

Fund-raising Strategy with the Help of Mobile Operator- A New Idea for the Social Organizations in Bangladesh

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Abstract

This article aims to show the fund-raising strategy with the help of a mobile operator which is a new idea for the social workers and organizations in Bangladesh. While conducting this study, the researcher has adopted a model questionnaire for the purpose of doing a survey. In this study 300 respondents have been surveyed, where respondents are the general people of Bangladesh. This study examined whether people are ready to donate through their mobile phones or not. In our country overall 164.7 million people (March 27, 2020). If 30% of the people are ready to help a social organization with this way then the beggar and needy people will get benefited and they will survive freely. However, A Statistical software SPSS (version- 22) has been used to make this analysis. The findings of the study show that almost 88% of people are willing to help through the mobile operators and it will be one of the easiest methods that a social organization can use to raise their funds; thus they can help to the beggar and needy people.

Keywords: Social worker; Fund-raising strategy; Mobile Operator; Social organization; Bangladesh.

Introduction

The fund is a necessary thing for a social organization. In this contemporary era, it is easy to collect funds to help the poor or needy. If a country wants to eradicate poor, beggar and homeless people then every solvent people should help them. If we donate person to person then the amount will be lower but if we accumulate the entire donation then the amount will be huge. In our country, there are four (GP, Airtel, Robi, Tele Talk) mobile operator and the total number of Mobile Phone subscribers has reached 157.544 Million at the end of January 2019. Individually, the subscriber of the Grameen Phone Ltd. (GP) is 73.068; Robi Axiata Limited (Robi) is 46.900; Banglalink Digital Communications Limited is 33.690; Teletalk Bangladesh Ltd. (Teletalk) is 3.885. If every person will donate one BDT then the amount will be around 157.544 Million and if 50% of people are interested to donate then it will be 78.772 Million BDT. With this amount, a social organization can easily help poor and needy people. There is a proverb "Unity is strength". One BDT is the lowest money in Bangladesh, so it will not create any pressure to a donor, rather it will feel them happy if the social organization utilize that properly then later inform that to all the owner through message.

If a social organization linked with mobile operators and use these sophisticated fundraising techniques then it will be more efficient. However, it will increase the number of the donor because it is easy and nobody will pressure them to donate. Social Organizations should be more innovative so that they can develop this idea better and implement this soon.

This paper will focus exclusively on the strategy of collecting funds for needy and poor people with the help of mobile operators. Moreover, this research is very significant because it can reduce the rate of poor people from Bangladesh and also this fund can be used in social development.

Literature Review

Andreasen and Kotler (2008) define “fundraising as the activity of identifying the main sources of funds and collecting financial resources from them”. Pavicic (2003) mentioned that “fundraising activity and believes it is not only part of a marketing strategy but could also be implemented as a separate strategy that requires planning and implementation”. Sargeant et al. (2001) have classified fundraising activities into 2 approaches, one is the “transactional approach”, which focuses on immediate financial needs without using strategic planning to secure resources, and another one is “strategic approaches”, which are built alongside an organization’s vision, mission, and long-term objectives, and which synchronize fundraising projects and resources to maintain sustainability. However, statistics show that around 7 out of 10 people have donated money during their lifetime (Hughes, 2002).

The advent of ICT has provided various new opportunities for fundraising with the help of mobile operators. “Fundraising strategies that take a more market-oriented approach purposely target individuals (potential and loyal donors) to establish regular charitable donations through the implementation of marketing approaches in their fundraising activities” mentioned by Weinstein (2009). The aim of strategic fundraising is to transform irregular donors into long-term regular members and donors (Gardner, 2013). It also aims to influence a donor’s loyalty to an organization (Tschirhart, 2006, Helfert et al., 2002, Bennett, 2005). Organizations using proactive relationship marketing programs to engage with their donors are proved to achieve more loyal donors, as a result, they are more successful in their fundraising (Bennett & Barkensjo, 2005; Waters, 2009).

The effectiveness and efficiency of social organizations are important to donors and influence their donations (Bendapudi, Singh & Bendapudi, 1996; Radley & Kennedy, 1995). A social organization can influence potential donors to contribute, by communicating its success story to the public (Laufer, Silvera, McBride & Schertzer, 2010). The organization can increase the level of trust by communicating to donors (and potential donors) the outcomes they have been able to achieve as a result of previous donations (Sargeant & Lee, 2002). Trust, in turn, is an important factor for donations to a social organization (Bekkers, 2003; Sargeant & Lee, 2004). Das et al. (2008) stated that certain factual information that the donations in the past and future are spent wisely will positively affect donation intentions.

Sargeant and Lee (2002) mentioned that there is a need for more information from social organizations about where the money is going. The problem with the focus on future goals is that donors cannot directly monitor the impact of their donation (Smith & Berger, 1996) and what has been accomplished with the previous donations.

Social organizations strongly depend on the public’s donation, as giving is a matter of trust. Donors can only trust that the social organization spends the money in a sensible way. As a consequence, there exists a certain degree of uncertainty among donors. People want to reduce this feeling of uncertainty by searching for information (Hibbert & Horne, 1997). Communications can help donors understand how their donations will be used to help those in need, which is also the single most important predictor for trust (O’Neil, 2009).

Thus, the phone for the donor is a useful tool, which offers one more way to demonstrate participation; on the other hand, it allows organizations to attract new donors in an attractive way that is perfectly integrated with the activities of social media.

Conceptual Framework

In order to examine the strategy for collecting funds, a conceptual framework should be introduced. This model will show how a social organization can collect funds through mobile operators. The user or public will donate from their mobile balance then the social workers or organizations will collect those funds from a particular mobile operator and thus social workers or organizations will provide those to the needy and beggar people.



Figure: 1 – Conceptual framework

Research Objectives

This study is designed with the following objectives:

- To understand the people’s attitude towards this funding strategy.
- To illustrate a new idea for collecting fund

Methodology

This study examines the people's attitude towards the fund-collecting strategy with the help of mobile operators. A survey has been conducted on 300 respondents who are the general people of different areas in Bangladesh. The attitude of the general people has been analyzed with SPSS software (version-22).

Data Analysis

| Gender of the respondent | | | | | |
|--------------------------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 249 | 83.0 | 83.0 | 83.0 |
| | Female | 51 | 17.0 | 17.0 | 100.0 |
| | Total | 300 | 100.0 | 100.0 | |

Table: 1 – Gender of the respondent

We are conducting this survey from 300 respondents and among them, the male respondents are 249 and the females are 51 only. Although it is not always easier to get access to the female respondents as they are mostly

conservative. That's why most of the respondents are male.

| Do you want to make payment from your mobile phone? | | | | | |
|---|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 264 | 88.0 | 88.0 | 88.0 |
| | No | 36 | 12.0 | 12.0 | 100.0 |
| | Total | 300 | 100.0 | 100.0 | |

Table: 2 – Decisions of payment through mobile phone

Table 2 shows that almost 88% people want to donate through their mobile phone whereas only 12% disagrees with this method, they said if they can provide a hand to hand donation that would be more trustful.

Implication for practice

Social organizations need to allow donors to make decisions that how much they will donate, it may increase the charitable donations. Also, they need to provide information about how their (donor) donations will be used. Organizations need to provide donors the opportunity to feel like they have done something for poor people.

Conclusion

Collecting funds is an important part of a social organization. Without sufficient funds, a social organization cannot help properly to the poor and needy. This paper has shown how to collect and raise funds in an organization with the help of a mobile operator. However, the mobile phone has considered an ideal instrument because; if it is used wisely then it allows collecting huge sums of money. Moreover, the mobile phone and its operators is an “everyday’s tool”, this allows a social organization to reach a potential donor at any time and allows an individual to become a donor wherever he is and when it is more convenient to him.

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