

RESEARCH ARTICLE

Determinants of donation amount in nonprofit membership associations

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Nonprofit organizations depend heavily on charitable giving. Using survey data of 2,517 nonprofit professional association members, this study examines the factors influencing the donation amounts given to those organizations. The results of a hierarchical regression analysis suggest that gender, length of membership, and individuals' intrinsic motivation are predictors of their decisions about how much to donate. However, level of satisfaction and extrinsic motivation do not predict members' extent of generosity. This study offers empirical evidence of the positive effects of nonprofit organizations' building mutual relationships with their members regarding donation amounts. The findings contribute to further understanding of the factors that drive donation amount.

1 | INTRODUCTION

More than 1.5 million nonprofit organizations were operating in the USA as of 2016 (National Center for Charitable Statistics, n.d.), an increase of about 10% from 2002 (McKeever & Pettijohn, 2014). Nonprofit organizations provide important services in various fields, such as education and the environment (Hawks, 1997). Although nonprofit organizations draw from various funding sources, including bequests, foundation grants, membership fees, government funding, or corporate contributions (Grant Space, n.d.), a majority rely heavily on individuals' voluntary donations (Gaskin, 1999; Sargeant, 1999; Sargeant, West, & Ford, 2004). Decreases in government funding have caused nonprofit organizations to depend even more on private funding to operate (Bendapudi, Singh, & Bendapudi, 1996).

More than 70% of donations to nonprofit organizations come from individuals (Giving USA, 2015). This private contribution accounts for 13.6% of the revenue sources of nonprofit organizations (Grant Space, n.d.). Monetary donation is the most preferred charitable giving behavior among individuals (Hsu, Ju, Yen, & Chang, 2007). Studies show that charitable giving from private individuals, especially members of nonprofit associations, has increased and significantly supports organizations' revenue (Bosso, 2003; Wang & Ashcraft, 2014). In addition to charitable funding, organization members contribute by paying membership dues and fees (Gazley & Dignam, 2010). Therefore,

understanding the determinants of donation activity has been a paramount issue for nonprofit organizations as they seek to sustain support from their members.

Scholars have made significant efforts to determine the predictors of individual donation behaviors to nonprofit organizations (e.g., Fenton, Golding, & Radley, 1993; Sargeant, 1999). Some studies have considered individual characteristics, including age (Van Slyke & Brooks, 2005), income (Bekkers, 2006), gender (Eagly & Crowley, 1986; Shelley & Polonsky, 2002; Webster & Nottingham, 2000; Wolff, 1999), occupation, education level (Bennett, 2003), and ethnicity (Hodgkinson, Weitzman, Abrahams, Crutchfield, & Stevenson, 1996) as important factors that influence donation behavior. Others have investigated past donation behavior (Bult, Van der Scheer, & Wansbeek, 1997; Jonker, Piersma, & Van den Poel, 2004) and positive experience with the organization (Beldad, Snip, & van Hoof, 2012).

Some studies on donation take into account the consequences of firm's donation (e.g., Folse, Niedrich, & Grau, 2010), but as organizational dependency on individuals' monetary donation increases, requesting charitable giving has become the most important task of nonprofit organizations (West, 2004). As a nonprofit organization relies on the total amount of monetary donation rather than the frequency of donations, it is important to understand what factors influence donation amounts. The vast majority of studies examining charitable giving across the disciplines have considered intention to

donate or donation behavior as the dependent variable (e.g., Fenton et al., 1993; Sargeant, 1999). Only a limited number of studies have examined factors affecting the donation amount (e.g., Conley, 2000; Dickert, Sagara, & Slovic, 2011). For example, Dickert et al. (2011) demonstrated that empathetic feelings positively correlate with the amount of donation. However, more studies are needed to fill a gap in the literature regarding the determinants of donation amount. To fill this gap, this study will investigate the factors that affect individuals' extent of generosity. The outcome of this study will provide meaningful guidelines for nonprofit organization managers who intend to garner maximum donation amounts.

2 | LITERATURE REVIEW

2.1 | Membership in nonprofit organizations

A nonprofit organization is "an organization that is barred from distributing its net earning, if any, to individuals who exercise control over it, such as members, officers, directors, or trustees" (Hansmann, 1980, p. 835). Nonprofit organizations are organized to be exempt from federal income taxes and some state taxes and can be divided into 29 different types under the laws pertaining to the Internal Revenue Service (IRS) of the USA (IRS, 2016).

One of the most common types of nonprofit organization is 501(c)3. A 501(c)3 organization is either a private foundation or a public charity. Types of organizations in this category include religious, educational, charitable, scientific, and literary organizations. About 67% of the nonprofits in the USA are classified as 501(c)3 (Hrywna, 2012). A 501(c)3 organization is mainly supported by contributions and grants. In 2013, about 13.3% of total revenue for 501(c)3 organizations came from private contributions (IRS, 2016). Private contributions include all monetary contributions including cash, check, electronic funds transfers, credit card charges, and also property such as household items and clothing.

Nonprofit organizations allow people to achieve common goals by combining resources and knowledge. Nonprofit organizations are often initiated to solve social situations, to provide opportunities for others, and to enhance their communities or professions. Third-sector organizations are considered altruistic as they "engage in public action, thereby, treating beneficiaries with respect for their individuality" (Clohesy, 2000, p. 237). Those who are altruistic want to help others and tend to engage more in donation (Piliavin & Charng, 1990). Considering the goal of nonprofit organizations, those who are involved in nonprofit organizations are likely to join them in order to benefit those in need (Shelley & Polonsky, 2002) in addition to increasing their own self-image and welfare (Dawson, 1988). To increase the amount of donation from those individuals, it is important to understand the factors influencing the amount of donation among nonprofit association members. Therefore, this study examines factors affecting how much members donate in nonprofit member organizations.

2.2 | Extent of generosity

Potential donors normally go through two decision-making processes prior to making a donation. First, they need to decide whether they will give money to a particular organization or not. Next, they must decide

how much they are willing to donate (Garcia & Marcuello, 2001). The donation amount means more than the mere number of donations. Even with a tremendous number of donations, if those donations are of small amounts, the organization may still need more to operate. Some scholars have examined the factors for donation activities (e.g., Diamantopoulos, Schlegelmilch, & Love, 1993), but only a limited number of studies have specifically tested donor's motivations for determining the amount of a donation (e.g., Lee & Chang, 2007).

Scholars have evaluated factors that influence the amount of charitable giving from donors, including personal characteristics (Conley, 2000; Schlegelmilch, Love, & Diamantopoulos, 1997; Tietz & Parker, 2014) and method of asking (Liu & Aaker, 2008; Schlegelmilch et al., 1997; Shearman & Yoo, 2007). Specifically, Conley (2000) examined the impact of racial difference on the amount of charitable giving and found a significant difference between African Americans and Caucasians in terms of amount of donation. Tietz and Parker (2014) tested if employment status could be a factor in donation amount and found that self-employed people tend to be more socially responsible and donate more money than the rest of the population. A few studies have suggested ways to increase the amount of supportive giving, such as by asking individuals to donate using different types of requests (Liu & Aaker, 2008) and adding an extra message beyond a simple request (Shearman & Yoo, 2007). In addition, tax deduction is often considered a catalyst for benefactors to donate more (Garcia & Marcuello, 2001).

Marketing scholars have investigated the relationship between donation amount and purchasing behaviors. In terms of prosocial purchases, which are a way to indirectly donate to a nonprofit, customers are willing to pay for a product when they think buying the product will support a cause they consider important (Koschate-Fischer, Stefan, & Hoyer, 2012; Krishna, 1991). Other studies found that the amount of donations customers make on one purchase predicts psychological outcomes such as purchase intention (Chang, 2008) and product choice (Pracejus, Olsen, & Brown, 2003). For example, when the prices of two products are relatively similar, people tend to choose a product from a company that donates part of their revenue to a nonprofit organization over the product of a company that does not (Pracejus et al., 2003).

Studies addressing donation amounts have focused on descriptive information such as demographic factors and have compared donors to nondonors (Schlegelmilch et al., 1997) rather than focusing on nonprofit organization members. Individuals donate for various reasons. Being a member of specific nonprofit organizations does not necessarily mean that the person will only donate money to those organizations. Some members may feel like they have already donated their money as they are paying membership fees and would like to help other nonprofit organizations that have similar goals. Therefore, this study considers the donation amount in the context of nonprofit member-based organizations as a dependent variable.

2.3 | Length of membership

In a member-based nonprofit organization, size of membership represents power and influence, as the organization relies on membership dues to generate revenues and member volunteers (Paswan & Troy, 2004). For several reasons, it is often more effective to retain current

members by ensuring their satisfaction than to obtain new members. First, individuals who have been members of an organization for a longer time period are likely to have more social ties with other members and accumulated knowledge of the groups in which they are involved (Rothaermel & Sugiyama, 2001). For these reasons, they are more likely to maintain their membership, which in turn impacts organizational revenues. Second, members' commitment to an organization can generate psychological attachments to the organization that consequently inspire supportive behaviors, such as renewal of membership (Wang & Ashcraft, 2014) and volunteering (Cress, McPherson, & Rotolo, 1997; Knoke, 1999). For example, Bhattacharya, Rao, and Glynn (1995) found that an art museum member with longer membership is more likely to perceive himself/herself as belonging in the organization and consequently to donate more to it. O'Neil (2007) confirmed that length of support for an organization significantly relates with strong relationships between a nonprofit organization and its donors.

Knowing the positive correlation between membership length and support for nonprofit organizations, it can be suggested that those with a longer membership in the organization will be more likely to donate larger amounts than those whose membership length is shorter. Therefore, the following hypothesis is posed:

H1: *Length of membership will positively correlate with donation amount among nonprofit organization members.*

2.4 | Membership satisfaction

In the public relations domain, scholars have considered four dimensions—control mutuality, trust, satisfaction, and commitment—as measures of quality relationships between publics and organizations (Hon & Grunig, 1999). Among these, satisfaction with an organization has been considered a key factor for building long-term relationships with publics (Oliver & Swan, 1989). When stakeholders have favorable feelings toward an organization, they are satisfied with the relationship (Hon & Grunig, 1999).

Studies have examined the precursors of satisfaction (e.g., Bendapudi & Leone, 2003) and its effects on various consequences, such as financial outcomes (Anderson, Fornell, & Lehmann, 1994) and intentions to take an action (Cronin Jr & Taylor, 1992; Garbarino & Johnson, 1999; Ki & Hon, 2007). For example, Ki and Hon (2007) indicated that a public's perception of relational satisfaction is the most effective predictor of supportive behaviors toward an organization. In a similar vein, Burton, Sheather, and Roberts (2003) confirmed that those with more positive experiences are more likely to reuse or revisit an organization for its services or products.

In the charitable giving literature, satisfaction is often found to be a key factor in donating behavior. A member of an organization who is satisfied with his or her membership will be three times more likely to donate to the organization than members who are dissatisfied (Gazley & Dignam, 2010). That is, nonprofit organization members who are satisfied with their membership will be more likely to demonstrate higher levels of intention to donate and actually make donations to the organization. Membership in an organization or a group may lead individuals to donate due to their sense of belonging to a community,

thus triggering their desire to enhance its well-being (Lohmann, 1992). Boenigk and Helmig (2013) found an indirect influence of membership satisfaction on donations. Those with satisfying relationships with an organization are more likely to be loyal to the organization, which increases the amount of giving. Therefore, we posit the following hypothesis:

H2: *Satisfaction with membership in an organization is positively related with donation amount.*

2.5 | Individual factors on donation

Some studies of charitable giving have focused on demographic factors, such as gender, age, education level, and income levels, and have evaluated how these demographic factors influence donations (e.g., Krebs, 1970; Lee & Chang, 2007; Lee, Piliavin, & Call, 1999). By reviewing studies on the effect of gender on donation, Krebs (1970) concluded that gender does not differentiate tendency toward altruism, but when they do donate, women tend to be more altruistic and donate larger amounts. Other studies explained that individuals' dispositions could affect their donation intentions. For example, individuals with an empathic predisposition demonstrate a greater likeliness to give (Verhaert & Van den Poel, 2011). Individuals' perceived generosity is another factor that influences donation (Diamantopoulos et al., 1993; Harvey, 1990). However, examining the demographic or personal characteristics involved may not provide a full explanation of the reasons guiding participation in charitable giving.

2.5.1 | Intrinsic and extrinsic motivations

Motivations of behavior have been studied in different fields (e.g., Freud, 1961; Skinner, 1965). One psychological perspective classifies motivation into two types: intrinsic and extrinsic motivation (e.g., Deci, 1971).

Intrinsic motivation is defined as “doing something because it is inherently interesting or enjoyable” (Ryan & Deci, 2000, p. 55). In other words, by doing an activity, individuals feel pleasure or satisfaction (Deci, 1971) without any material rewards (Deci & Ryan, 1985). One of the self-explanatory motivations for donors to support an organization is altruism (Andreoni, 2006). Donors offer charity because they care about an organization and the values it represents (Bekkers & Wiepking, 2010). They engage in these activities without any material rewards (Deci & Ryan, 1985; Deci & Ryan, 1987).

In terms of charitable giving, scholars have analyzed intrinsic triggers, such as empathy, knowledge about charitable issues, and sense of social responsibility (Bennett, 2003; Kogut & Ritov, 2005; Radley & Kennedy, 1995). The level of an individual's empathy explains some aspects of donation behavior. That is, the higher an individual's level of empathy, the more likely he or she will be to participate in charitable giving (Bekkers, 2006). According to Dickert et al. (2011), once an individual decides to engage in donation, it is empathic emotions that correlate strongly with the amount of donation. Radley and Kennedy (1995) stated that less fortunate people are more likely to donate as compared to those with higher incomes because they have a better understanding of the hardship of being poor. However, Bekkers (2006) had contradictory findings. Joy and pleasure derived from

charitable giving are often considered intrinsic motivations (Batson & Shaw, 1991; Harbaugh, Mayr, & Burghart, 2007; Thoits & Hewitt, 2001). Although intrinsic motivations influence charitable giving, these are not the only factors that account for individuals' donating activities.

Extrinsic motivation refers to “doing something because it leads to separable outcomes” (Ryan & Deci, 2000, p.55). Extrinsic motivations are related with behaviors that are for other outcomes, not for the activity itself (Deci, 1971; Kruglanski, 1978; Vallerand & Blssonnette, 1992). Donations can provide economic rewards such as tax breaks or social rewards, namely, positive feelings, personal satisfaction, spiritual value, and self-worth (Andreoni, 1989; Arnett, German, & Hunt, 2003; Cermak, File, & Prince, 1994; Schiff, 1990), as well as other rewards such as free merchandise or discounts (Mora & Nugent, 1998; Yetman, 2001).

Some individuals tend to make monetary donations to nonprofit organizations not only to satisfy their psychological needs but also to fulfill their social needs. Charitable giving is considered a positive action (Muehleman, Bruker, & Ingram, 1976), especially when it is aimed at helping to decrease inequality in society (Brickman & Bryan, 1975). For that reason, people often engage in charitable giving with the intent of improving their status among their social group members (Stroebe & Frey, 1982), which could be one of the reasons that people generally want others to recognize their donations (Andreoni & Petrie, 2004). Another motivation for donating is to enhance one's self-esteem and welfare (Dawson, 1988).

Pressure or rewards are also considered to be extrinsic motivations for someone to act (Ryan & Deci, 2000). Some people tend to donate to reduce peer pressure and feel better about themselves (Andreoni & Scholz, 1998). For example, some individuals are motivated to donate because they want to avoid punishment or blame for not donating (Fehr & Falk, 2002). Using a Taiwanese sample, Lee and Chang (2007) explored motivations for volunteering time and monetary donations, revealing that motivations for volunteering time are typically intrinsic, whereas monetary donations are driven by mostly extrinsic motivations. In light of these findings, the following hypotheses are proposed:

H3a: *Intrinsic motivation is positively related with donation amount.*

H3b: *Extrinsic motivation is positively related with donation amount.*

Figure 1 presents a visualization of the proposed hypotheses.

3 | METHOD AND DATA

To test the proposed hypotheses, this study used a secondary dataset collected by the American Society of Association Executives using a web-based survey between March and May 2009. The average completion rate of the entire dataset was claimed to be about 12%.

¹ The low response rate raises a concern about nonresponse bias. To test for nonresponse bias, we compared the first and fourth

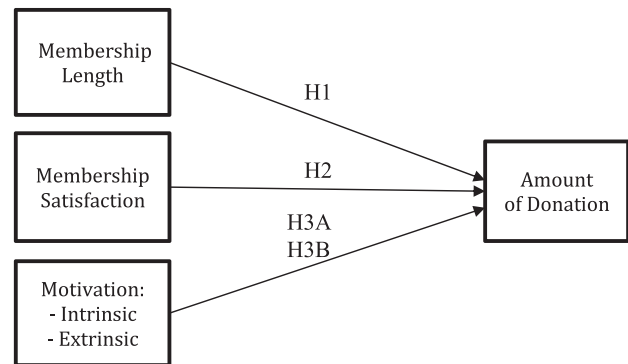


FIGURE 1 Hypothesized model of the determinants of the amount of donation

quartiles of responses across all the variables including four demographic variables. Only donation amount and two demographic variables (gender and age) had statistically significant differences between the mean responses of these two groups. In those variables with statistically significant differences, the first quarter respondents displayed slightly less donation amount and were younger and more male than the counterparts. The mean differences between the two groups are negligible (.002 for the donation amount and 1.60 for age, respectively). Therefore, the effect of response bias is thought to be marginal.

The original dataset includes both 501(c)3 and 501(c)6 organizations. This study used the responses from only 501(c)3 organizations because the other type of organizations cannot issue charitable receipts. The following two organizations were classified as 501(c)3: the American Society of Civil Engineers Foundation and the Institute of Electrical and Electronics Engineers.² The sample size of members of the two organizations was 2517.

3.1 | Measures

3.1.1 | Amount of donation

This variable was measured by asking “Approximately how much have you donated, in U.S. dollars, in the past 12 months?” Participants chose from five categories: (a) less than \$100, (b) \$100 or more but less than \$500, (c) \$500 or more but less than \$1,000, (d) \$1,000 or more but less than \$5,000, and (e) \$5000 or more. Higher numbers indicate more donation. This variable was used as the dependent variable for the study.

3.1.2 | Independent variables.

Membership satisfaction. This study conceptualizes membership satisfaction as the extent to which members feel favorable toward their membership in the organization. The respondents were asked to rate their overall satisfaction with their membership by using a 5-point Likert scale from 1 (*very dissatisfied*) to 5 (*very satisfied*).

Intrinsic motivations. This study adopts a definition of intrinsic motivation from Ryan and Deci (2000) and defines it as “donation motives which are inherently interesting or enjoyable” (p. 55). Four

²The American Society of Civil Engineers has about 150,000 members and the Institute of Electrical and Electronics Engineers has about 420,000 members.

¹Completion rate of each association was not available.

items were used to measure intrinsic motivations, including “to support a cause that is important to me” and “I have been fortunate and want to give back.”

Extrinsic motivation. The conceptualization of this variable is adopted from Ryan and Deci (2000). It is defined as “donating with an expectation to receive separable outcomes or rewards.” Six items were used to measure extrinsic motivations, including “to change public policy,” “giving is an expected part of my profession or position,” and “to build my reputation.” To evaluate the intrinsic and extrinsic motivations, the respondents were asked to rate the importance of the reasons in their donating decision on a 5-point scale from 1 (*not at all important*) to 5 (*very important*).

Membership length. This variable is defined as how long an individual has retained membership with the organization. It was measured by the actual number of years being a member of an organization.

4 | RESULTS

4.1 | Sample demographics

Two thousand five hundred seventeen participants completed the survey. Males ($n = 2,213$, 90.0%) dominate the sample (female, $n = 247$, 10.0%). Mean age of the sample was 49.3 years, with a range between 19 and 80. A majority of participants earn either \$50 to \$100 K or \$100 to \$150 K in annual household income. More than half of the respondents held either middle-level ($n = 753$, 37.6%) or senior-level ($n = 774$, 38.7%) positions in their current employment, followed by chief executive ($n = 180$, 9.0%) and entry level ($n = 166$, 8.3%). A majority of participants ($n = 2,355$, 97%) held at least a bachelor's degree.

4.2 | Correlation analysis

Two variables, intrinsic motivation and extrinsic motivation, were measured with multiple items. For parsimony and easy convergence for the regression analysis, this study used aggregated scores of the variables with multiple items. To check the level of associations between the independent and dependent variables, this study ran a correlation analysis. In this study, donation amount is the dependent variable and intrinsic and extrinsic motivations, satisfaction toward the association, and membership length are independent variables. Table 1 presents the correlations of the variables included in this study along with the descriptive statistics. Overall, donation amount displayed statistically

significant correlations with two variables: membership length ($r = .353$) and intrinsic motives ($r = .097$). Intrinsic motivation displayed significant associations with extrinsic motivation ($r = .340$), followed by satisfaction ($r = .105$) and membership length ($r = -.052$). Extrinsic motivation has a somewhat weak tie with satisfaction ($r = .090$), and satisfaction is correlated with membership length ($r = .051$).

4.3 | Hierarchical regression analysis

To test the proposed hypotheses, this study used a hierarchical regression analysis. To control the effect of male dominance in the sample, gender was entered at stage one of the regression. All other predictors—membership length (H1), membership satisfaction (H2), intrinsic motivation (H3a), and extrinsic motivation (H3b)—were entered at Stage 2. As shown in Table 2, the hierarchical regression revealed that at stage one, gender was a significant predictor of the donation amount ($\beta = -.132$, $p < .001$). By adding the four predictors at Stage 2, the hierarchical multiple regression analysis of donation amount as a dependent variable was significant ($F = 55.834$, adjusted $R^2 = .125$, $df = 5$, $p < .001$) and explained about 13% of the total variance. Among the independent variables included, the analysis demonstrated membership length ($\beta = .349$, $p < .001$) and intrinsic motivation ($\beta = .139$, $p < .001$) to be significant predictors of donation amount. It is noticeable that the magnitude of the effect of membership length on donation amount is about 2.5 times bigger than that of intrinsic motivations. The membership satisfaction level and extrinsic motivation variable do not significantly affect donation amount. Therefore, H1 and H3a were supported and H2 and H3b were rejected.

5 | DISCUSSION

Although the survival of member-based nonprofit organizations depends heavily on membership dues, donated revenue is the third-biggest revenue source for membership associations, following membership dues and program service revenue (Bowman, 2017). Understanding the reasoning behind private charitable donations has been an important agenda in improving relationships between donors and nonprofit organizations (Bosso, 2003; Wang & Ashcraft, 2014). Although some studies have investigated the determinants for donation activities (e.g., Wang & Ashcraft, 2014), the motivations behind donation amount remain understudied. Therefore, this study was designed to examine the psychological and emotional determinants of donation amount in nonprofit organizations among association

TABLE 1 Correlation matrix

		N	Mean	SD	Correlations					
					1	2	3	4	5	
1	Donation amount	2,010	3.36	1.28	---					
2	Intrinsic	1,853	3.56	.78	.097**	---				
3	Extrinsic	1,858	2.00	.80	.023	.340**	---			
4	Satisfaction	2,305	3.90	.94	-.010	.105**	.090**	---		
5	Length	2,217	18.03	14.56	.353**	-.052**	.044	.051**	---	

** $p < .05$.

TABLE 2 Summary of hierarchical regression analysis for predictors of donation amount

Variable	Donation amount			
	β (se)	R^2	Adj. R^2	R^2 change
Step 1				
Gender	-.132 (.104)***	.011	.010	.001
Step 2				
Gender	-.079(.100)**			
Length (H1)	.349 (.002)***			
Satisfaction (H2)	---			
Intrinsic (H3a)	.139 (.010)***			
Extrinsic (H3b)	---			

Note. --- indicates nonsignificant results.

** $p < .05$.

*** $p < .001$.

members. By surveying members of nonprofit membership associations, this study sheds light on the motivations guiding members' monetary donations and the extent of member generosity.

5.1 | Membership length

The first hypothesis posits that the length of membership will positively correlate with the amount of donation. The result supports this proposition and aligns with previous literature stating that longer-term members are inclined to give more to their associations (Wang & Ashcraft, 2014). Members remain in an association to support the organization's values and to play a role in the actions of the organization. Long-term membership can transform an organization into a natural social group with established values and functions. Lapses in membership indicate that members no longer find value in the organization. Retaining membership for years implies members' high level of commitment and sense of belonging to the association. Long-term members tend to become more generous in their charitable giving to nonprofit associations. Considering that long-tenured association members have greater feelings of belonging to the organization, which leads to supportive actions, the result indicating that membership length significantly predicts donation amount adds to the emerging literature.

5.2 | Membership satisfaction

The result of this study did not support the second hypothesis that member satisfaction will positively correlate with the amount of donation. This finding is somewhat contradictory to findings of previous studies. For example, Wang and Ashcraft (2014) found that membership length, attachment to the association, and membership satisfaction were measures of commitment to an organization. This contradictory finding might come from the lengthy membership of the respondents. The average length of membership in the associations investigated in this study is over 17 years, which is a very long time. A level of satisfaction with an association is a determining factor for relatively newer members to maintain the membership. To members who have stayed in the same organization for this long, level of satisfaction is not an

issue. Continuing membership for years is a testament to the member's satisfaction with the organization. The finding might demonstrate that membership organization managers should consider benefits which can improve the level of satisfaction of new members so that they can stay as long-term members.

5.3 | Gender differences

This study found that female donate larger amounts than their male counterparts. This finding aligns with many studies that demonstrated that women are more generous charitable givers (e.g., Andreoni & Vesterlund, 2001; Belfield & Beney, 2000). Female association members are more likely to give more amount of donation to their associations than male members. Female are considered to be more caring and self-sacrifice (e.g., Eagly & Crowley, 1986; Eagly & Steffen, 1984), which can be a potential explanation of the result. Literature also suggests that a reason women donate more than men is their desire to be involved in organizations by contributing their money (Kaplan & Hayes, 1993). This finding extends the existing literature by indicating that for membership associations, female members are significantly donating more amount than male members.

5.4 | Intrinsic and extrinsic motivations

This study contributes an additional layer of evidence demonstrating that members' psychographic and attitudinal characteristics significantly correlate with the extent of member generosity. The emotional dimension, which includes factors such as empathy, sympathy, and altruism, notably influences the amount of the donation, supporting Hypothesis 3a. Intrinsic motivation positively affects a member's decision to donate, the first step in the two-stage donation process suggested by Garcia and Marcuello (2001). Members with higher levels of concern for others want to reduce the problems that exist in society (Verhaert & Van den Poel, 2011), and one of the strategies for doing so is donating to a nonprofit organization that strives to alleviate the struggles of less fortunate people.

Similar to Wang and Ashcraft's (2014) study, this study's analysis indicated no significant correlation between extrinsic motivation and the amount of donation. Therefore, Hypothesis 3b is not supported. A donor's moral obligation, involving pressure to donate or desire to improve reputation, does not significantly predict the amount of donation. This result is similar in the case of repeat donation intention (Beldad et al., 2012) and may suggest that members make decisions about the amount of donation on the basis of motivations connected to their own thoughts or emotions as opposed to external motivations, such as peer pressure or rewards for donations.

The finding that specific motivational factors are related to the amount of donation is important for organizations aiming to increase the amount of monetary donations. Long-tenured members will demonstrate greater tendencies to donate, and organizations should therefore attempt to retain their members for longer periods by using strategies suggested in previous studies. Some of these strategies include increasing interaction with members and communication with leaders (Knoke & Wood, 1981). Developing members' commitment to an organization is a useful method for retaining longer membership.

The significant relationship between intrinsic motivations and donation amount can inform strategic guidelines for managers of nonprofit organizations. In particular, when requesting member donations, nonprofit organization managers should attempt to appeal to members' intrinsic motivations rather than offering them benefits such as tax deductions or rewards for donation.

This study has contributed an added layer of understanding of the determinants of donation amount among member-based nonprofit organization members. In summary, the findings of this study offered empirical evidence demonstrating the positive impact of membership length and intrinsic motivation on the extent of generosity among nonprofit organization members. The results also elucidate the mechanisms through which these factors affect donors' decisions about donation amount.

5.5 | Limitations

This study has some limitations that need to be considered. First, the sample for this study consists of members of professional associations. Therefore, the findings might not be applicable to private donors who do not belong to a membership organization. Second, although the sample size and participants were appropriate, response bias might be inherent in the low response rate. Other scholars who intend to apply the study framework therefore need to consider ways to improve response rates. Third, this study only evaluated the determinants for the amount of donation. Intention or actual donation behavior were not examined. Some factors found not to influence donation amount could be important for predicting intention to donate or actual donation decisions. Fourth, this study used a secondary dataset which was originally collected in 2009, when the U.S. economy was in a recession. This special circumstance and the age of the dataset should be taken into consideration when interpreting the findings of this study. Last, this study measured the amount of donation using ranges rather than the exact dollar amounts. Obtaining data with actual donation amounts would provide more accurate information about the factors influencing donation.

5.6 | Future research

Given that the present analysis was based on professional association members only, future researchers could examine determinants of the amount of donation among other populations, such as general donors, to improve the external validity of the proposed model. Furthermore, future researchers should examine other variables not included in this study, including self-esteem, perceived sense of belonging, and life satisfaction. An experimental design using different methods of appeals to test whether messages that appeal to members' intrinsic motivation actually generate higher amounts of donations than messages that appeal to members' extrinsic motivations would also provide useful results.

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