, and requesting donations that aren't monetary are also cited as ways to gain trust by potential donors (Handy, 2000). In gaining donors' trust, an organization maintains confidence in each donor's future behavior with them through cultivated relationships (Waters, 2010). While establishing trust as a charitable organization is important to fundraising, the satisfaction that the potential donor feels through the act of donating is also significant. Donor satisfaction might be derived from a warm-glow feeling or through the act of giving to a charity in general (Handy, 2000). Waters (2010) found that trust and satisfaction were the strongest predictors of donors continuing their involvement with a charitable organization, but also that trust and satisfaction in the organization-donor relationship were key factors predicting donations in recent fundraisers. Findings from this study also found relationship nurturing, responsibility, openness, positivity, and networking were five strategies that had positive effects on trust levels that donors had with charitable organizations (Waters, 2010).

Fundraising and Social Norms

Beyond aspects involving the organization itself, a sense of community and connectedness due to social norms predict peoples' donations. Kropf (2009) found support for the "norms of cooperation" when studying reasons that individuals donate to public television. The findings suggest that social norms influence donating intentions due to an individual's

identity as it relates to their own personal community (Kropf, 2009). This strong sense of being tied or connected to one's community or a specific group can influence the social norms associated with giving to charities, and thus encourage the likelihood of an individual donating to a nonprofit. Croson, Handy, and Shang (2009) also studied fundraising practices in nonprofit organizations and focused on the influence of social information on people's perceptions of social norms regarding donating behavior. Discussing social norms, the researchers suggest that social norms influence individuals when a perception of ambiguity exists about how to behave, and when the descriptive norm is thought to be appropriate (Croson, Handy & Shang, 2009). In addition, the more money individuals perceive other people donating to a nonprofit increases the amount of money that they donate to a nonprofit (Croson, Handy & Shang, 2009). Both studies offer support for ways that social norms have become motivations for individuals to donate to nonprofit organizations.

Fundraising and the Internet

A newer stem of fundraising research focuses on raising money and donating online. Skageby (2010) examined social behavior on the internet and gift-giving and found that "other-orientation, social bonding, and generalized reciprocity" were the three themes that givers as users of communication technologies portrayed when participating in gift-giving (Skageby, 2010, p. 170). The internet and newer communication technologies are in the early stages of development as a means of fundraising for nonprofit organizations, but will continue to grow into a more comprehensive body of knowledge.

Besides demographic characteristics of potential donors, the concept of trustworthiness, and fundraising on the internet, previous research on charitable giving has also focused on

applying marketing concepts such as brand loyalty to increase monetary donations to nonprofit organizations (Venable, Rose, Bush & Gilbert, 2005) or feelings of obligation to donate (Falk, 2004). In their study on the role of brand characteristics in charitable giving, Venable, Rose, Bush, and Gilbert (2005) found that integrity, nurturance, sophistication, and ruggedness were the “four dimensions of brand personality” that donors associated with nonprofit organizations (Venable, Rose, Bush & Gilbert, 2005, p.295). The researchers also found that brand personality dimensions were associated with intention to donate to a nonprofit (Venable, Rose, Bush & Gilbert, 2005).

Fundraising and Obligation

Donating to nonprofit organizations has also been studied in terms of how feelings of obligation affect the pressure to give. Falk (2004) suggests that gift exchange might provide another motive for donating. For example, sending gifts like travel mugs or magnets to potential donors along with solicitation to donate. Falk (2004) found that the potential donor’s sense of obligation to donate increased with the increased value of the gift.

Fundraising and Affect of Joy

Like Venable, Rose, Bush, and Gilbert (2005), researchers view fundraising and the act of donating to nonprofit organizations in terms of individuals’ motivations to donate (Andreoni, 1990, Ribar & Wilhelm, 2002, Smith & McSweeney, 2007). Ribar and Wilhelm (2002) found that the joy of giving to a charitable organization was a strong motivator for individuals to donate. Similar to this joy of giving factor that increases an individual’s motivation to donate, Andreoni (2007) also assumes that a comparable ‘warm-glow feeling’ motive promotes giving to charities or nonprofit organizations. Kingma and McClelland (1995) proposed an impure

altruism theory to study charitable giving to public radio stations, and Bailey (2004) further suggested that the warm glow feeling produced by that impure altruism might be a benefit incurred by the donor as a result of giving to a charity. When researching the motives behind bequests, Sargeant, Hilton, and Wymer (2006) found that bequest to nonprofits were motivated by reciprocation, affinity, and altruism. They found that feeling a strong sense of personal connection to the organization in question, being acknowledged in a special way by the organization as a result of the donation, touching a life (in the case of a human service nonprofit organization), and positive feeling or emotion that accompanies what is perceived to be socially acceptable and right thing to do were additional motives behind donating to a nonprofit organization (Sargeant, Hilton & Wymer, 2006). The role of positive emotions was also found to lead to multiple consuming behavior patterns in Cavanaugh's (2009) study on how specific emotions influence behavior. The researchers specifically found that positive emotions distinguished by a social connectedness like gratitude, lead to a higher level of deliberate acts that benefit distant others (Cavanaugh, 2009).

Even though joy of giving, warm-glow, and general positive emotions have been found to increase motivations to donate to nonprofit organizations, there is a need for more research on social psychological factors and their contribution to the intentions of donating. Smith and McSweeney (2007) studied intentions to donate to nonprofit organizations using the theory of planned behavior and specifically looked at past behavior of donors, as well as social psychological factors including moral norms. Bartolini (2005) looked at emotional aspects of giving with a focus on the relevance of moral norms in association with emotions (Bartolini, 2005). The results demonstrated that fear, contentment, happiness, and compassion were all emotions that were associated with a more positive attitude toward giving a gift (Bartolini,

2005). The significance of the results of this particular study was that positive emotions were not the only feelings that increased motivations to give. While the majority of the emotions positively related to attitudes toward gift giving, fear which is a negative emotion was also a contributor. Bartolini (2005) noted that factors beyond positive attitudes might be linked to behavior, and that the study's implications include a confirmation that taking only one emotion into account when studying persuasion is inadequate and that instead, many emotions are involved (Bartolini, 2005).

Due to the findings and implications of the previous research, the present study examines other social psychological factors or emotions that might play a role in increasing an individual's intention to donate. Because recent research has shown that more than positive emotions might be motivational factors influencing the intention to donate to a charitable organization (Bartolini, 2005), the researcher will explore guilt as a motivator that might increase an individual's intention to donate to a human service nonprofit or a public broadcasting organization. Exploring in more detail a nuanced definition of guilt and taking into consideration the previous research on the role of guilt in fundraising, there is reason to believe that guilt as a motivation to donate could increase the explanatory power of the intentions to contribute to human service nonprofit organizations.

Guilt and Fundraising

Research focusing on guilt and fundraising has brought to light many valuable findings. The ways that charitable organizations tap into negative emotions and use guilt to increase the likelihood of individual giving will be discussed in this section, followed by definitions of different types of guilt that effect experiences in different contexts.

While conducting a study on the persuasive impact of guilt, Hibbert, Smith, Davies, and Ireland (2007) noted that emotional petitions have been established in the fundraising field, and that guilt is often used in the context of fundraising for charities. Many organizations use emotional appeals like shock, fear, and guilt have the ability to grab attention of potential donors (Hibbert, Smith, Davies & Ireland, 2007). Just as fear has been examined by Bartolini (2005), guilt has also been studied as experienced after becoming more knowledgeable about a nonprofit and the recognition that they could have done something to help sooner (Axelrod, 2004). Charities and human service nonprofit organizations appeal to potential donors using messages, “that frequently show pictures of deprived children in need of help, accompanied by the children’s sad stories. These appeals are an attempt to induce guilt and generate empathy on the part of viewers,” (Basil, Ridgway & Basil, 2008, p. 1). Public broadcasting organizations might not need to use these guilt appeals but emphasize that the free service that is being provided to an individual might provoke feelings of guilt or even a sense of responsibility to donate to public broadcasting because of their personal use of that radio or television broadcasting service (Bailey, 2004). In the world of fundraising, evoking emotional responses that trigger a behavior is an important undertaking. If negative emotions might positively affect an individual’s intention to donate, then nonprofit organizations would have the ability to use that emotional appeal to their advantage in fundraising. It is important to note that care must be taken when using these emotional appeals to prevent donors from feeling manipulated or taken advantage of.

Guilt might be experienced in different ways and through different experiences and incidents. Huhmann and Brotherton (1997) as well as Hibbert, Smith, Davies, and Ireland (2007) describe three different types of guilt: reactive, anticipatory, and existential. Reactive guilt constitutes consciously going against the type of behavior that an individual deems personally

acceptable, anticipatory guilt involves choosing not to act on a behavior that would violate one's personal morals and norms to avoid feeling guilty, and existential guilt refers to an event where an individual feels more fortunate or as though they are in a better position (in one or numerous aspects of life), than another individual which results in the feeling of empathy. Noting that donors play an active, rather than passive role in consuming the information presented to them by a charitable organization, Hibbert, Smith, Davies, and Ireland (2007) investigated reactions and responses to charitable fundraising's 'guilt appeal' strategies. Manipulation intent was defined in the study as the consumer inferences that an advertiser is trying to persuade an audience by inappropriate, unfair or manipulative means (Hibbert, Smith, Davies & Ireland, 2007). The researchers found that individuals felt less guilty if they thought that advertisers for charitable organizations were persuading them unfairly or if the individuals were cynical about the advertising tactics they thought were being used. Another finding of the study was that individuals were found to maintain feelings of guilt because of their own emotional appraisal and beliefs about the particular organization (Hibbert, Smith, Davies & Ireland, 2007). The study also found a positive direct relationship between the perceived manipulation intent and one's intention to donate and suggest that although manipulative intent "inhibits guilt arousal and therefore donation intention indirectly, this is ameliorated to some by its ability to enhance donation intention directly (although the latter effect is weaker)" (Hibbert, Smith, Davies & Ireland, 2007, p. 738). Therefore, even though individuals felt less guilty because of noticing unfair or inappropriate persuasion, the unfair methods of persuasion still lead to direct intentions of giving. The results imply positively framed appeals have more of an effect on individuals' beliefs and attitudes, and negatively framed appeals have a more significant impact on behavior (Hibbert, Smith, Davies & Ireland, 2007). Guilt therefore, was related to attitudes toward a

specific charity and manipulation intent was found to have a positive relationship on intentions to donate to a charitable organization (Hibbert, Smith, Davies & Ireland, 2007). While an individual might experience a lower level of guilt when they perceive that a charitable organizations' advertisement is unfair and persuasive, their affective assessment and personal beliefs about that charitable organization increase feelings of guilt and ultimately effect donation intentions indirectly. The implications of these particular findings encompass the possibility of a nonprofit organization using guilt to enhance their own charity's reputation and the way potential donors feel about their nonprofit.

Existential guilt and empathy are interlocking in meaning and definition. Without empathy, there is little chance of existential guilt. Both existential guilt and empathy involve putting one's self in another person's shoes or perceiving the way that another individual is experiencing life both cognitively and emotionally in accordance with that individual's circumstances (Basil, Ridgway & Basil, 2008). The researchers noted that previous studies have "demonstrated that both empathy and guilt enhance prosocial behavior," (Basil, Ridgway & Basil, 2008, p. 2). In terms of a human service nonprofit organization, an example might be letting potential donors have the option to give money to a certain family or a certain child facilitated by that organization instead of appealing to those donors about the larger number of people that the organization is assisting. Being able to help a specific person or a specific family seems like a doable undertaking when compared with being overwhelmed by the large number of people that all need help because an individual can more easily empathize with an individual than with a group. Axelrod (2004) maintains that to successfully "apply the emotional hook," in the fundraising process the organization must, "boil it all down to the life of one family, one child, one villager... (because) that is the only way people can get their hands around your issue"

(Axelrod, 2004, p. 105). One of the findings in Bailey's (2004) revealed that individuals donate to public broadcasting organization because of their awareness that public radio became personally significant to them. Because of the lack of research on self-efficacy and its relationship with charitable donations, Basil, Ridgway, and Basil (2008) explored prosocial behavior through clarifying the roles of empathy and efficacy in eliciting guilt, and examining their impact on charitable donation intentions (Basil, Ridgway & Basil, 2008). The study found that empathy increased the level of anticipated guilt that people might come to experience which increased their donation intention (Basil, Ridgway & Basil, 2008). Empathy increased anticipated guilt, and because of the desire to reduce that guilt, individuals intend to donate (Basil, Ridgway & Basil, 2008). The research study concluded that empathy and self-efficacy affect the feeling of guilt, or maladaptive responses experienced by potential donors (Basil, Ridgway & Basil, 2008).

Similar findings about guilt and its relationship with charitable donations resulted from Basil, Ridgway, and Basil's (2006) study. Results from that particular study showed that a sense of responsibility acted as a mediator to the, "effect of guilt on charitable-donation intention and actual donations," and also found that the sense of responsibility felt by an individual "to behave prosocially" increased in intensity when peers were present (Basil, Ridgway & Basil, 2006, p. 1035). The findings suggest that promoting some sense of responsibility and accountability toward donating to a nonprofit organization would influence feelings of guilt and ultimately influence donating intentions and behaviors. Encouraging a sense of responsibility draws a major parallel with the existential guilt discussed by Hibbert, Smith, Davies, and Ireland (2007), and empathy described in their later study (Basil, Ridgway & Basil, 2008), given that adopting another individual's perspective might induce a sense of obligation or liability because of the

guilt encountered at that point. The findings of all three studies suggest that empathy can produce a donating intention provoked by the desire to reduce the intensified feeling of guilt. The use of this information to human service and public broadcasting nonprofits can potentially help them develop more effective fundraising strategies.

There are benefits to studying both the influence of existential guilt and empathy as it affects guilt in terms of the two types of nonprofit organizations. Previous research defines guilt in different ways and provides information on different types of guilt. Because this research study explores guilt as a motivator to donate to a charitable organization, the relevant types of guilt, as well as empathy are investigated. Existential guilt discussed by Hibbert, Smith, Davies, and Ireland (2007), was defined as feeling more fortunate than another individual, and corresponded with other research in terms of defining guilt as an empathetic feeling. Considering human service nonprofits and public broadcasting organizations, of the two, human service nonprofits might be explained more by existential guilt. Because human service nonprofit organizations facilitate other individuals, donors are motivated differently than those giving to public broadcasting. Anticipatory guilt on the other hand, might better define a type of guilt felt by a donor to public broadcasting organizations. This would be due to personally benefitting from the service being provided and wanting to avoid possible future feelings of guilt in benefitting from that service without giving anything in return. These different definitions seem most applicable when discussing intentions to donate to human service nonprofits and public broadcasting, but both types of charitable organizations will be explored to determine which, if any of these types of guilt might be motivators of intentions to donate.

Ultimately, feelings of guilt, empathy, and a sense of responsibility have been found to increase the likelihood of giving. The applied theory, the theory of planned behavior, will be

explained more thoroughly in the next section for better comprehension. The theory of planned behavior provides a useful way to examine how a variety of variables relate to behavioral intentions and behavior. Ways that the theory has previously been applied both to studies on the whole and studies with a focus on charitable organizations and fundraising will also be discussed. It is through this discussion that the relevance of the theory to fundraising will be established, and the application of the theory to this study will be defended.

Fundraising, the role that the feeling of guilt has played in the world of fundraising and the theory of planned behavior have all been discussed and considered, but also investigating the way that guilt has been applied to the theory of planned behavior holds relevance in this particular research study. An understanding of fundraising, guilt, and the theory of planned behavior being applied provides groundwork for an approach that has not been studied to its full potential. This section will provide information on research conducted that include guilt as an addition to each revised theory of planned behavior.

TPB and Guilt

Wang (2007) adapted the TPB to include guilt for a study on physical activity and how media might affect individuals' attitudes on physical activity. The study found that the theory of planned behavior was a satisfactory predictor of the intention to engage in physical activity and subsequent behaviors, but the addition of the guilt component enhanced the ability of the TPB model to predict intentions. The results showed that an individuals' anticipated guilt was a predictor of their intention to engage in physical activity (Wang, 2007).

Hamel (2010) used the theory of planned behavior as a framework to explore mothers' support of a healthy eating diet for their daughters. The study used the theory of planned

behavior coupled with, “action tendency emotions of anger, sadness, and guilt,” to accomplish this research objective (Hamel, 2010, p. 3699). The results illustrated that the best predictor of the mothers’ intentions to promote a healthy diet for their pre-teenage daughters were the three TPB components, and the general negative emotional response mechanism was found to be the only predictor of encouraging behavior (Hamel, 2010). The difference between Wang’s (2007) and Hamel’s (2010) findings are that Wang (2007) found support for the finding that guilt as a specific emotion did enhance the explanatory functions of the theory of planned behavior. Hamel’s (2010) finding about negative emotional responses having an influence on behavior is more generalized. While this difference is present, the similarity in the findings is nonetheless notable. Guilt as a negative emotion played a role in expanding the TPB model.

Taking risks during sexual behavior and condom use has also been studied using the theory of planned behavior with emotional components included (Sánchez, et al., 2001; Hynie, MacDonald & Marques, 2006). Hynie, MacDonald, and Marques (2006) used the theory of planned behavior and a generalized ANSCE (anticipated negative, self-conscious emotions) component as a revision. The results indicated that those negative self-conscious emotions (including guilt and shame) predicted condom use intentions (Hynie, MacDonald & Marques, 2006). While the 2001 study conducted by Sánchez and colleagues compares its findings to the theory of planned behavior instead of using the theory as a framework for the study, the results mirrored those of Hynie, MacDonald, and Marques (2006). The emotions cultivated that were linked with sexual risk behaviors were found to be an accurate predictor of the intention to duplicate the behavior (Sánchez, et al., 2001). With the theory of planned behavior referenced or used in both of these studies, negative emotions including guilt enhanced the capability to predict intentions to engage in a specific behavior. A study on planned environmentalism also took into

account guilt as a revision to the theory of planned behavior (Kaiser, et al., 2008). Kaiser and colleagues (2008) extended TPB to include anticipated guilt, feelings of embarrassment, and cultural backgrounds to determine how individuals might behave more environmentally. The researchers documented that several attempts to extend the theory of planned behavior into a more collective-interest-oriented or altruistic theory up to 2008 had only taken into consideration moral concepts (Kaiser, et al., 2008). Adding anticipated guilt and embarrassment to the TPB model, the researchers' results amplified those from previous research (Kaiser, et al., 2008). The finding that anticipated guilt was a predictor of the intention to behave environmentally was evident in Kaiser's (2006) study and was confirmed in Kaiser and colleagues (2008). Their follow-up (Kaiser et al., 2008) found support for the explanatory power of their revised theory of planned behavior model to predict intentions to engage in more environmentally friendly behavior as well (Kaiser, et al., 2008). The study found results similar to Manstead's (2000) proposal (Kaiser, et al., 2008). Both the study and Manstead's (2000) proposition established the value in incorporating guilt to predict selfless and philanthropic conduct, or altruistic intentions. Altruistic intentions involve selfless acts such as giving of one's own time and or resources to an individual or organization with the soul purpose of 'doing good' without expecting anything in return. Furthermore, the assertion made by Kaiser and colleagues (2008) and Manstead (2000) is that guilt provides further explanatory power specifically when intentions to behave altruistically are being explored. Exploring individuals' intention to donate to a human service nonprofit organization would be strengthened and enhanced through the inclusion of guilt applied to the theory of planned behavior.

With potential revisions and additions to the theory, it is helpful to recognize that research conducted using the theory of planned behavior has focused on health related issues

such as exercise (Scott, Eves, Hoppe & French, 2010), smoking cigarettes (Larson, 2010), and also alcohol use (Koning *et al.*, 2009). It is also important to keep in mind that as far as using the theory of planned behavior to explore the intentions of donating behavior, whether it is blood donations, monetary donations, etc. the research literature base for such charitable donation intentions using this theory is limited.

A more concentrated understanding of the theory of planned behavior and the previous research conducted using TPB with guilt has proven beneficial. The theory of planned behavior as it has been applied to fundraising will be discussed in the next section. The theory's relevance in this context will increase understanding of how this particular research study will act as a valuable addition to fundraising research and scholarly literature.

The Theory of Planned Behavior and Fundraising

TPB involves three main components, all of which are relevant to fundraising. The first component of the theory of planned behavior is an individual's attitude toward a behavior. In the framework of fundraising, an individual would have to hold a favorable or positive attitude towards donating to a nonprofit organization. Reasons that individuals donate have been found to include public recognition, tax deductions (Waters, 2010), maintaining the warm-glow feeling (Handy, 2000; Ribar & Wilhelm, 2002), to offset any negative feelings that one might have due to guilt or empathy (Basil, Ridgway & Basil, 2008), and religiosity (Eubanks, 2008). Because charitable giving is motivated by a variety of factors, exploring the differences in motivations to donate to a human service nonprofit and motivations to donate to a public broadcasting organization would help expand fundraising research for both. Due to this previous research and

the multiple motivations that individuals might have to donate to charitable organizations, the first component of the theory of planned behavior can be applied to fundraising in nonprofits.

The second component of the theory of planned behavior takes into account an individual's perceptions of social pressures and subjective norms. Public recognition (Waters, 2010) and social comparisons (Croson & Shang, 2008) are two motivations to donate to nonprofits associated with this second component of TPB. More evidence comes from the finding that positive feelings that accompany what is perceived to be the normative and right thing to do are associated with the motivation to donate to a nonprofit (Sargeant, Hilton & Wymer, 2006). Exploring the difference in human service nonprofits and public broadcasting organizations in the context of perceived subjective norms might provide beneficial information to better develop both fundraising and TPB literature. It is through this finding that confirmation for donating to a charitable organization in terms of being motivated by social norms occurs. The first two components of the theory of planned behavior are therefore relevant to research in the context of fundraising in a nonprofit organization.

The last component of the TPB model is the perceived behavioral control that an individual has over performing the behavior. In the context of fundraising, this is the component that will prove to be less decisive because an individual may or may not actually have enough money to donate a portion of that money to charity. However, 77% of donations to charitable organizations come from individuals and is therefore evidence of the volitional control that individuals across the United States have (Andreoni, 2007).

Lastly, the addition of the guilt component to the TPB model holds extreme importance due to evidence found that guilt acts as a motivator to donate (Basil, Ridgeway, & Basil, 2008; Hibbert, Smith, Davies, and Ireland, 2007). Guilt has also been used in models of the theory of

planned behavior in previous research and has proven to be beneficial and insightful (Kaiser, et al., 2008; Manstead, 2000).

In exploring fundraising and intentions to donate to a nonprofit organization, the theory of planned behavior with the added guilt component could provide valuable information. With more fundraising and TPB literature, the findings of this study will provide additional insight into ways that a nonprofit organization, either human service or public broadcasting, might improve their money raising efforts.

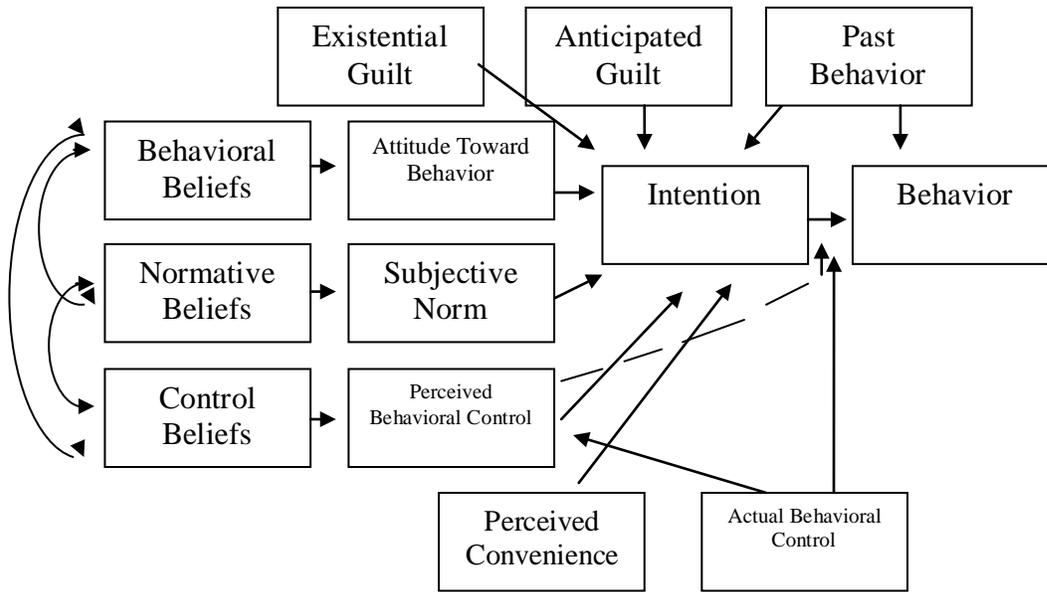


Figure 2: Graphic representation of hypotheses (all arrows indicate positive relationships)

Hypotheses and Research Questions

The theory of planned behavior takes into consideration personal behavioral beliefs, subjective norms, and volitional control. Variations of the TPB have been applied to donating to charitable organizations previously, and Smith and McSweeney (2007) found that the theory of planned behavior predicted intentions to donate. Considering donating to human service nonprofits and public broadcasting organizations, hypotheses 1 and 2 suggest that individuals with positive beliefs about the behavior of donating to a nonprofit, who perceive that their peers and others important to them also have positive beliefs about donating, and who have the resources and control to do so will intend to donate to one of the types of nonprofit organizations. Hypotheses 1 and 2, and research question 1 are as follows:

H1: Participants' intentions to donate to human service nonprofit organizations are a positive function of their (a) beliefs about donating, (b) subjective norms, and (c) perceived behavioral control.

H2: Participants' intentions to donate to public broadcasting organizations are a positive function of their (a) beliefs about donating, (b) subjective norms, and (c) perceived behavioral control.

RQ1: How does the theory of planned behavior's prediction of donating intentions differ between human service nonprofits and public broadcasting organizations?

The expansion of the theory of planned behavior has led to an increase in explained variance of the theory, and guilt has been observed to act as a motivator in increasing the intention to donate to a nonprofit (Basil, Ridgeway, & Basil, 2008; Hibbert, Smith, Davies, and Ireland, 2007). It is expected that a higher level of guilt felt by an individual will increase their likelihood to intend to donate to a nonprofit. Hypotheses 3 and 4 are as follows:

H3: Participants' intentions to donate to human service nonprofits are a positive function of their (a) beliefs about donating, (b) subjective norms, (c) perceived behavioral control, and (d) sense of guilt.

H4: Participants' intentions to donate to public broadcasting organizations are a positive function of their (a) beliefs about donating, (b) subjective norms, (c) perceived behavioral control, and (d) sense of guilt.

There is potential for a nuanced view of guilt to reveal differences between human service nonprofits and public broadcasting organizations. The more specific types of guilt (i.e. existential and anticipated) might reveal differences in the definition of guilt as a motivation to donate depending on the type of nonprofit organization. Existential guilt is more closely related to the feeling that a donor of a human service nonprofit might experience due to empathetic feelings. Anticipated guilt is more closely related to donors of public broadcasting because of their closeness to the service being provided to them personally. Therefore, research question 2 is as follows:

RQ2a: How does the association between guilt and donating intentions differ between the human service nonprofits and public broadcasting organizations?

RQ2b: What is the difference in the type of guilt associated with intentions to give for human service nonprofits and public broadcasting organizations?

Convenience has been found to play an important role as an extension of perceived control and is a strong factor in the TPB model when predicting intentions (Collier & Sherrell, 2010). Convenience has been found to play an important role in purchase behavior using self-serving technologies and donating monetarily to a charitable organization is similar in terms of that purchase behavior. This research study will take this into consideration to attempt to

determine the perceived most convenient way that an individual donor might donate to a public broadcasting organization or a human service nonprofit, and whether or not that has any influence on their donating intentions. After noting the strength of the factor of convenience, being able to identify the most convenient way to donate will be beneficial due to its explanatory value. Therefore, hypotheses 5 and 6 are as follows:

H5: The addition of convenience will increase the explanatory value of the theory of planned behavior when applied to intentions of donating to human service nonprofits.

H6: The addition of convenience will increase the explanatory value of the theory of planned behavior when applied to intentions of donating to public broadcasting organizations.

Hypothesis	Independent variables	Dependent variables
H1	Beliefs about donating, subjective norms, perceived behavioral control	The intention to donate to a human service nonprofit
H2	Beliefs about donating, subjective norms, perceived behavioral control	The intention to donate to a public broadcasting organization
H3	Beliefs about donating, subjective norms, perceived behavioral control, a sense of guilt	The intention to donate to a human service nonprofit
H4	Beliefs about donating, subjective norms, perceived behavioral control, a sense of guilt	The intention to donate to a public broadcasting organization
H5	Convenience	The increased explained variance of perceived control in the TPB model when applied to intentions to donate to a human service nonprofit
H6	Convenience	The increased explained variance of perceived control in the TPB model when applied to intentions to donate to a public broadcasting organization

Table 1
Hypotheses and Research Question Variables

RQ1 asks how human service nonprofits and public broadcasting organizations differ in their application of the basic theory of planned behavior model. RQ2a asks how human service nonprofits and public broadcasting organizations differ in terms of guilt and between different types of guilt. RQ2b asks what the difference in the type of guilt associated with intentions to give for human service nonprofits and public broadcasting organizations is.

CHAPTER 3 METHODOLOGY

The hypotheses and research questions presented in Chapter 2 were tested using regression analysis. Two similar online surveys were administered to participants. One survey was administered to donors of human service nonprofit organizations, and the other survey was taken by donors of public broadcasting organizations. The surveys were available online to participants for 2 weeks from January of 2011 to February of 2011. This chapter will identify participants and the procedure through which the online survey was administered. It will also discuss the construction of the questions on the surveys that were used for the present study.

Participants

Participants in this study were all donors of human services nonprofits, public broadcasting organizations, or both types of nonprofits because this study was designed to investigate intentions of donors to specific nonprofits. The donors that were asked for their participation could have donated at any point previously. As long as they were on the email list for the specific nonprofit organizations, they received the email request for their participation. The researcher did not provide incentives for participants to complete the survey except for the explanation that the study once completed, would be an important addition to scholarly research on the topic of nonprofit organizations and fundraising, and would assist nonprofits in their fundraising strategies.

Procedure

The present study used a survey method to collect the necessary data. Two internet based surveys were used to collect information from individual donors associated with public

broadcasting and human service nonprofit organizations. Donors of human service nonprofits answered one survey, while donors of public broadcasting organizations responded to the other. Both surveys consisted of items to measure; beliefs about donating to the specified nonprofit, subjective norms, perceived behavioral control, convenience, past behavior, guilt, anticipated guilt, existential guilt, intention to donate, and eliciting salient behavior. The survey completed by donors to human service nonprofits contained the same types of items as the survey given to donors of public broadcasting organizations, but each survey was adapted to the appropriate context. After the gatekeepers for WMFE, WUCF, The Innocence Project of Florida, and the Coalition for the Homeless of Central Florida were all contacted, meetings were conducted in which the researcher explained the method to those gatekeepers. After the researcher was given permission from the gatekeepers of public broadcasting organizations including WMFE and WUCF, as well as permission from human service nonprofits including the Coalition for the Homeless and the Innocence Project of Florida to send out the questionnaire, the researcher sent the e-mail with the information, request for completion, and the link to the survey to the gatekeepers (managers) of the organizations. Those gatekeepers then distributed that same e-mail to their donors. The surveys were completed by the afore mentioned participants and the data for this research study was collected over a two week period from the end of January 2011 through the beginning of February 2011. Asking the gatekeepers to distribute the survey not only eliminated the researcher's access to participants' personal e-mail addresses by keeping participants identities protected, but it also increased the potential response rate due to donors' involvement with the organization and trust in its employees and administration.

Sample

There were two sample groups acquired for this research study. One sample of participants was of donors to human service nonprofit organizations including the Coalition for the Homeless and The Innocence Project of Florida. In order to reach this sample, the researcher contacted gatekeepers to both organizations. The president of the Coalition for the Homeless and the development coordinator for The Innocence Project of Florida were the contacts and gatekeepers for the human service nonprofit participants sampled. The second sample of participants was constructed of public broadcasting donors from both WUCF and WMFE. The gatekeepers for these organizations were contacted to request station participation. The director of the WUCF radio station and the senior vice president of WMFE were the gatekeepers for the public broadcasting organization participants sampled. Both the human-service nonprofits and public broadcasting organizations sampled were located in Florida.

There were 111 participants that were donors of human service nonprofit organizations including the Coalition for the Homeless of Central Florida, the Innocence Project of Florida, and miscellaneous others that were sampled for this study. After receiving 1,001 respondents that are donors of public broadcasting nonprofit organizations including WMFE, WUCF, and miscellaneous others, 125 respondents were sampled using a random sample technique on SPSS for inclusion in this study. The age range of total respondents was 20- 91 years ($M = 52.96$). The 236 total respondents were made up of 86 males (36.4%), 148 females (62.7%), and 2 missing (.8%). 86.4% of the respondents were Caucasian, 3% were African American, .8% were Asian, 5.5% were Hispanic, .4% were Hawaiian/ Pacific Islander, 3% were multiethnic, and the remaining .8% did not answer this question. Demographic characteristics of the sample participants are presented in Table 2.

Table 2
Demographics of the Total Sample

	Frequency	%
Gender		
Male	86	36.4
Female	148	62.7
Race		
Caucasian	204	86.4
African American	7	3.0
Asian	2	.8
Hispanic	13	5.5
Hawaiian/ Pacific Islander	1	.4
Multiethnic	7	3.0
Age		
Mean	53	
Median	54	
Mode	50	

Note. Frequencies for each category do not necessarily add up to the total number of participants in the sample. Two participants did not provide their gender, and two participants did not provide their race. It should also be noted that 10 participants did not provide their age.

Human Service Nonprofit Sample

The sample of human service nonprofit donors was made up of 111 individuals with ages ranging from 20 to 91. The average participant age in this sample was 50. It was made up of 72% females and 28% males. The participants were 84% Caucasian, 4% African Americans, 1% Asian, 8% Hispanic, and 3% multiethnic.

Public Broadcasting Organization Sample

The sample of public broadcasting donors was made up of 125 individuals with ages ranging from 20 to 88. The average participant age in the sample was 56. It was made up of 56%

females and 44% males. The participants were 90% Caucasian, 2% African American, 1% Asian, 3% Hispanic, 1% Hawaiian/ Pacific Islander, and 3% multiethnic.

Regression Analysis

Because the researcher is exploring relationships between variables, and attempting to explain how one variable is affected by another, regression analysis was used in this study to statistically analyze the data from the surveys. Regression holds strength in its predictive ability, and this study is exploring intentions to donate to nonprofits and public broadcasting organizations as it is dependent on other variables such as beliefs about donating, subjective norms, perceived behavioral control, guilt, convenience, etc. Unlike other forms of analysis like correlation, regression has distinct predictors and criterion variables, which holds value in this study. Regression analysis is used to aid in predicting the explanatory value of one variable on another. Reliability testing was also conducted to on each variable in order to ensure consistent and trustworthy data. Some questions were omitted after the data were collected for this reason.

In accordance with Smith and McSweeney's (2007) study, compliant with Ajzen's suggestion, the measures for the study used the standard definition of donating behavior. Donating behavior is defined as, "donating money to charities or community service organizations" (Smith & McSweeney, 2007, p. 12). The study will consistently define guilt as, the feeling of empathy, or of guilt due to feeling better off or more fortunate than others, and will also consider anticipated and existential guilt as experienced by donors to either human service nonprofits or public broadcasting organizations. Exploring the different types of guilt, (general guilt, anticipated guilt, existential guilt), and the effect that each of those types has on each

category of donor (human service nonprofit or public broadcasting), can be assumed to be beneficial in this exploration of fundraising motivations and intentions to give.

Questionnaire Design

The attitude questions used in the present study followed the standard formatting used in a theory of planned behavior study. Many of the questions used throughout the questionnaire were adapted from previous research studies and existing measures.

Independent Variables

Beliefs. Behavioral belief items are based on previous research studies (Ajzen, 2002). This section of both the human service nonprofit and the public broadcasting surveys consisted of 5 items using a semantic differential scale. Participants who completed the human service nonprofit survey were asked: “For me to contribute to nonprofit organizations on a regular basis is...” and were given responses to choose from ranging from “extremely valuable” to “extremely worthless,” “extremely harmful” to “extremely beneficial,” “extremely good” to “extremely bad,” “extremely positive” to “extremely negative,” and “extremely favorable” to “extremely unfavorable.” The question prompt was slightly different for donors of public broadcasting organizations, but the response set was the same for both surveys. This section was designed to assess the extent to which an individual donor has a positive or negative attitude toward donating to a public broadcasting organization or a human service nonprofit, and is part of the TPB model. Cronbach alphas for the final scales were .81 for the human service survey ($M = 5.45$, $SD = 1.47$), and .90 for the public broadcasting survey ($M = 5.91$, $SD = 1.08$).

Subjective Norm. Subjective norm items are modeled from Ajzen’s (2002) study. There are 5 items that assess the participant’s perceived subjective norms for both the human service

nonprofit and public broadcasting surveys. Participants who completed the human service nonprofit survey responded to statements like, “People whose opinions I value expect me to contribute to nonprofit organizations on a regular basis...” and provided a semantic differential scale ranging from “definitely true” to “definitely false.” Another statement from the human service nonprofit survey is, “Most of the people I am acquainted with contribute to nonprofit organizations on a regular basis,” and provided responses for participants to chose from ranging from “definitely false” to “definitely true.” “It is expected that people like me donate to a nonprofit organization,” was asked of the human service nonprofit participants who were given a semantic differential scale ranging from “extremely unlikely” to “extremely likely.”

Participants who completed the public broadcasting organization survey were asked to respond to the statement, “Most of the people I am acquainted with contribute to public broadcasting stations on a regular basis,” and chose from answers ranging from “definitely false” to “definitely true.” Another question that the public broadcasting donor participants were asked was, “My family thinks that I should contribute to public broadcasting stations on a regular basis,” and chose from a differential semantic scale ranging from “extremely unlikely” to “extremely likely.” All of the statements that the donors for both the human service nonprofits and the public broadcasting organizations can be found in Appendix A and Appendix B. These items were projected to measure the degree to which an individual donor thinks that their peers, family members, significant others, etc. will hold positive or negative attitudes of donating to nonprofit organizations. Cronbach alphas for the final scales were .86 for the human service survey ($M = 4.26, SD = 1.53$), and .84 for the public broadcasting survey ($M = 3.17, SD = 1.33$).

Perceived Control. Volitional control items were based on previous research studies (Ajzen, 2002). There were 5 items in this section of both the human service nonprofit and public

broadcasting surveys, but 1 was dropped when forming each of the surveys' indexes to ensure a high level of reliability for the respective index. Therefore, 4 of the items on both the human service nonprofit and public broadcasting surveys were used in analyzing the results. The participants were asked to choose from answers in a semantic differential scale. Participants of human service nonprofit organizations were asked, "For me to donate money to a nonprofit organization on a regular basis is..." and were given a scale of answers to choose from ranging from "extremely difficult" to "extremely easy." Another questions asked of human service donor participants was, "I have the financial resources necessary to donate to a nonprofit organization..." with answers to choose from on a 7-point scale ranging from "strongly disagree" to "strongly agree." Participants of the public broadcasting survey were asked questions like, "I have the financial resources necessary to donate to a public broadcasting station..." and were asked to select an answer from a scale ranging from "strongly disagree" to "strongly agree." Another question that public broadcasting donor participants were asked was, "I am confident that if I wanted to, I could contribute to public broadcasting organization on a regular basis..." and were asked to choose from answers ranging from "definitely false" to "definitely true." These particular items were designed to gauge the extent to which an individual donor believed that they possess the physical ability and resources to donate to a public broadcasting organization or to a human service nonprofit. Cronbach alphas for the final scales were .83 for the human service survey ($M = 4.74, SD = 1.48$), and .88 for the public broadcasting survey ($M = 4.86, SD = 1.33$).

Convenience. The extent to which each participant felt that donating to a public broadcasting organization or a human service nonprofit was easy and convenient for them was assessed by 6 items in both the human service nonprofit the public broadcasting surveys, but 3

were dropped when forming the indexes to ensure a high level of reliability for each respective index. Therefore 3 of the items on both the human service nonprofit and public broadcasting surveys were used in analyzing the results. They were graded on a semantic differential scale. Some of the items were adapted from Collier and Sherrell's (2010) convenience survey questions. The items measured which method of donating individuals find most convenient and also the level of importance of convenience when it comes to donating. Participants of human service nonprofits were asked, "I am more likely to donate to a nonprofit if the process of giving is easy," "I am more likely to donate to a nonprofit if the process of giving is fast," and "I am more likely to donate to a nonprofit if I can give from the comfort of my own home." All 3 items were measured on a scale ranging from "strongly disagree" to "strongly agree." Participants of the public broadcasting survey were asked, "I am more likely to donate to a public broadcasting station if the process of giving is easy," "I am more likely to donate to a public broadcasting station if the process of giving is fast," and "I am more likely to donate to a public broadcasting station if I can give from the comfort of my own home." All 3 items were measured on a scale ranging from "strongly disagree" to "strongly agree." Cronbach alphas for the final scale were .84 for the human service survey ($M = 5.34, SD = 1.46$), and .90 for the public broadcasting survey ($M = 5.70, SD = 1.37$).

Guilt. Guilt items were modeled from previous research (Basil, Ridgway & Basil, 2008; Hibbert, Davies, Smith & Ireland, 2007; Coulter & Pinto, 1995). This section of the survey consisted of 5 items in both the human service nonprofit survey and the public broadcasting survey. The participants were given answers to choose from on a semantic differential scale. Participants of the human service nonprofit survey were asked, "I would feel guilty if I had the ability to, but did not give to a charitable organization..." and participants were given a scale

ranging from “strongly disagree” to “strongly agree” to choose an answer from. Another question asked of the human service nonprofit donor participants was, “I would feel sorry if I had the ability to, but did not give to a charitable organization...” with a scale ranging from “strongly disagree” to “strongly agree.” “I would feel regretful if I had the ability to, but did not give to a charitable organization...” and were given a scale ranging from “strongly disagree” to “strongly agree” to choose an answer from. Participants of the public broadcasting organization survey were asked, “I would feel guilty if I had the ability to, but did not give to my public broadcasting station...” with a scale ranging from “strongly disagree” to “strongly agree” to choose from. They were also asked, “I would feel sorry if I had the ability to but did not give to a public broadcasting organization,” and “I would feel regretful if I had the ability to, but did not give to a public broadcasting station...” and participants were given a scale with answers to choose from with answers ranging from “strongly disagree” to “strongly agree.” All of the questions that the donors from both the human service nonprofits and the public broadcasting organizations can be found in Appendix A and Appendix B. The items were designed to measure the degree to which each individual donor would feel guilty if they had possessed the ability to donate to a public broadcasting organization or a human service nonprofit and chose not to do so. Cronbach alphas for the final scale were .86 for the human service nonprofit survey ($M = 5.01$, $SD = 1.51$), and .87 for the public broadcasting survey ($M = 4.42$, $SD = 1.54$).

Anticipated Guilt. Anticipated guilt items were modeled from Kaiser (2006) and Wang (2007). There were 4 anticipated guilt items in both the human service nonprofit survey and the public broadcasting survey measured on a semantic differential scale. These items were designed to measure the extent to which an individual anticipated or expected that they will feel guilty given a particular circumstance in the future. The questions were similar in context but were

worded differently for the separate surveys (human service nonprofit survey and the public broadcasting donor survey). Participants of the human service survey were asked, “Thinking about the next 4 weeks, not donating to a homeless shelter like the Coalition for the Homeless would make me feel worried,” “Thinking about the next 4 weeks, not donating to a homeless shelter like the Coalition for the Homeless would make me feel regret,” “Thinking about the next 4 weeks, not donating to a homeless shelter like the Coalition for the Homeless would make me feel tense,” and “Thinking about the next 4 weeks, not donating to a homeless shelter like the Coalition for the Homeless would make me feel remorse.” Participants were given answers to choose from for each of these questions ranging from “not at all” to “very strongly”. Participants for the public broadcasting survey were asked, “Imagine you are tuning in to your public broadcasting station during the next few weeks following a fund drive. If you had not donated, how would you feel?” The participants were asked, “worried?” “regret?” “tense?” and “remorse?”. Participants were given answers to choose from for each of these questions ranging from “not at all” to “very strongly”. Cronbach alphas for the final scale were .86 for the human service survey ($M = 2.49, SD = 1.51$), and .86 for the public broadcasting survey ($M = 2.40, SD = 1.25$).

Existential Guilt. Existential guilt items for both the human service nonprofit survey and the public broadcasting organization surveys were adapted from Schmitt et.al, (2000). There were 11 items on the human service nonprofit survey, and 9 items on the public broadcasting survey that were measured on a semantic differential scale. Existential guilt items differ in both surveys as well. Because human service nonprofit donors are less connected to the nonprofit than public broadcasting donors, human service nonprofit existential questions elicit information on how each participant feels when placing themselves in the shoes of an individual assisted by that

nonprofit. Public broadcasting donors however, are more directly connected to the benefits personally received by their monetary donations. The existential guilt questions, therefore elicited information on how a participant would feel if they were to use the services provided and choose not to give. Participants of the human service nonprofit survey were asked, “When the Coalition for the Homeless or a shelter like it asks me to donate, I feel...” and were asked, “accountable?” “guilty?” “ashamed?” “bad?” “irresponsible?” “uneasy?” “upset?” For each of these questions, participants were given a 7-point scale of answers to choose from ranging from “not at all” to “very strongly.” Participants of the human service nonprofit survey were also asked, “I feel guilty that individuals facilitated by homeless shelters have disadvantages that I do not, and are in a time of crisis,” and were given a 7-point scale ranging from “strongly disagree” to “strongly agree” to choose from. They were also asked, “When I see homelessness on the news, I feel guilty for being better off,” and were given a 7-point scale ranging from “strongly disagree” to “strongly agree” to choose from. The participants of the human service nonprofit survey were asked, “When I read about the growing population of homeless individuals being women and children, I feel guilty for being more fortunate and having more than they do,” as well as, “When I see a homeless person, I feel guilty for being better off and having more than they do,” and both questions supplied participants with answers to choose from on a 7-point scale ranging from “strongly disagree” to “strongly agree.” Participants of the public broadcasting survey were asked, “Imagine you were with someone you know when they received a call from a public broadcasting station thanking them for their support. How would you feel if you had not donated too?” and were asked, “accountable?” “guilty?” “ashamed?” “bad?” “irresponsible?” “uneasy?” “upset?”, and for each of these questions, the participants were given answers on a 7-point scale to choose from ranging from “not at all” to “extremely.” Other

questions that participants of the public broadcasting survey were asked include, “When I hear people on the air talking about how they’ve supported my public broadcasting station, I feel guilty if I haven’t donated,” and “When I know that others are making sacrifices to donate to my public broadcasting station and I am not, I feel guilty.” For both of these questions, participants were given answers to choose from on a 7-point scale ranging from “strongly disagree” to “strongly agree”. Cronbach alphas for the final scale were .84 for the human service nonprofit survey ($M = 2.65, SD = .98$), and .94 for the public broadcasting survey ($M = 2.79, SD = 1.45$).

Dependent Variable

Behavioral Intention. Some of the intention items presented to participants on the survey questionnaire were based on Ajzen’s (2002) previous research. There were 5 items on the human service nonprofit survey, but 2 were dropped when forming an index to ensure a high level of reliability for the index. There were 7 items on the public broadcasting survey, but 2 were dropped when forming an index to ensure a high level of reliability for the index. These items on both the human service nonprofit and public broadcasting surveys were designed to assess the extent to which an individual donor believes that they will donate to a public broadcasting organization or a nonprofit within the following 4 months. The participants were given a 7-point semantic differential scale of answers to choose from ranging from “strongly agree” to “strongly disagree.” Participants of the human service nonprofit survey were asked, “I intend to donate to a charitable organization within the next 4 months,” “I will try to donate to a charitable organization within the next 4 months,” and “I plan to donate to a charitable organization within the next 4 months.” Participants of the public broadcasting survey were asked, “I intend to donate to a public broadcasting station within the next 4 months,” “I will try to donate to a public

broadcasting station within the next 4 months,” and “I plan to donate to a public broadcasting organization within the next 4 months.” They were also asked, “I plan to donate to a public broadcasting station if I receive a letter asking for money from the station,” and “I plan to donate to a public broadcasting station during the next on-air radio drive.” The level of behavioral intention that each participant has to act on the behavior (i.e. to donate) was expected to be revealed. Cronbach alphas for the final scale were .83 for the human service nonprofit survey ($M = 5.39, SD = 1.72$), and .89 for the public broadcasting survey ($M = 3.93, SD = 1.66$).

CHAPTER 4 RESULTS

This section will provide the analysis used to test the research hypotheses consider the research questions. To examine the extent to which guilt (general, anticipated, and existential), and convenience increased the predictive value of the theory of planned behavior when looking at donating to nonprofit organizations (both human service and public broadcasting), hierarchical regression analyses were performed. The standard theory of planned behavior was tested first and then a general measure of guilt was added to the model to determine its influence on the predictive value of the revised TPB model. Convenience was then added to the revised TPB model that included guilt to determine the influence of convenience on the effectiveness of the model at predicting intentions to donate. Lastly, the standard theory of planned behavior was tested with the inclusion of two components of guilt (anticipated and existential) to determine their influence on the theory's predictive value in each two the two donation contexts. T-tests were also used to examine similarities and differences in the variables associated with the two samples.

Hypothesis 1: Predicting Intentions: Human Services

Hypothesis 1 proposed that participants' intentions to donate to a human service nonprofit would be a positive function of their (a) attitudes toward the nonprofit, (b) subjective norms, and (c) perceived behavioral control. The human services sample data were found to deviate from the proposed relationships (see Table 3). The proposed model, as a whole, was a significant predictor of behavioral intentions to donate to a human services nonprofit, $R^2 = .20$, $F(3, 90) = 8.91$, $p < .001$. However, only beliefs (attitudes) ($\beta = .25$, $p < .05$), and perceived

control ($\beta = .32, p < .01$) were found to be significant predictors. Therefore, H1 was partially supported (see Table 2).

Table 3
Multiple Regression Predicting Behavioral Intention to Donate to Human Service Nonprofit Organizations using the TPB Model (n= 93)

Predictor	<i>b</i>	<i>SEb</i>	β
Beliefs	.28	.11	.25*
Subjective Norms	.18	.11	.17
Perceived Control	.35	.11	.32**

Note. $R^2 = .20$

* $p < .05$, ** $p < .01$

Hypothesis 2: Predicting Intentions: Public Broadcasting

Hypothesis 2 proposed that participants' intentions to donate to a public broadcasting organization were a positive function of their (a) attitudes toward the nonprofit, (b) subjective norms, and (c) perceived behavioral control. The proposed model was a significant predictor of behavioral intentions to donate to a public broadcasting organization, $R^2 = .22, F(3, 89) = 9.52, p < .001$. However, only beliefs ($\beta = .30, p < .01$), and subjective norms ($\beta = .27, p < .01$) were found to be significant predictors. Therefore, H2 was partially supported (see Table 4).

Table 4
Multiple Regression Predicting Behavioral Intention to Donate to Public Broadcasting Organizations using the TPB Model (n= 92)

Predictor	<i>b</i>	SE <i>b</i>	β
Beliefs	.45	.15	.30**
Subjective Norms	.33	.12	.27**
Perceived Control	.10	.10	.10

Note. $R^2 = .22$
 * $p < .05$, ** $p < .01$

Research Question 1: Comparing nonprofits

The first research question asked how the theory of planned behavior’s prediction of intentions to donate differed when applied to human service nonprofits and public broadcasting organizations. Beliefs, subjective norms, and perceived control together were found to predict individuals’ intentions to donate in both cases. Within the human service data, beliefs ($\beta = .25, p < .05$), and perceived control ($\beta = .32, p < .01$) were found to be significant (see Table 3) as part of the TPB model, $R^2 = .20, F(3, 90) = 8.91, p < .001$. Within the public broadcasting data, beliefs ($\beta = .30, p < .01$) and subjective norms ($\beta = .27, p < .01$) were found to be significant (see Table 4) as part of the TPB model, $R^2 = .22, F(3, 89) = 9.52, p < .001$. T-tests were used to compare the strengths of the traditional TPB variables in the two contexts. The strength of beliefs for the public broadcasting sample ($M = 5.91, SD = 1.08$) was significantly greater than that of the human service nonprofit sample ($M = 5.45, SD = 1.47, t = -2.52, p < .05$). The strength of subjective norms for the public broadcasting sample ($M = 3.17, SD = 1.33$) was significantly less than that of the human service nonprofit sample ($M = 4.26, SD = 1.53, t = 5.73, p < .001$). The control variable in the TPB model was not found to be significant (see Table 13).

Hypothesis 3

Hypothesis 3 proposed that participants' intentions to donate to human service nonprofits are a positive function of their (a) beliefs about donating, (b) subjective norms, (c) perceived behavioral control, and (d) sense of guilt. Using hierarchical regression analysis, the first step of the model included the standard TPB variables and the second step of the regression analysis included guilt. Guilt ($\beta = .25, p < .05$) was found to increase the predictive value of the TPB model, $R^2 = .25, F(4, 89) = 8.72, p < .001$. Within the human service data, perceived control ($\beta = .41, p < .001$) was found to be the primary factor in the revised model and guilt ($\beta = .26, p < .05$) was found to be a secondary significant predicting factor of intentions to donate in the revised TPB model (see Table 5). Hypothesis 3 was partially supported because it deviated from the TPB model in that all four variables did not contribute to the intention to donate.

Table 5

Hierarchical Regression Predicting Behavioral Intention to Donate to Human Service Nonprofit Organizations using a Revised TPB Model (n= 93)

Predictor	<i>b</i>	SE <i>b</i>	β
<i>Step 1</i>			
Beliefs	.21	.12	.19
Subjective Norms	.06	.12	.06
Perceived Control	.44	.11	.41***
<i>Step 2</i>			
Guilt	.27	.11	.26*

Note. Step 1: $R^2 = .20$; Step 2: $\Delta R^2 = .05$

* $p < .05$, ** $p < .01$, *** $p < .001$

Hypothesis 4

Hypothesis 4 proposed that participants' intentions to donate to public broadcasting organizations are a positive function of their (a) beliefs about donating, (b) subjective norms, (c) perceived behavioral control, and (d) sense of guilt. Using hierarchical regression analysis, the first step of the model included the standard TPB variables and the second step of the regression analysis included guilt. Guilt ($\beta = .31, p < .05$) was found to increase the predictive value of the TPB model, $R^2 = .26, F(3, 88) = 9.03, p < .001$. Within the public broadcasting data, guilt ($\beta = .31, p < .05$) was found to be a significant predictor of intentions to donate. While beliefs, subjective norms, perceived control, and guilt combined were found to be predictive of individuals' intentions to donate to public broadcasting organizations, guilt ($\beta = .31, p < .05$) was found to be the only significant predictor (see Table 6). Hypothesis 4 was partially supported because it deviated from the TPB model in that all four variables did not contribute to the intention to donate.

Table 6
Hierarchical Regression Predicting Behavioral Intention to Donate to Public Broadcasting Organizations using a Revised TPB Model (n= 91)

Predictor	<i>b</i>	SE <i>b</i>	β
<i>Step 1</i>			
Beliefs	.27	.16	.18
Subjective Norms	.16	.14	.14
Perceived Control	.14	.10	.13
<i>Step 2</i>			
Guilt	.32	.13	.31*

Note. Step 1: $R^2 = .22$; Step 2: $\Delta R^2 = .04$
 * $p < .05$

Research question 2a: Differences in guilt

Research question 2a asked how the association between guilt and donating intentions differed between the two types of nonprofit organizations. It also asks what the difference is in the type of guilt associated with intentions to give for the two different types of nonprofits. After completing hierarchical regression analysis with guilt added in the second step, the variables included in the standard theory of planned behavior including beliefs, subjective norms, and perceived control with the addition of guilt was found to be significant in predicting individuals' intentions to give to human service nonprofit organizations, $R^2 = .25$, $F(4, 89) = 8.72$, $p < .001$, and to public broadcasting organizations, $R^2 = .26$, $F(3, 88) = 9.03$, $p < .001$. The inclusion of guilt increased the predictive value of the standard model to predict donors' intentions to donate to both human service nonprofits ($\beta = .25$, $p < .05$), and public broadcasting organizations ($\beta = .31$, $p < .05$). However, with the inclusion of guilt to the theory of planned behavior model, perceived control ($\beta = .41$, $p < .001$) and guilt ($\beta = .25$, $p < .05$) were the significant factors in the

model for predicting intentions to donate to human service nonprofits. The inclusion of guilt in the theory of planned behavior model to predict intentions to give to public broadcasting organizations revealed that guilt ($\beta = .31, p < .05$) was the primary significant factor in the model. Results of this analysis are presented in Table 5 and Table 6. Looking at a t-test that tested the raw levels of guilt for each type of nonprofit, the strength of guilt for the human service nonprofit sample ($M = 5.01, SD = 1.51$) was significantly higher than that of the public broadcasting sample ($M = 4.42, SD = 1.54, t = 2.93, p < .001$) (see Table 12).

Hypothesis 5

Hypothesis 5 proposed that the addition of convenience would increase the explanatory value of the TPB model when predicting intentions of donating to human service nonprofits. In terms of the human service nonprofit sample, using hierarchical regression analysis, convenience was found to be part of a revised TPB model that was found to be a significant predictor of intentions to donate, $R^2 = .24, F(5, 88) = 6.90, p < .001$ (see Table 7). In predicting the intentions to give to a human service nonprofit using the revised theory of planned behavior model with the inclusion of guilt and convenience, perceived control ($\beta = .41, p < .001$) and guilt ($\beta = .26, p < .05$) were the two significant predicting factors of the model. Hypothesis 5 was not supported because although the overall revised TPB model with the inclusion of guilt and convenience was a predictive model of intentions to give, convenience was not found to increase the explanatory value of the revised model.

Table 7
Hierarchical Regression Predicting Behavioral Intention to Donate Human Service Nonprofit Organizations using a Revised TPB Model (n= 93)

Predictor	<i>b</i>	SE <i>b</i>	β
<i>Step 1</i>			
Beliefs	.21	.11	.19
Subjective Norms	.07	.12	.06
Perceived Control	.44	.12	.41***
<i>Step 2</i>			
Guilt	.28	.11	.26*
<i>Step 3</i>			
Convenience	-.02	.11	-.02

Note. Step 1: $R^2 = .20$; Step 2: $\Delta R^2 = .05$; Step 3: $\Delta R^2 = .00$

* $p < .05$, ** $p < .01$, *** $p < .001$

Hypothesis 6

Hypothesis 6 proposed that the addition of convenience would increase the explanatory value of the theory of planned behavior when applied to intentions to donate to public broadcasting organizations. Using hierarchical regression analysis, the first step of the model included the standard TPB variables, the second step of the regression analysis included guilt, and the third step of the model included convenience. The revised model including convenience was found to be a significant predictor of intentions to donate, $R^2 = .27$, $F(5, 86) = 7.55$, $p < .001$ (see Table 8). In predicting intentions to give to a public broadcasting organization using the revised theory of planned behavior model with the inclusion of guilt and convenience, guilt ($\beta = .30$, $p < .05$) was the only significant predicting factor in the model. Hypothesis 6 was not supported because although the overall revised TPB model with the inclusion of guilt and

convenience was predictive of individuals' intention to donate, convenience was not found to increase the explanatory value of the revised model.

Table 8
Hierarchical Regression Predicting Behavioral Intention to Donate to Public Broadcasting Organizations using a Revised TPB Model (n= 91)

Predictor	<i>b</i>	SE <i>b</i>	β
<i>Step 1</i>			
Beliefs	.34	.17	.23
Subjective Norms	.18	.14	.15
Perceived Control	.16	.10	.15
<i>Step 2</i>			
Guilt	.31	.13	.30*
<i>Step 3</i>			
Convenience	-.15	.12	-.12

Note. Step 1: $R^2 = .22$; Step 2: $\Delta R^2 = .04$; Step 3: $\Delta R^2 = .01$
 * $p < .05$

Research Question 2b: TPB, Anticipated Guilt, & Existential Guilt

The TPB model with the inclusion of anticipated guilt and existential guilt was found to produce a revised theory of planned behavior model that was a significant predictor of intentions to donate in both human service nonprofits, $R^2 = .19$, $F(5, 83) = 5.07$, $p < .001$, and public broadcasting organizations, $R^2 = .27$, $F(5, 85) = 7.57$, $p < .001$ (see Tables 9 and 10). When predicting donating intentions to a human service nonprofit like a homeless shelter however, perceived control ($\beta = .30$, $p < .01$) was the primary significant predicting factor in the revised TPB model and an individual's beliefs ($\beta = .27$, $p < .05$) was the secondary significant predicting factor. While this revised model is a significant predictor of donating intentions, neither

anticipated guilt nor existential guilt in this model increased the model's predictive power (see Table 9).

Table 9
Hierarchical Regression Predicting Behavioral Intention to Donate Human Service Nonprofit Organizations using a Revised TPB Model (n= 88)

Predictor	<i>b</i>	SE <i>b</i>	β
<i>Step 1</i>			
Beliefs	.31	.12	.27*
Subjective Norms	.14	.12	.13
Perceived Control	.33	.11	.30**
<i>Step 2</i>			
Anticipated Guilt	.12	.13	.11
Existential Guilt	.06	.19	.03

Note. Step 1: $R^2 = .19$; Step 2: $\Delta R^2 = .00$

* $p < .05$, ** $p < .01$

When predicting intentions to donate to public broadcasting organizations, anticipated guilt ($\beta = .35, p < .05$) was the primary predicting factor and beliefs ($\beta = .20, p < .05$) was a secondary factor in the model. Anticipated guilt increased the predictive ability of the standard TPB model. Results of this analysis are presented in Tables 9 and 10.

Table 10
Hierarchical Regression Predicting Behavioral Intention to Donate to Public Broadcasting Organizations using a Revised TPB Model (n= 90)

Predictor	<i>b</i>	SE <i>b</i>	β
<i>Step 1</i>			
Beliefs	.31	.16	.20*
Subjective Norms	.19	.13	.16
Perceived Control	.17	.10	.16
<i>Step 2</i>			
Anticipated Guilt	.44	.17	.35*
Existential Guilt	-.04	.15	-.03

Note. Step 1: $R^2 = .20$; Step 2: $\Delta R^2 = .07$

* $p < .05$

Table 11

Correlations, Means, and Standard Deviations for Hierarchical Regression Predicting Intentions to Donate to Human Service Nonprofits (n= 88)

	Intent	Beliefs/ Attitudes	Subjective Norms	Perceived Control	Convenience	Guilt	Anticipated Guilt	Existential Guilt
1	-	-	-	-	-	-	-	-
2	.20*	-	-	-	-	-	-	-
3	.27**	-.22*	-	-	-	-	-	-
4	.40***	.03	.39***	-	-	-	-	-
5	.15	.13	.22*	.20*	-	-	-	-
6	.23*	.09	.21*	-.20*	.18*	-	-	-
7	.22*	-.17	.46***	.26**	.20*	.42***	-	-
8	.11	-.21*	.31**	.10	.21*	.45***	.54***	-
<i>M</i>	5.56	5.60	4.24	4.63	5.41	5.12	2.49	2.68
<i>SD</i>	1.65	1.40	1.55	1.54	1.42	1.50	1.55	1.01

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Table 12

Correlations, Means, and Standard Deviations for Hierarchical Regression Predicting Intentions to Donate to Public Broadcasting Organizations (n= 88)

	Intent	Beliefs/ Attitudes	Subjective Norms	Perceived Control	Convenience	Guilt	Anticipated Guilt	Existential Guilt
1	-	-	-	-	-	-	-	-
2	.36***	-	-	-	-	-	-	-
3	.38***	.34**	-	-	-	-	-	-
4	.24*	.12	.24*	-	-	-	-	-
5	.07	.35***	.26**	.19*	-	-	-	-
6	.46***	.52***	.55***	.02	.18	-	-	-
7	.47***	.30**	.43***	-.05	.04	.63***	-	-
8	.42***	.41***	.42***	.13	.13	.68***	.70***	-
<i>M</i>	4.04	6.00	3.21	4.87	5.75	4.40	2.53	2.86
<i>SD</i>	1.62	1.07	1.38	1.54	1.29	1.61	1.30	1.49

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Table 13

Independent t-test Comparing TPB Components for Human Services (HS) and Public Broadcasting (PB) (n= 236)

	HS Nonprofits	PB Nonprofits	<i>t</i>	<i>df</i>
Beliefs/ Attitudes	5.45 (1.47)	5.91 (1.08)	-2.52*	175.20
Subjective Norms	4.26 (1.53)	3.17 (1.33)	5.73***	226.00
Perceived Control	4.74 (1.48)	4.86 (1.53)	-.64	232.00
Guilt	5.01 (1.51)	4.42 (1.54)	2.93**	224.00
Anticipated Guilt	2.49 (1.51)	2.40 (1.25)	.49	225.00
Existential Guilt	2.65 (.98)	2.79 (1.45)	-.83	201.45

*Note: *p < .05, **p < .01, ***p < .001. Standard deviations appear in parentheses below means.*

CHAPTER 5 DISCUSSION

The theory of planned behavior has been found to be extremely useful in predicting behavior in a variety of ways including video game usage (Hartmann, Vorderer & Jung, 2009), cornea donation (Hyuhn-Suhck & Seok, 2008), intending to use self-serving technologies (Collier & Sherrell, 2010), and intending to donate to charitable organizations (Smith & McSweeney, 2007). The theory however, has been criticized for overlooking the predictive value of affective variables. In response to that critique, some researchers have been examining how affective variables such as guilt can improve the model (see Wang, 2007 for a brief review). The current project was designed to continue this examination. The purpose of this research study was (1) to investigate the theory of planned behavior as applied to donating intentions of donors to both human service and public broadcasting nonprofits, (2) to explore a revised TPB model with the inclusion of convenience for both types of nonprofits, and (3) to explore a revised TPB model with the inclusion of general guilt and to investigate a more nuanced definition of guilt and its role in a revised TPB model for both types of nonprofits. An online survey method was used.

This study is important in two ways. First it adds to the body of literature on the theory of planned behavior and revised TPB models. It also provides findings focused on a more nuanced definition of guilt and its application as part of the TPB model to two different types of nonprofit organizations, for which there is little, if any previous research. Second, it's important for its practical implications for effective fundraising techniques used by human service nonprofits and public broadcasting organizations. This chapter will summarize the results found in this research

study and discuss their theoretical implications. Practical implications, limitations, and further research will also be discussed.

Standard TPB Model

The findings of this research study support previous research on the predictive value of applying the theory of planned behavior (McCaul, Sandgren, O'Neill & Hinsz, 1993; Smith & McSweeney, 2007), and more specifically applying the theory of planned behavior to predict donating intentions (Kidwell & Jewell, 2008; Smith & McSweeney, 2007). The overall TPB models for both human service nonprofits and public broadcasting organizations were significant predictors of intentions to donate. The difference between the two types of nonprofits however, lies in the significant predicting factors. Beliefs seem to be important to donors of both types of charitable organizations, but perceived control was the secondary factor of importance to donors of human service nonprofits, while subjective norms was the secondary factor of importance to donors of public broadcasting organizations. Therefore, respondents who have stronger intentions to give to a human service nonprofit seem to think that knowing that they have the money and are capable of giving drives their intentions to donate. Donors that have a stronger intention to give to public broadcasting organizations seem to be more motivated by what their friends, family, and peers' attitudes toward donating. The TPB analysis in the current study differs from previous research, Smith and McSweeney (2007) found that all three of the traditional TPB variables were predictive of intentions to donate to charitable organizations. The present study found two of the three components to be predictive of intentions to give in both nonprofit contexts. The difference may be attributed to the use of different samples and application to specific contexts. This study was conducted with specific organizations in mind

rather than the generic concept of a charity used in Smith and McSweeney (2007). It is important to note that Smith and McSweeney also looked at moral norms and past behavior as factors in their revised TPB model and found both factors to be significant contributors to the intention to give. The participants of the present research study have all donated to charitable organizations in the past. Considering the results of both, one might expand the current project to include, particularly past behavior, as a way to increase the amount of explained variance attributed to the model. The finding of this difference is important because it further develops the understanding that different contexts require different strategies.

Convenience

The expectations for this part of the research study were that convenience would increase the predictive value of the TPB model due to the findings of previous research (Collier & Sherrell, 2010). This study found that the inclusion of convenience as an additional factor to the standard TPB model did not play a role in predicting intentions in either human service or public broadcasting organizations. This observation conflicts with Collier and Sherrell (2010) who found that convenience played an important role in increasing explanatory value when predicting intentions. One explanation for this finding is that respondents who have stronger intentions to give to either a human service nonprofit or a public broadcasting organization may think that the extent to which they are able to donate easily, on their own time or from the comfort of their own home, is not as important as other motivators. In terms of the human service nonprofits, donors to human service nonprofits may think that their known resources and physical ability, as well as the guilt that they feel, are more important factors when they intend to give. Public broadcasting donors, on the other hand, seem to think that of the motivating factors presented, their personal

feeling of guilt for not donating to their public broadcasting station override all of the other factors and becomes the most important in intending to donate. Another explanation could be that the impact of the convenience measure was somewhat accounted for by the perceived control measure. However, the correlations between convenience and perceived control are quite small. The finding might also be explained by looking at the variance of the convenience factor for both human service nonprofits and public broadcasting organizations. In both cases, the means were relatively high, while the standard deviations were low. This may indicate that the donors already perceive that the nonprofits have set up very convenient ways to give. Implications of this finding will be discussed in the section conveying the findings about guilt in this research study.

Guilt

In expanding the TPB model, guilt was found to increase the standard TPB model's predictive value for both human service nonprofits and public broadcasting organizations. This finding supports previous research intent on increasing the explained variance of the theory of planned behavior through its revision and expansion (Ajzen, 1991; McCaul, Sandgren, O'Neill & Hinsz, 1993; Smith & McSweeney, 2007; Kidwell & Jewell, 2008). More specifically, this study supports previous researchers findings that guilt acts as a motivator in increasing an individual's behavioral intentions to (Basil, Ridgeway, & Basil; Hibbert, Smith, Davies, & Ireland, 2007; Wang, 2007). This project expands the range of contexts in which the role of guilt has made a meaningful contribution to predicting behavioral intentions. When guilt was added to create a revised TPB model in this study, perceived control and guilt were found to be the strong explanatory factors in the model for human service nonprofits, and guilt was the only strong

predictive factor for intentions to donate to public broadcasting organizations. These findings support the small amount of previous research on TPB and guilt that indicate guilt can be important in predicting intentions and may enhance the predictive power of the TPB. Wang (2007) and Basil, Ridgway, and Basil (2006) found that guilt played a role in predicting behavioral intentions. Wang (2007) found guilt accounted for 5% of the increased predictive variance in the revised TPB model which is similar to what was observed here in both human service and public broadcasting contexts. The findings of the present research study provide further support for the notion of viewing guilt as a predictive factor of behavioral intentions to donate.

Looking at a more nuanced definition of guilt, neither anticipated nor existential guilt were found to increase the predictive value of the standard TPB model for predicting intentions to donate to human service nonprofits although the overall revised TPB model was significant. Perceived control and beliefs were the two significant predicting factors of intentions to donate to human service nonprofits. An important finding of this study is that anticipated guilt was found to increase the explanatory value of the TPB model when predicting intentions to donate to a public broadcasting organization. Beliefs were also a significant factor in predicting intentions for public broadcasting donors. One reason for this finding might be because donors of public broadcasting organizations are personally benefitting from the station or service, and if they know that they will continue to benefit by either listening or watching their public broadcasting station, then those donors would want to prevent a feeling of guilt in the future by donating in the present. Many public broadcasting organizations use their listeners' or viewers' responsibility to donate as a motivator (i.e. mentioning that the station continues to exist only because of viewers/ listeners like them). This supports Basil, Ridgeway, and Basil's (2006)

findings that suggest that promoting some sense of responsibility toward donating would influence feelings of guilt and ultimately donating intentions. Additionally, this finding supports Wang's (2007) finding that anticipated guilt accounted for 5% of the variance of intentions to give. The present study found that guilt accounts for 5% of the increased predictive value of the TPB model, and more specifically anticipated guilt accounted for .8% of the increased predictive value of the TPB model for public broadcasting organizations. Ultimately this study's findings suggest that there may be value in viewing guilt as a multifaceted concept rather than a straightforward or general concept depending on the context.

In exploring the correlations for each revised TPB model, there are a few noteworthy considerations. In the human service nonprofit correlations table (see table 10), anticipated guilt is moderately correlated to overall guilt and to existential guilt. Because overall guilt, anticipated guilt, and existential guilt were found to be moderately similar, it is hard for the researcher to say that the two components of guilt were measured effectively. In examining the correlations table for public broadcasting organizations (see table 11), there is a strong relationship between overall guilt and both nuanced definitions of guilt (anticipated and existential). There is also a strong relationship between anticipated guilt and existential guilt in the public broadcasting survey. Because overall guilt ideally encompasses both anticipated and existential guilt, the three measures of guilt have been found to be moderately to strongly related. However, anticipated and existential guilt can be viewed as subsets of the overall guilt measure. These findings could indicate that the independence of the anticipated guilt and existential guilt measures did not turn out the way that the researcher had intended. Although one would hope that overall guilt should reflect existential and anticipated guilt, the analysis would be more valuable with more unique measures of anticipated and existential guilt. Ultimately this makes it difficult to assess the

unique impact of each subset of guilt. This finding will be discussed in terms of further research in the upcoming sections.

In comparing human service nonprofits with public broadcasting organizations in predicting donating intentions using the TPB model, beliefs were stronger factors in predicting public broadcasting donors' intentions to give, and subjective norms and guilt were significantly stronger predictors of donating to human service nonprofits. The importance of beliefs for public broadcasting donors may be explained by positive attitudes toward giving due to the benefits received by donors. The feeling of guilt was stronger for human service nonprofit donors and might be explained by appeals that have been previously discussed by Basil, Ridgeway, and Basil (2008). The researchers argued that human service nonprofits appeal to potential donors through messages that show pictures of children in need, and emotional stories, which ultimately induce guilt. The strength of these appeals on intentions to donate might be reinforced through these findings, which also hold practical value for human service nonprofit organizations and their fundraising techniques.

Practical Implications: Messaging in General

The major practical implication of this study's findings is the way in which it educates both human service nonprofits and public broadcasting organizations about different factors that can impact their past and current donors' intentions to give to their organization. It is important to note that the samples surveyed were already donors of charitable organizations, so the results of this research study are best interpreted as ways to shape fundraising materials or strategies more so for past or existing donors than for potential new donors.

Practical Implications: Human Service Nonprofit Messaging

This study informs human service nonprofit organizations that their current donors' intend to give based on factors including their ability to give including available resources or money, their positive beliefs toward donating, and a feeling of guilt. The results could help the organizations design their messages to account for issues with perceived control. For example, a human service nonprofit might regularly suggest that every donation helps, no matter how small. When a donor is solicited to give to a nonprofit and reminded that a donation of even one dollar would make a difference, it might be assumed that more often than not, individuals will have the financial resources to donate. Ways that human service nonprofit donors' beliefs about donating might be positively influenced include a conveying through a brochure, tour, website, ect. the ways that donations are used and help others. Letting donors know specific ways that donations help, like mentioning that donations make it possible to serve three meals a day to the individuals living at a homeless shelter, might increase the extent to which that donor has a positive attitude toward giving.

Practical Implication: Public Broadcasting Organization Messaging

In terms of public broadcasting organizations, the research study's results suggest that emphasizing positive attributes of the public broadcaster and the impression that membership has on the social group is more likely to lead to donations. Messages geared toward building beliefs in the value of the organization could be helpful for influencing non-members also. Some of the techniques already used in public broadcasting fundraising provide implications for this finding in that public radio and television stations that hold on-air drives more often than not mention the names of individuals who have already donated to thank them. The names of other people who

also listen or watch that individual's public broadcast station, could lead to an increased importance might be placed on the beliefs and attitudes that others in the community of public broadcasting consumers maintain towards donating.

Practical Implications: Messaging for Both with the Inclusion of Guilt

Guilt, which was found to be a significant predicting factor for donors of human service nonprofits, is a feeling that nonprofits can learn to evoke from their donors in order to increase the likelihood of giving in a number of ways. In human service nonprofit organizations, like homeless shelters for example, showing pictures or telling stories about women and children that were tragically placed in a predicament that forced their homelessness could be effective. Relaying the similarities between the homeless individuals and the donors noting that there aren't very many differences, but the individuals that have become homeless through a series of unfortunate events could also be an effective fundraising technique. The study also has the ability to inform public broadcasting organizations that they could make guilt-eliciting fundraising messages a part of an overall campaign. Fundraising techniques including calls to action from donors by letting them know that the station would not be able to continue to provide their viewers/ listeners the benefit of the station without donor support would be effective methods of fundraising for public broadcasting stations. Another effective fundraising technique might be to remind the listeners of public broadcasting stations how they might feel if they allow the opportunity to give pass by. The results of this study suggest that a balanced fundraising campaign including messages that evoke the positive beliefs about programming, perceptions of social attitudes toward people who give, and anticipated guilt have the potential to lead members or lapsed members to donate. Due to these practical implications, this study holds value in its

ability to inform and educate nonprofit organizations by providing insight into more efficient and effective fundraising techniques.

Limitations

This research study was not without limitations. One limitation can be found in the numbers of participants from each type of nonprofit. The size of the human service nonprofit sample was limited. In the future, researchers could reach out to a larger number of human service nonprofits to be included in the research. The sample was also a convenience sample which poses a limitation in the researcher's ability to generalize from the results. The respondents were selected because they have donated to either a human service nonprofit or a public broadcasting organization in the past, but the respondents only came from the Coalition for the Homeless of Central Florida, The Innocence Project of Florida, WUCF-FM, or WMFE-FM/WMFE-TV due to the fact that the researcher had to work with organizations to solicit participants from their memberships. Within those samples of respondents, data were collected from the select donors who answered the survey questionnaire and because those respondents were self-selected, they probably represented individuals with a stronger than average sense of involvement with the organizations.

Another limitation of this study lies in amount of time that was made available to the sample to participate in the study. The study was under time constraints, and the respondents were given a two week time frame in which to participate in the questionnaire. Lastly, there was little previous research conducted exploring a more nuanced definition of guilt. Some of the anticipated and existential questions included on the survey were constructed by the researcher. These measures were developed and tested in the research project and the results suggest that

further measure development is needed. After exploring the correlations of variables (see table 10 and 11), it appears that the researcher may not have been successful in creating anticipated guilt and existential guilt as two independent measures.

Further research

Future research should be conducted to explore other factors or motivations that might play a significant role in a revised TPB model when predicting intentions to donate to a nonprofit. It should also be noted that because this research found support for guilt increasing the predictive value of the TPB model, emotions or factors that are negatively understood or portrayed should not be ignored. These results ultimately suggest the TPB is a good model to use for predicting behavioral intentions in these contexts. However, the total explained variance associated with these models suggests that there is more work to be done to explain the motives behind intentions to donate to these nonprofits. So, other revised TPB models might be explored, or there may be other behavioral models that might be more effective at predicting donation intentions.

Research on specific ways of giving should also be conducted to provide more insight into those nonprofits about how their donors like or dislike different avenues through which to donate (i.e. online, over the phone, via text message, at a fundraising event, on the air, etc.). Researching donors' feelings on being approached by their nonprofits for donations is also important as it could provide valuable information on how to solicit donors for donations, or whether or not to continue with this practice at all.

Another idea for future research involves conducting studies that expand on and provide depth to the ways in which anticipated guilt plays a role in donating to public broadcasting

organizations. Although the present study found significance for anticipated guilt in a revised TPB model to predict giving intentions to public broadcasting organizations, more research is necessary to facilitate a better understanding of the concept. Likewise, better measures of general guilt, anticipated guilt, and existential guilt are necessary to provide increased reliability to findings like these. Future research should focus on finding the best independent measures for these and other different types of guilt. These ideas for future research will add to a growing body of research on the theory of planned behavior and fundraising in nonprofits, as well as provide practical and useful information for nonprofits to maximize successful fundraising techniques.

APPENDIX A: HUMAN SERVICES SURVEY

Donating to Human Service Nonprofits Survey

You are being invited to take part in a research study. Whether you take part is up to you. The purpose of this research is to examine donating intentions with regards to nonprofit organizations including but not limited to public broadcasting. You will be asked to complete a survey. All items are completely voluntary and you may opt out of the survey at any time. The survey may be completed at any time on any computer for the duration of the data collection period, which is approximately two weeks. There is no follow up to the survey, so your participation is only required this one time. The survey will take approximately 20 minutes to complete. You must be 18 years of age or older to take part in this research study. Your responses will be analyzed and reported anonymously to protect your privacy. By starting the questionnaire, you are indicating your agreement with the conditions as laid out above. Study contact for questions about the study or to report a problem: If you have questions, concerns, or complaints, contact Bobbie Brinkerhoff, Graduate Student, Nicholson School of Communication, College of Sciences, (386) 473-9187, or by email at bobbiebrinkerhoff@knights.ucf.edu, or Dr. William Kinnally, Faculty Supervisor, Nicholson School of Communication, College of Sciences, (407) 823-2839, or by email at wkinnall@mail.ucf.edu. IRB contact about your rights in the study or to report a complaint: Research at the University of Central Florida involving human participants is carried out under the oversight of the Institutional Review Board (UCF IRB). This research has been reviewed and approved by the IRB. For information about the rights of people who take part in research, please contact: Institutional Review Board, University of Central Florida, Office of Research & Commercialization, 12201 Research Parkway, Suite 501, Orlando, FL 32826-3246 or by telephone at (407) 823-2901. By starting this survey, you are confirming that you are over the age of 18.

Demographics

1. How old are you?
 2. What is your gender?
 - a. Male
 - b. Female
 3. What is your race/ethnicity?
 - a. Caucasian
 - b. African American
 - c. Asian
 - d. Hispanic
 - e. Hawaiian/ Pacific Islander
 - f. Multiethnic
 4. Have you ever donated to a homeless shelter before?
 - a. Yes
 - b. No
-
1. Which of the following shelters do you donate to?
 - a. The Coalition for the Homeless of Central Florida
 - b. Other

Please answer the next questions with 1 being not at all and 7 being strongly agree.

1. For me to contribute to a nonprofit organization on a regular basis is:
(Not at all 2. 3. 4. 5. 6. 7. Strongly Agree)
 - a. Valuable
 - b. Beneficial
 - c. Good
 - d. Negative
 - e. Favorable

These questions are asking what you believe others that you care about think about donating to the Coalition for the Homeless or other shelters like it.

1. Most of the people I am acquainted with contribute to nonprofit organizations on a regular basis.
 - a. Definitely False 1 2 3 4 5 6 7 Definitely True
2. People whose opinions I value expect me to contribute to nonprofit organizations on a regular basis.
 - a. Definitely False 1 2 3 4 5 6 7 Definitely True
3. It is expected that people like me donate to a nonprofit organization.
 - a. Extremely Unlikely 1 2 3 4 5 6 7 Extremely Likely
4. My family thinks that I should contribute to nonprofit organizations on a regular basis.
 - a. Extremely Unlikely 1 2 3 4 5 6 7 Extremely Likely
5. My close friends think that I should contribute to nonprofit organizations on a regular basis.
 - a. Extremely Unlikely 1 2 3 4 5 6 7 Extremely Likely

These next few questions are asking you to determine the actual ability that you have to give to a homeless shelter.

1. For me to donate money to a nonprofit organization on a regular basis is:
 - a. Extremely Difficult 1 2 3 4 5 6 7 Extremely Easy
2. I have the financial resources necessary to donate to a nonprofit organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I am confident that if I wanted to, I could contribute to nonprofit organizations on a regular basis.
 - a. Definitely False 1 2 3 4 5 6 7 Definitely True
4. Whether or not I contribute to a nonprofit organization on a regular basis is completely up to me.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
5. If I encountered unanticipated events that placed demands on my time or money, it would make it more difficult for me to contribute to nonprofit organizations on a regular basis.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

In the following questions, you'll be asked about the convenience of donating to shelters and how important that factor is to you.

1. I am more likely to donate to a nonprofit if the process of giving is easy.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. I am more likely to donate to a nonprofit if the process of giving is fast.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I am more likely to donate to a nonprofit if I can give from the comfort of my own home.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
4. I prefer to donate after receiving mail solicitations from the nonprofit organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
5. I prefer to donate at fundraising events.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
6. I prefer to give to nonprofits by donating on their website.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please answer the following questions to the best of your ability.

1. I would feel guilty if I had the ability to, but did not give to a charitable organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. I would feel sorry if I had the ability to, but did not give to a charitable organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I would feel regretful if I had the ability to, but did not give to a charitable organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
4. I would feel guilty if I had the ability to give, but chose not to give to a homeless shelter when I see a homeless person.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
5. If I were at a fundraising event for a shelter like the Coalition for the Homeless in the future, and had the ability to give but chose not to, I would feel guilty.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

When the Coalition for the Homeless or a shelter like it asks me to donate, I feel:

1. Accountable
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
2. Guilty
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
3. Ashamed
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
4. Bad
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
5. Irresponsible
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
6. Uneasy
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
7. Upset
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly

1. I would feel guilty if I had the resources to do so, but did not donate to a nonprofit organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. My conscience would bother me if I had the resources to do so, but did not donate to a nonprofit organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please answer the next questions with 1 being not at all and 7 being very strongly. Thinking about the next 4 weeks, not donating to a homeless shelter like the Coalition would make me feel:

1. Worried
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
2. Regret
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
3. Tense
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
4. Remorse
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly

1. I feel guilty that individuals facilitated by homeless shelters have disadvantages that I do not, and are in a time of crisis.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. When I see homelessness on the news, I feel guilty for being better off.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. When I read about the growing population of homeless individuals being women and children, I feel guilty for being more fortunate and having more than they do.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
4. When I see a homeless person, I feel guilty for being better off and having more than they do.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The following questions will ask about your intentions to give to the Coalition for the Homeless or a shelter like it within the next few weeks.

1. I intend to donate to a charitable organization within the next 4 months.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. I will try to donate to a charitable organization within the next 4 months.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I plan to donate to a charitable organization within the next 4 months.

- a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
- 4. I plan to donate to a nonprofit if I receive a letter asking for money from the organization.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
- 5. I plan to donate to a nonprofit if I am invited to the next fundraising event.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

APPENDIX B: PUBLIC BROADCASTING SURVEY

Donating to Public Broadcasting Organizations Survey

You are being invited to take part in a research study. Whether you take part is up to you. The purpose of this research is to examine donating intentions with regards to nonprofit organizations including but not limited to public broadcasting. You will be asked to complete a survey. All items are completely voluntary and you may opt out of the survey at any time. The survey may be completed at any time on any computer for the duration of the data collection period, which is approximately two weeks. There is no follow up to the survey, so your participation is only required this one time. The survey will take approximately 20 minutes to complete. You must be 18 years of age or older to take part in this research study. Your responses will be analyzed and reported anonymously to protect your privacy. By starting the questionnaire, you are indicating your agreement with the conditions as laid out above. Study contact for questions about the study or to report a problem: If you have questions, concerns, or complaints, contact Bobbie Brinkerhoff, Graduate Student, Nicholson School of Communication, College of Sciences, (386) 473-9187, or by email at bobbiebrinkerhoff@knights.ucf.edu, or Dr. William Kinnally, Faculty Supervisor, Nicholson School of Communication, College of Sciences, (407) 823-2839, or by email at wkinnall@mail.ucf.edu. IRB contact about your rights in the study or to report a complaint: Research at the University of Central Florida involving human participants is carried out under the oversight of the Institutional Review Board (UCF IRB). This research has been reviewed and approved by the IRB. For information about the rights of people who take part in research, please contact: Institutional Review Board, University of Central Florida, Office of Research & Commercialization, 12201 Research Parkway, Suite 501, Orlando, FL 32826-3246 or by telephone at (407) 823-2901. By starting this survey, you are confirming that you are over the age of 18.

Demographics

1. How old are you?
2. What is your gender?
 - a. Male
 - b. Female
3. What is your race/ethnicity?
 - a. Caucasian
 - b. African American
 - c. Asian
 - d. Hispanic
 - e. Hawaiian/ Pacific Islander
 - f. Multiethnic
4. Have you ever donated to a public broadcasting organization before?
 - a. Yes
 - b. No

Donating to other types of nonprofit organizations

We are also interested in people's attitudes toward donating to other kinds of nonprofit organizations. To answer some questions about donating to human service non-profit organizations such as Coalition for the Homeless, Second Harvest Food Bank, and Habitat for Humanity, please [Click here to take survey](#).

Specific Organizations

1. For how long have you been donating to public broadcasting organizations?
2. Which public broadcasting stations are you a member of now?
 - a. WUCF-FM
 - b. WMFE-FM
 - c. WMFE-TV
 - d. Other

Please provide us with a sense of how you feel about donating to public broadcasting stations.

2. For me to contribute to public broadcasting organizations on a regular basis is:
(Not at all 2. 3. 4. 5. 6. 7. Extremely)
 - f. Valuable
 - g. Beneficial
 - h. Good
 - i. Negative
 - j. Favorable

Please share with us a sense of what people you know think about donating to public broadcasting organizations. Read the following statements and click the button that best represents how true each statement is for you.

1. Most of the people I am acquainted with contribute to public broadcasting stations on a regular basis.
 - a. Definitely False 1 2 3 4 5 6 7 Definitely True
2. People whose opinions I value expect me to contribute to public broadcasting stations on a regular basis.
 - a. Definitely False 1 2 3 4 5 6 7 Definitely True
3. It is expected that people like me donate to a public broadcasting station.
 - a. Extremely Unlikely 1 2 3 4 5 6 7 Extremely Likely
4. My family thinks that I should contribute to public broadcasting stations on a regular basis.
 - a. Extremely Unlikely 1 2 3 4 5 6 7 Extremely Likely
5. My close friends think that I should contribute to public broadcasting stations on a regular basis.
 - a. Extremely Unlikely 1 2 3 4 5 6 7 Extremely Likely

These next few statements focus on your ability to give to your public broadcasting station. Please read the following statements and click the button that best represents how well each statement fits your experience.

1. For me to donate money to a public broadcasting station on a regular basis is:
 - a. Extremely Difficult 1 2 3 4 5 6 7 Extremely Easy
2. I have the financial resources necessary to donate to a public broadcasting station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I am confident that if I wanted to, I could contribute to public broadcasting organizations on a regular basis.
 - a. Definitely False 1 2 3 4 5 6 7 Definitely True
4. Whether or not I contribute to a public broadcasting organization on a regular basis is completely up to me.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
5. If I encountered unanticipated events that placed demands on my time or money, it would make it more difficult for me to contribute to public broadcasting stations on a regular basis.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Now we would like you to share your feelings about how easy it is to donate to public broadcasting stations. Please read the following statements and click the button that best represents how much you agree with each statement.

1. I am more likely to donate to a public broadcasting station if the process of giving is easy.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. I am more likely to donate to a public broadcasting station if the process of giving is fast.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I am more likely to donate to a public broadcasting station if I can give from the comfort of my own home.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
4. I prefer to donate after receiving a notice in the mail from the public broadcasting station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
5. I prefer to donate during on-air drives.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
6. I prefer to give to public broadcasting stations by donating on their website.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
7. Which of the following ways to donate to public broadcasting do you think is the easiest?
 - a. Mail
 - b. Calling during a pledge campaign

- c. Visiting the station's website
 - d. Via text messages
 - e. Via an email message from the station
 - f. At an event
 - g. Automatic monthly deduction
 - h. Other
8. Which of the following ways to donate to public broadcasting do you prefer to use the most?
- a. Mail
 - b. Calling during a pledge campaign
 - c. Visiting the station's website
 - d. Via text messages
 - e. Via an email message from the station
 - f. At an event
 - g. Automatic monthly deduction
 - h. Other

Have you heard/seen a brief message on-air that asks listeners/viewers to text a number to donate \$5 or \$10 dollars to the station?

- a) Yes
- b) No

Please indicate your agreement with the following statements about those kinds of fundraising messages.

- 1. I enjoy hearing/seeing the messages on the air.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
- 2. I think about texting to support the station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
- 3. I am reminded of how important it is to contribute to the station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
- 4. I am annoyed by constant requests for donations.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
- 5. I am likely to respond to the text donation request.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

- 1. Have you heard/watched an on-air fund drive in the past year?
 - a. Yes
 - b. No

Please indicate your agreement with the following statements about the drives and chances to win special prizes (e.g. i-Pad, i-Pod, weekend getaways, etc.).

- 1. The drawing for a special prize has prompted me to contribute on a particular day.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

2. I contribute more than one time during a campaign when they offer special prizes during the drive.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 3. I enjoy hearing/seeing community members on the air.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 4. Knowing they have special drawings, I wait for the on-air fund-drive to start before make my contribution.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 5. I am reminded of how important it is to donate to the station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 6. I am annoyed by constant requests for donations.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
1. Have you attended a station event (speech, concert, etc.) in the past year?
 - a. Yes
 - b. No

Indicate your agreement with the following statements.

1. I attend the events because I am interested in the performance.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. I view the events primarily as fund-raisers.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I attend because I feel a part of the public broadcasting community.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please click the button that indicates your agreement with each statement.

1. I would feel guilty if I had the ability to, but did not give to my public broadcasting station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
2. I would feel sorry if I had the ability to, but did not give to a public broadcasting station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
3. I would feel regretful if I had the ability to, but did not give to a public broadcasting station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
4. I would feel guilty if I had the ability to give but chose not to give during an on-air fundraiser.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
5. I would feel guilty if I had the ability to give but chose not to give after seeing and ignoring a website icon to click on that would allow me to donate to my public broadcasting station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Imagine you are tuning in to your public broadcast station during the few weeks following a fund drive. If you had not donated, how would you feel?

1. Worried?

- a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 2. Regret?
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 3. Tense?
 - a. Note at All 1 2 3 4 5 6 7 Very Strongly
- 4. Remorse
 - a. Note at All 1 2 3 4 5 6 7 Very Strongly

Imagine you were with someone you know when they received a call from a public broadcasting station thanking them for their support. How would you feel if you had not donated too?

- 1. Accountable?
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 2. Guilty?
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 3. Ashamed?
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 4. Bad?
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 5. Irresponsible?
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 6. Uneasy?
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly
- 7. Upset
 - a. Not at All 1 2 3 4 5 6 7 Very Strongly

- 1. I would feel guilty if I had the resources to do so, but did not donate to a public broadcasting station.
 - a. Strongly Agree 1 2 3 4 5 6 7 Strongly Disagree
- 2. My conscience would bother me if I didn't donate to my public broadcasting station even though I had the resources to do so.
 - a. Strongly Agree 1 2 3 4 5 6 7 Strongly Disagree

These questions will ask you to determine how you would feel if you knew others were donating and you chose not to give.

- 1. When I hear people on the air talking about how they've supported my public broadcasting station, I feel guilty if I haven't donated.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
- 2. When I know that others are making sacrifices to donate to my public broadcasting station and I am not, I feel guilty.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The following questions will ask you about your intentions to give to your public broadcasting station within the next few months.

- 1. I intend to donate to a public broadcasting station within the next 4 months.

- a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 - 2. I will try to donate to a public broadcasting station within the next 4 months.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 - 3. I plan to donate to a public broadcasting station within the next 4 months.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 - 4. I plan to donate to a public broadcasting station if I receive a letter asking for money from the station.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 - 5. I plan to donate to a public broadcasting radio station during the next on-air drive.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 - 6. I plan to donate to a public broadcasting station by texting in to donate.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
 - 7. I plan to donate to a public broadcasting station by calling the station to donate.
 - a. Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree
-
- 1. Compared to all the other nonprofit organizations you contribute to, how important is it to you to donate to your public broadcasting station?
 - a. Not at All 1 2 3 4 5 6 7 Very Important
 - 2. Please briefly explain your answer from the last question

APPENDIX C: IRB APPROVAL LETTER



University of Central Florida Institutional Review Board
Office of Research & Commercialization
12201 Research Parkway, Suite 501
Orlando, Florida 32826-3246
Telephone: 407-823-2901 or 407-882-2276
www.research.ucf.edu/compliance/irb.html

Approval of Exempt Human Research

From: **UCF Institutional Review Board #1
FWA00000351, IRB00001138**
To: **Bobbie A. Brinkerhoff and Co-PI: William Kinnally**
Date: **October 01, 2010**

Dear Researcher:

On 10/1/2010, the IRB approved the following activity as human participant research that is exempt from regulation:

Type of Review: Exempt Determination
Project Title: Fundraising in nonprofit organizations, particularly public broadcasting, using a revised theory of planned behavior
Investigator: Bobbie A Brinkerhoff
IRB Number: SBE-10-07146
Funding Agency:
Grant Title:
Research ID: N/A

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these changes affect the exempt status of the human research, please contact the IRB. When you have completed your research, please submit a Study Closure request in iRIS so that IRB records will be accurate.

In the conduct of this research, you are responsible to follow the requirements of the Investigator Manual.

On behalf of Joseph Bielitzki, DVM, UCF IRB Chair, this letter is signed by:

Signature applied by Joanne Muratori on 10/01/2010 03:30:54 PM EDT

IRB Coordinator

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