

# **MARKETING CAPSTONE PROJECT: ROYAL INSTITUTE FOR DEAF AND BLIND CHILDREN**

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**Royal Institute for  
Deaf and Blind Children**

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# 1 INTRODUCTION

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The Royal Institute for Deaf and Blind Children (RIDBC) is an Australian charity that aims to provide high quality and innovative educational services to children who have significant hearing and/or vision impairment, and also children who have additional disabilities. After reviewing the issues relating to the loss of loyal donors, primary and secondary research had to be conducted in-order to overcome the RIDBCs loyalty issues and create opportunities for the charity in the long-term. The RIDBC's main goal was to understand their position in the market relative to other charity brands amongst the 30-45/ 46-60 year age groups. Therefore the marketing problem was identified as:

***Where does the RIDBC need to position themselves in the market relative to other charity brands to increase engagement amongst the 30-45/ 46-60 demographics, particularly in terms of long term support?***

The research problem and objectives have been addressed through both primary and secondary research. The forms of research conducted include a literature review, 23 in-depth interviews as well as 101 surveys.

This document defines and explains all of the research that was undertaken in order to solve the RIDBCs marketing issues. The document then goes on to indicate how the qualitative and quantitative research conducted addressed each of the research objectives in section two. The methodology, data collected, analysis of data and the limitations of the research are all explained extensively in this report to clearly present the research conducted and the insights that the research provided into the RIDBC's marketing issues.

The findings presented in the report are for the RIDBC's proposed target market of people in the 30-45/ 46-60 age groups. This means that the findings generated from this report are relevant to the problems that the RIDBC are trying to overcome. This will be achieved by understanding their position in the market relative to other social marketing charities.

## 2 LITERATURE REVIEW

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Research problem: ***To determine the evaluative criteria the target audience uses to assess different charities in order to develop a suitable positioning strategy for RIDBC aimed at increasing long term engagement***

### 2.1 INTRODUCTION

What motivates individuals to donate to charity is difficult to comprehend. Various studies have been undertaken in order to attempt to understand what motivates individuals to donate to charity and how they choose a charity to donate to. This literature review aims to understand how the target audience of the 30-45/ 46-60 age groups establish a choice set and what motivates them to donate to charity. "The ESRC Centre for Charitable Giving and Philanthropy (CGAP) is the first academic centre in the UK dedicated to research on charitable giving and philanthropy" (CGAP 2010; p 5), this report presents the findings as to what influences donors decisions when selecting a charity. The report "Empathy as added value in predicting donation behavior" draws upon insights that were discovered as a result of surveys across a variety of age groups and income levels (Verhaert and Van Den Poel 2011; p 1288). In addition, the research journal "The effects of nonprofit brand equity on individual giving intentions mediating by the self-concept of individual donor" (Hou et al, 2009) is an empirical study which shows the positive direct impacts of branding and individual self-concepts in motivating individual donation. Moreover, the report "A Transformational Role: Donor and charity perspectives on major giving in Australia" (Scaife et al, 2011), is a recent study by the Queensland University of Technology, that explores donor characteristics and the donor decision-making process. Finally, in helping us understand more about what motivates the target market to donate to charity, knowledge will be drawn from "Factors influencing donation switching behavior among charity supporters: an empirical investigation" (Bennett, 2009). In detail, this article identifies the motivations of donors to switch between charities and the prompts, which make them donate. Together these pieces of literature reveal some of the attributes that influence individuals to donate to particular charities and why they choose to donate in general. This literature review aims to gain insight into the evaluative criteria the target audience of 30-45/ 46-60 year olds use to assess different charities.

### 2.2 REASONS FOR DONATING TO CHARITY

In order for a charity to be profitable it is vital that they understand the process that individuals go through when choosing charities in order to succeed in "attracting and retaining private donors" (Verhaert and Van Den Poel 2011; p 1288). The CGAP report goes through the decision making process that they found guides individuals when choosing charities to donate to, these include "tastes, preferences", "donors personal and professional backgrounds", "donors perceptions of charity competence" and "donors desire to have a personal impact" (CGAP 2010; p 10). The report also found that donors use certain strategies to reach a decision when choosing a charity, these include:

- "Constructing self-made classifications and 'mental maps' to help cope with the complexity of the charity sector" (CGAP 2010; p 11).
- "Using heuristics, or 'rules of thumb', to filter potential charitable recipients" (CGAP 2010; p 11).

- “Pre-assigning certain causes as intrinsically ‘worthy’ or ‘unworthy’ of support” (CGAP 2010; p 11).

Some of the most intriguing findings in the CGAP report included that “Committed donors are not necessarily deliberative donors” (CGAP 2010; p 21). This means that often people donate to charity even though they lack knowledge in regards to what activities the charity actually undertakes. This means it is often the result of habit or the charity approaching the individual when other charities did not. Another key finding from the report was that individuals often find it difficult to make decisions about which charity to support so they use strategies to help them reach a decision (CGAP 2010). Often this guides individuals decisions but they do not necessarily know why they choose a certain charity, only that they use strategy in order to do so. Another interesting finding is that individuals often use rule of thumb to make a decision. This means that if the charity is not familiar to them they will not be as likely to donate as they tend to support what they are familiar with (CGAP 2010). “Mental maps” often also guide individuals decision making (CGAP 2010; p 24). This means that if one is not aware of the charity they will not have a formed opinion or perception of the charity in terms of the work they undertake and therefore will not be able to position them in relation to other charities in their minds accordingly. Individuals also “perceive some causes as automatically deserving or undeserving of support” this means that if the charity is not perceived by individuals as in need of support they will be less likely to support it (CGAP 2010; p 29). Personal background was also a factor that influenced individuals decision-making. For example, if a family member has a certain disease, the individual will be more likely to donate to a charity supporting that disease than a charity for another cause. This is why personal background has a large role in terms of the decisions reached when choosing between different charities (CGAP 2010).

The report also found that individuals desire a personal impact. This means that if they donate to a charity where they know they will have an impact on the outcome they will be more likely to donate (CGAP 2010). This is because individuals would hope to see that their donation will definitely be benefiting the charity.

## **2.3 THE IMPORTANCE OF BRANDING TO DONOR'S SELF-CONCEPT**

Additional to understanding the processes that an individual goes through when choosing charities, it is identified by academics that another fundamental factor that influence's an individual's donation intentions are their mental and behavioural state towards a charity's branding (Morgan 1993; Hou et al 2009).

An empirical study conducted Hou et al (2009; p 215) shows that “the three dimensions brand personality, brand image, and brand awareness of a non-profit organisation has positive direct impact on an individual's giving intentions”; this study establishes an understanding that the branding of a non-profit organisation significantly influences the level of income that a non-profit organisation like RIDBC could receive. This study was complemented by a past study conducted by Tapp (1996) who showed a 10% increase of income per annum amongst high-profile UK charities that renamed and repositioned themselves. In other words, an excellent charity image could influence donor preference; which affects donation income of a non-profit organisation. As such, this literature shows empirical evidence the possible influences of correct branding on a charities' income. With reference to objective two, the research team aims to identify if RIDBC has a branding

problem. This literature may be used to justify the need to rebrand RIDBC in order to generate increased awareness amongst donors which would lead to increased income for RIDBC.

Furthermore, Hou et al (2009; p 225) identified branding as a controllable factor by the charity; which has a direct positive correlation that impacts an individual's "giving intention indirectly through an individual's self-concept". This means that individuals match product images and brands with their real self-concept and/or symbolises their ideal self-concept – how they want to be viewed (Hawkins et al, 2007). Hence, a brand that develops a brand image and brand personality that a donor may identify with could foster a preference for donations (Faircloth 2005; Hou et al 2009). Hence showing the importance of a charity's branding in relation to an individual's self-concept, which indirectly impacts their donation intentions. The idea of self-concept may be integrated into the qualitative and quantitative research to develop an in-depth understanding of its effects on donor behaviour. Furthermore, the use of this literature will help the research team justify the need for RIDBC to adjust its branding to appeal to the two target markets as presented in research objective two.

## **2.4 UNDERSTANDING DONOR SWITCHING BEHAVIOUR**

To develop a more in-depth understanding about an individual's donation intentions, it is important to understand the factors that influence donors to switch their support from one charity to another. An empirical study conducted by Bennett (2009) examines a number of variables that influence donor support to switch to alternative fundraising. It emerged that Bennett's study (2009) showed the same factor of a charity's image congruence to the individual donor's. But Bennett's (2009) also identified a charity's campaigns "exerted highly significantly influences", to trigger an individual to leave their current charity; which Bennett (2009) claimed would usually feel boring, over-familiar, and unattractive towards the individual. In other words, charities adopt promotional strategies to attract donors, and provoke a sense of unattractiveness with the charities they currently support. As such, it is recommended by Bennett (2009) that charities need to monitor the "promotional campaigns of other charities that have the potential to induce supporters to switch" through their attractive appeals, as this is the main cause of individuals supporting a second charity. The research team may utilise this literature to help understand the intentions of individuals to leave RIDBC, and also to identify how individuals can leave their current charities to join RIDBC. Therefore, for RIDBC it is important to monitor competitor's promotional campaigns that have the ability to induce RIDBC supporters to switch. Alternatively, RIDBC may develop a promotional campaign to gather more donors to support. Both these factors will contribute towards the research study on RIDBC by helping the team answer objectives one and two.

## **2.5 DONOR CHARACTERISTICS AND DECISION-MAKING PROCESS**

The research study conducted by Queensland University of Technology, "A transformational Role: Donor and charity perspectives on major giving in Australia" (Scaife et al 2011) explores donor characteristics and the donor decision-making process. The findings of this research may guide the composition of the survey. The characteristics and implications related to the decision making process will be incorporated into the surveys to help better understand what characteristics would influence donors to donate to RIDBC

and how RIDBC influences an individual's decision making process. Furthermore, the use of this study could help the research team to understand how to approach the target market, and how RIDBC should be rebranded to better target this market.

Scaife et al (2011) identified three key individual characteristics that influence an individual's donation behaviour. These three characteristics may be incorporated into the qualitative research to help better understand the factors that influence an individual to donate. Such characteristics identified by Scaife et al (2011) include:

1. Family History & Culture – for many individuals their philanthropy is forged in childhood by family culture and family history. A migrant heritage can forge links with the less fortunate.
2. Wealth Perception – individuals who feel that all their needs are met; while others felt frugal and uncertain about the past thus triggering their donation intentions
3. Values - Values were key motivators that influenced donor behaviour, especially if the individual's values align with the charity or organisation, they are more likely to support that entity. Furthermore, individuals may also feel a sense of responsibility as a “noblesse oblige” (Scaife et al 2011). In addition, religious beliefs are a major imperative for donors to give.

As such these three characteristics could be used in the quantitative research to understand the main characteristics that influence the two target age groups. Furthermore, this research study may also be used to complement the in-depth interviewer guide to help better explain and understand responses gathered. Such as an individual mentioning a migrant heritage and how their experience influences their donating behaviour; which will be further discussed in the qualitative analysis.

## 3 RESEARCH OBJECTIVES

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### 3.1 RESEARCH PROBLEM

*To determine the evaluative criteria the target audience uses to assess different charities in order to develop a suitable positioning strategy for RIDBC aimed at increasing long-term engagement*

### 3.2 RESEARCH OBJECTIVE ONE

To evaluate RIDBC's market positioning in relation to other social marketing charity brands.

#### 3.2.1 Sub-objectives

- 1.1. To determine the charities which the 30-45/46-60 age groups donate to
- 1.2. To determine the main children's, deaf and blind charities that the 30-45/46-60 age groups donate to
- 1.3. To define RIDBC's direct, and indirect, competitors amongst the 30-45/46-60 age groups
- 1.4. To assess how the RIDBC brand is perceived among the 30-45/46-60 age group
- 1.5. To assess how RIDBC's competitors are perceived among the 30-45/46-60 age group
- 1.6. To ascertain awareness of the RIDBC brand amongst the 30-45/46-60 age groups
- 1.7. To establish the evoked set of charitable organisations amongst the 30-45/46-60 age groups
- 1.8. To identify the top four characteristics that the 30-45/46-60 age groups use to select which social marketing charities they will support

### 3.3 RESEARCH OBJECTIVE TWO

To develop more effective marketing strategies that will allow RIDBC to build long-term relationships with the 30-45/46-60 age groups as they move through different lifecycles by gaining insight into their lifestyle and behavioural characteristics.

#### 3.3.1 Sub-objectives

- 2.1. To ascertain the media habits of the 30-45/46-60 age groups
- 2.2. To understand what motivates the 30-45/46-60 age groups to support social marketing charities
- 2.3. To assess the 30-45/46-60 age group's attitudes towards supporting charities for children with disabilities
- 2.4. To determine the 30-45/46-60 age groups preferred method of contact from charities
- 2.5. To determine if it is necessary to adjust RIDBC's branding to appeal to the 30-45/46-60 age groups

## 4 METHODOLOGY

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### 4.1 METHODOLOGY FOR THE LITERATURE REVIEW

In order to sufficiently define the primary research needed to be undertaken, the research team conducted a literature review in order to establish views that existed on consumer habits particularly around reasons for donating to charity. Several industry reports and journal articles were obtained through the University of Technology library website. Other sources of literature were also acquired through other university websites as well as research firms.

Each team member gathered several journal articles which were published within the past five years. This was done to ensure the literature was relevant to the current market situation. These resources were acquired through electronic databases such as AMI/Inform, EBSCO and Factiva, as well as research centre websites. This was done to ensure the information gathered was written by a credible source. In order to ensure that the style of writing and critiquing were of a similar tone, the literature review was written by two members as to not have many differing points of view. Once all of the literature was gathered the team members chose under ten separate pieces of literature that they found to be the most relevant and insightful. These were then analysed thoroughly in order to output a literature review that gave the greatest insight into ways that people analyse charities and the way donors rationalise giving to certain charities. The result of this meant that the group were closer to solving the RIDBC's marketing issues and assisted the group in terms of what sort of data they needed to obtain through their qualitative and quantitative research.

By critically evaluating the literature obtained the group managed to draw some key findings that were relevant to the objectives and answer their research question in relation to the RIDBC.

### 4.2 METHODOLOGY FOR THE DATA COLLECTION

#### 4.2.1 Methodology for Qualitative Data Collection

In attempt to yield new insights into the target markets' perceptions of, and behaviour towards charities, a total of 23 structured in-depth interviews were conducted between 6 September – 14 September 2012. This number was sufficient to gain a wide variety of views to guide the development of the quantitative research phase; therefore 30 interviews were not conducted as specified in the project proposal. Each team member conducted 4 interviews each. To ensure that the data was not skewed towards one particular age group or gender, each team member interviewed one male and one female from both the 30-45, and 46-60 age groups.

In order to minimize the variation in the way the interview was conducted between different interviewees, a set of open-ended questions were carefully worded and arranged into an interviewers' guide by the team as according to the research objectives (see Appendix 1). However, a degree of flexibility was allowed for probing questions in order to deepen the informants' responses, which increased the richness of the data collected. The interview data was collected in the form of field notes and audio recording, which was

later transformed into transcripts for qualitative data analysis. Please refer to Appendix 2 for a copy of the transcripts. At the beginning of each interview, respondents were brief on the nature and purpose of the interview, being as broad as possible to ensure interviewee's responses would not be biased by this information.

The interview guide followed a 'funnelling' technique to sequence the questions, beginning with general charity questions and finishing with specific questions on RIDBC (Berry, 1999). Careful consideration was given to ensure the questions were easy to understand and written in words sensitive to the interviewee's context, avoiding complex business jargon and terminology (Berry, 1999). In order to effectively tap into respondents' emotions and motivations, behaviour and experience questions, such as 'which charities have you donated to', were asked before opinion and feeling questions such as 'why did you choose those charities?' This helped establish the appropriate context for interviewee's to express certain motivations and feelings, providing the interviewer with more reliable data (Berry, 1999). Every question was written one by one, ensuring that the team avoided asking double barrel questions and that every question was genuinely open ended so respondents were not trapped into pre-determined answers (Berry, 1999). This helped to eliminate potential bias, which was reduced further by ensuring each interviewer clarified ambiguous statements by respondents to avoid misinterpretation of the data.

Ethical considerations were also incorporated into the interview design, with respondents being assured of confidentiality, informing them of their ability to refuse to answer a question or end the interview at anytime as well as seeking their consent for audio recording of the interview.

#### **4.2.2 Methodology for Quantitative Data Collection**

Surveys were collected from a large sample in the 30-45/46-60 age groups who were asked to complete the survey from 24<sup>th</sup> September and the surveys were closed on the 3<sup>rd</sup> October 2012. A total of 101 surveys were completed, this amount is considered an appropriate sample size (Polonsky and Waller 2011).

The survey was generated in parallel with the research objectives (Section 2) and problems to explain and statistically represent findings from the previous research the group conducted. This was to ensure that all objectives were answered and to further investigate the objectives which required clarification.

The site Surveygizmo was used to construct a survey with 22 questions consisting of rank order scales, multiple choice and Likert scales. Please refer to Appendix 3 for a copy of the survey. From the surveys obtained, results were extracted into a summary sheet, excel spread sheet and also into SPSS. The summary sheets and summarised excel data was used to analyse the collected data. Each question was analysed according to the objective it addressed. The analysed data in Section 6 presents an in depth analysis of the behaviours, attitudes and awareness of RIDBC and its competitors (Polonsky and Waller 2011). Questions such as age, income and education were used to conclude validity and reliability and also to cross-tabulate data.

Cross tabulations were conducted using numerous factors including age, income and gender. However not all survey questions were answered by participants therefore a

percentage and expected count has been included in each cross tabulation for the analysis and data to be valid and comparable with each other. Attitudes especially trust, worthiness of cause and awareness were compared within the RIDBC's competitors and further compared with the RIDBC. This was to further understand where the RIDBC is positioned in regards to its competitors.

Through the secondary and primary research conducted the group were able to gain a deeper insight to the research problem and objectives (found in Section 2), which can be compared qualitatively and numerically. The analysis section was undertaken collectively by the research team. Please see Section 6 for the data analysis.

## 5 RESULTS-QUALITATIVE DATA

### 5.1 SECONDARY DATA

#### 5.1.1 Roy Morgan Research

The following secondary research was obtained in order to understand the target market attitudes toward charity and average household income in order to gain a broad understanding of the target audience. It should be noted that Roy Morgan Research does not provide the exact target market age groups that the RIDBC is focused on (30-45/ 46-60), however this information will just act as an indicator to provide a broad understanding of the target market.

##### 30-44

- One in four people believe that a percentage of everyone's income should go to charities.
- Almost 50% of people say that when responding to charities they respond more with their heart than their head.
- Average household income \$105,240

##### 45-60

- 22% of people believe that a percentage of everyone's income should go to charities.
- Almost 50% of people say that when responding to charities they respond more with their heart than their head.
- Average household income \$110,370

Source: Roy Morgan Research June 2012.

The findings indicate that the 45-60 age group have a slightly higher household income. However, in terms of attitudes towards charity (in a broad sense) the age groups are very similar.

#### 5.1.2 Australian Bureau of Statistics

The following information is based on estimated figures for the NSW population in June 2011 (Australian Bureau of Statistics 2012). Based on the Australian Bureau of Statistics figures (ABS), the total population for the combined age groups is 3,002,717. The 30-45 demographic is estimated to comprise of 1,599,708 individuals, the 46-60 age group is estimated to comprise of 1,403,009, therefore this segment is smaller. There is a higher proportion of females to males in both age groups. Table i summarises.

**Table i. Estimated Population in NSW based on Age Group and Gender**

	Male	Female	TOTAL by Age Group
30-45 Age Group	793,130	806,578	1,599,708
46-60 Age Group	694,595	708,414	1,403,009
TOTAL by Gender	1,487,725	1,514,992	3,002,717

## 5.2 PRIMARY DATA

### 5.2.1 Qualitative Data- In-Depth Interviews

The themes collected from the qualitative research in the form of in-depth interviews form the foundation from which the analysis and evaluation is built. The 23 interviews conducted throughout the collection period can be found in Appendix 2 and provide detailed and insightful responses to the interview questions formed by the research group. In order to effectively solve the marketing problem, a suitable data collection method was needed in order to obtain reliable and relevant information that can be used to form the basis of the quantitative analysis conducted by the research team.

## 5.3 QUALITATIVE ANALYSIS

The following findings are presented as themes, which were found to recur during the qualitative analysis.

## THEMES

### 5.3.1 Direct Competitors Identified from Interview Findings

#### Answers objective 1.3

The direct competitors of RIDBC which were identified during the qualitative research include:

- The Cancer Council
- Guide Dogs
- Salvation Army
- Starlight Foundation

This selection of charitable organisation was identified as the direct competitors of RIDBC as they were the most frequently recalled or well-known charities identified by the interviewee's. Furthermore, these charities have a strong presence in the industry with effective and dominant marketing efforts. The Cancer Council was firstly identified as a direct competitor as the analysis found that individuals tend to select charities based on the cause, and a high number of the interviewee's stated that they felt charities supporting cancer patients and research was most important to them. The Salvation Army was then identified as a direct competitor as it was the most frequently recalled charity and is held in high regard by the Australian population. Many individuals interviewed have donated to the Salvation Army at some point. The Starlight Foundation was also included as it was identified as the biggest children's charity when analysing results from the interviews. It was the most recalled and frequently donated to children's charity. Finally, the Guide Dogs were identified as it was the biggest charity, which was focused on helping the blind. They present as a threat to RIDBC as it was the only blind charity interviewees recalled and thus are more likely to donate to over RIDBC due to its' familiarity.

### 5.3.2 Spur of the Moment Donations Preferred over Long-Term Donations

#### Answers objective 2.4

Face-to-face was the most preferred method of contact, followed by paper mail. This was because interviewees stated they were more likely to donate to charities at the spur of the moment such as when out in shopping centres (both monetary donations, and purchasing charitable products). This was more prominent than long term donations. It was noted that monetary donations was the most preferred due to its convenience. The sheer presence of a charity is more likely to encourage donations amongst the interviewees.

*“I will most likely donate to a charity if they directly ask me for money, like face to face at my door, or on the phone”.*

*“Spur of the moment donation when I see them out”*

### **5.3.3 Older, Larger, Heavily Advertised Charities were more Memorable and Trusted.**

#### **Answers objective 1.5, 1.7**

Funding for cancer research and charities, which support cancer patients was cited as the main causes to support.

The predominant evoked set of charitable organisations included:

- Salvation Army
- Heart foundation
- Red Cross
- Smith Family
- St Vincent's
- Cancer Council
- World Vision
- Breast Cancer Foundation

It was noted that the charities which were most recalled are older and larger charities. They also appear to be more visible and transparent, meaning they appear to be more trustworthy in the eyes of the individual. The Salvation Army was the most frequently stated charity that respondents remembered donating to.

*“Salvation army have been around forever & always do a good job”*

Furthermore, when asked to name charities, charity name recall was not as easily remembered as the causes those charities support when it came to more unpopular organisations.

*“There are so many charities & I don't make a point to remember them”*

### **5.3.4 Deaf and Blind Charities were not as Easily Recalled.**

#### **Answers objective 1.5**

The most frequently donated to charities that supports people with vision impairment were the Guide Dog Association and The Fred Hollows Foundation. Many mentioned the Deaf & Blind Society, which does not exist as a charity in Australia. Some respondents couldn't recall any charities that support deaf & blind at all.

Many respondents could not even recall if they had specifically supported any children's charity. Majority stated that they probably had through family and friend sponsorships such as 'Red Nose Day' or 'McHappy Day'. One respondent was unsure whether the charities she supports helps disadvantaged children.

### 5.3.5 Evaluative Criteria in Selecting a Charity include the following:

#### Answers objective 1.8

**1. Worthiness of the cause:** Must resonate or appeal to the donor in a personal or emotional way.

*"Charities that support research for cancer. I think mainly causes that actually help people when there is nowhere else for them to turn financially"*

*"Anything that hits close to home, anything supporting bowel cancer due to losing a close friend to it, all those cancer charities because every second person seems to get it"*

**2. Brand awareness:** It was found that the more a charity was marketed or advertised, the more compelled a potential donor would be to donate to that charity. If the public is better aware of a charity's brand name compared to competitors, it is more likely that the charity appears more transparent and trustworthy in the eyes of the donor.

*"World vision ...marketing is important and the way they present their information, I get the impression it means a lot in what it could supply the person you are supporting...there's something about the orange they use in their marketing that stands out... it hits you all the time and you consider it"*

**3. Trust:** Knowing where their donation is going and that it is going to be directly received by the people who need it the most. Many stated that between two children's charities, they would donate to the one where most, if not all, the funds go directly to the needy. Transparency of funds was a major concern amongst interviewees. The main areas in question was about how their money is being spent, and how much of their funds is actually doing any good to the disadvantaged.

Many interviewees were sceptical about how charities spend the donations due to a lack of trust and the suspicion of hidden agenda's:

1. Want peace of mind that money is being used in the 'right way'
2. Concerned money is lost in admin
3. Want to know where the money is going exactly

*"I think it's unique what World Vision do. I'm supporting someone and it goes directly to them. Or that's how I understand it to be, and I say that with a bit of scepticism"*

*"I find it hard to invest regularly in charities because I hear all these stories about 80% going to the charity and the other 20% going to administration & I think like when I donate I want at least 99% to go across. So that kind of disheartens me because I don't really trust them to use the money wisely"*

**4. Convenience of donation:** It was recognised that interviewees responded better in spur of the moment situation such as being stopped on the street, in their local shopping mall, or giving loose change. There was a tendency for ad hoc charitable giving.

*"They were in your face, you could just give them your change"*

*"I donate bags of clothes to Vinnies when I do a big house clean up. For me it's convenient because they have a Vinnies bin just up the road"*

**5. Local charity:** Australian charities are more trusted.

*"They are all well known, they've been around for a long time & are reputable"*

*"Vinnies is a long established Australian charity"*

### **5.3.6 Charitable Cause was the Main Criteria when Selecting a Charity, Regardless if it was a Children's Charity or not.**

#### **Answers objectives 1.7, 2.3**

The most predominant evoked set of children's charities included:

- Starlight foundation
- Make a Wish Foundation
- World Vision
- Ronald McDonald House
- Prince of Wales Kids Hospital

The evoked set of children's charities seem to be the most popular and most advertised children's organisations in the Australian charity industry. There was not an overall preference for children's charities over non-children's charities. The most dominant variable when selecting a charity was the cause the organisation was supporting.

*"I don't have children... of course you want to help them out but then you've got the elderly, people with diseases & you just try and contribute as much as you can"*

*"It's not about whether it's a children's or non-children's charity, its more about the cause, & whether or not I feel connected to it"*

### 5.3.7 Very Low Awareness and Recognition of RIDBC

#### Answers objectives 1.4, 1.6, 2.3

The RIDBC logo was not recognised, the most positive result was “It looks familiar”. Amongst those interviewed, most of them had heard of RIDBC, but could not recall where. The majority who had heard of RIDBC could not recall where, and often provided vague responses of “probably in the media, or on TV somewhere”. Interestingly, one interviewee who donated regularly, and read RIDBC’s mail frequently, could not even recognise the logo when shown.

Interviewees were attracted to RIDBC post video due to the fact that the charity helps children. Many said they would feel comfortable knowing that their donations were going towards something constructive, and wouldn’t get lost in admin or other expenses. Furthermore, the cause itself was the main variable attracting interviewees to this charity.

*“It’s good to see people are helping them learn & study, helping the disabled. I believe there is a lot of meaning in what they are doing, there’s social worth... their actions are contributing to a lot, helping these children to have a better future”*

It seems that although many thought RIDBC was a worthy cause and would consider giving a one off donation, no one was committed to long-term donations. Additionally, many respondents also stated that they were still hesitant about where exactly their donation would end up

*“I just wish there could be something that these charities specifically show...where their funds are going & where their research & development is going.”* This could be attributed to the unfamiliarity of the charity to the individual, or willingness to support ‘sicker kids’.

## 6 RESULTS-QUANTITATIVE DATA

Further data analysis was required to ensure the results of the survey could be interpreted for each separate age group. This was necessitated due to key differences between motivations for donation and evaluative criteria used to select a charitable organisation for donation, identified in Section A, 6.2.

### 6.1 IMPORTANCE OF CHARITABLE CAUSE

#### 6.1.1.1 Finding: Children's charities were ranked as the most important charitable cause across the combined age group, and within each separate age group.

Across the combined age group, children's charities were ranked as the most important cause to support, receiving an average score of 4.57. This was followed by cancer (average score of 4.41) and disabilities (average score of 4.33). Lifestyle related diseases were ranked as the least important charitable cause (average score of 3.23). The results for all charitable causes are summarised in Table 1a.

#### 6.1.2 30-45 Age Group

Respondents within this age group ranked children's charities as the most important cause to support, receiving an average score of 4.65. Cancer was ranked as the second most important cause (average score of 4.5), and charities supporting disabilities were ranked as the third most important cause, receiving an average score of 4.18. Lifestyle related diseases were ranked as the least important charitable cause (average score of 3.02). The results for all charitable causes are summarised in Table 1b.

#### 6.1.3 46-60 Age Group

Respondents within this age group ranked children's charities and disabilities as the most important causes to support, both receiving an average score of 4.48. Cancer was ranked as the third most important charitable cause to support, receiving an average score of 4.31. Lifestyle related diseases were ranked as the least important charitable cause (average score of 3.44). The results for all charitable causes are summarised in Table 1c.

**Table 1a. Importance of Charitable Cause (Combined Age Group)**

Cause	Total Score	Number of Respondents	Average Score	Rank
Children's Charities	443	97	4.57	1
Cancer	401	91	4.41	2
Disabilities	385	89	4.33	3
Disadvantaged Families	376	91	4.13	4
International Aid	374	96	3.90	5
Disaster relief in Australia	372	97	3.84	6
Lifestyle related	281	87	3.23	7

diseases				
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**Table 1b. Importance of Charitable Cause (30-45 Age Group)**

Cause	Total Score	Number of Respondents	Average Score	Rank 30-45 Age Group
Children's Charities	228	49	4.65	1
Cancer	207	46	4.5	2
Disabilities	188	45	4.18	3
Disadvantaged Families	183	44	4.16	4
International Aid	199	48	4.15	5
Disaster relief in Australia	181	49	3.69	6
Lifestyle related diseases	133	44	3.02	7

**Table 1c. Importance of Charitable Cause (46-60 Age Group)**

Cause	Total Score	Number of Respondents	Average Score	Rank 46-60Age Group
Children's Charities	215	48	4.48	1
Cancer	194	45	4.31	3
Disabilities	197	44	4.48	1
Disadvantaged Families	193	47	4.11	4
International Aid	175	48	3.65	6
Disaster relief in Australia	191	48	3.98	5
Lifestyle related diseases	148	43	3.44	7

**Method of Analysis:** Respondents were asked to rank each charitable cause on the basis of importance relative to each other. A total score was calculated where causes ranked first were valued higher than the following rankings. Scores ranked as 1 received a value of 7, scores ranked as 2 received a value of 6, scores ranked as 3 received a value of 5, scores ranked as 4 received a value of 4, scores ranked as 5 received a value of 3, scores ranked as 6 received a value of 2, and scores ranked as 7 received a value of 1. The total score is the sum of all weighted rank counts. This total score was then divided by the total number of respondents who completed the question. Not all respondents

answered the question for each charitable cause; therefore the total scores for different characteristics were divided by a different number of respondents (see “number of respondents” column in Tables 1a, 1b and 1c). This produces the average score. A higher average score indicates that the cause is more important relative to others.

It is important to note that the scale for this question is classified as ordinal, therefore the average score is only utilised to rank the importance of the cause (Zikmund et al 2011).

## 6.2 PREFERRED METHOD OF CONTACT

**6.2.1.1.1 Finding:** The preferred method of contact for the 30-45 age group was email, whereas the preferred method of contact for the 46-60 age group was direct mail.

### 6.2.2 30-45 Age Group

The preferred method of contact for this age group as indicated by survey respondents was email, with 37% of respondents selecting this option. This was followed by being approached in public (24%), and door knock appeals (18%). The results are summarised in Table 2a.

### 6.2.3 46-60 Age Group

The preferred method of contact for this age group as indicated by survey respondents was direct mail, with 26% of respondents selecting this option. This was followed by being approached in public (24%) and email (18%). The results are summarised in Table 2b.

**Method of Analysis:** Respondents were asked to select one option in regards to which method of contact they preferred. If there were other methods they preferred a textbox was provided which tallied results into frequency counts. The answers were divided based on age group. The results were then tallied and expressed as a percentage

**Table 2a. Preferred Method of Contact (30-45 Age Group)**

Method of Contact	Count	Percentage
Direct mail	7	14%
Door knock appeals	9	18%
Public approach	12	24%
Telephone	1	2%
E-Mail	19	37%
Other: Please specify	3	6%
<b>TOTAL</b>	<b>51</b>	<b>100%</b>

**Table 2b. Preferred Method of Contact (46-60 Age Group)**

Method of Contact	Count	Percentage
Direct mail	13	26%
Door knock appeals	8	16%
Public approach	12	24%
Telephone	1	2%
E-Mail	9	18%
Other: Please specify	7	14%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

## 6.3 MEDIA USAGE

**6.3.1.1 Finding: The most used medium for both age groups was the internet, followed by newspapers and magazines.**

### 6.3.2 30-45 Age Group

The most used medium for this age group was the internet, with 57% of respondents selecting this option. This was followed by television (22%) and newspaper (10%). The results are summarised in Table 3a.

### 6.3.3 46-60 Age Group

The most used medium for this age group was the internet, with 48% of respondents selecting this option. This was followed by television (23%) and newspaper (17%). The results are summarised in Table 3b.

**Method of Analysis:** Respondents were asked which medium they used most on a weekly basis. The answers were divided based on age group. The results were then tallied and expressed as a percentage.

### 6.3.4 Media Advertising

**6.3.4.1.1 Finding: The form of advertising most paid attention to was television for both age groups.**

#### 6.3.4.2 30-45 Age Group

When respondents were asked to select which form of advertising they most paid attention to, television was the most selected response, with 39% of respondents selecting this option. This was followed by outdoor advertising (14%), and then newspaper, social media and internet advertising (all 12%). The results are summarised in Table 3c.

#### 6.3.4.3 46-60 Age Group

When respondents were asked to select which form of advertising they most paid attention to, television was the most selected response, with 40% of respondents

selecting this option. This was followed by newspaper advertising (23%) and outdoor advertising (17%). The results are summarised in Table 3d.

**Method of Analysis:** Respondents were asked to select one of the advertising options as to which they thought they were most attentive to. The answers were divided based on age group. The results were then tallied and expressed as a percentage.

**Table 3a. Primary Medium Used (30-45 Age Group)**

Media Used	Count	Percentage
TV	11	22%
Radio	2	4%
Internet	29	57%
Magazines	3	6%
Social Media	1	2%
Newspaper	5	10%
<b>TOTAL</b>	<b>51</b>	<b>100%</b>

**Table 3b. Primary Medium Used (46-60 Age Group)**

Media Used	Count	Percentage
TV	11	23%
Radio	4	8%
Internet	23	48%
Magazines	1	2%
Social Media	1	2%
Newspaper	8	17%
<b>TOTAL</b>	<b>48</b>	<b>100%</b>

**Table 3c. Form of Advertising Most Paid Attention to (30-45 Age Group)**

Type of Advertising	Count	Percentage
TV advertising	20	39%
Radio advertising	1	2%
Internet advertising	6	12%
Magazines advertising	5	10%
Social media advertising	6	12%
Newspaper advertising	6	12%
Outdoor advertising (Billboards, Back of buses and taxis, Bus stops)	7	14%
<b>TOTAL</b>	<b>51</b>	<b>100%</b>

**Table 3d. Form of Advertising Most Paid Attention to (46-60 Age Group)**

Type of Advertising	Count	Percentage
TV advertising	19	40%
Radio advertising	2	4%
Internet advertising	2	4%
Magazines advertising	5	10%
Social media advertising	1	2%
Newspaper advertising	11	23%
Outdoor advertising (Billboards, Back of buses and taxis, Bus stops)	8	17%
<b>TOTAL</b>	<b>48</b>	<b>100%</b>

## 6.4 GENERAL AWARENESS OF RIDBC

**6.4.1.1 Finding:** A greater percentage of respondents aged 46-60 had heard of RIDBC, and could recognise RIDBC's logo, compared to the 30-45 age group.

### 6.4.2 30-45 Age Group

51% of survey respondents selected "yes" when asked if they had heard of RIDBC. 49% of respondents selected "no". The results are summarised in Table 4a.

29% of survey respondents indicated that they could recognise the RIDBC logo, whereas 71% couldn't recognise the logo. The results are summarised in Table 4c.

### 6.4.3 46-60 Age Group

88% of survey respondents selected "yes" when asked if they had heard of RIDBC. 12% of respondents selected "no". The results are summarised in Table 4b.

42% of survey respondents indicated that they could recognise the RIDBC logo, whereas 58% couldn't recognise the logo. The results are summarised in Table 4d.

**Method of Analysis:** Respondents were asked to select "Yes" or "No" in regards to whether they had heard of RIDBC, and if they could recognise RIDBC's logo. The answers were divided based on age group. The results were then tallied and expressed as a percentage.

**Table 4a. Awareness of RIDBC (30-45 Age Group)**

Have you heard of RIDBC?	Count	Percentage (30-45 Age Group)
Yes	26	51%
No	25	49%
<b>TOTAL</b>	<b>51</b>	<b>100%</b>

**Table 4b. Awareness of RIDBC (46-60 Age Group)**

<b>Have you heard of RIDBC?</b>	<b>Count</b>	<b>Percentage (46-60 Age Group)</b>
Yes	44	88%
No	6	12%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

**Table 4c. Recognition of RIDBC Logo (30-45 Age Group)**

<b>Recognition of RIDBC Logo</b>	<b>Count</b>	<b>Percentage (30-45 Age Group)</b>
Yes	15	29%
No	36	71%
<b>TOTAL</b>	<b>51</b>	<b>100%</b>

**Table 4d. Recognition of RIDBC Logo (46-60 Age Group)**

<b>Recognition of RIDBC Logo</b>	<b>Count</b>	<b>Percentage (46-60 Age Group)</b>
Yes	21	42%
No	29	58%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

## 7 INTERPRETATION OF RESULTS

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This section focuses on the interpretation of the qualitative and quantitative data analysed in Section A, 6, the quantitative data analysed in Section B, 2 and the literature review in Section A, 4. Key themes have been developed, which are ordered in a logical structure based on the typical consumer decision making process (Elliott, Rundle-Thiele & Waller 2012; Hoyer & MacInnis 2010). Objective(s) are listed under each key theme, ensuring that each objective has been addressed in this section. The interpretation of these results will be used to develop appropriate marketing strategies for RIDBC in Section 3. The structure of this section is summarised in Figure 1.

### 7.1 MOTIVATION TO SUPPORT CHARITIES

#### Relates to objective 2.2

For both age groups, emphasising that long term donation to RIDBC supports those less fortunate could motivate individuals to donate to RIDBC. This is because “caring and compassion” (giving based on relationships with people, love or compassion for those less fortunate) was the most selected motivating factor to donate to charities (see Section A, 6.2.4 for all percentages). A greater proportion of respondents aged 30-45 selected this factor (82.35%) compared to the 46-60 age group (74%). It is also interesting to note that individuals who earn over \$80,000 find “social responsibility” over “caring and compassion” as a greater motivating factor (Section A, 6.2.11.5/ Section A, Crosstabs 16 and 17). Segmenting based on income may be undertaken to develop more targeted promotions.

#### 7.1.1 30-45 Age Group

The second most selected factor for this age group was personal connection (52.94%). Findings suggest that this age group is therefore more likely to be motivated by a personal connection (being approached by family and friends for donations or a family member is affected by the cause), which should be focused on in RIDBC’s marketing strategies in tandem with “caring and compassion”. If the 46-60 age group could encourage their peers or family members in the 30-45 age group to donate to RIDBC, this could increase possible donations due to this motivating factor.

#### 7.1.2 46-60 Age Group

Interestingly, the second most selected factor for this age group was social responsibility (give out of social obligation to maintain society). 72% of respondents in this group selected this factor, which is markedly higher compared to the 30-45 age group (49.02%). An interviewee within this age group also mentioned that he donated because he felt he had a certain responsibility to support those less fortunate (Section A, Interview 5, p77). Therefore emphasising that donating to RIDBC fulfils an important social responsibility may increase likelihood of long term donation.

It is essential for RIDBC to recognise what motivates the two separate age groups to donate to charities in general. The literature acknowledged that values can align with a particular charity which increases likelihood of donation and support (Scaife et al 2011-see Section A, 4.5). This is supported by the consumer behaviour theories of enduring and affective involvement (Hoyer & MacInnis 2010). Enduring involvement is when an individual continues to show interest in a particular subject over an extended period of time, whereas affective involvement is when an individual develops an interest to expend emotional effort and develop feelings about a subject (Hoyer & MacInnis 2010). These types of involvement are an outcome of motivation, therefore emphasising these motivating factors in RIDBC's marketing strategies can help encourage individuals to donate on a long term basis.

## 7.2 RIDBC'S DIRECT AND INDIRECT COMPETITORS

### Relates to objectives 1.1, 1.2, 1.3, 1.7

Through analysis of the qualitative data gathered via in-depth interviews, it was identified that RIDBC's direct competitors for the combined age groups include The Cancer Council, Guide Dogs, Salvation Army and the Starlight Foundation (see Section A, 6.1.1). The survey results also support this finding, as 63.4% of respondents have donated or currently donate to the Salvation Army, 53.5% have donated or currently donate to the Cancer Council, 24.8% have donated or currently donate to the Guide Dogs, and 24.8% have donated or currently donate to the Starlight Foundation (see Section A, Table 3a/3b). There were 83 different charities that survey respondents donated to, showing that there are a wide range of causes the 30-45/46-60 age groups donate to, but clearly some charities receive more donations than others. Only one respondent in the survey donated to RIDBC.

The UTS Student Brief reported that RIDBC considered any deaf and/or blind charities, children's charities and any charity dealing with numerous disabilities as competitors (UTS Student Brief 2012). Findings indicate that competitors are not necessarily just those specified by RIDBC. Analysing the main charities the target audience donates to, direct competitors also include larger, well known charities which support the Australian community in some way. Indirect competitors were identified as smaller Australian charities, such as Shepherd Centre, MS (Multiple Sclerosis) Society, and large global charities, such as UNICEF, Amnesty International and Oxfam (see Section A, Table 3a). Interestingly, during the in-depth interviews, many interviewees donated to a particular charity because they viewed the cause was extremely worthy in their opinion and helped a significant proportion of the Australian population (see Section A, 6.1.5). For example, one interviewee mentioned he trusted the Smith Family because they "do a lot of good things, they're big, and they look after a lot of people", which influences why he donates to that charity (Section A, Interview 13, p90). Another interviewee supported the Cancer Council because she saw a large number of people affected by the disease when she previously worked at a hospital (Section A, Interview 1, p65). Clearly, what is deemed as a significant proportion of the Australian population will vary between each individual, hence a percentage cannot be specified. Therefore the following definitions for RIDBC have been suggested on the basis of the in-depth interviews and survey results:

**Direct competitors:** charities that are viewed by the target market which support a cause that affects a large proportion of the Australian community; and charities which support children, the deaf and/or blind

**Indirect competitors:** charities that are viewed by the target market which support a cause that affects a narrow proportion of the Australian community; and charities which support international causes (such as Oxfam, UNICEF), but not the Australian community

It is crucial for RIDBC to understand the definition of their direct competitors to allow them to monitor their competitors' marketing activities. Positioning "describes how target markets perceive the organisation's offer relative to competing offers" (Elliott, Rundle-Thiele & Waller 2012; p202). Hence an effective market/positioning strategy can only be developed if there is a proper definition of who direct competitors are because positioning is relative to competitors.

## 7.2.1 Evoked Set of Charitable Organisations

### Relates to objective 1.7

The evoked set can be defined as a subset of brands which are at the top of a consumer's mind when making a choice (Hoyer & MacInnis 2010). The possible evoked set of charitable organisations within the combined age groups is extensive, with survey respondents naming 77 different charities or causes (see Section A, Table 2). The charities recalled most include Salvation Army, Red Cross, World Vision, Cancer Council, Oxfam, Smith Family, RSPCA, UNICEF, Amnesty International and Guide Dogs. Charities that are recalled are more likely to be selected for donation (Hoyer & MacInnis 2010), which was also supported by the literature. For this study, the evoked set has been identified as the Salvation Army, the Starlight Foundation, Guide Dogs and the Cancer Council. This is because a large number of survey respondents recalled these charities (see Section A, Table 2), and also donate or have donated to these charities as mentioned previously in Section B, 2.2. These charities are also classified as direct competitors; hence World Vision is not included because it is classified as an indirect competitor in this study. A key limitation which should be identified is that it is likely the evoked set encompasses a greater number of charities which will vary amongst individuals. Determining the positioning of a larger number of charities would have been difficult for this study, because it was essential the length of the survey be kept short as no incentives were provided to survey respondents.

## 7.2.2 Donation to Children's, Deaf and Blind (CDB) Charities

### Relates to objective 1.2

The main CDB charities which the combined age groups donate to as identified by survey respondents were Guide Dogs (24.8%), World Vision (26.7%) and the Starlight Foundation (24.8%) (Section A, Table 3a/3b).

As specified earlier in Section B, 2.2, findings indicate that RIDBC's direct competitors are not just children's, deaf and/or blind charities, therefore marketing strategies will focus on positioning RIDBC against a wider range of charities, including, but not limited to CDB charities.

## 7.3 KEY CHARACTERISTICS TO DETERMINE CHARITABLE SUPPORT

### Relates to objectives 1.8.

Worthiness of cause, trust, brand awareness, convenience of donation and local charity were the main evaluative criteria identified during the in-depth interview process and the literature review (Section A, 6.1.5).

The ranking of importance for both age groups have been reiterated from Section A because it is essential to determine the relative importance of each attribute. This will ensure that a suitable positioning strategy is developed on the basis of the most important evaluative criteria (Hooley, Piercy & Nicoulaud 2008).

### 7.3.1 30-45 Age Group

The results of the survey revealed that the top four characteristics used to determine which social marketing charity to support in order of importance were:

1. Worthiness of cause
2. Trust
3. Brand awareness
4. Local charity (Section A, 6.2.2).

45.1% of survey respondents indicated that they prefer to support Australian charities over international charities, but 27.45% were not concerned whether the charity supported an Australian or international community (Section A, 6.2.2.1.2). This infers that marketing strategies targeted towards this age group may have to identify RIDBC as a charity which supports the Australian community, but it should not be the main focus of a promotional campaign. The results of the survey suggest that worthiness of cause should be the key characteristic stressed in RIDBC's communications.

### 7.3.2 46-60 Age Group

For the 46-60 age group, trust was ranked as the most important characteristic, and worthiness of cause was ranked second. This shows that communications and promotions targeted towards this age group may have to focus more on RIDBC being a trustworthy charity in comparison to the 30-45 age group. 48% of respondents indicated they prefer to support a local charity over an international charity, whereas 42% were not concerned about this factor (Section A, 6.2.2.1.2). Similar to the 30-45 age group, this characteristic is important, but results suggest that other characteristics are more important and should be focused on in RIDBC's communications. The characteristics for the 46-60 age group in order of importance were:

1. Trust
2. Worthiness of cause
3. Brand awareness
4. Local charity (Section A, 6.2.2)

Convenience of donation was ranked as the least important characteristic by survey respondents in both age groups; therefore this factor should not be the main focus of RIDBC's marketing efforts.

Overall, RIDBC should be promoted as a trustworthy charity with a worthy cause. This is because trust (belief that donations are used appropriately) and worthiness of cause have been identified by survey respondents as determinant attributes. Determinant attributes are used by consumers to determine the choice between alternatives (Lovelock, Paterson and Wirtz 2011). These attributes should be emphasised in RIDBC's marketing strategies to convince consumers to support RIDBC. Stressing transparency of operations may be needed to convince both age groups that RIDBC can be trusted to use donations appropriately. The worthiness of RIDBC's cause should also be a focus of their marketing strategies to convince consumers to donate to RIDBC over another charitable organisation.

## 7.4 CURRENT MARKET POSITIONING OF RIDBC AND DIRECT COMPETITORS

### Relates to objective 1.4, 1.5, 1.6

Overall, RIDBC's positioning was perceived by respondents in both age groups as substandard compared to the evoked set identified in Section B, 2.2. The Salvation Army, Cancer Council, Starlight Foundation and Guide Dogs received higher overall scores in terms of positioning against the five characteristics identified during the qualitative analysis (see Section A, 6.2.3 for each charity's scores, Section A, 6.1.5 for an outline of the five characteristics). For both age groups, the ranking based on overall scores was:

1. Salvation Army
2. Cancer Council
3. Guide Dogs
4. Starlight Foundation
5. RIDBC

The following sections (sections 2.4.1 - 2.4.4) will focus on the positioning of each charity in relation to the top four characteristics for each age group; worthiness of cause, trust, brand awareness and local charity. The ratings for each characteristic have been reiterated from Section A, 6.2.3, to clearly illustrate how RIDBC and RIDBC's competitors are perceived amongst the 30-45/46-60 age groups. The last part of this section (Section B, 2.4.5) will then focus on the overall perception of RIDBC and RIDBC's competitors on the basis of all characteristics used to evaluate which charity to support.

### 7.4.1 Worthiness of Cause

#### 7.4.1.1 30-45 Age Group

RIDBC received the fourth highest average score out of the five charities (3.78 out of 5). This does not suggest that the age group thinks RIDBC's cause is unworthy; as the score is still above neutral, but respondents indicate that they view other causes as more worthy. This is highly problematic for RIDBC, because the findings of the survey signify worthiness of cause is the most important characteristic for this age group when choosing which charity to support. Only the Starlight Foundation received a lower average score than RIDBC (3.73 out of 5). The Salvation Army (4.00 out of 5), Cancer Council (3.96 out of 5) and Guide Dogs (3.86 out of 5) all received higher average scores. If RIDBC is to be identified as an option in the target market's evoked set, then RIDBC will have to stress the worthiness of their cause. The ranking for worthiness of cause was:

1. Salvation Army
2. Cancer Council
3. Guide Dogs
4. RIDBC
5. Starlight Foundation (Section A, 6.2.3.2)

It is interesting to note that when respondents aged 30-45 were asked to compare the worthiness of each charity's cause **relative** to each other, RIDBC was ranked as the charity with the second most worthy cause. This disparity cannot be explained within this study. Forcing respondents to think about which cause is more important and ranking them against each other may have allowed respondents to recognise the worthiness of RIDBC's cause, but there is no evidence to support this theory.

#### 7.4.1.2 46-60 Age Group

RIDBC also received the fourth highest average score out of the five charities (4.00 out of 5), although this score is higher compared to the 30-45 age group. The Guide Dogs were viewed by respondents as the charity with the most worthy cause (4.24 out of 5), whereas the Starlight Foundation was again viewed as the charity with the least worthy cause out of the five charities (3.86 out of 5). Worthiness of cause was rated as the second most important characteristic for this age group when selecting a charity to support. Survey respondents indicated that they view other causes as more worthy, which is problematic for RIDBC as mentioned in Section 2.4.1.1. An interviewee in this age group mentioned that he supports Meals on Wheels because he thought "they're helping the lonely elderly people, which probably need more support" (Section A, Interview 13, p90). This indicates that RIDBC must focus on worthiness of cause in their promotional efforts. The ranking for worthiness of cause was:

1. Guide Dogs
2. Salvation Army
3. Cancer Council
4. RIDBC
5. Starlight Foundation (Section A, 6.2.3.2)

Respondents aged 46-60 ranked RIDBC as the third most worthy cause when asked to compare the worthiness of each charity's cause **relative** to each other. This is similar to the ranking above.

### 7.4.2 Trust

#### 7.4.2.1 30-45 Age Group

It is clear that the 30-45 age group perceive the RIDBC brand as less trustworthy compared to their key competitors. RIDBC received the lowest average score out of the five charities (3.37 out of 5). The Salvation Army and the Cancer Council received the highest average scores, which were quite similar (3.75 for the former, 3.73 for the latter). Trust was ranked as the second most important characteristic when selecting a charity to support (Section B, 2.3.1), therefore it is crucial for RIDBC to develop a trustworthy image within this age group if they wish to build long-term relationships with donors. The rating for trust as indicated by survey respondents was:

1. Salvation Army
2. Cancer Council
3. Guide Dogs
4. Starlight Foundation
5. RIDBC (Section A, 6.2.3.1)

#### 7.4.2.2 46-60 Age Group

RIDBC again received the lowest average score out of the five charities (3.52 out of 5). The Salvation Army received the highest average score again (4.10 out of 5), demonstrating that their brand is perceived as trustworthy amongst this age group. Dissimilar to the 30-45 age group, trust was rated as the most important characteristic when selecting a charity to support. RIDBC is viewed by this age group as less trustworthy compared to four of their direct competitors. Therefore RIDBC should focus on trust and transparency of operations in their communications if they wish to build long-term relationships with donors. This is also supported by qualitative research. Many interviewees mentioned that trust was a key concern when they donate to charities (Section A, 6.1.5). For example, one interviewee mentioned that “charities where I know where my funds are going” appealed to her (Section A, Interview 13, p91). Overall, trust should be built at earlier stages in the target market’s lifecycles to ensure that donations are given as they move through later life stages. This would be less costly for RIDBC, because less effort would have to be focused on attracting new donors (Bruhn 2003; Hill et al 2007). The ranking for trust was:

1. Salvation Army
2. Guide Dogs
3. Cancer Council
4. Starlight Foundation
5. RIDBC (Section A, 6.2.3.1)

Dissimilar to the 30-45 age group, the Guide Dogs were viewed as more trustworthy compared to the Cancer Council, but this does not change RIDBC’s lower trust perception within this age group.

#### 7.4.3 Brand Awareness

It is important to note that “brand awareness” for this particular question in the survey was defined as awareness of the brand itself and the activities the charity undertakes.

##### 7.4.3.1 30-45 Age Group

This age group is unaware of the RIDBC brand and the activities they undertake in general, receiving an average score of 2.86 out of 5. This is markedly lower in comparison to their direct competitors, who all received a score above 3.5 (Section A, 6.2.3.3). The Salvation Army had the highest level of brand awareness, receiving an average score of 3.76 out of 5. Brand awareness was rated as the third most important characteristic when selecting a charity to support (Section B, 2.3.1); therefore it is important that this age group have a general understanding of the activities RIDBC undertakes to support children with disabilities. Increasing brand awareness could also increase the age group’s level of trust. Crosstabs 10-14 in Section A simultaneously compare trust and brand awareness. The results show a relationship exists between trust and brand awareness, where respondents that had a higher level of trust for each charity also agreed that they

had a higher level of brand awareness. The literature also suggests that brands which are unfamiliar to an individual are less likely to be donated to (CGAP 2010- see Section A, 4.2, p7). This is further supported by research specifically on the Australian charity sector, which suggests identification of a trustworthy charity is partially reliant on hearing about the organisation in the media on a frequent basis (Millward Brown 2012). The implications for brand awareness on trust also apply to the 46-60 age group. The ranking for brand awareness was:

1. Salvation Army
2. Guide Dogs
3. Cancer Council
4. Starlight Foundation
5. RIDBC (Section A, 6.2.3.3)

51% of respondents had heard of RIDBC, showing that general awareness of the RIDBC brand is low (Section B, Table 4a). This is problematic as respondents cannot even consider donating to RIDBC if they have not even heard of them.

#### 7.4.3.2 46-60 Age Group

This age group is also unaware of the RIDBC brand, receiving the lowest average score of 3.28 out of 5. This age group has greater awareness of the RIDBC brand compared to the younger age group, but this score is still the lowest out of all five charities. The Salvation Army has the highest level of brand awareness, receiving an average score of 4.20 out of 5. Similar to the 30-45 age group, brand awareness was rated as the third most important characteristic when selecting a charity to support (Section B, 2.3.2). A similar strategy must be undertaken to increase the level of brand awareness amongst the 46-60 age group, which could have positive implications on increasing the level of “trust” for this age group.

The rating for brand awareness was:

1. Salvation Army
2. Guide Dogs
3. Cancer Council
4. Starlight Foundation
5. RIDBC (Section A, 6.2.3.3)

88% of respondents reported that they had heard of RIDBC, which is markedly higher in comparison to the 30-45 age group. Although this is a relatively high percentage, this does not mean that the respondents understand what activities RIDBC undertakes to help children with blind and deaf disabilities.

### 7.4.4 Local Charity

Please note that “local charity” refers to a charity which supports Australian causes and issues.

#### 7.4.4.1 30-45 Age Group

RIDBC was viewed as the charity which helps the Australian community the least out of the five charities, receiving an average score of 2.51. The Salvation Army was perceived to help the Australian community the most, receiving the highest average score of 3.80.

All direct competitors were seen as “more helpful” when supporting the Australian community. It is essential that RIDBC be seen as a charity that supports the Australian community to a larger degree. Although “local charity” was ranked as the fourth most important characteristic when selecting a charity to support, Section B, 2.2 outlined that worthiness of cause could be affected by the target market’s view of what proportion of the Australian population the charity helps. Improving the perception of RIDBC as a charity which supports a sizeable proportion of the Australian community could assist in driving long term donation, because worthiness of cause was identified as the most important characteristic. “Local charity” should not be a main focus in RIDBC’s communications, but it is important to convey that the charity is Australian and provides essential services to a significant percentage of the Australian community in need of their services. The ranking for local charity was:

1. Salvation Army
2. Cancer Council
3. Starlight Foundation
4. Guide Dogs
5. RIDBC (Section A, 6.2.3.5)

#### 7.4.4.2 46-60 Age Group

RIDBC was also viewed as the charity which helps the Australian community the least out of the five charities, receiving an average score of 2.35. This is lower in comparison to the 30-45 age group, therefore marketing communications targeted towards this age group may have to stress that the RIDBC helps a significant proportion of the Australian community. The Salvation Army was also perceived to help the Australian community the most, receiving the highest average score of 4.23. The same implications drawn for the 30-45 age group in Section 2.4.4.1 apply to this age group in terms of increasing worthiness of cause. Worthiness of cause is the second most important characteristic when choosing a charity to support for this age group, therefore it is important that RIDBC be seen as a charity which supports the Australian community.

The rating for local charity, which is the same as the 30-45 age group, was:

1. Salvation Army
2. Cancer Council
3. Starlight Foundation
4. Guide Dogs
5. RIDBC (Section A, 6.2.3.5)

### 7.4.5 Overall Perception of RIDBC and RIDBC’s Competitors

#### 7.4.5.1 30-45 Age Group

RIDBC’s positioning is perceived as substandard in comparison with RIDBC’s key competitors, receiving an overall score of 3.16 (see Section A, 6.2.3.1 for all overall scores). This is highly problematic, as RIDBC received consistently lower scores across the top four characteristics. RIDBC’s cause is seen as worthy, but other charities’ causes are seen as more worthy. RIDBC is not seen as a trustworthy charity, with low brand awareness and a perception that the charity assists the Australian community to a lesser degree in comparison to other charities such as the Salvation Army and the Cancer Council. Brand awareness is lower for this age group compared to the older age group.

The Salvation Army received the highest overall score of 3.84, indicating that this charity is perceived as trustworthy, supports and assists a significant proportion of the Australian community, has a worthy cause and has a high level of brand awareness. The Salvation Army received the highest scores across all of the top four characteristics used to select a charity to support, as well as convenience of donation.

The Cancer Council received the second highest overall score of 3.69, receiving consistently high scores across trust, worthiness of cause and local charity, coming second to the Salvation Army. The Cancer Council's brand awareness score was 3.55, the third highest score out of the five charities. Therefore brand awareness is higher than RIDBC, but is not as well known as the Salvation Army or Guide Dogs.

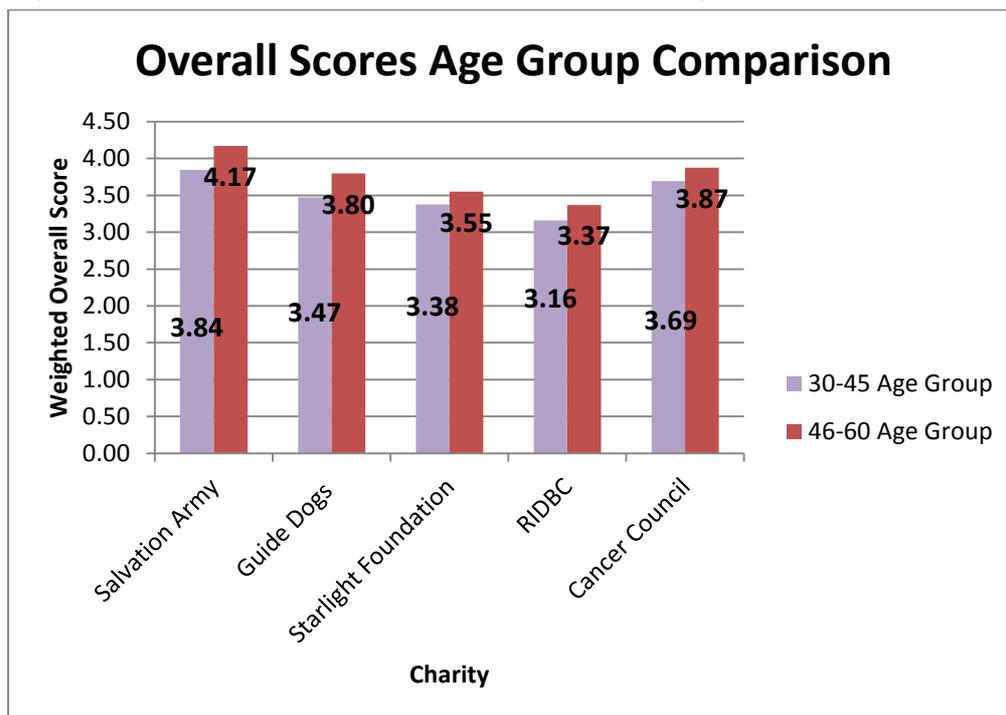
The Guide Dogs and Starlight Foundation both received higher overall scores in comparison to RIDBC (3.47 for the former, 3.38 for the latter), but lower overall scores compared to the Salvation Army and the Cancer Council. Overall these two competitors are viewed as less trustworthy. The Guide Dogs are a well known charity in comparison to the Starlight Foundation. The Starlight Foundation is perceived to have a cause which is less worthy in comparison to RIDBC. The Guide Dogs also received a low average score in relation to the perception that the charity helps the Australian community, but this was still higher than RIDBC's score.

#### 7.4.5.2 46-60 Age Group

RIDBC's positioning is also perceived as substandard by the 46-60 age group in comparison with RIDBC's key competitors. RIDBC's scores across the four key characteristics were consistently lower in comparison to the other charities, receiving an overall score of 3.37. This creates the same problem across both age groups, indicating that RIDBC's branding may require adjustment to appeal to both age groups. RIDBC is not seen as a trustworthy charity, with low brand awareness and a perception that the charity assists the Australian community to a lesser degree in comparison to charities such as the Salvation Army and the Cancer Council.

The overall positioning scores for the 46-60 Age Group are identical in **terms of rank** to the 30-45 age group. The Salvation Army was again the most trusted charity with the highest levels of brand awareness and "local charity" scores, but Guide Dogs was viewed as the charity with the most worthy cause out of all charities. The perception of Starlight Foundation and the Cancer Council within this age group is highly similar to the 30-45 age group, receiving lower overall scores than Salvation Army and Cancer Council, but higher in comparison to RIDBC.

Figure 2 (taken from Section A) graphically compares the overall positioning scores for both age groups. Examining Figure 2, it is salient that the 46-60 age group gave higher overall scores to each charity compared to the 30-45 age group. It is possible that the younger age group is more sceptical of charities which could explain the lower scores, but there is no evidence to support this theory.

**Figure 2. Overall Scores Comparison Based on Age Group**

## 7.5 ADJUSTMENT OF RIDBC'S BRANDING TO INCREASE APPEAL

### Relates to objective 2.5

Through the analysis of RIDBC's positioning relative to their competitors, it is salient that there is an urgent need to adjust RIDBC's branding to appeal to the 30-45/46-60 demographics. The empirical evidence in Section 2.4 provides clear evidence that RIDBC has a substandard position amongst their key competitors, as measured in comparison to four alternative charities in the consumer's evoked set. Worthiness of cause and trust are the two key evaluative criteria that respondents in both age groups use to determine which specific charity they will support. Therefore it is strongly suggested that RIDBC should adjust their brand image to ensure that they are perceived positively amongst these age groups, which may increase engagement and long term donation.

A range of marketing strategies will thus be recommended in Section 3 which will focus on adjusting RIDBC's position in the market place with the objective to increase long term donor engagement.

## **WHAT CAN RIDBC LEVERAGE TO INCREASE ENGAGEMENT?**

### **7.6 EMPHASIS OF RIDBC AS A CHILDREN'S CHARITY**

#### **Relates to objective 2.3**

Within the combined age group, children's charities were ranked as the most important charitable cause, followed by cancer and disabilities (See Section A, Table 6). This provides support for RIDBC's assumption that the Australian community has a disposition to support children's charities (UTS Student Brief 2012).

#### **7.6.1 30-45 Age Group**

The order of importance for each charitable cause as rated by this age group was the same as the combined age group (see Section B, Table 1b). Children's charities were ranked as the most important charitable cause, followed by cancer and disabilities. This illustrates that this age group has a positive attitude towards supporting a children's charity more so than charities with disabilities. This indicates that RIDBC's promotional efforts should focus on how they help and assist children in various ways so they can receive the same opportunities as children who do not have disabilities.

#### **7.6.2 46-60 Age Group**

Children's charities and disabilities were ranked as equally important causes by the older age group, with cancer instead being the third most important charitable cause to support (see Section B, Table 1c). This demonstrates that this age group has a positive attitude towards supporting children with disabilities, and should be focused on in their marketing and promotional efforts.

### **7.7 MEDIA USAGE AND INTERACTING WITH THE 30-45 AND 46-60 AGE GROUPS**

#### **Relates to objectives 2.1, 2.4**

#### **7.7.1 30-45 Age Group**

The most used medium for this age group was the Internet (57%), followed by television (22%) and newspaper (10%) (Section B, Table 3a). Survey respondents also reported that TV advertising is the form of advertising they pay most attention to (39%), followed by outdoor (14%) and then social media, newspaper and internet advertising (all 12%) (Section B, Table 3c). Therefore RIDBC may have to utilise multiple platforms to engage and interact with this age group if they wish to attract and retain new donors. Utilising the internet, television, outdoor media, social media and the newspaper in some way to produce a coherent message targeted at this age group may be necessary to engage donors on a long term basis.

When contacting donors, utilising email, approaching in public (such as asking for small change donations on the street or face to face communications), and direct mail should be used, as they are the preferred methods of contact (Section B, Table 2a).

### 7.7.2 46-60 Age Group

Similar to the 30-45 age group, the Internet was the most used medium (48%), followed by television (23%) and newspaper (17%) (Section B, Table 3b). Survey respondents also reported that TV advertising, newspaper advertising and outdoor advertising were the forms of advertising they paid most attention to (Table 3d). The empirical findings of this study suggest that utilising direct mail, approaching individuals in public and email are appropriate methods of contacting donors within this age group (Section B, Table 2b).

It is also important to note that although “events” were not an option for method of contact included in the survey; some respondents mentioned that special events or days would be their preferred method of contact (Section A, Table 17b). Research also shows that Australians are interested in events involving food, but the charity should develop a creative or exciting aspect beyond a typical morning tea (Millward Brown 2012). This creates a possible opportunity for RIDBC to leverage.

The parallels which can be drawn between the two age groups’ media habits reinforces that a multi platform communication strategy may be necessary, although the high costs of some of these mediums may limit their use. The issue of media costs will be addressed in Section 3- Recommendations.

## 8 RECOMMENDATIONS

The following recommendations have been developed based on the interpretations in Section 2. The \$50,000 budget has also been considered when developing the following strategies for RIDBC. Implementing the following recommendations may allow RIDBC to reposition their brand effectively to appeal to current and potential donors:

### RECOMMENDATION ONE

**Increase perceptions of trust and worthiness of RIDBC's activities and cause in helping the Australian community amongst potential donors by:**

- Adopting a range of public relations activities to increase awareness of RIDBC and the activities they undertake to support children with blind/deaf disabilities
- Using multiple communication touch points to interact with potential donors
- Tailoring marketing communications with each age group on the basis of different motivations, media usage and key criteria used to evaluate charities

### RECOMMENDATION TWO

**Engaging current donors on a regular basis by explaining how their donations are utilised to fund RIDBC's activities and how their donations assist blind and deaf children by:**

- Creating a "brand community" via social media
- Organising annual meetings with long term donors
- Tailoring marketing communications to each age group via direct mail and email

These recommendations apply to both age groups, but certain key elements will be tailored to each which may increase their propensity to support RIDBC on a long term basis.

Both recommendations focus on RIDBC's business level and functional level strategy from a marketing perspective (Hooley, Piercy & Nicoulaud 2008; Hill et al 2007).<sup>1</sup> Business level strategy will focus on utilising the organisation's key competitive advantage - RIDBC is "Australia's premier special educator" - whilst repositioning RIDBC to ensure it is **perceived** as a trustworthy charity providing essential services to the Australian population (Royal Institute for Deaf and Blind Children 2012; para.1). It is essential that RIDBC's cause is seen as worthy in comparison to other charitable organisations. Functional level strategy focuses on how RIDBC can utilise various marketing efforts to achieve their desired position in the marketplace i.e. facilitate achievement of business level strategy (Hill et al 2007).

<sup>1</sup> Business level strategy focuses on positioning an organisation against its competitors to create a competitive advantage, as well as the competitive theme the organisation stresses in its communications (Hill et al 2007). Functional level strategy from a marketing perspective involves utilising the marketing mix (product, price, promotion and place) to achieve the positioning strategy specified in business level strategy (Hooley, Piercy and Nicoulaud 2008).

## 8.1 INCREASING PERCEPTIONS OF TRUST AND WORTHINESS OF CAUSE

RIDBC must be perceived as a trustworthy charity with a cause worthy of long term support, otherwise attracting new donors may be difficult. RIDBC can adopt a range of public relations (PR) strategies to increase the awareness of their cause in general.

Although both age groups indicated that they pay attention to advertisements on television, outdoor media and in newspapers, RIDBC cannot advertise in these mediums due to a limited budget of \$50,000. For example, a full page colour advertisement in the Sydney Morning Herald can cost \$77,820.25 (inc. GST), and this does not include the cost of producing the advertisement (Fairfax Media 2008a). A two week interactive Adshel poster campaign (30 panels) can cost \$36,300 (inc. GST) (Adshel 2010). Qualitative research also indicated that the target age groups are extremely concerned with the amount of money spent on administration and where funds are allocated within the organisation (Section A, 6.1.5). Spending a large amount of money on expensive forms of advertising may actually cause disagreement with current and potential donors if they want the majority of donations to go towards children. The internet was a regularly utilised medium for both age groups, but advertising online may not be feasible. This is because RIDBC may not have the in-house skills to formulate a rich media internet campaign to the specifications of the media organisation (UTS Student Brief 2012)<sup>2</sup>. Additionally, the budget may not be able to accommodate internet advertising, although rates are not available from Fairfax Digital or News Limited. Adopting PR activities may result in media coverage within television programs, newspaper articles, as well as online news hubs and magazines, but at minimal cost. In saying this, RIDBC must ensure that PR activities are implemented successfully if they hope to generate wide scale publicity.

### 8.1.1 Key Promotional Strategy - Dining in the Dark- Annual Event

There are various alternatives that RIDBC could implement. RIDBC could organise a “dinner in the dark” event in conjunction with another company to ensure costs are kept relatively low, whilst raising money for the organisation. The author of this report contacted the events coordinator for RIDBC via email, and was notified that RIDBC may be organising an event similar to this idea after being approached by another company (Sommerton, L. 2012, pers. comm. 16 October). It is recommended that RIDBC take part in this event because it would allow diners (the potential donors) to experience what it would be like to be blind. Albeit the temporary experience, research shows that participating in an experiential event leads to the development of social bonds with similar individuals, which leads to a “heightened sense of moral responsibility” (Hassay & Peloza 2009; p32). If diners experienced what it was like to be blind, this may increase their perceptions that RIDBC’s cause is worthy. At the same time, explaining the various activities RIDBC undertakes and where donations go towards could increase perceptions of trust, because the charity is taking initiative to show their transparency of operations. Organising this event in conjunction with another company is needed to ensure costs are kept low for RIDBC.

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<sup>2</sup> Ad specifications in relation to digital advertising with News Limited can be viewed at [http://sops.news.com.au/adspecs/NewsAustralia\\_DigitalAdSpecs.pdf](http://sops.news.com.au/adspecs/NewsAustralia_DigitalAdSpecs.pdf). Rich media specifications can be viewed from pp5-14.

The novelty of this type of event is more likely to create publicity across television and newspaper articles. Various other forms of social marketing have already been implemented by other charitable organisations, which would decrease the novelty of the event. Peer-to-peer marketing has been undertaken in various forms across numerous charities, such as the RSPCA 'Cupcake Day', The Cancer Council's 'Girl's Night In' campaign, and Movember, which supports the Prostate Cancer Foundation of Australia (Cancer Council 2012; Movember 2012; RSPCA Australia 2012). A charity fete was a possible alternative for RIDBC to implement, but this idea has been implemented by various charities. For example, the Riding for Disabled Tall Timbers Centre (RDA) organised a family fete to raise money on the 21<sup>st</sup> October 2012 (*Rouse Hill Times* 17 October 2012, p. 23). The Boys and Girls Brigade also organised a fete called *Wonder100!* on the 15<sup>th</sup> October 2012 (see Section B, Appendix A for an example of their promotional poster, as no information is available on their website). These types of events are unlikely to generate the publicity needed to assist RIDBC reposition their brand.

RIDBC must therefore develop an innovative concept that is likely to attract the attention of the public, is different from the actions of other charitable organisations, and must be distinguishable from past marketing activities undertaken by RIDBC (Bennett & Savani 2011). The literature also suggests that individuals could be induced to switch from their current charity if a promotional campaign makes a charitable organisation more attractive than another (Bennett & Ali-Choudhury 2009- see Section A, 4.4). This promotional campaign could therefore be used to induce those to switch from their current charity to support RIDBC. This type of "dining in the dark" experience has been implemented across restaurants in the US<sup>3</sup>, London<sup>4</sup>, Bangkok<sup>5</sup>, as well as Sydney, but the restaurant in Sydney was closed. This helps to ensure that the concept is novel in Australia, but also feasible because it has been implemented previously.

### **8.1.2 Dining in the Dark - Complementary Event Campaign**

In tandem with this larger charity event, RIDBC could create a smaller PR campaign involving P2P marketing, but with a special twist which encourages consumers to organise their own "dining in the dark" experience. This could just be a simple dinner party, but the use of blindfolds can replicate the experience of eating "in the dark". This would allow a larger number of people to be exposed to the RIDBC brand, increase their awareness of RIDBC activities, as well as experience the difficulties blind people experience on a daily basis. Encouraging interaction between current and potential donors through these events creates opportunities to establish shared experiences and beliefs, which increases the propensity for potential donors to develop a sense of responsibility towards RIDBC (Hassay & Pelozo 2009). Using this type of event capitalises on the reported tendency for those aged 30-45 to donate based on a "personal connection" (Section B, 2.1.1). Therefore this type of marketing strategy is applicable to *both* age groups.

### **8.1.3 Cost**

The cost of organising this event would largely be related to the time spent by employees developing the campaign. This would include writing a press release to send to key media; developing communications to be sent to current donors based on each age

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<sup>3</sup> Visit [http://www.darkdining.com/index\\_main.php](http://www.darkdining.com/index_main.php) for more detail

<sup>4</sup> Visit <http://london.danslenoir.com/> for more detail

<sup>5</sup> Visit <http://didexperience.com/> for more detail

group; developing a website which would provide information about RIDBC, how to organise the event at home and the idea behind the event; and designing the mailout (either paper or email) to send to current donors. The cost of designing the website is estimated to be \$4000 (inc. GST) (Hornitzky, J. 2012, pers. comm. 19 October)<sup>6</sup>. Therefore this idea is feasible for RIDBC.

### 8.1.4 Media Channels and Communication Touch Points

To facilitate this event, a range of communication touch points should be utilised to reach the desired target age groups. These include touch points controlled by RIDBC, and those outside of RIDBC's direct control.

#### 8.1.4.1 Uncontrolled Touch Points

The novelty of the event should be utilised to gain media coverage across television, newspapers and the internet. This is necessary because RIDBC cannot afford to advertise on television or in newspapers as mentioned previously, although they were mediums used by a large percentage of survey respondents. RIDBC could approach major media organisations to negotiate free spots, but the likelihood of receiving a free spot is uncertain. RIDBC should leverage the following mediums to promote the event and increase awareness of RIDBC in general.

##### 8.1.4.1.1 Newspaper/Print

RIDBC should focus on gaining coverage across newspapers with high readership, including:

- Sydney Morning Herald; readership 649,000 Mon-Fri; 925,000 Saturday (Fairfax Media 2008b)
- The Daily Telegraph; readership 842,000 Mon-Fri; 761,000 Saturday (News Limited 2012a)
- The Sun Herald; readership 972,000 (Fairfax 2008c)
- mX Sydney; readership 301,000 (News Limited 2012b)

Gaining coverage within newspaper lift-outs with food content would also be ideal for RIDBC, as the event is related to the food industry. For example, Fairfax publishes the *Good Food* newspaper insert which is included in the Sydney Morning Herald every Tuesday, and News Limited publishes the *Taste.com.au* insert which is included in the Daily Telegraph each week. Coverage within these specific sections may increase likelihood of participation, as the readers are expected to be interested in food events because of the related content.

##### 8.1.4.1.2 Online

The majority of newspapers with high circulation, including those listed above, are also hosted online, which allows content to be replicated in the digital versions of these print mediums. This is ideal as survey respondents indicated that the internet was the most used medium for both age groups.

##### 8.1.4.1.3 Television

Television coverage would also be valuable to increase awareness of the event and RIDBC in general. Although it may not drive a large number of people to participate in the event, a feature of the event on television helps to "legitimise" the "dining in the dark" experience, and demonstrates the importance of the cause (Porteous, R. 2012, pers.

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<sup>6</sup> James Hornitzky is the technical director of Leafcutter Creative Digital, a digital consultancy firm based in Sydney. This company specialises in various forms of digital communication, including website development. See <http://www.leafcutter.com.au/>.

comm. 11 October). It is difficult for RIDBC to control publicity, therefore the campaign must be planned meticulously before it is launched.

## 8.1.4.2 Controlled Touch Points

### 8.1.4.2.1 Online (Website)

As mentioned earlier, RIDBC should develop a website to complement the event and provide a portal for information and donation. Having an internet site allows the target age groups to interact with RIDBC on a medium they regularly use.

### 8.1.4.2.2 Social Media

The event could easily be promoted on RIDBC's Facebook page. The page could provide simple information about the cause and idea behind the event, as well as direct followers to the website for more information.

Using an integrated marketing communications strategy is necessary because of the numerous touch points available to reach the audience (Belch & Belch 2012). RIDBC must ensure that a coherent brand image and message is communicated across all media, especially those which reach a large percentage of the target audience.

Encouraging current donors to involve potential donors is a key part of this marketing strategy. Tailoring marketing communications to each age group may be necessary, and will be suggested in the following sections.

## 8.1.5 30-45 Age Group

When RIDBC notifies this age group about the event, communications should emphasise worthiness of RIDBC's cause and the number of children in need of the services RIDBC provides. This message can be sent via email or mail, depending on the preference of the donor and what type of contact details have been supplied. Email was selected as the preferred method of contact by respondents in this age group, but RIDBC should contact donors on the basis of whichever method the donor prefers (if this is recorded by RIDBC). If the "invitation" is sent via direct mail, RIDBC could include the information on a separate sheet of paper, but mail it within one of their regular donation campaigns to keep the costs of the event to a minimum. The message should also encourage the donor to invite individuals who are not current donors, as personal connection was one of the key motivating factors for donation in this age group.

## 8.1.6 46-60 Age Group

When RIDBC contacts this age group regarding the event, RIDBC should emphasise the worthiness of their cause in a similar method as specified for the 30-45 age group, but they should especially emphasise trustworthiness of the charity. This is due to the importance of this evaluative criterion (Section B, 3.3.2). Emphasising trustworthiness could be achieved by outlining where all donations will go towards, such as a specific school or a specific program. Voluntarily providing this type of information can be used as a "trust building" method (Bruhn 2003; p116) to ensure the 46-60 age group participates in the event, and encourages potential donors to also participate in the event (Kirby 2012). It must be recognised that trust is developed through developing and maintaining strong relationships with long term donors, which is a long term strategy (Bruhn 2003). Therefore RIDBC should also focus on developing relationships and continually engaging with these

donors. This issue is addressed in Section B, 3.2. Direct mail would be utilised to contact donors within this age group due to survey results suggesting this as the ideal method.

The proposed campaign focuses on repositioning RIDBC to ensure both age groups perceive RIDBC as a trustworthy charity which is worthy of the community's support. The campaign aims to attract new donors, but it also encourages involvement from current donors. Implementing this idea may allow RIDBC to increase long term engagement with their donors.

## **8.2 ENGAGING CURRENT DONORS ON A REGULAR BASIS**

Engaging current donors on a regular basis is important to continually build trust and strong relationships, which may increase donors' involvement with the RIDBC brand (Bruhn 2003). The "dining in the dark" experience can be utilised to engage current donors. As mentioned in Section B, 3.1, RIDBC cannot advertise in newspapers, outdoor media or television due to high media placement costs and high production costs for television (Belch & Belch 2012). RIDBC should adopt the following strategies which may achieve their objective to increase engagement with their supporters.

### **8.2.1 Developing a Brand Community via Social Media**

A "brand community" may be developed to increase involvement of donors with the RIDBC brand. A brand community in relation to a charitable organisation can be defined as a group of individuals with "feelings of shared well-being, shared risks, common interests and common concerns", centred around a common charitable organisation and cause (Hassay & Peloza 2009; p26). Creating a successful brand community with current donors may develop and maintain donor commitment, thus engaging donors on a long term basis to encourage donation as they go through different lifecycles (Hassay & Peloza 2009).

RIDBC already utilise social media via a Facebook page, which is a method of building continual interaction between donors. RIDBC could further increase involvement with their brand via encouraging their Facebook fans to share their personal stories in relation to their experiences with RIDBC and the hardships they endured either raising children with blind/deaf disabilities, or the hardships they endured overcoming their own blind/deaf disabilities. Sharing "brand stories" is a way to bind members of the community (Hassay & Peloza 2009; p27). Building a positive image around the activities RIDBC undertakes to assist children may assist RIDBC in engaging their current donors to ensure that they remain long term donors.

Another method of increasing interaction on Facebook could involve following the story of one child who receives support from RIDBC. A post about the child's progress could be developed regularly and placed on RIDBC's page at least every two months, accompanied with photographs. Showing RIDBC's Facebook followers the results of their donations could foster a sense of trust and transparency, as indicated in the in-depth interview findings; interviewees indicated they wanted peace of mind that their donations would be used the "right way". This is supported by the Millward Brown Australian Charity Perceptions Report (2012), which explains that consumers are more likely to believe a

charity is trustworthy if they can see the results of their donations, and hear stories from those who have benefited from the charity (ibid. 2012). Another interviewee specifically mentioned that receiving regular updates, both visual and written, were important in convincing him to donate regularly (Section A, Interview 4, p76).

The stories posted on Facebook can also reach potential donors if Facebook followers “like”, “share” or “comment” on the post.

### 8.2.1.1 Cost

This strategy involves little financial cost to RIDBC, as Facebook fans can email their stories to a general RIDBC email address. An employee of RIDBC can post one story per week on the Facebook page, therefore the main cost of this promotional strategy is the time spent reading stories, selecting the most suitable stories and then posting them on Facebook. Participation in this type of strategy also involves no financial cost to the participant. Therefore when the donor has limited funds to donate to RIDBC, this engagement with the brand community may increase the likelihood of donation in the future when funds for donation become available.

### 8.2.1.2 Targeting by Age Group

Although both age groups utilise the internet, this method of engagement is largely targeted towards the 30-45 age group due to their greater usage of social media in comparison to the 46-60 age group (see Section B, Appendix B). Tailoring marketing communications to each demographic would not be possible because sending a targeted post is not possible on Facebook, all followers would be able to view the post.

## 8.2.2 Annual Meetings with Current “New” Donors

RIDBC should increase their interaction with donors via organising an annual meeting with selected donors. It may be beneficial for RIDBC to invite donors from their mailing program who have donated once or twice i.e. they are relatively new donors. This is because over 30% of new donors from the mailing program do not donate the following year (Morgan 2012). Allowing RIDBC’s high level employees to interact and talk to donors face to face could foster trust with the organisation (Kirby 2012). Maintaining a level of trust is essential for donor retention (Herrington 2007). Both age groups also indicated that a preferred method of contact was “public approach”. Although this study did not define public approach, this could be interpreted as a preference for face to face interaction. A meeting could be organised one night per year, held at one of RIDBC’s schools in North Rocks or North Parramatta. It must be noted that this idea is dependent on whether RIDBC has a large school hall to accommodate a large number of people.

There are numerous reasons why this meeting would be beneficial. Organising a large scale meeting allows RIDBC to explain to their donors what activities have been undertaken to help children with the use of their donations. RIDBC could explain the activities they have planned for the upcoming year and how donations will be used in the future. This helps to foster a sense of trust and transparency. Although these individuals would currently donate to RIDBC, it is important to emphasise that RIDBC is a trustworthy charity; otherwise donors could become dissatisfied with RIDBC and switch to another charity if this confidence is not maintained (Herrington 2007; Bruhn 2003). This meeting provides another opportunity to reiterate the worthiness of RIDBC’s cause and the essential nature of their services helping children in need. Emphasising that they are

helping children specifically, rather than providing further education for teachers, is important as empirical evidence suggests that individuals aged 30-60 believe children's charities are the most important cause to support (Section B, 2.6). This contact provides an opportunity for RIDBC to reiterate that the charity is "Australian" and supports the Australian community.

Additionally, this allows donors to interact with each other, fostering a sense of "brand" community as explained in Section B, 3.2.1. Building this type of community is dependent on the interaction of the charity's supporters, which a regular meeting would allow (Hassay & Pelosa 2009). This interaction, as explained earlier, can build a sense of responsibility towards RIDBC, which assists in establishing long term relationships with donors.

The strategy is largely focused on engaging current donors in order to create and sustain a long term relationships with RIDBC. To engage potential donors, RIDBC could encourage current donors to bring a partner, family member or friend who may not be a current RIDBC supporter. Thus another opportunity is created to showcase RIDBC's worthiness of cause and transparency of operations, which may convince non-supporters to donate to RIDBC.

#### 8.2.2.1 Cost

One of the main costs would be the provision of refreshments and food, as the meeting would have to be held in the evening. This cost is then dependent on the number of donors attending the meeting. At the time of writing, the author was unaware of the number of supporters RIDBC had, but it is assumed that this would not cost more than \$4,000. The event would essentially be limited to donors residing in Sydney. A cost would also be incurred for printing and sending the mail out via direct mail if this is the preferred method of contact for the individual. The invitation could also be sent via email, which would not incur a cost for the send out. There would be no cost in hiring the venue or equipment. Non-financial costs would include the time spent organising the event, including managing the logistics of the event, communicating with donors if they wish to attend, developing the invitation message for email and direct mail; as well as attending the event. Overall, the cost of the event would be outweighed by the benefits of face to face interaction with and between donors to develop a stronger relationship with RIDBC.

Convincing donors to attend the event could involve tailoring the invitation to each age group. Focusing on different motivations and criteria used to donate to charities may increase likelihood of attendance. This idea is focused on in Section B, 3.2.3, which focuses on tailoring direct mail communications with each age group. The recommendations within Section B, 3.2.3 apply to tailoring the invitation to each age group for the proposed event.

#### 8.2.2.2 30-45 Age Group

Email should be utilised as the method of contact because the survey results suggest this is the preferred method for this age group. It should be noted that if RIDBC's database indicates an individual would prefer to be contacted via direct mail (or if email details have not been supplied), then direct mail may also be used. See Section B, 3.2.3.2 in relation to which key messages should be emphasised in the invitation to this age group.

### 8.2.2.3 46-60 Age Group

Direct mail should be utilised as the method of contact because survey results suggest this is the preferred method for this age group. See Section 3.2.3.3 in relation to which key messages should be emphasised in the invitation to this age group.

## 8.2.3 Tailoring Direct Mail Messages to Each Age Group

Although RIDBC currently utilise direct mail to contact the two age groups, the message can be tailored based on motivation to donate to charities and the specific criteria used to select which charity to support. Survey results suggest that these motivations vary between each age group. RIDBC was concerned about how potential and current donors should be approached (Antonini, F. 2012, pers. comm. 16 August), therefore tailoring the message may increase likelihood of donation.

### 8.2.3.1 Cost

There is no additional financial cost associated with this recommendation, as the mail out is already sent four times per year (Morgan 2012).

### 8.2.3.2 30-45 Age Group

The message towards this age group should emphasise the worthiness of RIDBC's cause and reiterate that their donation has a direct impact on the life of a child. Worthiness of RIDBC's cause could be stressed by explaining the number of children born in Australia with blind/deaf disabilities, as well as the number of families that RIDBC assist each year in the Australian community. Emphasising that a large number of children need support, and only RIDBC can provide this support, could increase likelihood of donation. Qualitative research revealed that individuals often donate because they believe they have a real impact in relation to a cause or issue. For example one interviewee mentioned they donated to a charity because they felt they had helped someone when they saw a guide dog (Section A, Interview 3, p71). Another interviewee donated to World Vision because they felt they could have a real impact on a child's life (Section A, Interview 4, p75). The literature also noted that individuals desire to have a personal impact when they donate to a charity (CGAP 2010- see Section A, 4.2). Emphasising this key theme can also convince the receiver that they are fulfilling their motivation/need to take care of others who are less fortunate. RIDBC must clearly explain that by donating to them, they can fulfil this need to take of others. As a result of their donation (the price they must pay), they can directly help a young child, which can be seen as the value they receive in exchange. This is the principal idea behind marketing, where a transaction takes place on the basis of mutual benefit (Elliott, Rundle-Thiele & Waller 2010). Emphasising that they are helping children specifically, rather than further education for teachers is important because results suggest that children's charities were the most important cause to support (Section B, 2.6). Finally, the message should also convey to the receiver that RIDBC is an Australian charity which provides essential services to the Australian community. The results of the survey suggest that RIDBC needs to increase the perception that they help the Australian community to a larger degree in comparison to other charities in the evoked set. This could be simply integrated into the message that RIDBC supports a significant number of Australian families in need of their services.

### 8.2.3.3 46-60 Age Group

The message towards this age group should especially emphasise transparency of donations and trustworthiness of RIDBC, in tandem with worthiness of the charity's cause and the ability for their donation to have a direct impact on a child's life. This could be

done by simply including a website link to a breakdown of RIDBC's expenditures, including administration, fundraising activities and the percentage which goes towards the children. Another idea could be to include information on the average percentage which goes towards administration for all charities and how RIDBC compares to this average. This information was not available to the author, but if RIDBC's percentage is lower than the average, this could demonstrate RIDBC's commitment to transparency of operations, as well as ease concerns that too much money is being spent on administration.

The message should also convince the receiver that donating to RIDBC fulfils an important social responsibility to support the Australian community. This could be achieved by mentioning that RIDBC's objective is to ensure that all children can "develop their skills and capabilities to the fullest" (UTS Student Brief 2012; p2). Emphasising specifically that donations assist children with disabilities may increase likelihood of donation, as the survey results suggest that children's charities and disabilities are the most important causes to support (Section B, 2.6.2). Similar to the message targeted towards the 30-45 age group, the receiver should be convinced that their need to help those less fortunate will be fulfilled in exchange for a donation to RIDBC.

### **8.3 OBJECTIVES OF RECOMMENDATIONS**

Overall these marketing strategies aim to reposition RIDBC's brand to increase its acceptability with the 30-45/46-60 demographics. A \$50,000 budget has been allocated to these recommendations, which were kept in mind when developing potential marketing strategies.

They aim to:

- Retain and engage current supporters;
- Attract new donors; and
- Get current and potential donors involved with RIDBC to develop long term donation behaviour

Implementing these recommendations may allow RIDBC to engage their donors on a long term basis to ensure RIDBC can continue to provide essential services to children suffering from blind and deaf disabilities.

## 9 LIMITATIONS AND FURTHER RESEARCH

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Various limitations were encountered during the data collection, analysis and interpretation phases of this research study, many of which were outlined in Section A, 7.

### 9.1 SAMPLE SIZE

The key limitation which must be reiterated is the small sample size of the study. The survey was completed by 101 respondents. This is unlikely to be representative of the population, which comprises of approximately 3,000,000 individuals (see Section A, 5.1.2). Hence further research is needed to ensure the results of this study can be generalised to the entire population.

### 9.2 POSITIONING OF KEY COMPETITORS

This research study only focused on the positioning of four of RIDBC's key competitors. As mentioned in Section B, 2.2.1, RIDBC is likely to have a larger number of competitors, but the short nature of the quantitative study allowed measurement of a limited number of RIDBC's competitors. Future studies could focus on the positioning of a larger number of charitable organisations, including international charities, to develop a greater understanding of RIDBC's position in the marketplace.

### 9.3 IMPLEMENTATION

The recommendations have been formulated keeping a \$50,000 budget in mind. It should be noted that only estimated costs have been included, therefore further research would be needed to determine exact costs to ensure they are feasible. The implementation of recommendations largely depends on the in-house capabilities of RIDBC. RIDBC must discern whether employees have the skills necessary to carry out the proposed recommendations, as success relies on their abilities (UTS Student Brief 2012).

### 9.4 MEDIA HABITS

Questions relating to media habits did not ask respondents which specific media vehicles they used, such as a specific newspaper or internet site they visited regularly. Further research should discern which media vehicles the age group use on a regular basis. RIDBC can then target these specific publications for publicity, free advertising spots or another form of collaboration.

### 9.5 SEGMENTATION

The analysis and interpretation of the data focused primarily on demographic segmentation by age. Section B, 2.1 identified that there may have been different motivations to donate to charities based on income. Various other demographic variables, such as gender and religion, as well as psychographic and behavioural characteristics could be used to segment the population and provide RIDBC with further opportunities for targeting.

## **9.6 LITERATURE**

Research conducted by Bruhn (2003), Hassay and Pelozza (2009), and the various literature sources utilised throughout both Sections A and B do not focus on the 30-45/46-60 age groups, and the majority of their research was conducted in environments outside of Australia. Therefore the implications drawn from their studies may not apply to Australian society. Whether these implications apply requires further research.

## **9.7 SURVEY QUESTIONS**

Question 7 in the quantitative study asked respondents if they could recognise RIDBC's logo, but it did not ask them to identify which charity was represented by the logo. This could have resulted in a superficially high recognition score if the respondent assumed the logo belonged to a different charitable organisation. Therefore this score was not utilised in the interpretation of results in Section B.

## 10 CONCLUSION

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The research conducted throughout this study suggests that RIDBC must reposition their brand if they wish to increase engagement amongst the 30-45/46-60 age groups. The recommendations in Section 3 have been developed on the basis of primary and secondary research. The recommended marketing strategies have been developed to assist RIDBC build long term relationships with potential and current donors in the 30-45/46-60 age groups. Successful implementation of these strategies may allow RIDBC to achieve their mission and ensure the continuity of the charitable organisation.

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## 12 APPENDICES

### APPENDIX 1. INTERVIEWER GUIDE

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#### INTERVIEWER GUIDE

Thank you for agreeing to participate in this interview. The interview is part of a project I am completing for one of my subjects at the University of Technology, Sydney. You have been selected because we want to understand your thoughts on charities. The interview should take approximately one hour. I will be taping this session because I don't want to miss any of your comments.

Your responses will be kept confidential, the findings will only be shared with my research team and your name will not be identified in any documents shared between us. Any information we include in our findings will not identify you as a participant in our research process. If you feel too uncomfortable about a subject, you do not have to answer the question and you may end the interview at any time.

Do you have any questions?

*<If there are no questions, then start the interview>*

#### INTRODUCTION QUESTIONS

1. Name 5 charities that come to your mind
2. Do you or have you supported any charities? **[If no move onto Q5, Q11, Q12, Q13, Q17, Q18]** If so which charities?
3. Why do you support these charities in particular? What is it about these charities that appeal to you?
4. How long have you been supporting this charity for?
5. What types of charities appeal to you? **[Move onto Q11]**
  - Cause, organisation
6. Are there any charities that you feel emotionally connected to?
7. How do you like to support charities? (i.e donation, fun run, buy a product)

#### CHILDREN'S CHARITIES

8. Name any children's charities you can think of. Are you more likely are you to support a children's charity compared to a non- children's charity? Explain
9. Have you ever donated or supported a children's charity (this does not have to monetary)? If so, which one and why?
10. If you had the choice between two different children's charities what would make you choose one over the other?

#### RIDBC

11. Can you name any charities that support the deaf and blind?
12. (Show picture) Do you recognise which charity this logo is for?

13. Have you ever heard of the Royal Institute for Deaf and Blind Children? **[If “no”, proceed to next section]**
- > If “yes”, how did you hear about them? If you could use three words to describe them what would they be?
14. Have you ever supported them before? What about the charity appealed to you that made you donate? How did you support them? Is this ongoing? If you donated money, how did you go about doing this (internet, mail etc.)

### **IF NO TO Q13**

(Show Video) <http://www.youtube.com/watch?v=VeeKGjweidk>

15. What do you think about this charity now?
16. Would you be inclined to support this charity instead of a charity you currently support?

>

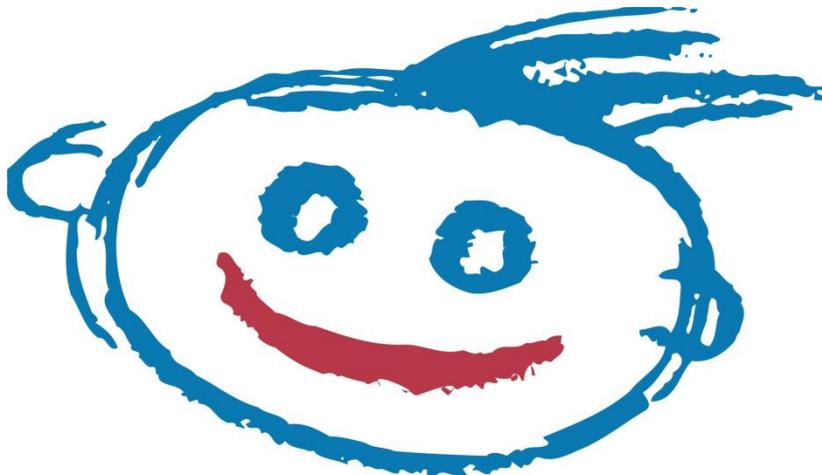
What factor about this charity appeals to you the most?

>

### **THEY DO NOT DONATE TO CHARITY**

17. Are there any particular reasons why you do not donate to or support charities in general? (Have you had a negative experience with a charity?)
18. What would make you support a charity?

**Picture for question 12.**



## APPENDIX 2. CHARITY PERCEPTIONS SURVEY QUESTIONS

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### Welcome

This survey is for a research project being conducted by undergraduate business students at University of Technology (UTS), Sydney.

Your participation in this survey is voluntary. You may choose not to participate. If you decide to participate, you may withdraw from the survey at any time.

The following survey will take approximately 5-10 minutes to complete. Your responses are completely anonymous. We will not collect identifying information such as your name or email address.

If you have any questions about the research survey, please contact Kate E-mail: Kate\_fitzsimons@live.com.

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1) What is your age?\*

- Less than 30 years old
  - 30 to 45 years old
  - 46 to 60 years old
  - More than 60 years old
- 

### Charity Awareness

2) Please name three charities that you can think of.\*

---

### Donation Habits

3) Please tick all the charities that you have and/or currently donate to (select all that apply)\*

- Salvation Army
  - St. Vincent's De Paul
  - The Cancer Council
  - The Red Cross
  - The Guide Dogs
  - World Vision
  - National Breast Cancer Foundation
  - Starlight Children's Foundation
  - Other (Please specify)
  - I do not donate to any charities
-

4) What motivates you to donate to a charity? (Please select up to three options)\*

- Personal connection – being approached by family and friends for donations or a family member is affected by the cause
- Self approval – donate in order to feel good about myself and receive an 'inner glow'
- Social pressure – felt pressured to donate to improve my social image
- Social responsibility – give out of social obligation to maintain society
- Caring & compassion - give based on relationships with people, love, or compassion for those less fortunate

5) Please rank in order of importance the following characteristics you use when selecting which charity to support (1 = Most Important, 5 = Least Important)\*

- \_\_\_\_\_ Worthiness of the cause
- \_\_\_\_\_ Brand awareness (including familiarity with the charity's activities)
- \_\_\_\_\_ Trust (Belief that donations are used appropriately)
- \_\_\_\_\_ Convenience of donation (Such as donating loose change)
- \_\_\_\_\_ Local charity (charity that supports Australian causes and issues)

6) Please rank the following charitable causes based on how important you think it is to support them

(1 = Most Important, 7 = Least Important)\*

- \_\_\_\_\_ Cancer
- \_\_\_\_\_ Lifestyle related diseases (e.g. heart disease, diabetes)
- \_\_\_\_\_ Disabilities (e.g. Deaf, blind, cerebral palsy)
- \_\_\_\_\_ Disadvantaged families
- \_\_\_\_\_ Disaster relief in Australia
- \_\_\_\_\_ International aid
- \_\_\_\_\_ Children's charities

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### **New Page**

7) Do you recognise this logo?\*

- Yes
- No

---

### **Awareness**

8) Have you heard of the Royal Institute for Deaf and Blind Children (RIDBC)?\*

- Yes
- No

9) Please rank the following charities in relation to how worthy you think their causes are. (1= Most Important, 5= Least Important)\*

- \_\_\_\_\_ Salvation Army
- \_\_\_\_\_ Guide Dogs
- \_\_\_\_\_ The Cancer Council
- \_\_\_\_\_ The Starlight Foundation
- \_\_\_\_\_ Royal Institute for Deaf and Blind Children (RIDBC)

**Perceptions of Charities**

10) To what extent do you agree with the following statements in relation to The Cancer Council?\*

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
I am aware of the charity and familiar with the activities they undertake	( )	( )	( )	( )	( )
I trust this charity and believe they use donations appropriately	( )	( )	( )	( )	( )
I believe this charity supports a worthy cause	( )	( )	( )	( )	( )
I believe it is easy and convenient to donate to this charity	( )	( )	( )	( )	( )

11) To what extent do you agree with the following statements in regards to the Salvation Army?\*

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>

I am aware of the charity and familiar with the activities they undertake	( )	( )	( )	( )	( )
I trust this charity and believe they use donations appropriately	( )	( )	( )	( )	( )
I believe this charity supports a worthy cause	( )	( )	( )	( )	( )
I believe it is easy and convenient to donate to this charity	( )	( )	( )	( )	( )

12) To what extent do you agree with the following statements in regards to the Guide Dogs Association?\*

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
I am aware of the charity and familiar with the activities they undertake	( )	( )	( )	( )	( )
I trust this charity and believe they use donations appropriately	( )	( )	( )	( )	( )
I believe this charity	( )	( )	( )	( )	( )

supports a worthy cause					
I believe it is easy and convenient to donate to this charity	( )	( )	( )	( )	( )

13) To what extent do you agree with the following statements in relation to The Starlight Foundation?\*

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
I am aware of the charity and familiar with the activities they undertake	( )	( )	( )	( )	( )
I trust this charity and believe they use donations appropriately	( )	( )	( )	( )	( )
I believe this charity supports a worthy cause	( )	( )	( )	( )	( )
I believe it is easy and convenient to donate to this charity	( )	( )	( )	( )	( )

14) To what extent do you agree with the following statements in relation to the Royal Institute for Deaf and Blind Children (RIDBC)?\*

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
I am aware	( )	( )	( )	( )	( )

of the charity and familiar with the activities they undertake					
I trust this charity and believe they use donations appropriately	<input type="checkbox"/>				
I believe this charity supports a worthy cause	<input type="checkbox"/>				
I believe it is easy and convenient to donate to this charity	<input type="checkbox"/>				

---

### Charity Preferences

15) Do you prefer to support Australian local charities over international charities?\*

- Yes  
 No  
 It does not concern me

16) Please rank the following charities based on your belief that they help the Australian community (1= Helps the most, 5= Helps the least)\*

- \_\_\_\_\_ Salvation Army  
 \_\_\_\_\_ Guide Dogs  
 \_\_\_\_\_ The Cancer Council  
 \_\_\_\_\_ The Starlight Foundation  
 \_\_\_\_\_ Royal Institute for Deaf and Blind Children (RIDBC)

17) Please select your preferred method of contact by charities\*

- Direct mail  
 Door knock appeals  
 Public approach  
 Telephone

- E-Mail  
 Other: Please specify: \_\_\_\_\_

---

**General**

18) What is your gender?\*

- Male  
 Female

19) What is your estimated personal annual income (not household income)?\*

- Less than \$40,000  
 \$40,001 - \$60,000  
 \$60,001 - \$80,000  
 More than \$80,000

20) What is the highest level of education you have completed?\*

- School Certificate (Year 10)  
 Higher School Certificate (HSC Year 12)  
 TAFE/Diploma  
 Undergraduate Degree  
 Postgraduate Degree

21) What media do you use the most on a weekly basis?\*

- TV  
 Radio  
 Internet  
 Magazines  
 Social Media  
 Newspaper

22) Which form of advertising do you pay the most attention to?\*

- TV advertising  
 Radio advertising  
 Internet advertising  
 Magazines advertising  
 Social media advertising  
 Newspaper advertising  
 Outdoor advertising (Billboards, Back of buses and taxis, Bus stops)

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**Thank You!**

**Thank you for completing our survey. Your response is very important to us.**

