

THIRD SECTOR AND FUNDRAISING: THE MOTIVATIONAL FACTORS TO SOCIAL INVESTORS ' INDIVIDUAL DONATION

Nilceia Cristina dos Santos

(UNIMEP - nilceia_santoss@yahoo.com.br – 55-19-996141327)

Laudicério Aguiar Machado

(UNIMEP – laudicerio@hotmail.com – 55-6596144143)

Dagmar Silva Pinto de Castro

(UNIMEP – dscastro@unimep.br – 55-19-999206663)

Valéria Rueda Elias Spers

(UNIMEP – vrueda@unimep.br – 55-19-997826961)

Graziela Oste Graziano

(UNIMEP – graziela.graziano@gmail.com - 55-19-997627009)

Yeda Cirera Oswaldo

(UNIMEP – yoswaldo@unimep.br - 55-19-997728042)

SUMMARY

Nonprofit organizations face difficulties in attracting financial resources for the maintenance of its activities, given that, every year, there are more such organizations, intensify the dispute between them by resources donated by external stakeholders (donor resources), which are composed of government agencies, financial agencies, companies and individuals. Thus, it is essential to identify the motivations that affect the decision-making process of the donor in order to assist organizations of the third sector in capture effectiveness of resources. The aim of this study is to identify the factors that motivate the individual donor to contribute with resources for social organisations. More specifically, this study aims to describe the individual donor profile. To achieve these goals, data collection was held in the city of Piracicaba/SP, by means of questionnaires via personal interview and electronic mail. The main findings of the study are: donors are motivated to provide resources to meet the basic needs of the population, by the need for achievement and personal satisfaction; do not carry out donations in order to be recognized in front of family, friends or society; and finally, situations that generate increased prestige or status are not considered by donors.

Palavras-Chave: Third sector. Fundraising. Behaviour and motivation of the donor.

ABSTRACT

The nonprofit organizations encounter difficulties in raising funds for the maintenance of its activities since, each year, more organizations of this nature arise, exacerbating the dispute between them by funds donated by external stakeholders (donors of resources), which are composed of government agencies, funding agencies, companies and individuals. Thus, it is essential to identify the motivations that affect the decision-making process of the donor in order to assist organizations of the Third Sector in the effectiveness of fundraising. The aim of this study is precisely to identify the factors that motivate individual donor to contribute resources to the social organizations. More specifically, this study aims to describe the profile of the individual donor. To achieve these goals, a data collection in the city of Piracicaba / SP was conducted through a questionnaire and personal interview via e-mail. The main findings of the study are: donors are motivated by the desire to provide resources to meet the basic needs of the population, the need for personal fulfillment and self-satisfaction; do not realize donations in order to be recognized within the family, friends or society; and lastly, situations that generate increased prestige or status are not considered by donors.

Keywords: Third sector. Fundraising. Behavior and motivation of the donor.

1. INTRODUCTION

Organizations of the third sector (OTS) have acquired an important role in society, both in the provision of services as in control and social mobilization. In Brazil, this sector has several names, such as: non-governmental, non-profit, philanthropic, and others. For managers or responsible for these organizations, sustainable management is a major concern, since, without sufficient and constant fundraising, it is not possible to remain in operation. Among the resources, financial aid is the main goal of the catchment, whereas organizations are not only self-sustaining with sources of funds coming from its operating activities, requiring, therefore, seek funds from other sources.

The context in which are located the OTS suffered changes in recent years, which are related to the growth in the number of nonprofit organizations, the competition for financial resources available, the increased requirement of donors regarding transparency, social and environmental impact and sustainability of social projects.

Aiming at attracting financial resources, the OTS need to adapt to the change of scenery and prioritize, as a matter of urgency, in their agendas, the professionalization of its management. The main reasons for this professionalisation are: competition for resources and the demands of society in relation to the application of these organisations (MELO NETO; FROES, 2001).

Moreover, not always the only good enough resource management for organizations with social purposes, since there are cases where operating revenues are lower than the operating expenses by the very nature of the activity of the OTS. In these cases, to close the cash balance to zero, and negative, additional resources are needed external. Given this, the following questions arise: how to pick them? What is the degree of difficulty in obtaining them? How should be done the provision of these resources?

Os donors, considered as a source of external resources, are to be classified in public agencies, private companies, individuals or agencies which Fund.

In order to increase fundraising, financial organizations to address various groups of donors. For this purpose, the contact form used involves telemarketing, direct contact and elaboration of social projects for certain national or international institutions as providers of financial resources. Unfortunately, the return isn't always expected, because many organizations do not identify the type of the donor, the needs and desires of the target audience, market potential, competitor organizations, the strengths and weaknesses of peer organizations and, finally, the products or services that will bring satisfaction to the donor.

Understand the difficulties of the OTS regarding fundraising and the demands of individuals, institutions and companies funders can provide the improvement of this process of abstraction.

1.1 Problem and research Objective

Considering the importance of Brazilian organizations of the third sector and the challenges faced in fundraising, the present study seeks to answer the following question: "what motivates the donation of funds for causes or social entities?". The overall objective of research is to identify the factors that motivate the donor to contribute with resources for social organisations.

One of the biggest concerns of the third sector is the management of resources, because it needs to receive sufficient resources to maintain its activities and constant. As Tachizawa (2007), the main sources of funding are: cooperation agencies, selling products/services, government agencies, corporations,

foundations, individual donors and others. The success in fundraising depends on the relationship that is established with donors – individuals or institutions that generally share the mission, values and objectives of the Organization, willing to contribute to the achievement of activities or projects developed and the fulfilment of the promises made by the organizations in which they invested (PEREIRA, 2006; SZAZI, 2005; TACHIZAWA, 2007).

In relation to fundraising, one must not imagine only getting money, but also volunteers, physical goods, equipment, etc. It is therefore important to manage the relationship with people, companies and organizations who may have an interest in that entity search resources. It is necessary to maintain the constant input of resources and the balance between the demand and expectations of the donors, in regard to the application of resources (financial or volunteers), and meet the beneficiaries with quality services that truly meet your needs and will appeal to donors.

Given this scenario, this study seeks to contribute to the area of social management regarding financial funding from outside sources, because it provides external donor profile, detailing the factors that motivate individuals to make donations. This work is divided into five sections, in order to organize and systematize this survey, in the introduction are the context in which it inserts this work and its relevance, the search problem and the goal. In the second section, are presented the theoretical fundamentals. In the third section, is described the methodology that bases and operational this research. The fourth section comprises the presentation and analysis of the results of this research. And the fifth section presents the final considerations, outlining the motivational factors that influence in the donation of funds for causes or social entities.

2. REVISÃO DA LITERATURA

This section introduces the difficulties encountered on the uptake of resources, the types of donors and social investors, good as features of their behavior.

2.1 The importance of management and fundraising

One of the concerns of nonprofit organizations consists in fundraising, since in many of them the revenue generated are not sufficient for the maintenance of its operation; Thus, they seek external resources as alternative way to maintain sufficient resources input and constant. Donors often choose organizations that possess the following characteristics: they have mission compatible with the cause they believe in; are transparent and ethical in their reports and information; develop internally work geared to employees; disclose the amount, grace period and age group of beneficiaries for projects; and achieve the desired results (PEREIRA, 2006; SZAZI, 2005; TACHIZAWA, 2007).

To meet the requirement of the donors and the Government, the accountability of organizations should be transparent and can be made by means of documents and information, reports of activities, financial statements, bank account information, among others. In addition, third sector entities must meet the rights of donors, which are governed by the Civil Code (SZAZI, 2005).

Fundraising activities have moved large amounts of resources in Brazil. According to the survey of the NGO Oxfam (Great Britain) and the Institute of religious studies, in 1995, registered a flow of 74 million dollars only in Brazil. This fact contributed to the emergence of organizations created for the sole purpose of absorbing part of the flow of money (MONTAÑO, 2002). For Falconer (1999a, 1999b) and Tachizawa (2007), the main sources of financial resources are the agencies of cooperation, foreign institutions, the sale of products/services, government bodies, companies, foundations and individual donors.

The fundraising, on a permanent basis, requires that the Organization has promotional campaigns intended for fundraising or permanent contributions, which, in turn, require a strong competence in planning, management and marketing from the institution (VALARELLI, 1999a). Have only donors is not desirable, i.e. the OTS must turn them into contributors/partners through the following factors: identification of each; efficient use of resources; and presentation of results from the resources provided for them. This process requires the professionalization of organizations that require donations.

The stiff competition for resources available, the need to measure and assess the performance of managers internally, as well as determine the feasibility of projects and the urgency in fundraising (fundraising) lead organizations to improve and innovate the ways of funding, including the calculation of the social and financial impact (ADULIS, 2001; ADULIS, 2002a, 2002b; SCHLITHLER; KISIL; CORREIA, 2008).

In the management of financial funding, organizations must use the means of communication (contacts, phones, e-mails), with the purpose of increasing awareness of potential donors about the Organization, and must also present clearly the objectives, its mission and the reasons why the possible supporter should offer their resources (ADULIS, 2002a; BASTAGLI; COUDOUEL; PRENNUSHI, 2004a; BASTAGLI; COUDOUEL; PRENNUSHI, 2004b; TACHIZAWA, 2007).

In this way, organizations need to professionalize in the management of its activities and enhance its relationship with donors and partners.

2.2 Donors and social investors

The relationship with donors (external stakeholders) is extremely important for the OTS. Firstly, because they arose due to the needs of society and, second, because they are influenced by beneficiaries, by donors, by the Government, among others. Considering the fundraising, major donors of the OTS can be divided into four large groups: individual, private companies, government agencies and financial agencies (Quadro1).

Quadro 1 – Typical donors of third sector Organisations

DOADORES	EXEMPLOS
Public agencies	Municipal, State or federal agencies
Financial agencies	Embassies, international institutions, foundations
Private companies	Private companies in General
Individuals and volunteers	Individuals in General

Fonte: Santos (2009, p. 28).

These donors represent different social lines and cover various areas, for example, health, education, social assistance, culture, environment, agriculture, agribusiness, tourism and human rights. The criteria for donating vary according to the profile of each donor. The State contributes with the third sector through the transfer of direct public resources (grants, covenants, contributions) or indirect (immunity from taxes, tax incentives) to associations and organizations related to provision of services in the areas of health, education and social assistance. The OTS that fit the requirements of the legislation are to be considered of public benefit, receiving financial support or becoming immune or exempt from various taxes (federal, State or municipal).

In the case of financial agencies, the Brazilian OTS interested in obtaining international resources are forced to adapt to the required management model (SZAZI, 2004). The main aspects relate to the financial, administrative and operational management, for example, are required to clear information concerning the type of project, the objectives, the target population, the criteria for selection, and accountability (RITS, 2008).

Private companies are sources of funds usually harassed by OTS to the collection of financial resources. These, in turn, may shoot down the donated value of income tax owed to the Government, namely, the donation can be benefited by tax incentives. Companies may require organizations that they are regularized before public agencies and have their certificates in force. Individuals perform donations in the following ways: time, money, clothes, food, toys, among many others. These donors are a major source of fundraising for being easy access to them, but, on the other hand, to increase the effectiveness of fundraising, it is necessary to clarify who the donor is, what are their needs and their desires, as well as the causes they support, or the activities they would like to develop.

In August and September 2007, the Institute for the development of Social investment (IDIS) promoted research on the profile and characteristics of social investors in four cities in the State of São Paulo participating in the Doar Program: Guarulhos, Limeira, Santa Bárbara d'Oeste e São José dos Campos. This research identified that the first contact of the donor with the social organization was through the appointment of friends and family (41%), followed by the telemarketing (36%). The fact that the first contact be through indication of people of his conviviality demonstrates that the decision to donate a relationship of trust and demand, at first, the cause supported does not represent exactly the cause that the person identifies itself.

2.3 Theories of Motivation

After the explanation on ways to fundraising, it is possible to realize that each of the donors (external stakeholders) has its own characteristics. The great dilemma of the organizations is to discover and track the opinions, expectations, motivations and desires of donors. For this study, we decided to meet the factors that stimulate the motivations and donations made by individuals and identify the characteristics of the donor behavior involving easily identifiable data (gender, age, education) and other more difficult to be identified (desires, needs, satisfaction).

Each individual has its own personality, which complicates the identification of a single profile for all donors. Several scholars from the fields of psychology, philosophy, Sociology and Administration seek to identify the behavior of people. Is a complex task, because the individual is influenced by internal factors related to personality (learning, motivation, perception, attitudes, and others) and related external relationship groups (family, friends, society, politics and others).

The institutions use different techniques of raising resources, which range from a phone call to ads on television, but they forget that the decision about giving (the why, the who, the form and the value) is related to the personal characteristics of the donor resources.

According to Chiavenatto (2005), the motivation indicates causes or stimuli that produce certain behavior in people. This motivation, or behavior, is not equal from individual to individual, because it depends on certain factors, such as the direction, intensity and permanence.

During the last three centuries, various philosophers and economists have sought to understand how and why people offer help to others, based on theories that involve Social and clinical psychology, anthropology and sociology (SARGEANT, 1999).

As Minicucci (1995), Psychology has four primary schools: Gestalt theory, Field theory, Behaviorism and Psychoanalysis. The following is a comparative table of the psychological aspects of these main theories.

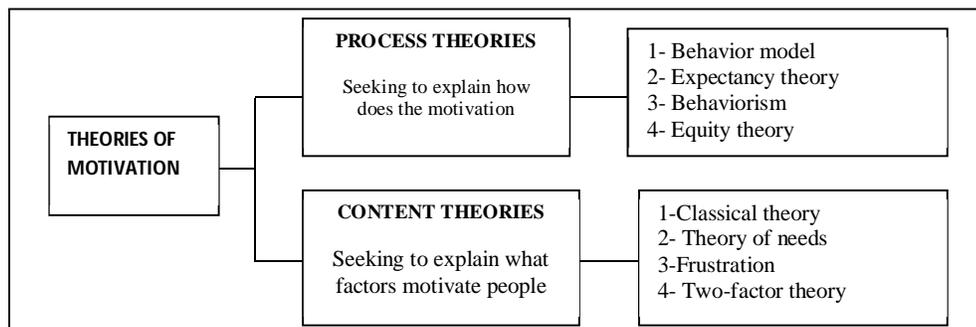
Quadro 2 – Comparative aspects of psychological schools

ESCOLA	AUTOR	ANO	RELAÇÃO COM O DOADOR
Psychoanalysis	Sigmund Freud	1890	The motivation can be triggered by various psychological and psychopathological desires. Relationship with the ego
Gestalt theory	Max Wertheime Wolfgang Köhler Kurt Koffka	1890	The motivation in the face of the perception of the sentiments or the movement after the occurrence of the stimulus. Relationship of perception
Behaviorism or the theory of stimulus and response	John B. Watson	1913	The motivation in the face of social stimuli or intimate feelings and needs, or a combination of both. Stimulus-response relationship
Field theory	Kurt Lewin	1915	The motivation in the face of the donor's relationship with the psychological field that surrounds it, i.e. the world that surrounds it. Relationship with the field

Fonte: Santos (2009, p. 38).

The theories presented in the table 2 shows the factors that influence the donor at the time of decision: action-reaction, feelings, perceptions of internal and external environment, needs and desires. The ability of the Organization to fundraise is directly linked to the ability to identify the various donor profiles and the factors that motivate you to practice the donation. Related motivation theories are divided into two groups: process and content. The first seeks to explain how does the motivation, and the second seeks to elucidate which are the reasons that lead people to act. Figure 1 presents the theories specific to each group (CHIAVENATTO, 2005).

Figure 1 – Classification of theories of motivation



Fonte: Chiavenatto (2005, p. 257).

These theories include individual or situational variables that influence the behavior of the donor, i.e. these variables provoke and stimulate the satisfaction of needs. One of the theoretical proposals, include the hierarchy of needs of Maslow, two-factor theory Herzberg, a ERC (existence, relatedness and growth) of Alderfer and the theory of needs McClelland (BERGAMINI, 2008; CARVALHO; SOUZA, 2007; MINICUCCI, 1995; VERGARA, 2009).

3. RESEARCH METHODS AND PROCEDURES

This section presents the research method chosen to achieve the objectives of the study, which was conducted by means of descriptive and exploratory research. First, secondary data obtained were analyzed through literature review and use of public data, such as magazines, newspapers and websites on the third sector and fundraising in order to obtain the information necessary for understanding the context of the sector and people's behavior.

This survey was required to obtain insights that could help delineate the issues of structured questionnaire of descriptive research, identifying the variables involved, motivations and attitudes in relation to the theme.

The questionnaire was drawn up with issues that characterize the donor: (1) reasons not to make donations; (2) the reasons to make donations; (3) satisfaction generated by donating; (4) the donated resources; (5) the social cause; (6) the public benefited. All of these issues were measured through the five-point Likert scales, ranging from strongly disagree to totally agree. Included, too, questions for the characterization of the sample and other donation related information (frequency, time, value, and target audience).

Initially the questionnaire involved the application of a pre-test through electronic message sent to 32 people, the index of responses was 37,50% (12 questionnaires received). Of the total, 91,67% are donors and 8,33% are not. The preliminary data analysis of the pre-test, which sought to identify the issues which best reflect the purpose of the research and eliminate or combine the issues according to their relevance.

The final version of the questionnaire was applied to staff and students of the undergraduate Integrated School Mary Immaculate (FIMI) and staff, graduate students, and undergraduate and graduate alumni of the Methodist University of Piracicaba (UNIMEP). This audience was chosen for convenience, for being frequent contact the researcher. For data collection, adopted two procedures: the Internet – first headed an e-mail message explaining the goals of the research and providing a text file with the search to be completed. In a second moment, sent another e-mail message to thank who had already responded and remind the rest about the deadline of submitting the questionnaire. In table 1 the results obtained with this kind of data collection.

Table 1 – a result of the application of the questionnaire by e-mail

Profile of respondents	Sent	Answered	Percentage
Ex-students	30	0	0%
Students graduation	50	9	14%
MBA students	37	6	16%
Students of the master	34	9	26%
Friends/relatives	92	11	12%
Employees of the University	67	10	15%
Total	310	45	14%

Fonte: Santos (2009, p. 48).

Of the total questionnaires sent (310), registered the return of 45, which amounts to 14% share of total planned. Master's course students were those who had a higher participation (26 percent), probably this is due to the students' profile, which is focused on research.

- a) fieldwork –the questionnaires were applied by teachers, the Unimep and FIMI in eight classrooms of undergraduate courses in business administration, pharmacy and Social work. Table 2 presents the results obtained with this kind of data collection.

Table 2 – a result of the application of the questionnaire in the classroom

Course and Semester	Sent	Answered	Percentage
Administration – 4th semester	21	16	76,19%
Administration-6th semester	36	16	44,44%
Administration-8th semester	13	9	69,23%
Social Service – 2nd semester	24	23	95,83%
Social Service – 4th semester	27	19	81,48%
Social Services-6th semester	44	31	77,27%
Social Service-8th semester	53	49	92,45%
Pharmacy-6th semester	37	23	62,16%
Total	255	186	72,94%

Fonte: Santos (2009, p. 49).

The presence of 186 students in research, which is equivalent to 72.94% share of the total planned. According to the participation envisaged between the courses, it was found the presence of: 41 of 70 students of the Business Administration course (58.57%) 122 of 148 pupils of the course of social Service (86.48%) and 23 of the 37 students of Pharmacy (62.16 percent).

It should be noted that eleven of the questionnaires delivered were not considered valid: two in virtue of the values of \$ 1,500 and \$ 30,000 donated last year are far beyond the average; nine others for the fact that respondents have not filled out the questionnaire completely. Thus, for purposes of processing and data analysis, we considered only the valid responses, which totaled 226 questionnaires.

The confidence level used in the comparative analysis was 95%. Using the software SPSS-Statistical Package for the Social Sciences [statistical package for social sciences] and XLSTAT 2010 – Modular Statistical Software.

4. PRESENTATION AND ANALYSIS OF RESULTS

This section presents the validation and analysis of data from empirical research, the profile of the respondents, the measurement of the motivational factors that influence the decision of donation, and Lastly, the statistical analysis of the data obtained in the survey.

4.1 Characterization of the sample

The search results that contribute to characterize the sample, which is the basis of this study, are presented in table 3, in which information can be observed on the demographic situation of the donors and their predisposition for the donation or gift.

Table 3 – sample sociodemographic characteristics Tabela 3 – Características sociodemográficas da amostra

VARIABLE	FREQUENCY	%
Genus		
Male	50	22,12
Female	176	77,88
TOTAL	226	100,00
Age		
From 18 to 24 years	94	41,59
From 25 to 34 years	64	28,32
From 35 to 44 years	44	19,47
From 45 to 54 years	18	7,96
From 55 to 64 years	6	2,66
Above 64 years	0	0
TOTAL	226	100,00
Monthly Income		
Below R \$ 465	30	13,27
From r \$ 466 to \$ 930	69	30,53
From \$ 931 to \$ 1,395	44	19,47
From \$ 1,396 to \$ 2,790	43	19,03
From \$ 2,790 to \$ 4,650	17	7,52
Over \$ 4,651	22	9,74
Not informed	1	0,44
TOTAL	226	100,00

Source: Santos (2009, p. 52-53).

The sample contains a larger number of women (77.88%) compared to the number of men (22.12%) being of 18 to 24 years (41.59%) to age more expressive. As for the monthly rent, 30.53% of respondents receive between \$ 466 to \$ 930, being the most significant wage range compared to the sample. As regards education, the track was the most representative of the superior incomplete (78.76%).

Research participants reside in Piracicaba (76.12%) and in various cities of the region (23.88%) and the residence time is variable, as shown in table 4.

Table 4-characteristics of the geographical area of the sample

VARIABLE	FREQUENCY	%
Residence time in the city		
Less than a year	2	0,88
One to two years	9	3,98
From two to five years	13	5,75
Six to ten years	5	2,21
More than ten years	197	87,18
TOTAL	226	100,00
City		
Americana	3	1,33
Belo Horizonte	1	0,44
Brasília	1	0,44
Campinas	2	0,88
Capivari	4	1,77
Cerquillo	3	1,33
Charqueada	3	1,33
Conchas	1	0,44
Itu	3	1,33
Laranjal Paulista	7	3,11
Limeira	2	0,88
Lins	1	0,44
Nova Odessa	1	0,44
Piracicaba	172	76,12
Porto Feliz	1	0,44
Rio Claro	1	0,44
Rio das Pedras	7	3,11
Saltinho	1	0,44
Salto	3	1,33
São Pedro	2	0,88
Santa Bárbara d'Oeste	2	0,88
Sorocaba	1	0,44
Santa Maria da Serra	1	0,44
Tatuí	1	0,44
Tietê	2	0,88
TOTAL	226	100,00

Source: Santos (2009, p. 54).

It is observed that 87.17% of respondents from the sample reside for more than 10 years in the city in which they reside and which 76.12 percent of the respondents in the sample reside in the city of Piracicaba/SP and others in nearby towns to Piracicaba/SP 110-kilometer radius. Compared to the residence time in the city, another survey conducted by IDIS identified that 77% of donors reside for more than 10 years in the municipality. In both polls the information demonstrate the permanence of the individual's link with the local community. The test applied, observed the sample distribution between donors and non-donors (table 5).

Table 5 – identification of donors

VARIABLE	FREQUENCY	%
Donor	116	51,33
No donor	110	48,67
TOTAL	226	100,00

Source: Santos (2009, p. 54).

The sample identified that, of respondents, 116 are donors and 110 are not corresponding, respectively, to 51.33% and 48.67% of the total sample.

4.2 Donor profile resources

The research methodology adopted allowed the respondents' characterization of the sample, such as age, gender, income, and other, i.e. donor profile. Resource donors have characteristics in common, listed in table 6 in which the profile of the sample regarding donation, considering the following aspects: donation practice time, frequency, value and target audience.

Tabela 6 – Informações sobre a forma de doação

VARIÁVEL	FREQUÊNCIA	%
Tempo que pratica doações		
Até seis meses	14	12,07
De sete meses a um ano	10	8,62
De um a dois anos	13	11,21
Acima de dois anos	76	65,51
Não informada	3	2,59
TOTAL	116	100,00
Frequência		
Mensalmente	63	54,31
Entre duas a onze vezes por ano	17	14,66
Uma vez por ano	10	8,62
Não tem frequência	24	20,69
Não informada	2	1,72
TOTAL	116	100,00
Público-Alvo		
Animais e o meio ambiente	1	0,80
Crianças e adolescentes	48	41,51
Idosos	3	2,50
Mulheres	14	11,90
Portadores de deficiência	8	6,80
Portadores de câncer	40	34,70
Outros	2	1,70
TOTAL	116	100,00

Source:Santos (2009, p. 55).

The sample points to 65.51% of donors contribute more than two years ago and 54.31% do it monthly, it demonstrates that there is a commitment and a predisposition for charity among respondents. As for the public benefit, 41.51% of donors have opted for causes related to children and adolescents and 34.70% for patients with cancer-related causes. Given this, one can see that the choice of target audience is related to social responsibility, because the first audience benefited up to adults to survive and the second, of medicines and medical treatments constants.

With respect to donors, identified the values relating to the latest donations, the values of the last donation ranged from \$ 5 to \$ 300, with 31.04% of sample donors contributed \$ 10 and 16.39% with \$ 50, both represent 47.43% of the total sample. Eleven people not reporting the value, it is justified, because do not realize contributions of financial resources, and of goods and products. The average value of the donations was \$ weight. In another survey, IDIS also found that 45% of the donations made by individual donors have a value between \$ 10 to \$ 50.

In table 7, it is possible to observe that donors support social causes varied, being the highest percentage relative to social support (food, housing, clothing).

Table 7 – social causes chosen for the donation

Social Cause	Average Percentage
Social assistance (food, housing)	32,20
Civil rights (free legal aid)	1,69
Education	9,33
Social mobilization (campanha do agasalho)	9,33
Cultural projects (Visual Arts, music, Theatre)	4,24
Sports projects	1,69
Protection of the environment (Greenpeace, WWF)	1,69
Professional qualification	2,54
Public health	13,56
Not informed	23,73
Total	100,00

Source: Santos (2009, p. 57).

The concern of donors in electing causes that meet the basic needs of the population (32.20% of the sample) reinforces the Maslow's hierarchy, which mentions the physiological needs as the first to be satisfied. It can be affirmed that the causes related to sports projects, civil rights and environment do not concern most donors because these causes corresponded to 5.07% of the total sample, and 1.69% each. In the study by Tsiotsou (2007), which focused on exclusively sporting project donors, the main motivational factor aimed at encouraging the donation is the identity with the sports institution. The need of this bond can justify why this research donors are only 1.69% of your donation to sports projects.

In the questionnaire applied, respondents who are donors, answered a question with a list of social causes in which was informed the distribution (in percentage) of financial resources intended for each cause. The sum of the percentages could exceed 100% not reported (table 7).

Donors distribute their resources varied between causes; for this reason, the percentages ranged from 1% to 100%. For example, 36 donors are 100% of its resources only for a cause, of which: 22 for social assistance, one for civil rights, one for education, three for social mobilization and nine for public health (table 8).

Table 8 – Percentages donated according to social causes

Social Cause	1% the 19%	20% the 49%	50%	51% the 80%	100%	% Not informed
Social assistance (food, housing)	1	3	6	5	22	
Civil rights (free legal aid)	1				1	
Education	1	4	4	1	1	
Social mobilization (campanha do agasalho)	1	2	5		3	
Cultural projects (Visual Arts, music, Theatre)	1	2	2			
Protection of the environment (Greenpeace, WWF)	1	1				
Professional qualification	1	1		1		
Public health	1	1	2	2	9	
Not informed						28
Total	9	15	19	9	36	28

Source: Santos (2009, p. 58).

In relation to the allocation of resources, part of the respondents in the sample presented difficulty to quantify the distribution of resources among the causes, for not knowing what the target audience which would be serviced with your donation. Some respondents justified that cater to those who ask for donations, and others share their donations often between the same entities. In relation to the donation site, the research points out that, among the sample donors, 52.54% do not care about the fate of the donation, 39.47% contribute to causes of national scope and 38.36% donate only in the city (table 9).

Table 9-Destination of the donation

		1	2	3	4	5
	Local da doação	Totally disagree	Partially disagree	Neutral	I agree partially	Totally agree
19	Doo only for the city in which I live .	38,46%	14,53%	11,11%	9,40%	26,50%
25	Make donations in the region near the town where I live .	29,06%	12,82%	24,79%	17,95%	15,38%
35	Contribute to entities that carry out activities that meet people from all over the country, for example, the Pestalozzi Society in Sao Paulo.	39,47%	11,40%	22,81%	14,04%	12,28%
42	I'm not worried about the fate of my donation.	52,54%	16,95%	13,56%	9,32%	7,63%

Source:Santos (2009, p. 59).

In relation to the monitoring of donated resources, 34.75% of sample donors said take knowledge of destination of their donations. Respondents who responded do not follow the fate of donations, or they do it partially, correspond to 37.28%. They claimed that don't care about resource utilization and never asked for accountability.

4.3 Motivational factors of donor Resources

The study sought to identify which stimuli are relevant with regard to the practice of giving by individuals. In this analysis, were considered socioeconomic, demographic and psychological information and motivational variables, with the aim of identifying and describing the donor. The factorial analysis used to measure the motivation of donors allowed to extract four satisfactory factors, which were named: social needs, prestige, self-actualization and self-esteem. The term social needs refers to motivation in meet the minimum requirements to satisfy moral and material conditions of life, such as food, housing, health and others. The terms prestige, self-actualization and self-esteem are stimuli that refer respectively to the status, the conquest and the personal satisfaction, therefore are intangible and difficult to measure variables.

A Tabela 10 sumariza a escala de valores dos doadores em relação aos fatores motivacionais identified in the factor analysis.

Table 10 – Motivation of donation

Motivation to donate		1 Totally disagree	2 Partially disagree	3 Neutral	4 I agree partially	5 Totally agree
Prestige						
33	Participation in a social entity allows me to influence the people of the institution itself.	34,2%	15,4%	29,0%	13,7%	7,7%
40	I like to maintain a relationship with professionals and the city authorities, who participate in the social events promoted by the entity in which make donation.	50,4%	13,7%	17,1%	12,8%	6,0%
29	Do I donate because I'm proud to see my name released as one of the employees of the entity.	80,3%	7,7%	8,5%	1,7%	1,8%
38	I appreciate the recognition of my colleagues, to say that I participate in social campaigns.	57,6%	11,0%	16,9%	6,9%	7,6%
44	Would be a manager of an institution by the image and the status provided.	78,0%	5,9%	10,2%	3,4%	2,5%
	Média	60,1%	10,7%	16,3%	7,7%	5,1%
Self-actualization						
34	I feel accomplished to notice that my participation as a volunteer contributes to that entity to work in more organized.	14,8%	9,6%	19,1%	33,0%	23,5%
46	Develop a work towards a social cause in which I believe holds true to my principles.	10,2%	5,1%	20,3%	18,6%	45,8%
26	I participate frequently in social campaigns promoted by my church.	5,2%	8,7%	17,4%	26,1%	42,6%
	Média	22,6%	8,5%	18,3%	21,4%	29,3%
Satisfaction						
27	The main reason to donate is the feeling of accomplishment when you see the result of the aid for social cause.	7,6%	8,5%	19,5%	23,7%	40,7%
36	I can't stay without doing good to others.	10,2%	5,1%	20,3%	18,6%	45,8%
43	I've been benefited at some point in my life and, today, I am pleased to return.	5,2%	8,7%	17,4%	26,1%	42,6%
	Média	11,4%	7,7%	18,9%	22,4%	39,6%
Social need						
32	Participate in campaigns promoted by social entities because then I have the pleasure of working in a group.	22,9%	11,0%	30,5%	22,0%	13,6%
31	Prioritize the campaigns that meet the basic needs of the population (food, health, housing), as it is a way to social justice.	5,1%	13,6%	19,5%	25,4%	36,4%
28	I have pleasure in participating in the entity to which I make donations due to the ties of friendship with people who attend.	26,3%	8,5%	26,3%	16,9%	22,0%
	Média	16,4%	10,2%	23,8%	21,7%	27,9%

Source: Santos (2009, p. 61).

Respondents who make donations identified the need for satisfaction is one of the most important motivational stimuli (39.60), accompanied by the need for achievement (29.30%) and social needs (27.90%) The need for prestige is not a significant stimulus for the donation, only 5.1% are favorable.

During the tabulation of the data, in relation to social causes, respondents mentioned on support for people with cancer and infectious diseases, such as HIV. It is to mention that these causes were not considered in the application of the questionnaire, because, at the time of drafting this instrument, was not considered this possibility. It is interesting to the justification of a respondent who reported not donating financial resources or goods or products, which is not due to lack of confidence, but because he makes donation of blood.

There is no comment about this form of donation in Sargeant (1999), whereby it can be related to feelings of heroism or blame. That motivation could be more well studied or exploited by organizations and hospitals that promote blood donation campaigns as a way to attract more donors.

4.4 Exploratory analysis of the sample

For the identification of motives considered by donors, was used a number of techniques, such as: frequency analysis, test Kaiser-Meyer-Olkin (KMO), Bartlett's sphericity test, factor analysis and reliability analysis of scale via Cronbach's alpha.

To verify the adequacy of the sample and whether the factor analysis is suitable for data analysis, KMO test was used. According to Hair Jr. et al. (2005) and Malhotra (2001), indexes between 0.5 and 1 indicate that the factor analysis is appropriate, i.e. that the data are adequate. Already the Bartlett's sphericity test checks to see if there are significant correlations in at least some of the variables. Significance values greater than 0.1 indicates that data are not adequate for the factor analysis.

Table 11 – test results KMO and Bartlett

As to the adequacy of the sample		0,727
Bartlett's sphericity test	Approx. Chi-square	249,404
	Degrees of freedom	10
	Sigma	0,0001

Source: Santos (2009, p. 64).

Table 11 shows that the test KMO presented and testing 0.727 Bartlett's sphericity presented a result less than 0.0001, consisting the method in analysis can be used (HAIR JR. et al., 2005; PEREIRA, 2001).

4.5 Factor analysis of the sample

This technique is indicated when the goal is to build the biggest part of the variables in some factors to facilitate the interpretation of the data. Of the 34 initial variables, only 15 were used in order to facilitate the interpretation of the data.

The choice of the variables contained in the sample to be used by the method of factor analysis sought to identify those related to motivational incentives described in Maslow's theories and McClelland. The evaluated data are presented in table 12.

Table 12 – factors that stimulate the motivation

		Fator 1	Fator 2	Fator 3	Fator 4
Factor 1:					
	Prestige				
33	Participation in a social entity allows me to influence the people of the institution itself.	0,565			
40	I like to maintain a relationship with professionals and the city authorities, who participate in the social events promoted by the entity in which make donation.	0,612			
29	Do I donate because I'm proud to see my name released as one of the employees of the entity.	0,622			
38	I appreciate the recognition of my colleagues, to say that I participate in social campaigns.	0,681			
44	Would be a manager of an institution by the image and the status provided.	0,680			
Factor 2:					
	Self-actualization				
34	I feel accomplished to notice that my participation as a volunteer contributes to that entity to work in more organized.		0,601		
46	Develop a work towards a social cause in which I believe holds true to my principles.		0,460		
26	I participate frequently in social campaigns promoted by my church.		0,630		
Factor 3					
	Satisfaction				
27	The main reason to donate is the feeling of accomplishment when you see the result of the aid for social cause.			(0,408)	
36	I can't stay without doing good to others.			(0,232)	
43	I've been benefited at some point in my life and, today, I am pleased to return.			(0,613)	
Factor 4:					
	Social need				
32	Participate in campaigns promoted by social entities because I enjoy working in groups.				0,249
31	Prioritize the campaigns that meet the basic needs of the population (food, health, housing), as it is a way to social justice.				0,380
28	I have pleasure in participating in the entity to which I make donations due to the ties of friendship with people who attend.				(0,533)
				continues	
conclusion					
		Factor 1	Factor 2	Factor 3	Factor 4
	Eigenvalue	2,398	1,519	1,560	1,565
	Variance (%)	47,956	50,648	52,003	52,163
	Accumulated variance (%)	47,956	50,648	52,003	52,163
	Cronbach's alpha	0,707	0,496	0,534	0,529
	Number of items (total = 14)	5	3	3	3

Source: Santos (2009, p. 65-66).

It is observed that the four factors selected feature the majority of factorial load greater than 0.5, all indices of eigenvalue exceeding 1.0 and Cronbach's alpha exceeds 0.5. These results contributed to the explanations had greater reliability, therefore are considered good for an exploratory research. The variance between 47.95% accumulated the 52.16%, being considered as satisfactory for the purposes of the study. The selection of the variables is in accordance with the criteria mentioned by Hair Jr. et al. (2005) and Malhotra (2001).

According to Maslow, human motivation refers to five kinds of basic needs organized in a hierarchy of importance: physiological, safety, participation, self-esteem and self-actualization. For McClelland, human motivation comprises three basic needs: achievement, affiliation and power (BERGAMINI, 2008; OAK; Souza, 2007; MINICUCCI, 1995; VERGARA, 2009). In the questionnaire applied, were included questions related to each of the reasons mentioned by Maslow and McClelland.

During the process of factor analysis, these variables were grouped according to the type of motivational needs. In table 13, presented the factors grouped in factorial analysis, what are the meanings of each one and which theory fit.

Table 13 – motivational factors calculated in factor analysis

FACTOR	MEANING	MOTIVATIONAL THEORY	AUTHOR
Prestige	Recognition and power to someone (society)	Self-esteem and power	Maslow e McClelland
Self-actualization	The sense of accomplishment	Realization	McClelland
Satisfaction	Sense of satisfaction	Self-actualization	Maslow
Social need	Social concern	Physiological	Maslow

Source:Santos (2009, p. 67).

The issues surrounding the need for safety (occupational safety, stability, freedom and other reasons which ensure protection) and the need for participation and membership (friends, family, business) did not reach, the factor analysis, the minimum criteria required to validate the scale and therefore were discarded. In this way, the needs of participation and membership and safety trained by Maslow and McClelland are not essential stimuli so that the person becomes or remains a donor resources.

Issues related to the need of esteem (Maslow) and power (McClelland), dealing with theories of the motivations presented convergence between themselves during factor analysis and were grouped in power and prestige factor.

It is important to note that these data refer only to respondents who admitted to be donors, which corresponds to 51.80% (116 individuals).

The survey allowed to find the reasons, the causes or needs that have influence over donors resources. It was considered, in the comparisons, the sixteen questionnaire variables (reasons/causes of donation) and the four factors generated by factor analysis. The variables and factors are listed in table 14.

Table 14 – Reasons, causes and needs that motivate the donation

Reasons/Causes	Reasons/Causes	Factors
DV -Devotee of motivation	DP - Lust for power	1 - Prestige
ES - Focus social entity	DD -Desire for security	2 – Self-actualization
Pn - People in need	DF - Meet physiological needs (housing, food)	3 – Satisfaction
BP - Goods	NA - Need for acceptance	4 – Social need
TV - Volunteer time	NP - Need for power	
RD - Donation site	NR - Need for achievement	
DS - Desire for satisfaction	RE - Use of resources	
DA - Desire for affection	LD - By loyalty	

Source:Santos (2009, p. 75).

Due to deviations from normality of variables, nonparametric test was used for comparison of concordance between the gender, age, income and the course. Some authors recommend the use of parametric tests even with deviations from normality, however the results of parametric and nonparametric tests were the same and therefore defined the nonparametric tests to report the differences occurred.

For the variable gender, applied the Mann-Whitney test (two independent groups). As for the age, income and the course, applied Kruskal-Wallis test (three or more independent groups).

The results indicated the following significant differences regarding gender:

- the agreement with the affirmations for women was significantly higher compared to men in relation to the time of volunteering (p-value = 0.024);
- the agreement with the affirmations for women showed a tendency to be higher compared to men in relation to the donation site (p-value = 0.053);
- no significant differences were found between genders for other reasons and factors.
- As for the age variable, the results indicated the following differences: the correlation with the assertions to subjects between 35 and 44 years was significantly higher compared to subjects with more than 44 years in relation to satisfaction (p-value = 0.017);
- the agreement with the statements for subjects between 35 and 44 years was significantly higher compared to subjects with more than 44 years in relation to the wish of satisfaction (p-value = 0.017);
- no significant differences were found between the age ranges for other reasons and factors.

The rent was another variable considered and the results showed the following differences:

- the agreement with the statements for subjects with income between \$ 1,396 .00 and \$ 2,790 .00 was significantly lower compared to subjects with income greater than \$ 2,790 .00 and with subjects with income between R \$ 931,00 and R \$ 1,395 .00 in relation to the donation site (p-value = 0.027);
- no significant differences were found between the income ranges for other reasons and factors.

As for the variable stroke, no significant differences were found between the courses for the reasons and factors assessed.

5. CONCLUSION

In the survey, the satisfaction was singled out as one of the intrinsic factors influencing the Act of donating. For being an internal factor, it is assumed that the person will always be willing to make the donation because it satisfies your personal need. As this factor was appointed only by respondents aged between 35 and 44 years, that are supposedly in a stable phase (are employed and have their own home), it takes the author of this study to the hypothesis that the person only cares about your personal satisfaction after their primary needs to be carried out.

Among the causes elected by donors of the study, 45.76% of them support causes related to the basic needs of society, being 13.56% for public health causes and 32.20% for food and housing. Already the preferred target audience are children and adolescents, with 41.50% of the total sample, followed by cancer patients, with 34.70% of the sample. Sample donors support assistance character activities (children, the old and people with special needs), in order to improve the living conditions of these people. The minority of donors opted for elderly (2.5%) and for people with disabilities (6.8 percent).

It is noticed that the donor, to make donations, expect something in return, not necessarily a financial return, but an intangible return – the personal desire –, explained by the different psychological schools (Behaviorismo, Gestalt, psychoanalysis). For example, do not deduct the amount donated in income tax. Maybe this is due to the profile of the sample who have income of up to two minimum wages and have no need to give account to the IRS. In the case of individuals with monthly income increased, the result may be another.

This information contributes to define how to address a future donor because people attach different values to social causes. Thus, depending on the cause, the institution or even of the requested value, will not be relevant to motivate you to contribute, leading to harm, so the fundraising process, for example, request financial resources for those who donate goods and products only.

The behavior of the donor and the motivational factors that stimulate the donate to third sector organisations is a subject little discussed in the academic world.

Donor profile is a complex process that involves many variables, not easy to define him. For this study, focused on individual donors, i.e. individuals.

During the study, the implementation of the questionnaire and the analysis of the results identified the factors that motivate individual donors to make their contributions. As a result of this process, insights have emerged that have not been glimpsed a priori.

The application of the questionnaire, conducted in the region near the city of Piracicaba/SP, was not enough to identify some of the characteristics or behavior trends measured in literature.

Were encountered some limitations, such as: not included issues that would make it possible to measure in currency (R \$) the donated goods and products; not included questions that identify the quantitative contribution of volunteer work, for example, the quantity of hours intended; during the preparation of the questionnaire, was not foreseen that donors could make the provision of services, for example, legal counsel, so existing questions to measure this kind of donation; one of the causes listed in the survey, not included in the report, the options related to cancer and HIV patients; and among the justifications listed for not donating resources, failed to include other options such as the lack of confidence.

The target audience of the application in question can be considered to be heterogeneous, since it is composed of people with different physical characteristics (age, gender), professionals (academic background, area of expertise) and personal (moral character, family life). Thus, selecting this target audience, for example, to choose donors who support only specific causes, such as sports, cultural projects or of protection to animals, and apply the questionnaire, it is possible to identify common variables that influence this type of donor.

The present research has enabled the objectives previously proposed in order to better understand the behavior of donor resources for the third sector. The OTS has acquired an important role in society both in the provision of services as in control and social mobilization. For managers or responsible for these organizations, sustainable management is a major concern, since, without sufficient and constant fundraising, it is not possible to keep them in operation.

Understand the difficulties of the OTS regarding fundraising and the demands of individuals, institutions and companies funders can provide the improvement of this process of abstraction.

The first contribution of this research refers to the form of donor approach, avoiding request resources contrary to profile and the expectations of those individuals, for example, request financial resources to someone who donates only products, or request resources for a cause dedicated to children, if the donor contributes only for cancer-related causes.

Another contribution is the recommendation that, to develop a social project for an OTS, you must set the goal, the purpose, the public to be served by the project. In addition, we recommend that you consider the motivational factors, extrinsic and intrinsic of donors in selecting the form of fundraising.

Thus, with this research is expected to have contributed with the OTS concerning the understanding of the behavior of the donor. This study aims to not bring conclusive results, but rather to stimulate new ideas and research. It is recommended that studies in this area, in order to provide more elements that allow the improvement of fundraising by these organizations.

REFERENCES

1. ADULIS, Dalberto. O mercado de trabalho e a gestão no Terceiro Setor. Revista do Terceiro Setor, São Paulo, out. 2001. (Rede de Informações sobre o Terceiro Setor - RITS).
2. _____. O papel da comunicação na captação de recursos. Revista do Terceiro Setor, São Paulo, jan. 2002a. (Rede de Informações sobre o Terceiro Setor - RITS).
3. _____. O uso do marco lógico na gestão e avaliação de projetos. Revista do Terceiro Setor, São Paulo, dez. 2002b. (Rede de Informações sobre o Terceiro Setor - RITS).
4. BASTAGLI, Francesca; COUDOUEAL, Aline; PRENNUSHI, Giovanna. Poverty monitoring guidance Note 1: Selecting indicators (2004a). Disponível em: <http://siteresources.worldbank.org/INTPAME/Resources/Selective-Evaluations/NoteIndicators_eng_Apr04_doc.pdf>. Acesso em: 23 maio 2009.
5. _____. Poverty monitoring guidance Note 2: Selecting indicators (2004b). Disponível em: <http://siteresources.worldbank.org/INTPAME/Resources/Setting-Targets/NoteTargetsFinal_eng_July16_doc.pdf>. Acesso em: 23 maio 2009.
6. BERGAMINI, Cecília Whitaker. Motivação nas organizações. 5 ed. São Paulo: Atlas, 2008.
7. CARVALHO, Virgínia Donizete de; SOUZA, Washington José de. Trabalho voluntário e motivação na pastoral da criança. Revista de Administração Contemporânea, Curitiba, v.11, n. 2, p. 113-134, abr./jun. 2007.
8. CHIAVENATTO, Idalberto. Introdução à teoria geral da Administração. 5. ed. São Paulo: Atlas, 2005.
9. FALCONER, Andres Pablo. A promessa do Terceiro Setor: um estudo sobre a construção do papel das organizações. International Society for Third Sector Research – ISTR, Chile, 1999a.
10. _____. A promessa do Terceiro Setor: um estudo sobre a construção do papel das organizações sem fins lucrativos e do seu campo de gestão. 1999b. Dissertação (Mestrado em Administração) – Faculdade de Economia, Administração e Contabilidade da Universidade de São Paulo (FEAUSP), São Paulo, 1999b.
11. MELO NETO, Francisco P.; FROES, César. Responsabilidade social & cidadania empresarial: a administração do Terceiro Setor. Rio de Janeiro: Qualitymark, 2001.
12. MINICUCCI, Agostinho. Psicologia aplicada à Administração. 5. ed. São Paulo: Atlas, 1995.
13. MONTAÑO, Carlos. Terceiro Setor e questão social: crítica ao padrão emergente de intervenção social. São Paulo: Cortez, 2002.
14. PEREIRA, Custódio. Sustentabilidade e captação de recursos na educação superior no Brasil. São Paulo: Saraiva, 2006.
15. RITS – Rede de Informações do Terceiro Setor. Disponível em: <<http://www.rits.org.br/>>. Acesso em: 10 out. 2008.
16. SANTOS, Nilcéia Cristina dos. Terceiro Setor e Captação de Recursos: fatores motivacionais à doação dos investidores sociais individuais. 2009. 102 p. Dissertação (Mestrado Profissional em Administração) – da Faculdade de Gestão e Negócios da Universidade Metodista de Piracicaba (UNIMEP), Piracicaba, 2009.
17. SARGEANT, Adrian. Charitable giving: towards a model of donor behaviour. Journal of Marketing Management, v.15, p. 215-238, 1999.
18. SCHLITHLER, Célia; KISIL, Marcos; CORREIA, Tatiana Otani. Descobrimo o investidor social local: perfil e características. São Paulo: Instituto para o Desenvolvimento do Investimento Social (IDIS), 2008.
19. SZAZI, Eduardo (Org.). Terceiro Setor: temas polêmicos. São Paulo: Peirópolis, 2004.
20. _____. Terceiro Setor: temas polêmicos 1. São Paulo: Peirópolis, 2005.
21. TACHIZAWA, Takeshy. Organizações não governamentais e Terceiro Setor: criação de ONGs e estratégias de atuação. 3. ed. São Paulo: Atlas, 2007.
22. TSIOTSOU, Rodoula. An empirically based typology of intercollegiate athletic donors: High and low motivation scenarios. Journal of Targeting, Measurement and Analysis for Marketing, v.15, p. 79-92, 2007.
23. VALARELLI, Leandro Lamas. Uma noção ampliada de captação de recursos. Revista do Terceiro Setor, Rio de Janeiro. 1999a. (Rede de Informações do Terceiro Setor - RITS).
24. VERGARA, Sylvia Constant. Gestão de pessoas. 8 ed. São Paulo: Atlas, 2009.