

RAGE-GIVING AND THE DETERMINANTS OF
DONATIONS TO NONPROFIT ORGANIZATIONS

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Rage-Giving and the Determinants of
Donations to Nonprofit Organizations

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Abstract

This study examines seven major determinants or factors that lead to nonprofit organization donations. It focuses on determining the main causes and assessing how much they impact a donor's willingness to donate to a certain cause. To help provide context the literature review provides background information on the nonprofit market, the determinants, rage giving, and anger as a determinant. The data used in the analysis was generated from a survey conducted by Dr. Kat Miller-Stevens and Jennifer A. Taylor. The method of analysis was a Top 2 Box score analysis on the responses to seven key factors found. The results indicate that the top 2 determinants of trust and satisfaction with aspects of life in America were the most relevant determinants that lead to nonprofit donations.

KEYWORDS: Rage-giving, Donations, Nonprofit

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Introduction

The 2016 presidential election was one of the most polarizing in the history of the United States of America. With two of the most controversial candidates the U.S. had witnessed, emotions were very high following the result of Donald Trump winning the 2016 presidential election. One interesting statistic that came out very shortly after the election is how many nonprofit organizations had already met their fundraising goals by the Tuesday after Thanksgiving. The Tuesday after Thanksgiving is a day that is designated to be charitable since 2012 (Itkowitz, 2016). The American Civil Liberties Union (ACLU) had plans for a campaign to receive donations for each candidate depending on the results of the election (Itkowitz, 2016) and because of Trump's victory, they had received a plethora of donations – much more than years prior. “It's unprecedented in our history” (Itkowitz, 2016) said Mark Weir who was the ACLU's chief development officer after the 2016 election regarding the response to donations and people willingness to volunteer. This raises the question of why they were receiving so many donations after the election. Were donors in fear of Trump taking away many civil liberties, so they donated to the ACLU to counteract Trump and his policies? Or were they in support of Trump to ensure civil liberties to all Americans? The ACLU mission is stated as “The ACLU works in the courts, legislatures, and communities to defend and preserve the individual rights and liberties guaranteed to all people in this country by the Constitution and laws of the United States” (ACLU, 2019) which raises the question of what leads to people to donate to nonprofits and what factors contribute the most the donations to nonprofits.

A major objective of nonprofit organizations is attracting people to donate to support their mission. Based on the previous story, it seems as if the reason people donate is solely based solely on election results, but the true reason is more complex. Nonprofits must investigate the factors of engagement which lead someone to donate. The purpose of a nonprofit is to, “further a social cause and provide a public benefit” (Heaslip, 2020). Could it be as simple as having a good cause that people relate to and get behind to achieve higher donations? How are emotions accounted for in donating to nonprofit organizations? Are those who are highly agitated against or highly aligned with the cause more likely to donate? The problem is finding which factor – or combination of factors – helps attract donations.

While looking into each the possible factors (which will be described and analyzed in the literature review), I hypothesize that the factors of trust in the organization and affinity, or sense of belonging to the organization are the two biggest contributors for nonprofit organizations to attract donations. I believe these two are the most important because trust is very important throughout all aspects of life and especially when donating money. According to Onecause, “Trust has grown in importance, now surfacing in 2022 as the top motivator that today’s donor must have when giving to a nonprofit organization” (Carlin, 2022). The donor must trust the nonprofit to use the money the way it is written by the organization so that their donation has value to them. A sense of belonging is the other factor that is very important because if one feels they align with and further, are part of the organization they are more likely to donate time and money as they personally identify with long-term success of the organization. This has been researched in charitable giving to one’s alma mater and it

shows when one has a great sense of belonging to an institution of higher education, they are more likely to donate (Drezner, 2021). I feel this hypothesis is important to test as there are many factors that contribute to one wanting to donate to an organization, but it is difficult to isolate the most significant factors to determine the success of fundraising efforts. By testing this hypothesis, I intend to narrow down the factor or factors that lead to one's willingness to donate their hard-earned money for a greater cause.

The approach I plan on using for this research is a data analysis of a post-election survey titled, "*Rage Giving Survey*". It is a set of questions answered by people who donated to a nonprofit organization in the 12 months after the 2016 presidential election. I will use this survey to test my hypothesis by analyzing the data to determine which motivations were the most significant in leading to someone donating to a nonprofit. It will help me answer my research question of what factor or factors lead people to donate to a nonprofit.

The data I received was a survey conducted by Colorado College Associate Professor and Associate Chair of State of the Rockies Dr. Katrina (Kat) Miller-Stevens Ph.D. She created a set of questions for this survey starting with a qualifying question, "Did you donate to a nonprofit in the last twelve months in protest of the political climate, public policy, or elected or appointed government officials?". If one answered yes to this question, they were able to take the survey which contained 40 questions about why they decided to donate and their feelings about donations and the organization they donated to. If they answered no, they were eliminated from the survey. I will use this survey's responses to test my hypothesis and expect to show that having trust and an

affinity to the organization are the two most important factors for nonprofit organization engagement.

This thesis is sorted into several chapters starting with a literature review. The literature review consists of five subchapters starting with nonprofit organization reliance on donation and finishing with types of anger. The theory and methodology section follow where the data, variables, and model will be discussed. Next, the results and analysis will be examined to determine if they support the hypothesis. Lastly in the conclusion I will lay out the findings and way this research contributes to the world.

Literature Review

This literature review covers five major aspects of nonprofit donations to provide an overall understanding of nonprofits and reasons for donating. The first section is nonprofit reliance on donations, describing why nonprofits need donations to function and support their desired cause. The second section examines nonprofits that received high donations and especially ones after the 2016 election in 2017. The third section explores the determinants of what causes people to donate to nonprofit organizations as there are many factors that resonate differently with donors. The fourth section is an exploration of rage giving. Rage-giving became very prominent after people were upset with election results or policies that people agreed or disagreed with to cause them to donate. Lastly is the section on types of anger and how people deal and act on these types of anger.

Nonprofit Organization Reliance on Donations

Nonprofit organizations need to receive money to fund their operation and advance their cause just like any other business. The main ways nonprofits generate revenue are government grants, individual and corporate donations, investment income, and fees for services (Shon, 2019). In the United States in 2019, American households donated over \$309 billion to nonprofit organizations which is almost 2% of all annual income for these households (Kim, 2021). Individual donations are a key part in nonprofit organizations and especially small- and medium-sized organizations for funding to achieve their goal. The revenue of these nonprofits highly depends on two factors: individuals' decisions to give or their willingness to participate and how much to give (Kim, 2021). Many of the nonprofit organizations are dealing with revenue issues and want to "close the gap" (Kim, 2021) between their resources and the funds required to serve their goals and missions. In addition, it is imperative for these organizations to maintain communication with individual donors since the amount of donations from individual donors increased by 4.7% from 2018 to 2019 (Koksal, 2023). This shows that there is a very large growing market for donations and for these companies to tap into these donors' pockets to help support their funding. Nonprofits need these donations for stabilization, expansions for new projects, and the ability to adjust on the fly to certain needs (Dudzic, 2020). Expansion is a key factor for nonprofits as they all look to expand their reach and increase their impact on their cause or mission. Government grants and contracts do not cover enough of these expenses and often don't cover the costs of sustaining their work which is why charitable donations from individuals are so important (Dudzic, 2020). It is so important for nonprofit organizations to raise funds for the simple

need for covering basic costs. The over \$300 billion individual donation industry, which is increasing at almost 5% a year, is instrumental for nonprofit organizations to advance their missions (Dudzic, 2020).

Nonprofit Organizations That Received High Donations

Following the 2016 election results, many democratic voters in the United States were unsure of the future and wanted to help make a difference by donating to nonprofit organizations. Some people were angry, and some were scared but both lead to an increase on 3% of donations to the top 100 U.S. charities (Barrett, 2017). While many of the top nonprofit organizations received large value donations, some saw their donations drop from the previous year. The United Way Worldwide received the most overall donations (\$3.54 billion) yet had a 4.6% drop (\$170 million) in donations from 2016 to 2017 (Barrett, 2017). Although surprising on the surface, William Barrett writes how these large organizations are losing money to smaller, narrowly focused charities. He claims how these large charities' messages are too dispersed and the smaller charities can draw in more donations by having a singular focus that is more easily digested by the common-man donor (Barrett, 2017).

This appears to be a common theme as the second organization on the list for 2017 the Task Force for Global Health saw a 15% decrease in donations from 2016 to 2017 (Barrett, 2017). This can be attributed to two things; the first is they received a billion-dollar donation from Pfizer for their goal of donating medical supplies to foreign locations, the other is many individual donors want their donations to be used where they can see the results either locally or in the United States. This is important because with all

the uncertainty after the controversial 2016 election U.S. citizens wanted their donations to cause change they can see and not be sent all over the world.

In the weeks following the 2016 election, many anti-Trump nonprofit organizations saw spikes in donations. Americans who were strongly against President Trump's victory were donating in record numbers to Planned Parenthood, the ACLU, the Islamic Council on Foreign Relations, and the National Association for the Advancement of Colored People which are all viewed as supporters of policies that Trump opposed (Mettler, 2016; Rinkunas, 2016). Planned Parenthood received 40 times the usual amount of donations in the six weeks following the election. Also, they reported that 70% of the donations came from people who had never previously donated to nonprofit before (Rinkunas, 2016).

On the other side of the political spectrum the National Rifle Association (NRA) had received record donations pre-election in 2016 to help get the Republican candidate Donald Trump elected, but the month following the election they had only received \$2.4 million in donations as many felt that the goal of getting Trump elected was achieved (Taylor & Miller-Stevens, 2022). Even more interesting is that the NRA saw a \$55 million decline in annual income from 2016 to 2017 (Bowden, 2018). This isn't as surprising when you view it through the lens of success – once Trump was elected, the donations weren't flowing. Looking at the trends of donations to different types of nonprofit organizations, there is a connection between more donations to what people feel is more vulnerable. Planned Parenthood is considered more vulnerable after Trump's election as his campaign was strongly prolife. When Obama was in office with a strong anti-gun focus, there were much greater donations to the National Rifle Association.

Determinants of Donations to Nonprofit Organizations

When committing and donating money to a nonprofit organization there are many different determinants of why an individual would be inclined to donate to a certain organization. In their study titled “Rage Giving Survey”, Dr Katrina-Kat Miller-Stevens and Jennifer Taylor identified seven major determinants, which are used in this thesis to determine the most optimal in funding donations to nonprofits. These determinants are described as follows:

- **Civil Engagement:** The first determinant is civil engagement attitudes and behaviors. This is when someone feels a responsibility or civil duty to help and serve in their community. There is an attitude that all citizens have a moral responsibility to be informed and help those in need in the community. They donate to nonprofit organizations and often volunteer because it is what they believe in. (Taylor & Miller-Stevens, 2022)
- **Trust:** The trust determinant is how much trust one has in an organization to responsibly complete their goals with donors’ funds appropriately. It also alludes to the perception of whether the organization would act ethically. Meaning that they do exactly what they say they are going to do without cutting any corners. By doing so the company would not exploit their donors and use fundraising techniques that are “appropriate and sensitive” (Taylor & Miller-Stevens, 2022).
- **Emotional Uplift:** This determinant describes if the donor agrees whether they receive emotional uplift or made them feel like a better person compared to before they made the donation to the nonprofit organization. Someone in this category would feel uplifted after donating to “X” nonprofit organization or they obtained a

“deep inherent satisfaction” (Taylor & Miller-Stevens, 2022) after donating to “X”. They often felt a lot of pleasure or that their own life has been made better after donating to a nonprofit.

- **Affinity:** The key part of this determinant is if the donor feels a sense of belonging to the organization or an affinity to that organization after the donation. These supporters care deeply about the future success of the organization and would describe themselves as loyal supporters of the organization. They also say they would continue giving to this organization in the next year.
- **Demonstratable Utility:** Donors who fall into this category believe there is something in return for their donations such as “immediate or future tangible benefits” (Prewett, 2019). The donors could receive publications, local prestige, or even recognition from donating to this nonprofit organization. Lastly, the work of this organization could benefit the donor in the future from their donations which is an important factor for them to support the nonprofit organization.
- **Social Pressure and Promoting:** The pressure from peers or the social group that one associates with can provide insights into why someone donates to a nonprofit organization. One who donates because of social pressure may donate because many other people were donating at the time. They may also donate because many friends, family, and even coworkers were donating at the time and wanted to fit in or be approved socially. This effect also takes place when others donate to an organization because they may feel a large group donating can have a greater effect than themselves alone. Promoting is another aspect of this determinant as many in this category as in social situations people may talk up or

promote this organization to their peers. They may speak favorably or bring up the organization in a positive way in conversations with friends and acquaintances.

- Emotional Utility: People who donate for this reason feel a sense of guilt if they never donated to this nonprofit organization. They donated to not feel guilty instead of donating to feel good about themselves such as someone who would fall into the emotional uplift category.
- Satisfaction with Aspects of Life in America: Many donors are either upset or very happy with the aspects of life in America. For this determinant I am looking at the responses for dissatisfied with life in America as a determinant to donate to cause change. Some factors here are the impacts of religion, influence of major corporations, the moral and ethical climate, the system of the government and why or why not it works, and how income and wealth are distributed.

Looking at these determinants to donation for nonprofit organizations there are many different reasons which would cause someone to financially support the nonprofit of their choosing. When looking at all these determinants my goal is to decide which factor or package of factors are the most important for nonprofits in receiving funding. In analyzing the data from the “*Rage Giving Survey*” by Dr. Kat Miller-Stevens I will determine the factors are the strongest determinants to nonprofit donation to donors

What is Rage-Giving?

The most important theme in this thesis is rage-giving. Rage giving has recently been found to be a key factor in why people give to certain nonprofit organizations

without even realizing it. Some may have heard of the concept as “civic anger” (Taylor & Miller-Stevens, 2022) -- rage-giving is a modern version of that concept. Simply stated, rage-giving is when “pent-up emotions burn out of control, rage givers experience an emotional release by channeling that rage into something positive” (McHugh, 2018). Often the positive response by the rage givers is to donate their time or money to a nonprofit organization that stands with their beliefs and the cause they want to help or prevent.

Within the concept of rage-giving, many wonder who participates in rage giving? The participants in rage-giving can be brought in for many reasons including the protest of political climate, new or old public policy, climate change, newly appointed government officials, human rights, and even amendment rights such as the 2nd amendment (Taylor & Miller-Stevens, 2022). Race is an important factor too as over 80% of those in the survey who participated on rage-giving were White and the next largest was Black or African American at only 6%. For gender the numbers were much more even as 58% of rage givers were female and 41% were male, leaving less than 1% as nonbinary (Taylor & Miller-Stevens, 2022). Higher education doesn't have much effect on giving too as slightly over 50% of the participants have an undergraduate or graduate degree (Taylor & Miller-Stevens, 2022). One would think income has a high effect of the willingness to donate but two-thirds of participants have an income of less than \$100,000 a year so these aren't people with extra cash lying around they are looking to donate for tax breaks. Political party is important after Trump's election to see if it is mainly democratic voters who are upset about the election results but only 44% of the

participants considered themselves democrats compared to 25% republicans (Taylor & Miller-Stevens, 2022).

These factors can often be seen as trends for nonprofit organizations to focus on to appeal to and motivate individuals to help their funding. Nonprofits can align their missions and goals to create a connection to these rage-givers. For the future many nonprofit need to use rage-giving as fuel to increase donations and use it to help the marketing and fundraising strategies for future elections.

Types of Anger and the Impact as a Determinant

Anger is a driver of decisions that most don't realize now. This is related to how rage-giving was once called civic anger and is when people relate charitable giving to counter government actions and policies out of anger. McHugh describes these as "fury triggers" which is when the feeling of anger grows and never goes away (McHugh, 2018). It is viewed as adding fuel to fire in a way where the person gradually gets angrier until they feel they must act.

Some can channel this anger into doing something positive and they find they giving to a nonprofit organization to counter their anger is the best option. Some in academia describe this concept as "empathic anger" which is anger that motivates people to "counter injustice" (Taylor & Miller-Stevens, 2022). This is interesting because people who experience empathic anger often have feelings of "altruism" (Taylor & Miller-Stevens, 2022) for "humanitarian concern for others, increased advocacy for social justice issues, increased tolerance for others, and an inclusive approach for civil engagement" (Taylor & Miller-Stevens, 2022)

Often anger and emotion are used as tools for mobilization in the political world. Anger has been used for social movement and to increase voter turnout since elections have been held. Empathy or sadness that is created can leave a void in many that leads to the desire to help others. Empathy can come in many different forms such as injustice, anger, guilt, and distress (Taylor & Miller-Stevens, 2022). These feelings can promote the urge to donate to others who have felt injustice in certain situations. This relates to the concept of civic anger which said by Silber is” experienced by highly privileged subjects who witness the plight of others but are not themselves the primary object of unfair treatment” (Silber, 2012). People who experience civic anger don’t donate because of themselves according to Silber and others in academia, but to people they feel need help from unfair treatment and other injustices. (Silber, 2012)

Anger and rage are often thought to be the same thing, but the American Psychological Association (APA) distinguishes between the two. The APA describes anger as “an emotion characterized by tension and hostility arising from frustration, real or imagined injury by another or perceived injustice (APA, 2008), and they describe rage as an emotion caused by anger that is “intense, typically uncontrolled anger...differentiated from hostility in that it is not necessarily accompanied by destructive actions but rather by excessive expressions” (APA, 2008). These key differences show that rage is much more intense than anger and is an uncontrolled anger; once anger boils over into rage it is very hard to control. This explains why many turn to donating to counter their rage and cool themselves down as they channel the rage into good.

Theory and Methodology

The data collected by Dr. Miller-Stevens identified seven determinants which caused the participants to vote. These are civil engagement, trust, emotional uplift, affinity, demonstratable utility, social pressure, and emotional utility. When I looked at these seven factors, I hypothesized that trust and affinity would have the largest impact on nonprofit organizations receiving donations from people.

- My null hypothesis (H0) is that trust and affinity are the two least important factors in connecting with donors and receiving donations for a nonprofit organization.
- My alternative hypothesis (H1) is the two most important determinants in gaining donations to a nonprofit organization are trust in the organization and having an affinity to the organization.

Data Selection

The data used in this study was collected by Dr. Miller-Stevens from a previous analysis on rage-giving based on social media following the 2016 election. The survey used in this thesis “asks about your motivations, attitudes, and behaviors for making online donations in protest of the current political climate.” (Taylor & Miller-Stevens, 2022). Miller-Stevens indicated the reason for the survey is “This study aims to understand and explore the relationships between social media use, viral fundraising strategies, charitable giving, and civic engagement attitudes and behaviors.” (Taylor & Miller-Stevens, 2017). While her research focused more on social media use and funding strategies, this thesis focuses on the reasons which cause the participants to donate individually.

To qualify, a participant must have donated to a nonprofit in the twelve months following the election in protest of political climate, public policy, or elected or appointed government officials. This is important because everyone in the survey had donated within the past year at the time of the survey. Once qualified, respondents answered 22 questions with multiple sub-questions. For example, some of the basic questions are demographic based, including total household income, ethnicity, and level of education. There are seven main topic questions identified as root causes that led people to vote.

For my analysis I will take seven questions and their associated sub-questions from the survey conducted by Dr. Miller-Stevens and sorted them into their own individual category. Then I used a Top 2 Box score methodology to determine the percentage of those donating who agreed with those statements, using this approach to gauge engagement in these categories by the donors. For example, for the question on attitude there are fourteen sub questions. For the first sub question there are 520 responses rated on a seven-point Likert scale of strongly disagree, disagree, somewhat disagree, neither agree or disagree, somewhat agree, agree, and strongly agree. I used the Top 2 Box score using the amount that agree or strongly agree and divide that total of 520. Then I calculated the percent of who agrees and average out the total of all 14 sub questions to get a total percentage who agree with attitude as their reason for donating. I did this for all seven factors and compared them to each other to see which determinants resonate the most with voters. I then reported my results on which determinants or combination of determinants are most important for donors, as well as seeing if any individual sub questions stood out as being an important part whether they are very relevant or irrelevant.

Analysis and Results

When looking at the survey conducted by Miller-Stevens and Taylor I narrowed down their 40 questions into seven questions I found most pertinent to my research that each relate to one determinant to donating to a nonprofit organization. I hypothesized that trust and affinity would be the two greatest factors in nonprofit organizations receiving donations for their chosen cause.

Table 1: Top 2 Box Averages for Nonprofit Donation Determinants

Determinant	Top 2 Box Score Average Percentage
Civil Engagement	44.84%
Trust	56.10%
Emotional Uplift	39.92%
Affinity	34.28%
Demonstrable Utility	17.47%
Social Pressure and Promoting	44.27%
Satisfaction with Aspects of Life in America	53.53%

Question 5 on the survey relates to Civic Engagement and included 14 sub questions. For Civil Engagement there were 14 sub questions from question 5 of the survey. Several of questions from this section include “I feel responsible for my community.” and “I believe it is important to volunteer.” (Taylor & Miller-Stevens, 2022). The Top 2 Box responses (“agree” and “strongly agree”) averaged 44.84%,

indicating that nearly half of respondents agreed or strongly agreed with the statements involving civil engagement.

Question 11 in the survey = relates to trust, which included five sub questions. Two questions from this portion are “I would trust this organization to use donated funds appropriately.” and “I would trust this organization to conduct their operations ethically.” (Taylor & Miller-Stevens, 2022). The Top 2 Box scores indicated that 56.10% of survey participants agreed or strongly agreed with this section on trust as a factor in donating to a nonprofit organization.

Question 12 relates to emotional uplift. This question had five sub questions including “Giving to the organization resulted in my feeling that I was a better person than I was before I made the donation.” and “I felt uplifted after making the donation to the organization.” (Taylor & Miller-Stevens, 2022). The Top 2 Box results indicated that 39.92% of respondents agreed or strongly agreed with the statements on emotional uplift as a determinant for donating.

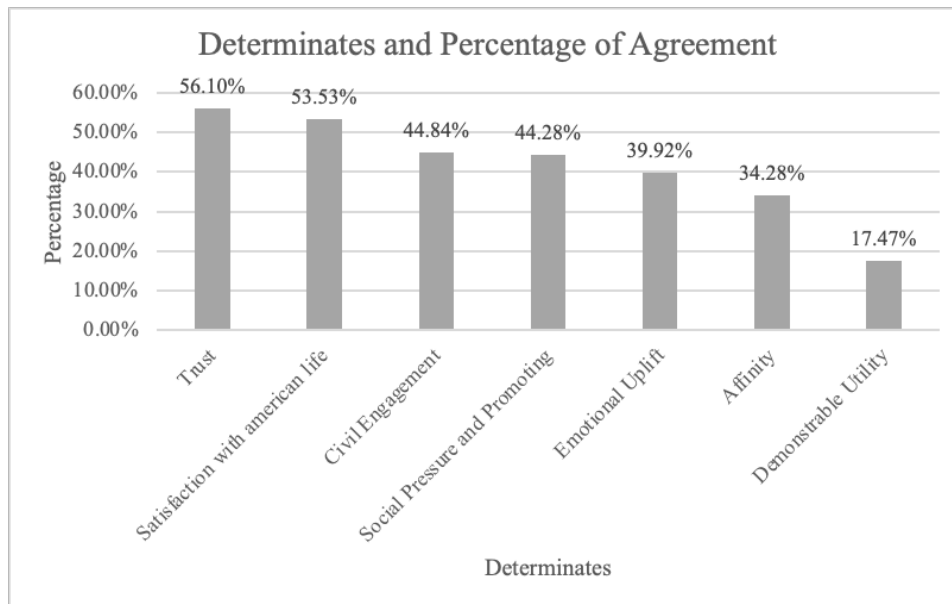
Question 14 in the survey relates to affinity with eight sub questions including “I feel a sense of belonging to this organization.” and “I care about the long-term success of this organization.” (Taylor & Miller-Stevens, 2022). 32.48% of responses agreed or strongly agreed with the statements in questions 14 of the survey related to affinity.

Demonstrable utility is the topic of survey Question 13. There are seven sub questions in this section including “When I give to this organization, I receive some benefit in return for my donation.” and “I may one day benefit from the work this organization undertakes.” (Taylor & Miller-Stevens, 2022). Only 17.47% of responses agreed or strongly agreed with the statements in question 14 about demonstrable utility.

Social pressure and promoting are tied together in Question 6 in the survey there are three sub questions for this section including “I bring up the organization in a positive way in conversations I have with friends and acquaintances.” and “In social situations, I often speak favorably about the organization.” (Taylor & Miller-Stevens, 2022). Top 2 Box results indicate that 44.27% of survey respondents either agreed or strongly agreed with the statements in Question 6.

Finally Question 7 in the survey relates to satisfaction with aspects of life in America. There are eight sub questions for Question 7, but for these questions there are four options for response: very dissatisfied, somewhat dissatisfied, somewhat satisfied, or very satisfied. I decided to use very dissatisfied and somewhat dissatisfied as the two responses to analyze for my Top 2 Box score analysis because I felt the results would be more relevant if someone was dissatisfied compared to satisfied. A couple of example questions from this portion of the survey are “The size and power of the federal government.” and “The way income and wealth are distributed in the U.S.” (Taylor & Miller-Stevens, 2022). After running the Top 2 Box score analysis on the eight sub questions, there was 53.53% of response were very dissatisfied or somewhat dissatisfied with the aspects of life in America.

Figure 1: Determinants and Percentage of Agreement



Source: Author's Calculations

After running the Top 2 Box score analysis on the seven determinants, I was surprised by a few of the categories and how they resonated with the survey respondents. My alternative hypothesis (H1) was that trust and affinity would have the two highest percentages of agreement after running the analysis. My hypothesis proved correct for trust having the highest percentage of agreement with 56.10%. However, my hypothesis proved incorrect about affinity being in the top percentages of agreement as affinity had the second lowest percent of agreement at only 34.28%. I felt that people would want a sense of belonging to an organization and they would therefore donate more money if they felt a part of it, but I was incorrect in my hypothesis. My null hypothesis (H0) was that trust and affinity would be the two least relevant factors in determining which determinants would lead to the most connection for donors to nonprofit organizations. My null hypothesis was not accurate as trust was the most important determinant with a 56.10% agreement while affinity was not as it was second least important with a 34.28%

agreement using the Top 2 Box data analysis method. Therefore, my null hypothesis is proven false by the analysis of the survey done by Dr. Kat Miller-Stevens and Jennifer Taylor.

When looking at the top two determinants of trust and satisfaction with aspects of life in America, I conducted further analysis into which sub questions resonate highest with the respondents to determine what connects the most with nonprofit donors.

Table 2: Top 2 Box Results for Trust Sub Questions

Trust	Top 2 Box Results
Q11.2 I would trust this organization to conduct their operations ethically.	57.70%
Q11.3 I would trust this organization to use donated funds appropriately.	58.60%
Q11.5 I would trust this organization to use fundraising techniques that are appropriate and sensitive	59.30%

Table 3: Top 2 Box Results for Satisfaction Sub Questions

Satisfaction with Aspects of Life in America	Top 2 Box Results
Q7.5 The moral and ethical climate.	65.20%
Q7,6 Our system of government and how well it works.	66.70%
Q7.8 The way income and wealth are distributed in the U.S.	67.70%

The two most relevant determinants for donation to nonprofit organizations were trust and satisfaction with life in America. Exploring trust, it is very clear as to why this factor came as the top determinant for donors to nonprofit organizations at 56.10%. One of the top questions that resonated with respondents was Q11.2 which questions whether respondents trust the respective organization to operate ethically. 57.70% of the survey respondents agreed with this as they want the organization, they are donating their hard earned money to operate ethically. The next question is the donors trust the organization to use the donated funds appropriately. This question connected positively with 58.60% of the voters for a key reason – when people donate their own money, they hope their funds will be used appropriately. No one wants their money to be misallocated, so using the donated funds appropriately will connect with potential donors the most. Lastly, these donors want the organization to use fundraising techniques that are appropriate and sensitive. The highest percentage at 59.30% want the organizations to use appropriate techniques to fundraise. Organizations should use sensitive techniques to receive the funds and then use the funds appropriately to get maximum donations for their cause.

Next is how the donors relate to their satisfaction with aspects of life in America. Starting off 65.20% of people who donated are somewhat or very dissatisfied with the moral and ethical climate in America. I can infer that this shows that many of these people want change and are looking to donate money to nonprofit organizations that are trying to change the moral and ethical climate in America. Next, 66.70% of survey takers who donated are dissatisfied with our system of government in the United States and how well it works. This can attract nonprofit organizations that focus on government and policy reform. They can look at the other factors such as trust to attract new donations

and build on the ones that have previously donated by focusing on gaining donations through ethical operations. Lastly many donors are concerned with the way that income and wealth are distrusted in the United States. 67.70% of donors are concerned with the way wealth is distributed and this can be used by nonprofit organizations who focus on helping the less fortunate. Nonprofit organizations in this sector can target donors using fundraising techniques that are appropriate and sensitive to gain more donations to help better their cause.

Conclusion

When first learning about rage giving and what causes one to donate to a nonprofit organization out of rage, there were a few objectives that should be explored deeper. I started out with some guidance from Dr. Kat Miller-Stevens saying she had gathered some data from a previous piece she had worked on. That is where I learned about rage giving and was given the book, *Rage Giving* by Dr. Kat Miller-Stevens and Jennifer A. Taylor. This book inspired my thesis and implored me to investigate specific factors that could lead one to donate more money to a nonprofit organization. I had hypothesized that trust and affinity would be the two most important factors in determining what nonprofit organizations received the most donations to support this hypothesis, I conducted a literature review in five sections to get a better understanding of the data discovered in my research.

I started my literature review by talking about nonprofit organization reliance on donations to function and discovered that it was the most important factor for organizations to maintain a sustainable business model. Continuing my literature review,

I looked at which nonprofit organizations received the highest donations to see if that had any effect on why people are donating. I was able to find that after the 2016 U.S. presidential election, donations to nonprofit organizations went up by 3% (Barrett, 2017). Many people were upset with the results or happy with the results and donated with respect to their opinions about the election results (i.e., to pro-Trump or anti-Trump organizations). Next, I explored the seven determinants that I deemed most important to see if they had a connection with increased donations to nonprofit organizations. Those determinants were civil engagement, trust, emotional uplift, affinity, demonstrable utility, social pressure and promoting, and satisfaction with aspects of life in America. Next in my literature review, I clarified what rage giving is and why it is important. Finally, I investigated the types of anger and what the impact there is from anger to donations. This portion helps one understand rage-giving and how donations can pacify the anger an individual may feel.

For my method, I used the survey on rage-giving conducted by Dr. Kat Miller-Stevens and Jennifer A. Taylor and extrapolated upon their research, exploring the nuances in the survey. I used seven specific questions with sub questions from their survey to gather evidence to support my hypothesis. I used the Top 2 Box score analysis for the data and averaged the scores for each question to see which determinants were the most important. I found the Top 2 Box score method extremely useful for this data analysis due to the seven different response options for most of the questions.

The results differed slightly from my initial hypothesis. The top two factors that connect to nonprofit organizations receiving donations were trust and satisfaction with aspects of life in America. I had predicted that trust and affinity would be the two most

important factors. This showed that trust is very important for nonprofit organizations to have in their company to receive higher donations from donors. If one trusts the organizations to conduct their operations ethically, use the donated funds appropriately, and use sensitive and appropriate fundraising techniques, organizations will receive more donations for their cause. In addition, if donors are unsatisfied with the aspects of life in America (for example, unhappy with the moral and ethical climate, the way wealth is distributed, and the system of the government and how well it works) then the nonprofit organizations will receive more donations. I believe that there needs to be a mix of these determinants that would enable nonprofits to maximize their donations. For example, if one trusts the organization to use the funds properly and the organization focuses on government reform, then they can connect with the donors on multiple fronts and have a deeper connection with the donor. Many donors want to donate because of the sense of happiness they receive when donating. There are people who have money to donate, but using the data I have collected, they can exploit the target groups for more donations.

There is a need for deeper exploration of rage giving, and I am calling for more research specifically into individuals and why they donate. Nonprofits should interview some of their donors to see what they like and don't like about to organization to make them better in the future. The goal of nonprofit organizations is to receive money, so they can act on their mission and make the world a better place; connecting with and attracting donors is the best way non-profits to better the world, one donation at a time.

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