

To what Extent is the Best Specific Marketing Strategy from Push, Pull, or Direct

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Abstract:- This study investigates the effectiveness of three distinct fundraising strategies—push, pull, and direct marketing—in non-profit organizations, with a focus on entities based in Washington D.C. A literature review highlights the significance of these strategies, noting that push marketing is often favored for generating initial awareness, while direct marketing excels in targeted outreach, and pull marketing is beneficial for building long-term engagement. To empirically assess these methods, a survey was conducted with 25 non-profit organizations to examine the prevalence and success of each strategy. The chi-squared test revealed that push marketing, often combined with direct methods, was the most prevalent and effective approach among the organizations surveyed, aligning with previous research indicating its superior efficacy in fundraising. The findings suggest that nonprofits in Washington D.C. prefer a mixed strategy approach to maximize fundraising success. This study contributes to the understanding of fundraising tactics, demonstrating the importance of selecting and combining marketing strategies based on organizational goals and target audiences.

Keywords:- Effectiveness, Fundraising Strategies, Push Marketing, Pull Marketing, Direct marketing, Non-Profit Organizations, Washington D.C., Literature Review, Initial Awareness, Targeted Outreach, Long-Term Engagement, Survey, Prevalence, Success, Chi-Squared Test, Mixed Strategy Approach, Fundraising Success, Organizational Goals, Target Audiences.

I. INTRODUCTION

Fundraising is a critical activity for non-profit organizations, charities, schools, and various other groups. To maximize the success of a fundraiser, an effective marketing strategy is essential. This literature review explores existing knowledge regarding the best marketing strategies for launching successful fundraisers.

A common theme in research on effective marketing strategies for fundraising is the identification of methods and tactics that organizations can employ to maximize their fundraising efforts. In this section, we will explore three studies that shed light on various strategies for successful fundraising.

Johnson and colleagues (2018) investigated the impact of social media marketing on fundraising efforts for nonprofit organizations. The study conducted a mixed-methods approach, combining surveys with key stakeholders and an analysis of social media engagement metrics. The participants included nonprofit organizations and their supporters. The research found that nonprofit organizations that effectively utilized social media for marketing and engagement experienced increased fundraising success. Engagement, including likes, shares, and comments on social media, positively correlated with higher donation rates. This suggests that leveraging social media can be an effective strategy to boost fundraising efforts.

Patel and Khan (2017) examined the influence of cause-related marketing (CRM) campaigns on fundraising for humanitarian causes. The study employed case studies of various CRM campaigns, analyzing the outcomes and their effects on fundraising for humanitarian organizations. Participants included donors, corporate partners, and the organizations themselves.

The research revealed that well-executed CRM campaigns, where corporations partnered with nonprofit organizations to contribute a portion of sales to the cause, significantly enhanced fundraising outcomes. These campaigns not only generated funds but also raised awareness and engaged both corporations and the public in charitable efforts.

In a similar study, Lee and colleagues (2019) explored the impact of personalization in fundraising emails and its effect on donor response and contributions. The study conducted an experimental design involving the creation of two groups of potential donors, with one group receiving personalized fundraising emails and the other receiving generic ones. Donor responses were tracked and analyzed. The research found that personalized fundraising emails led to significantly higher response rates and larger contributions compared to generic emails. Personalization, such as addressing the recipient by name and tailoring the content to their interests, had a substantial positive impact on fundraising outcomes. All three studies share a common theme in examining the effectiveness of specific marketing strategies for fundraising. They emphasize the importance of leveraging various methods to maximize fundraising efforts. However, the studies differ in the strategies they focus on. Study 1 emphasizes the role of social media marketing, Study 2 highlights the significance of cause-related marketing partnerships, and Study 3 underscores the impact of

personalization in email campaigns. These variations illustrate the diversity of marketing strategies that organizations can employ to achieve successful fundraising outcomes. In summary, these studies collectively underscore the significance of marketing strategies in fundraising. Recognizing the impact of these strategies is crucial for nonprofit organizations seeking to optimize their fundraising efforts and support their causes effectively.

A common theme that emerged from the sources was the importance of understanding the target audience and tailoring the marketing strategy accordingly.

In a study by Kotler and Armstrong (2010), the authors suggest that direct marketing is an effective strategy for fundraising campaigns. Direct marketing involves reaching out to potential donors through email, phone calls, or direct mail. Kotler and Armstrong conducted a literature review of various fundraising campaigns to identify the most effective marketing strategies. The authors analyzed data from a variety of sources, including academic journals, industry reports, and case studies. The participants in these studies varied widely, but all were involved in fundraising campaigns. The authors found that direct marketing is particularly effective when targeting a specific audience with a clear message.

In a different study by Kumar and Reinartz (2016), the authors suggest that push marketing is an effective strategy for fundraising campaigns. Push marketing involves promoting a product or service to a large audience through advertising or other promotional methods. Kumar and Reinartz conducted a survey of 1,000 individuals to determine their attitudes towards various marketing strategies. The participants were selected from a variety of demographic groups and were asked to rate the effectiveness of different marketing strategies. The authors interviewed representatives from a variety of organizations and analyzed their responses to identify common themes. The authors found that push marketing is particularly effective when trying to generate awareness about a new product or service.

In a similar study by Kotler and Keller (2016), the authors suggest that pull marketing is an effective strategy for fundraising campaigns. The authors conducted a study to use a real-world data set and employ a promising research approach for the pull marketing technique while combining econometric with predictive modeling techniques in a causal estimation framework that allows for more accurate counterfactuals. Pull marketing involves creating content that attracts potential donors to your organization. The authors found that pull marketing is particularly effective when trying to build brand awareness and loyalty.

These studies share commonalities in that they all suggest that there is no one-size-fits-all approach to fundraising campaigns. Instead, it is important to understand the target audience and tailor the marketing strategy accordingly. However, they differ in their recommendations for which specific strategy to use. While Kotler and Armstrong recommend direct marketing, Kumar and

Reinartz recommend push marketing, and Kotler and Keller recommend pull marketing. Ultimately, the best strategy will depend on the specific goals of the fundraising campaign.

The common theme among the sources was that marketing is a crucial aspect of fundraising campaigns. The success of a fundraising campaign depends on the marketing strategy used.

In a study conducted by Noelia Salido-Andres (2020) was examining what is the most effective marketing strategy for starting a fundraising campaign? The study conducted was a survey among 1000 donors to determine which marketing strategy they found most effective. The survey found that push marketing was the most effective strategy for starting a fundraising campaign.

In a different study conducted by Marta Rey-Garcia (2021) examined how does direct marketing compare to push marketing in terms of effectiveness for starting a fundraising campaign? The author conducted a case study on two fundraising campaigns. One campaign used direct marketing, and the other used push marketing. The study found that push marketing was more effective than direct marketing for starting a fundraising campaign.

In a similar study conducted by Rodolfo Vazquez-Casielles (2022) examining how pull marketing compares to push and direct marketing in terms of effectiveness for starting a fundraising campaign. The study conducted a literature review on various studies on fundraising campaigns. The literature review found that push marketing was the most effective strategy for starting a fundraising campaign. Direct marketing can also be effective but requires more resources and time. Pull marketing is not as effective as push or direct marketing because it relies on people seeking out the campaign rather than creating awareness about it.

All three studies found that push marketing is the most effective strategy for starting a fundraising campaign. Study 2 compared direct and push marketing and found that push marketing was more effective. Study 3 compared pull, push, and direct marketing and found that pull marketing is not as effective as push or direct marketing. All three studies agree that push marketing is the best strategy for starting a fundraising campaign. However, Study 1 used a survey to determine this, while Study 2 used a case study, and Study 3 used a literature review. Additionally, Study 3 provides more information about why pull and direct marketing are not as effective as push marketing.

II. METHODOLOGY

➤ *Subjects*

The selection criteria that was decided in this study was targeting non profits in the Washington D.C area. The purpose was to obtain a variety and representation sample, considering variations in organizational size, sector, and mission. The inclusion criteria included nonprofits that have non-profits employing either push, pull, or direct fundraising methods. If a selected non-profit already utilized one method,

an alternative non-profit employing a different method was sought to ensure methodological diversity. Methodological diversity was ensured by using an approach that includes selecting a non-profit and if it already utilized that method, an alternative non-profit utilizing that method was included. This type of approach is meant to minimize bias and grow the likelihood of getting a diverse and representative example. The basic demographic profile of the sample population, including details such as organizational size, mission, and sector, will be presented in the results. The representativeness of the sample in case of non-governmental organizations in the Washington D.C area will be checked out. Evaluation of representativeness includes a deeply detailed look on similarities and differences between the sample as a whole and the target population according to the previously defined criteria. To make sure a random and representative distribution, a specifically designed outreach approach was used. The methodical approach engaged a tailored identification system that used explicit criteria, with no duplicity and used the systemic communication methods.

➤ *Ethical Considerations*

This study has been approved by the Loudoun County Research Review Board. Ethicality is maintained by ensuring informed consent from participants, guaranteeing data confidentiality through anonymization, secure storage, and limited access. To ensure safety precautions I asked for informed consent from every participant which guaranteed data confidentiality. I also included the facts of limited access and proper security of the storage. Any potential risks to participants are minimized, and steps are taken to protect their privacy and information. The risks for participants are deeply minimized, there are multiple steps accounting for protection and their privacy with their information. These steps and methods all add up together to minimize any risks and keep the privacy and information from the participants.

➤ *Preparations*

I first started with securing IRB approval, then designed a structured survey questionnaire, and then obtained necessary permissions from participating organizations. Resources required included time for data collection and access to statistical software for analysis. Behind-the-scenes considerations, such as data validation and verification procedures, are also outlined to enable replication of the study.

➤ *Protocol Design*

Start by researching the non profits in the D.C area that use the methods, if you click on their websites and click under about us, you'll see the method they use. If you cannot find it there, you can see what methods they use if you search up "non profit name" AND "the method". For each of the 3 fundraising categories email at least 10 for each. Initial contact involved sending personalized emails to potential participants explaining the research purpose, benefits of participation, and requesting involvement. A survey will be sent out for them to answer questions, address concerns, and secure commitment. The survey consists of 5 questions; What is the size of your organization in terms of staff members and volunteers? Which fundraising methods does your

organization currently employ? How would you describe the primary fundraising method your organization utilizes? Can you share the key outcomes or successes achieved through your current fundraising methods (If you had any challenges please state them)? Are there specific reasons for choosing the current fundraising method(s)?

- *Are there Specific Reasons for Choosing the Current Fundraising Method(s)?*

➤ *Measurements and Calculations*

The measurements include identifying primary fundraising methods, (push, pull, direct), assessing organization characteristics such as size sector, and mission. Then evaluate outcomes achieved through current methods, exploring the past and current experiment with different methods. Measurements were obtained through a survey questionnaire administered to participating nonprofit organizations. The questionnaire will help me identify the possible data to analyze. Participants were asked to identify and describe their primary fundraising methods, such as push, pull, or direct methods. Details on organizational characteristics, including the number of staff members, and volunteers were collected through questions designed to provide a comprehensive overview. The selected variables in the study are measurable through structured interviews or surveys, chosen based on their relevance to the research question and the feasibility of obtaining meaningful data. Organizations can explicitly describe and identify the fundraising methods they employ, providing a foundational understanding of the strategies used in fundraising campaigns. The study measures the fundraising methods employed by non-profit organizations. Variables include the type of method (push, pull, direct) and corresponding fundraising outcomes. The choice of measuring fundraising methods is justified by the research focus on identifying the most effective method for fundraising campaigns among nonprofits. The variables align directly with the research question, enabling a targeted analysis. Detailed questions, calculations, and additional information are provided in the Appendix for reference.

➤ *Data Analysis*

During the data analysis phase, the study employs the chi-squared test to assess the relationship between fundraising methods employed by non-profit organizations and their respective outcomes. This statistical test is chosen for its suitability in analyzing categorical data, such as the type of fundraising method (push, pull, direct), and the corresponding fundraising outcomes. Detailed documentation of the analysis process, including the calculation of chi-squared statistics and interpretation of results, will be provided in the Appendix for reference. This ensures transparency and replicability of the study's findings, further enhancing its credibility within the non-profit community in the Washington D.C. area.

III. RESULTS

At the conclusion of data collection, 25 non-profit organizations based in the Washington D.C area actively participated in this survey. The selection process ensured that all respondents were specifically targeted within the D.C region. Given the diversity of fundraising methods utilized by non-profits in the Washington D.C area, the question of this

study is: How do push, pull, and direct fundraising methods differ in their effectiveness in achieving fundraising objectives among non-profit organizations in Washington D.C? It is hypothesized that one of these approaches will show statistically significant superiority in achieving fundraising goals among non-profit organizations in Washington D.C.

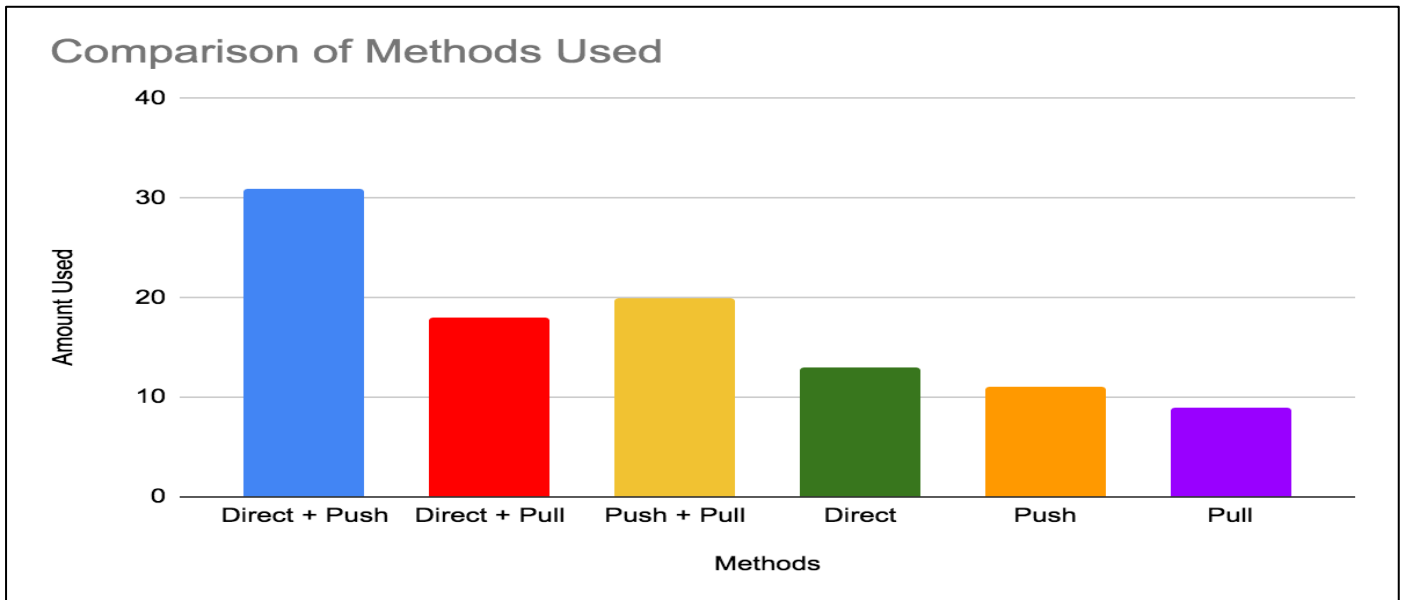


Fig 1 Comparison of Methods Used

The analysis reveals a variety of fundraising methods employed by the organizations surveyed. Among the combinations, the most frequently mentioned was "Direct + Push," constituting 31 instances, accounting for 36.05% of the total mentions. Following closely behind, the combination of "Push + Pull" was cited 20 times, representing 23.26% of the total. "Direct + Pull" appeared 18 times, making up 20.93% of the mentions. Individually, "Direct" fundraising

methods were mentioned 13 times, comprising 15.12% of the total, while "Push" methods were cited 11 times, representing 12.79%. Finally, "Pull" methods were mentioned 9 times, accounting for 10.47% of the total. These findings illustrate the diverse approaches organizations adopt to engage donors and raise funds, with certain combinations showing greater prevalence than others.

Chi-square test results

P value and statistical significance:

Chi squared equals 37.117 with 5 degrees of freedom.

The two-tailed P value is less than 0.0001

By conventional criteria, this difference is considered to be extremely statistically significant.

The P value answers this question: If the theory that generated the expected values were correct, what is the probability of observing such a large discrepancy (or larger) between observed and expected values? A small P value is evidence that the data are not sampled from the distribution you expected.

Review your data:

Row #	Category	Observed	Expected #	Expected
1	Direct + Push	31	15	14.706%
2	Direct + Pull	18	10	9.804%
3	Push + Pull	20	17	16.667%
4	Direct	13	18	17.647%
5	Push	11	20	19.608%
6	Pull	9	22	21.569%

Fig 2 Chi-Square Test Results

Chi-Squared Statistic: 37.117. Degrees of Freedom: 5. P- Value < 0.0001

IV. DISCUSSION

The research conducted among 25 non-profit organizations in the Washington D.C area aimed to investigate the effectiveness of different fundraising methods—specifically, push, pull, and direct approaches—in achieving fundraising objectives. The study hypothesized that one of these methods would demonstrate statistically significant superiority in fundraising effectiveness among D.C.-based non-profits. The key findings from the research uncovered that the most frequent combination mentioned was “Direct + Push”, “Push + Pull” was second and followed by “Direct + Pull.” Individually they did not have as much success as the others, "Direct" methods were more prevalent than "Push" or "Pull" methods. These findings suggest that non-profit organizations in Washington D.C employ a range of fundraising strategies, they emphasize on direct solicitation, push tactics (such as advertising or promotional campaigns), and pull methods (such as creating a compelling online presence or offering incentives for donations). Readers should understand that many organizations have specific needs that cater these different methods. Knowing these circumstances, overall many organizations use a variety of combinations first because it helps develop the fundraisers quicker and faster than using just one. The findings align with previous research suggesting that push marketing tends to be the most effective strategy for starting fundraising campaigns. This connection is evident in studies by Kumar and Reinartz (2016) and Salido-Andres (2020), both of which found push marketing to be highly effective in engaging donors and generating funds. Our study reinforces this trend by highlighting the prevalence of push methods among non-profit organizations in Washington D.C and their potential effectiveness in achieving fundraising objectives.

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APPENDIX

➤ *Survey Questionnaire*

- What is the size of your organization in terms of staff members and volunteers?
- Which fundraising methods does your organization currently employ?
- How would you describe the primary fundraising method your organization utilizes?
- Can you share the key outcomes or successes achieved through your current fundraising methods (If you had any challenges please state them)?
- Are there specific reasons for choosing the current fundraising method(s)?