

Email Marketing Communications in Regular Donations: Facing Philanthropy Scandals

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Abstract

Charities have come under greater scrutiny due to a proliferating number of wrongdoings and criminal behaviors identified in some of these organizations. This study explores the impact that negative publicity about charitable organizations has on the contributions of regular donors, especially those who are most sensitive to such publicity (i.e., more frequent donors, showing a greater sensitivity towards maintaining the balance between the obligations of the donor-organization relationship) and analyzes the moderating role of email marketing communications in counteracting this impact. Analyzing a sample of regular donors from 2013 to 2019, the results reveal that negative publicity about charities reduces the amount donated, being this effect stronger in the contributions of more frequent donors. This impact is softened by email marketing communications. The study offers theoretical contributions and provides important implications for those responsible for marketing communication strategies.

Subject Areas: *Customer Relationship Management and Customer Satisfaction, Direct Marketing, Segmentation*

Track: Public Sector and Non-Profit Marketing