

Portfolio for Good: How Diverse Cause Offerings Enhance Charitable Giving

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Portfolio for Good: How Diverse Cause Offerings Enhance Charitable Giving

Abstract

While some charitable organizations offer a diverse array of causes, others maintain a narrow focus in their initiatives. What degree of assortment size enables charitable organizations to maximize donations? This research examines how the variety of causes affects donor behavior. Across five studies, we demonstrate that offering a broader range of charitable causes increases donations. Specifically, a higher variety of charitable causes leads to increased donation intentions and amounts (Studies 1 and 2). This effect is mediated by donor's perception of greater autonomy. When presented with a wider selection of charitable cause, donors perceive increased autonomy over their donation decisions, which in turn leads to higher donation amount (Study 3). Furthermore, we identify an important boundary condition: external recognition eliminate the positive effects of cause variety (Study 4). Overall, our results provide new theoretical insights into how charitable cause variety shapes donation behavior and offer actionable recommendations to help organizations optimize fundraising strategies.

Track: Public Sector and Non-Profit Marketing