

Helping One or Helping Many? How the distribution of help affects future donations.

Matilde Lucheschi
University of Sussex
bram van den bergh
erasmus university
Oguz Acar
King's Business School

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Abstract

Thanks to new donations platforms, such as social media initiatives, crowdfunding, and text giving individuals are donating to a wide range of charities quickly and easily. We investigate the consequences of this behaviour – i.e., breadth of giving - showing, across a series of studies, that — holding total donation amount constant— individuals who split donations across charities, versus giving all to one, donate less money in the future. This effect is explained via a morality account and alternative explanations including perceived agency of the donor, and frequency of donations are ruled out. Overall, this work contributes to the understanding of the consequences of a novel, yet prominent, prosocial behaviour and we believe the findings to have strong practical implications, given the substantial investments charities make to fundraising platforms and the latest individual giving patterns.

Subject Areas: *Consumer Behaviour, Public Policy*

Track: Public Sector and Non-Profit Marketing