

PROGRAMME
Giving & Volunteering Research Conference 2009
VU University Amsterdam, July 9, 2009

A. Giving sessions

9.30 Parallel Sessions 1

A1. Corporate philanthropy

1. Bernd Helmig, Vera Hinz, Alexander Haas & Peter S.H. Leeftang - *The Intra-Corporate Organization of Giving in Germany and its Implications for NPO Fundraising*
2. Avishag Rudich - *Corporate Philanthropy in Israel*
3. Theo Schuyt & Dick de Gilder - *Corporate philanthropy and corporate social responsibility; testing the pyramid hypothesis*

11.00 Parallel Sessions 2

A2. Resources, philanthropy and volunteering

1. Christine Carabain & Rene Bekkers – *Charitable Giving by Immigrants in the Netherlands*
2. Geraldine Prizeman & Siobhan McGee - *Challenges for Irish Charities Fundraising in an Economic Downturn*
3. Paul Rameder - *Who Is In Charge? The Socio-Economic Status of Executive and Non-Executive Volunteers*

12.30 Lunch

13.00 Parallel Sessions 3

A3. Economics of Philanthropy

1. David Reinstein – *Does one Contribution Come at the Expense of Another? Empirical Evidence on Substitution Between Charitable Donations*
2. Sarah Borgloh - *Have You Paid Your Dues? On the Impact of the German Church Tax on Private Charitable Contributions*
3. Rene Bekkers - *Is the Charitable Deduction in the Netherlands Treasury Efficient?*

B. Volunteering sessions

9.30 Parallel Sessions 1

B1. Health benefits of volunteering

1. Rene Bekkers, Theo van Tilburg & John Wilson - *Health benefits of volunteering*
2. Tim Huijts & Gerbert Kraaykamp - *Involvement in voluntary associations, national civic engagement, and self-assessed health in Europe*
3. Erik van Ingen & Paul Dekker - *Changes in the determinants of volunteering*

11.00 Parallel Sessions 2

B2. Deservingness perceptions

1. Wim van Oorschot - *Popular Deservingness Perceptions and Conditionality of Solidarity in Europe*
2. Sara Kinsbergen, Stijn Ruiters & Jochem Tolsma – *Superlatives of Volunteerism: Explanations for volunteering hours among organizations with distant beneficiaries*
3. Susanne Leiberg & Sonja Vogt - *Empathy and deservingness in a charity dictator game*

12.30 Lunch

13.00 Parallel Sessions 3

 14.30 Coffee break

 14.30 Coffee break

15.00 Parallel Sessions 4

A4. Fundraising experiments

1. Merel van Diepen, Bas Donkers & Philip Hans Franses - *Donating to charity: Insights from a natural field experiment*
2. Arthur Schram & Sander Onderstal - *Bidding to Give: An Experimental Comparison of Auctions for Charity*
3. Adriaan Soetevent - *Payment Choice, Image Motivation and Contributions to Charity: Evidence from a Field Experiment*

16.30 Parallel Sessions 5

A5. Service provision and strategic philanthropy

1. Edith Bruder - *Food Scavenging: An Alternative or Substitution or a Complement to Institutional Welfare*
2. Felipe Floresca & Ashley Kennedy Shelton - *Strategic Giving & Volunteerism for Grassroots Advocacy in the American Gulf Coast*

 18.00 Drinks

15.00 Parallel Sessions 4

B4. Values, Giving and Volunteering

1. Marie Hladká - *What is the Czech public's attitude to giving?*
2. Michael Munavu - *Pro-social practice amongst the Akamba of Eastern Kenya: an alternative volunteering paradigm?*
3. Marike van Tienen, Peer Scheepers, Jan Reitsma & Hans Schilderman - *The role of individual religiosity for helping behavior in the Netherlands*

16.30 Parallel Sessions 5

B5. Resources and volunteering

1. Maurice Gesthuizen & Peer Scheepers - *Educational Differences in Volunteering: Individual and Contextual Explanations*
2. Lesley Hustinx, Lucas Meijs, Femida Handy, Ram Cnaan and colleagues - *Context, not genes. Gender differences in student volunteering in 15 countries*
3. Thomas Rotolo & John Wilson - *State-Level Differences in Volunteering in the United States*

 18.00 Drinks

ABSTRACTS**9.30 – 11.00 Parallel Sessions 1****A1. Corporate philanthropy**

1. Bernd Helmig, Vera Hinz, Alexander Haas & Peter S.H. Leeftang - *The Intra-Corporate Organization of Giving in Germany and its Implications for NPO Fundraising*
2. Avishag Rudich - *Corporate Philanthropy in Israel*
3. Theo Schuyt & Dick de Gilder - *Corporate philanthropy and corporate social responsibility; testing the pyramid hypothesis*

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SESSION A1 : CORPORATE PHILANTHROPY**1. The Intra-Corporate Organization of Giving in Germany and its Implications for NPO Fundraising**

Bernd Helmig, Vera Hinz, Alexander Haas & Peter S.H. Leeftang

As Nonprofit Organizations' (NPOs) fundraising inquiries exceed Corporate Giving (CG) offers, NPOs need to develop elaborated fundraising strategies. A multiple case study approach enables to shed light in the intra-corporate organization of German corporations so that implications for the NPO fundraising can be derived. It reveals that there exists a great heterogeneity within corporations in regard to their CG activities, internal decision processes, the strategic involvement, and the intended benefits and goals.

Vera Hinz

Lehrstuhl für ABWL, Public & Nonprofit Management, University of Mannheim, Germany
hinz@oebwl.bwl.uni-mannheim.de

2. Corporate Philanthropy in Israel – Can It be a Partner of the Social Sector in Israel? And If Not? – Why?

Avishag Rudich

This paper deals with the emergence of corporate philanthropy in Israel over the past two decades. Corporate philanthropy is a relatively new phenomenon in Israel compared to the United States, Canada, England and Western Europe. The involvement of the business sector in the social sphere comes in various shapes and is also referred to as corporate social responsibility (CSR) or corporate social investment. This paper aims to discuss the actual effects of corporate philanthropy on Israeli society. It is not clear whether corporate philanthropy can actually play a significant role in Israeli social life and live up to the expectations of nonprofits and governmental agencies. Does Israeli corporate philanthropy

indeed bring into play its potential strengths or is this a myth? Another issue that will be addressed is the unique characteristics of Israeli reality as well as the manner in which it is similar to other Western countries. The paper will be based on several studies made in recent years that have investigated Israeli corporate philanthropy from different angles. Integrating the different sources on Israeli corporate philanthropy will enable a better understanding of the current situation and of the possible partnership between the social sector and the business sector as part of corporate philanthropy.

Avishag Rudich

The Center for the Study of Philanthropy in Israel, Hebrew University, Jerusalem, Israel
avishagr@savion.huji.ac.il

3. Corporate philanthropy and corporate social responsibility; testing the pyramid hypothesis

Theo Schuyt & Dick de Gilder

The paper offers data of a Dutch national survey on corporate sponsoring, corporate giving and corporate social responsibility in general. Secondly, the pyramid hypothesis, stated by English scholars, will be tested.

Theo Schuyt

Department of Philanthropic Studies, VU University Amsterdam, the Netherlands
tnm.schuyt@fsw.vu.nl

SESSION B1: HEALTH BENEFITS OF VOLUNTEERING**1. Health benefits of volunteering**

René Bekkers, Theo van Tilburg & John Wilson

This paper estimates health benefits of volunteering among a random sample of elderly citizens in the Netherlands from the Longitudinal Amsterdam Study of Aging (LASA). This unique panel study provides four waves of data on some 3,800 individuals who were 55 years and over in 1992 (birth years 1908 to 1937) and were followed up over a period of 10 years. At the end of the study, 29.2% of the respondents who participated in at least two waves had died. The mortality rate was only 18.9% among those who volunteered at some point during the study. In fixed effects regression models, volunteering was found to increase network size, the sense of mastery, and subjective health, and to decrease neuroticism and depression. Random effects probit regressions of mortality risk revealed that network size, subjective health and mastery mediated 44% of the volunteering effect. We conclude that volunteering reduces mortality through maintenance of social relationships and psychological health.

René Bekkers

Department of Philanthropic Studies, VU University Amsterdam, the Netherlands
r.bekkers@fsw.vu.nl

2. Involvement in voluntary associations, national civic engagement, and self-assessed health in Europe

Tim Huijts & Gerbert Kraaykamp

The aim of this study is to provide more detailed insight into the relationship between both individual involvement in voluntary associations and national civic engagement on the one hand and health on the other hand. In order to do so, the general measures of civic engagement used in previous studies are extended in three ways. First, we examine whether passive involvement (i.e., by only being a member) and active involvement (by participating and doing voluntary work) are differentially related to people's health status. Second, we investigate whether the number of voluntary associations people are involved in has an influence on health, additional to the simple health difference between people who are and people who are not involved in these associations. Third, we ask to what extent effects of voluntary association involvement on health differ according to the type of association people are involved in. In this study, we are able to distinguish 12 organisation types. These three extensions are applied to both individual and country level effects of civic engagement on health. Also, interactions between individual and country level indicators are considered.

Tim Huijts

Department of Sociology, Radboud University Nijmegen, the Netherlands
t.huijts@maw.ru.nl

3. Changes in the Determinants of Volunteering: Participation and Time Investment between 1975 and 2005

Erik van Ingen & Paul Dekker

This article examines changes in the determinants of volunteering in the case of the Netherlands between 1975 and 2005. Additionally, differences between participation (doing something) and time investment (doing a lot) are analyzed. The stage in the life course around retirement age is becoming an important phase for volunteering, at the expense of early stages in the life course. Second, volunteering is shifting towards the economically inactive (pensioners and homemakers). Third, the relation between religiosity and volunteering is getting stronger. While volunteering in general is going down, churchgoers keep up much of their voluntary work for religious organizations. Fourth, educational differences in the inclination to volunteer are diminishing and in 2005, the lower educated invested more time in volunteering than the higher educated (whereas in 1975, the situation was reversed).

We found that participation is mainly determined by networks and motivation, whereas time investment is mainly determined by time restrictions attached to employment and the household. For instance, the presence of children stimulates participation by the parents, but restricts the time they volunteer.

Erik van Ingen

Department of Sociology, Tilburg University, the Netherlands
e.j.vaningen@uvt.nl

11.00 – 12.30 Parallel Sessions 2**A2. Resources, philanthropy and volunteering**

1. Christine Carabain & Rene Bekkers – *Charitable Giving by Immigrants in the Netherlands*
2. Geraldine Prizeman & Siobhan McGee - *Challenges for Irish Charities Fundraising in an Economic Downturn*
3. Paul Rameder - *Who Is In Charge? The Socio-Economic Status of Executive and Non-Executive Volunteers*

B2. Deservingness perceptions

1. Wim van Oorschot - *Popular Deservingness Perceptions and Conditionality of Solidarity in Europe*
2. Sara Kinsbergen, Stijn Ruiter & Jochem Tolsma – *Superlatives of Volunteerism: Explanations for volunteering hours among organizations with distant beneficiaries*
3. Susanne Leiberg & Sonja Vogt - *Empathy and deservingness in a charity dictator game*

SESSION A2: RESOURCES, PHILANTHROPY AND VOLUNTEERING**1. Charitable Giving by Immigrants in the Netherlands**

Christine Carabain & René Bekkers

We compare charitable giving of immigrants and natives in the Netherlands. We distinguish two groups of immigrants: post-colonial citizen immigrants (Surinamese and Antilleans) and guest worker immigrants (Moroccans and Turkish). Immigrants, with the exception of Surinamese immigrants are less likely to give secular and more likely to engage in religious giving than Dutch natives. We explain differences in secular giving between post-colonial citizen immigrants and natives by variation in socio-economic status. Differences in secular giving between guest worker immigrants and natives are explained by variation in solicitation. With regard to religious giving, differences between immigrants and natives are explained by variation in religion.

Christine Carabain

Department of Philanthropic Studies, VU University Amsterdam, the Netherlands
cl.carabain@fsw.vu.nl

2. Challenges for Irish Charities Fundraising in an Economic Downturn - building donor relationships

Geraldine Prizeman & Siobhan McGee

This paper draws on research carried out in Ireland in February 2009, targeting CEOs, Financial Directors and Heads of Fundraising. The aim of the research was to explore how nonprofits in Ireland were experiencing the impact of changed economic circumstances in terms of managing their voluntary income and exploring how they are managing their donor relationships. It also looked at how nonprofits were responding to the challenge in adjusting

their strategies for 2009 and beyond. A total of 267 organisations participated in the study by completing an on-line survey.

This survey demonstrates that Irish charities are highly dependent on State and private funds. In light of current conditions charities are expecting considerable decreases in income from private and public sources. In response to the expected decrease from corporate sponsorship and major donors almost two thirds of managers stated that they planned to increase their activities in corporate sponsorship (63%) while 60 per cent of managers stated that they would increase activity with 'major donors'.

These findings prompt questions about the apparently fragile nature of the relationship between donors and the charities they support. Given the expected significant fall off in donations at this time of economic stress, it would be useful to better understand how donors perceive the nature of the relationship (financial support) that they direct towards charities.

The main response by charities seems to be to work harder to provide more services with, at best, the same levels of income or at worse a reduced income level and a reduced workforce. Is this the best possible response? How can they continue to provide quality services to increasing numbers of people with reduced funds? What about the possible long duration of this recession and the time that it will take for the economy, and giving, to recover? The initial response may be adequate for the short term, but charities are going to be forced to find new ways of dealing with increased demand for services on the one hand and declining income and staff numbers on the other.

This research addresses a significant gap in terms of data on fundraising and giving in Ireland. Research such as this is essential as it enables Irish charities to engage in strategic long-term thinking and planning and generally helps to build a better understanding of the charities sector, its contribution and the challenges it faces.

Siobhán McGee

Centre for Nonprofit Management, Trinity College, Dublin, Ireland
siobhan.mcgee@tcd.ie

3. Who Is In Charge? The Socio-Economic Status of Executive and Non-Executive Volunteers in the Various Fields of Civic Participation

Paul Rameder

Civil society consists of associations and networks offering opportunities for voluntary engagement in different fields and on different levels of involvement. Volunteering as one of these modes of engagement is supposedly inclusive, integrating, and open to the general public. However volunteering is not only determined by an individual's decision or willingness, but rather shaped by the individual's resources (e.g. education, income, networks, etc) and his/her specific life situation.

The question is not only which resources are required for volunteering, but also which individual configurations of capital lead to an executive position within voluntary work. The aim of this study is to detect patterns within individual data on volunteering to test the assumption that specific capitals contribute to an individual's position within the field or volunteering, thus showing that civil society organisations enforce, reproduce or at least mirror overall inequalities in society.

Since the Austrian Microcensus contains a broad set of socio-economic variables we are able to relate various forms of capitals as well as further independent variables with volunteering behaviour through multivariate analysis. We thus hope to obtain a better understanding of the hierarchical structure, the career pattern and the reproduction of social inequalities in different fields of volunteering.

Paul Rameder

Research Institute for Nonprofit Organizations, Vienna University of Economics and Business, Austria
paul.rameder@wu-wien.ac.at

SESSION B2 : DESERVINGNESS PERCEPTIONS

1. Popular Deservingness Perceptions and Conditionality of Solidarity in Europe

Wim van Oorschot

Welfare states treat different groups of needy people differently. For some groups social protection is more easily accessible, more generous, longer lasting, and/or less subjected to reciprocal obligations, than for other groups. Such differential rationing may reflect various considerations of policy-makers, who act in economic, political and cultural contexts. This paper aims at contributing to a theoretical and empirical understanding of the popular cultural context of welfare rationing. It examines European public perceptions of the relative deservingness of four needy groups (elderly people, sick and disabled people, unemployed people, and immigrants), as well as variations in conditionality among Europeans from 23 countries. Hypotheses, deduced from a literature review, are tested against data from the 1999/2000 European Values Study survey. It is found that Europeans share a common and fundamental deservingness culture: across countries and social categories there is a consistent pattern that elderly are seen as most deserving, closely followed by sick and disabled people, unemployed people are seen as less deserving, and immigrants as least. Conditionality, or the degree to which people's solidarity towards the four groups differs, is larger in poorer countries, in countries with lower unemployment, and in countries where people have less trust in fellow citizens and in state institutions. At the national level there is no relation with welfare regime type, or welfare spending. Individual differences in conditionality are determined by several socio-demographic and attitudinal characteristics, as well as by certain features of the country people live in.

Wim van Oorschot

Department of Sociology, Tilburg University, the Netherlands
w.v.oorschot@uvt.nl

2. The Superlatives of Irrationality. Explanations for volunteering hours among organisations with distant beneficiaries

Sara Kinsbergen, Stijn Ruiter & Jochem Tolsma

Studies on charitable behaviour indicate more reasons why people would not donate (time/money) to international development cooperation than why they would. However, in the Netherlands an increasing number of citizens voluntarily devotes time to international development cooperation. Some of those people spend many hours, whereas others spend a relative smaller amount of time. This article tries to explain these differences in time-spending by looking at (1) socio-demographic characteristics, (2) motives of people to volunteer and (3) characteristics of the organisation in which they are active. We do this building on previous research that mainly focused on explanations for volunteering per se but not on the amount of time spend on voluntary work. The results of this study are based on a quantitative survey completed by 893 respondents who voluntarily dedicate time to a development related organisation.

Sara Kinsbergen

CIDIN, Radboud University Nijmegen, the Netherlands
sarak@maw.ru.nl

3. Empathy and deservingness in a charity dictator game

Susanne Leiberg & Sonja Vogt

Experimental psychological studies have shown that empathy, i.e. sharing the feelings of another person can increase altruistic behaviour. However, empathy has not yet been investigated in the context of charitable giving. It is a relevant question for charity organizations whether donations can be increased by inducing empathy for the beneficiaries or by providing solely facts on the situations of crisis. The present study thus investigated the influence of empathy on charitable giving. To this end, eighty-three subjects engaged in an n-person charity dictator game. A between-subject design with the factor empathy was employed. The results show that felt empathy strongly predicted giving to a needy person. Interestingly, participants varied strongly in how deserving of help they perceived the person and this correlated with charitable giving. Path analyses revealed that the relation between deservingness and giving was mediated by the empathy felt for the needy person. This suggests that perceiving another person as deserving of help elicits empathic feelings for that person and in turn leads to charitable giving. The findings speak to the essential role of empathy as a mediator of charitable giving that should be investigated further.

Sonja Vogt

Institute for Empirical Research in Economics, University of Zurich, Switzerland
svogt@iew.uzh.ch

13.00 - 14.30 Parallel Sessions 3**A3. Economics of Philanthropy**

1. David Reinstein – *Does one Contribution Come at the Expense of Another? Empirical Evidence on Substitution Between Charitable Donations*
2. Sarah Borgloh - *Have You Paid Your Dues? On the Impact of the German Church Tax on Private Charitable Contributions*
3. Rene Bekkers - *Is the Charitable Deduction in the Netherlands Treasury Efficient?*

B3. Volunteer management

1. Edwin Boezeman & Naomi Ellemers - *How to lead volunteers: Transformational leadership, pride and respect, and motivating volunteers*
2. Miro Popovic & Linda Bridges Karr - *Backstage: Results from a study of festival volunteers in the Netherlands*

SESSION A3: ECONOMICS OF PHILANTHROPY**1. Does One Contribution Come at the Expense of Another? Empirical Evidence on Substitution Between Charitable Donations**

Davin Reinstein

This paper estimates and describes how a shock that increases an individual's donation to one cause tends to displace her gifts to other charitable causes, an effect I call "expenditure substitution". I use the 2001-2005 waves of the PSID/COPPS, the first data set of its kind. Households that give more to one type of charity tend to give more to others. However, many of the correlations between the residuals after fixed-effects regressions are negative and strongly significant, particularly for larger donors and for certain categories of charitable giving. I argue that even these estimates are biased towards binding complementarity; hence the negative correlations are strong evidence of expenditure substitution.

David Reinstein

Department of Economics, University of Essex, United Kingdom
drein@essex.ac.uk

2. Have You Paid Your Dues? On the Impact of the German Church Tax on Private Charitable Contributions

Sarah Borgloh

Considerable empirical research exists on donations in the US and their determinants. By contrast, less is known for the determinants of countries with an extensive welfare state. We address this deficiency by studying one of the possible drivers of charitable giving in Germany, a country with a highly developed welfare state. We take a close look at a special feature of the German income tax system: the church tax which is obligatory for people belonging to the Catholic or Protestant Church, and the Jewish Community. It is an open question whether people regard church tax payments as a substitute for charitable contributions or not.

We apply various random effects estimation techniques and first, we check whether paying church tax affects the decision to donate at all by estimating a probit model. Second, we examine in how far the sum of individual church tax payments affects the amount of individual charitable contributions. The use of tax return data allows controlling for further variables which have been shown to affect charitable contributions. Our results show that religious people are more likely to donate at all, but their amount of contributions is negatively affected by church tax payments.

Sarah Borgloh

Centre for European Economic Research, Mannheim, Germany
borgloh@zew.de

3. Is the Charitable Deduction in the Netherlands Treasury Efficient?

René Bekkers

In this paper we study the effect of the charitable deduction in the income tax in the Netherlands on subsequent donations. We use two types of data: panel data of submitted tax forms and data from the Giving in the Netherlands Panel Survey. The tax forms contain data on the use of the charitable deduction in the period 1989-2005 for a random sample of 0.6% of all tax payers in the Netherlands. The tax data reveal that the charitable deduction is seldom used and that the proportion of households using the deduction hardly increases over time, but that the volume of the deduction increases. The survey data contain data on charitable giving in the period 2001-2007 for a sample of households. The survey data reveal that households increase their donations after they start using the deduction and that giving decreases when the deduction is no longer used. However, the use of the deduction is also responsive to changes in giving: when giving increases, households are more likely to start using the deduction, and when giving decreases, households become less likely to use the deduction. As a result, the marginal effect of changes in the use of the deduction is small. The amount donated increases by less than the amount of taxes forgone for the state. These conclusions suggest that the charitable deduction is not treasury efficient.

René Bekkers

Department of Philanthropic Studies, VU University Amsterdam, the Netherlands
r.bekkers@fsw.vu.nl

SESSION B3: VOLUNTEER MANAGEMENT**1. How to lead volunteers: Transformational leadership, pride and respect, and motivating volunteers.**

Edwin Boezeman & Naomi Ellemers

Leadership processes are essential to motivate and coordinate workers towards contributing to the organization and its mission. Research in the context of organizational behavior has not yet addressed how leadership processes affect the work motivation of volunteers, and volunteer organizations are in need for knowledge on how to lead and manage volunteers. The research presented highlights how transformational leadership behaviors of volunteer coordinators contribute to pride, respect, and subsequently volunteer coordinator induced work motivation among volunteers.

Edwin Boezeman

Social and Organizational Psychology, VU University Amsterdam, the Netherlands
ej.boezeman@psy.vu.nl

2. Backstage: Results from a study of festival volunteers in the Netherlands

Miro Popovic & Linda Bridges Karr

Festivals are abundant in the Netherlands. Nearly every week, year after year, some sort of festival takes place in the area of music, dance, film, theatre or visual art. Some events are large, while others are quite small. Many smaller festivals are run entirely by volunteers. Nonetheless, even larger festivals, many of which are backed by professional organizations, could not exist without the efforts of numerous volunteers.

This paper reports on a study of volunteers in five cultural festivals in the Netherlands. Information obtained from organizational documents, interviews, and a survey of more than 600 festival volunteers provides insight into the motivation and experiences of festival volunteers, as well as how they are positioned and managed within the festival organizations. Consistent with other studies of episodic volunteers, results reveal a high level of commitment within the boundaries of time-limited volunteer assignments.

Miro Popovic

MOVISIE, Team Versterking Vrijwillige Inzet, the Netherlands
M.Popovic@movisie.nl

15.00 – 16.30 Parallel Sessions 4**A4. Fundraising experiments**

1. Merel van Diepen, Bas Donkers & Philip Hans Franses - *Donating to charity: Insights from a natural field experiment*
2. Arthur Schram & Sander Onderstal - *Bidding to Give: An Experimental Comparison of Auctions for Charity*
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B4. Values, Giving and Volunteering

1. Marie Hladká - *What is the Czech public's attitude to giving?*
2. Michael Munavu - *Pro-social practice amongst the Akamba of Eastern Kenya: an alternative volunteering paradigm?*
3. Marike van Tienen, Peer Scheepers, Jan Reitsma & Hans Schilderman - *The role of individual religiosity for helping behavior in the Netherlands*

SESSION A4: FUNDRAISING EXPERIMENTS**1. Donating to charity: Insights from a natural field experiment**

Merel van Diepen, Bas Donkers & Philip Hans Franses

We study the effects on individual donating behavior of direct mailings of multiple charities over time. To this end, charities' databases contain useful information on current and past behavior, but due to the intensive use of target selection rules, the observations are endogenous and governed by past behavior.

Together with five of the largest charities in the Netherlands we design a natural field experiment to solve this endogeneity issue. We induce exogenous variation in the mailings that individuals receive. We collect information on the actual donations made in response to the experimental mailings and the responses to subsequent mailings sent out by the charities. This allows us to study the competitive effects of charitable direct mailings in both the short run and the long run.

An analysis of this unique database reveals that competitive mailings contemporaneously negatively affect the response to a charity's own mailing, but that this effect does not persist over time. Furthermore, strong cannibalization effects exist on the donations made to future mailings of the same charity.

Bas Donkers

Marketing, Erasmus University Rotterdam, Netherlands
donkers@ese.eur.nl

2. Bidding to Give: An Experimental Comparison of Auctions for Charity

Arthur Schram & Sander Onderstal

What do Eric Clapton's guitar, Margaret Thatcher's handbag, and Britney Spears' pregnancy test kit have in common? The answer: all were auctioned for the benefit of charity. Indeed, auctions are often used as a means to raise money for charities. They are not the only

method, however. Charities also organize lotteries and voluntary contributions to raise money. This co-existence of various mechanisms gives rise to the obvious question of their relative performance. In this paper, we use a laboratory experiment to answer this question. We consider the case where a single unit of a good is allocated by way of auction or lottery. The proceeds (revenue) are donated to a charity. Our focus is on the case where all participants care about the charity. *Ceteris paribus*, they attribute higher utility to higher revenue. Moreover, each individual attributes value to the good being offered. In this respect, note a second characteristic that the three collector's items mentioned above have in common: the value attributed to them may vary significantly across individuals. This is typically the case for charity auctions. In our analysis, we therefore assume that individuals attribute independent private values to the good.

As far as we know, our study is the first to empirically compare fund-raising mechanisms in a controlled environment with private values and imperfect information. We think that this environment best describes the situation for most charity auctions, including the three mentioned in our opening sentence. We construct hypotheses on the basis of a game theoretic model. The results from this model show that the all-pay auction dominates both the winner-pay auction and the lottery if bidders positively value the proceeds. In our experimental, we find strong support for these theoretical predictions.

Sander Onderstal

Faculty of Economics and Business, University of Amsterdam, the Netherlands
onderstal@uva.nl

3. Payment Choice, Image Motivation and Contributions to Charity: Evidence from a Field Experiment

Adriaan Soetevent

This study uses a door-to-door fundraising field experiment to examine the impact of different payment options on charitable giving. Households are randomly divided into three treatments, distinguished by the possibility for respondents to donate cash, by debit card, or both.

I find that due to dwindling participation, revenues are significantly lower in the debit-only treatment than in the baseline cash-only treatment. In the combined treatment, the vast majority of donors uses cash, participation decreases and especially small donors drop out. This indicates that the option to donate electronically crowds out the image motivation of cash donations.

Adriaan Soetevent

Department of Economics, University of Amsterdam, the Netherlands
a.r.soetevent@uva.nl

SESSION B4: VALUES, GIVING AND VOLUNTEERING**1. What is the Czech public's attitude to giving?**

Maria Hladká

The topic of philanthropy and giving has been receiving attention internationally for several decades. Like other areas of non-profit studies, philanthropy has been observed and examined from a variety of perspectives, including economics.

There is, however, a lack of theoretical and empirical work in this area in the Czech Republic. At the moment, we don't have information about trends or people's motivations. We can only guess at people's behaviour from some ad hoc research or a one-off survey that was made fifteen years ago.

That is why I intend to carry out a new representative survey in the country. Before I start the big survey, I decided to do a small pre-research probe into people's attitudes to altruism, philanthropy and giving. A small questionnaire of fifteen questions testing people's attitudes to giving was used in the survey, which was implemented with the help of students from the Department of Public Economics of Masaryk University.

Even though our sample was not fully representative, the answers from 359 respondents that the students collected have generated interesting findings about people's views and attitudes. The data were collected by 89 students between February and April 2009.

At this moment, we are thus able to answer such questions as the following from the questionnaire: How do people value giving in contemporary society? Do they think that fund-raising organisations are transparent? Who should support charities – individuals or government? Do people trust non-profit organisations? Do people consider giving a moral obligation?

Ing. Marie Hladká

Centre for Nonprofit Sector Research, Faculty of Economics and Administration, Masaryk University, Czech Republic
hladka@e-cvns.cz

2. Pro-social practice amongst the Akamba of Eastern Kenya: an alternative volunteering paradigm?

Michael Munavu

This paper explores the possibility of deploying a western (and therefore universalised) construct of volunteering, to the analysis of localised, non-western pro-social practice. The study had the pro-social practice of the Akamba (Eastern Kenya) as its object. A key aim of the study, it should be noted, was to explore the extent to which the values and structures inherent in the Akamba culture conditions understandings and agency of pro-social practice. The application of the concept of universalised volunteering as a possible analytical frame for studying the nature of pro-social behaviour allowed the emergence of different forms of pro-social practice in the community. These practices are seen to be contra-distinct from volunteering. For example, the forms of pro-social behaviour conditioned by and channeled through the clan system are predicated upon compulsion. In addition, some other forms of pro-social behaviour are regulated by reciprocity and instrumentality, rather than by an

over-riding concern for the welfare of the person/people to whom such actions target. The findings suggest that the practices evident amongst the Akamba are not, by and large, easily defined by hegemonic conceptualisations of volunteering. As such, the paper argues for the development of intermediate typologies of volunteering (such as 'opportunity-based volunteering') and helping behaviour (such as indigenous self help) in order to account for practices that do not fall within current conceptualisations.

Michael M. Munavu

University of East London, United Kingdom
mutemicm@yahoo.com

3. The role of individual religiosity for helping behavior in the Netherlands

Marieke van Tienen, Peer Scheepers, Jan Reitsma & Hans Schilderman

It has been shown that collective aspects of religiosity like church membership and church attendance are related to volunteering. Although individual aspects of religiosity are included in some previous studies, it has not been investigated systematically. We use different explanations for the relationship between religiosity and voluntary behavior to derive hypotheses from. Our research question is: To what extent do individual religious characteristics, in addition to collective religious characteristics, at the individual as well as on the contextual level, contribute to the explanation of different forms of voluntary behavior in the Netherlands at the beginning of the 21st century?

Results of our analyses show that, controlled for other characteristics, church attendance is related to volunteering and spirituality to helping. Other religious characteristics neither increase the likelihood to volunteer nor to help. This means that the social network of a denomination and the skills associated with integration in a religious community play a role in predicting volunteering, but not in predicting helping behavior. Helping, on the other hand, seems to be independent from social networks, being related to spiritual experiences. Our interpretation is that helping seems to be more intrinsically motivated, while for volunteering network characteristics like social norms and pressure, are important.

Marieke van Tienen

Department of Empirical Religious Studies, Radboud University Nijmegen, the Netherlands
m.vantienen@rs.ru.nl

16.30 – 18.00 Parallel Sessions 5**A5. Service provision and strategic philanthropy**

1. Edith Bruder - *Food Scavenging: An Alternative or Substitution or a Complement to Institutional Welfare*
2. Felipe Floresca & Ashley Kennedy Shelton - *Strategic Giving & Volunteerism for Grassroots Advocacy in the American Gulf Coast*

B5. Resources and volunteering

1. Maurice Gesthuizen & Peer Scheepers - *Educational Differences in Volunteering: Individual and Contextual Explanations*
2. Lesley Hustinx, Lucas Meijs, Femida Handy, Ram Cnaan and colleagues - *Context, not genes. Gender differences in student volunteering in 15 countries*
3. Thomas Rotolo & John Wilson - *State-Level Differences in Volunteering in the United States*

SESSION A5: SERVICE PROVISION AND STRATEGIC PHILANTHROPY**1. Food Scavenging: An Alternative or Substitution or a Complement to Institutional Welfare**

Edith Bruder

The main aims of this study are to improve our understanding of the needs of these people as well as to present a reappraisal of how forms of official welfare can best operate in this newly evolved context. In this paper, I should like to present an overview of the data and methods of this survey and a brief description of the results. In order to provide in the limited time available an analysis of scavenging and scavengers, two different techniques were used to select case studies: observation and semi-directive interviews.

Four sociologists observed twenty scavenging locations (nine food markets and eleven retail shopkeepers' trashcans), in three cities (Paris, Dijon and Amiens) during one month. They carried out forty interviews with scavengers, men and women, French and foreigners who were present on these sites. The sociologists asked the interviewees personal questions about their lives, how they began scavenging, their experience of scavenging and the interaction between their scavenging and their dependence on more official channels of food aid (factual or imagined).

In all, this survey shows that there is a wide range of personal profiles, practices and experience of scavenging, as well as the fact that there are specific places and conditions of scavenging which correspond to the different types of scavenging and scavengers. In this paper, I will present an overview of objective criteria such as (1) the age of the scavenger; (2) whether he or she has access to housing (3) their financial resources. I shall also examine the variable factors which impact directly on attitudes and practices concerning scavenging: (1) social origins and personal case histories; (2) family status; (3) individual's capacity to assume and further his or her own personal life-style; (4) the way each scavenger considers the products he or she has obtained (either as just leftovers or detritus or as a valuable resource).

Edith Bruder

Centre d'étude et de recherche sur la philanthropie, Paris, France
edith.bruder@cerphi.org

2. Strategic Giving and Volunteerism for Grassroots Advocacy in the American Gulf Coast

Felipe Floresca & Ashley Kennedy Shelton

This paper for presentation at the conference will outline the impact that the LDRF-led "Equity & Inclusion grassroots policy advocacy campaign" had and continues to have on the disaster recovery efforts of the Gulf Coast. It is important to note that this campaign focuses on equitable rebuilding and the transforming of communities not only in Louisiana, but regionally to include the states of Mississippi and Alabama. This campaign is particularly challenging in these states which rank in "the bottom five" economically among all American states.

This paper will highlight two core areas:

- Strategic giving to social capital network development within the academic framework of the Saguaro school of thought led by Professor Robert D. Putnam, John F. Kennedy School of Government, Harvard University.
- Civic entrepreneurship as a mode of recruitment, management, and retention of volunteers within the academic framework of the Smart Valley and Silicon Valley school of thought led by Professor William F. Miller, Graduate School of Business, Stanford University.

This paper will highlight the importance of philanthropic support of social capital and civic entrepreneurship drawing on a case study: *Equity & Inclusion Campaign: Gulf Coast Groups Act to Hold Federal Leaders Accountable* formulated by the Louisiana Disaster Recovery Foundation and the Alliance for Justice. The case study is part of the publication entitled *Power Amidst Chaos: Foundation Support for Advocacy Related to Disasters* commissioned by the Rockefeller Brothers Fund.

It will also emphasize the critical need for strategic partnerships in developing volunteerism as part of social capital and civic entrepreneurship. Drawing from the findings of a report authored by Policy Link entitled *Investing in Equitable Recovery: Philanthropy Confronts the Historic Neglect of the Gulf Coast*. Policy Link, a California-based think tank produced this report with support from the Rockefeller Foundation, Sundra Foundation and the Bill & Melinda Gates Foundation.

Felipe Michael Floresca

Louisiana Disaster Recovery Foundation, USA
fmfloresca@earthlink.net

SESSION B5: RESOURCES AND VOLUNTEERING**1. Educational Differences in Volunteering: Individual and Contextual Explanations**

Maurice Gesthuizen & Peer Scheepers

Even though a wide variety of studies show that educational attainment positively influences volunteering, most of them merely treat education as a confounding variable. Furthermore, due to data limitations, studies that try to explain educational differences are often unable to empirically test a broad set of explanations. We set out to simultaneously test six possible explanations for the positive relationship between education and volunteering. We expect that high educated individuals are more likely to volunteer than low educated individuals because the latter are (1) less likely to be socialized by their parents to volunteer, (2) have acquired less cognitive competences, (3) have lower status positions, (4) are less healthy, (5) have a less cosmopolitan worldview, and (6) more often expose themselves to mass media that cause disengagement. Our second research question pertains to the varying impact across nations of education on volunteering. We propose two rather new explanations for this variation. We expect educational effects to differ, because countries differ in the extent to which the low educated group (1) is impoverished in terms of social network resources and (2) lacks cognitive competences.

We use a subset of 17 countries of the International Adult Literacy Survey (IALS). This data source contains reliable and cross-nationally comparable measures of individual educational attainment, volunteering, and the proposed intermediate variables. Also, the availability of literacy skills and parental educational attainment enables us to aggregate from the dataset compositional features of the group of low-educated people within countries. Findings show that the strong effect of education on volunteering is particularly explained by an individual's level of cognitive competences. Furthermore, in countries where social networks of the low educated are strongly impoverished, and where the group has a low average level of cognitive competences, the educational differences in volunteering are larger.

Maurice Gesthuizen

Social Science Research Methodology, Radboud University Nijmegen, the Netherlands
m.gesthuizen@maw.ru.nl

2. Context, not genes. Gender differences in student volunteering in 15 countries

Lesley Hustinx, Lucas Meijs, Femida Handy, Ram Cnaan and colleagues

This paper examines gender differences in volunteering in a cross-national perspective. It looks at gender differences in young people's habits of volunteering and donations, the types of organizations in which they are involved, their motivations, values and benefits. To understand gender differences in volunteering, different competing perspectives have been expressed (Wilson & Musick, 2008:171-177). First, essentialist arguments view women as 'naturally' more caring than men. However, two sociological approaches are considered more compelling. On the one hand, differences in socialization experiences could explain why women are more disposed to care, and to embrace more empathic and altruistic values than men. On the other hand, structural explanations point to gendered role patterns of care

giving that are deeply ingrained in society. Historically, volunteer work has reproduced gender ideologies. Being an expression of compassion and nurturing, volunteering was a way to enter the public arena as it was considered an extension of women's domesticated roles. More recently, it has been argued that women are not more likely to volunteer than men but that they will volunteer in different types of activities.

This paper will explore these assumptions in a cross-national perspective. Are these theories robust across cultures? Earlier comparative research among adolescents found girls more likely to report that their families encouraged an ethic of social responsibility, and that in a majority of countries girls were more likely to be engaged in voluntary work (Flanagan et al. 1998). Our data come from a large sample of student surveys conducted in 2006-2007 in 15 countries encompassing more than 10,000 responses. In each country, over 600 university students were surveyed using a cross-culturally validated questionnaire.

Lesley Hustinx

Centre for Sociological Research - Katholieke Universiteit Leuven, Belgium

Lesley.Hustinx@soc.kuleuven.be

3. State-Level Social Capital: Explaining Differences in Volunteering in the United States

Thomas Rotolo & John Wilson

One of the most important insights contained in Robert Putnam's oft-cited book, *Bowling Alone*, is that the stock of social capital is variable. The main theme of the book documents the declining trend in social capital in the United States since World War II. Variations in social capital across geographic space receive somewhat less attention. Subsequent investigations of variations in social capital across communities, cities, states and regions instigated by Putnam have relied heavily on the Social Benchmark Survey. However, sampling problems with that survey, together with low response rates in some communities, suggest that the results are not generalizable to the United States as a whole.

The introduction of a special supplement on volunteering - a particular form of social capital - to the Current Population Survey in 2002, and the repetition of this supplement every subsequent year, provides a way of overcoming both sampling and response rate problems and promises a more complete and accurate picture of the distribution of social capital in the United States. In this paper we describe state level differences in volunteering and test several theories to explain them. The differences in volunteering between states can be quite striking. For example, two adjacent states, Utah and Nevada, are situated at the top and bottom of the rankings: Utah has almost three times as many volunteers per capita as Nevada. Our task in this paper is to explain these differences.

John Wilson

Department of Sociology, Duke University, USA

jwils@soc.duke.edu