

NONPROFIT MARKETING TO MILLENNIALS: THE CHALLENGE OF A GENERATION

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The following faculty members have examined the final copy of this thesis for form and content, and recommend that it be accepted in partial fulfillment of the requirement for the degree of Master of Arts with a major in Communication.

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## DEDICATION

To Mom and Dad, thank you for always supporting me while I reach for my dreams

Austin, my fiancé, I would not have been able to do this without you. I cannot put into words how much you have helped me through this process. Thank you for all of your encouragement, support, and love

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## ABSTRACT

As a nonprofit organization, marketing is a key part in obtaining donors and volunteers. However, nonprofit organizations have a minimal budget to spend on marketing. This means that marketers must know exactly how to market to their target audience to get the full use out of their small budget. Millennials are now becoming volunteers and will hopefully soon replace retiring baby boomers as major supporters. Marketers must now look at how to market to millennials for both volunteer and monetary donations. Based on other research, millennials are very different in consumer behavior than past generations, which means the way they are marketed to should be different than before.

This study encompasses the Veblenian Social-Psychological, which is a marketing model of conspicuous consumption that lays out marketing guidelines for marketing "goods and services" as well as focus group data that was collected from millennials with a variety of volunteer and donation experience. From this data, marketers should consider donating and/or volunteering to a nonprofit as a good and service based off a conspicuous consumption marketing model. When looking at the results through the lens of the Veblenian Social-Psychological Model, it can be concluded that millennials can be marketed as a social group based off their interest, responses to digital marketing and personal connections. This researcher shows that even though millennials don't completely agree on every marketing tactic, the three factors were something they all responded to in similar ways.

## TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
II. LITERATURE REVIEW	3
Millennials	3
Mindsets and Attitudes	3
Nonprofit	4
Marketing	5
Nonprofits	6
Age	6
Gender	7
Guilt Appeal	8
Time vs Money	9
Digital Marketing	9
III. METHODOGLOGY	16
Veblenian Social-Psychological Model	16
Focus Groups	16
IV. RESULTS	20
Thematic Analysis	22
Nonprofits	22
Learn About Nonprofits/Businesses	23
Donating and Volunteering	24
Local/National/International	27
“Desensitized”	28
Social Media	29
Following Nonprofits/Businesses on Social Media	29
Personal Connection	31
Engagement	33
Linking and Invites	36
Other Marketing	38
Websites	39
Mail	42
Phone Calls	43

## TABLE OF CONTENTS (continued)

Chapter	Page
	43
Spam	43
Round Ups	44
Recognition	
Marketing Appeals	46
Guilt	46
Trust	49
V. DISCUSSION	52
Limitations and Future Research	55
VI. CONCLUSIONS	57
BIBLIOGRAPHY	59
APPENDICES	63
A. Focus Group Demographic and Nonprofit Interaction Questions	64
B. Focus Group Introduction Script	65
C. Focus Group Questions	66
D. Focus Group Consent Form	70
E. Focus Group Transcriptions	73



## CHAPTER ONE

### INTRODUCTION

American Red Cross, Habitat for Humanity, The Humane Society of the United States and the Make-A-Wish Foundation are a few among the many nonprofit organizations that are working hard to do a good deed. For a nonprofit to be successful, organizations need money and/or volunteers to help them fulfill their mission. Marketers working for a nonprofit must develop a strategy and use marketing techniques to spread awareness of the organization while also working to persuade people to contribute in some way.

A new generation is replacing the baby boomers as the target audience for nonprofits. This generation, known as the “millennials,” is anyone who was born between the years 1980 and 2000 (Smith & Nicholson, 2015; Dueno, 2014). They are reported to show distinct qualities, values, and attitudes compared to prior generations. Because of these traits, there are new and complex challenges facing nonprofit organizations (Ertas, 2016). An example of one of these complex challenges is how to market to this particular audience. One of the most questioned characteristics of this generation is the nature of their social service orientation. While some researchers characterize this generation as civically involved, socially conscious, interested in helping others, and solving world problems, others see them as the exact opposite. These researchers bring up characteristics such as their narcissism, materialism, and lower civic engagement (Ertas, 2016). If this is true, it could be detrimental to nonprofit organizations.

Another characteristic for the millennial generation is that they grew up in a digital age where technology has been a part of their everyday lives. This digital world also has an

influence on how millennials wish to be targeted for marketing. Since the future of nonprofit organizations lies in ensuring the involvement of the millennial generation through their engagement in the digital world (Smith, 2011), marketers must correctly use platforms, such as social media, to gain the attention of millennials in hopes that it turns into contributions to the nonprofit.

If marketers choose to use a different approach instead of digital marketing, they increase the risk of losing the millennials to a different organization based solely on their marketing strategy. With each nonprofit organization fighting for donations and/or volunteers, it is crucial that the marketing is appealing, especially to millennials. Digital marketing includes more than just a website. Social media is also a big contributor in the digital world, allowing users to comment, like, and share how they are feeling with their friends (Smith, 2011). Marketers, especially in the nonprofit world, must figure out how to use these platforms correctly to ensure that their organizations receive positive engagement.

This study collected data from millennials that have either donated time and or money to nonprofits or who have never donated and analyzed what type of marketing persuades them to contribute or keep contributing to a nonprofit. Is it because their friends are doing it, they want the prestige of helping someone, or they genuinely want to help people? The Veblenian Social-Psychological Model and the consumer behavior model of conspicuous consumption was used to determine if nonprofits can be included in the conspicuous consumption category of services and goods. Also, this research shows if millennials should be marketed as a group or if they should be seen as individuals. This research will help nonprofit marketers target millennials and secure the success of their organizations.

## CHAPTER TWO

### LITERATURE REVIEW

#### **Millennials**

With the rise of the millennial generation, researchers are examining this generation cohort to better understand their mindsets. Being in a generational cohort is defined as a group of individuals who have shared experiences and events in their lives that could lead to similar attitudes and behaviors for the rest of their lives (DeVaney, 2015). For example, the millennial generation is generally classified as those born between 1980 and 2000 (Smith & Nicholson, 2015; Dueno, 2014). Early shared events in the millennials' lives were globalism, the attacks on September 11, 2001, and the Internet Age (DeVaney, 2015). This generation is also well educated and on its way to becoming one of the most educated generations in the history of America (Schewe et al., 2013). These traits that are held by millennials show a substantial contrast to other present generations (DeVaney, 2015). To attract and retain a Millennial, an organization must understand what motivates and satisfies this millennials generation (Smith & Nicholas, 2015).

#### **Mindset and Attitudes**

The mindset and attitudes of the millennials can be attributed to the technology age during which the cohort was raised (Hartman & McCambridge, 2011). Millennials can be defined as entitled, optimistic, civic-minded, and having a hard work ethic (DeVaney, 2015). Members of the Millennial generation prefer working and traveling in a group, working best in group collaboration settings (Smith & Nichols, 2015). Work-life balance is also a huge part of their lifestyle; they want to be happy at the place they work (DeVaney, 2015). Because they are

always thriving to be happy, they tend to switch jobs more often than previous generations. Only one fifth of millennials anticipate staying in a job for more than 5 years (Hartman & McCambridge, 2011). Their job-hopping ways can lead employers to question millennials' loyalty, and diminish employers' desire to want to invest their time and money in them. Millennials are also driven by success, which encourages them to reach for new leadership roles and opportunities for self-growth (DeVeaney, 2015). However, millennials do recognize that work is not the most important aspect of their lives (Grisillo & Kennedy, 2013).

Along with being driven by success, millennials are ambitious, global in perspective, and very community-minded; they want to make a difference in the world (Schewe et al., 2013). They are confident they can make a difference and are willing to put forth extra effort to help organizations succeed (Smith & Nichols, 2015). Millennials engage in helping charities and nonprofits, believing this helps them find a satisfactory work-life balance (Brower & Smith, 2012).

### **Nonprofit**

Millennials are motivated as much by their personal relationships and human connections as they are by the influences of technology and social media. (Devaney, 2015). Growing up with the internet and technology as a resource, millennials are more aware of news and world events, which in turn makes them more involved in the community and nonprofits (Beckmann & Noll, 2015). These individuals are community-focused both in the real world and virtual world, and due to this generation's emergence with technology and using the internet for multi-tasking, they are usually well-informed about the news and new developments (Human & Terblanche, 2012). By viewing themselves as civic-minded and active members of

society, millennials feel it is their responsibility to make the world a better place (Beckman & Noll, 2015). Millennials require companies and organizations to also take social responsibility and are willing to reward those who are not solely focusing on their economic performance (Carroll, 2008; Tulgan & Martin, 2001). Despite millennials' awareness, general interest in altruistic actions, and their desire to embrace change, Malin Beckman and Florentine Noll believe millennials are critical regarding their own capabilities to make an actual impact (Beckman & Noll, 2015). Others fear that their constant access to information and their interest in societal contributions might lead to compassion fatigue (Human & Terblanche, 2012). Despite millennials being socially aware and willing to become involved with social causes, millennials might not be able to recognize the differences between charities (Human & Terblanche, 2012), which could result in a decrease in their giving of time and money.

Due to the spending power of the millennials and their high interest in philanthropy and social responsibility compared to previous generations, nonprofit organizations and companies must win over this generation (Brower & Smith 2012). This is forcing organizations and companies to use different marketing approaches to obtain the attentions of millennials.

## **Marketing**

Growing up in a commercialized world full of technology and being used to advertising clutter, millennials are considered marketing savvy and "difficult to wow" (Beckman & Noll, 2015). They are aware of advertising's persuasive intent and can see through advertising and marketing tactics (Iver, Eastman, Monteiro, Rottier, & Zokarkar, 2016), which in turn makes millennials more skeptical of the desired outcome (Beckman & Noll, 2015). Advertising claims are seldom trusted and before making a choice, additional information is often retrieved from

the Internet or social network platforms (Beckman & Noll, 2015). Because of their knowledge, deceptive marketing strategies are easily detected and frowned upon (Beckman & Noll, 2015). Consequently, honesty and transparency are values that are much appreciated by millennials in advertising (Beckman & Noll, 2015).

However, this makes it difficult for marketers to communicate messages because millennials have many years of intense marketing exposure (Branigan & Mitsis, 2013). Therefore, the way marketers communicate their message for nonprofit organizations are crucial to create awareness and a call to action for millennials.

## **Nonprofits**

### **Age**

As mentioned above, millennials have a high interest in philanthropies which makes it important for marketers to catch millennials attention and earn their donations (Brower & Smith 2012). Although there is research on millennials' thoughts on charities and their marketing styles, there is little research specifically about age and nonprofit marketing. A study completed in 2016 found that age of the audience does not have any effect on their response in advertising appeals (Keshari & Jain, 2016). Other research contradicts this, suggesting that age has a significant impact on consumers' response to advertising appeals (Mckay-Nesbitt, Manchanda, Smith, & Huhmann, 2009). This study shows that younger adults remember emotionally-framed appeals better than rationally-framed appeals, and they are more persuaded by messages that appeal to emotions than appeal to thoughts (Mckay-Nesbitt, Manchanda, Smith, Huhmann, & 2009). This all closely relates to marketing and advertisements but is not connected directly to charity marketing.

## Gender

Previous research hypothesized that gender would play a role in the effectiveness of charity advertisements (Kemp, Kennett-Hensel, & Kess, 2013; Chang & Lee, 2011). The advertisements focused on receiving donations from both males and females and discovered the two genders had different motivations (Kemp, Kennett-Hensel, Kess, & 2013; Chang & Lee, 2011).

The studies concentrated on the effects of emotions and gender in persuasive appeals. The efficacy of two common emotions, pride and sympathy, in charitable appeals were examined (Kemp, Kennett-Hensel, & Kess, 2013). The results showed that when exposed to an emotional appeal eliciting sympathy, there was no significant difference between men and women and their willingness to donate (Kemp, Kennett-Hensel, & Kess, 2013). There was a difference between the genders on which emotional appeal persuaded the group to donate. Women expressed higher intentions to give in the sympathy condition than in the pride condition, while men expressed higher intentions to give in the pride condition than in the sympathy condition (Kemp, Kennett-Hensel, & Kess, 2013). The researchers also found that individuals who answered questions high on the femininity side had greater intentions to give than those on the masculinity side. (Kemp, Kennett-Hensel, & Kess, 2013). This shows that to appeal to both men and women, advertisers should use both types of appeals (Kemp, Kennett-Hensel, & Kess, 2013), which in turn would get the best donation results.

Besides emotions, self-referencing was also examined. It was found that the interaction effects of gender differences and charity framing appeals can be attributed to, and are moderated by, different degrees of self-referencing (Chang & Lee, 2011). The study also found

that when a charitable donation is promoted towards men, the effects of egoistic appeal will be reduced while the effects of altruistic appeal will be enhanced as self-referencing decreases, while it is the opposite for women (Chang & Lee, 2011). In altruistic appeals, the goal is to invoke desire for the well-being of others, while egoistic appeals work by playing on people's concern about themselves (Chang & Lee, 2011). This implies that if marketers use egoistic appeals for advertisements geared towards men and use altruistic appeals towards woman, the advertisements will be more appealing to the audience. The research showed that each gender was influenced differently when different emotional appeals were used (Kemp, Kennett-Hensel, & Kess, 2013; Chang & Lee, 2011).

### **Guilt Appeal**

Guilt is a common marketing appeal found in advertisements and is usually closely related to altruistic and egoistic appeals. Multiple sources found that guilt was a common reaction from the advertisements for donors (Chang, 2014; Chang & Lee, 2011; Ye, Teng, Yu, & Wang, 2015). When people saw a charity advertisement that had a strong emotional appeal, it was hard to ignore it. If it was ignored, the audience felt existential guilt, and they attempted to minimize the feeling of guilt by donating to the charity (Lwin & Phau, 2014).

With this information, marketers can use guilt advertisements and marketing strategies that are more persuasive and target the people who are donating to benefit others with an immediate outcome. However, if guilt is taken too far, a guilt appeal can be counterproductive (Lwin & Phau, 2014). For example, well-known and credible organizations may benefit more from a guilt appeal than lesser-known charities because they have already established themselves and have gained the trust of their audience (Lwin & Phau, 2014). When consumers



have a favorable attitude towards the charitable organization, they are more likely to react positively to guilt appeals (Lwin & Phau, 2014).

### **Time vs. Money Appeals**

Different types of donations need different types of appeals. Two ways to donate are time or money — two resources that donors view as different from each other (Kim, 2014). As found in the prior research, altruistic and egoistic appeals are a main factor in motivating a person to donate (Chang, 2014), and it is also something that is closely studied when looking at time versus money donations. Research found that donors are more motivated to donate time rather than money through altruistic appeals, and donors exposed to egoistic appeals are more motivated to donate time (Kim, 2014). The study also considered the way victims were described to see if it would affect what type of donation was given. Using different ways to describe the people benefited by the charity in advertisements did not have any convergent results (Kim, 2014). This means that as a marketer, altruistic and egoistic appeals should be determined to fit the target audience.

Overall, marketers must look at what they want as an outcome for the advertisement before deciding what marketing appeals to use. Because donors are motivated by the action of either donating their time or money, marketers must use this to their advantage (Kim, 2014). Using different marketing appeals will not only attract a certain audience but also a certain outcome.

### **Digital Marketing**

Marketers realize that generation Y, or the Millennial Generation, is emerged in the virtual world, and successful marketers must take full advantage of this technology to connect

with them (Page & Williams, 2011). Millennials increasingly ignore emails and instead prefer using social networking sites, such as Facebook and Twitter, with approximately one-quarter of today's teens checking Facebook more than 10 times per day (Page & Williams, 2011).

With this in mind, marketing to millennials relies highly on the digital platform. This generation wants to search for and receive information easily through technology (Grisillo & Kennedy, 2013). The internet is a prominent venue for digital marketing and can be a successful avenue to attract millennials if used correctly (Smith, 2011). Social media outlets are important to millennials but are not a substitute for well-designed websites (Trezzo, 2013). In fact, successful marketing uses both to achieve different goals. Having a well-designed website allows for more in-depth content on a page. For example, millennials look at nonprofit organizations' websites to view their mission statements, how donations are used or the impacts that have come from them, volunteer opportunities, videos and pictures, and the event calendars. The organization of this information is limited on social media but can be easily accessed on a website (Trezzo, 2013). Because of this, millennials are still using websites to find more in-depth information that would not be located or easily located on social media. However, millennials prefer to use technology like social media to interact with peers or organizations they support (Grisillo & Kennedy, 2013).

Millennials turn to social media for a more interactive experience to gather and share information. Social media sites allow consumers to leave reviews and share and/or like business or brand pages and advertisements. This expanded form of word-of-mouth advertising has had a huge impact on marketing to millennials (Smith, 2011). Millennial consumers actively gather information and share said information with other people (Adams & Pate, 2013). Because of

this, millennials consider social media advertising more trustworthy, perceiving that this information comes from a “friend,” someone who they can trust (Adams & Pate, 2013).

According to Katherine Smith, marketers must successfully realign their techniques to positively engage these vocal consumers (2011), particularly on digital platforms. As a social society, humans are concerned with what others think and are influenced by others (Adams & Pate, 2013). These internet powered consumers are easily persuaded to “jump on the bandwagon”—either positively or negatively—if they are influenced by another person via word of mouth marketing (Smith, 2011). A positive review or a liked page from a friend can influence consumers to buy a product. Because of this, marketers should encourage millennials to leave reviews, even motivating them by offering a reward such as a coupon for a review (Smith, 2011). Although giving away “freebies” may be costly in return for a positive review (Smith, 2011), a marketer who motivates and facilitates online reviews can utilize the free-flow of consumer-generated content to promote their brand, product, etc. (Smith, 2011). On the other hand, if one person leaves a bad review or tells a friend about a bad experience, this reaction can easily turn off other consumers and cause a chain reaction. Word-of-mouth advertising can be positive or negative depending on the situation and what type of information is given to the consumer (Smith, 2011).

Many marketers are not taking full advantage of social media because they only focus on a one-way communication strategy (Paulin, Ferguson, Schattake, & Jost, 2014). Millennial consumers expect internet experiences to be interactive (Page & Williams, 2011) with a personal touch. Millennials want to engage with the organization, whether it be through commenting on a post to enter a contest or using their own page to connect with the

organization (e.g., , using the organization's hashtag, tagging them in an event picture). If a millennial is looking at a Facebook page and has a question, they want to be able to comment on the organization's page and then receive a response back in a timely manner.

Paid placement digital advertising can also be effective with millennials if it is done correctly. Millennials prefer targeted messages and information presented in an appealing way, and they are also attracted to brightly colored, quality graphics and personalized websites and advertisements (Smith, 2011). More specifically, millennials only want to see advertisements or websites that are targeted to them (Smith, 2011). They enjoy seeking ads on YouTube, but they do not like pop-up advertising on pages they are viewing (Smith, 2011).

Advertisements need to be for something they are looking to buy or something that is going to make a difference in the life they are living at the current time. This kind of targeted advertising is easier through social media. Digital advertising uses an algorithm to make connections among related bits of information, much like the human thought process, to then deliver specific messages to specific consumers (Marsha, Coleman, & Backman, 2010). This allows the consumer to see things they are interested in and to have an overall more personal experience with advertisements on the internet. If, for example, an internet user is searching the web for a specific item, like an engagement ring, the user will then see advertisements about engagement rings. It works the same way when using social media. If someone posts on Facebook about needing a hotel somewhere, their advertisements will then be tailored to hotels. Social media also allows for multiple types of advertisements; in 2012 there were ten types of advertisements available to use for marketing on Facebook (Adams & Pate, 2013). Marketers had the choice of using social ads, page ads to drive the customer to a page, website

ads, event ads, sponsored stories, video ads, application or app ads for mobile devices, comment ads, gift ads, and hybrid ads only sold by the Facebook team to reach consumers in the most effective way possible (Adams & Pate, 2013).

Millennials respond more positively when marketers keep up with the newest technology trends. There are several different ways to reach millennials with advertisements, and if not done correctly, the advertisements simply become noise (Smith, 2011). According to Hill, Mobly, and McKim, two main contributing factors to advertising failures are a lack of interest in understanding customers and a lack of understanding of the marketing environment (2016). A thorough understanding of customers allows for businesses and organizations to better communicate with their target audience (Hill, Mobly, & McKim, 2016). Because of better communication, businesses and organizations will see higher results from the advertisements and/or marketing efforts (Hill, Mobly, & McKim, 2016). To prevent a decline in those results, marketers have had to adjust to relate to millennials but as the millennial generation develops, marketers will have to keep adjusting to what millennials are asking for (Hill, Mobly, & McKim, 2016). If marketers are getting a negative response from this generation, then looking at the new technology and seeing what is “in style” now may help them fix the problem (Smith, 2011). They can do this while also addressing the problem with the millennial consumer, such as messaging the consumer, commenting on their post, etc., so they feel that the organization or business is speaking to them on a more personal level.

By taking into consideration the preferences that millennials have, a company can increase the effectiveness of digital marketing (Smith, 2011) by using all the different avenues social media and e-commerce offer (comments, instant messaging, email). It is easy for

marketers to get wrapped up in the aspects of technology but not listen to the consumer. In a study done in 2012, 54 percent of millennials did not want to check into a location on Facebook (Trezzo, 2013). If a marketer is pushing something like check-ins, consumers are easily turned off. Therefore, as previously discussed, marketers must keep up with the latest technology and social media trends to stay up to date with the millennials.

With social media developing to be more than a place to connect with family and friends, marketers are realizing that using social media networking sites is the best way to reach millennials (Adams & Pate, 2013). Again, if the marketer does not know how to use this digital platform correctly, then it can turn into a spiral of negative reactions from the consumers (Smith, 2011). Having grown up in a time where socializing and online purchasing were prominent, the millennials e-commerce's habits will continue to grow along with their generation (Smith, 2011). Picking out what "fad" to follow and staying with what marketers know works will continue to be a common struggle in the marketing world (Trezzo, 2013).

Because millennials are now becoming the money holders, there will be a shift from targeting baby boomers to now targeting millennials for nonprofits. As stated in the literature review, there are studies about millennials in general, millennials and social media, and also nonprofit marketing research. However, there are few studies linking the three ideas together and none that dive deep to see if millennials, as a cohort, will respond to specific marketing techniques. This study connects the three ideas by looking at millennials and what marketing techniques they respond to, specifically for nonprofits by answering the research questions of:

RQ1: Can donating and/or volunteering to a nonprofit be considered a “good or service” that allows organizations to use the conspicuous consumption marketing model when marketing to social groups, such as millennials?

This question will be answered through the lens of the Veblenian Theory that uses conspicuous consumption as a marketing model. From the research provided in the literature review, it can be concluded that millennials are a social group according to the Veblenian Theory. A social group, defined by Veblenian, is an identifiable group where people’s individual needs and desires are created and influenced by group membership and that membership, then, directly influences their consumer behavior for goods and services. Based on the research above, millennials are a social group, sharing a common mindset and attitude, and basing many of their consumer behaviors on information they receive from their peers through digital marketing, in particular. What the literature does not show is if nonprofit organizations can be considered in the same category as “goods and services” in Veblenian’s model. This research adds to the existing literature by determining if nonprofits should market themselves to millennials in a way consistent with other “goods and services,” or if nonprofits should consider themselves distinctly different from the traditional category of “goods and services” and market to millennials in a different way. In a world where nonprofit marketing budgets are limited at best, these findings will be significant to nonprofit marketers in that they can direct their marketing efforts to millennials as either a social group, with all of the best practices discussed above from the literature, or individually, with appeals based on more intrinsic appeals.

## CHAPTER THREE

### METHODOLOGY

#### **Veblenian Social-Psychological Model**

Theorist Thorstein Veblen said, “Man is perceived to be a so-called social animal, where man conforms to norms of its larger culture and to more specific standards of subcultures and face-to-face groups in which humans operate” (Kotler 1965; Yuran 2016). This implies that human behavior and needs are molded by present group memberships (Yuran 2016). Veblen developed his theory in 1899, naming it “The Theory of the Leisure Class,” (Almedia, 2014). Veblen used this theory in several different contexts which has made it evolve and become more than just “The Theory of the Leisure Class.”

Within his studies Veblen hypothesized that, for the “leisure class,” a good amount of economic consumption is influenced and motivated by prestige seeking and not on needs or satisfaction (Yuran 2016). Veblen emphasized factors that would influence people when purchasing conspicuous products or services, such as the psychological importance of society’s influence on the way individuals learn and behave (Almedia, 2014). Veblen found that in order to determine the demand for products, social impacts, such as social groups, should be determined. With this research Veblen developed the Veblenian Social-Psychological Model that looks at conspicuous consumption within different social groups and what reason people purchase goods or services. Even though this model has several different components, researchers have found that marketers must consider the different impacts that different social groups can bring when deciding how to market to their target audience.



In this study, the Veblenian Social-Psychological Model will be used to evaluate millennials as a social group and determine if nonprofit donations and/or volunteering can be classified as good and services. To determine if this theory and conspicuous consumption applies to the millennial generation and nonprofits, the researcher will evaluate digital marketing techniques, known from the literature to work with millennials, and determine if the success of these techniques is tied to prestige seeking. These results will also decide if nonprofits can be classified as goods and services. If so, donating and/or volunteering to a nonprofit can be considered a “good or service” that allows organizations to use the conspicuous consumption marketing model when marketing to social groups, such as millennials.

Results of this study will be important for marketing professionals trying to reach the millennial generation. Particularly in the nonprofit world where marketing resources are scarce, if this model proves true for millennials and nonprofits as conspicuous consumption, marketing professionals will know that millennials look for confirmation from peers for their self-identity which allows marketers to market to them as a group. If not, then marketers will know not to consider nonprofits as conspicuous consumption and that millennials will not rely on their peers for self-validation. These results will specifically help nonprofit marketers shape their messages to focus on either prestige seeking or need as well as how to target millennials.

Since millennials have a high interest in philanthropy and social responsibility compared to previous generations, nonprofit organizations and companies must win over this generation (Brower & Smith 2012). Their potential monetary and volunteer support will be critical to

nonprofit organizations and companies for decades to come. However, it is clear from the literature that marketers remain unsure of how to reach this generation.

### **Focus Groups**

Focus groups were used to determine which digital marketing techniques for nonprofit organizations are favored by millennials and why. Focus groups are used in qualitative research to generate data in a group interview style (Kitzinger, 1995). Group interviews are normally used as a quick way to collect data simultaneously from several people, but focus groups use group interaction as part of the method (Kitzinger, 1995). With a focus group comprised of 4 to 8 people, the researcher used this to “better understand how people feel or think about an issue, idea, product or service” (Kruger & Casey, 2015) and in this case, to analyze which marketing techniques attract millennials to nonprofits.

The researcher conducted three different focus groups of 4 to 8 people born between 1980 and 1993, which classifies them as millennials. To obtain participants, the researcher reached out to students at Wichita State University and members of the Wichita community to participate in the focus groups. Communication was sent out through university channels and other community channels to try and increase participation. Some screening questions were asked alongside the demographic requirements, such as nonprofit interest and involvement.

The focus groups invited conversation with a predetermined list of questions that were asked by the facilitator. The questions asked about their awareness of and feelings towards digital marketing on social media, asked how likely the participants would do what an advertisement suggests, and evaluated the need for peer testimony and other types of peer recognition. The purpose for these questions were to see if the participants who are millennials

were more interested in seeking prestige and showing economic power by donating or volunteering for a nonprofit or if they were looking to do a good deed. The facilitator encouraged participants to comment on each other's responses and ask follow-up questions. With agreement from the participants, the focus groups were recorded, transcribed, and then analyzed for emerging themes.

The themes that emerged were then evaluated by a thematic analysis. A thematic analysis is a process used for encoding qualitative information, such as themes (Boyatzis, 1998). A theme or a pattern found in the information describes and organizes possible observations and interprets aspects of the phenomenon (Boyatzis, 1998). Instead of having to count words like a content analysis, a thematic analysis allows for description of both implicit and explicit concepts in the data (Guest, MacQueen & Namey, 2012). The themes were color coded, sorted and then evaluated for subthemes.

The main goal of a thematic analysis is to "present the stories and experiences voiced by study participants as accurately and comprehensively as possible" (Guest, MacQueen, & Namey, 2012). This allows the researcher to examine which marketing techniques millennials respond to, if nonprofits can be categorized as "goods and services" according to the Veblenian Social-Psychological Model, and how nonprofits should market to millennials. The data collected from the focus groups and the thematic analysis were then used to write the results section.

## CHAPTER FOUR

### RESULTS

The researcher conducted three focus groups with a total of 20 participants. Participants were compensated for their time with \$25 or by receiving extra credit for a class for themselves or a friend. The three focus groups had different parameters. The first focus group was comprised of millennials who have donated time to a nonprofit. There was a total of eight participants ranging from ages 24 to 37. The second focus group was for millennials who have never donated neither time nor money to a nonprofit. This focus group had four participants from the ages of 27 to 35. The last focus group was for millennials who have donated money to a nonprofit and the age range was from 25 to 36.

Even though the participants had an age spread of 13 years and had different experiences with volunteering and donations, the answers to the introduction questions used in the focus group were very similar. All the participants owned a smart phone and were all adamant about the fact that they wouldn't use anything other than a smartphone. Also, most of the participants used some sort of social media platform. Some were more active on social media than others, but the majority of the participants stated that they had social media and were using it frequently. Only one participant did not consider himself a social media user, but he had an account on LinkedIn, a website used for professional networking.

The focus groups for the money donors and the time donors were asked the same series of questions [Appendix C]; however, the group who had never donated was asked a different set of questions. All of the questions were similar in nature but were tailored to the overall

theme of the focus group. After conducting the focus groups and analyzing the data, the researcher saw that, collectively, the focus groups had distinctive personalities.

The first focus group that was conducted was with the millennials who had given their time to volunteering to nonprofits. This group was very talkative; they wanted to engage with each other and were not worried about how long the focus group lasted. After the focus group concluded, they wanted to stick around and learn more about the project and to see if there was any additional ways they could contribute. This group was also interested in long-term commitments to nonprofits. They wanted to be involved with something they had a passion for and give a “significant contribution as opposed to just like sprinkling a little bit everywhere [full transcripts of focus groups in Appendix D],” as one participant explained.

The second focus group was comprised of individuals who had never donated their time nor money to a nonprofit. Like the first group, this group was also very talkative and interacted with each other. This was the smallest of all the groups, with only a total of four participants, but that did not seem to hinder any of the discussion. This group, unlike the first who preferred to give time, was undecided if they would rather donate time or money to a nonprofit. This group seemed to teeter between their answers and never settled. They would answer one way, but then think about it and answer a different way. A majority of the answers about nonprofits were influenced by others in the group or were not clear-cut answers.

However, the last group was the most unique in terms of overall group dynamics. This group was formed with people who most frequently donate money to nonprofits, but a majority of them had also donated time. Unlike the other groups, this group was less talkative and was worried about the time they were spending at the focus group. The overall

atmosphere of the group was less collaborative and more individual. There was less influencing from other participants and more personal bias leading to less of a discussion when compared to the previous groups. This group also was more interested in donating money and short-term commitments than giving time and long-term commitments. This group did not want to be “tied to something for a long period of time.”

Even though each group was different in terms of their nonprofit giving, the three groups all said they were influenced not by marketing techniques, but by personal connections. Traditional marketing to this generation is less effective than having that connection, whether the connection is due to a personal passion or due to the passion of someone they are close to and trust. Across all three groups, participants said that as long as there was somehow a personal connection, millennials could be influenced to do any action in regard to nonprofits. This will be discussed in more detail below.

## **Thematic Analysis**

### **Nonprofits**

One of the first things discussed amongst the groups was their interest in nonprofits, including how they learn about nonprofits, what type of nonprofits they like to donate to, and other broad information about nonprofits. The discussions about how people learn about nonprofits naturally led to a discussion about marketing nonprofits. In each group, having a personal connection made the participants more interested in learning about nonprofits and donating time and money. From the conversation of nonprofits, four subthemes emerged while analyzing the discussion.

## **Learn about nonprofits/businesses**

The participants were asked how they prefer to learn about nonprofits, and most of them replied with social media. Social media was the most common form of digital marketing that the participants were immersed in. The proceeding theme takes an in-depth look at what aspects of social media the participants like/use the most. The participants said social media was one of the most common ways that they learned about a nonprofit or business.

The participants thought that social media, specifically Facebook, has different useful tools to help users become more aware of organizations and businesses, particularly the increasingly used tool of Facebook events. These events allow people who are already interested in the organization or business invite others to join. The participants said that they see this a lot with nonprofit events, and, if they do not know anything or know little about this event, it pushes them to research the nonprofit.

Other tools that increased the participant's knowledge about nonprofits and businesses were the fundraising tools. When the fundraising tool is used, it helps show personal connections because an individual must set up the fundraiser on their personal account, which then shows their friends that they have a connection with this organization. A participant in the time donor group talked about how once people started sharing what organizations they were connected to, you as their friend wanted to learn more. Fundraising posts were a great example of that scenario.

In addition to social media, word-of-mouth was one of the main ways that participants were introduced to nonprofits and businesses. "I always get wrapped in when someone just asks me like, oh, you want to donate to this?" said a participant in the money donor group. This

is associated with personal connection as well. The participants explained that, when you know someone and that person comes to talk to you about something they are passionate about, it's hard to say no. The participants said they would prefer to hear about things by word-of-mouth because they know they are getting an honest opinion and know they are helping something that is important to someone they care about. The participants said this "second hand" information is more beneficial to them than "first hand." With first hand, they said the nonprofit or business will try and make themselves look great, but it's not until someone else joins with them or has done something with them that they can really trust the organization.

After the initial discovery of the nonprofit or business, being by social media or word-of-mouth, the participants said they dive deeper into their research about the organization. This is where they use search engines, such as Google, to find more in-depth information about the nonprofit or business. The participants in the group that have never donated before said that they "Google everything." To them, if there is no personal connection, this is the closest thing they have to it. It was also mentioned that if any research conducted on the nonprofit extended past their social media or word-of-mouth, the participants next found themselves on the organization's website. Websites are still an important aspect in marketing today, according to the participants. The significance of websites is discussed in a later theme. The first impression of a nonprofit or business can be a determining factor of if the participants will end up buying, donating, or volunteering with a business or nonprofits.

### **Donating and Volunteering**

The focus groups were already divided up by volunteer type, but the groups still discussed different aspects of volunteering that they enjoyed. The money donation group was



more apt to give short-term commitments to nonprofits, “a one-time deal.” Whether that short-term be a monetary donation or attending a one-time event.

Within the same group, convenience was also an important factor. This group was more likely to donate if it was easy and mindless. A participant explained that she has money taken out of her paychecks and she forgets “that I am donating because it’s so convenient.” Not only is it convenient, it is easy. “If I know a percentage is coming out of my paycheck every time, that’s the easiest donation you will ever get out of me,” said the participant. This is where it is important for nonprofits to know who their target audience is. If the nonprofits know they are targeting this age group and want monetary donations, they need to aim for easy and convenience.

It was opposite for the time donation group. Not everyone agreed, but a majority of the participants wanted to volunteer with something that they were personally connected with and would enjoy their time helping with the cause. One participant mentioned how she likes to dedicate intentional time to only one or two organizations. She wants to make a significant contribution as opposed to just “sprinkling a little bit everywhere.” This was common for this group as they preferred to donate time and not money. The two groups were pretty straight forward in what type of donations they prefer giving, but the group that had never donated did not answer the same way.

The discussion about what types of donations the participants would do if they were going to donate was different than the others. Because these participants had never donated before, they did not have the experience of actually doing it. This made it difficult for them to discuss the topic. As individuals, they teetered back in forth on how they would donate. Some

said short term, as in donating 10 dollars and then being done. However, this was contradicted when they thought about getting involved with a nonprofit that they had a personal connection with. This shows that without the experience, the personal connection is lacking and causing less of an interest in the organization.

The never donated group was also asked why they were not donating. This response was consistent throughout the group with them stating that it is a time or money issue. The group agreed that if they were in a different financial spot that they would be more likely to donate, but that was not feasible right now.

All of the groups mentioned how trust was a big hindrance in their donations. If they could not trust the donation or had heard negative PR about the organization, it pushed them to change their donation ways. Trust and transparency is examined in a later theme.

Referring back to the “why” question of donating, the groups were asked if there was any personal benefit of donating to a nonprofit. The time donors mentioned how they usually did not receive any personal gain. However, a couple participants mentioned that they have put it on their resume before to show that they were involved in some capacity. The money donors mentioned how tangible items were a bonus for them. If they could buy a product, such as TOMS, and receive a product while also making a donation, they would do that. They also used the example of using things like Amazon Smile, where, like TOMS, a portion of their purchases go back to a nonprofit.

The groups agreed that they liked volunteering with other people, which again brings in the personal connection. In the money group, some had also donated time and they mentioned how they would be more willing to go and do something with a group of people than they

would alone. The more people they can connect with the better. This was the favorable type of volunteering. For money, the most relevant donation type for the participants was donating through social media. Even though this is a newer concept for the participants, they are willing and eager to use it.

### **Local/National/International**

In addition to volunteer type, the outreach of the nonprofit was an important factor to the participants. Very few of the participants were interested in the international level of nonprofits. The participants who were interested had traveled internationally before to help with a country in poverty. Because they had that connection, they are still interested in helping, but the participants who did not have that connection showed little interest.

Most of the participants were more driven by local outreach than any other. One participant mentioned how she is interested in community wellness and would look to donate somewhere where she knows it is going back into her community. Another participant stated that if there is a local chapter of an organization, she would donate to them first before their nationals. However, the participants commented that if there is not a local chapter of an organization, it does not change who they donate to. Instead of being able to donate to the local chapter, they donate to the national chapter.

With national organizations, the participants commented that, “the bigger you get the more you start to see how inefficient they can be.” This discussion brought up trust and transparency again due to national organization tending to have more negative PR than the local chapters. “My concern is the organizations transparency with how they get the resources and what they do with them.... You do tend to find a lot more on the local level than you do the

national or international level... it's more about if I can tell how you're stewarding your resources and what you're doing with what I give you," said a participant in the time donation group.

Overall there were two important factors that lead to donations, these being personal connection as well as trust and transparency. Without these, it was irrelevant if the organization was local, national, or international.

### **"Desensitized"**

"Desensitized" was a word used by the participants to identify how they felt about nonprofits. There were many contributing factors to why they felt this way. A majority of the participants agreed that because of the marketing that they grew up with, they perceive nonprofits as just wanting donations rather than really needing donations.

Now the participants have more than Sarah McLachlan television advertisements to create advertising noise. With social media, it is hard to not be immersed in advertisements. One participant mentioned how Facebook is a "cesspool." However, this desensitized feeling is not a result of nonprofit marketing. The participants said that social media is making them feel desensitized "across the board," whether it is because people are selling things or because they are putting too many opinions on there. If organizations do not use social media correctly, this marketing tool can easily turn negative, turning people away from nonprofits instead of towards helping.

This desensitized feeling was strongest with the group who had never donated before. For them, they had to decide between putting others or themselves first. One participant mentioned how, after she was asked for donations by multiple nonprofits, she decided that she

needed to focus on herself before focusing on others. She also mentioned that it is “easier to be black and white than be gray” with donations. By this she meant that she was going to say no to everyone instead of saying yes to a few because, “once you give to one, they keep coming.”

Being desensitized can be linked to several different phenomena and even though social media played a leading factor in that feeling, the participants explained that they couldn't blame it solely on social media. There was no clear answer to what “desensitized” the participants. Even though social media has its negative aspects, the participants still see it as one of the most beneficial ways to market to this generation.

### **Social Media**

As found in the literature review, digital marketing, including social media, is one of the most common forms of marketing favored by millennials, allowing nonprofits to take advantage of all the different features that are offered on these platforms. The focus groups allowed for a deeper exploration of millennials's preference for digital marketing, in particular what aspects of social media they like and why they do certain things on social media relating to nonprofits. Four subthemes emerged when analyzing the data: personal connection, following nonprofits/businesses on social media, engagement, and liking and invites.

### **Following nonprofits/businesses on social media**

From the previous theme of nonprofits, it was discovered that millennials like to learn about nonprofits and businesses from social media. This, in fact, was one of the most common ways besides word-of-mouth that the participants identified getting information.

When the participants were asked if they were following nonprofits, a majority of them said they were not. If they were following nonprofits, it was because they were already connected to them and wanted to keep up with the organization. The participants said they do not actively seek out nonprofits on social media and do not follow them until they already have made a connection. One participant said that she helps nonprofits overcome this hurdle and reach people on social media by “liking” the nonprofit so her “like” shows up on her friends’ social media timeline. By doing this, it shows that someone they know is already connected to this organization even if it’s in a minimal capacity. “It is a small way that you can help them boost them up a little bit even if you don’t really like seeing it in your feed,” said the participant in the time donor group. After this was mentioned, other people in the group said they never thought about this before, but they would consider doing it now because it is something easy and free for them to do.

It was also mentioned that the more attractive and fun organizations are, the more likely they are to get the attention of the participants. Besides personal connections and the organizations that the participants are interested in, they follow pages that post appealing content regardless of intent. The participants realized that following nonprofits on social media was not about their mission statement but more about the content. “I bet there are a lot of people who don’t really care a lot about the mission (of the nonprofit) that are willing to share and look at it and say look at this [puppy],” said the participant. This shows that, with social media, the participants wanted enjoyable things to show up on their timelines even if they were not involved or had a connection to the nonprofit. Overall, the focus group participants

were following nonprofits on social media for two reasons: there was a personal connection associated with the organization and/or they thought the content being produced on the organization's page was appealing.

The group that had never donated before discussed businesses instead of nonprofits because only one of them was following nonprofits on social media. They mentioned how they mainly follow restaurants, but even with these types of businesses, they neglect to engage with them. One participant mentioned that he doesn't follow the businesses on social media because he doesn't want to see what the businesses post every day. However, if he is curious about something, he will search their page and look on his own time. He also mentioned that, "there is a difference between liking them and then actively following [their] page." This means that just because he clicks like on a business's page does not mean that he is looking at the content or engaging with them on social media. Most social media platforms have made it to where users can toggle settings to not have posts show up on their newsfeed but still have the page liked. By actively following a page, the participant referred to as keeping up with what is being posted on the page, checking the page for updates and engaging with that business or organization. The participants were only actively following pages that they had some type of connection with.

### **Personal Connection**

Personal connections are the main overarching theme with millennials in nonprofits. It was apparent in all aspects of the discussion during the focus groups that a personal connection was needed, particularly with social media engagement. This personal connection can come from face-to-face engagement with a friend or their own connection.

Personal connection plays a big role when it comes to events. Facebook events are now more popular than ever, and the participants acknowledged that in order for them to go to an event, they must have a connection with someone that is attending. A participant in the money donation group mentioned how she likes to go to events, but she would rather ask a friend to go with her in person instead of on social media. She did say that she will ask her friends if they have seen something on Facebook, mention that there is an event, and then let them know that she is going. She said this gets a better reaction from her friends because they know she is actually going and they now have some type of connection. This is an example of how having a personal connection encourages people to go to events. Even if this person has never heard of the organization or did not see the social media page or event, the participant said that telling her friends she is going is more of a persuasion than showing them the social media.

With regards to personal connection and social media, another subtheme emerged. The participants were asked about a friend posting about a nonprofit versus a similar post directly from a nonprofit and which one they would be more likely to engage in. The participants were more likely to engage with a friend's post than with a nonprofit's post. A simple personal connection can actually increase donations and/or engagement through social media. For example, a participant in the money donor group said he donated to a friend's social media birthday campaign where the person picked a nonprofit that he or she wanted people to donate to instead of receiving gifts. The participant donated to the nonprofit even though he had never heard of it because he had a connection with that person. Other examples include sharing something because someone they know and trust shared it, engaging with an event by clicking attending, interested, or sharing, and overall spreading awareness.



## Engagement

The personal connection also plays a role in the engagement a nonprofit gets on social media. Social media provides different tools for business and organizations, like nonprofits, as well as personal users. The most common form of engagement the participants were personally using was with a goal of recruitment. As a volunteer for a nonprofit, the participants said it was common for the nonprofit to ask their volunteers to help recruit their friends to also volunteer. A majority of the participants said that this is how they were originally recruited. The participants agreed that when they were recruiting, their main source of recruitment came from either social media, which they referred to doing unconsciously, from personally reaching out through text messages, or face-to-face conversations. It was concluded that just sharing information on social media with the goal of recruiting friends did not result in participation, but it did spread more awareness about the event and/or nonprofit. A participant in the money donor group explained that posting information about an event led to a coworker asking about the event and then wanting to learn more about the nonprofit. The participant felt that even though it didn't directly lead to ticket sales for that event, it could encourage the coworker to go to a future event.

It was also mentioned that the participants are more likely to post or share something about the nonprofit if they were probed by the nonprofit. "I wouldn't be an initiator but I think if asked directly, yeah I would be more likely to do it," said a participant in the time donation group who normally does not share anything about nonprofits on social media. In regards to sharing, it was mentioned that if the participants shared posts from the nonprofits it would be about events and volunteer opportunities. A participant in the money donor group said she

enjoys sharing articles and blog pieces that either mention the nonprofit or are produced by the nonprofit. However, this isn't because the nonprofit wrote it, it's because there is something interesting in the article that she thinks needs to be shared.

That also links to what type of engagement nonprofits and businesses receive on social media. Most of the participants agreed that they never engage with a nonprofit or business unless prompted. With the marketing they did engage with it was because they were interested. For example, if they shared something, it was because they were involved in the post somehow. Whether it be about an event that they were going to or a post to help increase volunteers. The most common forms of engagement were with a contest. For example, there might be a post asking people to comment on their favorite photo to win something. This is the type of interaction that the participants usually engaged in. It was rare for the participants to do any other engagement with the social media of a nonprofit unless it was sharing a post that interested them.

However, even though commenting and interacting with a nonprofit was rare, the participants also discussed how most of the time when there was dialog with nonprofits or businesses, it was because of something negative. "I see more comments from [nonprofits/businesses] when people have something negative to say, then that's when I look and I am like oh what's she saying," said a participant. This shows two things: first, that more of the dialog is being instigated from a negative perspective. Secondly, it shows that when there is a negative dialog, people are more likely to pay attention to it. While asking the participants why they pay attention to the negative comments, they mentioned that they want to see how the nonprofit or business deals with the conflict. "What's their resolution?" said a participant in

the time group. They also mentioned that even though the comments were negative, it was not a turnoff. It actually made them more aware of the organization and even prompted some research to see what the negativity was about. "I think I would also judge the nonprofits response to how they responded," said another participant. Most people think that when seeing something negative it reciprocates a negative response, but in this case, it allows for nonprofits or businesses to make a name for themselves.

Since most of the dialog that the participants see is negative, the participants were asked if they would like to see more positive engagements from the nonprofits, such as positive dialog in the comment section. This could be anything from them instigating positive engagement through the initial post or responding to positive comments if someone leaves one. With this, the participants discussed how the comment section is open to anyone and that they mainly look at the responses from the nonprofit because the nonprofit cannot control what people say in the comments. It was mentioned that the size of the organization was a factor. An example was given with St. Jude's Children's Research Hospital. Because they are a huge organization, the participants didn't think it was realistic for them to respond to everyone, but a smaller local organization, they would like to see comments from.

Overall, with the engagement of nonprofits and businesses, the participants are impressed when they do see dialog and see that they can handle conflicts professionally. "I like to see them having dialog even if it's for the first 20 posts or something. At least I know that they read a couple and they are trying to have a conversation," said a participant. It was common across all the groups that when the nonprofit or business was active on social media, with frequent engagement with its followers, it helped portray a real person and not just a

computer. This goes back to that personal connection of having a connection to an actual human: “There’s someone there,” said a participant.

### **Liking and Invites**

The two main types of social media engagements found in the focus groups were liking posts and invites. Most of the participants said they do not usually like posts from nonprofits or businesses, but after discussing how following their pages as well as liking their posts could lead to more engagement for the nonprofits, participants said they would consider doing it more often. As of now, the participants did not see any reason to like a nonprofit’s page. They are following and liking pages they have a personal connection with, but when a nonprofit posts something that the participant has no personal connection with they do not like the post. Again, this relates back to the personal connection and not getting engagement from the participants without it.

Social media invites were an interesting topic discussion amongst the groups. “Invites” had different meanings between each participant. For example, there are several different types of invites, such as invites to an event and invites to like a page. There are other types of invites, but the discussion centered around those two topics.

Very few participants said that they actually send invites, whether it is to try and persuade a friend to go to an event with them or if it is to try and show a friend a business they may like. One participant mentioned how he only send invites to friends that he thinks will be interested in the page or event. Others said they send mass invites to everyone on their social media when they are trying to get more people involved in their event. Although, this was only

used when the participant was directly involved in the event, such as a board member. Looking at it from people who are not directly involved in the event but are just attendees or volunteers, invites were rarely used.

However, it was more common than not that the participants never send invites. The participants explained that invites tend to have a negative response and they did not want to associate the nonprofit or business with that negativity. They know that when they see an invite they usually ignore it and that this type of marketing is not well suited for this generation. This included pages or events that they thought their friends would like. "I never invite my friends to things, it's so intrusive," said a participant who had never donated time or money to a nonprofit. This was common throughout the other focus groups as well. The participants said that he feels as if he would get a better response from the people he is asking if he personally reached out to them.

A couple participants mentioned that they thought it would be more beneficial if the person found out on their own about the event or page than if someone sent it to them. For instance, if someone sent an invite to a Facebook friend who they would not be willing to go to the event with, then it would create a different reaction than intended. If there was a personal connection that the person could use to gain the other person's attention they would simply reach out to them personally.

"You invite me, my first reaction is no," said a participant. This is due to the fact that, like nonprofits in general, people are becoming desensitized to invites. The participants said that they grew up with invites being negative. There was a time when people would log onto their social media accounts and have 50 notifications just from people inviting them to play

games. Now this stigma has grown with likes even though people are getting less game invites and more event invites. "I don't like getting invites, so I don't bother others," said a participant. The participants said they send less invites because they get negative responses, but if there was more of a positive reaction to sending invites they would pursue them.

The discussion flipped and the participants talked about their reactions to invites sent to them. Their first initial reaction is "no" to whatever the invite is asking them to do (like a page or go to an event), however, if it is something that really interests them, then they may look into it. Another participant mentioned how there is a newer feature with invites where a person can hit "interested," allowing for the event to still be present on their social media but does not make them commit to it. Another point that was brought up with invites was that if someone hits "going" then that is a commitment that everyone can see. Some participants in the money group said they would rather deal with the commitment aspect away from social media so they can have more of that personal connection, and, if something comes up where they can't go, they can deal with a person directly.

### **Other Marketing**

Nonprofits conduct other marketing efforts in addition to social media. The participants discussed how websites are just as important as social media, which was the other main source of digital marketing that the participants wanted to see. However, other marketing platforms were discussed that produced more of a negative response. These include things like mailers and phone calls. Spam was also a part of the discussion as this is a frequent problem with nonprofit marketing, according to participants, and seems to happen with other marketing rather than social media. Other marketing that gave positive responses were also evaluated and

included round-ups and marketing with recognition. Even though social media is the main form of marketing to millennials, there are still other ways to reach this social group.

## **Websites**

As found in the literature review, social media does not replace the use of traditional websites. The focus groups also proved this to be true. When asked if the participants look at websites or social media first, there was not an adequate answer. Some started with research and then, using search engines, ended up on a website which lead them to social media. Some participants said they always use the organization's website to find their social media because they usually have their social media linked. With social media being free and easily accessible, it has become more of a concern with which accounts are real and which accounts are fake. The participants described these fake accounts as pages that someone may have created and stopped using, and then the organization started over. For these participants, websites were a barrier and filter to make sure they are looking at the correct accounts on social media.

On the flip side, some participants said that they are more likely to be on an organization's social media page looking at the content and then click on a link that is posted on their social media page that takes them to the organization's actual website. They said this is because they are on social media and somehow ended up on the organizations page, whether it be from a post or an advertisement, etc. They go to the social media page and want to learn more, so they click on the link to the website through their social media. However, if they lose interest in the organization on their social media site or do not need to learn more, they end up never reaching the point of going to the website.

When the participants do go to websites, they said the first thing they notice is the design and layout. Everyone agreed that this is an essential part in marketing, whether it's for a nonprofit or business. "If I am confused within three seconds [of being on their website], I am done," said a participant who had never donated before. The participants want a layout that is easy to navigate, gives them direct information and looks appealing. The participants mentioned that they understood nonprofits do not have a big budget for marketing, especially to spend on websites, but that is not an excuse to not have an insufficient website. If there is no website or it is out of date, a participant in the time donation group commented that, "that to me is the ultimate just, like, you guys are not trying." This causes the participants to not donate because they do not know what they are doing with their money and the nonprofits are not sharing that information. This also connects with the trust issues discussed in another theme.

Besides the design and user friendly aspect of the website, the participants look at the "about me" section of nonprofits websites or something equivalent. A participant in the money donation group said the "about me" section is a summary of the organization, and, if she is looking for any information, she should be able to find it there. If not, then that is another negative aspect of their website.

After the "about me" section, the participants are looking for the "fun" stuff. They want to see pictures; they want to see why they should be giving their time and/or money to this organization. Events are another big draw to websites. Participants said it's a common problem that a nonprofit will direct volunteers to their website for more information about the event and there will be no information. This makes the volunteer frustrated and pushes them to not



volunteer again. Information about the event “should not be hard information to find, ever,” said a participant in the time donation group.

Other information that the participants thought should be easily accessible is the nonprofit’s annual reports. This also goes back to transparency and trust. “If you don’t want to tell me that you’re spending it on whatever you’re supposed to be spending it on, then what are you spending it on?” said a participant in the time donor group. Most of the participants were aware that annual reports are open records to the public and thought that they should be easily accessible to show that the information on them is accurate and truthful. Posting this report shows transparency, but posting it in such a way that it is visible shows trust according to the focus groups.

Lastly, the participants wanted to be able to easily donate to the organization through their website. They want it as simple as clicking a button and giving their information. They thought that if they had to dig to find a way to donate, then the organization must not want the donation. Along with this comes the topic of making everything available online. A member in the time donation group told a story about how he donates time because it is almost easier for him to show up to something than it is give money to some organizations. He said he has come across nonprofits where they make you download a form from their website, print it out, fill it out, and then write a check and mail it in. He said that he wants to donate, but the effort he has to put in to complete the donation is too daunting. He ended the story saying he currently has a form sitting on his desk somewhere and he wasn’t sure if he was ever going to get it mailed in.

## Mail

It's apparent that nonprofits are still using mail to ask for donations, but mail is being used in other ways as well. Participants said they frequently receive flyers, donation letters, etc., in the mail. It seemed that the bigger national nonprofits were the ones that were still using mail as a means of marketing. One participant in the time donor group is a board member for a nonprofit, and he is the youngest amongst the group. He stated that the other board members wanted to do a fundraiser through a mailer, but, after they did their research, they realized that the money being spent to do the mailers would not equal a return.

No participant said that they liked seeing things in the mail or that they ended up donating from it. "Don't mail any stuff. It just ends up in the trash no matter what, those nice big post cards, I feel bad about it as I am throwing it in the trash," said a participant in the money donor group. Another participant in the same group said, "I even feel bad about it too because I know they're spending money on it, and I am like, 'don't spend the money on it...spend that elsewhere.'" This triggered a conversation about how social media has evolved the traditional marketing efforts. Another participant in the money group said she likes social media because she likes that the nonprofits are "using their resources...if I am going to send them money, they're not just going to use it to mail me something." The consensus was that the participants would rather see nonprofits using the money that is being spent on mailers for different marketing campaigns.

It was also mentioned that the participants still receive other things in the mail that are not from nonprofits. One participant commented on getting coupons from businesses and others agreed that they still enjoy this type of advertisement.

## **Phone Calls**

Along with the conversation of mailers, phone calls were also discussed. This type of marketing had a negative connotation as well. The word “hate” was expressed when discussing phone calls. The participants explained how phone calls were becoming outdated and, just like they expressed with social media and websites, nonprofits and businesses need to keep up with the technology trends. Almost all of the participants agreed that they do not answer phone calls, especially if they do not know the number. They let it ring and go to voicemail, and some even said that they have stopped listening to voicemails, or, if they do not receive a voicemail, it leads to the participant never knowing who called them or why they called. If nonprofits are still using this method, the participants said they probably will not even hear the message in the end.

Mailers and phone calls were the two marketing tactics that stimulated the most negative discussion within the groups. It was apparent that the participants keep up with the technology trends, and they want nonprofits and businesses to do the same thing. Spam was another aspect of marketing that was linked to negative reactions. This was discussed with all aspects of marketing and not just mailers and phone calls.

## **Spam**

Spam was a more prominent discussion in the money donation group. The other groups mentioned it but not as much as the money group. This group said that is the biggest problem with donating is that it never stops. Once someone has donated, the organization continues to ask for donations. A participant explained how he donated to a hurricane relief, and, in the couple weeks following the donation, he was receiving thank you emails that turned into asking

for more donations from different accounts. Other participants explained how this method “drives them away” and pushes them to stop donating all together. One participant in the group who has never donated mentioned that he does not donate because of this. He explained that when you donate once they just keep asking and “where do you draw the line?”

Spamming was evident in all aspects in marketing. Third party websites were also discussed because a participant tried to donate to an organization before and was redirected to a third-party website. After the participant completed the donation, he realized that the website was not trustworthy. Donating to this website resulted in the participant’s email being shared, which then turned into them being spammed.

### **Round Ups**

One of the most common types of marketing that was not necessarily digital was rounding up a total when purchasing something. The participants said it’s an easy way for them to contribute to a nonprofit. They said that this was one of the marketing tactics that inflicted guilt upon them. The guilt comes from a lot of different aspects such as the round up only equaling four cents or that someone is there to watch them hit yes or no. The participants said they have hit no before but clicking yes is the most frequent outcome. The fact that someone is there and may “judge them” if they hit no plays a major role into their high receptiveness to this marketing. This method of donation ties into prestige seeking for the participants. This small gesture allows for them to buy something that will benefit themselves, but also conveniently allows them to donate in front of someone who is watching. Also, like mentioned before, the convenience and the fact that it is mindless helps increase the chance of a donation.

It was also mentioned that the stores that donated part of their sales or did the round up for charities persuaded the participants to buy from there. If a store was running a promotion for nonprofits, the participants explained how they would go shop there because it benefited the participants by shopping and also allowed them to do something good that they would normally do anyways. This is a “win-win” situation for the participants and another convenient way for them to donate.

### **Recognition**

The participants also mentioned that, with rounding up, places sometimes do an incentive for those types of donations. Whether the incentive is getting their name placed on a piece of paper and hung with other donors or getting to see someone fill in a space on a poster to showcase their donation, the participants were persuaded by this recognition. Again, this is another small example of prestige seeking.

The participants were also asked if they were more inclined to donate or volunteer to nonprofits in general for an incentive or recognition. Most of the participants said they started volunteering because they had to for some reason or had some personal connection, but now that they are older they are not looking for a reason to be involved with nonprofits.

Whether the participants were putting their volunteer and donation efforts on their professional resumes was also discussed. Most of the participants quickly answered “no.” However, one participant admitted that he does put things on his resume, but that is not the only reason he is volunteering; it was just an added bonus. He also mentioned that if he puts it on his resume, companies know he is involved and would know he might have to take off work

to be a part of this organization. This ties back into the prestige seeking aspect of millennials. This was the only time the participants mentioned anything about being involved with a nonprofit to better themselves.

### **Marketing Appeals**

Besides the different marketing platforms used, the participants also discussed marketing appeals. This included how the advertisements made them feel and as a result what actions did they take because of it. It is essential that marketers know which combinations of different marketing platforms and different marketing appeals should or should not be used. Because of this, marketing appeals were also found as a theme. The two marketing appeals of guilt and trust emerged from the data in both positive and negative ways.

### **Guilt**

Guilt is a common emotional appeal used in nonprofits marketing and was brought up often in the three focus groups.

The participants acknowledged that they understood what nonprofits were trying to do by using guilt, such as earn more donations or volunteers, but this method brought more of a negative denotation to them. The group who had never donated to a nonprofit before mentioned that one of the reasons why they are not involved with nonprofits is because they do not like being guilt-tripped. "I don't like being guilt-tripped and I feel like that happens more times than not.... It just kind of turns me off," said a participant. The participants in this focus group agreed that this marketing tactic was more ineffective than it was effective in terms of gaining their donation or getting them to volunteer.

According to the participants, not only does using guilt decrease engagement with the nonprofit, they said it makes them remove the image, post, etc., quickly, causing them to not receive the actual message of the nonprofit. Most participants agreed that if a nonprofit tries to spread the message of needing donations for abandoned animals by using a picture of an obviously sick dog, the participants said they will leave the page and never see the message. However, some participants said that they do end up seeing the message, and feel guilty, but that does not turn into a donation of neither time nor money.

This age group also identifies guilt with Sarah McLachlan's song, *In the Arms of an Angel*. "I will hear one cord of that song and be done.... I haven't cried in 10 years, but you almost get me on those," said the participant. This goes back to the "desensitizing" mentioned earlier in the nonprofit theme. The participants were asked why this "almost" gets them and the responses surrounded the fact that they grew up on the song. They know what is expected from them when they hear something like this; however, even though it still makes them feel sad and/or guilty, it doesn't push them to any action. It was mentioned that if they were exposed to this appeal at a later age it may have worked, but when they were first exposed they were younger and were not engaged with or thinking about nonprofits.

Millennials were exposed to guilt through television advertisements, like the ASPCA advertisement that used Sarah McLachlan's song (mentioned by a participant) at a young age. This type of marketing appeal also transitioned to social media. The participants mentioned that graphics and images were used most when trying to inflict guilt. A participant in the money donor group stated that the "graphic information is a little bit too much for me." Another participant said that, "social media is fun social media, it's mindless, it's something that I don't

really want to think much about or have any emotional engagement [with].” The participant also said that she does not get on social media to read things that make her feel guilty. She takes to social media for fun and entertainment. It was clear from all of the focus groups that guilt can get an emotional response from millennials, but it does not bring about a commitment to a nonprofit.

The one positive that was mentioned during this discussion was the fact that using guilt in marketing allows for the nonprofit to make a personal connection by increasing trust in the nonprofit. Participants believe that marketing that uses graphic images may make viewers feel guilty, but it also shows nonprofits working on real problems and reassures donors that their money is used well. This reassurance that the problems are real and donations are used responsibly increases participants’ trust. This, in turn, makes a deeper connection with participants. This type of guilt marketing is commonly seen when marketing to reoccurring donors so that they are continually reassured that their money is being well spent. The more the nonprofit can connect with millennials, the more likely they will engage with that organization.

Using guilt has both its positive and negative effects, however for this millennial age group, making them feel guilty is overwhelmingly negative. Overall, guilt causes more distrust and is counterproductive. However, relieving them of guilt or uncertainty is positive and enhances trust and gives them a chance to make another personal connection. As previously mentioned, trust is a big issue that comes with guilt. When a nonprofit uses an image or a statistic that is supposed to instigate guilt, the participants often catch themselves questioning where this information came from and if it is factual. “I always like to picture their



accreditations of the images,” a participant said. Trust was discussed throughout the focus groups and further deliberated past guilt.

## **Trust**

A newer platform was amongst the topic of trust: GoFundMe. This website is not only being used for nonprofits, but also other charitable causes. One participant mentioned seeing a GoFundMe for a new car. The participant explained how a new car is not a necessity and the money should be going somewhere else. Another participant in a different focus group acknowledged the fact that she is in financial trouble and misses paying bills on time, but she is not reaching out on GoFundMe. The common feeling with this phenomenon was one of “annoyance.” Several questions were raised with this topic, such as, “How do we know if they are really using this money to buy a car?” “Why are they asking for help with things that they don’t need?” “Who is going help me pay a bill because I didn’t save my money?” The participants agreed that if they could see the need for the money and verify that it was going to a trustworthy person, they would be more likely to donate.

GoFundMe was not the biggest trust issue that was questioned, especially with nonprofits. Between the three focus groups, the question of, “where is my money actually going?” was a big issue of trust. When the participants from the group that had never donated or volunteered were asked why they are not involved, one said, “Why am I giving to you, why are you taking X amount of dollars off the top of my ten-dollar donation?” He explained how this distrust made him not donate because he was unsure of how much of his money was actually going to charity. A participant in the time volunteer group mentioned how she used to give her clothing to a nonprofit but has decided to go somewhere else because their CEO was

making 10 million dollars a year. Any appearance of mismanagement of funds or fiscal irresponsibility quickly breaks the trust of millennials.

For millennials to trust a nonprofit, transparency must be obvious. If the nonprofit is not open about how they spend their money, the millennials will see this as the organization is hiding something. “Legally though, nonprofits information [annual reports] is public information so just knowing that, why wouldn’t you make it easily accessible? The only reason why you wouldn’t is if you just didn’t want it to be,” said a participant in the time donation group. Because millennials have dealt with non-transparent organizations before, they feel as if they have to spend time researching organization to make sure their time and/or money is being used correctly. “Fool me once shame on you, fool me twice can’t get fooled again,” said a participant about making sure he does not get caught in a situation where his donation is not being used for his intended purpose.

This transparency and trust issue makes millennials hesitate in giving time or money, allowing them to have the mindset of “one bad apple spoils the bunch.” Participants gave as an example documentaries they had seen that illustrated nonprofits and those they serve breaking the trust of volunteers and donors. One participant discussed a documentary that showed people holding signs on street corners asking for money and then getting in an expensive car. A participant in the time group stated that when seeing someone in this situation they will give them food, but not money, because they know what is going to happen with their donation.

Not only did millennials have trust issues with nonprofits, but they have similar issues with individual people. The group who had never donated before was asked about trying new businesses. Participants said that trust is even a factor in someone recommending a business to

them. "I am much more apprehensive to try a place if the person recommending I am not a fan of," said a participant. "I am like oh they like it, I probably shouldn't." If the participant can't trust the person who is posting on social media, whether they are connected to the nonprofit/business or not, then it will decrease the nonprofit/businesses' credibility. Personal connection, whether positive or negative, plays a major role in all aspects of marketing to millennials.

Credibility was also examined from opposite ends. The participants agreed that if they did not think an organization was trustworthy, they would stay away from it. Millennials believe they have a reputation to uphold, and if they are sharing something that turns out to be untrustworthy, it will damage their own credibility. "That's why I don't share a lot, cause I don't want that coming back on me," said a participant.

## CHAPTER FIVE

### DISCUSSION

Even though the groups had different opinions about some aspects of marketing, the thematic analysis shows that by looking at the overall scheme, each group could be marketed to in a similar way. The theme that was consistent throughout each group, and relevant in almost all aspects of the discussion, was a personal connection. If a personal connection was not apparent or could not be achieved through marketing efforts, then any traditional marketing was almost useless in marketing to millennials. Personal connections could range from a variety of things such as connecting the audience with an experience they've had or connecting them with someone they know who is involved. This connection will then pull in the other aspects of marketing and, if done successfully, will help the millennial audience engage with the nonprofit and eventually turn into donations.

From previous literature and this research, it is apparent that digital marketing is the best way to reach this age group, whether it be social media, websites, etc. Based on this research, taking the personal connection phenomenon and combining it with digital marketing will result in engagement from the millennial social group. Using this concept as the base level for nonprofit marketing to millennials will not only reach the intended group because of the use of a digital platform, but it will also bring in the personal connection to get them engaged. This personal connection comes from social media allowing users to put themselves in the post rather than simply repeating an impersonal message from a nonprofit. Social media allows for numerous ways of adding personal connections to marketing as long as it is done correctly and as long as someone is willing to let themselves be that connection. After first getting the

marketing material in front of them by using some digital platform, such as social media, and then using some type of material to make sure they are engaged with a personal connection, the nonprofit can more clearly define who their target audience is. For example, they could target millennials who like to donate their time. No matter the qualifications, as long as the goal is to target millennials, marketers should use a digital platform and a personal connection.

This research asked: Can donating and/or volunteering to a nonprofit be considered a “good or service” that allows organizations to use the conspicuous consumption marketing model when marketing to social groups, such as millennials? The simple answer is, yes, marketers can consider donating and/or volunteering to a nonprofit as a good and service based off a conspicuous consumption marketing model. When looking at the results through the lens of the Veblenian Social-Psychological Model, which looks at conspicuous consumption within different social groups such as millennials for this research, it can be concluded that the millennials can be marketed as a social group based off their interest, responses to digital marketing and personal connections. The focus groups showed that even though the millennials didn’t completely agree on everything, these three factors were something that they all responded to in similar ways. It was cohesive among the groups with these three aspects that millennials want to engage somehow with the organization. This does not show that by using these elements every nonprofit will get the same result from millennials, but incorporating these elements into marketing plans increase the odds of success.

The theory also considers if any of the success of the marketing techniques is tied to prestige seeking. The results did not show a direct connection to prestige seeking and the millennial social group. It was mentioned that the participants have used their volunteer

experiences on resumes, but there is no data that shows that marketers should be using prestige seeking as a way to engage millennials. For example, the participants never mentioned they would go to an event or do something to impress a friend. While participants did believe showing friends a personal connection to a nonprofit they supported was important, they saw this more as a persuasive tool than a prestige tool. If their friends knew they supported this nonprofit, they would be more likely to support it as well.

These results are important for marketing professionals trying to reach and engage the millennial population. With millennials on the rise to becoming corporate leaders, money holders, and heads of households, it is particularly important to immerse them in the nonprofit world. Previous research shows that they are already interested in the nonprofit realm, but making sure they continue to invest their time and money into organizations will be a contributing factor to the growth and sustainability of nonprofits.

The previous literature also showed that it was unknown on how exactly to reach the millennial generation in the nonprofit sector. This research has provided two substantial findings for marketers. First, it has reaffirmed that digital marketing, primarily social media, is the best platform to use to get marketing materials and exposure of the nonprofit to this generation. If a marketer is using a different platform rather than digital, then they must understand that they are missing a key factor in marketing to millennials.

Secondly, the personal connection is one of the utmost important factors in marketing to millennials. It was mentioned in the thematic analysis that each group was different in some aspects in regards to how they wanted to be approached with marketing, but, after analyzing the data, it was apparent that the millennial participants all engaged and responded to a

personal connection of some sort. By combining these two marketing techniques, marketers should be able to get a head start on attracting millennials and making sure that, as this generation becomes our next leaders, we still have people working with nonprofits to make the world a better place.

### **Limitations and Future Research**

With all research comes limitations, and there were some that were evident in this study. Starting with the focus groups, the recruitment process was harder than originally anticipated. The researcher thought separating each focus group into different categories, such as time donors, money donors, and never donated, would give a different perspective within each group. The discussion was tailored in that way, but the number of participants were not ideal. The group with participants that had donated time and money had eight participants, which was enough to conduct the focus group. However, there was only four participants in the never donated group. Ideally, the researcher would have liked to have a minimum of eight in each group. Recruiting for this focus group was one of the biggest challenges in this study. The other two groups filled up rather quickly while the researcher would have liked to have a couple more participants for this group. It was a common theme that most people in this age group had given time and/or money to a nonprofit before, making it difficult to find participants.

Another limitation comes with all focus groups. During the group discussion, some participants were persuaded by others. Even though the researcher tried to omit this kind of persuasion, it was easy for the participants to change their minds because someone else said something different. Making sure someone was not monopolizing the conversation was

another limitation within the focus groups. Each focus group had a mix of strong and quiet personalities. The researcher tried to make sure that everyone had the chance to talk and speak freely, but the researcher was not 100% successful.

There is room for future research in this study. After seeing the results, this study could be taken a step further by examining personal connections. Now that the research shows a personal connection is a necessity in marketing nonprofits to millennials, it would be interesting to see what defines a personal connection as well as if different aspects of this phenomenon trigger different results.

Another aspect of this study could be taking the target group of millennials and breaking it down more specifically. For example, this research took millennials as a whole and examined their engagement with marketing and nonprofits, but millennials could be divided into groups, such as money donors, time donors, and never donated, and examined to discover how these three target audiences, as separate identities, respond to nonprofit marketing. It would give marketers an even better idea about how to market to specific types of millennials.



## CHAPTER SIX

### CONCLUSIONS

As millennials are now stepping into leadership positions, it is important for nonprofits to make sure that they are engaging with this generation. To some, millennials are viewed as an unusual generation, and others view them as misunderstood. No matter how they are viewed, it doesn't change the impact they can make on this world. Just like any other generation, they have to be understood. The more that is researched and learned about them, the more successful marketing to them becomes. If nonprofits can engage this generation, it will not only reflect on themselves, but also on the world that everyone lives in.

As for nonprofits, millennials are becoming the next donors, volunteers, and even board members. This large generation will soon have disposable income which nonprofits should target. In 2019, it is projected that millennials are to overtake Boomers in population as their numbers swell to 73 million and Boomers decline to 72 million (Fry, 2018). The Bureau of Labor Statistics reports that millennials make an average salary of \$35,592 per year now (SmartAssest, 2018), but as they advance in their careers, this will lead to an increase in disposable income that nonprofits can try to tap into. What's more, they are already accustomed to donating what little they have. According to the 2015 Millennial Impact Report by The Case Foundation, 84% of Millennials made a charitable donation in 2014 (Case Foundation, 2015). There is every reason to believe that as this generation ages, it is both primed and capable of significant donations of time and money. As the boomers retire and the millennials begin to fill their spots in the workforce, they will also fill their spots in the community as donors and volunteers.

If the nonprofits and marketers know how to engage this generation, the transition to relying on this generation to support nonprofits will be successful. Chipping away at the current stigma that millennials have, and instead trying to understand them, will be beneficial in all aspects of society. Getting a head start on engaging this millennials generation and understanding what appeals to them in the marketing world will not only help nonprofits and marketers now, but for many years to come.

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## APPENDICES

APPENDIX A



WICHITA STATE  
UNIVERSITY

FAIRMOUNT COLLEGE OF  
LIBERAL ARTS AND SCIENCES

*Elliott School of Communication*

**Focus Group Demographic and Nonprofit Interaction Questions**

1. What is your age? \_\_\_\_\_
2. What year were you born? \_\_\_\_\_
3. Are you currently or have you previously been involved with a nonprofit? Yes No
4. How do you contribute to a nonprofit? Money Time Both Neither
5. What type of nonprofits do you usually contribute to?

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6. Is there a reason you contribute to a certain nonprofit?

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## APPENDIX B

### FOCUS GROUP INTRODUCTION SCRIPT:

“Thank you for agreeing to take part in today’s focus group study. I am interested in looking at nonprofit marketing to millennials, including topics such as what makes millennials engage with nonprofits, what makes them donate to nonprofit and if there is an overall theme to millennials and nonprofit marketing. This should be a group discussion but I encourage you to only share what you are comfortable with. There are no right or wrong answers and whatever you say will be beneficial to my research. This focus group will be audio recorded so I can refer back to it as I develop my paper. There will be no video recording or names attached to this study so everything is completely confidential. While I will facilitate this focus group study, I also have a few people here to help me today. \_\_\_\_ will be listening and taking notes for me on my lap top. She is also in charge of making sure I have pressed the record button. I will also be taking notes on this whiteboard, summarizing the ideas that come up to create a visual reminder of our conversation.”

“At this time, you should have received a consent form, a demographic form and then the form for the payment which you will receive in the form of a visa gift card. I am going to send these envelopes around and for you to put your forms in. They are labeled on the outside. One for confidentiality form and the form I’ve had you fill out for your payment and then one for the demographic form. If you are the last person could you please close the envelopes? Like I said before, aside from the forms you just filled out your participation is completely confidential. Nothing you say will be linked to your identity. Do you have any questions about the forms or the study in general?

Again, Thank you for your participation.”

## APPENDIX C



WICHITA STATE  
UNIVERSITY

FAIRMOUNT COLLEGE OF  
LIBERAL ARTS AND SCIENCES

*Elliott School of Communication*

### FOCUS GROUP QUESTIONS FOR TIME AND MONEY DONORS

**Co-Investigators:** Dr. Lisa Parcell & Lyndsey Edwards

**Institutional Affiliation:** Wichita State University, Elliott School of Communication

#### **Focus group questions for participants who are involved in nonprofits**

**RQ1:** Can donating and/or volunteering to a nonprofit be considered a “good or service” that allows organizations to use the conspicuous consumption marketing model when marketing to social groups, such as millennials?

1. How many of you have a smart phone?
2. How many of you are on social media?
3. What platforms? Why?
4. How do you prefer to learn about nonprofits?
5. How do you prefer to learn about volunteer opportunities?
6. Do you follow nonprofits on social media?
7. Do you share any information about nonprofits on your social media?
8. What type of nonprofit info would you share on social media?
9. Why do you share nonprofit information on your social media?
10. Do you get a response from your friends when you share information from nonprofits?
11. If you do get a response from friends, what type?
12. Have you ever interacted with a nonprofit using social media (excluding sharing)?
13. In what ways have you interacted with a nonprofit? For example, checking in, sending a message, etc.
14. Have any donations/volunteering come from your recruitment?
15. If or when you visit a nonprofit website, what is the first thing you look for?

## APPENDIX C (continued)

16. When volunteering or donating to a nonprofit, would you prefer a long-term or short-term volunteer commitment?
17. Have you seen anything from your friends about nonprofits?
18. What are they saying?
19. What specific type of volunteer activities do you prefer?
20. Has there been any other type of digital marketing that has persuaded you to either buy something or do something?
21. Is there anything else that comes to mind when you think about nonprofits and their marketing or digital marketing in general?

APPENDIX C (continued)



**FOCUS GROUP QUESTIONS FOR NON-DONORS**

**Co-Investigators:** Dr. Lisa Parcell & Lyndsey Edwards

**Institutional Affiliation:** Wichita State University, Elliott School of Communication

**Focus group questions for participants who are not involved in nonprofits**

**RQ1:** Can donating and/or volunteering to a nonprofit be considered a “good or service” that allows organizations to use the conspicuous consumption marketing model when marketing to social groups, such as millennials?

1. How many of you have a smart phone?
2. How do you prefer to learn about businesses and products that you are interested in?
3. Do you follow businesses or organizations that you are interested in on social media?
4. Do you share any information about businesses or organizations on your social media?
5. What type of information about businesses or organizations would you share on social media?
6. Why do you share information about businesses or organizations on your social media?
7. Do you get a response from your friends when you share information from business or organizations?
8. If you do get a response from friends, what type?
9. Have you ever interacted with a business or organization using social media (excluding sharing)?
10. In what ways have you interacted with a business or organization? For example, checking in, sending a message, etc.
11. If or when you visit a business or organizations website, what is the first thing you look for?

## APPENDIX C (continued)

12. Why are you not involved with nonprofits?
13. If you were involved, would you prefer to donate your time or money? Why?
14. When volunteering or donating to a nonprofit, would you prefer a long-term or short-term volunteer commitment?
15. What would you want to see on a nonprofits social media account?
16. Have you seen anything from your friends about nonprofits?
17. What are they saying?
18. Has there been any type of digital marketing that has made you think about getting involved with a nonprofit?
19. Is there anything else that comes to mind when you think about nonprofits and their marketing or digital marketing in general?

## APPENDIX D

### FOCUS GROUP CONSENT FORM

Wichita State University  
Institutional Review Board Approval #4064  
12/18/2017 – 12/17/2018



#### Consent Form

**Purpose:** You are invited to participate in a research study discussing nonprofit marketing to the millennial generation. We hope to learn how nonprofits should market to the millennial generation and your thoughts on different marketing techniques, particularly digital marketing. The results of this study will in turn determine if nonprofits can be included in the conscious consumption consumer behavior model.

**Participant Selection:** You were selected as a possible participant in this study because you fit in the age range of being born between 1980 and 1993, which constitutes you as a millennial. A total of 50 focus group participants are anticipated. Participants will be invited to join this study over the course of three separate focus group discussions. Focus groups are facilitated discussion about a topic in a group comprised of eight or more people. They allow for researchers to understand how people think or feel about a particular topic.

**Explanation of Procedures:** If you decide to continue with the study, you will participate in a focus group that will be facilitated by Lyndsey Edwards, one of the co-investigators in this research study. The focus group will include questions about your experience with nonprofits as well as questions related to marketing techniques used by nonprofits.

**Discomfort/Risks:** There is a risk that you might deem some of the questions asked to be sensitive. During the focus group, you will not be required to answer any question(s) that you do not wish to answer.

**Benefits:** This research will allow focus groups participants to discuss their opinions on nonprofit marketing and what does/does not motivate people to donate. In seeing what marketing techniques work this shows future scholars, marketers, and nonprofit organization a better understanding of how to marketing to millennials and specifically how to market nonprofits to millennials.

**Confidentiality:** Every effort will be made to keep your study-related information confidential. However, in order to make sure the study is done properly and safely, there may be circumstances where this information must be released. By signing this form, you are giving the research team permission to share information about you with the following groups:

- Office for Human Research Protections or other federal, state, or international regulatory agencies
- The Wichita State University Institutional Review Board

## APPENDIX D (continued)

### FOCUS GROUP CONSENT FORM

Wichita State University  
Institutional Review Board Approval #4064  
12/18/2017 – 12/17/2018

The researchers may publish the results of the study. If they do, they will only discuss group results. Your name will not be used in any publication or presentation about the study.

The researchers will destroy the audio recordings securely after they have been transcribed by the researchers, which we anticipate will be within two weeks of recording. The transcripts of the focus group will be kept in a locked, secure file cabinet at Wichita State University.

Payment to Subjects: Each participant will receive \$25 of compensation for their time. The payment will be given in form of a Visa gift card at the end of the study.

Study payments are taxable income. You will be asked to complete a W9 from which requires your name, address, and social security number in order for you to receive study payments. A Form 1099 will be sent to you and to the Internal Revenue Service if your payments are \$600 or more in a calendar year.

Refusal/Withdrawal: Participation in this study is entirely voluntary. Your decision whether or not to participate will not affect your future relations with Wichita State University and/or the Elliott School of Communication. If you agree to participate in this study, you are free to withdraw from the study at any time without penalty.

Contact: If you have any questions about this research, you can contact Lisa Parcell at (316) 978-6064 or at [lisa.parcell@wichita.edu](mailto:lisa.parcell@wichita.edu) or Lyndsey Edwards at (316) 640-0686 or at [lxedwards@shockers.wichita.edu](mailto:lxedwards@shockers.wichita.edu)

If you have any questions pertaining to your rights as a research subject, or about research related injury, you can contact the Office of Research and Technology Transfer at Wichita State University, 1845 Fairmount Street, Wichita, KS 67260-0007, telephone (316) 978-3285.

You are under no obligation to participate in this study. Your signature below indicates that:

- You have read (or someone has read to you) the information provided above
- You are aware that this is a research study
- You have had the opportunity to ask questions and have them answered to your satisfaction
- You have voluntarily decided to participate.

**APPENDIX D (continued)**

**FOCUS GROUP CONSENT FORM**

Wichita State University  
Institutional Review Board Approval #4064  
12/18/2017 – 12/17/2018

You are not giving up any legal rights by signing this form. You will be given a copy of this consent form to keep.

\_\_\_\_\_  
Printed Name of Subject

\_\_\_\_\_  
Signature of Subject

\_\_\_\_\_  
Date

In addition to agreeing to participate, your signature below indicates that you consent to having the focus group in which you participate audio recorded.

\_\_\_\_\_  
Printed Name of Subject

\_\_\_\_\_  
Signature of Subject

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name of Investigator

\_\_\_\_\_  
Signature of Investigator

\_\_\_\_\_  
Date



## APPENDIX E

### TIME DONOR TRANSCRIPTION – FEBRUARY 19, 2018

Researcher: How many of you have a smart phone?

Researcher: 8 out of 8, easy enough

Researcher: How many of you are on social media?

Participant: Define social media?

Researcher: Twitter, Facebook, anything in the realm.

Participant: Does LinkedIn count?

Researcher: I'll make a note of it.

Researcher: So, you're not on anything but LinkedIn?

Participant: \*shakes head no\*

Researcher: Why?

Participant: Don't want to be.

Researcher: Fair enough

Researcher: Is it because you don't want people to see your information, or?

Participant: Yes.

Researcher: Okay, that's fine.

Researcher: So, for the other people what platforms do you guys use?

Participant: All of them.

\*laughter\*

Researcher: as in?

Participant: Twitter, Facebook, Instagram

Participant: Snapchat, Instagram, LinkedIn, Email

Researcher: So, if you had to pick one, which one would you pick and why?

Participant: Wait, just one?

Researcher: Like which one do you use the most?

Participant: Like if we just had to use it for the rest of our lives, that's it?

Researcher: Yes.

Participant: I am pretty much Facebook. I have a couple of others but I am predominantly Facebook.

Participant: Snap Chat for me.

Participant: That's why I don't have Snap Chat because I have her.

Participant: and that's why I don't use Facebook, because I have him.

Researcher: Works out, anybody else?

Participant: I have Facebook and Instagram.

Participant: yeah Instagram.

Participant: I would say Twitter

Researcher: Really?

Participant: Yeah, Twitter.

Participant: If I was going to do one it would be twitter.

Researcher: Twitter? Why do you pick Twitter over Facebook?

## APPENDIX E (continued)

Participant: I like the concise information and I like just being able to follow who I want to follow. Its less invasive then Facebook.

Researcher: How do you guys fill about the new Snap Chat update?

\*laughter\*

Participant: I hate it.

Participant: It's awful.

Researcher: So, looking at nonprofits, how do you guys prefer to learn about nonprofits?

Participant: I like learning about nonprofits by just like volunteering with them.

Researcher: Okay, so kind of like a word of mouth?

Participant: yeah.

Researcher: Anything else?

Participant: I like watching videos too. A lot of things that are shared on social media and stuff are videos.

Participant: I think I kind of agree it's more of a second hand than a first-hand. Directly from them, I suppose you can kind of read it into and of course they are going to make themselves look great but it's not until someone else has joined with them or done something that you're like oh okay that's legit. So, I think that second hand is probably the best for me as well.

Participant: I feel like in the last year I've learned more about through Facebook because of that fundraising tool. I feel like once people started sharing what they were connected with more, you're like oh, I didn't even know that.

Researcher: Do you guys get any nonprofit stuff in the mail?

Participant: No

Participant: Yes

Participant: Only through St. Jude.

Researcher: What do you get? You seem adamant about it.

Participant: I get St. Jude the March for Dimes. Some of it is because I've been involved with it and then you're on the list forever. So, you know, I still get letters from stuff like I got letters every year from the Kansas Jayhawk counsel for Boy scouts because I went to a breakfast in Topeka like five years ago and so I still get sent stuff.

Participant: They knew I moved before like my health insurance did. Like Blue Cross and Blue Shield was sending stuff to the wrong address but the Jayhawk people knew where to get me.

Participant: I am on a few nonprofit boards and I am usually the youngest board member and one of the ones that I am on they wanted to do a mailer to do fundraising and I was like no that's probably not good and they looked at it and everything that they could ascertain the money that they would have to spend in making a mailing list and everything didn't equal the return. So, I mean that was my experience with nonprofits and mailing list.

**10:29**

Researcher: For the majority of you guys, you would say word of mouth or social media sharing to how you would prefer to get your information?

Participants: Yes, Mmhmm.

Researcher: So, do you guys follow nonprofits on social media?

## APPENDIX E (continued)

Participants: mmmhmm, yesss. Eh. (one person said eh.)

Researcher: eh?

Participant: eh.

Researcher: why eh?

Participant: I don't really. No. But I don't follow a lot so I don't know if I am skewing that. But I am kind of an ancillary. My friends will follow things so sometimes I'll see it from them on Facebook. But no I don't.

Participant: I would say I don't really. I mean the stuff on social media that's nonprofit that I guess I would interact with are the ones that I am involved in and so it's more that I kind of feel like I need to then just generically checking out nonprofits and seeing what their up too.

Participant: It's mostly ones that I am already donating to.

Participant: If it comes across because somebody I know is involved then I'll watch it but it's unlikely for me to go out there and just seek out and be like I wonder what boys and girls clubs are up to today.

Participant: I worked for a small business that was heavily well didn't really do a lot of marketing and heavily depending on social media and I saw he's having like a business page and I am sure it's the same for nonprofits although maybe not the reach for that is a lot different than a personal account so I sort of feel obligated once I've done some investigation or kind of seen what they're about or somebody's told me about it say I have a lot of connection in the nonprofit world here, I follow because I know what just even adding those numbers up does for their exposure and it makes a huge difference, I mean it is like a small way that you can help them boost them up a little bit even if you don't really like seeing it in your feed. If there is one thing that I will follow that I am not terribly interested in it will be a nonprofit just to help out knowing that that affects their reach.

Participant: I think it depends on the nonprofit to like the Kansas Humane Society obviously, like dogs, I mean it's a little bit easier to keep an eye on. So, I would say I follow ones that are more arts driven or like visual driven but also that's just me I don't know it might be different if I volunteered for other ones.

Participant: I think there is probably something to that though. Wichita Animal Action League or Kansas Humane Society that's such an easy such a natural thing to make an eight second video about and you don't even have to really care about it but you see a dog and people will share a video. I mean because animal videos are basically the backbone of the internet. Stuff like that, that are easy I bet there are a lot of people who don't really care a lot about the mission that are willing to share and look at it and say look at this pupper or whatever where as something that are a little harder to articulate or show in a 10 second or 15 second video people are or you know how do you engage them.

Researcher: So, if you, now we have these sponsored post or sponsored ads if you see a nonprofit that comes up and you can see that its sponsored are you guys going to click on it and like it or are you just going to pass through it?

## APPENDIX E (continued)

Participant: It depends on what it is primarily about like there are some ads that you see sponsored and I think it's all about that picture image like because they will show the little triangles where it says play and like if it doesn't have something that says something about it then I am just going to like scroll through. But if it has a description on it and kind of talk about like what it's about and if the picture look interesting then I'll click on it.

Participant: Most often I won't unless I already have some sort of relationship with the organization its self. Whether I've heard about it from someone else or it's something I've been involved in previously or something that I have learned about somewhere but just to involve myself in with no basis of anything I don't do that.

Researcher: So, you talked about how pictures and visual images are big things, do you guys agree with that? If it's more eye-catching more appealing, you are going to be more interested and click on it?

Participants: yes.

Researcher: and how are words like, if it's a big long text heavy at the top and they just type something in are you going to read it or if it was something that popped up in a picture would it be more eye-catching?

Participant: Idk I think it more on the visual standpoint of what it looks like. I mean if it's just Arial, that looked like this (name plate) probably not. But maybe if its formatted in a nice style or just visual pleasing font choice, possibly but there are some fonts that you just don't click on. So, idk, it's interesting to kind of think about after what you mentioned because now it kind of makes me think about well are there things that I didn't consider following before just to help them out. Now I kind of want to go back and maybe investigate that a little further because that's an easy thing to do even if I ignore them. So, it's possible, yes if I saw something and went oh yeah that is somebody I would want to at some point in time I'll go ahead and give them the click just because.

Participant: I would say I am more driven by local. If its local, I am going to learn about it. You know, I am gonna I mean I started as a teenager volunteering and things like that so that for me is my focus. I am not necessarily going to follow March of Dimes ya know, but if it is a local or even if it's something that I quiet don't understand what their mission is you know it's like that's I'll like it. I'll like it without even looking at it. I mean again I have a different purpose with that.

Participant: Well kind of like how \*participant name\* was saying, how like with her arts is really important to her. I feel the same way with mine like if there is anything with kids like I like it, I do everything with it as long as it has something to do with kids or dogs. But definitely anything with kids it could be a paragraph and I'll still read it like a full page. Anything that I am really passionate about its something that I definitely put a lot more time into then something I don't have any personal connection with.

**17:06**

Researcher: That's interesting that you bring up local, do any of you guys feel the same way or do you just see that its nonprofit and you're like oh yeah sure.

## APPENDIX E (continued)

Participant: No. To the extent possible I like to know or be more likely to kind of help out or listen to something that's tied in just because you know the bigger you get the more you start to see how inefficient they can be or some of them that spend such a small amount of money that they actually collect. So, somebody that's actually here I would tend to agree that that's I am a lot more likely to give them a second look or a second listen to.

Researcher: Right.

Participant: I am not super concerned about local necessarily. We just moved here like two years ago so we don't have the big Wichita pride thing. We're working on it. But most my concern is like is the organization transparent with how they get the resources and what they do with them and you do tend to find that a lot more on the local level then you do the national or international level but its more about can I tell how you're stewarding your resources and what what you're doing with what I give you.

Researcher: So, with your own social media do you guys share information about nonprofits?

Participants: Yes.

Researcher: Yes, so what type of stuff are you guys sharing?

Participant: Volunteer opportunities or events.

Participant: Yeah, events. Especially any kind of fundraising events. I try to promote that.

Researcher: So, like for me, I seem to share more if I am getting asked by the nonprofit. It's more something like "oh hey were lacking of people can you share this" I am like yes but if at the beginning I am usually not one to just put it out their um is that something that you guys see that yourself doing or is it more of your on top of it at the beginning?

Participant: I think for me if it's something that I have volunteered for and had a good experience with then I am initially sharing it because I am like "hey this was is a good cause or good event and I liked being a part of it so I am not waiting for someone to do that or on the other hand like if it's like an email where they tell you about an event again I am just sharing that because I like to go and I want someone or more people I know to come so.

Participant: I just share to share.. share share share \*Laughter\* because I've also done fundraising and I've also you know and I understand how important that it is and there are things that that I've found or seen after the fact that I am like oh I would have liked to go to that. You know like but I just it just is you know there is not a lot especially with our local nonprofits and my or the ones that I've had the most affiliation with are like arts and the YMCA, women's services so there is not a lot of money and uh not a lot of money for marketing so I feel like you know that's the uh kind of doing my own little part but you know by no means does anyone have to share anything but like those events especially and you would be surprised that at how you know it's a mutual thing and the opportunities that arise just from showing up to an event maybe that not even a fundraising event.

**20:33**

Researcher: Did any of you say that you do not share nonprofit stuff?

Participant: I would be more towards the tail end of that. I wouldn't be an initiator but I think if asked directly yeah I would be more likely to do it.

## APPENDIX E (continued)

Researcher: Right, so with any of the nonprofits that you have been involved in now have you shared anything?

Participant: I haven't.

Researcher: Cool. Alright, with the stuff that you are sharing um do you get any responses from friends? Or have you seen anything come from it?

Participant: I wouldn't necessarily like they might not necessarily go but that turns into always turns into a conversation, hey I saw that you shared this did you end up going? They might ask me more questions about it and then that's what gets them more interested in so not necessarily like a like or a comment but more of a conversation.

Participant: I notice people typically that have responded to it are people who are already a part of it or have already been familiar with it or like he/she was saying um like we had an event for an alumni association for tri delta last week the past weekend and had people at my work that I invited and they were asking me about what was it for and what it all goes towards um what it all goes towards but it wasn't anything that was like deemed just for that.

Researcher: Right. Anybody else?

Participant: Yeah I'll have friends that are like hey I was kind of thinking about going to that and knowing that somebody else like oh do you want to go together? You want to get coffee before? Whatever, knowing that somebody else was going to go sort of like gives them permission to go.

Researcher: Right, yeah. So, do you think the um even though it's not getting responses of people coming but do you think the word of mouth um helps get the uh information out about the nonprofits like we talked about in the beginning? You guys all talked about how you know you got involved by word of mouth. So, do you think even sharing even if you're not getting people to come that it's going to share that word of mouth.

Participants: yeah. Mmhmmm.

Participant: What it, it takes seven touches before someone is engaged. So just getting in front of them maybe the 7<sup>th</sup> time they see it and there like what what's the deal with this what are they doing you know what's their mission. So, I mean it cannot hurt.

Researcher: Right. Yeah, that's a good way to look at it. Umm so we talked about what type of responses we get but looking at the opposite. Have you guys ever interacted with a nonprofit on their social media? So, are you commenting on their stuff, are you um donating through Facebook? That type of stuff.

Participant: I've donated through Facebook and then I've also like engaged in a way when it's a contest kind of thing where there is some sort of like um I hate to bring up dogs again but \*laughter\* \*inaudible\* when they do they do a lot of traction like share your adopted dog or whatever and I like to do that too so I mean yeah I think it's something I definitely participated in.

Participant: So, dogs in your marketing. \*laughter\*

Participant: It does not matter what your mission is...

Participant: right.

Participant: as long as you have a dog somehow. Let's write that down. I've figured it out.

## APPENDIX E (continued)

Participant: I can't say that I've ever done that before especially in that vein so I am really going to have to consider it. I think if I would have done it I would've been like oh yeah there was that one time. So, I don't think I have.

Participant: I don't recall ever like of course Facebook is probably like my least like used.

Researcher: and I mean it could be on Twitter or anything.

Participant: So yeah it would be more of a yeah I mean your interactions on Twitter are a little limited in terms of its very rare.

Researcher: It makes it harder.

Participant: But I guess I retweet them or something.

Participant: Like I retweet like when like for example there was like a fraternity that like that grows out their beard and they will donate to like uh you know a sorority and their charity of choice, things like that.

Researcher: Okay, sooo.. so, for pretty much with the interaction part you guys are only interacting if there is something to go with it. Like you said there's a contest or you know share a picture with you dog, so it has to be them engaging like a question or them engaging to pull you in.

Participants: Yeah. Mmhmmm.

Participant: There was one that I do remember but it was during the holidays I don't remember specifically which holiday and they were trying to gather um just materials to put together to make a package and I remember having dialogs with that, I don't think I am making any sense.

Researcher: Oh, you're fine.

Participant: Its evening time. Um I do remember having a dialog back and forth but that's because that that nonprofit at the time was married with my hobby my interest so they were raising money by doing this particular thing and I thought oh I can do that so you know there was dialog there. So, I think of course it has to kind of align with whatever your interest is as well. So, having them engage and then it showing up and being like oh yeah whoa that's cool I didn't know about that, look. That worked for me.

### 25:50

Participant: I tend to share things to that show what it's going towards like videos from St. Jude or Camp Quality whenever they are showing the families that have been affected by or have been um what's the word I am looking for um evening yes.. \*laughter\* um that have benefited from doing those resources I like to share those stories to prove that like what were actually doing and what we're working towards is being useful.

Participant: yeah, especially after the fact like after they've done all of that front-end work and then they kind of give you an update of what happened afterwards and that's part of the reason why because previous year I saw like oh they were able to do this last year. Yes, I am more inclined to do it because I saw what you did with it.

## APPENDIX E (continued)

Participant: I don't know if this like plays into anything but like today we had like an all staff training day and united way came out and they played a video of like what money goes to what and then afterwards there like here sign this on how much you want to donate for your pay stubs and you see everybody just like just going so seeing how things what your money is going to and things like that people are more than likely, I was a factor, I was like hey what do you want take my money.

Participant: Really quick, sorry. On the topic of engaging like on social I do some marketing for a nonprofit and I've noticed on Instagram were able to get a lot of engagement randomly on our Instagram stories through a poll like cause it's just like everyone's looking thought them and their kind of like time killers I guess and they don't have to be really that crazy but just seems like people like that.

Researcher: Yeah, that's interesting.

Participant: Yeah, just like which color do you prefer? It's like two questions but you can get like people just like tapping things I think.

Participant: I like seeing who votes on what, what did I vote on compared to everyone else.

Participant: We use that a lot. It's interesting.

Participant: I want to know the psychology behind it. Is it I get to tell people what to do instantly \*laughter\*

Participant: Or is it just like killing time. So, they are like okay whatever.

Researcher: Well I mean now that you say that I can think of even like my friends will post should I wear this shirt or this shirt and I am like oh let me help. Like they probably don't pick they don't care what I say but like you said it's that interactive thing. Um as well as social media engaging do you see uh nonprofits commenting and talking to people where it's more of a public thing. You can see that there having conversations with people or they more of silent on social media. If that makes sense.

Participant: I've seen both actually. I've seen conversations and then I've just seen where they kind of just leave the comment section to live on its own.

Participant: I see more comments from them when people have something negative to say then that's when I look and I am like oh what she saying. \*Laughter\* what's their resolution? Like you know.

Researcher: That's interesting because you would think you would want them to drive the positivity but you're pulling people into look at the negative aspects and if they see something they don't want to see you would think that would turn them off in a way.

Participant: Right.

Researcher: So, it's interesting to think about that. If you saw something negative like you were saying would you unlike them and move on or would you just be like eh it happens.

Participant: It happens.

Participant: It depends on what it was also.

Participants: mhhmm. Yeahhh.

Participant: It would take a lot because honestly I mean that's the problem with the comment section these days that like what is even going on in here.



## APPENDIX E (continued)

Participants: Yeah \*laughter\*

Participant: It actually might drive me to research it.

Participants: Yeah. Uh huh.

Participant: What no way? \*joking\* I am going to Snopes this thing out.  
\*laughter\*

Participant: Like this guy over here has an axe to grind. Like why you so mad.

Participant: Right.

Participant: I think I would also judge the nonprofits response to how they responded.

Participants: right. Yeah.

Participant: If they had the wrong person behind the wheel like going off then like I would probably wouldn't like

Participant: Just don't engage

Participants: Yeah. Yeah. Uh huh.

Participant: If it's a measure like hey you know were sorry you're disappointed but you know if it's well screw you then I am like okay..

\*Laughter\*

Participant: The Salvation Army comments why you so mad.

\*Laughter\*

Researcher: So, would you like to see more positive engagement or does the engagement of a nonprofit not really bother you?

Participant: Depends

Researcher: So like if you see you were like saying you're seeing the negative comments and so you're like oh I am going to go research it but say you see like St. Jude for instance post something and people are making comments and their not writing back or engaging back does that matter to you guys like you said you are looking at the negative comments but would you like to see positive comments I mean obviously you would like to see positive comments but if they are not there is it a problem?

Participant: I think it's going to matter to on how big the nonprofit is like a place like St. Jude has this huge has so much going on that I don't really expect them to comment back to every little thing that's posted about them but maybe more local like if it's something that not as a big of a deal it would be not like a really great thing to see comments back but it might be kind of cool for them to be responding if its someone that you're aware of and familiar with.

Participant: I guess I am always impressed when I see that and they handle it in a very classy way like just you know like you said earlier like just a diplomatic blanket statement you know where your acknowledging but just stay because there are always going to be nay-sayers and say things behind a screen that they usually wouldn't say to your face. Ya know so just being able to maintain a level of professionalism I find I respect that. I don't really get into the drama stuff I am like oh gosh.

Participant: In general, I like to see them having dialog um even if it's for the first I don't know 20 post or something at least I know that they read a couple and they are trying to just have a conversation and I prefer that over just posting something and then nothing.

## APPENDIX E (continued)

Participant: I would tend to agree with that. I kind of fair because if you are wanting people to engage and you're not willing to do it, you're like here's this you guys run with it basically well wait a minute. You want the benefit of social media but you have to do the work that's the whole part that you you know it's not just a static ad It's kind of living so understanding though mostly nonprofits don't have social media department always but you know you at least gotta do a little bit of the work if you want to play the social media game.

Researcher: Right and it kind of gives you that there's actually a person it's not just a computer type thing.

Participant: Yeah, its real. There's someone there.

Participant: Someone didn't just come in for an hour and set up a whole bunch of post for the next month and that's it.

\*Laughter\*

Participant: There actually there. Oh, wow.

Researcher: Yeah. So, can you guys think of anything else like interaction wise besides um like sharing or commenting on in a marketing aspects that you could think of other ways that you could engage?

**32:02**

Participant: I go back to that fundraising tool just because it's a cool resource that nonprofits now have who have Facebook. That's a big one.

Participant: I mean I actually think that for whatever reason I am I guess more apt to give when it's like so and so for their birthday is raising its usually like bite size like I want to raise \$200 bucks or whatever and but its somebody you know saying I want to raise and donate as opposed to just even nonprofits asking for money but you got to be creative when you're a nonprofit you can't just always say hey money money money but for someone you know it's like hey you know I know that my buddy is super passionate about X and for his birthday he is looking for \$200 bucks and he's at \$180, I am super likely to say alright you know? Like I'll jump in. I mean I think that's a really powerful way to kind of how your heroes advocate for you so it's not just always you hitting people over the head saying I need I need I need.

Researcher: Right. Do you think it's kind of that face to a name type thing or is it more of a trust thing that you have?

Participant: I think it's both, somebody you know there's somebody that cares about it. Somebody that trusts and it's like especially if it's not an organization that I am super engaged in like the best way to get me to even you know I am probably not going to write a check just out of the blue but if its somebody I know and care about that saying hey this you know you kind of feel a little bit guilty a little obligated or whatever but you're more likely to say you know what you do you go whatever I don't think about this organization but you love it so go nuts you know.

Participant: That's weirdly almost like a mascot. That's kind of what you're saying.

\*laughter\*

## APPENDIX E (continued)

Participant: That's exactly what it is. I mean it's just like a tiny version of your like man and woman of the year type thing. Guaranteed that me raising money is like your Leukemia and Lymphoma and I am going to have you go and hit up all of your friends and raise 100's of 1000's of dollars. Well I don't have those kinds of friends but they may be able to raise like 100, you know we don't run in those circles. \*Laughter\* but a little mini version of the man of the year kind of so Wichita Animal Action League, I want to raise 100 bucks for my birthday I am like alright yeah, here's 10 you know, I wasn't going to get you anything \*laughter\* but you're trying to trick me into getting you something. Its clever.

Researcher: Yeah, have any of you guys used that tool before?

Participant: Not, no.

Participant: I haven't done my own fundraiser but I've donated to others.

Researcher: Um so we kind of talked a little bit about this already but do you guys know of any donations or volunteering that have come from your efforts of recruiting people? Or your efforts of asking for donations?

Participant: Yes. I have.

Researcher: Can you give me some examples?

\*Laughter\*

Participant: Well I mean, like this doesn't really I mean this is kind of cheating but like I am on the board and there is limited or job is to go out and solicit donations so like in Cowtown we had to go solicit donations for the fundraiser or get like sponsorship so yeah I went out and we had a bunch of people up in whatever that is 10% said here's something for the auction or you know here's a whatever a little amount for the billing sponsorship. Um and I just got done hitting a bunch of people up I am on the Wichita Festivals Inc. board for Riverfest so were hitting up everyone for our corporate host deal so I had a couple of people say yeah we will be corporate host here's 1,500 dollars but I mean like I was told to. \*laughter\* so I mean it's not it's not I mean it's part of being on the board but it wasn't like I was just out hey person on social media who happens to love this place would you give us some money?

Participant: I think it sort of involves a couple of principals on the money side I think it's like when you go into a store and everything is really highly priced and it just feels like you don't well I am not going to speak for anybody else but obviously I worked in the nonprofit sector so I don't have lots of money and you know it's like I don't really you almost feel uncomfortable like and I think that you know when asking for money those little 5 dollar 10 dollar donations add up and just making it seem like anything a dollar you know I think a lot of times people when they think about donating it there's like this attachment to it that you know but just making it easily accessible for everyone at any price point just the way you would if you're running a business you know. Wanting people to find something you know catering to the wider audience you know um of course those deep pockets matter but so do everybody else. You would be surprised at how that those people will give what they can and how that really adds up. I think that's important and then on the people side you know I think it's important to look at what peoples strengths are I think that there's like okay well here are these volunteer positions or these slots that we need to fill, here's this number of people you know but when you're

## APPENDIX E (continued)

needing something like that I feel like it's important to be like okay to think about okay so Suzy Q is a total extravert you know so I am not going to but she will fit here. This one maybe not you know to think about where the strengths are like in your human capital I mean not to take anything away from the actual people that are showing up but I think that like when I feel as a leader but also as someone who is showing up to help it's like when I see that someone knows how to lead and knows where people strengths fit best fit in the volunteer positions you know it makes all of the difference it can make an event go so smoothly it can you know can make other people feel like it the outcomes are good you know like they know what they're doing they got this figured out you know and even the people who are on payroll are rock stars you know because they are doing what what they're good at if that makes sense.

Researcher: No, no that good. You're fine.

Participant: Something to bounce off of that too is I am on a volunteer board in our organization and we do volunteering events that tailor like we ask people what their interest are for volunteering we tailor our monthly events to organization that we fill like people are going to get the most out of too.

Researcher: Yeah. Alright, so kind of switching gears a little bit so we know we talked about Facebook and going to nonprofits but are you guys looking at their websites?

**40:00**

Participant: Sometimes.

Participants: Yeah. Yes.

Researcher: Yes? A strong Yes?

\*laughter\*

Participant: I think that's a I don't want to be way in the weeds on this but that's a frustrating thing for me that some nonprofits get in uh kind of in this like poverty cycle of like well were a nonprofit so we can't have a nice website and I get it you want to be diligent but one of the first things you do if you're I mean in this day in age if your new product business whatever you're going to go look at that place whatever it is entity and nonprofit is the same way so if I go there and there is nothing and there's just this you know 1999 website under construction type deal you can't do anything there's no information there's no actual people it's all stock photos and you can't I mean that to me is the ultimate just like you guys are not trying. \*laughter\*

Participant: Like just one page \*laughter\*

Participant: like I don't want to give you money because I don't trust that you guys have any idea what you're doing.

Participants: mmhmm. Yeahh.

Participant: So, that's a to me such an obvious thing of no you don't need you don't want to spend 250,000 on your online presence I get it but yeah I am going to go there.

Participant: Score space man score space

Participant: right, you gotta exist I mean again its 2018 like people want to do their research and you got to be transparent and all of that so if you don't have a website that's functional and then again this is from a business side to of constant frustration but nonprofits the same thing.

## APPENDIX E (continued)

Participant: I am kind of opposite like when like I look at their website but then if I want to see like what cause some they'll post different things like on their website or their social media and if I don't see that their social media isn't up to date I am like your social medias not up to date? Like but.

Participant: oh, I agree I completely agree that to me is if you're going to have it and I guess it.. one of the things that is super frustrating is like you know you go to their website and you're like okay twitter Facebook Instagram and you go to twitter and they have like one tweet from 2014 \*laughter\*

Participants: yeah. Yess..

Participant: and it's just a link to their Facebook post and someone has figured out how to do that and it was like looking forward to Christmas and then they never have been back on twitter that is like to me like nobody is running this that is like what are you doing.

Participant: Yeah you got to look like you care

Participant: You gotta, yeah so I mean it's it kind of sucks because there is so much you have to do now but that's just the way it works because you have to be I mean you have to be on 5 platforms and have your website work but you can't just phone in one yeah I agree with you completely that's you go to their Facebook page and its happy Easter post from two years ago \*laughter\* well cool everything is going really well here.

Participant: I appreciate that its usually easier to find the in-depth information that I am looking for on the website rather than trolling though their social media trying to find out information about their founders and how they came to be and what they do every year I expect to find that information more easily on their website than I do through their social media profiles.

Participant: But if it's not on their website I found that its typically not on their social media if I look because I look for it on their website and then I am like oh well maybe it's on their Facebook or wherever and it's still not updated there either.

Researcher: So are you guys going from their social media to Facebook or do you think its opposite. Or sorry, social media to their website or do you think its website to social media?

Participant: I am social media to website

Participant: agree

Participant: I am opposite.

Participant: I am probably am more of the opposite yeah I want to google you first

Participant: yes.

Participant: and then I'll figure out cause I wanna I mean social media if you're actually active on it is just in my mind going to be a lot of fluff and if I want to know something about what they're doing I am going to go look at their website and then say okay what are you now show me the pictures of dogs \*laughter\*

Participant: I like when I am talking to people about word of mouth I'll google it and then I'll look at their website but if I am already on social media the problem is that I am usually on social media first \*laughter\* then I'll go to their website

Participant: Yeah, I think it depends on where you get your initial contact and then I would say it would be social to website compared to the opposite.

## APPENDIX E (continued)

Researcher: Okay, so going back to the website if its updated and beautiful like we hope um what is the first thing that you look for?

Participant: The about us.

Participant: yup. Like what it's all about. How it started

Researcher: So, you're looking for like history

Participant: mmhmmm

Researcher: What else? Like what would you want to see in that about us section?

Participant: That their mission vison values are um goals how long they've been an organization

Participant: I look for if it's easy navigable and what they're currently doing. Because that's my interest.

Participant: I like a little more of something more concise like for me about us and history gets really daunting like it just really I don't like blocks of paragraphs just like straight information and then if it's an event based thing like I get so frustrated when I can't find the date immediately and then you will go to their Facebook and it's not there either and you're like this is just once a year \*laughter\*

Participant: No that's it and actually so I work for \*identifying information\* and so one of the things that we do from the \*identifying information\* is we book the \*identifying information\* and we will if they want us to you know kind of help promote it but one of the things that we always do at least try to is say hey we are so excited about doing X benefit tomorrow night on Facebook and we try and do it on twitter and I cannot tell you how frustrating it is when I know you know the basic details and I want to drive people to the website or whatever and just say like here's when it starts here's where it's at and you go to their website and there's nothing about the event they have one giant event that their trying to raise 100,000 and they can't bother to put it up on their website and there will be like one thing on you know and event they created saying buy tickets for the gala and I am like when is it? Where is it? Like is there a picture that I could share with people that is actually engaging and say this is the low hanging fruit guys.

Participants: Yes! Yeah. Mhhhm

\*laughter\*

Participant: it's like I got to their website and you have a huge event and you can't even bother to mention it like there's not an events there's nothing new coming up.

Participant: There should be on their homepage.

Participants: yeah. Yeahhhh.

Participant: I guess to me that's like the first thing you want to hit us over the head with like leading up to your big event is oh by the way the thing that funds us for the whole year you may want to be there and it starts at 6:30 that should be not hard information to find ever. Like that you should almost have to be annoyed that they are telling you about it too much.

Participant: Right because they have to be there for it.

\*laughter\*

Participant: Like I know you guys will all be there so you know.

Participant: just comment so wheerree???

## APPENDIX E (continued)

Participant: yeah just have it in so yes that is a huge like I don't understand that doesn't seem like you would have to tell someone that either which.

Participant: it's so it's a lot though.

Participant: yeah, it's really common. We're having a big event is it like oh well he will figure it out. You will probably see us driving around.

Participant: Yeah, you should just know. \*laughter\*

Researcher: I guess I've never thought about that I mean maybe I just thought it was like not common sense but

Participant: a given?

Researcher: Yeah!

\*laughter\*

Researcher: um, is there anything else, sorry I didn't mean to cut you off.

Participant: oh, no go ahead.

Researcher: is there anything else on websites that uh that you would like to see or some that you have seen and you think of you know that's cool that got you engaged? Um videos anything like that that you can think of?

Participant: I think a really good nonprofit websites that I've seen other than just pictures of dogs that kind of cheating. I would I mean to your transparency I think you your what we made last year and what we did with it should be pretty easy to find if you're trying to be transparent. I mean that to me is an easy if you're being stewarding your resources well that's something you should I should be kind of front and center shouting at people is that we spend 94% of what we took in on our actually mission that's great and if nowhere to be found that's kind of makes me think..

Participant: what are you doing with that?

Participant: What did you guys do last year with the money that you made?

Participant: right.

Participant: If you don't want to tell me that you're spending it on whatever you're supposed to be spending it on then what are you spending it on.

Researcher: Interesting. So, do you think there's kind of a trust on the nonprofit as well like you say if you know if there spending it to whatever their spending it to are you going to give more of your time and money towards that nonprofit? Or if you go to a website and you don't see that are you going to be more reluctant about giving or donating?

**48:53:**

Participant: I don't know if its directly impacted by the information on the website but I will tell you after do you guys all remember that first big earthquake in Haiti when the red cross was like text for 10-dollar donation and then they hit a cap and they were like were not spending anymore of the money on Haiti were holding it on reserve for other disasters. I was done I was done with the red cross I was like you told people to donate to Haiti and now you're deciding after you already had the money that you're not going to use that money for what you intended.

Participant: or what they paid for

## APPENDIX E (continued)

Participant: I don't even know how that's legal but um yeah that that right there

Participant: is a big switch

Participant: I haven't donated to the American red cross ever since and I will not because I can't I can't I don't have any ideal where my money goes or what it does and okay even once I did give blood to them \*laughter\* it was one time.

Participant: where does my blood go?!

\*joking\* \*laughter\*

Participant: but they send you emails to tell you that oh your blood went to Houston I am in Kansas why is my blood in Houston? Why are their critical? I am getting emails like every week telling me that there are critical shortages but my bloods not in Kansas anymore. You sent me an email also telling me that what's going on? I don't need that.

\*Laughter\*

Participant: It depends on what type of blood you have. \*laughter\* \*joking\*

Participant: You just have really good Texas blood.

Participant: I only spend three years there.

Participant: you're just Texas now.

\*joking\* \*laughter\*

Participant: Legally though nonprofits that information is public information so just knowing that why wouldn't you make it easily accessible the only reason why you wouldn't is if you just didn't want it to be. You know, I mean I am not saying it needs to be your homepage but maybe have a link like this is what we did last year.

Participant: yeah

Participant: or something.

Participant: yeah if you're annual reports are down at the bottom of your page with your privacy policy like right away you're less suspicious.

Researcher: yeah.

Participant: and also, this seems like pretty obvious too but I am on a board that we just started doing this last year you should make it easy to donate on your website if someone wants to do it because there trying to give you money \*laughter\* they shouldn't have to work to give you money. That's a really frustrating thing that is like yes I would love to how do you do it okay print this out and I am like okay never mind I am done already in this day in age if you're telling me that I literally cannot transact business over the internet

Participant: yeah just push a button and do it.

Participant: Like it's not new it's been around but again I am on a board that last year we had to have a big fight about allowing online donations because our online donations was print this out fill it in send a check to us.

\*laughter\*

Participant: shockingly a bunch of people we kept losing people like I think I know why

\*laughter\*

Participant: light bulb

Participant: I write 14 checks a year I can't use



## APPENDIX E (continued)

Participant: That's 14 more than I do.

Participant: well that's because I live in the city of Benton and they won't let you pay anything online so I gotta do down with my postcard and a check to city hall and say here's my water and trash bill so there's 12 of them and then you're going to use up one of my Benton checks for your nonprofit \*laughter\* I don't buy a lot of checks. \*laughter\*

Participant: They don't let you do cash?

Participant: no and even then, I would have to count it out and it would be a whole thing. \*laughter\*

Participant: unacceptable

Researcher: Millennials do not like it when you use their Benton checks \*laughter\*

Participant: no, I've only got a couple.

Participant: There's a hard line of people who still use checks and people who do not.

Participant: yeah.

Participant: yeah I can testify I would at \*Identifying information\*

Participant: We have we got what three boxes when we opened our checking account?

Participant: I don't even know where those boxes are.

Participant: underneath our bed.

\*laughter\*

Participant: That's where they are?

Participant: we've never used them.

Participant: Bless you. Don't leave them sitting in your car.

**53:32**

Researcher: but I mean what like if you start thinking what you get out of that is so you like it when its easy and accessible and its right there because if you're going to dig for it A most people are not going to dig for it

Participant: you lose interest

Researcher: right.

Participant: Put a Pay Pal button.

Participant: yes.

Participant: yes, on everything.

Participant: if you want me to donate. Pay pal

Participant: I mean you've you've got Venom you got Pay Pal you got what's that another one Zillow's well Zillow's is a house thing \*laughter\* just pick 5. Just pick 5 and put it on your site.

Participant: Honestly not just the I am too lazy to write a check it's just like I have a flyer on my desk at work that is a donation that I've been meaning to write a check for for like two months because I had really good intentions and then I didn't want to write a check \*laughter\* you know and then I got other paperwork and stuff so even if people like support your mission and want to if it is work and it's the more fail points you have the more likely it is to get in the bottom of the stack and then you realize a month later that you never got around to doing it

## APPENDIX E (continued)

and in the mean time they've found so as you got them there crying because of the dog video  
\*laughter\* boom donating. You know, let's make it happen. Lock em' up.

Researcher: and we know everyone likes clicking buttons so it makes it even better.

\*Laughter\*

Participants: yeah! Yah. Yes.

Participant: Charge them a dollar to do a poll

\*laughter\*

Participant: problem solved.

Researcher: alright um just a couple more to wrap things up so when you guys are volunteering  
um would you prefer a long-term commitment or a short-term commitment.

Participant: short term.

Participant: yes.

Participant: well it depends.

Participant: yeah true.

Participant: I mean if its planning for an event like a big event that's in September I'll meet  
weekly or whatever

Researcher: right

Participant: So, what type of volunteer actives do you guys prefer? Like would you rather go  
somewhere and be on a board would you rather just show up to an event and not be on the  
board but you're there you're an attendee. How engaged or how far do you prefer to be with  
the nonprofit?

Participant: I like to be on the board like I like to be able to organize different events with  
people I like working with other people.

Participant: I think it depends a lot on kind of on your level of I think both time that you have  
availed and then what that what that is how much do you love that cause cause there's some  
stuff yeah that I would be more than happy to I am on a couple boards there's other stuff that  
don't have the time to do or it's not a high enough priority to get rid of something else but I'll  
you know be like I'll ring the bell for salvation army every year I'll do that but I don't have time  
to talk on stuff like if the salvation army called and said hey come join another committee like I  
am tapped out. So, there's kind of a sliding scale about how busy I am and what they're asking  
and what their mission is.

Participant: I personally prefer like I like to do a range of actives but I like to really dedicate  
intentional time to only one or two. So, that I am I am getting a significant contribution as  
opposed to just like sprinkling a little bit everywhere.

Researcher: that makes sense. So, do a lot of you say that you do things because you are you  
like the nonprofit or there's some personal connection with the nonprofit or its it more of a  
personal benefit where like I need something put on my resume or something else I can tell  
people that I am doing.

Participant: I wouldn't say that

Participant: it's not resume building

Participant: no. no.

## APPENDIX E (continued)

Participant: I think like younger you have to like when you volunteer you like some people feel like you have to then like as you grow older it's something that you want to do. So, like in high school like with that stuff it was definitely you had to do those hours so something that I was forced into but the more you did it the more it became something that I wanted to do.

Participant: and I think for me like I started out volunteering when I was younger because I was interested and passionate about it and now I am so connected to it like I want to do more however I can as an adult.

Participant: yeah.

Researcher: and do most of you did you start volunteering younger and have kept with it or is it something that you started when you were older?

Participant: yeah, my mom was on a board at the YMCA and it was back when they had a race and every year and that's sort of how I started and then you know I guess I just naturally I kind of have a bleeding heart but you just do one thing and you meet 5 people and somebody's like hey you wanna go to this event for free? Come volunteer blah blah and I am like okay I am free that night and they all you know it's just so Wichita is not that big of a city it's so interconnected that once you start and you do a good job people need your help I mean and I love it I don't I have never put any volunteer thing on a resume. I was embarrassed when they asked for a reference letter and somebody talked about it you know it doesn't seem like I don't think people do it for

Participant: yeah I don't do it for recognition if I am doing it it's because its aligned to what I believed in and you know what I want to see so I am not doing it to be like oh yeah I was

Participant: look how great I am.

Participant: yeah.

Participant: I don't really do it for my resume but I will say that like me starting in volunteering for a particular organization have turned into where I have become part of like there seasonal staff and then like eventually full time so it's like well it wasn't initially like that like it really opened up other doors too and like put me into something that I am really passionate about and get to do so

Participant: I almost don't even think about it unless somebody ask did you ever? And I am like I guess oh yeah I did \*laughter\*

Participant: Yeah I mean yeah I wouldn't say I am like doing it just to build a resume but I would be lying if I didn't say there wasn't some aspect of your I mean as I've got older part of the reason I am kind of able to volunteer and the way to volunteer is in the way it's you know tied to you know professional visibility so that's I mean it feels like I have to manage how many afternoons can you duck out of work if you're going to go be on boards and all of that so if you don't have some not that its purely you're never going to make money volunteering but if there's no you know kind of some benefit I guess from your professional visibility or corporate visibility whatever you're not going to get buy in from your employer unless you're working in the nonprofit world and so I would be lying if I said there's not some cross over there where it's you know the reason I can go and be on some boards is because as well that looks good and that is something we can put on you know \*identifying information\* bio and the website and all

## APPENDIX E (continued)

of that. So, I mean there is a little bit of that which is okay because that's how I mean you get sometimes your big pockets to write money from a corporate whether either guilt or responsibility depending on how you want to phrase it but that's all right.

**4:49**

Researcher: Alright, so lastly has there been any other type of digital marketing that you can think of that has persuaded you to buy or do something it doesn't have to be nonprofits? Just anything else you can think of?

Participant: I miss four square. So, I think I am one of those few people who that really dug it. There was an it was a social media app that was four square and it what it did was you would check into these certain places

Participant: Oh, right right right

\*laughter\*

Participant: There was this restaurant that we typically went to a lot and because they were part of four square and if you were ever the mayor of that that was the big when you were the mayor you would get an incentive for being the mayor. This incentive just happened to be a free small desert so I really liked four square and then it just kind of died and did not make it but I was one of those people who.

Participant: isn't that like swarm?

Participant: no non-that sounds weird.

Participant: I was like yes check in and so I wish there was a way that nonprofits could take that concept it's kind of a gamification and utilize it cause were kind of in that era where things are turning into this almost game like quality that you are getting comfortable with an understanding well if I keep doing this I will achieve X and y kind of situation. So, I don't know if that would affect us necessarily because it seems like us we all we do this because we really like enjoy it but to get people to get others to comes into I guess this kind of fold it seems trying to take advantage of this kind of psychology would be in their best interest.

**1:02:52**

Participant: Old newsletters those work for me um like I did bowl for kids' sake because I was asked through that or like slack like that's how I found this.

Participant: That's true, that's how I found out about this too.

Researcher: with the check in thing do any of you guys have problems with checking in? I know you said something earlier you don't like Facebook because sharing things but

Participant: not really

Participant: mine was always my phone could never figure out where I was so.

\*laughter\*

Participant: I checked into Daniel Tiger lives so obviously, I don't care. It's happening

\*laughter\*

Researcher: Alright so is there anything else that comes to mind with nonprofits and marketing? Anything else you want to include?

Participant: Question about getting a copy of thesis. Question about researcher.

## APPENDIX E (continued)

### NEVER DONATED TRANSCRIPTION – FEBRUARY 27, 2018

Researcher: How many of you have a smart phones?

Participants: yeah, yes, yeah. (all four raised their hands)

Researcher: yeah see, I told you that was easy. Okay..

Participant: I drop it a lot though so it has a lot of marks \*laughter\*

Participant: I don't know if I trust people who have flip phones still.

Participant: Right?

Researcher: Hey, that's true.

Participant: inaudible

Researcher: What did you say?

Participants: \*laughter\*

Participant: Nothing, Nothing. You will hear it eventually.

\*Laughter\*

Researcher: Okay, so how do you prefer to learn about businesses and products that you're interested in?

Participant: Their website.

Participant: I was going to say research but I'll go with websites.

Researcher: So, do you go with like Google first?

Participants: Yeah, yeah.

Participant: Yeah, Google everything.

Participant: Yeah, I Google everything.

Participant: and I like look at their Facebook pages.

Participant: Yelp.

Participant: Yeah.

Participant: I am not going to lie, I think if its presented to me I just want or like you said how do you find out, right?

Researcher: Mhhhmm.

Participant: Like just from a surface level or do you mean going in for it? Sorry I am ruining everything with all this talk. I understand.

Researcher: No, you're fine. We can do both so originally how do you hear about something like a new business?

Participant: Okay I mean just I would say watching t.v. I mean that's usually how I hear about something.

Researcher: Like ads or?

Participant: Yeah.

Participant: Oh, okay, the question was how do we hear about.

Researcher: Mhhhmm. We will start with that.

Participant: Not what we are interested in.

Researcher: We will start with how do you hear about it from the beginning.

Participant: I would say very traditional. I may catch some ad on twitter.

## APPENDIX E (continued)

Participant: Yeah I was going to throw in their social media, Facebook.

Participant: Yeah.

Participant: Yeah Social media cause I don't have like cable TV.

Participant: Same, yeah.

Researcher: Do you all not have cable TV?

Participant: I mean like direct TV is like streaming services.

Participant: You have direct TV now?

Participant: Yeah, direct TV now.

Participant: I am old school I run antenna. Local channels only.

Participant: I don't even get local channels. I never got the digital thing. I just have Netflix and Hulu and HBO Go and all of that.

Participant: Netflix has commercials now though.

Researcher: Really?

Participant: Netflix has commercials now?

Participant: Wait, Where, What?

Participant: You don't have that yet?

Researcher: That's sad.

Participant: no.

Researcher: No!

Participant: Wait until your next update.

\*laughter\*

Researcher: I don't want to.

Participant: Well now, I'll never.

\*laughter\*

Participant: Right.

Participant: That's good for them.

Researcher: Yeah.

Participant: They are trying to get that ad money.

Researcher: So, what type of social media platforms are you using?

Participant: I only have Facebook.

Participant: Twitter, Facebook and Instagram.

Researcher: Okay.

Participant: Same, same, same. Those three.

Participant: Yeah. I've got snapchat.

Participant: Oh, Snapchat. Yeah there's a lot of ads on there.

Participant: I don't ever use it.

Participant: I don't use Snapchat but I have it but you know this.

Participant: Snapchat and Twitter all the time.

Participant: I also have LinkedIn but does that consider social media?

Participant: ah yeah.

Researcher: We had this discussion last time.

## APPENDIX E (continued)

Participant: It's pretty niche.

Participant: Its more professional. Yeah it's more a professional social media. I do get some stuff off of there.

Researcher: Besides LinkedIn, with Facebook, Twitter, Instagram and Snapchat is there one that you use more professional.

Participant: For professional use?

Researcher: Yes.

Participant: Yeah, absolutely LinkedIn.

Researcher: LinkedIn. Is there anyone else besides LinkedIn?

Participant: Well with my previous job.

Participant: oh.

Participant: no. no. no. It's all you.

Participant: Well for professional use like as in your own personal professional?

Researcher: Mhmm. Yeah like for me I am like Facebook is where I put like oh great things are about me this is where I put my life Twitter is more like my friends I am going to be more funny and then Snapchat is all like well it's not professional at all. So

Participant: I am with you; I would agree with that.

Participant: My Snapchats like very personal. My Facebook is pretty personal less so than my Twitter it's like professional because that's where I network with like a lot of other journalist. So, I keep that one it's like a comfortable amount of funny. I don't like drop the F bomb all left and right though.

Participant: Probably wise.

Participant: Yeah I like keep it profess keep my opinion out of it. But also, funny.

Participant: That's true. Oh, gosh. Yeah, just LinkedIn.

Participant: Just LinkedIn then?

Participant: Yeah.

Participant: Just LinkedIn

Participant: For me.

**8:04**

Researcher: Okay, so are you guys following businesses and organizations on social media, that you're interested in?

Participant: Yeah.

Participant: Yes.

Participant: Oh, yeah.

Researcher: What type of things do you follow?

Participant: Breweries.

Researcher: Good one.

Participant: Yeah, CSB followed me back today so I got that going for me.

Researcher: Nice. Becoming famous and everything.

\*laughter\*

## APPENDIX E (continued)

Participant: I do a lot of nonprofit organizations I follow on Facebook just through like veteran services.

Researcher: Nice and that's something you're interested in. Correct?

Participant: Correct.

Researcher: Or involved in. However, you want to put it. Is there any businesses that you can think of besides breweries?

Participant: Restaurants.

Participant: Yeah restaurants. There are some that I will like check up on but I won't follow because I don't want that in my life. Like Tanya's, I don't like them on Facebook but I'll like go and check and see what the soup of the day is.

Participant: Mmm. I had that for lunch today.

Participant: That's where I was at lunch today too.

Participant: Really?! Wow.

Participant: Gumbo.

Participant: No. no. I had, I like their tomato soup.

Participant: Do you consider sport entities businesses?

Participant: Mmmhmm.

Participant: Yeah so a lot of those.

Participant: Yeah same.

Participant: What was the question?

Participant: Sports entities.

Participant: Oh, sports.

Participant: Yeah like sports teams.

Participant: Oh, okay.

Participant: I follow a lot of those too and businesses that I care about like a like Canon I follow them on there so I get like up to date stuff about cameras and

Participant: oh, okay I was like canon.. canon.

Participant: I follow airlines. I tweet Southwest a lot whenever they mess up.

Participant: Smart.

Participant: They fix it.

Participant: Yup.

Researcher: Hey, yeah.

Participant: I tweet at Chipotle a lot they never fix it.

Participant: Oh, yeah. Well yeah they still have queso on their menu.

Participant: I still keep going back.

Participant: Chipotle has never messed up.

Researcher: Really?

Participant: Not for me. I eat chipotle at least twice a week and never had a bad meal.

Participant: Really. You like their queso?

Participant: No.

Participant: Let me ask: bowl or burrito though?



## APPENDIX E (continued)

Participant: Both.

Participant: Both?

Participant: Well not at the same time.

\*laughter\*

Participant: Double down.

Participant: I am not that much of a baller

\*laughter\*

Participant: But yeah I eat both. I switch it up. It depends on time of day, carbs., etc.

\*laughter\*

Participant: Depends who's wrapping for me.

Participant: Huh?

Participant: Depends who's wrapping like I've pegged out all of the good wrappers.

Participant: You're more dedicated than I am.

Participant: Yeah.

Participant: I need to step up my game.

Participant: Yeah, alright. So, you said you check in on people but you don't follow them?

Participant: Sometimes yeah. Like if I don't like want to see it every day like the anchor like or Tanya's.

Participant: Mmhmm. So, it's more when it's convenient for you or interesting for you.

Participant: Yeah.

Participant: There's a difference between like liking them and then like actively following the page.

Participant: Yeah like oh I want to support them and oh I want to know what the soup is today. There is a different scale.

Participant: Yeah.

Participant: I would like absolutely never go to their page.

Researcher: Really?

Participant: Yeah if I, if it didn't just come to me like if I didn't click like or like follow it on Instagram or on Twitter I would never think about going.

Participant: Really? Like not even if you're like hungry and like like today I was like I am kind of in the mood for Tanya's.

Participant: I legit go to Chipotle.

\*laughter\*

Participant: This man said what he said.

Researcher: Yeah, Hey.

Participant: He's a Chipotle man

Participant: I'll go to Jimmy Johns every now and again.

Participant: Oh, gosh.

Participant: They are right next door.

Participant: I am kind of judging you for that.

Participant: Its quicker.

## APPENDIX E (continued)

Participant: You should.

\*laughter\*

Participant: I will do that with like music artist. I don't actually like them I don't want to know what they are doing every day but I'll go check out their page everyone and awhile and see if they have a new song out.

Participant: Yeah same.

Participant: Yeah.

Researcher: Hmm. Interesting.

Participant: Hmm.

Participant: I do do see that.

Researcher: Really.

Participant: Flying Stove. I'll like go and check their menu like just periodically.

Participant: Mhmm.

Researcher: Have you ever thought this has came up in the other focus group like you're liking something like a restaurant to boost their population cause you know it shows up on your friends, do you ever consider that or are you just like eh if I don't want to see it I don't care.

Participant: yeah, I've thought about that.

Participant: I'll send an invite to my friends if I think they'll like it.

Researcher: yeah.

Participant: oh I never invite my friends to things it's so intrusive.

Participant: Oh, me either.

Participant: yeah.

Participant: I am real bad about that, even when I know that they will like it I just know that my friends are too stubborn cause I am the same way if you suggest something to me I am probably just going to shoot it down.

Participant: Oh, yeah.

**11:58**

Participant: Which may be why I am here.

\*laughter\*

Participant: That realization just happened.

\*laughter\*

Participant: Uh. But no its just like I'll let them figure it out because it's like uh the network marketing thing like if you know that you need something it doesn't matter because if you just keep talking about it or like cross fit like cross fit is good for you sure whatever but the point is if you keep talking about cross fit it would keep driving home things with people they just get so turned off so quickly and I think that's why I don't ever suggest anything to my friends on social media.

Participant: Oh, yeah.

Participant: If you like invite me to an event my first reaction is no.

Participant: Yeah unless it's something that really interest me like alright I guess.

Participant: Yeah. Maybe.

## APPENDIX E (continued)

Participant: Yeah. I'll think about it.

Participant: That's true. I have seen I roller skate as a hobby and one of my friends that

Participant: I want to know more about that.

Participant: Yeah, okay.

\*laughter\*

Participant: Like a derby?

Participant: No no no, that's too rough.

Participant: Oh, okay.

Participant: You know like skate jams and like dancing on skate's kind of.

Participant: Yeah.

Participant: Like you've seen roll bounce?

Participant: uh no. But I

Participant: You've seen ATL?

Participant: I did grow up in the 80's

Participant: Oh, see you know.

Participant: I lived it.

Participant: Yeah. There it is. There it is.

Participant: and I have friends that like little bit older and they are always like kind of tagging and me and like skate places that like in states that I've never even been to like hey check this out like so I don't like invite people because I know that I don't like being invited.

Participant: Oh, yeah.

Participant: Yeah it's kind of like a like I know I don't like it so I don't bother trying to invite other people.

Participant: It's also like the people, remember when Facebook games were super popular.

Researcher: Mmhmm.

Participant: There not?

Participant: well maybe they are I don't get on Facebook.

Researcher: Farmville.

Participant: Yes. First off, I dug Farmville hard core I am not even going to lie to you guys.

\*laughter\*

Participant: Judging you.

Participant: Yeah thank you, I appreciate your honesty. But, like that I think is what started it mainly on social media because you get an invite from someone to play a stupid game on Facebook and your just like uh block.

Participant: Yeah.

Participant: Oh, I turn all of those off.

Participant: I mean you get 17 notifications and most of them are like Joyce just got 17 chickens.

Participant: Its really fun for Joyce though.

Participant: Joyce is my mom.

Participant: Well there are two Joyce ladies that habitually send me invites

## APPENDIX E (continued)

Participant: There are something about those Joyce's.

Participant: Yeah.

Researcher: So, do you when you get an invite do you look at them or are you just immediately like meh.

Participant: I turn them off.

Participant: uhh invites to what?

Researcher: So, if somebody sends you an invite to like a page are you going to look at it or?

Participant: Oh, yeah I mean I'll probably look at that

Participant: To check it out.

Participant: Yeah I mean I'll check it out like I am constantly getting invites to like like people's photography pages like I don't know if you really want me to do that because I am going to judge you.

Researcher: Right.

Participant: But I'll check it out and be like weigh how important my friendship is with them and then eventually probably cave and like it.

Researcher: Right. But if it's an event that's where it's like if they invite you to an event that's where you start getting to the point where you're like ugh.

Participant: Correct. I legitimately have declined every Facebook invite I've ever been invited to. Just because if you actually want me there you will either call or text me. So, I will not accept it on Facebook just a principle of mine. Including my brother in laws wedding.

Researcher: Wow.

\*laughter\*

Participant: There was a Facebook event for that?

Participant: Yeah, just so that he can get a headcount. But at the same time, you know I am coming. Don't invite me on Facebook. Don't waste my time. Like I am in the wedding party that's dumb.

\*laughter\*

Participant: I am very non-comital. I'll go with interested. I'll rarely go going.

Participant: Nice.

Participant: Yeah.

Researcher: Interesting.

Participant: I don't really look at pages or events or anything. My mom was running like a uh a charity I guess you can do that on Facebook. It's a charity, yeah she's raising like money for breast cancer so she called me one day some I am kind of like you, if you want me to do something like just you have my you're my mom you know so I guess she was doing one of those like breast cancer like her charity was breast cancer and so I never looked at the thing like as soon as I you know because you can tell it's a different it's not like so and so liked your picture. You can tell it's like a different kind of notification so like she had that running for two weeks and she was like why haven't you given to my thing and I am like because I don't like being poked at on Facebook to give like you could call me for 25 dollars and I would actually give it well no actually I still have not given her 25 dollars.

## APPENDIX E (continued)

Researcher: Well obviously, because you are here.

\*laughter\*

Participant: Right. I am here so there it is.

Participant: Judging you.

Participant: \*identifying information\*, are you different? You seem like you like the invites.

**16:24**

Participant: I check I check them out. I make my decision based off whether I'll be interested.

Researcher: yeah.

Participant: I am kind of like him though I am not fully committed. I'll check if I am interested, yeah I might be interested but I never click going.

Researcher: Yeah.

Participant: Yeah, keep it guessing.

Participant: yeah!

Participant: I don't want them to know where I am at.

Participant: I may be there I may not.

Participant: Yeah.

\*laughter\*

Researcher: Hey, each to their own. Alright so, do you guys personally share information about businesses or an organization.

Participant: Yeah, I have before yeah.

Researcher: and what type of stuff.

Participant: That's a great question. I can't think of a specific right now.

Researcher: It's okay.

Participant: If I think the cause is good enough I'll share it.

Participant: Yeah, I will rarely share anything on Facebook. I am sorry I cut you off every time, I am sorry.

Participant: It's a rarity I agree with you.

Participant: Because Facebook is just a cesspool of opinions and no matter what you share. You're going to get kick back and that's just going to start a fight so that's why I stay away from Facebook. It doesn't happen a lot on Twitter at least with me my circle that I deal with on Twitter. I don't use a lot of hashtags so I don't get the trolls.

Participant: No, I agree.

Participant: Oh, they can find you regardless.

Participant: You're right, I found that out the hard way one time.

Participant: My circle is much broader on Facebook like I got a lot of crazy uncles.

Participant: Yeah.

Participant: And I don't have them on Twitter so it's much more the uh kind of people that I am  
\*inaudible\*

Participant: Yeah its more of like an echo chamber.

Participant: Yeah.

Participant: Yeah.

## APPENDIX E (continued)

Researcher: Alright, so if you can think of an example why do you share information on Facebook? Like is there a reason that something pops up and you're like yes I should share this.

Participant: Any kind of information?

Researcher: Yes.

Participant: If were talking about something like a business note or a serious note I would go back to it depends on the severity of the cause if it's a good enough of a cause then I'll want to pass on that information but that's about the only reason.

Participant: Yeah if it's a really good cause.

Participant: I'll share something like if it is a business or whatever usually I am only going to share it if its uh someone like one of my friends just trying to start it. That's usually the only time that I will share something like that which I wouldn't do it if it was my own you know what I mean, like if I was starting my own business or whatever.

Researcher: You wouldn't?

Participant: Well I would have someone do it for me. That was its not coming from me, you get what I am saying. But if I have a friend you know like hey I am trying to get this going do you mind? I'll absolutely do it.

Participant: Yeah, yeah. Like I'll plug my friends before myself.

Participant: Yeah absolutely. Yeah so yeah I don't know.

Participant: I haven't said anything in constructive in ten seconds so..

\*laughter\*

Researcher: You're fine. So, you guys said like you don't like the Facebook invites and stuff. Have you done that before? Have you guys used invites?

Participant: I've never used them.

Participant: I don't think I have. No.

Participant: Yeah.

Researcher: You're like yeah I have.

Participant: I've only ever made like one event and then ended up deleting it and was like we all know who is going to come we don't need this.

Participant: Right. Yeah, I don't think I've ever done an evite. Yeah I don't think I've ever done that before.

Researcher: and you said you have? What type?

Participant: Mainly like well I have like a lot of restaurants on my Facebook and so if its taco Tuesday at one restaurant and there's an invite I'll be like hey look Taco Tuesday we got to go.

Researcher: Right, Yeah I saw there's a new...

Participant: and for me that's enough cause it needs to be shared.

Researcher: Right.

Participant: Tacos.

Participant: Tacos.

Researcher: Well and I saw there's like a restaurant on south Seneca and somebody took a picture of their food and now everyone is sharing it now and it had over like 1,000 shares like saying go eat at this restaurant cause it was just a small local restaurant on South Seneca and I

## APPENDIX E (continued)

found it interesting because one of my friends shared it and I was like why did they share this and I clicked on it because I wanted to know what it was about and it was just a picture of food saying hey go look go to this restaurant they don't get a lot of attention here you go.

Participant: That's nice.

Researcher: Yeah, so it was interesting.

Participant: That was recent?

Researcher: Mhmm. Yeah I think it was just yesterday that I saw it.

Participant: and their sells doubled today.

Researcher: Yeah and but tons of people were like oh hey let's go and tagging their friends and like this is something we should go to and it's kind of like that taco Tuesday thing like everybody loves food like why not share it.

Participant: The uh Dempsey's biscuit like specials or the Dempsey's burger specials they post those on Instagram and I am like constantly sharing those with like a few friends directly like sending it to them like check this out we got to go.

Researcher: Right, because you're interested and you know they're going to be interested in it. So, with the stuff that you're sharing on your Facebook like businesses and organizations are you getting any responses from your friends?

Participant: Some. Not a ton.

Participant: yeah, not a ton.

Participant: Not much, it depends.

Participant: But I also don't have like uh like if I share something about Kansas it's not going to hit a huge audience on my Facebook, not being from here.

Researcher: So.

Participant: But if I'll share something that I've heard about you know Texas or Oklahoma where I spent more time than I'll get more response, sure.

Participant: Yeah if it's not like location specific, it'll get more play

Participant: But again, I don't get, share a lot on Facebook. It's hard to think of examples.

Participant: For me I am really trying to think of the last thing I would have shared that was.

Researcher: well even like if you can think of something like on Twitter but Twitter is hard because you retweet things and that's kind of all you really do with it. If you're getting response from friends can you think of anything like are they commenting are they resharing it are they having like a dialog with you about it, what type of responses are you getting?

Participant: The link button.

Participant: Yeah, reactions and likes.

Participant: Mhmm.

Participant: Occasional comment. Sometimes nothing and then I delete it like it never happened.

\*Laughter\*

Participant: That's interesting, what?

Participant: Same. If I don't get anything I delete it too.

## APPENDIX E (continued)

Participant: Like I shared something earlier today and it went an hour with like nothing so I was like well it doesn't need to exist then.

Researcher: So, if something doesn't get any engagement you're just going to delete it?

Participant: Yeah, oh yeah.

Participant: Yeah.

Participant: That's how it works.

Participant: For sure.

Researcher: Really? I guess I never thought about that. Now I feel like I should go through my Facebook and be like man

Participant: I don't think I've ever done that.

\*laughter\*

Participant: Really?

Participant: Yeah.

Participant: Ah man, I'll go back retrospectively and like delete stuff like on my on this day. I am like this does not need to exist anymore.

Participant: Wow, I've never done that before.

Participant: I never have either.

Participant: Really?

Participant: It's a good Facebook clean up though.

Participant: I don't do that on this day thing.

Participant: Oh, you don't? That's the best part of Facebook.

Participant: It would be the most boring thing ever because I don't ever post on there.

Participant: I was really funny 4 years ago.

Participant: Yeah.

\*laughter\*

Participant: Once my Mom got Facebook I shut it down.

Participant: Oh, yeah.

Participant: Yeah because everything I would post she would comment on it.

\*Laughter\*

Participant: like what the freak does it matter?

Participant: My girlfriend's mom has a Twitter and she just likes everything. Like I post about chipotle and she's like you should get this salad and I am like you should mind your business.

\*Laughter\*

Participant: I'll get the burrito, thank you.

**23:33**

Participant: You should just tweet, my girlfriend's mom is dumb and then just see what happens.

Participant: She's a really..

Participant: See if she likes it, or like passive aggressively.

Participant: She's like a really religious lady so I like to keep her there almost as like a safeguard from me doing something dumb.



## APPENDIX E (continued)

Participant: Oh, yeah that is good.

Participant: I am like her mom's watching so I can't say this.

Participant: That's good.

Participant: That ruins things for me.

\*laughter\*

Participant: Really?

Participant: Yeah, I just I don't I hate feeling like so I don't add coworkers on my like..

Participant: I am super reluctant to at first.

Participant: Yeah? I it's so weird I think it's weird that people ask me like hey can I and I am like no because I see you 40 hours a week. Like I want my thoughts to talk about you.

\*laughter\*

Researcher: Okay, we'll have you guys ever interacted with a business on social media?

Participant: Yes.

Participant: I have, I have.

Researcher: Like as in liking or commenting or.

Participant: Yes.

Participant: mhmm.

Participant: Yeah I've commented on a few things like on Twitter I've had like well it's not a business again but a lot of my interactions are on social media are through sports but like a couple of my favorite radio host I've tweeted at before and we've had conversations on Twitter.

That was kind of fun.

Participant: I have a lot of interactions through the Veterans groups and anytime you get on there. I've kind of stepped back from that only because once you make one comment there's like 700 comments because its nationwide and your phone is just blowing up and you have no idea who they are. I've kind of backed up from that but I've interacted with a few of the veteran organizations

Researcher: Interesting.

Participant: Yeah, I've interacted with a lot of products actually. Um Dr. Broners, Chipotle, got Twitter beef with Chipotle. Yeah, like I've even messaged businesses sometimes.

Researcher: Do they respond?

Participant: Yeah, they are pretty responsive.

Participant: AT&T, Southwest, pretty much every business that I've had a problem with.

Participant: basically, yeah.

Participant: I swear.

Participant: I never tweet to like congratulate a business like hey keep it up.

Participant: I think I did that the very first time I flew on Southwest I was just like omg you guys are amazing. Cheap flights and you know, two bags fly free and then every other time it's like..

Researcher: You screwed up.

Participant: You are the death of me.

Participant: Yeah, yes.

## APPENDIX E (continued)

\*laughter\*

Researcher: So, you're engaging with them if its negative. Is there anything else that would cause you or imply you to engage with them?

Participant: That right there is why I never check out the ratings on Google though because if you go on there and if you actually look at their when you search a business on Google it has the little stars on there at the bottom if you actually look at the ratings and read the comments its always negative.

Participants: Yeah. Yes. Mhmm.

Participant: That's why so many businesses like beg you to five star things it's because they know that the only time any of us ever go and do anything online is to gripe.

Participant: Is negative.

Participant: That's true.

Participant: Yeah so ratings for a small business has got to be rough.

Participant: Man, that's true.

Participant: Because we don't like yeah all of us have said we don't praise we don't say thank you or good job.

Participant: I reserve my praise for Yelp. I had to like I've gotten mostly 5 start reviews on there because I only learn to review places that I like.

Participant: Ah that's fair.

Participant: I try to like even it out a little bit, this place wasn't so good here's why.

Researcher: So, you're using like Yelp for positivity but social media is more negative.

Participant: Kind of yeah.

Participant: That skews the ratings.

Participant: That does skew the ratings.

Researcher: If they are posting things like.

Participant: One star.

\*Laughter\*

Participant: That's fair. I deserve it.

Researcher: Which one are you using?

Participant: Yeah because Google doesn't count.

Participant: If they are posting so like the only other thing that I can think of besides negativity would be contest. Do you guys engage with contest like.

Participant: Rarely.

Participant: No, it's a no.

Participant: hmm you never win.

\*Laughter\*

Participant: Exactly.

Participant: With my luck why even try.

Participant: Also like I am really bad; I am finding this out as we keep going into this rabbit hole but I am such a social media watcher. Like I am not an interactor.

Participant: Yeah I like to creep.

## APPENDIX E (continued)

Participant: Yeah. Well that makes it sound weird so I am trying to make myself sound less weird.

Participant: Do you consider yourself an introverted person?

Participant: No not really I mean were all pretty cool now \*laughter\* but maybe like an extraverted introvert. Just to make everything a little more difficult there.

Participant: That's a thing.

Participant: But um like my wife man she shares and likes and does all of that stuff. Retweets just because she's always in or trying to win stuff and she will be like I need you to do this for me and I am like no and I like get mad when she tags me in on Instagram on like a contest because she will you know tag three friends or whatever. I am like stop it like I don't want that out there. \*Laughter\* I am not about that life. I don't know what it is.

Participant: Those are the only ones that I enter are on Instagram.

Participant: Really?

Participant: Yeah.

Participant: It's almost like uh have you guys seen the one you have the friend where they put the ones that have like a what you know about me and have like 50 things about them like 50 questions and you got to answer questions. I am like nah.

Participant: That will get you a quick click unfollow.

Participant: I don't care that your favorite color is blue.

Participant: yeah I creep on Facebook but I am very active and like engaged and interacting with people and businesses on Twitter. Yeah like on Facebook it's a periodic like.

Participant: I just scroll on Facebook. I am much more interactive on Twitter the most and then Instagram.

Participant: Same.

Participant: Yeah that's probably me too.

Researcher: On Instagram, do you follow businesses or like random organizations?

Participant: If I see a business and they've got a promoted ad and I've just happen to see it. I'll be like oh cool I'll hit the o follow button.

Participant: I follow a lot of businesses on Instagram actually.

Participant: I just don't ever seek out. Yeah I just don't ever seek out businesses. I don't think about it.

Participant: I feel like I am one sided here because I only use the Facebook. Like I have the app but I don't ever use it.

Researcher: You're okay.

Participant: Yeah.

Participant: I don't have a Twitter.

Participant: You should get Twitter.

Participant: Is it the place to be?

Participant: It's fun.

Participant: You're going to hate it at first.

Participant: I appreciate the honesty.

## APPENDIX E (continued)

Participant: I had Twitter for like three years and I did not ever go to it and then finally I just kind of gave in and I was like this is not the worst place ever.

**30:09**

Participant: I was reluctant to get Facebook like I had a Twitter like 2 years before I had a Facebook I was like this Facebook thing is a fad.

Participant: Man, you were wrong.

Researcher: I was opposite. I got Facebook and was like I guess I'll get a Twitter and then I hated it and then I was like oh this is fun.

Participant: Yeah I actually got an illegal Facebook account.

Researcher: A legal?

Participant: Yeah so before whenever you had to have a .Edu.

Participant: Yeah I created I just made a fake email from it was actually from Purdue University. I went to Purdue for a little bit.

Participant: Can we scratch that from the record

\*Laughter\*

Participant: I use to hear so much about Facebook and creating..

Participant: Yeah I was like super single and I was living in Oklahoma and no one around the South had it so whatever that was my brilliant plan.

Participant: To make it like Tender or

Participant: No, it wasn't anything like that I was just like oh theirs chicks on the internet?

\*laughter\* I am gonna do that. \*laughter\* That's how it was. I mean nothing literally nothing ever came out of it.

Researcher: So, if a place like the Humane Society hosted something like share a picture of your dog you could win a gift card to so and so..

Participant: I would do that.

Researcher: You would do that?

Participant: Yeah. Mhmm. And I've actually put my dog up for sale. I am just kidding. \*laughter\* I got him from the Human Society.

Participant: Oh, nice.

Participant: He poops a lot. \*laughter\* in doors.

Participant: That's good though.

Participant: In doors?

Participant: That's bad.

Participant: Okay.

Researcher: So why would you engage with them and immediately say you're going to share that but you said you wouldn't share anything else?

Participant: Because you know he's cute.

Participant: Because she's already posting pictures of her dog

Participant: Yeah well. Actually, yes. I am pretty sure the last photo or somewhere in the last couple photos has just been my dog and whenever I do get on the Instagram stories its always my dog and so it's something I already do its already interesting to me and so if I can post a

## APPENDIX E (continued)

picture of the pup and get some hopefully get some money from him because he still owes me \$100

Participant: Your dog does?

Participant: Yeah. He got sick but he really wasn't sick.

Participant: Good luck man.

Participant: I tell him every day he's in debt but yeah. So yeah.

Participant: I think it's just kind of like this like if it fits my personality like I'll come do it like I don't know any of you guys.

Researcher: Right.

Participant: I mean \*identifying information\* sent out an email and was like hey \*identifying information\* needs help and I was like alright cool. I am an opinionated person so why not if I got a chance to get something out of it, dang I am selfish.

Participant: Me too.

Researcher: That's okay.

Participant: Is that it?

Researcher: Nope couple more questions.

Participant: Is this actually a psychology project?

Researcher: Yeah I made it to actually see how long it takes you to leave. No, almost done.

Participant: Self-realization.

Participant: That's how I am starting to feel. I feel terrible.

### 33:15

Researcher: Okay so, were going to switch a little to website because you guys talked about websites a little at the beginning. So, what's the first thing you look at when you go to a website?

Participant: The design the layout the user interface of it all.

Participant: Ahhh I was going to say the usability.

Participant: Yeah, I don't think that I am that like aware that I am doing that but yeah

Participant: I mean if you try you will find out... less

Participant: Ease of access.

Participant: Yeah. Like you try and find like one specific product and you don't even know what button to click like today I was looking at Guptons Pet Supplies

Researcher: Mmmhmmm.

Participant: Look up Guptons when you leave here specially if you have a dog. Like it looks like it was built in like you know the 90's and it's like so not user friendly you don't know what's clickable and what's not and its right down the street from my \*Identifying information\*, you know where I work at. So, I want to like use them for like doggy day care but their site is already a turn off for me. Like the usability I am just like okay I don't want to step in here.

Participant: Yeah.

Participant: If I am confused within three seconds I am done.

Participant: Yeah...

Participant: Close the it out.

## APPENDIX E (continued)

Participant: Yeah...

Participant: Yeah I don't got patients for that. I mean if it's hard to like maneuver and navigate your website... Like oh gah..

Participant: Best Buy, excellent website.

Participant: Top notch website.

Participant: Yeah, I agree.

Participant: Drop down menus.

Participant: Yupper.

Participant: Yeah drop down menus that's crucial.

Participant: Sometimes I don't know what I want to search sometimes I want to maneuver drop downs.

Participant: Yeah, pictures.

Researcher: So, the more you..

Participant: Pictures yeah.. pictures.

Participant: Like the scrolling pictures. Do you know what I am talking about?

Participant: Oh, yeah the carousel.

Participant: Yeah. Yeah Yeah Yeah.. Mhmmm. Thank you for using that word because I don't know what it's called.

### 34:36

Researcher: So, it needs to be eye-catching, it needs to be user-friendly, the design and if it's not you're not going to buy or visit.

Participant: I wouldn't say that I wouldn't buy but..

Participant: I am not going to check it out if it's not user-friendly.

Researcher: Right.

Participant: Yeah. Like uh Footlockers website. Terrible. Absolutely garbage. So, I don't ever go to Footlocker online. I would rather just go to the store then by something online. I know that's weird because they don't have what I want in store.

Participant: Honestly, I think Southwest has a terrible website.

Participant: They don't have a very good website.

Participant: Yeah.

Participant: I don't fly so.

Participant: Oh, Well.

Participant: Southwest is the only like independent airline that I go to. Like everything else it's going to be through TripAdvisor or Kayak.

Participant: Yeah Yeah, they don't even show up on like Google flights. You try and compare like you always have to go to Southwest separately.

Participant: Yup.

Participant: I mean I love them because there...

Participant: there cheap.

Participant: yeah and they offer military discounts but it's annoying and their sites trying to type in flights in these tiny boxes, it's just very..

## APPENDIX E (continued)

Participant: Yeah the little calendar, its clunky.

Participant: Yeah.

Participant: Have their website or have their business not spoken for themselves already I probably wouldn't be a fan of Southwest.

Participant: I agree.

Participant: Yeah.

Researcher: So, if someone has or you already have that trustworthiness with the business and their website sucks you're still going to use them? I mean like a Southwest

Participant: Begrudgingly but yes.

Researcher: But if it's a new product or a new business or organization and you go to their website then.

Participant: They're on much thinner ice.

Researcher: Yeah, I can see that.

Participant: Yeah if it's like Hey you got to check out this new product I heard of. Or like uh I am big into nutritional supplements and stuff if I hear about a nutrition new supplement or whatever and I go to the website and it just looks shady AF or like not good like we were talking about with the Southwest or like with the daycare thing.

Participant: Guptons.

Participant: yeah, puppy care. Yeah, I am out. Like I am out

Participant: Its first impressions.

Participant: Like if I had been using them then go to the website then you're like well I like it but..

Participant: Yeah. Actually, yeah I don't know. Probably not.

Participant: Really?

Participant: Yeah because then I've already put it in my body and I already know what it does. I am not going to judge the website that much but if you tell me about it and that's my first impression. That's my first impression, that's the key right there. I think its first impression. If that's the first impression of your company..

Participant: Not a good first impression.

Participant: Yeah it's like a salesman. Like is yall are both selling the same product but he's good and I don't like you but you're the first one that I've come in contact with sorry, sucks to be him cause I am not buying.

Participant: I think that can go back to like convenience. Like ease of access to a product.

Participant: yeah I agree with that.

Researcher: Yeah.

Participant: Well yeah so like, when you say ease of access so like there's some I look up hair products a lot like cause you know the natural hair industry has just been booming there's a million product literally always a new product coming out but I am at the point now where when it first came out there wasn't so many natural you know products for natural black hair you know. I was use to ordering everything offline. Now that it's been like what seven years and so forth like I can go to target Super Target but Target and get those so like if you

## APPENDIX E (continued)

Participant: No kidding?

Participant: Yeah! Yeah its nice. So now I don't if you if I can only get your product online to be honest I am probably not going to do it because I don't want to pay shipping. I don't want to do all of that. It's kind of a hassle when I can just I am already going to target for you know doggie diapers. I can pick up hair products and I can't do that with you online. Or wait for it.

**38:39**

Participant: Yeah its basically like amazon and then like in person like going to the store.

Participant: Yes, I do love Amazon.

Participant: Yup.

Participant: Prime?

Participant: Yes.

Participant: I never shop on Amazon.

Researcher: Really?

Participant: Yeah, Nope.

Participant: Sometimes I'll just look for a product like on other sites and then see if I can find it on Amazon just so I get that two-day shipping.

Researcher: Yeah, I do the same thing.

Participant: I know for a fact that I can get everything almost in my life cheaper on Amazon but I am a Brick and Mortar guy.

Participant: I like instant gratification. I don't wait for it.

Participant: Yeah that's another thing.

Participant: If I want to buy it I want it right now.

Participant: Drives me crazy.

Participant: That's true.

Participant: That's the kind of thing..

Participant: Also, I need it in my hand.

Participant: Yeah.

Participant: and not even like instant gratification like if I am buying a shirt, clothes or something. Like I have to like I don't even try them on. I just need it in front of me.

Participant: Oh, so you can see.

Participant: Yeah, I don't know what it is. Maybe I am just old.

Participant: No, I like Brick and Mortars. Like go into place and buying something some stuff there's no store for it.

Participant: That's true but then I am not buying it.

\*laughter\*

Participant: That's why I don't have it.

Participant: I mean they're missing out on me. That's their problem not mine.

Researcher: So, is, would you say trustworthiness would be a big thing?

Participant: absolutely.



## APPENDIX E (continued)

Participant: With social media if a friend shares something and they're like hey we love this new restaurant or this new product or whatever it is versus the actual place that has no its their first impression is that going to matter to you?

Participant: Yes, I take like with the suggestions like restaurants specially I take the person into account immediately.

Participant: Yeah. I am much more apprehensive to try a place If the person recommending I am not a fan of. I am like oh they like it, I probably shouldn't.

Participant: Not going there.

Participant: Yeah, like I know what you eat on a daily basis and if this is your idea of a five-star restaurant its essentially taco bell.

Participant: Wow.

Participant: Like you know what I mean?

Participant: I do.

Participant: Then I've bene hurt before. Like peoples taste who I do trust and they like rave about a place and I go and I am ewe.

Participant: Which is you hit it on the nose that's why I don't share a lot cause I don't want that coming back on me.

\*laughter\*

Participant: Protecting your creditability.

Participant: Exactly. Exactly.

Participant: That's true.

Participant: If someone recommends a restaurant to me. I am most of the time, \*Identifying information\* recommended Sabor downtown I've ate there like 12 times since

Participant: I've actually heard that's good.

Participant: Its really good.

\*laughter\*

Participant: You can take my word for it. I am just saying

Participant: I'll check your Instagram and see what you eat.

Participant: Good thing I don't post what I eat on there.

\*laughter\*

Participant: Yeah I think, yeah trustworthiness is big for sure with me anyway.

Researcher: Okay, were going to shift gears a little bit to nonprofits.

Participant: Okay.

Researcher: So, is there a reason why you're not involved in nonprofits?

\*laughter\*

Researcher: Nobody's.. like I don't want to answer

Participant: I've put some thought into it. One I don't like being guilt tripped and I feel like that happens more times than not and again I am going into a spiral here. I know that's part of the marketing plan because it works on bulk you know a mass of people. I get it but it just doesn't work with me for some reason it just kind of turns me off but I also then like uh Walgreens do you want to donate one dollar today and then like put the St. Jude's thing and I am like no I

## APPENDIX E (continued)

don't. I have but now you're making me feel bad for you know so it's just that I don't know there's something about that and number two and this maybe more important it's just my wife and I's financial situation like I am a graduate student who went to a private Christian university for my undergrad

Participant: Hey me too.

Participant: Like I am broke oh and I work here.

Participant: Yeah.

Participant: So..

Participant: So, you're really broke.

\*laughter\*

Participant: Yeah so I don't make a lot of money my wife's a teacher so it's like we do not have disposable income at this time and I think that's a huge contributing factor because there are things that I see and I am like I would like to donate to that like the.. I have a number 3. Sorry I had to remind myself.

Researcher: It's okay.

Participant: Like I'll see stuff and I am like okay that's a good cause, right? But then you take that good cause and two days later you hear that the salvation army, this is an example because I can't remember exactly what CEO, no red cross. The red cross CEO makes like 10 million bucks a year and I am like well where is my money going like that's garbage.

Participant: in his wallet.

Participant: Why am I giving to you, why are you taking X amount of dollars off the top of my ten-dollar donation like that's not cool. So, that's the hesitancy there so it's kind of threefold with us.

**43:34**

Participant: I don't like the idea of donating money I am much more likely to donate time to a cause I care about.

Participant: Yeah, I've built a house before but that was because I had to with work. Which is why I am not counting it.

Researcher: You're fine.

Participant: That's more of mine I want to know what my dollar is going to what's the cause I would like to know more about what you are doing not just hey do you want to donate to the red cross. No what are you doing with my dollar. What's red cross doing at this moment that's going to get me to spend a dollar.

Participant: Like I don't take my clothes to Goodwill anymore.

Participant: Really?

Participant: Yeah. I don't take em' because the CEO makes bookoo bucks.

Researcher: Do you think since you know that some CEOs for some organizations make this money do you think that makes the whole like one bad apple ruins them all. Do you think that kind of goes with that or?

Participant: Makes us more cautious I think.

Participant: Yeah. I mean there are some hesitancies, sure.

## APPENDIX E (continued)

Participant: It's gotten to the point where if I am going to donate I am going to do my diligence and do my research more so than have I would have in the past now that I know that these these CEO's are out there making the 10 million dollars like well before you get my dollar I am going to research something and find out what's really going on.

Participant: yeah see if there really on that plan to get..

Participant: Don't get me wrong I am fine with people making money but I feel like a CEO of a nonprofit.

Participant: Making 10 million?

Participant: Yeah probably shouldn't make 10 million that could go to a better place.

Participant: Like maybe a million.

Participant: and the you have a commercial on TV saying give 50 cents to save this child.

Participant: Yeah come on Sally Struthers you were an actress. You got money.

Participant: You're making 10 million.

Participant: I think I don't give because I feel like.. So, I also thought about this in-depth. I you know growing up Southern Baptist and giving 10 percent tie to a church too much information just like how we know now that CEO's can make millions of dollars and things like that. There's these commercials that always come on BET at night and its Peter Popoff. He's supposed to be a Reverend and he's like professing over people you know oh you're going to make money oh you you're gonna get up your going to walk and be healed again.

Participant: Prosperity gospel.

Participant: Yeah and then you know but you know it's like begging for your money and stuff like that you know kind of just like praying on people that you know really want you know change and things like that and then of course a group of people that thought he was a fraud basically proved him to be a fraud there's a hole documentary on YouTube about it but I mean ever since that I am just like man if people can do that like with religion I kind of just I am just kind of like pretty cynical about anything else.

Participant: It burns you out.

Participant: Yeah. I just don't I mean it's even and I feel bad for saying this but even like to the point where like you know you've seen documentaries of people like that try and find out about people holding signs on the corner like you know they go and they go to their car like the driving a Mazda millennial or whatever, not saying that that's a great car but I am saying

Participant: But if it's a running car.

Participant: Yeah if it's a running car you never know people's situations they could be living out of their car and stuff but I just feel like you kind of just in my opinion it is kind of like a one bad apple spoils the bunch like like for everybody like you know cause I am looking at it from like this peter popoff guy that you know people..

Participant: Is that really his name?

Participant: Peter Popoff, yeah he's from Germany. He's only played on BET Sundays from like middle of the night hours.

Participant: That's just sketchy to begin with.

## APPENDIX E (continued)

Participant: Yeah and it's just so weird to me so like for me it just kind of makes me cynical about everything because I need money, you know? I am like you. I am broke, I don't make a whole lot so like if I am going to give like you said I would rather give time than give like my money.

**47:14**

Participant: That's kind of where I was going with like the people you talked about the people that like holding the sign on the corner road and they say I am hungry well I am the type I'll walk up and give you a sandwich I am not going to give you a dollar.

Participant: Yeah.

Participant: You're not hungry no more. Problem solved.

Participant: Yeah.

Participant: That's true.

**47:23**

Participant: Same.

Participant: Yeah true.

Researcher: So, a big thing is again pretty much trustworthiness.

Participant: Yeah.

Participant: Yes.

Participant: Fool me once. Shame on you. Fool me twice can't get fooled again.

Participant: If I give you a sandwich and you walk to your car, you got a sandwich.

Participant: Yeah.

Researcher: Yeah. Did you have a three? You said one two and then I don't think

Participant: Oh, the third one was the CEO.

Researcher: Oh, okay.

Participant: Yeah. Sorry.

Researcher: Oh, no you're fine. I was just making sure. Okay and you said you would all rather donate time than money, correct?

Participant: Yeah.

Participant: Yeah, I don't know if I would.

Researcher: Donate time, even?

Participant: Its gotta be something I really care about.

Participant: Yeah I would have to care about the cause.

Participant: I like donating my time, sure. But if it's a rather situation, if I could just donate 10 bucks to a trustworthy cause and then be done with it I mean that kind of sounds fine.

Participant: I am kind of more on the level of its kind of equal for me. If it's a cause I care about and if they need money, I'll donate 10 bucks.

Participant: Yeah.

Participant: But if it's a cause I care about and they say hey your 10 bucks would be great but we could use some time too. Like I am like either way I trust you I care about your cause I can either give you 10 bucks or donate my time whatever you need.

Participant: I am just kind of split with that. Yeah.

## APPENDIX E (continued)

Participant: I would much rather volunteer time. Like 10 bucks that's 10 McChicken's.

\*laughter\*

Participant: Yeah.

Researcher: Especially when you are in college.

Participant: Yeah.

Researcher: and you kind of hit on this a little bit so would you rather do something short term or long term? Short term like yup I can go donate my hour time or my 10 bucks be done with it, say I did it, move on. Or would you rather do something long term.

Participant: I don't like commitment.

Participant: Yeah short term.

Participant: Yup.

Participant: Like I volunteered my services as a photographer to events and stuff before or things that needed you know had a real tight budget and they needed photos sure I'll go take photos for you. I don't want to be doing this like every month or but like one and done.

Researcher: Yeah.

Participant: I am more likely to give \$10 a day then give you 25 cents over 3 months.

Participant: I think when it comes to me. I may be the exact opposite. If it's a one-time deal probably money but if it's a commitment I am going to give you my time. I think that to me that feels more beneficial and if it's something that I actually care about then I want to actually put I want to invest myself into that situation and just giving money every month doesn't really invest me which I know is exactly opposite with what I said a minute ago but yeah.

Researcher: That's okay.

Participant: But yeah if it's just a one off then I would probably rather give just money.

Researcher: So, you said benefit wise if you were thinking to donate to a nonprofit time money or whatever. Would you look at it as a benefit from the organization standpoint or are you going to look at it as a benefit from okay now I can say that I donated to a nonprofit and you can admit either way.

Participant: I look at it from the organization standpoint.

Participant: Yeah.

Participant: I am only going to donate if I think you're a reputable cause and I believe in what you are trying to do so I am only going to donate if it's going to benefit the organization.

Participant: Yeah same.

Researcher: So, if you went out and donated would you put it on your resume or would you not put it on your resume? Or volunteered, I guess.

Participant: That's a good question.

Participant: I am kind of split.

Participant: You know I think if it was one of those situations where I was part of like a board like a nonprofit board I would put that on my resume for partially because I don't want that job to think that they can take me away from that. Does that make sense?

Researcher: Yeah.

## APPENDIX E (continued)

Participant: Like I would just make sure that they know that this is a big enough a part of me that I want you to know that and I plan on doing this in the future.

Participant: I have somethings on my LinkedIn like this..

Participant: Your volunteer work.

Participant: Yeah like I've done, during college I did this it's called Mercer on mission and we went to Africa for two weeks and like planted trees and stuff but I only put that on there because I was prompted to. Like you know you're just filling out LinkedIn, I didn't do it because because it's not on my regular resume its just like my LinkedIn has a little bit more you know people endorse you for skills and things like that but that stuffs not on my like what I am going to give you for an interview. I only did that because I am like oh it kind of made me think like okay I have volunteered I guess in this capacity before.

**52:13**

Participant: I don't have any of my volunteer work on my resume.

Participant: Me personally my personal opinion I just think a resume is your own personal skill set and I don't see donating as a skill set. That's just something you did out of your own kindness.

Participant: Its more of a character thing.

Participant: yeah.

Participant: and if you do it out of kindness or character but you use it on your resume it's not really, you're not really any longer doing it out of kindness or character.

Researcher: You're doing it to benefit yourself.

Participant: Yeah you're doing it to be like look what I do on the side.

Researcher: right. Okay so kind of putting them both together with social media and nonprofits, do you follow any nonprofits on social media?

Participant: I don't believe I do.

Participant: I don't think I do.

Participant: The same ones I already told you.

Researcher: The veterans?

Participant: yeah.

Researcher: No?

Participant: I am trying to think. I don't think so.

Researcher: If you were to follow them on social media. What types of things would you personally, as someone who hasn't volunteered a lot? What personally would you like to see them sharing or posting?

Participant: I would say the ones that I do follow they share videos of what they are accomplishing.

Participant: Yeah.

Participant: There not, I mean I am thinking of one particular they don't ask for donations they just have the website where you can donate if you want to but they post videos of what they're out there doing and what their cause is and what's going on with their organization.

Researcher: So, big thing would be that you want to see what they are accomplishing

## APPENDIX E (continued)

Participant: Yeah, I want to see what they're doing. Yeah and not out of like, so what are you doing today. Not like you know checking on them.

Participant: and this group they travel all over the nation so one day they might be in Denver the other day they might be in New York and they just put videos up like hey guys were in New York reaching out to this group trying to help these people and thanks for the help that you provided and that's something just short simple. I think that's a good way to get their name on there.

Participant: Yeah I agree.

Participant: I like to see that more than like opportunities for me to help. Like I don't want to be it's like the give a dollar at Walgreens. Don't offer that to me if you hadn't of offered it to me I would be way more likely to.

Participant: Or don't get me on the spot.

Participant: I think seeing it that way where all they are doing is showing you what they are doing that gives you the feeling that you know where your money is going like if you do donate you know it's going to go to this cause and you're being helpful towards that cause.

Participant: I agree, yeah.

Researcher: and if they are giving you just like information like videos and pictures it kind of gives you the luxury to go look at their website or do your own research which you guys talked about how you like to do to begin with. Do you see any of your friends sharing anything about nonprofits like is there anything on your timeline besides coming from nonprofits?

Participant: I saw a lot when the hurricane hit Houston just because like I said I have so many friends that are still in Texas and so I saw a lot of stuff down there. Are we counting churches as these nonprofit organizations?

Researcher: You can.

Participant: Yeah I see that every now and again.

Researcher: Churches?

Participant: Yeah. But it's usually disasters and random church videos.

Researcher: I was going to say abstract event causes my friends to post. Other than abstract events on a normal basis no they don't.

Participant: Yeah same.

Participant: I've never heard anyone call them abstract events. Well done.

Participant: one gold star?

\*laughter\*

Participant: four gold stars. It would have bene five if I understood it.

\*laughter\*

Researcher: Okay so you don't have people in your Facebook normally sharing things like donate to St. Jude or look at this about St. Jude?

Participant: no. absolutely not.

Participant: Not that I can think of at least.

Participant: It's all about self-promotion.

## APPENDIX E (continued)

Participant: I have one friend that actually I know for a fact she consistently gives to St. Jude but she does not post about much of any. Whenever she does get on social media its always about I mean she is also in med school so there's that but she just rarely shares she only post about her personal life but she I know this because were really close that she gives to St. Jude a lot because she's passionate about it but she doesn't post about it.

Researcher: So, you see social media post from your friends are more personal no matter what if its Facebook Twitter or that type of stuff.

Participant: Yeah like actual post sure you know aside from the random dog videos and this person talked to this person you won't believe what they say next.

\*laughter\*

Participant: Those are fun.

\*laughter\*

Participant: We all know exactly what videos I am talking about.

Participant: and this is why I am always on Twitter. Its less..

Participant: Russian trolley

Participant: Yeah.

**57:19**

Researcher: Okay and you kind of touched about this as well. Has there been any type of digital marketing that has made you think about donating to a nonprofit or volunteering for a nonprofit?

Participant: Yeah I mean I think I don't have anything specific but I mean I don't know if it's the guilt or if it's like oh you know what that is a good cause.

Participant: Yeah it's really hard to separate. Like it's you inherently know it's a good cause. Like if I see a kid crying you know and it's like a St. Jude you know kids and things like that of course you know it's going to be a good cause if it's going to like help children with cancer but it does just tug on those you know it just makes you feel guilty like

Participant: Yes.

Participant: You know.

Participant: especially growing up in a Christian house hold and going to church it's you know you're supposed to help people and when you get asked to help people it kind of sucks when you don't.

Participant: yeah.

Participant: So, that maybe where the guilt comes from. I don't know.

Participant: I feel bad for saying this but the only thing that I have really considered like I am like oh wow I would definitely do this is something called like one love travel club where like you travel to these different places but like you do so it's actually more time it's actually time instead of money because while you're in these places you like actually learn about it the culture and you have a community service project that you do there but you know I was more interested in like oh okay, I get to travel but then you know you're like okay then I get to do something good too but it's like it's like an all in one package type thing.

Participant: Yeah you're going to Belize to build a house but you're going to Belize.



## APPENDIX E (continued)

Participant: But I am going to Belize, yeah.

Researcher: So, anything else marketing that has made you want to get involved?

Participant: Not that I can think of.

Participant: If it's got kids or animals and a Sara McLachlan song..

\*laughter\*

Participant: I knew it was coming out eventually.

Researcher: Yeah.

Participant: But seriously we all grew up on that crap. ASPCA isn't that what it is?

Participant: Yeah.

Researcher: But you know them because of that.

Participant: I will turn the channel quick.

Participant: Mmmhmm.

Participant: So, quick.

Participant: I will hear one cord of that song and be like done and like yeah if it's a dog rescue yeah I haven't cried in 10 years but you almost get me on those. Someone is cutting onions in my apartment. But no I don't think there is anything specific like that really I mean other than what I've listed. I don't think there is really anything specific that gets to me.

Researcher: So, you said that the guilt comes up but you talk about so why like, you said you know it really tugs on your heart string but why don't you end up committing?

Participant: Money.

Researcher: That's it?

Participant: Yeah.

Participant: That's it, yeah.

Participant: yup.

Participant: and I work 40 to 50 hours a week so it's kind of hard to give time right now or you know selfishly it's hard to give up time because you know I never get to see my wife so that's kind of a bummer.

Participant: I feel like you have this internal conversation with yourself to kind of justify like even if you do feel bad it's kind of like well you know no one is going to feel bad except for me if my rent isn't paid on the first. Like you know what I mean? Like it's not like I am trying to like neglect or negate the fact that you know yes these kids need help and everything like that but like it's kind of like one of those things like and I don't know if it's ever true but hey if I was a billionaire of course I would give like whatever but I am still trying to I am young I am still trying to get established and like you know at this point pennies count you know

Participant: if money was not an issue I would absolutely

Participant: I would say that since we're talking about strictly millennials I haven't done the research I am just guessing the majority of millennials are broke because we're all in college right now.

Participant: Yeah.

## APPENDIX E (continued)

Participant: So, to overcome that money situation guilt's not going to work you really gotta make us believe that you're doing something good to make us give up that dollar that we don't have.

Researcher: Because like you said if it's up against rent or giving to somebody else I am personally going to

Participant: Yeah I feel guilty but I am going to pay my rent first so you really got to make me believe that you're doing something good to make me pay out.

Participant: Can I also add, I meant to bring this up earlier but I feel like were also living so being in the social media era again with the trustworthiness you have so many GoFundMe's going on too. Like I don't know

Participant: Oh, god yes.

Participant: and people are coming up with, I saw one for this oh help me purchase my new car and it's like lady you know what I mean it's like this is not what

Participant: Just buy your own car

Participant: yeah like you get to the point where.

Participant: and the funny thing is its working. Somebody is getting like 50,000 to buy a car. What?

Participant: and it's like people I mean again no judgement or anything like that but I see some go fund me where it's like help me pay for the funeral cost of this or whatever and it's like I am not trying to like throw salt in any kind of wound or anything like that but you know like no one is paying for life insurance nobody's and that's what I am saying like am I going to create a go fund me account on me okay I had a unexpected car bill and now I can't pay my rent tomorrow like do I create a go fund me for you know what I mean so it's like I kind of just get to the point where I am like you know we all got stuff we all got our cross to bare and if I have it I have it if I don't like I am not going to like dwell on it.

Participant: Question I just asked myself. Are there so many out there that we've become desensitized?

Participant: Yeah.

Participant: Very good point.

Participant: I would agree.

Participant: I mean I don't know the answer.

Participant: No, I feel like..

Participant: When we grew up it was the Sara McLachlan age. Not only is there so many of them but we got beaten on our head it's like no I am good.

Participant: Sara McLachlan for 19 a month you can feed 3 children in Africa. I am just like geeze. So, those are the two that we grew up on but now it's just like there is WWF, there's red cross, salvation army's there's so many.

Participant: and the red cross with their bell. Ring your bell all you want.

Researcher: Do you think you're getting desensitized or however you want to put it to these nonprofits because of social media now though.

Participant: I am.

## APPENDIX E (continued)

Participant: I wouldn't attribute it.

Participant: I don't know sorry guys I don't know if I am doing this because or if I've become desensitized because of social media or nonprofits on social media I think I've just become desensitized across the board because of social media.

Participant: For a lot of things yeah.

Participant: because you're either selling my wife clothes, your trying to sell me something your sharing something or I don't agree with you.

Participant: yeah.

Participant: and so, it's just I am speaking specifically about Facebook right now I feel a lot of anger I call it a cesspool for a reason. I am not ever pleased with it but

Participant: who hurt you

Participant: everyone. But it's just like it seems like Facebook itself now is just ads like that's it no matter what people are sharing it's just an ad for something else so it's kind of hard to just even get on there for me sometime so I think that's I've lost my train of thought so I am going to stop there but I think that was the basis of everything it's just everything on Facebook is just soul crushing.

Participant: and you know that was actually, Mark Zuckerberg was always shares his new year's resolution and this year's resolution was to clean up the abuse on Facebook like in terms so you know my previous job that I don't work at anymore but a couple weeks ago we felt that so like one of the clients was \*identifying information\* right? So, I would run the contest and the crap like that on there so I couldn't he immediately changed things its only February, march will be here soon. I couldn't post you know for like instance okay Monster Jam tickets. I couldn't say comment or like and share. There are words like if you put them in there like it will not even like the algorithms won't work in your favor for it so you know you kind of had to find a way around that so I mean I do kind of commend Zuckerberg for cleaning that up but it's still so much like it's so much I would say for me I am definitely desensitized like to a lot of things to but specifically for like giving and things like that I mean even if you go on go fund me if you give to one it will have suggestions for other causes for you to give to so where does it stop. You know what I mean like it's easier for me to just kind of be black and white then kind of be gray about everything because I am going to go broke.

Participant: I definitely feel desensitized also I don't know that I would tribute that to social media though I don't know what I would contribute it to.

Participant: Life.

Participant: Life yeah.

Researcher: and I think that kind of what you were talking about earlier like I have my own problems too so who do I put first myself or them and at some point, you gotta be selfish so and I agree with that.

Participant: This is kind of a side note though I have noticed though I am the type I don't have I might give but if I read a story or see like a star or an athlete or an artist that has gone out of there way and have done the extra mile and donated I am on their cub tales I am like yeah go you your awesome and I will support them in however way I can.

## APPENDIX E (continued)

Researcher: and you know that there making the money so like if we had the millions of dollars we would be donating that so it's not to see that people with them money

Participant: I am not sayin that there making 50 million and donate 100 I am talking about they actually go out of there way and do something.

Participant: like the gates family

Participant: yeah or I was think of Watt

Participant: JJ

Participant: yeah did all that stuff in Houston.

Participant: But see that's a guy using his platform for good and all of the money did not go to his pockets it went to the hurricane.

Participant: When he did that, I was like fully on his side. I did share that on Facebook I was like check this out.

Participant: JJ is a good dude man.

Researcher: okay so that's really all that I got unless you guys have any other things that you want to throw in there about social media and nonprofit marketing, millennials, digital aids, anything?

Participant: millennials are the worst.

Researcher: I've heard that.

Participant: everyone is thinking it.

## APPENDIX E (continued)

### MONEY DONORS TRANSCRIPTION– FEBRUARY 28, 2018

Researcher: So, first I'll start out with more like general easier questions like how many of you have a smart phone?

Researcher: All. Yeah, that one is pretty simple.

Researcher: and then talk about nonprofits and social media and kind of put those together. So besides having a smartphone, how many of you guys have social media?

Researcher: All.

Researcher: and what type of social media platforms are you using?

Participant: Facebook, Snapchat, Instagram.

Participant: Pinterest.

Participant: Twitter.

Participant: SoundCloud.

Participant: LinkedIn

Researcher: Okay. Which ones do you guys use the most frequently?

Participant: Instagram.

Participant: Facebook.

Participant: Snapchat.

Researcher: and why do you pick Instagram?

Participant: I use it for what I do for work and also I just I don't know Facebook the way their algorithm works now, I only see like two people so Instagram is not as bad yet so.

Researcher: and you said, what was it?

Participant: I use Snapchat daily. Almost hourly.

\*laughter\*

Participant: and I use it because I have a lot of friends in different places and so they get to kind of see what I am doing. Yeah cause everyone's really interested in to why I am here in Wichita.

Researcher: Cool, anyone else?

Participant: I use Instagram to follow people that I use for work for motivation or just leadership or ideas from so.

Researcher: Nice. Some of you guys said Facebook, why Facebook?

Participant: I use it when I am bored and I just look at it for a second and see if I have any notifications and then I turn it off.

\*laughter\*

Participant: I'll just scroll through and see what's going on and then I'll move on.

Participant: Rabbit hole memes.

Researcher: Mhmmm.

\*laughter\*

Participant: My work uses Facebook for there like to get information out. Our emails you can't send to staff, like I can't get access at home so we use Facebook just so it's like a fun way to connect to people, that's sort of thing.

## APPENDIX E (continued)

Researcher: That's weird. It's nice that you have something to use. So, looking at nonprofits, so kind of switching gears a little bit. How do you guys prefer to learn about nonprofits?

Participant: I think if it's like an event, Facebook events makes the most sense to me. I don't know if there's a way to do Snapchat events or Instagram but Facebook events, I feel like reach the most people and like I am just you know, bored and looking through events for this weekend I can see if there's an event going on and it might happen to be a nonprofit.

Participant: I am a calendar junkie so anything that will automatically filter in to mine you know so if they send it to me personally, I feel like I definitely if a friend tells me about an event I am most likely to go because a friend told me about it. I would say same with Facebook and events.

Participant: I always get wrapped in when someone just asks me like oh you want to donate to this? Yeah, sure. So, a lot of it is like that personal connection and like when they kind of have that going.

Participant: yeah or when they have GoFundMe's or like those types of platforms that you see or ads coming through. I see them on Facebook, I don't see them anywhere else.

Participant: Or sometime my friends you know have a certain event like, what is it, is it ALA? I can't remember what the event is but anyway.

Participant: Women of the Year, Man of the Year things?

Participant: No not man of the year it's like uh I forgot what the organization is about. It's almost like a political thing. Starts with an A but I can't remember but he had one and he was just asking people on Facebook. He basically shared it and was asking people on Facebook to donate and you know for a good cause and so I went through social media to make a small donation. Just under his name, under his behalf basically.

Participant: Can't you pay on Facebook now too?

Participant: Yeah, someone was telling me that.

Participant: That's kind of scary.

\*Laughter\*

Participant: I don't know what it through. If it's through like PayPal or Square Cash or something. But yeah, I mean I've donated through Facebook.

**7:50**

Participant: I would have to say I get it out of my paychecks, I forget that I am donating because it's so convenient. So, I do always forget about that. If I know a percentage is coming out of my paycheck every time, that's the easiest donation you will ever get out of me.

Participant: I go to their website to see what social media they're using, outlets and then I go look and see how active they are on their social media to see how, if they are actually focused on their social media or is this an older crowd that is focusing on older folks and that with money.

Researcher: Cool. You guys or \*identifying information\* you said something about that personal connection. Is word of mouth a big thing for you guys?

Participant: Huge.

Participant: Yes.

Participant: At least for myself. Text message.

## APPENDIX E (continued)

\*laughter\*

Participant: If you want me to show up somewhere or give you money to a nonprofit I have to have usually some sort of personal tie or connection with you or that organization for some reason. I am not apt to randomly give money to anyone or anything at any time. You know, so I want to make sure that my money and my time are actually going to be well spent so it's definitely word of mouth for sure.

Researcher: Cool.

Participant: I prefer not to be spammed.

\*laughter\*

Participant: I make that one donation and then they have my info and then they just spam me like crazy and it's a big organization too. You guys can probably name it.

\*laughter\*

Participant: I think there is plenty of times where if it's like an event if it's just a social gathering of some sort I may not always have a personal connection but I just want something to do and it's for a good cause so I'll sign up and go to it.

Researcher: So, you kind of talked about the spam thing.

Participant: Yeah.

Participant: Do you see yourself, like if a nonprofit came to you and you donated once if they left you alone more would you be more willing to donate or if they kept spamming you is that a turn off?

Participant: Yeah it is because like I donated for the hurricane relief last was it last summer? And I'll get an email that you for your donation yada yada yada that's great but every week I get an email from one of multiple email account from that organization thinking me oh this is what your money is being used for a big oh paragraph with pictures and I am like really? But yeah, then of course that's the beginning and then the next few months once a week they ask for more and it drives me nuts.

Researcher: Yeah.

Participant: Yeah.

**10:43**

Researcher: So, are you guys like following nonprofits on social media?

Participant: A couple.

Researcher: A couple?

Participant: Yeah.

Researcher: Is it just some that you have interacted with before or?

Participant: Yeah.

Participant: Probably, yeah.

Participant: Yeah.

Participant: But that goes back to the spam. I've unfollowed because they post too much and it drives me nuts so that would be my spam. If I follow a nonprofit group and they post daily or weekly, I'll usually unfollow.

Participant: Then you get that ding or that notification thing, annoyance.

## APPENDIX E (continued)

Participant: Yeah, yeah. It goes to your notifications.

Participant: Facebook makes it harder to turn off too.

Participant: Yeah.

Participant: Especially when you are in a group. A group in general and I have trouble turning that stuff off.

Participant: yeah.

Participant: Or once you leave the group you get put added in.

Participant: Yeah.

Researcher: So, you're following people or liking people or interacting with people that you have a personal connection with. Have you ever thought of following something or giving or some people send out like this just so they get the promotion? Have you ever thought about clicking like just so it spreads more brand awareness for them?

Participant: uh huh.

Participant: Oh, yeah. If it's something I stand for, yeah.

Participant: Yeah or with I can't say without a connection. If I don't have a connection to the nonprofit but my friend is spearheading something and I want to support I might share it.

Researcher: okay, so do you guys share information about nonprofits on your social media?

Participant: If it's an event yeah, I usually share an event. If I know someone that is tied in, I would like to work with the leaders and if they want me to promote I am more apt to promote if there pushing it rather than if other members are.

Researcher: So, are you guys sharing more of just events or are you sharing general information?

Participant: I would be more prone to share more information if it's something that I am involved tied into but if it's something I don't really invested in then I am not going to push it out because I don't want to be, I want it to be part of my agenda too or I feel like if it's not collective and it's not something I wouldn't do so.

Researcher: Right. Anyone else?

Participant: I am more apt to share events. Just because I feel like that's a lot of where like my focus is. Like I like going to them so then I am like oh I am going to go. So even the just that interested button on Facebook when you click that your friends all know.

Researcher: Mhhmmm.

Participant: So, I mean even just doing that I like just clicking interested on certain thing when I am like oh I really like things, even the like, I don't want to say, like I've also had some nonprofits do like just awareness events kind of thing and there just posting it as an event even when it's really not an event.

Researcher: Right.

Participant: and that, I feel like it's about that too.

Participant: I see myself sharing more infographics and fun facts just to help awareness out.

Researcher: and are you guys more willing to share stuff like with a cute puppy dog or like you said something with graphics then versus a chunk of paragraph just put into a status?



## APPENDIX E (continued)

Participant: You got to have visually because that's what people like to swipe through and then and they see something that captures their attention and then they kind of read you know tap into it and read more about it. But anything that is too wordy I'll just mostly swipe away.

Researcher: Right.

Participant: Yeah, good luck if I even read it.

\*laughter\*

Researcher: Well and I guess that's where Instagram comes in because you have to have that visual unless you're just posting a picture of text but usually you don't. So, besides events why do you share stuff about nonprofits on social media? Like is there any other reason?

Participant: If I believe in their purpose or awareness like the only one that comes to mind is like child abuse for example has been a big thing on my Facebook so in my head I think well that's all it is, is child abuse awareness or you know I don't want to say there's not a lot of events that go out but usually there putting out like graphics, I'll share it if they can summarize in one image

Participant: or a video.

Researcher: Mhmm.

Participant: I tend to share like more articles I want to say when I rarely do I actually like personally that's what I would share just because I like to go and read it and see if there is anything that's like problematic, I like it to be vetted before I share something.

Researcher: Right.

Participant: Personally.

Researcher: Anybody else?

Participant: I like the articles and like blogs too. Like I seem to share a lot of blog post.

Participant: Yeah and its pretty quick to get a read on if something is like not something it should be like wording or if you don't want to. You know, you go and you look through actual website and look through the you know articles and stuff.

Participant: just don't make it click-batey.

Researcher: Yeah. Click bate is fun.

Participant: No, I hate the one that people share and it's like they pull some kind of graphic photo to kind of stir up your emotions and then they say one like equals one dollar or you know those batty ones and or say please type amen, amen sorry. You know I was like umm.. and it's just terrible it's just a bad way to get not a good way to get attention or something.

Researcher: Right. So, when you see that type of stuff kind of like spam do you unfollow them or do you know how to push them to the side?

Participant: I actually report them.

Participant: block.

\*laughter\*

Participant: Even if they are a friend and they start sharing that stuff. I don't need to see that like on Facebook because it's a little scroll and if something is really graphic, no thank you. I am not going to ask.

## APPENDIX E (continued)

Participant: I guess I am probably lazy because I don't like unfollow or report or do anything I am just like okay.

\*laughter\*

Participant: If it happens enough because I know some people who are that do it too many times and so I'll have to do something, yeah.

Researcher: So, when you are sharing stuff on social media, specifically about nonprofits are you ever getting any interactions from your friends on social media?

Participant: A like.

Researcher: Is it generally just a like?

Participant: Yeah.

Participant: Yeah. A couple likes. I mean unless it's an event and then maybe they will say that they are interested in attending it or something like that but.

Participant: Or they will text, like I've had people that will text me and be like hey are you going to that I saw you liked it on Facebook.

Participant: I'll get some comments and a lot of shares, mostly likes.

Researcher: Do you feel as if people read it and they you know have interest but then they don't follow through and actually volunteer or go to the event? Is that a big thing?

Participant: Yeah.

Participant: Yes.

Participant: yeahh.

**18:02**

Participant: It's like 90 percent of the time.

Participant: Yes. Yes. For sure. Even when people say even when I say I am interested in an event like that doesn't necessarily mean I am going to go to the event. It doesn't turn into me attending it so I feel like that happens probably a lot more frequently.

Participant: This feels like just a subtle reminder, just in case you do.

Participant: yeah.

Participant: yeah.

Participant: just in case you do have time.

\*laughter\*

Participant: and it pops up, ohh..

Participant: we will see if I have time for that when it comes around.

\*laughter\*

Researcher: Yeah.

Participant: That's the thing too is like an event will go to your calendar and you will look and your like what's going on today and your like oh there's this.

Participant: You put everything on your personal calendar?

Participant: No but I mean like..

\*laughter\*

Participant: You about gave me a heart attack.

## APPENDIX E (continued)

Participant: Like if I want to go to it and I do interest or I do I want to go it will flop over onto my calendar and I finally decide okay I don't have anything this weekend then I will add it to my calendar it's like a reminder.

Participant: Oh, okay.

Participant: Yeah no, I am actually not that crazy.

Researcher: Do you think even though you're not getting people actually going to events that it's still beneficial to put that stuff out through social media? Do you think it still helps spread awareness? Or gets kind of like a face out there to you have someone supporting them through the easy social media type stuff?

Participant: I think it's important because that may be an organization that some people haven't ever heard of before and so then after that maybe even though it was a passive interested in or a passive like or passive share. Then they have at least heard the name of the organization and are more likely to interact with that organization down the road for whatever reason.

Participant: Or at least just recognize it. It's a really cheap way to get you know your name out there, you know hopefully you get people to attend or people to donate but if nothing else its recognition.

**20:07**

Participant: It's a numbers game.

Participant: Yeah.

Participant: I mean with social media it helps boost that aspect.

Participant: But you also become a source for that information too so like if it's something that they want to know oh you did this before can you tell me more about it? In case it's a connection they have down the road so.

Researcher: Yeah and it's kind of that word of mouth thing if somebody is spreading it, it can get picked up. Looking kind of at the opposite ends, have you guys ever interacted with a social media. Or have you guys ever interacted with a nonprofit on social media? Like have you commented on their stuff or you liking their stuff.

Researcher: No?

Participant: I like their stuff, sometimes sharing but not really.

Participant: yeah, the articles.

Participant: If they have an article that's from them that I like. I will repost it if..

Participant: Yeah I might add a little bit of something.

Participant: Yeah like my personal

Participant: like I think this is interesting you should read it.

Researcher: Are you ever commenting or having a dialog back and forth with the nonprofits?

Participant: No.

Participant: With the nonprofits, personally no.

Participant: I think with like members of nonprofits though like I do like people like I have a lot of interactions with like boards or something if there like those people are reaching out about stuff.

## APPENDIX E (continued)

Participant: Or like someone that benefits from that nonprofit and I have a connection to them. Like what's her name?

\*laughter\*

Participant: The girl.

Participant: But anyway.

Participant: They both know who they are talking about though.

Participant: Right like if I've met them before I know you know maybe they were at a nonprofit event, I've met them I found them on Facebook I follow the story so I can stay connected I might comment and say you know congratulations you're doing really well or something like that but only if there is a direct connection.

Participant: yeah I say that's a huge thing now that you say that because we're talking about children cancer charities so we know a child who has cancer so she posted a fundraiser for Krispy Kreme and I was like I know this girl personally; I assure you I don't need free dozens of donuts but I'll take it because it benefits her and so I did purchase though her own page about her survival.

Researcher: So, you think it still kind of has to have that personal connection before you have pretty much any engagement with them?

Participant: Yeah. The stuff that I give my time to over the years like I'll stick with something if I just get along with somebody that's like in their organization honestly. It's that simple like if there organized and do a good job and yeah I like what they do then it's got to kind of be a personal connection to them though.

Participant: Can I ask a question too?

Participant: Yeah!

Participant: Cause I just thought, cause I just had my birthday recently where Facebook is doing that like donate to a charitable cause or organization.

Participant: For your birthday, right?

Participant: Yeah.

Participant: Yeah that's the one I did recently.

Participant: What is that?

Participant: You don't like it, is that what you are saying?

Participant: It was fine.

Participant: oh.

Participant: Oh, you did it for your birthday?

Participant: no. One of my friends did it, it was, I can't remember that name of the group it starts with the letter A.

\*laughter\*

Participant: It's an acronym. It's a three or four letter acronym. I can't remember.

Participant: Is it the ACLU?

Participant: Yes.

Participant: Okay.

Participant: Thank you.

## APPENDIX E (continued)

\*laughter\*

Participant: I didn't want to say ALS.

Participant: Has anyone ever donated on that?

Participant: I did that one.

Participant: Oh, well you just did.

Participant: I did that and he has a little bar that shows his like goal his \$200 goal or whatever.

Participant: Was he, was he connected with that?

Participant: He's a friend of mine.

Participant: but like is he directly connected with that organization?

Participant: I had no idea he was.

Participant: but you're doing it because you're his friend.

Participant: yeah.

Participant: and it's his birthday and that's what he wants for his birthday.

Participant: yeah.

\*laughter\*

Researcher: So, if a nonprofit posted something like that would you still give to them or is it because..

Participant: It was actually fine because they never spammed me.

\*laughter\*

Participant: No not like the friend but the organization never spammed me like I just did my thing submitted it and I was able to share the post that I you know did something just in case anyone else was interested in donating and but what's great is that I just don't get bothered I get a thank you, that's it.

Participant: and isn't it an exchange for a gift, right? Isn't that what it says? Instead of gifts for my birthday I would like to give...

Participant: right.

Participant: mhmm.

Participant: Not that I give a lot of people gifts but in my head, I am like well this is me saying happy birthday.

Participant: yeah.

Researcher: So, if a nonprofit posted a campaign on Facebook versus a friend are you going to always give to the nonprofit or is it just because it has that personal connection?

Participant: Personal connection for me.

Participant: I give with both, If I am tied to the organization whether it's a campaign..

Participant: yeah same.

Participant: I am more of a in person giving at the event. If I know what the cause is what the money is going to.

Participant: but if it's like a big group a certain organization I usually try to research it. It has to be for a certain reason for example the hurricane stuff was a very big deal for a while you know it was national headlines and so I had to figure out which organization I wanted to donate to and it started with my place of employment. They sent out an email to everybody and said hey

## APPENDIX E (continued)

donate through donate through the place of employment which we will pass the money on to the organization. Except that organization has my info and spam me.

\*laughter\*

Participant: yeah.

Participant: That reminds me there was one like that around the hurricane where a nonprofit they did where you could buy stuff through your amazon and it would go straight to them.

Participant: Oh, that's cool.

Participant: That is like one of the first times I ever like gave physical goods I mean I guess, I gave them diapers but I never saw them, had to buy them or anything so it was smart.

Participant: That is smart. I would do that.

Researcher: You guys talked a lot about like personal connection, is the trustworthiness thing kind of a big thing like one you have to trust the organization and you talked about researching. I don't know if a lot of you guys are researching the nonprofit before you are donating. Is that common?

Participant: Yes.

Participant: No.

Researcher: No?

Participant: No. Usually not I mean I am not gonna usually not going to donate to something I know nothing about but a lot of nonprofits you have heard about in some way shape or form and that's enough for me but I don't usually research.

Participant: I like to look at their website for like marketing purposes like if they have a terrible website like what is my money going towards like they haven't organized this together so I do kind of weight that in the factor like to his point the hurricane everybody was asking for donations so you kind of like okay who is actually going to give this money so that's when I would research like around that time.

Participant: I had to do this one because a few months later when I was when they asked me for a donation again the same organization but they gave me a different link that took me to a third party website and it was strange it was like and I never heard of this company and I had to research them, I still don't know who they are but the website was not the main donation website and it was just a blank screen with log in and password and I was like wait I don't even have an account with this particular group like why am I but the thing is like the email was sent to my work email through my supposedly work communications it was a weird weird deal.

Participant: Yeah I don't know about that, it sounds sketchy.

Participant: Yeah it was so strange.

**27:51**

Participant: Usually when it goes to like another party I..

Participant: Yeah. I was like wait a minute if I donate using these official means why am I being routed to something else a few months later?

Participant: Well I can confirm that a majority of my donation is going to what the cause is if not like half of it going to administration for the donation.

Participant: Yeah.

## APPENDIX E (continued)

Participant: Yeah that's a big thing like if I heard in the past or thought I heard of something about like yeah misuse of funds even if it's just like I wonder if I remember hearing about that then I'll like look up and see there track record. There are some websites that does that or whatever it is but you can look up and see like how there rated and like A B C D or like use of funds it's pretty easy they make it easy for you to search what they use the money for and you know.

Participant: Yeah that's true I change; I donate clothes every year and I changed my location of where I donate clothes based off of this like grid of you know 30 cents goes to charity for every dollar or whatever that did sway me to donate to a different organization.

Researcher: Have you ever encountered like one bad apple ruins the bunch where you've heard of somebody like a CEO gets paid so much you know every 6 million dollars every year and your like what you work for a nonprofit there's no way, has that ever made you more reluctant to donate money or time to a nonprofit?

Participant: Yes.

Participant: Mhmm.

Researcher: yeah?

Participant: yes.

Researcher: does it make you like, like how do you decipher which one gets your money and which one doesn't?

Participant: I think it just goes back to research. You know and like she said if I've heard something in the past and I am like mmm I don't remember so I'll just go, I mean Google, I'll just Google it, oh yep not helping out with that or not going to that or yeah.

**29:55**

Participant: It changes for me like with the news cycle basically. Cause with everything that is going on right now like in the news with women there were some organizations that I have given some time to before and then I started thinking a little bit more about like if they were being exclusionary to certain groups and so yeah it can change like within a week who you trust and don't so.

Researcher: Cool. Do you think local versus national or international plays a roll into it?

Participant: I think so, for me. I work with a lot of international organizations that have different kinds of needs that I feel are more important to me more or I feel like there is a higher greater necessity as when I feel like I would rather focus more of my resources and time to those and just kind of spread it everywhere.

Participant: and I think I am kind of even the opposite of him like with cause of working with like local businesses and such and finding out there ties and what there tied to make me more inclined to donate to those.

Researcher: Anybody else?

Participant: If they have a local chapter or some relation I would definitely go towards the local but I probably most likely know the national organization better as a result but I am trying to give at a community level but I wouldn't say it attributes to who I donate too.

## APPENDIX E (continued)

Researcher: Yeah. Have you seen any donations or volunteering that have ever come from your recruitment through social media?

Participant: My attempts.

\*laughter\*

Participant: I am not very good at it.

Participant: Yeah, I've shared events with friends and they've gone and I think by purchasing a ticket to go they've donated technically so whether or not they do the wine pull or whatever while they are there.

Researcher: So, you guys are all attempting at least to get people to donate or volunteer, correct?

Participant: Yeah.

Researcher: and would you say your main source is social media?

Participant: unconsciously yes.

Participant: Threatening text messages or emails

\*laughter\*

Participant: I again like community engagement is huge with me so I would be more likely to ask the people who are close to me in person. So, I mean I spend my time with very small circle of people so when we are at dinner one night and I have an event you know coming up that I want to share with them of course I will say hey have you all checked this out you know there is a Facebook event or something I put that I was interested I am going to go because at that point there going to be more likely to go if I am going to go...

Researcher: Right.

Participant: as well so I feel like I am a little bit more personable in my recruitment to help cause usually I have a tie with the organization that I am actually going to go volunteer with as well.

Researcher: Yeah.

Participant: I sometimes feel guilty about that because I do the same thing but then I feel guilty because I am asking the same people. I am too shy to ask a random Facebook acquaintance because I am like hey I know you will go because you've done it before and were good friends but then I feel guilty because I am like asking the same people to spend money on you know.

Participant: I think it just goes back to spamming like you know if you have a certain group of friends that you are always asking sometimes you don't need to ask so sometimes you don't bring it up like you know you will just share that event on Facebook and leave it alone but whatever is important to you those are the things that you share. The things that are like oh that sounds interesting you might not share those.

Researcher: and \*identifying information\* you kind of brought up the guilt thing, would you think that if your flipping it the other way, guilt tactics work on you? If you see a video like you know of a puppy dog or a children or something is that going to make you be more you know yes I will donate compared to you know hey we are raising funds for children with cancer versus like a picture or something?

**34:22**



## APPENDIX E (continued)

Participant: I would prefer not to see the sick dogs like anything with animals or like very graphic violence or something I don't know. It seems to work against your...

Participant: That more like batting, that more like batting.

Participant: Yeah..

Participant: Makes me want to like leave the image faster..

Participant: Yeah.

Participant: If it's like an interview with someone that is profiting or what did you say, from the nonprofit certified nonprofit something like that yeah that's you know good to get that personal connection and hear about an actual family that is being served by them or whatever yeah but none of the like really serious stuff.

Participant: Actually, I don't mind people asking like hey there is an event Saturday tickets are this much it goes towards this. I am like yeah sure.

Participant: Yeah, keep it simple.

Participant: I've gone to a lot; I don't view that as harassment.

Researcher: So, you would rather it be more straight forward than anything?

Participant: Yeah that graphic information is a little bit too much for me unless I am on my professional social media accounts social media is fun social media is mindless it's something that I don't really want to think much about or have any emotional engagement I will say not breakdowns because that's a little much but I mean somethings can get really like heavy and I already worked all day like I don't want to.. that's not what I came on here for you know so.

Participant: You can't always trust where they got their videos or images from because they could have gotten them from another country with different rules and regulations and that's okay over there but not here so I always like to picture their accreditations of the images.

Researcher: Yeah. Okay, switching gears a little bit so we kind of talked about websites but how many of you guys are visiting the website of nonprofits? Yeah.

Participant: A few just to like I said just to read about them.

Researcher: and what's the first thing you look at?

Participant: The about page.

Participant: Yeah.

Participant: because it's a summary.

Participant: I look for pictures. I would like to see updates on any projects that they are doing or any involvement and so if I see progress I'll be more apt to visiting more often and wanting to see what good is being done.

Researcher: Yup.

Participant: upcoming events or a calendar.

Participant: I like the blogs I just feel like they are more personable at times, they get like actual stories more so than just kind of like that blanket.

Participant: I do like when Facebook links you to their website because usually if it's there graphic that caught me their webpage is good and I see their link to their website and that seems creditable as well like that's how you get me to your website is I read an article I saw something that I could easily tie from your social media to the website.

## APPENDIX E (continued)

Researcher: So, do you think you guys are going from social media to website or is it vice versa?

Participant: I am vice versa.

Researcher: Website to social media?

Participant: Yeah because I trust that whether social media connections on their website that will take me to their direct social media outlets instead of this might be them. Well no this one might be them. There are multiples like on Twitter, multiple handles out there.

Researcher: Right. Is anybody else opposite?

Participant: I think it's just like the personable connection again though cause it's like what my friends are sharing or what I follow.

Participant: I like the social media aspect because you have those hashtags that kind of like if this is a picture that you find interesting or appealing and you want to know what it's about its easy just to click on it and then check out their website.

Researcher: Right. When you guys are doing either volunteering or like a time or money donation are you, do you prefer long term or short term commitment?

Participant: Short term

Participant: Short term.

Participant: Like a one-time deal.

Researcher: You would prefer that?

Participant: I think so, yeah.

Researcher: Is there any reason why?

Participant: Just cause I mean I don't want to be tied to something for a long period of time just like subscription things I am not a big fan of or anything that is automatic you know billing you know unless it's a bill I don't like it.

\*laughter\*

Participant: Yeah and it's not something that I budgeted for. However, my employer I signed up one year to have a dollar go from my paycheck to the united health care or something, united way sorry, a dollar go to them and so I was like yeah sure I am feeling generous today and so it's a dollar from every pay check well it's been like eight years and I can't figure out how to turn it off or nor do I take the time to actually figure it out so that's one that annoys me it's a dollar every time.

Participant: See I love those.

Participant: Where I work at it's a yearly thing so..

Participant: it's a lump sum.

Participant: Every year there will be a meeting about it and then they pass out the forms and you fill it out and you mail it in and that form will allow you to opt out or change your current like if you don't fill it in then it will just maintain that subscription.

Participant: it will roll over.

Participant: yeah it will roll over.

Participant: My work does the same thing but at those meetings if you up it like 50 cents, a dollar you know you get a prize so you like get entered into a drawing, I got a pen last time. It's a nice pen, I liked it, in convinced me, I can splurge another 50 cents.

## APPENDIX E (continued)

Participant: The best one at my work I think it's you get a week off. You get an additional week of vacation.

Participant: Yeah, we do something like that too. But see I think that's the catch people don't notice a dollar missing so it's not a huge deal so they will keep donating.

Participant: I don't even care, I don't even notice until I get my tax return. I am like I donated again to that.

\*laughter\*

Participant: it's a pretax thing.

Participant: Right.

Participant: It's a pretax thing so it doesn't affect.. it's better than a post-tax donation.

Participant: yeah.

Researcher: So, when you guys are making these commitments to donate money or your donating money are you thinking more of yes I get a pen or a paid day off of is it like oh I'll do this out of the goodness of my heart. Cause I know I've volunteered sometimes and I am like well this is great thing to put on my resume like sure I'll do it.

Participant: I just did the latter.

Participant: Yeah.

Participant: I don't care for pens.

\*laughter\*

Participant: Well sometimes if there is like a company or non-for profit that sells clothes or shoes or something and there all their proceeds go to it a nonprofit then I am buying something for myself, you know.

Participant: Yeah, like Toms.

Participant: Right. That's also for a good cause.

Participant: I guess sometimes they got something like buying cookies or popcorn or something, something useful I don't or yeah those coupon booklets, I've seen those too. I honestly don't use the coupon books very much.

Participant: right.

Participant: But I mean it's kind of a nice to have.

Participant: Something tangible.

Participant: It's a nice to have. The coupon booklet is like a nice to have because specially for various restaurants. It kind of gives me an idea for where I want to go eat sometimes.

Participant: and then you always forget the coupon anyways.

\*laughter\*

Participant: always.

Participant: That's true. I don't want to show up to a date with one.

\*laughter\*

Researcher: So, in general you would prefer to have something like you get a shirt out of it or there's a tangible item is it more easier to donate to that than just going to their website and popping in \$10?

**42:24**

## APPENDIX E (continued)

Participant: I can see both.

Participant: The event thing I think were on to something on the event thing because I just realized the majority of if I buy tickets and I know it's got like I am not really worries about benefiting but it's more of like something fun to do cause I probably wouldn't have gone if people weren't like it's for a good cause I probably wouldn't have gone because I would have been like eh whatever I can do something for free.

Participant: Yeah.

Participant: But when people say well it will be fun, I will be like well okay yeah sure, however much \$60 for a ticket okay that's really expensive I wouldn't buy that any other time but because it's for a nonprofit so I don't really think I do it for the tangible aspect but at the same time it's a bonus. I don't hate it.

Participant: It's just like depends.

Participant: Oh, yeah I agree.

Participant: I think I am pretty equally.

Researcher: So, I can't remember if I asked this one or not but have you seen anything on social media from your friends about nonprofits? Like are they sharing information is it just mainly events and have you noticed anything with different age groups?

Participant: I have a lot of friends who like sell stuff for nonprofits that tangible item. Like they will be selling something but then the proceeds are going to this and I am like okay I'll buy that even though I don't really want it, I bought dog treats the other day, I don't have a dog.

\*laughter\*

Participant: Really?

Participant: What?

Participant: Well I was like okay..

Participant: Then you had to donated the dog treats so you had a double dipper.

Participant: That's funny.

Participant: That's great.

Researcher: Well okay, that's new. Is there anything else you see friends sharing?

Participant: I feel like my friends share events but I have a wide variety of friends on like Facebook so the younger friends that I have on Facebook share news, that's how I would differentiate it.

Participant: Yeah I would say if they are sharing anything that's linked to a nonprofit it's like an article about a thing and that's sort of in there.

Participant: yeah.

Participant: It's like they're not going out and just like directly sharing a Facebook page about a nonprofit just so they are valancing for fun or you should check this out. Nothing like that or anything. It's always like in something else.

Participant: I wish they would, I would like to learn more like what my friends are involved in but you know I can't think of friends that are just like randomly posting something.

Researcher: Yep.

## APPENDIX E (continued)

Participant: But I don't know about the generation part of that question. My parents don't post anything because I think it's because they don't understand Facebook.

\*laughter\*

Participant: and then my grandpa is the opposite where he will post things and your like what..

Participant: Why did you post that?

Participant: Yeahhh..

\*laughter\*

Participant: I cannot unsee.

\*laughter\*

Participant: He will like repost something like that's not real why are you posting.

Participant: and maybe it goes back to that but I feel like a lot of those that I have kind of sort of seen with the older generation is that they don't really share a lot of it and I don't know if its maybe because they don't know how to or whatever but I do see a lot more from like my friends age group they are more doing stuff.

Participant: Yeah.

Researcher: Cool. So, in general on social media and nonprofits and all you think that most of the post are persuaded by something rather it's an event or there a nonprofit came out with this video and now there sharing it it's not just I decided to post about the nonprofit.

Participant: Yeah.

Participant: Yes.

Researcher: It's all persuaded or there's something behind it at least. Okay I just have a couple more questions for you guys. So, for you guys particularly what type of volunteer activities or nonprofits that you're giving money to, what types do you prefer?

Participant: Like volunteering or like events? I guess I am confused

Researcher: So, what specific well we will start with this: what specific type of volunteer actives do you like?

Participant: I volunteered at the zoo. Sorry. Stuff like that where you get some physical activity you get to go do something instead of just like stuffing envelopes, I've done that too but like I prefer to do something.

Participant: The fun volunteering I've done was bread of life where you pack food in boxes. It's a physical activity and it's like a social thing too just get to know friends and new faces while your everybody is doing the same thing.

Participant: Yeah I don't think I am really bothered by the activity as much if there is going to be other people there like I would rather not do it by myself for an activity that other people are going to be there with me

Participant: Specially doing the same thing.

Participant: Yeah.

Participant: Like I think that's a big thing like a group volunteer versus oh you come at this time and you come at this time. I feel more intimidated by that.

Participant: When I first moved here I volunteered for a shift at the Human Society and I was there Sunday mornings at from 7 to 8 o'clock and I didn't really see too many people so that

## APPENDIX E (continued)

wasn't a group activity but it was something for me to do and be involved and play with puppies.

\*laughter\*

Participant: Yeah same, the exact same actually like I will definitely volunteer, I volunteered at the, I am from Kentucky so the Kentucky humane society and then I thought oh you know I volunteered there before I am not from here maybe I will meet some people but if not then I do get to see cute animals and play with them. So

Participant: My biggest frustration is when they are disorganized. I hate standing around volunteering work. That I will not volunteer again if I was like standing for longer than 10 minutes because I want to be put to work like I most likely signed up because I want to do something so I get frustrated when there's a lot of people standing around.

Participant: Or you're doing everything.

Participant: Oh, yeah you're the only person doing anything, that's true too. That's frustrating.

Participant: Yeah.

Participant: So, I got this email that was sent out at work, Intrust arena is looking for volunteers during the NCAA tournament and I am like where is the good cause in it.

Participant: Yeah.

Participant: Yeahh.

Participant: Free tickets I am sure.

Participant: I was going to say that.

\*laughter\*

Participant: You get to be in.

Participant: You get to go to the game so I would totally give into that.

Participant: Yeah, you get to stand outside of the arena.

Participant: Yeah read the fine print on that one.

Participant: I've done conferences and 5Ks. Like track events I volunteer usually.

Researcher: Okay cool. Is there any other events that you can think about that are like you top events you like going to?

Participant: Bowling. Is that right? With Big Sisters. Big Brothers and Big Sisters.

Participant: Mhhh..

Researcher: Or bowl for kids' sake.

Participant: Yeah.

Participant: I check with like wine or food festivals.

Participant: Yeah I was going to say food if there is booze.

Participant: Beer fest.

Participant: Food and booze.

Participant: I am there. I am definitely there.

Participant: So, your talking like Zoobelie.

Participant: That's a good one.

Participant: Vine at Botanica. Down like I will be there. Always.

Participant: I do like the 5Ks.

## APPENDIX E (continued)

Participant: 5Ks.

Participant: Those ones are, they are just short and sweet.

Participant: Yeah.

Participant: I like family events too and maybe that's just because I have kids but it's sometimes just easier to take the kids than find a sitter. So, like morning and afternoon events.

Participant: It's a lot cheaper.

Participant: It's a hell of a lot cheaper.

Participant: I like the free lunch and learns those are nice.

Participant: Yup.

Researcher: So, were you about to say something?

Participant: No.

Researcher: okay, has there been any other types of digital marketing that you can think of that has either made you like persuaded you to either buy something it doesn't have to be like nonprofit but like buy something go to that organization. Go to that business, can you think of anything?

Participant: I don't know if it's considered digital but when you are checking out at the grocery store and it ask you if you want to add a dollar or round up to the next dollar to donate.

Participant: yeah

Participant: because I feel guilty, yeah that's where guilt comes in for me sometimes.

Participant: I get that all the time.

Participant: because they ask you I do feel guilty.

Participant: Yeah Gymboree has that pajama program.

Participant: yeah.

Participant: yes.

Participant: I do feel guilty if they personally ask me then

Participant: they put you on the spot.

Participant: There like would you like to round up to the next, yeah that's okay.

Participant: Yeah that's four cents and you're like..

Participant: Your like yeah how can I not say no to 27 cents.

Participant: I have said no before though.

\*laughter\*

Participant: I have to but then your like.

Participant: your like are you judging me?

Participant: yeah you think there like judging you or something.

Participant: and they have those paper balloons.

Participant: Yeah I don't know if that's as much digital too but also those little like campaigns where they will have like an I donated to whatever and its up on the wall.

Participant: Yeah.

Participant: or like a drawling like they colored in something.

Participant: Or like if they have shopping events you know like sometime a store will partner with St. Jude they'll I think like Talbot's or some other store they will partner with them once in

## APPENDIX E (continued)

a while and that will get me to go to the store or chili's I'll go to chili's when they are doing an event and it's going to a nonprofit.

Participant: Yeah but going back to that purchasing clothes where 50 percent like goes to like that's a continuous thing but if like I need a shirt and I know that this brand makes it will always go back to them same with the like Amazon Smile like I will always do that as long as I remember. So even if there a little bit of an add you know that's easy in my head like piece of cake. Done.

Researcher: So, would you say that convenience is a huge thing too?

Participant: for sure.

Participant: Yeah.

Participant: well amazon smile is digital.

Participant: Yeah, because every time my Facebook will automatically tell me or my amazon account will automatically tell me last time you purchased through amazon smile would you like to go back? I am like yes thank you for reminding me.

Researcher: Do any of you guys feel that you are persuaded or anything by television ads?

**53:00**

Participant: I don't watch ads.

Participant: What's a television?

\*laughter\*

Participant: I am kidding.

Participant: I don't watch much TV either.

Participant: No because you can't easily donate there's no convenience to it. You know you would have to go and look it up to donate rather than.

Participant: You have to get off the couch.

Participant: I think id the ad is interesting enough and you don't know about it that's the time when you go explore like those ads that you like

Participant: What was it

Participant: I feel like years ago the first time they did those sort of text like 555 to this to donate to the red cross. I donated for that because it was like I didn't have to get up.

Participant: It was a simple thing.

Participant: I didn't have to do anything literally. So yeah I guess you can get me through TV but I am not going to go and look for a few more things but I feel like it's even gotten sort of a weird reputation like I feel like I've heard something's, I'll have to google it but like where the money went or I don't know who's in charge but

Participant: Yeah my first question would be where the money went but number 2 is like you text an organization and they have your number and then I am scared they are going to start spamming me on my phone while I am at work cause that's happened.

Researcher: or now they have your number so they will just text you again whenever they have something else come up.

Participant: yup.



## APPENDIX E (continued)

Researcher: Okay, so the only other thing I have for you guys is there anything else that comes to mind when you think of nonprofits and marketing? Anything else you would like to add?

Participant: There's a research article on you know the generations coming and you know how they prefer videos I read it that's something to think about I guess that even the next generation below us prefers videos rather than reading so I don't know what direction social media will do with that cause now you know on Facebook when you scroll it will sometimes start playing the video and you kind of something may catch your eye so marketing purposes if it catches your eye in the first five seconds they have you.

Participant: I only watch videos if they have text at the bottom so I can watch them in silence. I think those are more appetizing than videos that you oh man I have to get earphones on or watch this after work.

Participant: I hate auto play.

Participant: Yeah.

Participant: At least they got rid of that thing well you can turn it off where it played sound.

Participant: Yeah they make it hard they just make you jump through some hoops to turn it off sometimes too.

Participant: I like the poll feature and again this goes back to my work but we do polls a lot for work. That's super nice just getting a survey it kind of goes back to you can kind of gauge your crowd I don't know if that has any relation but we use that a lot.

Participant: I think videos that experiences like I did some work in Thailand, they try and raise funds for an elephant farm and try to help like different types of endangered animals. They will show case and bring in a digital team to video peoples experiences and just capture it in a short clip and do a Facebook share and it's something as simple as that.

Researcher: anybody else?

Participant: Can you repeat the question again?

Researcher: I just asked if there was anything else that came to mind when you think of nonprofits and marketing.

Participant: Fear marketing, I don't I am not a big fan of the fear marketing or putting other organizations down.

Participant: All the fake news stuff because they will put up like fake charts with fake numbers.

Participant: Don't mail any stuff. Like I don't know it just ends up in the trash no matter what I do. Those nice big post cards. I feel bad about it as I am throwing it in the trash.

\*laughter\*

Participant: I even feel bad about it too because I know there spending money on it and I am like don't spend the money on it like spend that elsewhere. That's kind of why I like social media because like when they do do when there strong on that cause I am like there using their resources like if I am going to send them money there not just going to use it to mail me something.

Participant: I know there are probably certain people that would prefer to get something in the mail.

Participant: 40 and older.

## APPENDIX E (continued)

Participant: put that money into a nice video that you can use on your Facebook.

Researcher: Do you still get a lot of stuff in the mail?

Participant: Yeah.

Participant: I get flyers.

Participant: A few stuff, flyers and postcards.

Participant: coupons.

Participant: and what is it like an annual appeal kind of thing. Those stuff. That has to be like a letter. I guess.

Participant: Or you get once you graduate college you never stop getting donation letters or like sororities and fraternities and you continuously get alumni donation request and whatever they are trying to raise money for and or the worst are phone a thons. I've gotten like 3 in the last week.

Participant: I do hate when they call me. We're trying to get away from phones like phone calls but.

Participant: I let that go to voicemail.

Participant: They got really slick.

Participant: Don't send them to voicemail what you do is just silence it and just let it ring and then just let it die because when you quickly send it to voicemail they automatically know that that's a live number but if you just let it ring until it dies most of the time it never comes back.

Participant: Sneaky.

Participant: and then once its dumb you just block that number.

Participant: But they keep calling me.

Participant: Caller Id is..

Participant: I don't recognize a number I don't answer it.

Participant: I learned to see that if it's a number that's not in my address book I don't answer it and then if it's really important there will be a voicemail.

Participant: Exactly.

Participant: and then you can also talk to them on your time.

Participant: like that would be sneaky if they left me a voicemail, I would listen because I would be like oh my gosh it's important.

Participant: maybe that's what they should do.

Participant: I might get annoyed but

Participant: They should just call you really late at night and leave you a voicemail and you will listen to it the next morning and at least you will get like the whole message instead of just like boop.

Participant: I don't actually listen to voicemails anymore

Participant: Some of the newer ones they will literally text you now.

Participant: Yeah like I just read it.

Participant: that new feature.

Participant: Oh, yeah, transcription.

Participant: It transcribes it the whole thing.

## APPENDIX E (continued)

Participant: No way, \*identifying information\* has an appointment tomorrow and I don't have to listen to it.

Participant: I did not know that is that like you have to have a new iPhone.

Participant: or just do the update on your phone.

Participant: unless you have the iPhone 4.

Researcher: That one might not work.

Participant: let it go to voicemail.

Researcher: alright well if you guys don't have anything else to add that's all I have. So, I will give you some stuff and you guys can get out of here. Thank you for coming!