

# Political Ideology and Charitable Giving: Impact on the Amount and Frequency of Donations for Different Forms of Giving

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## **Abstract**

Individual philanthropy represents the primary funding source for nonprofit organizations, thus the effective management of their donor base and the improvement of their fundraising capability become major challenges. This study is aimed to develop a comprehensive understanding into donor's political ideology effects on donation behavior (i.e., frequency and amount), the moderating role of the form of giving (i.e., membership vs donations), and the dynamics over time. This study draws from Social Identity Theory to provide the theoretical basis. Using a sample of 7,159 donors (6,134 members and 1,025 donors) observed over a period of eight years (2013-2020), and applying panel data techniques, the results show that while conservatives donate more money, they donate less frequently compared to liberals, although these effects become weaker when donations are provided through membership. This study offers important theoretical contributions and valuable managerial implications.

**Keywords:** *political ideology; nonprofit organizations; forms of giving*

**Track:** Public Sector and Non-Profit Marketing