

## The Impact of Social Media On External Fundraising (Case Study on Nonprofit Organizations in Gaza Strip)

تأثير وسائل التواصل الاجتماعي على جمع التبرعات الخارجية  
(دراسة حالة على المنظمات غير الربحية في قطاع غزة)

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### Abstract :

The purpose of this research is to identify the social media and its impacts on External Fundraising .The analytical/descriptive approach has been used. The data gathered from different resources including the questionnaire. The population of the study were fundraisers and project coordinators at nonprofit organizations in the Gaza strip .The sample was comprehensive sample of the 114 fundraisers and project coordinators. Questionnaires were distributed to the sample of 114 employees and 98 of them were retrieved. The study concluded that: There is significant positive effect of the variables; Organization Website and Facebook Profile on fundraising in nonprofit organizations in the Gaza strip. There is insignificant effect of the variables; Size of Organization Network, YouTube Channel and Twitter Profile on fundraising in nonprofit organizations in the Gaza strip.

**Keywords :**Social Media , External Fundraising, NPOs.

**JEL classificationcodes:**O35 ;P45.

### R é s u m é

Le but de cette recherche est d'identifier les médias sociaux et leurs impacts sur la collecte de fonds externes. L'approche analytique / descriptive a été utilisée. Les données recueillies à partir de différentes ressources, y compris le questionnaire. La population de l'étude était constituée de collecteurs de fonds et de coordinateurs de projet dans des organisations à but non lucratif de la bande de Gaza. L'échantillon était un échantillon complet des 114 collecteurs de fonds et coordinateurs de projet. Des questionnaires ont été distribués à l'échantillon de 114 employés et 98 d'entre eux ont été récupérés. L'étude a conclu que: il y a un effet positif significatif des variables; Site Web de l'organisation et profil Facebook sur la collecte de fonds dans les organisations à but non lucratif de la bande de Gaza. Il y a un effet insignifiant des variables; Taille du réseau d'organisation, de la chaîne YouTube et du profil Twitter sur la collecte de fonds dans les organisations à but non lucratif de la bande de Gaza.

**Mots clés:** médias sociaux, collecte de fonds externes, OSBL.

**Codes de classification JEL:** O35; P45.

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## **1. INTRODUCTION:**

In Palestine, the internet usage ratio in 2020 was 61% of the total population, while the percentage of the usage of social media platforms to the total population was %37. Facebook was the top used social media tool with almost 1.5 million users(%46 female and %54 male). 65% of the users were belonging to the age-group between 15-29 years (Technologies, 2017). The appearance of social media enabled the nonprofit organizations (NPOs) to find new ideas and opportunities to communicate with donors. While attracting donors before, was relying on relatives and small group of people known by the organizations, the social media become wide platform that can gather people from all over the world, this opened the way for NPOs to attract new donors or deepen the relationship with current ones through sharing the association works and projects (Hennig-Thurau et al.,2010).

### **1.2 Problem Statment :**

Statistics shows that U.S humanitarian aid to Palestine start to be notable after the war of 2008 with \$400M, to increase in 2009 with \$980M then with a huge decrease in 2010 to reach its lowest amount in 2015 to the early of 2016 (Zanotti,2016). During the second quarter of 2017, the foreign aid and grants provided to the Palestinian authorities declined by half compared to the first quarter to reach 392.1million NIS (Monitor, 2017). For effective relationships and communication, organizations should consider the use of social media, especially for fundraising activities. Social media has increased the opportunities and possibilities for organizations and opened the way for it to get more support and cultivate trustful relationships (Nah & Saxton, 2013).Most of the previous literature didn't focus on social media and the new possibilities they offer in the fundraising process. this research has been developed. The present research will explain the research problem and try to solve its question, which is "What is the Impact of social media on External fundraising in Gaza nonprofit organizations?".

### **1.3 Study Objectives :**

The present study aims to achieve the following objectives:To determine to what extent the nonprofit organizations are using social media To analyze reasons that encourage organizations to use social

media. To recognize the methods and techniques currently utilized by NPOs for fundraising.

## **1.4 Study Importance:**

### **1.4.1 The Importance For Society:**

Developing strategies that may help nonprofit organizations and increase its ability in fundraising. Helping organizations to keep up with technology and benefit from it. Improving the Palestinian organizations through increasing its assets.

### **1.4.2 The Importance For Study Population:**

Increasing the ability of project coordinators and fundraisers to get fund, which can lead to increase the number of projects implemented by non profit organizations.

### **1.4.3 The Importance For The Researcher:**

Increasing the researcher knowledge about social media and its relation to fundraising. Improving her ability to build relations with nonprofit organizations and donors as her work often depend on these relations.

## **1.5 Study Variables :**

### **1.5.1 The Independent Variables:**

The independent variables include social media used in fundraising which consist of: Size of Organization Network ,Organization Website, YouTube channel, Twitter profile, Facebook Profile

### **1.5.2 The Dependent Variable:**

The fundraising in the nonprofit organizations

## **1.6 Study Hypotheses:**

- **H1. 1.** There's a statistically significant correlation at level  $\alpha \leq 0.05$  between social media and fundraising in nonprofit organizations
- **H1.1** There's a statistical significant correlation at level  $\alpha \leq 0.05$  between Size of Organization Network and fundraising in nonprofit organizations.
- **H1.2** There's a statistical significant correlation at level  $\alpha \leq 0.05$  between Organization Website and fundraising in nonprofit organizations .

- **H1.3** There's a statistical significant correlation at level  $\alpha \leq 0.05$  between YouTube Channel and fundraising in nonprofit organizations .
- **H1.4** There's a statistical significant correlation at level  $\alpha \leq 0.05$  between Twitter Profile and fundraising in nonprofit organizations .
- **H1.5** There's a statistical significant correlation at level  $\alpha \leq 0.05$  between Facebook Profile and fundraising in nonprofit organizations .
- **H2.** There's a statistically significant impact at level  $\alpha \leq 0.05$  of social media on fundraising in nonprofit organizations.
- **H2.1** There is a significant impact at level  $\alpha \leq 0.05$  of the variable "Size of Organization Network" on fundraising in nonprofit organizations .
- **H2.2** There is a significant impact at level  $\alpha \leq 0.05$  of the variable "Organization Websites" on fundraising in nonprofit organizations .
- **H2.3** There is a significant impact at level  $\alpha \leq 0.05$  of the variable "YouTube channel" on fundraising in nonprofit organizations.
- **H2.4** There is a significant impact at level  $\alpha \leq 0.05$  of the variable " Facebook profile" on fundraising in nonprofit organizations.
- **H2.5** There is a significant impact at level  $\alpha \leq 0.05$  of the variable " Twitter profile " on fundraising in nonprofit organizations.
- **H3.** There's a statistically significant difference among respondents at  $\alpha \leq 0.05$  towards the social media & its impacts on fundraising in nonprofit organization due to personal characteristic (Age, Gender, Education, Years of Experience in Humanitarian Work Qualifications, Year of Establishment and Number of employees).

### **1.7 The Scope of The Research:**

NPOs limited to NGOs according to the Ministry of Interior.

### **1.8 Study D ēinitions :**

- **Social Media** :Forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content.

- **Fundraising:** The domestic and foreign financial flows that is utilized for implementing and developing projects and programs necessary for the targeted communities and national economy.
- **Nonprofit Organizations:** Entities formed to provide social services rather than being formed to seek a profit.

### 1.9 Previous studies :

- (Na'em, 2017): "The role of Social networks in perspective the Palestinian product from the Islamic university students at the Gaza strip". The purpose of this study is to identify the role of social media in economic behavior in Palestine as well as the orientation towards buying the national products, the case study was food industry in 2016-2017. In order to conduct the study, the researcher used questionnaire to collect data. The questionnaire has distributed to 650 students and the respondents were 588 students. The main research result was: Social media especially Facebook are important in building a positive attitude towards the national product.

- (El-Ghorrah, 2016): "Individual Factors Influencing the Use of social Networking Sites and their Impact on Knowledge Sharing". The study aims to explain the main factors influencing the use of social media by master students at Islamic University of Gaza of and its impact on knowledge sharing.<sup>50</sup> The researcher collected data through questionnaire that were distributed to a sample of 450 student. The results of the study showed that: Most of the sample have at least one social media account and Facebook is the preferable one. The students mainly use social media for communication purposes followed by sharing news.

- (Qa'ed, 2017): "Electronic promotion and its role in influencing consumer attitudes towards products provided by economic institutions". The study aims to identify the role of electronic promotion in how it is influencing the consumer attitudes. As well, it aims to determine the level of information and communication technologies use in Algerian society and to clarify to which extent the economic institutions (small and medium ones) are using the electronic promotion. The research followed the descriptive analytical approach and data were collected through questionnaire that was distributed to Algerian consumers who are using the technology. The study results showed :The electronic promoting is

greatly affect the Algerian consumer behavior. The effect is differ from one method to other.

- (Laureano et al., 2018): “Facebook Satisfaction and Its Impacts on Fundraising: A Case Study at a Portuguese Non-Profit Organization”. The purpose of this study is to clarify to which extent participants are satisfied with the Facebook page, and how that satisfaction affects the organization dissemination through the word of mouth and donation activities. Using Portuguese nonprofit organization “Leigos para o Desenvolvimento” as a case study. In order to conduct the study the researcher used questionnaires that have been distributed to 204 participants that were aware of the targeted organization. The results showed that: Facebook is important as a digital marketing tool that can contribute to the sustainability of non-profit organizations.

**Benefits of Previous Studies To The Researcher:** Reading previous studies is an essential skill for researchers, the present research was

developed after reading many studies and it benefits the researcher in the following: Understanding the research process. Assessment of the current state of research on the field of suggested topic to determine the area of work and to collect the relevant information sources that

will help in determine what is already known about the topic and how

extensively the topic has already been researched. Collect information about the particular topic selected. Identification of key questions about a topic that need further research. Understanding how researcher work on problems. Developing skills in the interpretation of results. Determination of methodologies used in previous studies of the same or similar topics.

**The Gap Between Previous Studies and The Current Study :**

**previous studies :** Discuss the social media and its effects on different

terms such as (decision making, knowledge, sharing, local products, promote projects, strengthen the relation with public), and some

studies focus on general terms have some similarities with fundraising such as (electronic promotion, e-marketing, international marketing).

**Research Gap :** Not much studies discuss the impact t of social media tools on fundraising.

**Current study:** According to the researcher knowledge, the current study is one of few studies focusing on the impacts of social media tools on fundraising.

### **1.10 Research Methodology:**

In order to analyze data, the researcher used the descriptive analytical approach to discuss the social media and its impacts on fundraising in northern NPOs. The descriptive method creates a summary of historical data to yield useful information to be used in future analysis, in other meaning it provides information about what has happened. Researchers are using the descriptive approach when they have no control over the variables. While using the analytical approach, when information are available and it can be analyzed and evaluated by the researcher. In order to get the result, the researcher used the statistical program (SPSS 25).

### **1.11 Data Sources:**

The researcher used descriptive analytical approach to conduct this study. Two different sources of data have been used to collect data. First, the secondary sources which includes Foreign and Arabic books, papers, journals, statistics and web pages.

68 Second, primary sources which includes questionnaires that were used to collect primary data through distributing it to 114 persons.

### **1.12 Population and Sample Size:**

In the present study, the population covers the fundraisers and project coordinators who are working in social/humanitarian NPOs in the Gaza strip who were 114 persons. The sample was a comprehensive sample of the 114 fundraisers and project coordinators. Questionnaires were distributed to the sample of 114 employees and 98 of them were retrieved. The researcher chose to focus on one governorate from five governorates located in the GS and the results in one governorate are expected to be almost the same in the other four governorates, this is because, Gaza strip is a small area, and the culture and police of its NPOs almost the same.

**2. Study Results :**

The mean, relative average, Standard Deviation (SD) and *t* test were used to describe the responses of the study samples members to the terms of TQM dimensions.

**Table 1:Results of statistical analysis of all paragraphs of the questionnaire**

<b>Dimension</b>	<b>AVG</b>	<b>SD</b>	<b>Relative mean</b>	<b>T</b>	<b>Sig</b>
Size of Organization Network	2.51	0.31	85.00	30.00	0.0
Organization Website	2.28	0.33	85.00	22.00	0.0
YouTube channel	2.29	0.36	84.00	20.00	0.0
Twitter profile	4.00	0.39	81.00	15.00	0.0
Facebook Profile	4.13	0.46	83.00	16.00	0.0
All paragraphs of the questionnaire	4.30	0.40	86.13	22.00	0.0

The Table 1 summarises the results of the constituent area analysis of the independent variable social Media. The computational mean of the total score for the social Media areas is 4.30. This value indicates very high degree of approval by individuals of the study population on all aspects and areas of social Media (Table 1).It is clear that the previous results presented to all the organizations and responses to the questionnaire were positive with a high degree of approval for their use of the social Media system because all these organizations use social Media.

**Table 2: Descriptive statistics for variables of External Fundraising**

<b>Variables</b>	<b>Least value</b>	<b>Greatest Value</b>	<b>Relative mean</b>	<b>SD</b>
The fundraising in the nonprofit organizations	-0.99	0.19	0.06	0.26
Current Ratio	0.60	5.80	1.16	1.52

The following applies: the mean the The fundraising in the nonprofit organizations for a study period is equal to 2% the organisations in the study's population.

**Table 3:Multiple regression - the first hypothesis**

<b>Dimension</b>	<b>B</b>	<b>T</b>	<b>Sig</b>	<b>R<sup>2</sup></b>	<b>Sig</b>
Size of Organization Network	0.14	0.16	0.80		
Organization Website	-0.50	-2.00	0.20		



YouTube channel	0.12	0.71	0.43	0.12	0.02
Twitter profile	-0.50	-0.80	0.41		
Facebook Profile	0.13	3.01	0.02		

**Table 4: Multiple regression - the second hypothesis**

Dimension	B	T	Sig	R <sup>2</sup>	Sig
Size of Organization Network	0.11	0.90	0.30		
Organization Website	-0.19	-0.80	.021		
YouTube channel	0.091	0.41	0.60	0.06	0.01
Twitter profile	-0.12	-0.48	0.12		
Facebook Profile	0.10	1.00	0.04		

**Table 5: Multiple regression - the third hypothesis**

Dimension	B	T	Sig	R <sup>2</sup>	Sig
Size of Organization Network	0.10	0.90	0.34		
Organization Website	-0.40	1.03	0.04		
YouTube channel	0.03	0.16	0.32	0.30	0.10
Twitter profile	-0.20	-1.00	0.06		
Facebook Profile	0.40	2.79	0.03		

**Table 6: Multiple regression - the third hypothesis**

Dimension	B	T	Sig	R <sup>2</sup>	Sig
Size of Organization Network	-0.10	-0.31	0.50		
Organization Website	0.013	0.005	0.06		
YouTube channel	-0.30	-0.13	0.06	0.02	0.85
Twitter profile	0.100	1.116	0.17		
Facebook Profile	0.006	0.0.32	0.90		

These results were agreed with (Qa'ed, 2017), which indicated that there is an impact of social media on The fundraising in the nonprofit organizations.. These results also differed with the study of (El-Ghorrah, 2016), which showed that there was no impact on the of social media The fundraising in the nonprofit organizations.

### 3. The Conclusion:

- ✓ The Size of Organization Network has insignificant impact on fundraising in NPOs in the Gaza strip.
- ✓ The Organization Website significantly impact on fundraising

- ✓ in NPOs in the Gaza strip.
- ✓ The YouTube Channel has insignificant impact on fundraising
- ✓ in NPOs in the Gaza strip.
- ✓ The Twitter Profile has insignificant impact on fundraising in NPOs in the Gaza strip.
- ✓ The Facebook Profile has significantly impact on fundraising in NPOs in the Gaza strip.

#### **4. The Recommendation:**

- ✓ Successful NPOs should use various social media tools to share their work and enhance their global reach, whereas a strong relationship occurs between the size of organizations social network and the receipt of charitable contributions.
- ✓ NPOs managers should allocate time and money to train the employees and increase their abilities with regard to the social media tools and its roles in fundraising.
- ✓ NPOs should employ a specialized person to manage the social media accounts and keeping it updated as well as dealing with audience comments this can rise the follower participation and sharing so increasing the organization popularity.

content and purpose of the article.

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