

T.R.
ISTANBUL SABAHATTIN ZAIM UNIVERSITY
GRADUATE EDUCATION INSTITUTE
DEPARTMENT OF BUSINESS ADMINISTRATION



**THE ROLE OF SOCIAL MEDIA IN FUNDRAISING OF
NON-PROFIT ORGANIZATIONS: A STUDY ON SYRIAN
NON-PROFIT-ORGANIZATIONS BASED IN TURKEY**

MA THESIS

Louai HEBOUS

Istanbul
February-2024

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February -2024

This study has been approved in partial fulfillment of the requirements for MA Degree
in Business Administration

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DECLARATION OF SCIENTIFIC ETHICS AND ORIGINALITY

This is to certify that this MA thesis titled “**The Role of Social Media in Fundraising of Non-Profit-Organizations: A Study on Syrian Non-Profit-Organizations Based in Turkey**” is my work and I have acted according to scientific ethics and academic rules while producing it. I have collected and used all information and data according to scientific ethics and guidelines on thesis writing at Sabahattin Zaim University. I have fully referenced, in both the text and bibliography, all direct and indirect quotations and all sources I have used in this work.

Louai HEBOUS

Istanbul – February 2024

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Louai HEBOUS

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ABSTRACT

THE ROLE OF SOCIAL MEDIA IN FUNDRAISING OF NON-PROFIT ORGANIZATIONS: A STUDY ON SYRIAN NON-PROFIT-ORGANIZATIONS BASED IN TURKEY

Louai HEBOUS

Master, Business Administration

Thesis Advisor: Asst. Prof. Dr. Fahrettin ÇAKIR

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The objective of this research is to identify the effectiveness of using social media in fundraising for Syrian NPOs headquartered in Turkey.

The research used a descriptive approach; the data for the study was collected using a questionnaire and interviews. The questionnaire was distributed to a sample of 103 Syrian NPOs in Turkey, and 94 were retrieved. In addition, the researcher interviewed 22 respondents, all at the level of executive departments in the organizations.

The findings showed that an organization's Facebook profile has a positive and significant effect on fundraising for Syrian NPOs based in Turkey, compared to the rest of the social media platforms.

In addition, the results indicated that social media would have a higher level of dependence in the future compared to traditional tools and the capability of obtaining funding from INGO. The findings suggest that Syrian NPOs should set up a comprehensive social media fundraising strategy, diversify their fundraising channels through their presence on multiple social media platforms where the donors and audience are active, and create a compelling online presence by engaging and interacting with the organization's audience. Online courses or partnering with experts can help add technical experience to the current staff. Also, knowing about legal and regulatory changes related to the use of social media in fundraising is important to ensure compliance.

Keywords: Syrian crisis, social media, Non-profit organizations, Fundraising.

ÖZET

**SOSYAL MEDYANIN KAR AMACI GÜTMİYEN
KURULUŞLARDA BAĞIŞ TOPLAMADAKİ ROLÜ:
TÜRKİYE'DEKİ SURİYELİ KAR AMACI GÜTMİYEN
KURULUŞLAR ÜZERİNE BİR ARAŞTIRMA**

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Yüksek Lisans, İşletme

Tez Danışmanı: Dr. Öğr. Üyesi Fahrettin ÇAKIR

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Bu araştırmanın amacı, merkezi Turkey'de bulunan Suriyeli NPO'lar için sosyal medyanın kaynak yaratmada kullanımının etkinliğini belirlemektir. Araştırma betimsel bir yaklaşım kullanmıştır; Araştırmanın verileri anket ve görüşmeler yoluyla toplanmıştır. Anket Turkey'deki 103 Suriyeli STK'dan oluşan bir örnekleme dağıtıldı ve 94'üne ulaşıldı. Ayrıca araştırmacı, tamamı organizasyonlardaki yönetici departmanlar seviyesinde olan 22 katılımcıyla görüştü. Bulgular, bir kuruluşun Facebook profilinin, diğer sosyal medya platformlarıyla karşılaştırıldığında, Türkiye merkezli Suriyeli STK'lar için bağış toplama konusunda olumlu ve anlamlı bir etkiye sahip olduğunu gösterdi. Ayrıca sonuçlar, sosyal medyanın geleneksel araçlara ve INGO'dan fon alma kabiliyetine kıyasla gelecekte daha yüksek bir bağımlılık düzeyine sahip olacağını gösterdi. Bulgular, Suriyeli NPO'ların kapsamlı bir sosyal medya bağış toplama stratejisi oluşturması, bağışçıların ve izleyicilerin aktif olduğu birden fazla sosyal medya platformundaki varlıkları aracılığıyla bağış toplama kanallarını çeşitlendirmeleri ve kuruluşun hedef kitlesiyle etkileşim kurarak etkileyici bir çevrimiçi varlık yaratmaları gerektiğini gösteriyor. . Çevrimiçi kurslar veya uzmanlarla ortaklık kurmak, mevcut personele teknik deneyim eklenmesine yardımcı olabilir. Ayrıca sosyal medyanın bağış toplama amaçlı kullanımına ilişkin yasal ve düzenleyici değişiklikler hakkında bilgi sahibi olmak, uyumluluğun sağlanması açısından önemlidir

Anahtar Kelimeler: Suriye krizi, Sosyal medya, Kâr amacı gütmeyen kuruluşlar, Bağış toplama..

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LIST OF ABBREVIATIONS

| | |
|--------|---|
| SM | social media |
| SPSS | Statistical Package for Social Sciences |
| UN | United nations |
| UNICEF | United Nations International Children's Emergency |
| UNHCR | United Nations High Commissioner for Refugees |
| WFP | World Food Programme |
| HRW | Human Rights Watch's |
| HRP | Humanitarian Response Plan |
| NPOs | Non-profit organizations |
| NGOs | Non-Governmental Organization |
| CSOs | Civil Society Organizations |
| HCM | Humanitarian Coordination Meeting |
| INGOs | International non-governmental organization |
| CSR | Corporate social responsibility |
| SNL | Syrian Networks League |

CHAPTER I

STUDY FRAMEWORK

1.1. Introduction

Syria continues to be a significant humanitarian and military disaster, with the conflict lasting for more than ten years and its effects include massive devastation of civilian infrastructure and the world's largest number of internally displaced persons. Because rights for humans and international humanitarian law have been blatantly and persistently violated, the conflict, which has been going on for more than ten years, has resulted in a great deal of human suffering. Instances of infractions include an excessive number of executions, arbitrary arrests, kidnappings, takeover of hostages and violence based on gender.

The devastation and harm that the Syrian conflict has inflicted upon individuals and communities are unimaginable. Currently, there are no predictions of the number of deaths because many of our remains remain undetected and others vanish entirely. 400,000 fatalities were the last credible figures the UN released in 2016, acknowledging that providing new figures had become all but impossible (Collins, 2019: 6).

In recent memory, Syria has seen one of the most horrific acts of cruelty against human rights. Arbitrarily shelled and besieged for a protracted period, many millions of Syrians people suffered from malnutrition and the denial of humanitarian aid—acts that should be considered crimes against humanity. (Idelbi, 2022: 20).

Over two million students are not in school; almost a quarter of schools have been harmed, destroyed, or taken over, according to the United Nations Children's Fund, illustrating the terrible toll that the conflict has had on the collective identity of Syrians. Along with the high death and injury toll, the country's facilities, infrastructure, and historical sites suffered significant damage (Haddad and Svoboda, 2017: 1).

The Syrian crisis has led to large-scale displacement and a significant number of refugees since 2011. In April 2023, a World Food Program situation report revealed the shocking truth that Syria ranks sixth in the world in the number of people suffering from food

insecurity. In Syria, 12.1 million people suffer from food insecurity, 2.7 million suffer from severe food insecurity, and UNHCR has registered 5.5 million Syrian refugees in the region. In addition, there are 6.8 million internally displaced people in Syria (WFP, 2023: 1).

According to Human Rights Watch's 2023 global report, in northwest Syria, there are over 4.1 million civilians, and at least half of them have experienced at least one displacement since the start of the conflict. The civilian population in these areas is virtually stranded due to a lack of resources (HRW, 2023). Because there is no central government in these regions, non-governmental organizations are responsible for providing basic humanitarian services.

Demands and vulnerability exacerbations have been driven more and more in recent times by declining economic conditions and the effects of climate change. In 2023, a total of 14.6 million individuals will need humanitarian assistance, which is an increase of 1.2 million compared to 2022. Although receiving less than half of the necessary funding specified for Human Emergency Program (HRP) in 2021, Syria is still receiving one of the greatest humanitarian aid operations in the world (HNO, 2022: 8).

Following the conflict, many Syrian non-profit organizations (NGOs) were established to address the immediate needs of refugees in neighboring countries and internally displaced persons. As a result of the recent decline in the volume of financial aid from international donor organizations, these organizations had serious difficulties raising the necessary funds to continue their activities and implement their programs and commitments, which is not surprising given the growing number of displaced people. Organizations compete fiercely for the same limited resources.

1.2. Purpose of The Study

Social media and digital marketing are receiving more and more attention in the modern digital era from a variety of corporate sectors, particularly NGOs. NGOs have realized the tremendous significance of using social media efficiently to raise vital funds for their campaigns, as these platforms help reach a large section of the public with what they post on websites, Facebook, Instagram, and other platforms. A few important research issues are at the heart of this investigation. Such as acquiring knowledge about the extent to

which Syrian non-profit organizations operating in Turkey are aware of the role social media plays in gaining support and securing funding for their projects and identifying social media networks, they mostly use to achieve their funding goals.

The research will provide guidance to Syrian non-governmental organizations (NPOs) on leveraging social media platforms for fundraising in support of humanitarian relief efforts. It will highlight Syrian non-profits who have raised money using social media and point out obstacles and difficulties in fully utilizing social media's potential as well as its ability to enhance fundraising efforts.

1.3. The Scope and Content

The study will focus on Syrian non-profit organizations licensed in Turkey and implementing projects in Turkey and northern Syria. This geographic focus allows for targeted screening of organizations operating in this specific context. The thesis will analyze the extent to which these organizations rely on funding their projects through social media fundraising campaigns. This involves investigating the major social media platforms utilized by these groups (Facebook, Instagram, website, etc.).

The research will include examples of successful fundraising campaigns by Syrian NPOs on social media platforms, focus on the social media platforms they used in the fundraising process, and identify best practices and tactics that contributed to those campaigns' success. The study will focus on the major obstacles and difficulties (limited resources, digital knowledge barriers, communication barriers, or contextual constraints specific to the Syrian crisis) that face these organizations and impede their full use of the advantages of social media in financing relief campaigns.

1.4. Research Questions

- 1- To what extent do Syrian NGOs acknowledge the pivotal role of social media in mobilizing support and funding for their campaigns?
- 2- How extensively do these organizations integrate social media fundraising into their fundraising plans?
- 3- Which social media platforms do Syrian NPOs use predominantly to accomplish their funding objectives (Facebook, Instagram, websites, etc.)?

4- Are there successful fundraising campaigns carried out by Syrian NPO organizations through social media, and what are the main factors that contributed to their success?

5- What are the best practices and methods used by these organizations when using social media for fundraising purposes?

6- What are the difficulties and challenges that hinder Syrian NGOs from fully utilizing social media for fundraising processes?

1.5. The Importance and Original Contribution Of The Study

Addressing a timely and pressing issue, this thesis focuses on the Syrian crisis and the long-term consequences it has created, necessitating innovative approaches to fundraising for NPOs. The study gives insight into the function of social media networks, including Instagram, websites, Facebook, etc., in raising funding for Syrian NPO organizations, highlighting their role and impact as powerful tools for raising funds.

It fills a research gap, as this thesis provides practical views and recommendations that can be applied to enhance their fundraising efforts by identifying best practices, successful strategies, and difficulties faced by Syrian NPO organizations, and therefore contributes to addressing the urgent humanitarian needs caused by the Syrian crisis. There is limited existing literature on fundraising through social media by NPOs, specifically regarding Syrian NPO organizations licensed in Turkey.

Because of its complexity, the Syrian situation creates unique fundraising obstacles. Within this background, this thesis investigates the challenges and constraints that Syrian non-profit organizations encounter while using social media for fundraising. It tries to provide a full grasp of these issues and ideas for overcoming them through a practical analysis.

In summary, this study adds to current information by delving into social media's function in fundraising for Syrian NPOs and presenting practical advice for strengthening their fundraising efforts in the context of the Syrian crisis.

Also, an in-depth assessment of the financial situation of Syrian non-profit groups in Turkey via social media enables these organizations to open greater horizons for ideas for bringing in additional funding via social media and thus finance larger projects in society.

Conducting this study will enable the researcher to gain additional knowledge regarding scientific research and academic science, as well as increase information regarding the concept of non-profit organizations, social media, and financing through its platforms, and improve the capabilities of building relationships with Syrian people and non-profit organizations in Turkey through communication processes.

1.6. Study Hypothesis

H1: The organization's effectiveness in social media platforms and fundraising effectiveness in Syrian NPOs have a significant relationship.

H1.a: The network size effectiveness of the organization and the fundraising effectiveness of Syrian NPOs have a significant relationship.

H1.b: The organization's official website effectiveness and the fundraising effectiveness of Syrian NPOs have a significant relationship.

H1.c: The organization's YouTube engagement and the fundraising effectiveness of Syrian NPOs have a significant relationship.

H1.d: The organization's Instagram profile engagement and the fundraising effectiveness of Syrian NPOs have a significant relationship.

H1.e: The organization's Facebook profile engagement and the fundraising effectiveness of Syrian NPOs have a significant relationship.

H2: Social media platforms' effectiveness has an effect on the fundraising effectiveness of Syrian NPOs based in Turkey.

H2.a: The network size effectiveness affects the fundraising effectiveness of Syrian NPOs.

H2.b: The official website's effectiveness affects the fundraising effectiveness of Syrian NPOs.

H2.c: The YouTube engagement affects fundraising effectiveness for Syrian NPOs.

H2.d: The organization's Instagram profile engagement affects the fundraising effectiveness of Syrian NPOs.

H2.e: The organization's Facebook profile engagement affects the fundraising effectiveness of Syrian NPOs.

H3: The Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the Organization's information (duration of the organization's presence on social media, operating budget amount, annually allocated budget for SM use, number of employees, number of marketing content posts per week).

H3.a: Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the years of social media use in the organization.

H3.b: Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the organization's annual operating budget.

H3.c: Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the annual budget for social media usage.

H3.d: Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the number of employees.

H3.e: Social media platforms' effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the number of times publishing marketing content per week.

1.7. Study Objectives

The current research intends to accomplish the following goals:

- 1- To specify to what extent the level of adoption of Syrian NPOs on social media in fundraising.
- 2- To determine the most important social media platforms used in fundraising by Syrian NPOs.
- 3- To recognize the major difficulties and obstacles to which you are exposed by Syrian NPOs in fundraising through social media.

1.8. Study Variables

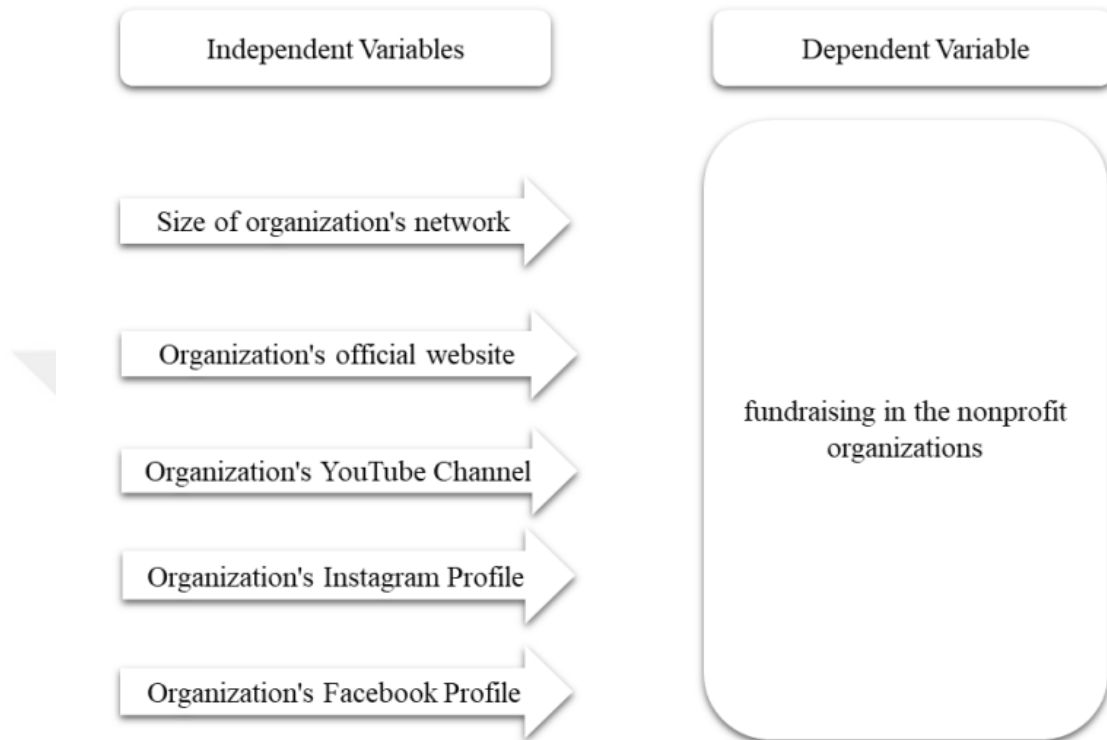


Figure 1.1: Independent and Dependent Variables

Source: Wafa'a, 2019

CHAPTER II

LITERATURE REVIEW

This chapter seeks to focus on the primary areas in this study: social media, civil society, NPOs, and fundraising. There will be a separate section for each topic.

The first part will cover the definition of civil society and nonprofit organizations; the history of civil society and nonprofit organizations in Syria; the responsibilities played by Syrian NPOs in the community; and the possibilities and problems that these organizations confront.

In the second part, the researcher will delve into the notion of social media, discussing its many forms, advantages, and disadvantages. Furthermore, the concept of fundraising through social media and its relevance for nonprofit organizations will be examined, and finally, the organization's social media activities will be evaluated.

The fundraising concept will be covered in the third part, along with fundraising sources, the history of fundraising, traditional and online fundraising, effective fundraising, and social media use in fundraising.

Finally, the fourth section summarizes prior research on the issues of social media in charity organizations and the fundraising concept.

2.1. Civil Society and Non-profit organization

2.1.1 The Concept of Civil Society

Civil society refers to the collective sphere of voluntary organizations, institutions, associations, and groups that operate independently of the government and the market. These organizations are formed by citizens to pursue common interests, promote social well-being, advocate for causes, and address issues of public concern. Civil society organizations can encompass a wide range of groups, including non-governmental organizations (NGOs), community-based organizations, advocacy groups, religious institutions, labor unions, professional associations, and more (Idelbi, 2022: 23).

and, as defined by the Europeans, "is any non-state, non-profit, non-partisan, and non-violent organization within which individuals cooperate to achieve common political, cultural, social, or economic purposes and ideals. They involve official and informal groups in addition to both urban and rural areas, operating at the local, national, regional, and worldwide" (Ibid: 23)

2.1.2 Syrian Civil Society

The strong grip ruled Syria. "The regime treated all of civil society as if it were its most important opportunity" (Collins, 2019: 12). Before the Syrian disaster, the Syrian regime imposed strict bans.

was the established order of any form of standards for civil community enterprise and required reliable approval to issue licenses, enormous surveillance in policies and procedures, and work freedom. In general, the civil society in Syria deviates significantly from the authentic concept of this sector.

The Syrian government's relationship with civil society during the period of the current regime's rule has been described as one of obtaining benefits in a way that serves the interests of the regime alone, regardless of the actual needs of society. This is due to the pressure on sector institutions to participate effectively in society and reap the benefits of their role in promoting social care and keep these groups under the auspices of the state, by constantly restricting their operations and controlling them (Carrascal, 2012: 12).

The current state of affairs is an actual return to Gramsci's theory of building the nation through civil society organizations, which holds that organizations have lost their greatest and most precious asset—social shifts and are instead functioning as a humanitarian endeavor to maintain their safety and existence in Syria (Rajjoub, 2020: 29).

For decades, the Syrian government's persecution prevented civil society from moving forward in more than two ways. The first category is restricted charity foundations, which are those that are under the direct control of presidential agencies or, in a more restricted sense, the security forces, with their operations restricted to aiding the impoverished and orphans. A more evolved civic society than the main one was the second, were controlled by dubious government organizations that are directly overseen by People close to the presidency (Al-Zoua'bi, 2017: 12).

According to Slim and Trombetta (2014), the absence of self-governance and autonomy in Syria has had detrimental effects on the growth of civil society and the humanitarian sector in the country. These sectors have found it difficult to expand and gain traction because of the government's rigorous control over resources and limitations on citizen participation. This has continued the cycle of underdevelopment and reliance on outside assistance.

The role of nonviolent activists diminished when the Syrian revolt descended into an armed conflict. To address the rising demand for services. Due to this, they founded organizations that carry out a variety of civil work specialties. As the country's central government's hold over many cities and towns grew increasingly tenuous, politically engaged Syrians established relief and development groups to provide people with necessities including clean water, food, clothing, and medical attention. The emphasis on the support function of civil society for government agencies has led to a shift in the role of civil society, whereby it is no longer meant to complement but to replace state-run institutions (Al-Zoua'bi, 2017: 12).

These organizations also assisted in providing employment possibilities throughout the crisis for young people, particularly those who were forced to flee Syria and settle in neighboring states who were unable to find employment due to the collapse of the Syrian economy. Most Syrian civil society organizations are registered in neighboring nations like Turkey, where they may likewise operate with executive and management teams.

The 2011 nationwide uprising marked the beginning of the Syrian civil society's revival, following decades of degradation and stagnation that restricted its endeavors to humanitarian endeavors. The number of CSOs in Syria increased at a faster rate than the total number of organizations registered in the nation since 1959 only between 2011 and 2017. Most CSOs began to respond to immediate needs on the ground as the violence spread around the nation. The necessity to coordinate relief efforts and record infractions was the most crucial of these (Ibid:6).

The Syrian Civil Society has risen above and beyond expectations during this current crisis, which is not to be expected of such a large volunteer sector. This sector oversees meeting needs that the public, private, or even nuclear family is unable to meet. However,

the long-running Syrian crisis has reduced the customary responsibilities that the public and private sectors used to have. This is true for the type of job they do as well as the service area they cover. These elements have raised the importance of civic organizations' role above and beyond what they do for the welfare of society as a whole. Syria's future is greatly influenced by its civil society.

In Northwest Syria, there are now over 500 organizations (CSOs) operating, compared to only eighteen pre-revolutionary organizations (McKinney, 2021).

Understanding Syria's complete absence before the 2011 revolution is essential to appreciating the hard-won benefits of the burgeoning civil society as well as the worries that these advancements may be lost (Collins, 2019: 7).

2.1.3 The Concept of Non-Profit Organization

Non-profit organizations are gaining more recognition from governments and the media in Western nations. They are now at the forefront of public, political, and economic issues, and they serve as the regulatory foundation for the third sector or philanthropic activity in modern economies.

In the last two centuries, the charitable sector has seen significant expansion, as charity and voluntary endeavors have become a substantial component of the national wealth in countries due to the resources it has, the many social services it provides, and its transformation into a wide network of service organizations in several vital areas such as education, health, culture, environment, scientific research, human rights, family, childcare, international aid, and others. This third sector has been called upon to support and develop social welfare policies in many countries in recent years.

Brumby (2010) indicates that NPOs are entities founded to deliver community benefits instead of making a profit.

NPOs are founded by a group of individuals by specific rules and regulations to achieve charity purposes for the community (Lubbad, 2014), not affiliated bodies (Hammad, 2013).

According to AbuHammad (2011), nonprofit organizations are institutions and alliances of individuals with diverse interests. are devoid of any commercial intentions and strive

towards enhancing the social and humanitarian aspects of the community, these organizations operate independently of governments.

According to Hammad (2013), there are specific criteria that must be met by organizations seeking recognition as nonprofit organizations. Firstly, NPOs must be created privately and be free of direct government influence. Second, they have to display their charitable nature by operating without the intention of profit. Thirdly, the organization cannot be affiliated with a political party. Finally, it is incumbent upon the organization to support community development.

The Syrian non-profit organization is a humanitarian organization led by a Syrian chairman of the board of directors, and at a minimum, half of the board's members must be Syrian nationality holders. It was established in Syria or outside the country with the sole purpose of assisting Syrian communities in the Middle East and North Africa (MENA region) or overseas (Idilbi, 2022: 25).

The global socio-economic landscape is typically classified into three distinct sectors to better understand their respective functions and contributions. These sectors are:

- The state is sometimes referred to as the governing body or the government sector.
- The market is the commerce and Industry or private sector.
- The Community is commonly referred to as the Civil Society or Third Sector/Voluntary/Nonprofit. Nonprofit organizations in the Western world, as well as similar NGOs in other parts of the world, constitute the so-called Community Sector (Eng, 2014: 2).

Non-profit organizations & non-governmental organizations have several parallels in terms of their goals and methods. Both are officially registered with local authorities to provide items or services for the benefit of society and enhance human welfare. Those who take advantage and donors are under their responsibility, and they are managed by a council of executives and an executive staff (Ibid: 3).

Nonetheless, there are a few differences between non-profit organizations and NGOs. NGOs primarily rely on government funding and perform a nongovernmental role, which eliminates the need for a government body. However, non-profit organizations (NPOs) are

philanthropic or service-oriented and are supported by a variety of sources. They don't give extra money to shareholders; instead, they were founded with a set of goals in mind by their founders. These funds are used to support the goals of the organization (Wafa'a, 2019: 36).

2.1.4 Syrian Humanitarian Organizations

Humanitarian aid in Syria evolved to include a variety of kinds of support and fundraising as the conflict and fighting increased and the humanitarian situation grew. A few foreign non-governmental organizations joined the overseas reaction in 2012. This route mostly provides aid to those in need in areas of Syria controlled by the opposition. It is mostly from Turkey, while it is also somewhat from Jordan and Iraq. Following the 2014 adoption of Resolutions 2165 and 2139 by the UN Security Council, a number of significant UN agencies also started providing humanitarian relief internationally. It was feasible to provide more funding and collaborate with Syrian overseas members, as UN agencies were willing to engage in operations across (Els, Mansour, and Carstensen, 2016: 11). Between 2011 and the middle of 2012, little attention was given to the source and distribution of funding, or the recipients thereof. The pressing needs overshadowed concerns about professionalism. Meeting the needs of the people took precedence, with minimal focus on organizational structure, functionality, management, or the establishment of clearly defined procedures for the organizations. Most donors, especially individuals, were unconcerned about organizational effectiveness. Apart from a few international non-profit organizations that provided assistance through formal channels, needs assessment was largely inadequate or nonexistent. Overall, discussions during this period centered on emotional appeals for philanthropy and group affiliation. The lack of clarity on political and religious motives contributed to a lack of both professionalism in work and civil conduct.

The majority of diaspora-based nonprofit organizations were founded by individuals who had no prior experience in humanitarian relief. These organizations were able to make a significant impact and offer support appropriate for their situation in spite of having few resources. These organizations received funding from state sources as well as from nations and religious communities, particular opposition political organizations, and humanist

organizations with devoted supporters in Europe, and also from zakat contributions made by immigrants. Political, social, or religious concerns were the main drivers of donations to these organizations; some religious people, for example, supported programs like helping addicts by associating with Islamist or Sufi organizations. In general, purely civilian relationships were given less weight by these bigger institutions (Rajjoub, 2020: 40).

The primary intention of most tasks was to get human beings together and assist them to behave peacefully at some stage in the civil demonstrations. Therefore, a large number of these organizations changed their priorities to assist with the relief effort, modifying their organizational structure to satisfy the humanitarian requirement of guaranteeing access to vital wellness services, life-preserving benefits, medical treatment, and food. A lot of work was being done to help people with things like healthcare, non-food necessities, and food security. Short-term response actions were first implemented for individuals who had been displaced in rural as well as urban locations as part of these programs.

At the end of 2012, There were a great deal more people in need of aid, and most of them were in Syria and its surrounding nations. International non-governmental organizations started giving relief at the same time. Initiatives in Syria realized they needed to address these expanding needs more thoroughly, so they started looking for alliances with regional or global frameworks that would make it easier to cooperate with international non-governmental organizations and funders from across the world. These activities changed throughout this time, moving from being ad hoc, short-term interventions to essential parts of programs that are permanent with formal monitoring and assessment systems (Ibid: 38).

The establishment of an NGO forum in 2012 resulted in the creation of working groups that replicated the cluster concept across other industries. The next year, the OCHA established offices in Gaziantep and Antakya. International players were adamant that OCHA should be involved in obtaining and disseminating data among Turkish-based humanitarian groups so that the latter could better understand the operations of their counterparts operating out of Damascus.

Furthermore, OCHA began organizing coordination sessions to codify the framework created by the NGO Forum. As the number of participants expanded, so did the desire for a more formal structure that would incorporate all stakeholders; as a result, the Humanitarian Coordination Meeting (HCM) was created in 2013.

Clusters are collections of UN and non-UN humanitarian organizations with specialized duties for collaboration. They operate in all major humanitarian areas, including logistics, health, and water (OCHA)

At the beginning of 2013, The distribution of humanitarian aid underwent a dramatic change between the close of 2012 and the start of 2013. On one side, private financing had peaked and was used or politicized to support a variety of non-civilian initiatives. On the other side, the regime recaptured certain areas while opposition organizations took control of greater areas. Humanitarian intervention was made possible by the attention that these developments drew from international organizations, UN agencies, and benefactors connected to the global formal system. In Syria, Damascus became the recognized center of the regime's power, and bases of operations were built there as well as in Lebanon, Turkey, Iraq, and Jordan. As a result, groups functioning in non-regime-controlled regions were able to get official international humanitarian financing. This was particularly useful because it was difficult for many international groups to get into Syria directly and offer aid right away. Delivering help was made easier by working with regional civil society organizations. However, working via global structures to engage with big global organizations and funders required a level of performance that local groups sometimes lacked. For the majority of organizations, creating structures, rules, conduct codes, program frameworks, compliance measures, governance systems, and other operational procedures was a novel undertaking that required starting from scratch. In addition, there were financial and banking laws to take care of, as well as legal needs like getting licenses (Rajjoub, 2020: 41).

International coordination mechanisms and the humanitarian cluster system allowed Syrian nongovernmental organizations (NGOs) to enter UN agencies in 2014 and 2015. This was made feasible by Security Council Resolution No. 2165/2014 and their ability to operate across borders. Forming strategic alliances with them, gave Syrian NGOs the

chance to get direct money from UN organizations. Involving Syrian NGOs in the top echelons of international cooperation was another benefit. For Syrian NGOs to meet the requirements of these collaborations, they had to strengthen their organizational capabilities.

As of right now in 2016, the actions With the existence of Syrian non-governmental organizations have begun to demonstrate outcomes in terms of registering applications, liaising with Western parties, and communicating on behalf of Syria internationally. Syrian groups made significant advancements in implementation and coordination throughout the years that followed, as these institutional trends became evident. It was even the responsibility of some of them to oversee a few teams of humanitarian relief efforts (Rajjoub, 2020: 38).

Political and ideological disagreements, as well as resource competitiveness, are some of the causes of rivalry among Syrian NGOs. The NGO industry in Turkey has been significantly impacted by the enormous influx of INGOs. INGOs are strengthening civil society's capacity through partnerships and financing, but in the process, they are also encouraging marketization and competitiveness, which is turning NGOs from nonprofits into professional organizations (Mackreath and Sağrıç, 2017: 2).

One of the main responsibilities of civil society organizations (CSOs) is the advocacy of democratic values and human rights. But a lot of these companies have problems with culture and governance. Since Syrian CSOs were just recently established, it has been difficult to put in place suitable governance frameworks. However, its rapid development has been made possible by the backing of several donors (Idilbi, 2022: 12).

These organizations work with regional implementing partners by conducting cross-border activities. These collaborators assist the international players in helping the impacted communities by helping and aiding. Together, these groups can more effectively tackle the difficulties and dangers associated with delivering humanitarian relief in unstable and hazardous situations (Ganir,2016: 35).

2.1.5 The Presence of Syrian Non-Profit Organizations In Turkey

The emergence of new Syrian NPOs, founded in Turkey during 2011 in reaction to the Syrian conflict, presents a distinct situation. These organizations have grown

exponentially outside Syria due to the ongoing humanitarian crisis that has lasted for 13 years. The complex political conditions have led to uncertainty, while The effects of the global humanitarian network have been significant. Additionally, the cultural and historical aspects that characterized Syrian society both before and within the war have made this an intricate organizational ecosystem. Despite the challenges mentioned previously, shortage in global funding, and a lack of substitute structures, organizations continue to provide essential support to the Syrian people, depending on the priorities of humanitarian needs and the available resources.

Numerous relief organizations in Syria have been founded, frequently with assistance from the Syrian diaspora. To enhance efficiency and reduce redundancy, a significant portion of these organizations have embraced the UN's pooled funding approach. Nevertheless, funding shortfalls have been widespread, as the UN has fulfilled only approximately half of the requests, resulting in increased competition for scarce resources (Fradejas-García, 2019).

The Turkey Joint Humanitarian Fund was established in 2014 and became accessible to Syrian actors operating across the border before ending of the same year. Administered by the Office for the Coordination of Humanitarian Affairs (OCHA), the fund offers direct financial support for the activities of the United Nations, global NGOs, and Syrian NGOs within Syria. During the years 2014 & 2015, approximately half of the funds from the Turkish HPF were allocated directly to international actors (UN/INGOs), while around 45% were directed straight to Syrian NGOs. Moreover, more than half of the funding provided to international actors during these years went toward supporting their operations.

Syrian non-governmental organizations that collaborated or worked for international non-governmental organizations or UN agencies. This kind of funding is known as "indirect financing." These Syrian NGOs received almost 80% from HPF donations. They touched around 45% of the population directly, and the remaining 35% through foreign NGOs and UN agencies (Els, Mansour, and Carstensen, 2016: 15).

The phenomenon known as the "neighborhoods' response" has received increased attention due to the absence of actual presence from international humanitarian groups.

Any organization or group perceived as being a part of the local response is one that does not come inside The typical or official humanitarian domain (UN, ICRC, INGOs). This is a broad category that includes organizations founded before the conflict with assistance from experts (typically scientific agencies), diaspora businesses, charities, networks of community as well as collaboration and anti-authority activists. These organizations have largely filled the hole on purpose by taking advantage of their weak worldwide presence (Svoboda & Pantuliano, 2015: 9).

International NGOs and the United Nations deliver relief supplies to the border, where implementing partners load them onto trucks and implementing partners transport them through Syrian territory to the warehouse where they are distributed on behalf of international NGOs and the United Nations (DFID, 2014: 3).

Every month, over 1,000 trucks cross the border with Turkey to deliver aid to millions of individuals in northwestern Syria, 75% of whom rely on it for basic needs, according to the UN Organization (HRW, 2021).

The youth of the Syrian revolt progressively shifted from passionate mobilization and activism driven only by the desire to change to a specialized reaction furnished with all the accouterments of voluntary organizations (NGOs).

CSOs were entangled in bureaucracy and due diligence procedures linked with international counter-terror laws (Collins, 2019: 23).

Due to the complexity and difficulty of their job, Syrian NGOs continue to encounter several challenges. They also must cope with an overwhelming amount of work and an insurmountable quantity of people who require emergency assistance. Almost all of these organizations are new and have never performed humanitarian work before, which exacerbates everything. They also didn't have the same amount of time as other groups operating in peacetime to become proficient at the duties they were required to complete since they were thrust into the midst of a convoluted and highly violent armed struggle. Due to all of this, the newest CSOs have been obliged to assume enormous tasks that may have easily overloaded even among the most famous worldwide humanitarian organization (Al-Zoua'bi, 2017: 29).

During a convoluted and unpredictable military war, Syrian grassroots organizations bear enormous obligations. Compared to international humanitarian groups, they are unable to manage a humanitarian disaster and offer many people rapid help due to a lack of time and money (Ibid: 37).

2.2. Social Media

2.2.1 Introduction

Organizations today face increasing pressure to be more innovative and creative and more able to confront their competitors considering a changing global business environment, aiming to achieve spread and presence, which has been linked to the development of social media networks that have become more compatible with users through more intelligent solutions and applications (Phillips & Young, 2009: 55).

Social media has also become an essential element in the integrated marketing communications program, which must include advertising, websites, emails, publications, and other promotional tools, these elements must be carefully organized to get the best return on investment (Stelzner, 2011: 25).

Hence, the importance of studying social networking sites began to increase as a new element of defining the integrated brands of any organization and a form of fundraising that is used in addition to the traditional tools and forms that are used to promote the brand and create loyalty to it, considering the importance that different organizations attach to using social media platforms.

Social media and organizations' interest in developing information about their services on their electronic media.

2.2.2 The Concept of Social Media

Information technology today has contributed to major transformations in the details of doing business around the world, such that social media, with its advanced capabilities, has been considered the most influential influence on the business environment, with the capabilities it has provided in exchanging information, building knowledge and expertise, and creating a new environment in the fields of marketing, finance, and communication, which has accelerated innovation processes (Aral, Dellarocas, and Godes, 2013: 3).

Likewise, social networking sites have contributed to raising the level of the organization's internal operations and provided modern methods and tools for communicating with all its parties (Culnan, McHugh, and Zubilaga, 2010: 243).

Employees can engage in small-scale outsourcing or propose new ideas to distant talent by fostering deeper ties through social media. Due to the rise of social media, certain industries—like publishing and newspapers—have become less dependent on one another while also changing other industries (Aral, Dellarocas, and Godes, 2013: 3).

Information technology has continued to expand significantly in the twenty-first century; social media has altered how businesses engage with the market and society giving individuals the power to drive this change. As of right now, there are roughly 1.9 billion active social media users and 2.5 billion Internet users worldwide. Because of this, any business or organization must understand how important it is to interact with these people online (Coco, 2014: 2).

To sell and advance their companies, management must navigate the dynamic, global environment that social media has created (Berthon, et al., 2012: 261).

2.2.3 Origins and Growth of Social Media

The current generation has witnessed a shift in connection exchange generation and the emergence of what's known as the second era of Internet applications, through which users broaden and create content material. After the Internet became primarily based on a tactic, meaning one-manner conversation, there's what's referred to as a two-manner conversation.

The technology framework known as Web 2.0 makes content creation and delivery possible. Content creation is made possible by a series of technological innovations in hardware and software. The shift from monologues (one to many) to dialogues (many to many) in media broadcasting occurs with Web 2.0. It provides a wealth of information sources that facilitate knowledge acquisition and discussion. Web 2.0 keeps enabling relationships and interactions between people and organizations to produce content. Thus, the emphasis has shifted from the business to the clients, the people to the communities, and the publication to the involvement (Ibid: 263).

Web 2.0 is described as a group of rules and procedures that result in a diverse range of sites that include user-created content (Cogburn and Espinoza-Vasquez, 2011: 192).

2.2.4 Social Media Platforms

The most widely used social networking sites in Turkey will be discussed in detail. According to We Are Social 2020 research (DIGILOPEDI, Digital Marketing, AdWords, SEO, Google Ads n.d.), YouTube, Instagram, WhatsApp, Facebook, and Twitter, sites are the most popular.

2.2.4.1 Facebook

People choose social media platforms for interactive communication, and Facebook has become one of the most popular and commonly utilized social networking sites today.

Initially, its primary goal was to allow individuals to reconnect and interact with their former colleagues (Weinberg 2009: 11). The social network gets its name from "paper Facebooks," which are forms that students, teachers, and employees of schools in America fill out to introduce themselves. In 2006, it became available to Internet users from all around the globe. Facebook has become increasingly popular as a social communication tool and for worldwide brand promotion over time (Tsai 2013: 372).

Facebook, which has undergone many changes and updates since 2004, could be identified as the world's most popular social network. Google's second highest-searched platform is Facebook. It now has over 2 billion users throughout the globe. Around the globe, there are more than 2.5 billion active users each month. Facebook is the fourth most frequented platform in Turkey, and according to Facebook data, an overview of the advertising audience includes 2.18 billion individuals, 44 percent of whom are women and 56 percent are males. 98.3 percent of its users use Facebook to browse via mobile phones (DataReportal, 2021).

Furthermore, Facebook controls 19.7 percent of the market for the total internet advertising industry. Mobile advertisements contribute almost 90 percent of advertising income. Video advertising has the greatest reach rate on Facebook, with 6.03 percent (Facebook Statistics, 2019). According to Statista, ten million registered marketers offered their services and goods on Facebook in 2020. Looking at the site's usage rates and data,

it is clear how significant Facebook is for those in marketing and how it opens up new possibilities for reaching their intended clients.

Several of these social media platforms offer comparable characteristics. Individuals may, for example, publish photographs on Instagram, compose a blog post, or exchange favorite links on social bookmarking sites. However, the primary goal of Facebook is to offer individuals a fundamentally linked network. So, this platform enables users to connect as well as publish data, photographs, and videos. It includes members of numerous different cultures and countries, and it serves people all around the globe in their native language, for free. It offers messages, alerts, events, live broadcast apps, games, and other things in addition to its fundamental functionality. It has several characteristics. As a result, the platform consistently improves the user experience by adding new features, making it popular among clients as well as marketers. Facebook has become an essential platform for business entities to display their business identities (Altindal, 2013: 17).

Businesses try to distinguish themselves via numerous advertising strategies to capture the attention of their clients and develop more intimate interactions with them.

In today's highly competitive world, businesses may use their distinctive characteristics to their advantage in commercial relationships.

Businesses also create their own Facebook pages and reflect their company culture and brand promotions; thus, clients can remember the corporate identity.

Furthermore, businesses may access significant news, creative innovations, and discussions published in reliable sources.

Brands may increase their visibility by creating official company pages on Facebook.

Because of Facebook's enormous membership, it has become a massive information system that companies use to connect with millions of users and provide promotional content while individuals are online.

As a result, companies can reap benefits from this site in a variety of ways. Businesses, for example, might pre-promote the product throughout the process of product creation by publishing images or videos of the product on Facebook, and then they may get an idea about the goods to be launched by thinking about the customer responses. Starbucks, for

example, presents new cup lids to Facebook followers for feedback to gain from market research by analyzing the product from the consumer's point of view. Businesses may also utilize their Facebook accounts to highlight the qualities of their goods and services.

Consumers nowadays choose exciting and engaging social media apps that allow them to have greater influence over their media consumption and get information just in the areas in which they are interested. As an offering, Facebook provides user information with advertisements and allows companies to reach out to their target demographic by separating the market carefully, making Facebook an attractive advertising network. The success of these advertisements, also known as sponsored advertisements, is closely tied to demographic and personal traits. Furthermore, the fee for Facebook advertisements is cheaper than that of traditional promotional methods, allowing businesses with limited resources to reach the consumers they want (Alqaisi, 2022: 24).

In addition, several items that are not permitted to be marketed via traditional media platforms may be promoted on the net. As a result, the majority of Facebook's revenue comes from companies that are interested in reaching their clients via advertising and marketing campaigns on the social network and are willing to pay a price to accomplish it (Lilley, Grodzinsky, and Gumbus 2012: 83).

Furthermore, Facebook is a key means of communication through which companies can rapidly respond to their client's demands and questions and create an excellent client experience by addressing their concerns. Businesses that pay attention to the comments made about the communities that customers form to discuss their passions or worries may discover a chance to create stronger relationships with them. In addition, organizations that consider expressed requests and recommendations please their followers and grow their encompasses as a brand community. Brands could provide incentives to encourage individuals to become part of their fan pages. In these communities, there is a lot of promotional activity happening. People talk about their nice and awful experiences (Usta 2012: 18).

2.2.4.2 Instagram

Instagram is a tool that allows people to express themselves by sharing messages or stories and communicating with each other using these creative images. Thus, this information

turns into representatives of the users and shows their interests and values (Ginsberg, 2015: 79). Kevin Systrom and Mike Krieger built it in October 2010 as a free picture modifying and sharing scheme. It was purchased by Facebook in 2012, and the site has since grown in importance throughout the globe. One of the causes why it has become common is because images made with various filter choices are more visually appealing. Furthermore, with a simple interface, users may immediately share the photographs they publish on Instagram with other social media platforms.

Instagram's continued growth was hastened by Facebook's purchase of the social network in 2012, and it is currently the social network with the fifth biggest number of members globally, with the majority of its members aged between 18 to 34 (DataReportal, n.d.).

Instagram is becoming more than simply an image or video-sharing application, it is also a vital marketing, promotional, and retail tool. According to their data, more than 25 million business profiles are available. In terms of engagement, approximately 90% of the site's visitors follow at least a single brand, and 83% believe the site helps them identify new goods and services (Decker Double Decker) (IMDb, 2017).

This platform is one of the most popular tools to express, communicate, and interact using creative visuals. The platform provides users with a multitude of development tools, such as filters, cropping, and rotating images for editing.

Furthermore, by including other individuals in shared images, the "tagging" function enabled users to tag and group pictures. People's ability to effortlessly share their memories on their mobile devices has further increased the app's growth. Instagram is always evolving, and users may now live stream on the app. Users may apply various effects to embellish images and adjust the appearance settings of pictures and videos while sharing. Other functions of the site include adding individuals, talking, liking and commenting on posts, and so on.

Nowadays, the social media platform is utilized as an e-commerce platform. Brands take advantage of sponsored ads, product tagging features, and influencers to get their message across (Kembau and Mekel, 2014: 1170). An instance of this is when a sports brand collaborates with a triumphant football player or athlete, whereas a food brand partners with a renowned chef. These companies have established a page and execute their

marketing and sales activities on Instagram. By making use of product tagging, consumers can conveniently navigate to the brands' stores on Instagram and make purchases without leaving the app. Instagram has also introduced this feature to stories, prompting users to engage by following the "see, touch, shop" slogan.

Mobile picture and video sharing has become an essential communication and engagement field in the digital age. for personal use as well as for brand communications of businesses. Instagram offers brands the opportunity to get to know their target audiences more closely and communicate effectively by considering consumers' shares so that these are considered when creating brand values and acting accordingly.

Additionally, through visual and narrative sharing, marketers want to engage with customers and show them real-life experiences. Clients will be able to see what type and level of experience they will have after buying these products (Alqaisi, 2022: 20).

Brands will be able to develop strong consumer communities based on organized social contacts between followers and consumers of a brand, regardless of location aspects, thanks to the emotional relationship generated (Muniz and O'guinn, 2001: 413).

Also, the innovative utilization of Instagram in conjunction with other media accounts is an instrument that can be utilized for advertising objectives due to its ability to engage people and increase interest in businesses. Brands want to be seen as living creatures in the thoughts of their customers, therefore they try to include them in their duties and communicate with them. Brands use Instagram photographs to amuse customers, market their goods or services, and develop a sense of connection with them by bringing them into their unique narratives. As a result, they highlighted their unique characteristics via brand positioning and developed a more genuine, relevant, and meaningful connection with customers (Alqaisi, 2022: 20).

Instagram's independence improves its online visibility as well as its virtual image by linking real and digital environments and allowing it to be utilized not just for personal but also for commercial reasons. With Instagram's expanding popularity, the usage of pictures instead of text postings, and its unavoidable influence, marketers have started to study and leverage this social media site. Similarly, the language barrier evaporates in visual marketing, and as a result, in today's globalizing market, companies prefer visual

material to written content when going overseas, and Instagram shines out among business tastes at this time (Ting et al., 2015: 18).

2.2.4.3 YouTube

The practice of watching and spreading videos online has grown significantly as web connection speeds have risen throughout the globe.

The most preferred site by people for watching and sharing videos today is YouTube.

Over 2.56 billion people saw YouTube videos globally in 2022, according to the platform's statistics. The YouTube website saw over 72 billion mobile views from people worldwide in November 2022. YouTube continued to adjust to user requests. When YouTube Shorts became live worldwide in June 2021, they had more than 50 billion views per day by february 2023 (Statista, 2023). A channel on YouTube may assist the organization by sharing its video content with the globe's biggest internet audience.

By publishing videos on YouTube, organizations may immediately reach and connect current and potential beneficiaries and donors (Greenberg and MacAulay, 2009: 64).

Videos improve how people think of a business's products or services and help create its identity. It combines each of the three Vs of communication—verbal, vocal, and visual—making the delivered issue much more natural and realistic (Waters and Jones, 2011: 249).

Videos have grown simpler to shoot as a result of the expansion of video-sharing services and mobile devices, which has made them an essential kind of material on the internet. The following are some reasons for utilizing videos to build behaviors: Businesses can benefit from publishing videos on video-sharing platforms by building stronger relationships with their consumers, making more efficient communications, and offering improved marketing help (Alqaisi, 2022: 11).

For marketing purposes, rather than just releasing advertisements, businesses seek to deliver a more genuine message to their target customers. Customers are excited about the good or service, their brand, or the company in question, concluding that companies act for them and are not simply there to make money off the goods (Ibid: 12).

After Facebook, YouTube is the next most popular site. The platform has 2.5 billion monthly visits and is Google's third most popular channel. 46.1% of users are female, while 53.9% are men. Every day, one billion hours of video are viewed on YouTube. 70% of viewers are on mobile devices (Digital, 2022).

Additionally, if your company becomes a member of a video-sharing site and starts sharing content on the platform, you should announce this through other tools in your company profile. Become famous: By sharing their videos, people want to gain recognition. Share content on various topics to gain popularity, and if you attract the attention of others, you can achieve your goal and become an Internet phenomenon.

In addition, businesses of all sizes, from small to large, can use these channels for marketing purposes, deliver their advertisements to large audiences, and increase traffic to their websites. YouTube has grown into an essential instrument for delivering commercials via referrals from others. Exciting and unique videos on the platform are additionally shown on other networks. The marketing goals of YouTube are as follows: (Miller 2010: 11-17).

The awareness of brands, local businesses are utilizing YouTube to boost awareness of their brands, and marketers are also working on establishing this idea. Many also argue that since internet viewers are more engaged than TV viewers¹⁴, marketers should include immersive web experiences in their advertising campaigns. Product marketing. YouTube may be utilized for promoting a whole business; however, it additionally has the potential to advertise particular goods. Creating videos that are instructive, educational, and enjoyable is crucial, but an additional direct approach is required. Retail advertisement. Businesses may utilize YouTube to market their retail establishments. Direct revenue: YouTube has evolved into an efficient instrument for generating revenue. For example, items may be advertised by showing them in use, and these videos can be utilized on company websites. Product Help: Some businesses utilize YouTube to assist current clients. Videos including some typical client queries may be developed, giving consumers a beneficial service to assist them and attempt to answer their issues quickly. Staff Communication: YouTube can be used for all types of company communication, such as companies' top executives addressing staff through dedicated channels on YouTube

instead of calling a big business meeting to convey their message, and many businesses make this platform effective and quick to use. This is a method of distributing all forms of employee information. YouTube also broadcasts data in real-time. Internal training is available. Businesses may also utilize YouTube for reasons within the organization, such as product and sales training. Previously, when a new product was produced, salesmen had to go to headquarters to obtain product training, which was an intensive and costly technique. Instead, you may now make a series of short training videos, upload them to YouTube, and send them to every salesperson in your company. This saves your sales staff time and creates an archive of product information that anyone can access at any time. The YouTube platform, which has a variety of uses and purposes, is also being effectively utilized by companies that are realizing their potential. The enormous potential and opportunity to reach more people every day are especially important for brands that incorporate these media into their digital marketing strategies. Therefore, this social media platform has tried to provide all aspects of interaction.

2.2.4.4 Website

An individual, business, institution of learning, the government, or organization made them accessible online. A collection of websites on the World Wide Web that are generally linked to one another and have characteristic written content, photographs, and videos that are interactive (Alalol, 2011).

Gathoni (2020: 27) thought that each organization should have an updated website that easily links users to facts on how to give, how the money might be used, and a thank-you message to donors. A detailed description of the business is required on a website for supporters to feel connected to it. It additionally allows them to address any questions they might have about an organization. Not a lot of information about an organization should be posted on Facebook, Twitter, or crowdfunding platforms at random. However, an organization's website enables the sharing of any data that the organization desires. Posting on other social media platforms may be added to the website so that visitors may learn more. While postings on other sites, for example, may also generate fees, the website is free.

According to Goatman and Lewis (2007: 33), Websites primarily serve the purpose of disseminating information to enhance public consciousness about nonprofit organizations and their vision and missions.

According to Svensson, Mahoney, and Hambrick (2015), nonprofit organizations favor organizational websites for relationship development because they offer operational interaction, allowing audiences to connect with the organization.

Organizations may build their websites at several levels. Geiger & Martin (1999: 34) 34) proposed three sections of design: landscape design websites, which lack marketing-oriented targets; informative websites, which serve to present data about a business's goods or services to prospective and current clients (one-to-many communication); and relationship-based websites, that are utilized similarly as other kinds of social networking tools that allow communication (two-way communications).

2.2.5 Using Social Media

Individuals who use social media for a variety of goals, such as communicating, having fun, learning new things, and keeping up with current events, are now getting a taste of how firms' marketing and advertising activities work. Because of the increased use of social media, organizations are attempting to reach their target audiences in the shortest amount of time and at the lowest feasible cost. This is the most significant characteristic that businesses may use to reach out to potential clients.

According to Ellison, Steinfield, and Lampe (2007: 1143), social networks serve numerous purposes, including:

- Creating a profile for other users within a custom system.
- Having a list of users with whom they can share contact information.
- The ability to view other users' contact lists.

The importance of social media in consumers' lives and the area it covers is increasing day by day. For this reason, it is important for organizations that use social media to reach their consumers with advertisements and try to be active in all social networks of consumers. While doing this, the effects of social media on consumers and the interest of consumers in marketing activities on social media are constantly investigated and

supported by current studies. Within the scope of these studies, the publication of advertisements appropriate to the demographic characteristics of consumers, especially those who differ according to their demographic characteristics (Yaylagül, 2017: 220).

2.2.6 Use of Social Media In Non-Profit Organizations

Miller (2010: 34) highlights the importance of social media in assisting specialists in accessing their social skills the potential for contacting teams and communication is still ongoing relationship for them, as it is evident that several difficulties lead to them without this.

NPOs that use communication effectively can attract funds from new donors as well as maintain the continuity of current funding because it helps increase awareness of and loyalty to the organization's work within its current and future donor community (Corazon, 2015: 2).

People's desire to connect has increased the popularity of social media, which has helped fundraisers spread across age groups and geographies (Gathoni, 2020: 1).

This is because social networking encompasses communities on the internet that are spreading out all over the world. Except for the fact that those individuals are in different regions of the world, it is feasible to interact with them almost simultaneously in a short time.

Although social networking is a great tool for engaging with those who contribute across the globe, it is still underused in fundraising (Chikati, 2010).

Social media is an online social network that many say has become the most potent and significant comparison of whatever was previously available offline as well as what is now feasible for charity organizations. This distinction offers us an edge when it comes to fundraising via social media (Hart, Greenfield, and Haji, 2007).

People and NPOs are communicating online through methods that were unimaginable even ten years ago, thanks to social media. As a consequence, with each new year, online donating grows steadily and fast (Mansfield, 2012: 23).

This is an essential tool for organizations to implement a social media fundraising strategy to leverage available features to increase online donations. Social media's ability to reach

different types of audiences simultaneously means less time and resources are needed to build relationships. Relationships, on the other hand, are developed over time in conventional fundraising (Hart, Greenfield, and Haji, 2007).

The goal of using social media is to reach a more diverse audience across age groups and geographies, expanding fundraising opportunities in addition to traditional fundraising efforts.

For example, the same story about a cause's impact can be shared with potential and existing donors through social media, traditionally in a newsletter or through a Facebook or Twitter post or YouTube video.

Gathoni (2020: 31) underlines the fact that social media helps organizations reach an even wider demographic than they could before. Because it is now the most effective and readily available means of contact with the rest of the world for nonprofit groups.

Non-profit organizations need to create websites on social networks, especially in the field of increasing the number of volunteers, dealing with the public available on social networking sites, and benefiting from them in disseminating and marketing the association's goals among the target audience (Kenney, 2012: 26).

Organizations now need to know more than ever how to use social media platforms for public relations, marketing, and communication. This is due to the explosion of technology. Organizations may decide whether to engage in social media phenomena by having a better awareness of the advantages and potential drawbacks of social media (Scherer, 2010: 2)

2.3. Fundraising

Considering the scarcity of resources and the economic and social transformations in the business environment, the fundraising process has become an extremely important matter for non-profit organizations to achieve their goals and improve their ability to meet their current and future obligations.

The process of arranging to fundraise has occupied an advanced position in the table of operations of civil society organizations because of changing local and international circumstances, especially when considering that the process of arranging to fundraise has

changed, as giving has become more global, with grants that have been provided across borders in times of national crises such as regional and international conflicts and environmental disasters, and terrorist attacks (Mutz and Murray, 2010).

Funding management activities reduce the effects of encroachment on various revenue streams of NGO resources, and a marginal dollar spent on funding management produces approximately five dollars in the form of new long-term grants that the NGO will benefit from in developing and supporting its various activities (Herzer and Nunnenkamp, 2013: 235).

2.3.1 Fundraising

The fundraising process is an organized strategic activity concerned with providing the funds that charitable organizations need to achieve their goals (Mutz and Murray 2010:11).

According to AbuHammad (2011), the domestic and international financial resources that are used for implementing and developing programs and projects are required for the targeted populations and national economy.

Brumby (2010) clarifies it as a search for resources from multiple sources.

Fundraising is the organized activity of raising funds, whether for an organization or a political or social cause (Merriam-Webster, 2002).

people donate to help others, which is frequently used when it comes to fundraising (Weinstein and Barden, 2017).

According to AbuAlroos (2015), it is about “providing the necessary funds in times of need.”

Non-profit organizations use a variety of strategies to achieve the two primary components of fundraising, which are non-financial and financial.

The economic component refers to the proportion of each donor's give from the overall amount as well as the net tangible revenue that organizations get from donors.

Attracting skilled workers and volunteers, growing the number of donors, and ensuring stakeholders are satisfied with the organization's performance are all examples of the non-financial dimension (Najev, 2016: 7).

To carry out service projects for the local community and fulfill the foundation's vision and goals, organizations must raise assets and funds from a variety of sources. This process is known as fundraising (Hazim, 2021: 46).

2.3.2 Fundraising Sourcing

Organizations in the non-profit sector receive donations from a variety of sources and in a variety of formats, including corporate grants, government grants, requests, personal contributions, and grants from international organizations.

Donations to charities often originate from the government, companies, foundations, bequests (gifts made by persons upon their death), and individuals (Beiser, 2005: 21).

Tax-deductible government subsidies were a major source of funding for most organizations in the past, particularly those in the United States and Europe.

Nevertheless, when nonprofit organizations saw growth in the 1980s, government support for it began to decline. It has been accompanied by a significant increase in the number of crises and expectations among the public, necessitating organizations to adopt a more sophisticated strategy in managing their missions to provide excellent services that align with society's needs (Worth, 2020).

Organizations that rely only on one source of funding face the potential threat of losing their livelihood if donations cease or decrease, or if the donor's objective conflicts with the organization's vision or goals. Therefore, organizations strive to broaden their sources of income to attain a more enduring existence. Organizations have to obtain funds to improve self-reliance and sustainability in their operations. Matching the resources with the purpose of the programs they support creates a harmonious connection between the mission of the organization and the donor's desires (Ibid.).

Individuals and organizations can fundraise using a variety of tools. The most common of these are:

1. Telephone: This remains one of the handiest approaches to raising finances (Brumby, 2010).
2. Direct reaction (press marketing): A method of soliciting finances from capacity donors (Sargeant and Kähler, 1999: 12).
3. Mail-outs are a method used by organizations to actively seek new donors or enhance existing connections with supporters (Ibid:10).
4. Major gift fundraising: this tool is designed for frequent and significant donations (Ibid: 14). Individuals make this form of contribution. It could be just one or two wealthy people.
5. Door-to-door distribution: delivery of comfort literature to households using an out-of-door courier (generally volunteers). As a result, volunteers sell merchandise and make the agency available to families to help them (Ibid: 13).
6. Local fundraising, or unique occasions fund, refers to a vast range of fundraising marks together with backed occasions, home collections, morning tea, supper, and competition. Effective events foster social engagement and inclusivity for volunteers, employees, and supporters by establishing connections among residents and companies within a network. (Higgins and Lauzon, 2003). Organizations that have wealthy people are fortunate (Sargeant and Kähler, 1999: 15). Pareto's 80/20 rule states that a majority of the funds generated, namely 80 percent, are contributed by a minority of contributors, specifically Not exceeding 20% of the total. 88% of the total donations of the organizations are made by only 12% of the people who make donations (Weinstein and Barden, 2017: 21).
7. Corporate fundraising: is a way of getting other companies' guidance (Sargeant and Kähler, 1999: 15).
8. Trust fundraising: Organizations indirectly endorse certain rationales. They lack any real connection with the receivers of information. Donors evaluate their meditation party, with the only condition that their support significantly benefits the designated agency (Ibid: 15).
9. International fundraising is the provision of grants as well as assistance to organizations by external donors, either via direct interaction with the organization or through the country's official office (AbuHammad, 2011).

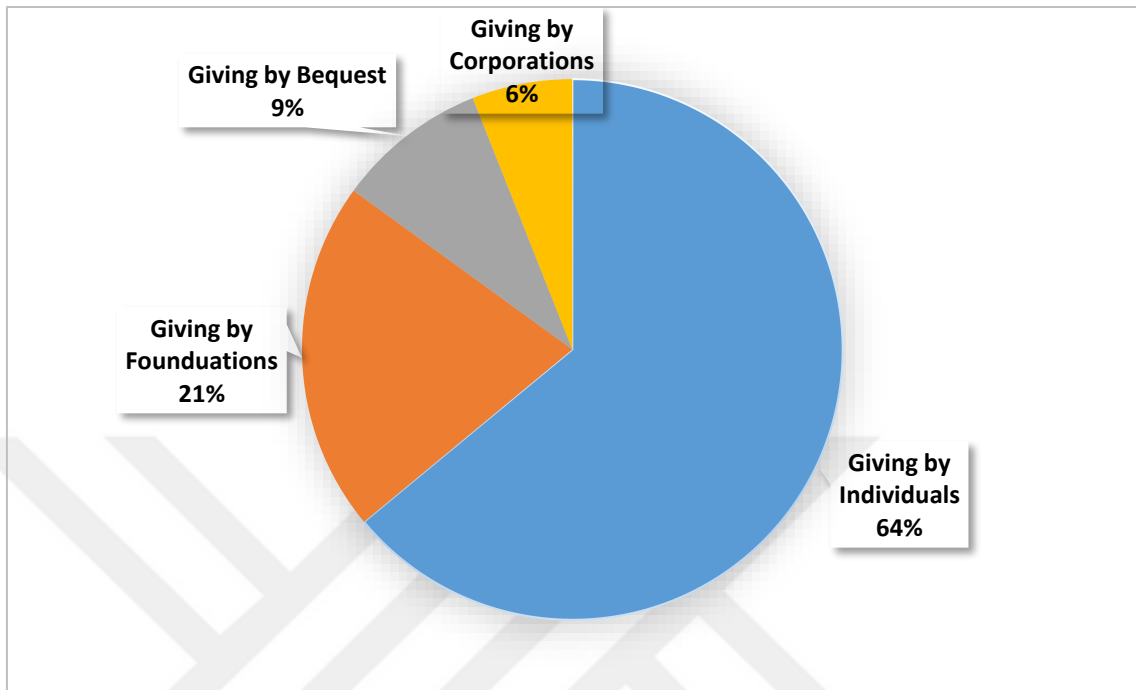


Figure 2.1: Donation Value Percentage by Total Fundraising Sources.

Source: Giving USA Foundation, 2022

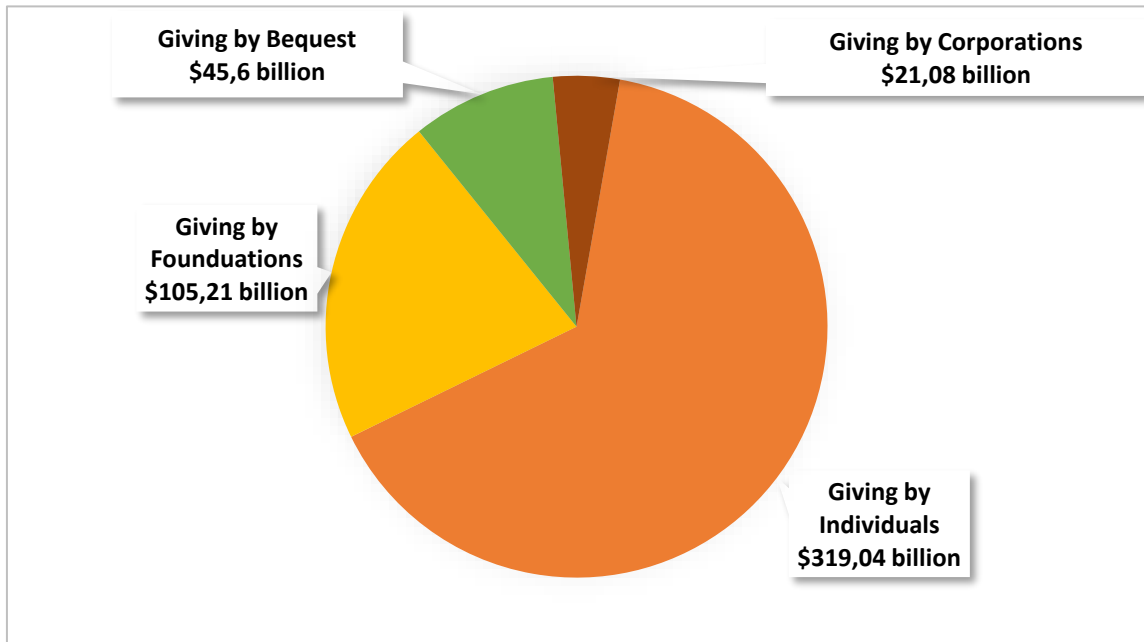


Figure 2.2: Donation Value by Total Fundraising Sources.

Source: Giving USA Foundation, 2022

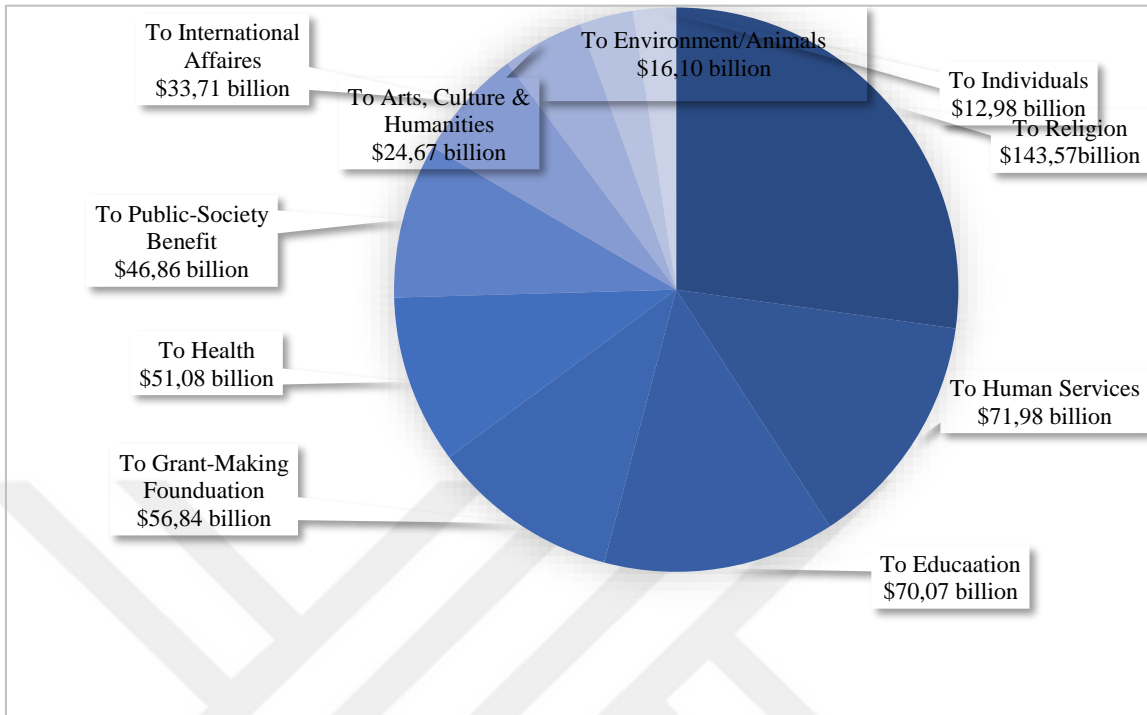


Figure 2.3: Value of Recipients by Total Value of Recipients.

Source: Giving USA Foundation, 2022

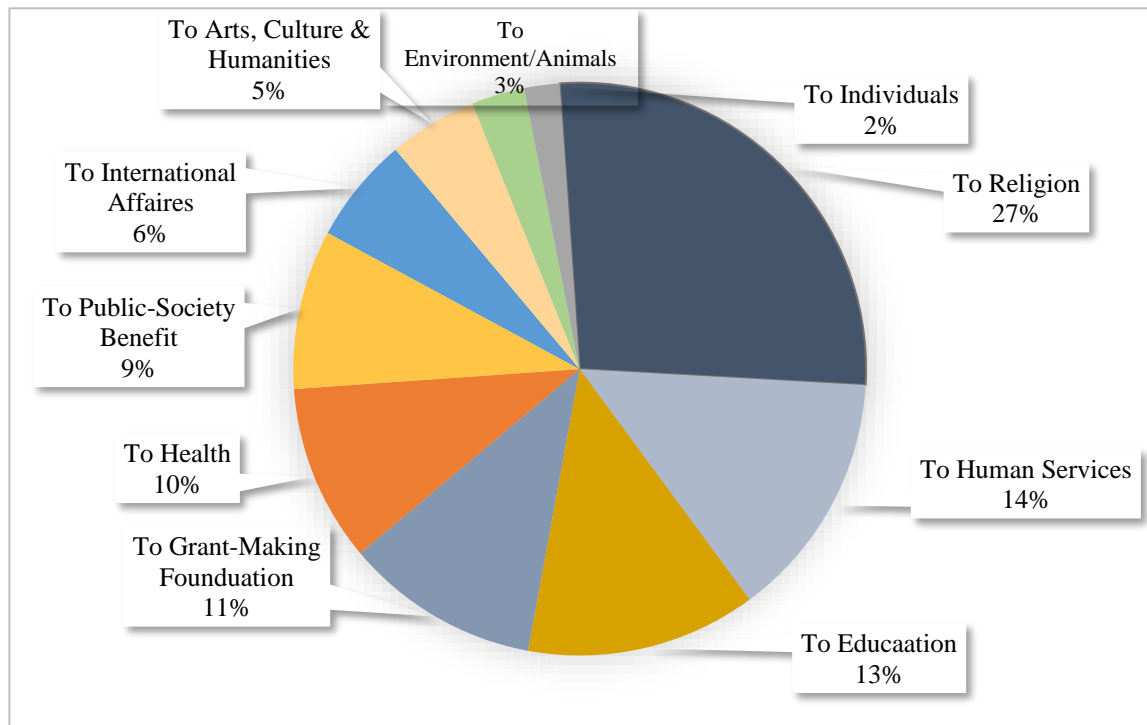


Figure 2.4: Percentage of Recipients by Total Percentage of Recipients.

Source: Giving USA Foundation, 2022.

2.3.2.1 Fundraising from Individuals

Donations made by individuals are a crucial and significant source of donations for nonprofit organizations. According to the data from (USA GIVING), local organizations in the United States received 64% of all donations in 2022, amounting to a total of \$319 billion. In 2022, religious organizations received 27 percent of the total donations in the United States, while social services organizations received 14 percent of every donation, and 13% of all the donations were given to the education sector (Giving USA Foundation, 2022).

Due to the substantial amount of funds that they will get as a result of their focus on members of the community, organizations give priority to obtaining contributions from individuals over other means of funding.

Individual contributions create a community-wide momentum that bolsters organizations and encourages volunteers. It is often characterized by a persistent and repetitive nature over an extended period. Individuals consistently donate to charities in varying circumstances, such as periods of economic growth and stagnation. They contribute in response to specific requests. The valuation of offers submitted differs across distinct neighborhoods. research indicates that in the Netherlands, ninety percent of the population donates to charity organizations, but in the Philippines, the yearly donation rate is at 80%. This research further implies that the majority of donations originate from those with moderate or struggling professions. (Klein and Yogi, 2022: 237).

2.3.2.2 Fundraising from Foundations

In 2022, institutional contributions constituted 21 percent of the total donations, placing them in second place, surpassed only by individual donations. Non-profit organizations submit proposals for projects to donors to get funding. Organizations are established and depend on the financial resources provided by those who created them (whether they be people, families, or companies). Before seeking funding, non-profit organizations have to understand the objectives of the institutions and assess the level of alignment between their mission and regions of operation. Engaging in the task of creating and submitting ideas for projects requires a high level of integrity, dedication, and financial commitment

to get money from institutions. It is worth noting that the amount of cash awarded is typically significant.

2.3.2.3 Fundraising from Bequests

In 2022, bequests constituted 9% of the overall donations in the USA, representing a 50 percent increase compared to the contributions made by firms. Bequests often refer to the explicit wishes of people to transfer their wealth after their deaths. Bequests are the act of bestowing on an organization that is not-for-profit the responsibility and authority to act as a legal guardian on behalf of the dead. Organizations strive to establish bequests programs that incentivize older individuals to contribute to their causes. The organization's enduring benefactors are the most inclined to transmit their financial resources to the charitable organization via bequests, which are regarded as one of the primary sources of income for organizations that are not for profit.

2.3.2.4 Fundraising from Corporations

It is important for charitable institutions to remember that corporations are a primary source of financing, and raising money through companies involves creating a relationship between a non-profit organization and a business entity to get donations for the organization. Typically, assistance is restricted to a specific project and is provided through a structured process involving financial contributions, the provision of resources, logistical support, and training. Alternatively, assistance can be facilitated through collaborations between organizations, such as the relationship between Marks and Spencer and Oxfam.

68 percent of the total value of donations in the United Kingdom came from among the 25 highest-profit firms. While corporations provide a significant amount of donations, charitable organizations only account for a tiny fraction of the total donated assets. Their assistance mostly pertains to long-term projects that align with the domains of her work.

The concept of corporate social responsibility, or CSR, is a prominent factor that motivates businesses to engage in contributions, which serves as an internal mechanism for companies to fulfill their commitments towards society and the environment. The firms' philanthropic strategy of donating to charitable organizations will contribute to their future profitability and bolster their market standing.

Non-profit entities aim to attract the attention of corporations and secure donations by offering projects that align with the businesses' areas of focus and interests. Companies typically prefer to support high-quality initiatives that receive recognition and have a lasting impact. They often prioritize projects related to development and improvement programs, healthcare, and addressing cultural and technical obstacles. Certain corporations promote a culture of philanthropy as an element of their social responsibility by encouraging staff to donate through a practice known as "matching gifts." This involves companies like Google and Kraft offering to match the donations made by their staff members or triple the donations made by those who work for them.

2.3.3 The Importance of Fundraising for NPOs

Efficient execution of the procedure for fundraising will provide positive outcomes in terms of acquiring and cultivating cash resources, as well as recruiting and onboarding personnel to facilitate the organization's objectives.

Organizations vary in their revenue streams, which might come from government subsidies, individual donations, corporate sponsorships, grants from foundations, and contributions from international organizations. Before collecting contributions, it is imperative to ascertain the organization's requirements and transform them into objectives. Additionally, it is crucial to discover the specific demographics to target and choose the most effective methods to engage with them. Furthermore, comprehending the many motives behind donations, such as religious, emotional, social, and cost-effective factors, is essential. Robust organizations are characterized by a diverse range of funding sources, avoiding dependence on a single source. This is because fundraising plays a crucial role in both the financial and non-financial aspects of an organization. (Hazim, 2021: 83).

Non-profit organizations are thought to exist only because of their funding. These organizations will be more eager to fulfill their given roles the more they can overcome the issue of financial resource shortages and furnish them with multiple. Many field studies that have been applied to non-profit organizations have proven that the problem of financing is most on.

Many charitable organization organizations, particularly those in the humanitarian and social service fields, significantly depend on contributions to meet their financial requirements for both capital and daily expenses. (Higgins & Lauzon, 2003: 363)

Furthermore, by providing financial support to achieve their business goals, they can effectively communicate what they want to say to their intended target audiences. (Brumby, 2010)

Here are the main reasons why fundraising is essential to the nonprofit sector's sustainability (Lubbad, 2014):

1. Expansion and development: Organizations must continue to improve and expand to succeed in the competitive world. This can happen mainly through improving the organization's image and social responsibility, increasing its branches, maintaining the learning, and training of employees, improving the quality of products or services, and conducting more research and campaigns.
2. Minimizing reliance: Entities that rely on just a few contributors donating approximately eighty percent of their funding may face significant consequences if a few of those contributors quit their support. Hence, those organizations should strive to diminish reliance and explore other avenues for supporting or augmenting the pool of benefactors capable of assisting.
3. Survival: Money covers salaries, communications, transportation, necessary maintenance processes, and administrative expenses.

It is also important to develop software and purchase new equipment. Money is essential for the survival of organizations.

4. In the context of fundraising, "establishing a constituency" refers to the amount of money that a nonprofit organization can raise in addition to the number of people that its efforts are attracted to give to or support its cause. Some of these supporters could be interested in volunteering for the organization, or they might be able to persuade others they know to back it.

5. To establish a robust and viable organization that will be able to last for a considerable amount of time, fundraising is the process of accumulating the resources that are required

to establish such an organization. This not only generates the resources that are required for the organization to continue existing for just one to two years, but it also helps the organization survive.

According to (Kotler and Andreasen, 2008), fundraising enables organizations to sustain themselves and carry out projects that advance their vision and mission by furnishing the necessary funds for program implementation, employee wages and volunteer allowances, and logistical management.

By possessing financial stability and independence, any pressures that could arise in the future because of donor withdrawal or broader financial difficulties are removed. The organization can attain financial independence by broadening its revenue streams, making investments, and acquiring endowment projects that yield consistent returns (Warwick, 2023).

The actions taken by organizations to gather donations are favorably reflected in their growing societal reach and mass base, which aid in recruiting volunteers and spreading their values throughout the community.

Fundraising both directly and indirectly increases an organization's organizational capacity.

The more organizational capacity an organization has, the more likely it is to receive donations.

The process of obtaining money helps organizations concentrate on determining which of their needs and objectives should come first.

Completing the fundraising process enables organizations to form alliances with the government and donor agencies. Donor agencies.

2.3.4 Using the Internet and Social Media In Fundraising.

As a result of the fourth knowledge revolution, which is the revolution of information technology and the Internet, the process of securing funding by NGOs has become linked to a large degree to this technology and advances in means of information and communication.

Advances in information technology enable NGOs to reach more potential donors quickly and easily to help them. NGOs need to formulate evidence-based strategies that fit the digital age (Zhou and Ye, 2021: 498).

In the same context, fundraising campaigns sponsored by NGOs operate on the same principles and methods in both physical society and on the Internet (Salido-Andres et al, 2018: 15).

The Internet is now being used effectively by several NGOs for financing, communicating, and providing information, and there are also clear signs that the Internet is in some cases emerging as a preferred mechanism for providing some donor segments (Sargeant and Jay, 2003: 330).

The digital space provides many tools to help NGOs manage funding, such as websites, social media sites, and networks. The study (Panic et al., 2015: 333) focused on how organizations can develop their websites to obtain positive evaluations and increase interest in funding their websites on the Internet.

The success of financing NGOs is proportional to the number of donors and the value of donations and is positively related to the size of the NGO's Facebook network and its activities (Bhati and McDonnell, 2020: 75).

2.3.5 Successful Fundraising in NPOs

In an ideal situation, successful non-profit civil organizations will have employees who specialize in funding management and have specialized experience and responsibilities in this field, but this level is far removed from the reality of non-profit civil organizations in many cases, so working with them in funding management requires working to collect A combination of both board members, executives, and committed volunteers to mobilizes to work on financing (Bray, 2022: 7).

A high percentage of employees working in the non-profit sector believe that they are capable of conducting fundraising activities without the need to make preparations to carry out the fundraising process effectively and efficiently. The technique for fundraising is a complicated and integrated system that begins with preset phases of logical planning. It is also susceptible to review any changes to accomplish the objectives that were set before.

To have a successful fundraising method, nonprofit organizations must keep away from being haphazard and execute all the required moves (Worth, 2020).

The process of fundraising, especially in emerging NGOs, must be carried out by relying on teams of volunteers, employing their efforts to raise funds. Many fundraising activities can use volunteers effectively, including special events, and annual funding campaigns such as direct mail, and telephone fundraising activities. and corporate appeals, as well as grant proposals, appeals for gifts, capital campaigns, donations, and fundraising efforts (Lysakowski, 2005: 8-10).

Also, civil society organizations that plan for the success of fundraising operations and believe in their importance form funding procurement committees within their organizational structure, consisting of volunteers, administrators, and experts within the organization. These committees must come up with funding procurement plans that clarify the ways and methods of collecting funds and whether the organization has a diversity of funding sources and an understanding of its process. Funding management: In the financing management plan, all the organization's potential sources of income are shown, and it describes how this income will be raised or how these financial goals will be achieved. The financing management plan will show whether the organization's practices are consistent with its mission (Klein. 2006: 40).

The successful fundraising process is the process in which the right person invests in the right opportunity to request the proper quantity for the project at the appropriate time and in the appropriate manner. In most cases, the best person to arrange potential funding is the volunteer who has a relationship with potential donors, and in many cases, the person The most appropriate approach to the potential donor is from the executive authority, such as the director or CEO of the organization. (Weinstein, 2009: 4)

2.3.5.1 Successful Fundraising Campaigns for Syrian NPOs

The Molham team launched three campaigns in parallel, a campaign on the team's official website and campaigns on Instagram and Facebook. These campaigns received donations from all over the world.

On 14-02-2023, among the houses destroyed by the earthquake, the Molham Volunteer Team launched a live broadcast aimed at collecting donations for the "Able to Do"

campaign, and the work was continuing, despite fatigue... which is not expressed in pain and physical exhaustion, but rather psychological.

During the live broadcast, the body of a child was discovered in the building directly adjacent to the broadcast tent. The child was one of the sponsored children in the orphanage section, and the losses were successive, but despite her will, the broadcast continued. More than \$13,000,000 was collected in donations. Participate in the broadcast. Many influencers and celebrities, and the voice of humanity was the loudest and strongest. The number of donations reached: 220,674 donations.

Number of small donations (less than \$50): 187,130 donations. Total donations: \$368,2104, with a donation rate of 84.8% of the total, places for activities, including Northern Syria: Idlib, Afrin, Harem, Al-Dana, Aqrabat, Jindires, Sarmada, Darkush, and Salqin. Southern Turkey: Mersin, Antakya, Gaziantep.

MOLHAMTEAM
INSPIRE YOUR HUMANITY

Home Donate Transparency

AN EMERGENCY CAMPAIGN - EARTHQUAKE RESPONSE
Required \$ 20,000,000

Donate Share 10 3 ... Paid \$13,395,664 Left \$ 6,604,340

OVERVIEW DETAILS LAST UPDATES 4 COMMENTS 3 DONATIONS 221794

The people in Turkey and NW Syria witnessed a tough night like no other as a 7.5 strong earthquake hit the region. It resulted in thousands of victims, injured ,and people who're trapped under the destruction. Not that only, but the Syrian Civil Defense announced the northern Syria region as a Disaster-Stricken Region. Thus, the displaced families in Turkey and Syria are in dire need of help, we will do all we can to compensate them for what they've been through and provide them with accommodation. We're launching "Earthquake Response" Campaign that aims to lessen their suffering and provide them with the necessities they lack.

Figure 2.5: Earthquake Response Campaigns- Molham Team

Source: Molham Team website, 2023

One of the campaigns launched by the Bonyan Organization was to fundraise a project to build a school for children in northern Syria. This project was promoted through the organization’s social media and donations were made through the donation links on the organization’s official website. The campaign raised \$122,000.

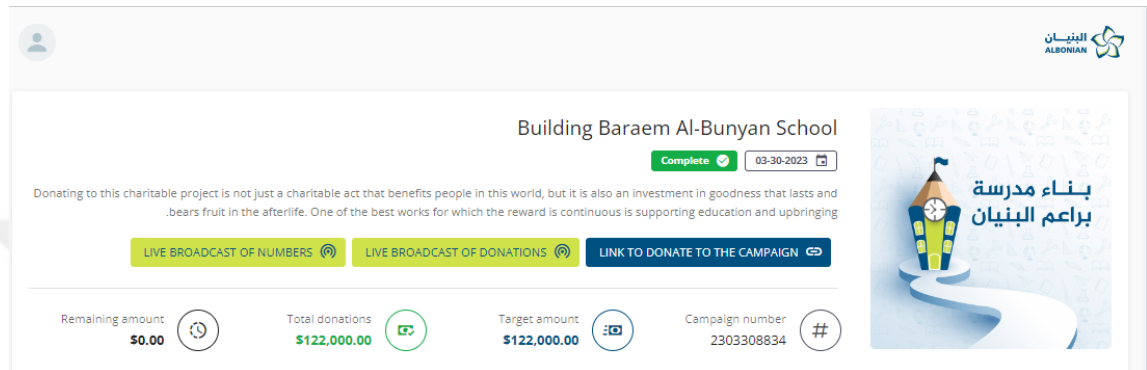


Figure 2.6: Building Schools Campaign- Albonian Organization.

Source: Albonian organization website, 2023

For another campaign, the Molham team launched a live broadcast from the camps in northern Syria on social media to convey the suffering of families in their tents considering the low temperatures and snowstorms that the region is directly exposed to. To collect donations to transfer an entire camp into residential units by securing the costs of residential apartments. the amount raised was approximately \$4 million through 32,240 donations.

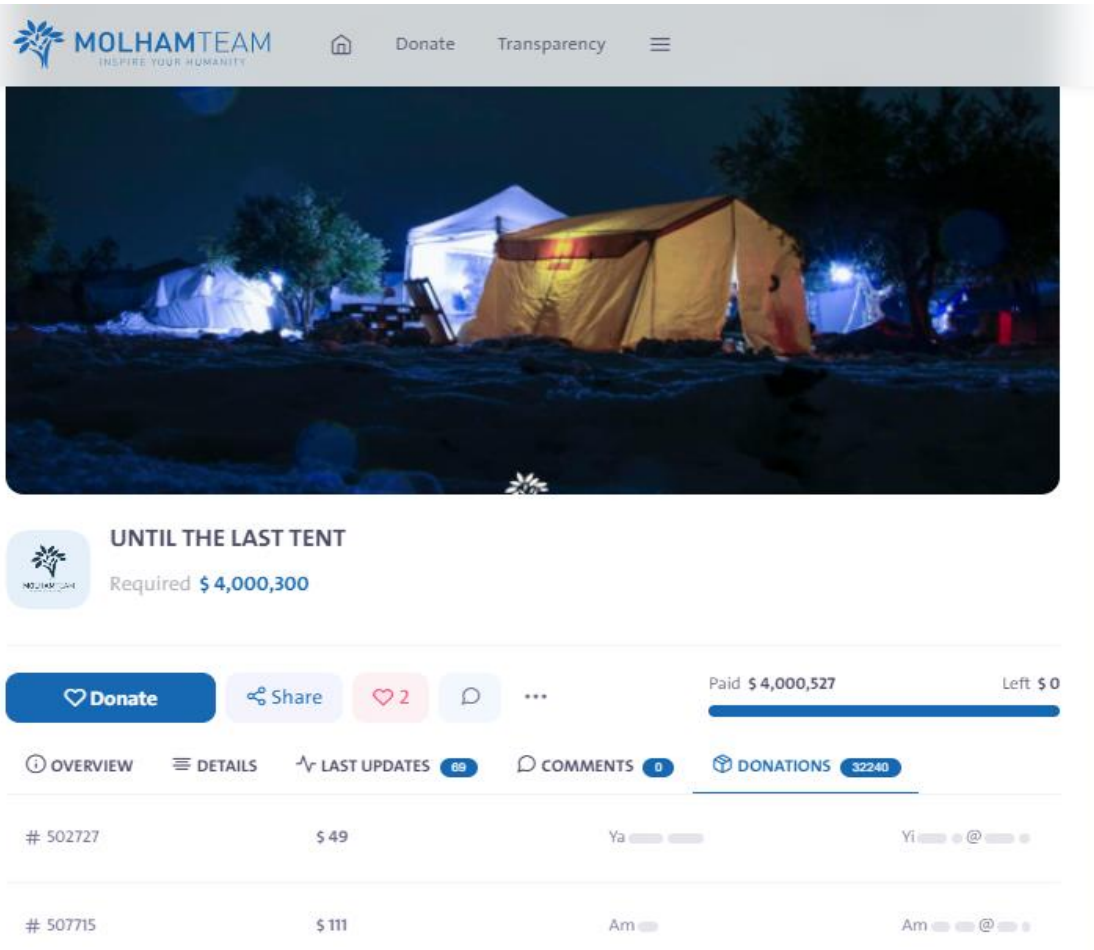


Figure 2.7: Until The Last Tent Campaigns- Molham Team

Source: Molham team website, 2023.

2.4. Prior Research

The current section covers 20 studies, which were ordered from the most recent (2021) to the oldest (2009). Each study is provided, including the study's primary goal, some outcomes, and conclusions—recommendations linked to the present research. The chapter concludes with the researcher describing the research gap.

2.4.1 Previous Research

A study by Popova (2021) investigates the connection between non-governmental organizations (NGOs) and contributors in the context of online fundraising, with a particular emphasis on the Instagram page of the Czech Republic section of Amnesty International. This research project consists of conducting interviews with five workers,

doing a thematic analysis of the data, conducting a literature review, and conducting an analysis of a social media campaign. Due to the fact that the connection between the NGO and the donors is unbalanced, the results indicate that the NGO needs more help from donors. According to the findings of the study, online fundraising tactics are effective in boosting donor activity, and the research also identifies viable ways to increase donor activity. At the conclusion of the thesis, there are some recommendations for future study as well as some tips for charity staff and volunteers about how to increase the amount of money raised via social media.

Di Lauro, Tursunbayeva, and Antonelli (2019), in their systematic literature review titled "How Nonprofit Organizations Use Social Media for Fundraising", explore the use of social media for fundraising by nonprofit organizations (NPOs). The findings highlight the benefits of social media, including increased transparency, accountability, efficiency, involvement, engagement, and an improved organizational image. However, outcomes related to organizational image can vary. Strategies for social media use in fundraising focus on generic management or specific fundraising campaigns. More empirical studies are needed, especially in low- and medium-income countries, to explore effectiveness and implications. NPOs should regularly reassess their social media strategies and consider stakeholder implications, privacy, and ethics. The study provides insights for researchers, policymakers, and NPO leaders, offering practical recommendations for effective social media strategies in fundraising.

In a case study conducted by Laureano et al. (2018), a Portuguese non-profit organization's Facebook page became the focal point of the investigation, exploring participant satisfaction and its ripple effects on word-of-mouth and donation practices. The findings revealed a positive correlation between participant satisfaction and the frequency and amount of donations, with the Facebook page catalyzing word-of-mouth advocacy. Nonetheless, intriguingly, while participant satisfaction with the page held sway over word-of-mouth and donation patterns, it did not significantly impact the realization of donations.

Although this study focused on one organization, it managed to show the importance of social media (Facebook) in promoting sustainability in NGOs.

A study by O'Neil (2014) focused on identifying how profit- and non-profit organizations use Facebook to build and form relationships with the public. The study used a content analysis tool to analyze the content of a sample of 200 forums for for-profit and non-profit organizations via Facebook, divided between 100 forums for profit-making organizations and 100 forums for profit-making organizations, a forum for NPOs. The study found that NPOs outperformed NPOs in using Facebook to build good relationships with their audience, which was represented by volunteers and donors. The results proved that Facebook is a good place to communicate with donors and volunteers, while the results indicated that for-profit organizations use their Facebook pages to address their external audience, including their partners, government agencies, and the media. The results also indicate that the pages of for-profit organizations are superior in answering their audience's questions by 75%, while the pages of non-profit organizations answer their audience's questions by 45%.

Roberts (2014), in his doctoral dissertation entitled "The Role of Social Media as a Fundraising Tool in South African Non-Governmental Organizations," examines the role of social media as a fundraising tool within the context of non-governmental organizations (NGOs).

in South Africa through exploratory research. A survey sent to 481 NGOs generated 41 complete responses and the data was analyzed using descriptive statistics and Tjan's Fit-Viability Framework. The study found that many organizations possess the characteristics and capabilities for social media fundraising but are not implementing such strategies. Recommendations include educating NGOs on social media within the context of Web 2.0 and providing guidance on strategy implementation through case studies and stakeholder research.

Another paper by Whitaker (2014: 2) explores whether the frequency of social media posts predicts fundraising success and identifies organization characteristics that contribute to success. The study analyzes data from the 2013 challenge, measuring success through total funds raised, number of donors, and average donation amount. The findings show that while the frequency of social media use is not strongly correlated with success, Twitter usage is positively associated with the number of donors. Additionally, variables such as

program expenses, presence of a capital campaign, and organization age positively impact fundraising success, while variables like staff and volunteer numbers, CEO term, and certain mission focuses have negative associations. The study concludes with recommendations for nonprofit organizations considering participation in similar social media charitable giving campaigns.

A study by Eagleman (2013) aimed to identify the uses of social networking sites by the NGB, a non-profit organization in the United States of America, in addition to identifying the extent to which its employees accept these means, and the motives for their use of them, using an electronic survey sheet that was distributed to a sample of the organization's employees. The study concluded that the organization sampled in the study uses social networking sites as a communication tool with its audience more than a marketing tool to spread awareness of the organization's brand. The results also indicated that the employees of the organization sampled in the study recorded the highest levels of acceptance and motivation for using social media.

The Nah and Saxton (2013) study identified four key factors that motivate NGOs to utilize social media networks in their activities: the overall strategy of the organization, the available resources and capabilities, the chosen method of governance, and the external environment in which the organization operates. The study emphasized the importance of engaging with outside audiences through interactive communication. While private and for-profit organizations have traditionally utilized social media for public relations, marketing, and advertising purposes, the study suggests that civil society organizations should adopt a similar approach, particularly given their focus on charitable work that directly impacts vulnerable populations in need of social support.

A study by Kenney (2012) also shown the significance of civil organizations establishing websites on social networks, especially in the field of increasing the number of volunteers, dealing with the public available on social networking sites, and benefiting from them in disseminating and marketing the association's goals among the target audience.

The study by Young (2012) dealt with identifying the extent to which non-profit organizations, especially humanitarian organizations, adopt social networking sites within their communication and fundraising activities. The study was applied to a sample of 120

non-profit organizations, most of which work in the fields of education, health, and interest in youth activities. The researcher used an electronic survey to collect study data from the executive directors or chairmen of the board of directors of these organizations.

The results of this study concluded that most of the organizations in the study sample adopted social networking sites within their communication, marketing, and fundraising activities. The most widely used methods within this study sample were Facebook, Twitter, and YouTube.

Regarding the reasons for these organizations' use of these means, the study concluded that they use them primarily to promote and advertise their activities and services, then to communicate, integrate, and be transparent with their target audience, in addition to collecting donations and funding necessary for the organizations.

The study also found that the content and topics that these organizations publish through their pages on Facebook, Twitter, and YouTube are information about the organization and its activities, in addition to a link to its website. They also publish pictures of the organization's activities and projects. The results of the study also indicated that there is no prior or specific plan for organizations when they use various social media platforms. In addition, 85% of organizations do not have specific policies for managing their pages and forums via social media.

A study conducted by Howerter (2012) reveals the tremendous influence that social media has on fundraising for charitable organizations. By conducting a poll with forty nonprofit organizations based in southern New Jersey, the results indicate organizations that make use of social media have claimed more success in fundraising and have received bigger contributions in comparison to organizations that do not connect with these platforms. It also helped shed light on the significance of integrating social media with fundraising techniques for nonprofit organizations to boost donor involvement and support.

A study by Alikilic and Atabek (2012) aimed to identify the extent to which public relations professionals in Turkish organizations adopt social networking sites, and how they employ these means to communicate with the internal and external audiences of the organization in which they work. The researchers used an electronic survey tool to collect data from professionals or public relations officials belonging to the Turkish Public

Relations Federation. The study found that public relations professionals in Turkey strongly appreciate the importance of using social media sites in public relations work. The study also showed that they do not use all social media sites to the same degree in their public relations efforts. Email is the most widely adopted means of public relations work in Turkey, followed by social networks, and then websites of organizations. The results indicated that public relations professionals in Turkey expect that the most important social media tools in the future of public relations will be social networks, followed by the organization's website, followed by mobile phones. They also believe that these means will improve qualifications and efficiency. The role of public relations and the fact that public relations professionals do not strongly believe that social media sites reduce the budget and increase the economic efficiency of public relations activities.

In a study concluded by Briones, et al., (2011) on the American Red Cross's uses - as a non-profit organization - of social networking sites to communicate with its main audience, the main obstacle and challenge facing the organization when using social media in particular is the lack of resources, especially time and staff. Using such means requires staff to follow social media sites and update them with everything new about the organization, in addition to communicating and responding to public inquiries. There is another challenge that respondents face when using these social media tools, which is convincing board members to use social media and how important it is in the current era.

The difficulty in convincing them is that most of these members of the old generation are elderly, and they do not know what these means are or how to use them.

By relying on an in-depth interview guide to obtain study data from a sample of forty volunteers working within the Red Cross, the researchers found that the social networking sites utilized by the Red Cross are two different forms of communication: Facebook and Twitter. This kind of research falls under the category of qualitative studies. The results indicate that the organization uses these two methods to build relationships with its audience, by establishing a two-way dialogue with them to learn about the public's opinions about the organization, the organization's external image, and this audience's thoughts about it. The results also indicated that the respondents believe that these methods are useful in identifying the public's opinion quickly, unlike traditional means.

The results also showed that Facebook is useful in spreading awareness of the organization and introducing the public to it.

The study by Parker (2011) aimed to know the strategies used in using Facebook as a tool for communication and dialogue with the public within American purposeful and non-profit organizations, and to determine the extent of the difference between purposeful and non-profit organizations in using Facebook as a tool for communication and dialogue with the public. The researcher used quantitative and qualitative methods in collecting data for the study, and the researcher relied on the content analysis tool to analyze the content of a sample of 20 forums for the largest American for-profit and non-profit organizations on Facebook. The sample included 10 for-profit organizations and 10 non-profit organizations, to identify the extent to which the integration and participation of the public within these forums and the extent to which organizations encourage the public to communicate and dialogue with them. The analysis period was extended for thirty days. In its results, the study concluded that there is no difference between for-profit and non-profit organizations in the use of Facebook forum pages. Both do not encourage their audiences to communicate and dialogue with them or to hold two-way interactive conversations. Organizations rarely publish interactive topics that urge and encourage interaction, communication, and discussion with them.

Of the 10 non-profit organizations, only two publish open-ended questions seeking the opinion of their audience. Likewise, for-profit organizations are primarily interested in publishing information about their products and the company on their Facebook forums. The results also indicated that the rate of audience interaction and participation increases with non-discussive or conversational topics, and vice versa. The audience finds it easy to interact with a video, image, or article, or even share this content with its friends.

The results also indicated that the way content is presented within the forum affects the audience's participation and interaction with this content. The results also indicated the diversity of content published by organizations, whether for-profit or non-profit, between video and images, and sometimes it is only text or in the form of articles, as indicated. The results indicate that opinion polls are not popular and are not used within organizations.

Miller (2010) study highlighted the significance of social networking in helping non-governmental organizations (NGOs) accomplish their social objectives, reach target audiences, and maintain contact with them. It also points out a number of challenges to these initiatives, recommending that NGOs concentrate on content production. NGOs may efficiently spread their message, highlight their programs, activities, and accomplishments in the social realm, as well as emphasize their prior work, by leveraging media channels. Crucially, the research underscored the need to concentrate not just on direct appeals for cash, contributions, and donations but also on endorsing the organization's wider objectives and influence.

The Scherer (2010) study emphasized how crucial it is for NGOs to use social media networks for promotional activities, raising attention among those they are targeting, and assisting in stakeholder communication. NGOs may use social media platforms to interact with a variety of social networks, market their programs and humanitarian endeavors, and successfully communicate with various individuals and different sections of society. Target audiences are reached through platforms including email, Google, YouTube, Facebook, Twitter, and more, which are vital in projecting the organization's image. Social networking platforms are also useful resources for informing the public about the need to give civil society groups both financial and moral support, as well as for elucidating the programs and operations of these organizations.

The study by Dunn (2010) aimed to identify the use of social networking sites by different heterogeneous organizations as a tool for creating brand awareness. The study was applied to three different organizations, the University of Clemson, the Habitat organization, which is a non-profit organization, and The Upstate Cupcake Café, a for-profit commercial organization. This study used a case study approach, and the data for this study was collected using an in-depth interview tool with representatives of the three organizations, interviewing those responsible for management and placing topics and materials on social media sites, in addition to interviewing a sample of decision makers within these organizations. This is to identify the social networking sites they use and the reasons for using them. The study results found that the organizations used social media to create brand awareness but failed to use it as a tool to create two-way dialogue and conversation with their audience. The results also indicated the social networking sites used by the three

organizations, which are Facebook, Twitter, and YouTube. The results also indicated that the three organizations use these methods because they have become famous and popular and because their competitors are using them.

A study by Lassila (2010) examined how non-profit humanitarian organizations benefit from social networking sites, especially Facebook and Twitter, to collect donations and obtain funding. The study relied on the case study approach to collect study data and used the interview tool with representatives from two organizations, World Vision Finland and UNICEF Finland.

The survey tool is used to collect data from subscribers and fans of the World Vision Finland organization's page on Facebook, and the observation tool is used to observe and analyze the two organizations' pages on Facebook and Twitter. The results of the study indicated that Finnish humanitarian non-profit organizations are fully aware of how to benefit from social networking sites for funding purposes. It also proved that there are no differences in use between the two organizations and confirmed that there is still a deficiency in the ability to measure interactivity and effectiveness with the organization's fans.

Laird (2010), in her doctoral dissertation titled "Social Media Fundraising: Facebook Friend or Foe? A Case Study of Oregon Nonprofit Organizations," the use of social media as a fundraising tool for nonprofit organizations in Oregon is examined. The findings show few organizations have seen significant financial returns while social media usage is growing. Small organizations have been more successful in fundraising, while large organizations benefit from social media in raising awareness. Comprehensive plans and strategic approaches are needed to avoid resource waste. Further research is necessary to track financial returns and develop donation-tracking systems. Despite challenges, social media can be valuable when used alongside other fundraising methods to enhance visibility.

A study by Waters, R. D., et. al. (2009) on non-profit organizations' use of Facebook forums to enhance their relationship with the stakeholders to whom their activities are directed, concluded that the non-profit organizations—the study sample—did not make the most of the capabilities and applications offered by Facebook, and the results indicated

that the study sample organizations failed to use the interactive feature provided by Facebook. Those in charge of these organizations rarely publish information about their organizations on their pages. Rather, they are more concerned with publishing links to external news and pictures. They also rely on e-mail only as a means of communicating with their audience and as a means of obtaining more information. The analytical results of the study conducted on 275 forum pages of non-profit organizations on Facebook indicated that 97% of the organizations sampled for the study realized the importance of revealing the identity of the organization. The analytical results also indicated that non-profit organizations do not use Facebook forums to publish news. The organization, at a rate of 74%, and more than half of the sample uses adding images at a rate of 56%, about 24% of the organizations have placed or uploaded video files on their Facebook page, and only 1% have placed audio files.

The analytical results also showed that the organizations sampled in the study did not provide their audience with many ways through which they could communicate with the organization to become more integrated with the organization, and the percentage of organizations that placed or supported an e-commerce store on their Facebook page was 1%. The study concluded that most of the organizations—the study sample—lack the resources and time to follow up on their forum pages on Facebook and have a consistent presence there.

2.4.2 Research Gap

Table 2.1: The Research Gap between Prior Research and This Study

| Prior research | Study Author | Research Gap | This study |
|---|---|---|--|
| Focus on the role of management and donation campaign strategies in fundraising | Di Lauro, Tursunbayeva, and Antonelli (2019) | Few studies examine the characteristics of social media platforms for fundraising. | Focuses on how features offered by various social media platforms are used for fundraising. |
| Highlight a single social media platform and its function in content publishing, public relations, and fundraising. | Laureano et al. (2018) / (Julie O'Neil 2014) / (Kenney (2012) | Few studies highlight a group of famous social media platforms together. | Presents the most widely used social media platforms that facilitate fundraising activities. |
| Investigating how social media might be utilized to build and maintain connections with clients and engage the public | (Eagleman (2013) - (Julie O'Neil 2014) | Few studies discuss the features of social media in fundraising. | Focuses on the role of social media in fundraising. |
| Examine the driving forces behind social media usage by civil society groups. | Nah and Saxton (2013) | Few studies test the results of using social media for fundraising. | Focuses on the degree to which benefit from social media's capabilities for fundraising. |
| Centered the study sample on organization members of the board and directors of operations. | Young (2012) | Previous studies have not concentrated on departments directly in charge of contacting contributors and managing social media accounts. | The study sample concentrates on heads of media and grants departments of organizations that are directly in charge of contacting donors and social media accounts |
| Focused on civil organizations and entities functioning within the same geographic areas | Laureano et al. (2018) / (Julie O'Neil 2014) / (Kenney (2012)/ (Eagleman (2013) - (Julie O'Neil 2014) | Scarce of studies on Syrian organizations in Turkey | Focuses on Syrian non-profit organizations located in Turkey and most of their work in northern Syria. |

CHAPTER III

RESEARCH METHODOLOGY

3.1. Introduction

This chapter outlines the techniques and approaches used to examine the impact of social media on fundraising for Syrian NPOs located in Turkey.

This chapter covers a variety of topics, including the technique, the population that will be taken into consideration for the research, the size of the sample, the method of collection, and the tool that will be used to gather data. It also clarifies the questionnaire design and procedures and the data analysis plan.

3.2. Research Methodology

For the study of the impact of social media on fundraising for Syrian non-profits in Turkey, the researcher employed the descriptive analytical technique to evaluate the data.

In other words, the descriptive technique gives information about what has occurred by summarizing past data to produce valuable knowledge for use in future studies (Rouse, 2015). When a researcher lacks control over the variables, they employ the descriptive technique. When information is accessible, the researcher might use the analytical technique to study and evaluate it (Ajjur, 2016).

3.3. Data Sources

Two different data sources were used for the collection. The secondary data include foreign and Arabic dissertations and master's theses, books, articles, magazines, statistics, and websites.

The primary data, a questionnaire was distributed to 103 Syrian organizations, of which 94 were retrieved. Also, by using interviews, which included 22 interviews with executives, project managers, grant administrators, and social media account administrators who work for many Syrian NPOs.

3.4. Population and Sample Size

According to Kumar (2011: 65), population serves as the primary source of the data required to ascertain the responses to the specified research inquiries, it is the group that the research is interested in (Gathoni, 2020: 44), to get the right respondents, a research population must be precisely and concisely defined.

The researcher focuses on Syrian organizations licensed in Turkey that implement their projects in Turkey and northern Syria and included them in the list of the Syrian networks league (SNL) in the latest update of this list in September 2023.

Questionnaires were distributed to a sample of 103 Syrian NPOs in Turkey and 22 interviews were also conducted with executives, project managers, grant administrators, and social media account administrators who work for many Syrian NPOs.

3.5. Sample Techniques

The researcher used purposeful sampling, by focusing on Syrian NPOs in Turkey, this is because the research aimed to test the impact of social media in fundraising campaigns for Syrian organizations. Therefore, the researcher purposively identified only Syrian organizations based in Turkey.

This type of random sampling entails deliberately picking the sample. (Kothari and Garg, 2014) in purposive sampling, Chandran (2004) clarified that purposive sampling does not require the number of participants to be stochastic to accurately reflect the population. In purposive sampling, the most important factor to consider is your discernment in selecting individuals who can provide the most valuable information to accomplish the goals of your research. (Kumar, 2011: 207).

3.6. Data Collection Instruments

The distribution process is conducted as Chandran (2004: 118) explained it as action as a means by which each respondent in a chosen group is provided with a questionnaire to complete.

The research additionally consisted of unstructured interviews with individuals in major roles (such as CEOs, project managers, grant administrators, and social media administrators) inside the organizations being examined. During an unstructured

interview, the researcher has absolute autonomy in selecting the language and manner in which questions are presented to the respondent (Kumar, 2011: 145), qualitative data was gathered through the use of unstructured interviews, the researcher selects departments that have a direct connection to the activities of fundraising and engaging with donors for the fundraising process.

3.7. Data Measurement

The researcher of the study used a Likert scale ranging from 1 to 5, with 1 indicating the greatest disagreement degree, and 5 indicating the greatest agreement degree. These numbers serve as numerical designations for significance and do not imply equal gaps between scales or represent absolute values.

3.8. Data Analysis Plan

Kothari and Garg (2014) state that data analysis is the process of transforming unprocessed field data into a format that can be presented. According to Chandran (2004), qualitative data does not have any numerical characteristics, but quantitative data has numerical information or statistics, some of the open-ended questions and the unstructured interview provided the researcher with qualitative data, most of the quantitative data was gathered via closed-ended surveys, the unstructured interview responses were categorized and assigned numerical values to facilitate analysis, it is also possible to assign numbers to the observations made on the qualitative variables (Kumar, 2011: 80).

Statistical inference was performed on the quantitative data using (SPSS) version 25.

3.9. Validity of The Questionnaire

Any measuring device's validity indicates how well it captures the intended subject matter (Thatcher, 2010). The validity of the questionnaire is assessed using the following techniques.

1. External Materials: the degree to which the measures gathered from the study sample accurately represented the reference population that served as the study sample's source (Bolarinwa, 2015:195). After reviewing the questionnaire and the interview questions, the supervisor performed content validity to check that the items appropriately reflected the research problem, and that the questionnaire's and interview question's content matched

the study's goals. Appendix 1 has the completed questionnaire, and Appendix 2 has the interview questions.

2. Internal Validity: this is how far the investigator went to claim that the outcome was primarily caused by the variable under examination. Correlation coefficients for each item versus the full field can be utilized to quantify it (Ibid: 195).

Pretesting is the process of assessing how well a questionnaire conveys information. According to Chandran (2004: 129), it assists the researcher in refining the questions and ensuring their clarity for the respondent, while also eliminating those that are deemed inappropriate or unlikely to be responded to. If the questionnaire is not pretested, it may be expensive and significantly undermine the accuracy of the data output.

To confirm that the questions are appropriate for Syrian NGOs based in Turkey, which is the study's target audience, the researcher pretested the questions by conducting a fictitious, unstructured interview and giving them to employees of organizations that are comparable to those being studied, pretesting made it easier to see whether respondents understood the questions as the researcher intended and whether there were any issues with the way the questions were framed, before the real fieldwork began, changes were made to take their comments into account.

Making sure an instrument is measuring what it says it is measuring is the main goal of determining a measure's validity, the degree to which the instrument covers the topic under study is referred to as content validity, by determining that the instruments encompassed the essential elements of the subject matter, the researcher was able to guarantee the content validity of the research instruments, the test-retest procedure was used to gauge the instruments' reliability. The reliability of a research instrument is defined as an instrument's capacity to consistently provide similar scores for a person throughout multiple tests or when evaluated by various raters. (Lodico et al., 2010: 93).

3.10. Reliability Test

The consistency of study outcomes obtained utilizing diverse research methodologies in varied situations is defined as reliability (Nuryadi et al., 2017, p. 210). To measure dependability, the researcher utilizes Cronbach's alpha coefficient calculation formula:

| | |
|---------------------|--------------|
| Lower than .60 | Unacceptable |
| Between .60 and .70 | Questionable |
| Between .70 and .80 | Acceptable |
| Between .80 and .90 | Good |
| More than .90 | Excellent |

CHAPTER IV

DATA ANALYSIS AND RESULTS

4.1. Introduction

This chapter intends to present the findings of the data analysis and interpretation of the information gathered from the Syrian organizations based in Turkey that are the subject of the study.

The quantitative data analysis was done using SPSS version 25. While some qualitative data was subjected to coding and quantitative analysis, other qualitative material underwent thematic analysis.

In addition to conducting interviews with respondents, the sample comprised 22 interviewees who oversaw the departments (executives, projects, grants, and social media account administrators).

4.2. Respondents Personal Information

This section looks at the respondent's personal information; it covers gender, age, level of education, work department, nature of work, and charitable work experience.

Table 4.1: Respondents Gender

| Respondents Information | | Frequency | Percent |
|-------------------------|--------|-----------|---------|
| Gender | Male | 76 | 80.9 |
| | Female | 18 | 19.1 |
| | Total | 94 | 100.0 |

Table 4.1 shows that 80.9% of the respondents were male. While women 19.1% of the respondents

Table 4.2: Respondents Age

| Respondents Information | | Freq. | % | Valid % | Cumulative % |
|-------------------------|-----------------------|-------|-------|---------|--------------|
| Old | 21 - 30 Years | 13 | 13.8 | 13.8 | 13.8 |
| | 31- 40 Years | 54 | 57.4 | 57.4 | 71.3 |
| | 41 - 50 Years | 20 | 21.3 | 21.3 | 92.6 |
| | More than 50 Years | 7 | 7.4 | 7.4 | 100.0 |
| | Total | 94 | 100.0 | 100.0 | |

Table 4.2 above shows that the age group 31- 40 Years constituted the largest percentage of respondents.

Table 4.3: Respondents Education

| Respondents Demographic Information | | Frequency | Percent |
|-------------------------------------|------------------------------|-----------|---------|
| Education | High School& below | 9 | 9.6 |
| | University stage | 69 | 73.4 |
| | Postgraduate studies & above | 16 | 17.0 |
| | Total | 94 | 100.0 |

Table 4.3 above shows that the university stage is 73.4% of the bigger category of respondents.

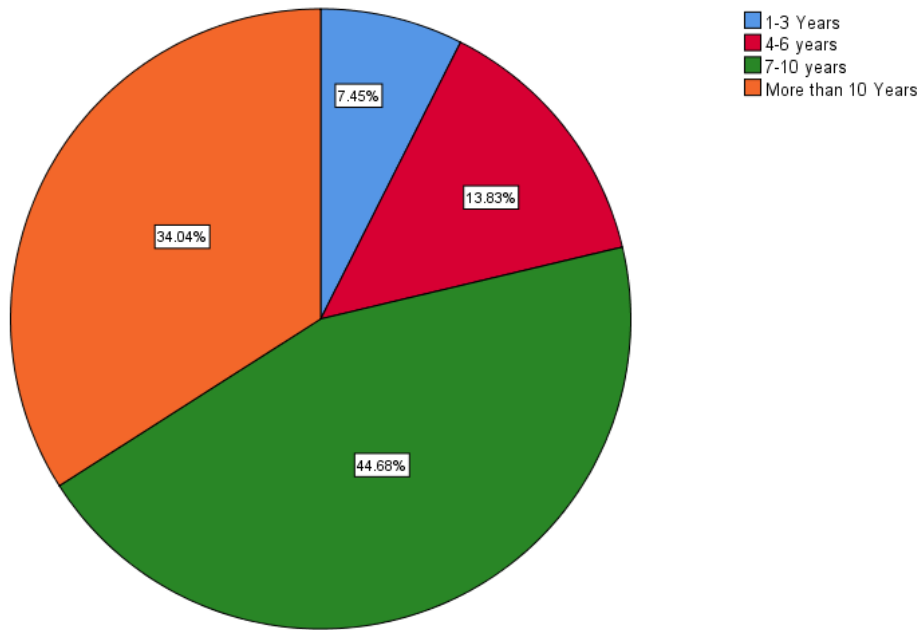


Figure 4.1: Respondents Experience

4.3. Organization's Information

Table 4.4: Years of Established

| Organization's Demographic Information | | Frequency | Percent |
|--|----------------|-----------|---------|
| Year of Established | 3 Years & less | 8 | 8.5 |
| | 4-7 Years | 17 | 18.1 |
| | 8 years & more | 69 | 73.4 |
| | Total | 94 | 100 |

Table 4.4 above shows a breakdown of sample responses based on the organization's years of establishment; most organizations have been established for 8 years & more with 73.4% of respondents.

Table 4.5: Number of Employees

| The organization's Demographic Information | | Frequency | Percent |
|--|----------|-----------|---------|
| Organization's Employees Number | 10 &less | 5 | 5.3 |
| | 11-25 | 21 | 22.3 |
| | 26 - 50 | 24 | 25.5 |
| | Above 50 | 44 | 46.8 |
| | | 94 | 100 |

Table 4.5 shows almost half of the organizations have more than 50 employees with 46.8% of respondents.

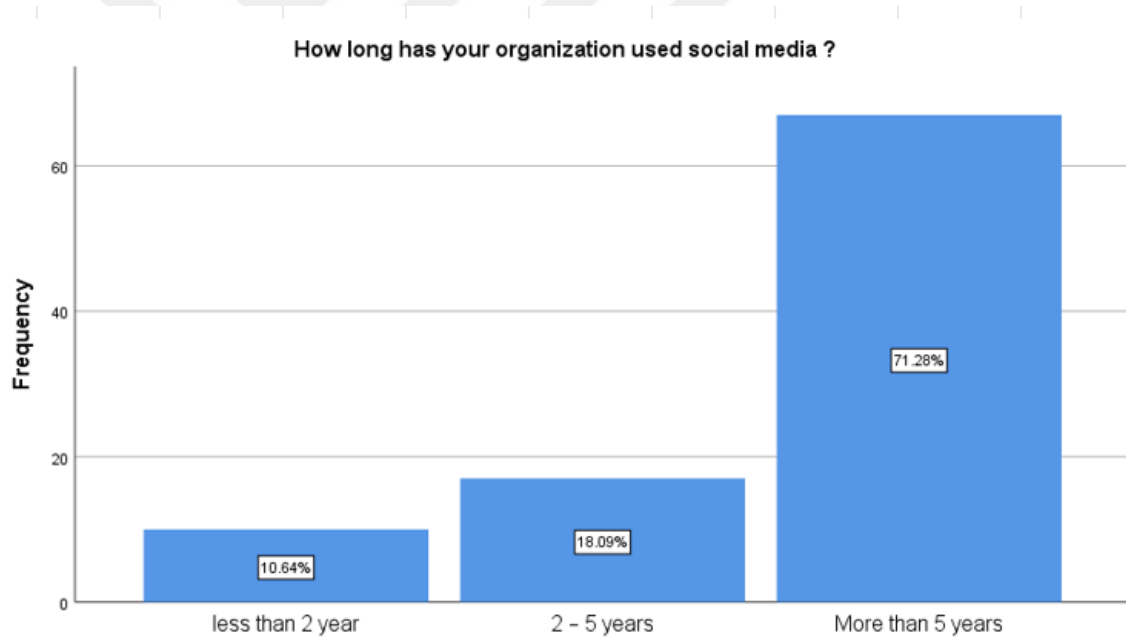


Figure 4.2: Years of Using Social Media.

Figure 4.2 above shows that most organizations have been using social media for periods exceeding five years with 71.28%.

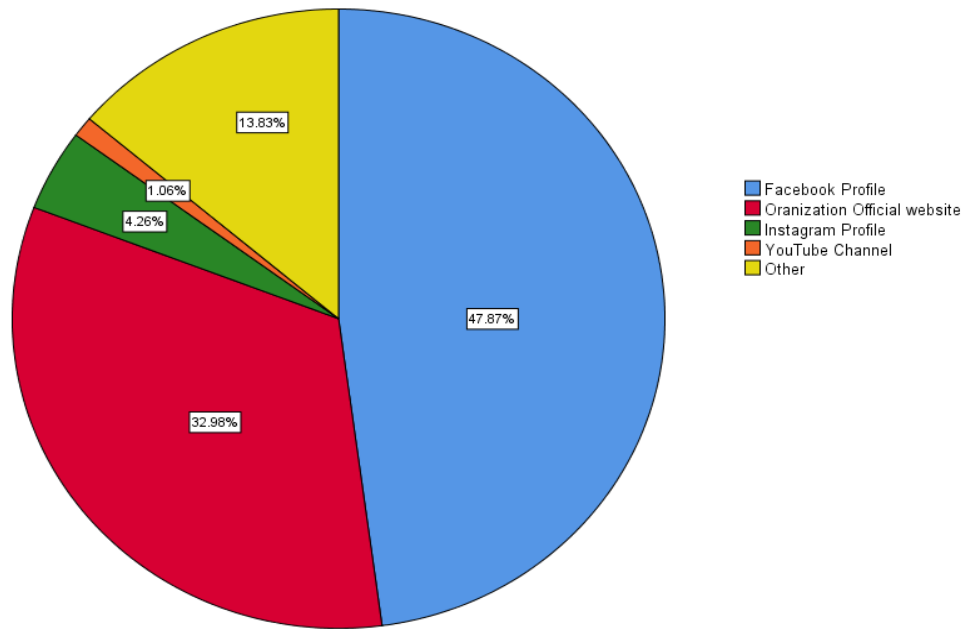


Figure 4.3: The Most Social Media Platforms Used

Figure 4.3 above shows that Facebook accounts are more used among social media platforms with 47.87%.

4.4. Data Analysis

4.4.1 Descriptive Analysis

The following table 4.6 shows the descriptive analysis composite score for each topic.

Table 4.6: Descriptive Analysis

| Composite score | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------------------------|----|---------|---------|--------|----------------|
| Organization's Network Effectiveness | 94 | 1.00 | 5.00 | 3.0881 | 0.86151 |
| Website effectiveness | 94 | 1.00 | 5.00 | 3.3404 | 1.03117 |
| YouTube engagement | 94 | 1.00 | 5.00 | 2.6729 | 1.10490 |
| Instagram engagement | 94 | 1.00 | 5.00 | 2.7644 | 1.11007 |
| Facebook engagement | 94 | 1.00 | 5.00 | 3.6945 | 0.95582 |
| Fundraising effectiveness | 94 | 1.00 | 5.00 | 3.2376 | 0.99213 |
| total | 94 | | | | |

The table 4.6 above shows the highest meaning is for Facebook engagement (3.6945), and the lowest mean is for YouTube engagement (2.6729).

4.4.2 Cross-Tabulation

The cross-tabulation for the work type variable and most used social media platforms in the fundraising efforts variable,

Table 4.7: Cross Tabulation

| | | Count | | | | | | Chi-Square Tests | | |
|-----------|-----------|--|------------------------|-------------------|-----------------|-------|-------|--------------------|----|------|
| | | Most used social media platforms for fundraising efforts | | | | | | Pearson Chi-Square | | |
| | | Facebook Profile | Organization's website | Instagram Profile | YouTube Channel | Other | Total | Value | df | sig |
| work type | Full time | 41 | 28 | 4 | 1 | 7 | 81 | 13.571 | 4 | .009 |
| | Part-time | 4 | 3 | 0 | 0 | 6 | 13 | | | |
| Total | | 45 | 31 | 4 | 1 | 13 | 94 | | | |

The table 4.7 above shows the Chi-Square value is 13.571 more than (9.488) in the Chi-Square test for independence with degrees of freedom (4). Also, the Sig. is 0.009 less than the 0.05 significance level, then the relationship between the variables social media and work type is significant.

4.4.3 Correlation Analysis

Used to clarify the trend of the linear and strong connections between two variables (Pallant, 2001). The correlation coefficient (R) describes the magnitude of the association between the two variables. Moreover, the (R) value is interpreted according to the levels below (Dunn & Mannes, 2001).

| | |
|-------------------|-----------|
| | Level |
| From 0.00 to 0.19 | Very Low |
| From 0.20 to 0.39 | Low |
| From 0.40 to 0.59 | Medium |
| From 0.60 to 0.79 | High |
| From 0.80 to 1.00 | Very High |

The following table 4.8 shows the correlation analysis for the organization's network effectiveness and each question in the organization's network size topic.

Table 4.8: Correlation Analysis for The Organization's Network Size Topic.

| no | Individual questions | Pearson Correlation | Sig | N |
|----|--|---------------------|-------|----|
| 1 | The organization believes that in order to fundraise, its social media members could bring in additional followers | .635** | 0.000 | 94 |
| 2 | Periodically, the organization evaluates the growth of its engaged followers. | .621** | 0.000 | 94 |
| 3 | To deal with feedback on its social media platforms, the organization hires a specialist. | .809** | 0.000 | 94 |
| 4 | The organization don't ignore replying to interacting persons on its social media platforms | .753** | 0.000 | 94 |
| 5 | The organization's paid advertisements bring more followers | .536** | 0.000 | 94 |
| 6 | The social media platforms contribute to publishing the organization's activities worldwide | .633** | 0.000 | 94 |
| 7 | The organization holds periodic discussions to improve the use of social media features in fundraising | .772** | 0.000 | 94 |

The table 4.8 above presents that the (R) for each question is between 0.536 and 1, which indicates the relationship between the organization's network effectiveness and individual questions on the topic of the organization's network size has a strong and medium effect. The previous table shows the relationship between points 1, 2, 3, 4, 6, and 7, and the total score of the network size is strongly positive (because it is close to number 1). The significance level (Sig.) is less than 0.05, which means that the relationships in this topic are important, and all points above in the table are valid.

Table 4.9 below shows the correlation analysis for the organization's website effectiveness and each question in the organization's website topic.

Table 4.9: Correlation Analysis for Website Topic

| no | Individual questions | Pearson Correlation | Sig. (2-tailed) | N |
|----|---|---------------------|-----------------|----|
| 1 | There is an active official website | .688** | 0.000 | 94 |
| 2 | The organization employs a competent team to oversee the management of its official website | .849** | 0.000 | 94 |
| 3 | The organization consistently updates its official website with the latest information regarding its activities. | .856** | 0.000 | 94 |
| 4 | The organization prioritizes securing a stable budget for the maintenance and enhancement of its website | .819** | 0.000 | 94 |
| 5 | The organization's website features a user-friendly interface that allows for quick access to the donation section. | .849** | 0.000 | 94 |
| 6 | The organization's website includes prominent icons that provide convenient access to its social media accounts. | .784** | 0.000 | 94 |
| 7 | The organization's staff actively promotes the organization's social media accounts and donation platforms | .758** | 0.000 | 94 |
| 8 | The organization organizes its campaigns on the website clearly and efficiently, facilitating donors' access to their preferred campaigns | .759** | 0.000 | 94 |

Table 4.9 presents that the (R) for each question is between 0.688 and 1, which indicates the relationship between the composite score of website effectiveness and individual questions on the topic of website effectiveness has a moderate and strong relationship (because it is close to number 1), and the (Sig.) is lower than the 0.05, significance level, which means the relationships in this topic are significant.

Table 4.10 below shows the correlation analysis for the organization's YouTube engagement and each question in the organization's YouTube topic.

Table 4.10: Correlation Analysis for YouTube Topic

| no | Individual questions | Pearson Correlation | Sig. (2-tailed) | N |
|----|--|---------------------|-----------------|----|
| 1 | There is an active YouTube account | .848** | 0.000 | 94 |
| 2 | YouTube consistently update | .883** | 0.000 | 94 |
| 3 | The organization has a dedicated and capable employee responsible for managing its YouTube presence | .858** | 0.000 | 94 |
| 4 | The organization utilizes all available YouTube features for fundraising objectives | .744** | 0.000 | 94 |
| 5 | The organization recognizes the significance of YouTube in contributing to the funding of its projects | .824** | 0.000 | 94 |
| 6 | The organization's YouTube page includes links and icons that facilitate access to its other social media platforms, as well as quick donation options | .766** | 0.000 | 94 |
| 7 | The organization's YouTube page contains videos of the implementation of its projects and short marketing videos that motivate donations for new campaigns | .850** | 0.000 | 94 |
| 8 | The organization's employees actively contribute to the organization's YouTube account and share promotional videos | .777** | 0.000 | 94 |

Table 4.10 presents that the (R) for each question is between 0.744 and 1, which indicates the relationship between YouTube engagement and individual questions in the

organization's YouTube topic have a strong relationship (because it is close to number 1), and the (Sig.) is lower than the 0.05, significance level, which means the relationships in this topic are significant.

Table 4.11 below shows the correlation analysis for the organization's Instagram engagement and each question in the organization's Instagram topic.

Table 4.11: Correlation Analysis for Instagram Profile Topic

| no | Individual questions | Pearson Correlation | Sig. (2-tailed) | N |
|----|--|---------------------|-----------------|----|
| 1 | The organization maintains an active presence on Instagram | .909** | 0.000 | 94 |
| 2 | The organization regularly updates its Instagram profile. | .879** | 0.000 | 94 |
| 3 | The organization attracts new followers who are donors or individuals interested in its cause on its Instagram profile | .917** | 0.000 | 94 |
| 4 | The organization has a dedicated and capable employee responsible for managing its Instagram presence | .899** | 0.000 | 94 |
| 5 | The organization maximizes the use of available Instagram features for fundraising purposes | .839** | 0.000 | 94 |
| 6 | The organization's Instagram profile includes links and icons that make it easy to access its other social media platforms and offers quick donation options | .803** | 0.000 | 94 |
| 7 | The organization's followers actively engage with its Instagram posts through likes, comments, shares, and other interactions | .803** | 0.000 | 94 |

Table 4.11 shows that the (R) for each question is between 0.803 and 1, which indicates the relationship between Instagram engagement and individual questions in an organization's Instagram profile topic have a strong relationship (because it is close to number 1), and the (Sig.) is lower than the 0.05, significance level, which means the relationships in this topic are significant.

Table 4.12 below shows the correlation analysis for the organization's Facebook engagement and each question in the organization's Facebook topic.

Table 4.12: Correlation Analysis for Facebook Topic

| no | Individual questions | Pearson Correlation (R) | Sig. | N |
|----|--|-------------------------|-------|----|
| 1 | The organization maintains an active presence on Facebook | .827** | 0.000 | 94 |
| 2 | The organization regularly updates its Facebook profile | .869** | 0.000 | 94 |
| 3 | The organization attracts new followers who are donors or individuals interested in its cause on its Facebook profile | .888** | 0.000 | 94 |
| 4 | The organization has a dedicated and capable employee responsible for managing its Facebook presence | .828** | 0.000 | 94 |
| 5 | The organization maximizes the use of available Facebook features for fundraising purposes. | .786** | 0.000 | 94 |
| 6 | The organization's Facebook profile includes links and icons that make accessing its other social media platforms easy and offer quick donation options. | .843** | 0.000 | 94 |
| 7 | The organization's followers actively engage with its Facebook posts through likes, comments, shares, and other interactions | .794** | 0.000 | 94 |

Table 4.12 presents that the (R) for each question is between .786 and 1, which indicates the relationship between Facebook engagement and individual questions in the organization's Facebook account topic have a strong relationship (because it is close to number 1), and the (Sig.) is lower than the 0.05, significance level, which means the relationships in this topic are significant.

Table 4.13 below shows the correlation analysis for the organization's fundraising effectiveness and each question in the organization's fundraising topic.

Table 4.13: Correlation Analysis for Fundraisings in Syrian NPOs Topic

| no | Individual questions | Pearson Correlation | Sig. | N |
|----|--|---------------------|-------|----|
| 1 | related to a comprehensive plan for fundraising involves using social media platforms. | .809** | 0.000 | 94 |
| 2 | related to the availability of qualified staff for social media usage | .806** | 0.000 | 94 |
| 3 | related to engaging with donors via social media using pre-existing lists. | .763** | 0.000 | 94 |
| 4 | related to utilizing social media profiles to send invitations to extra donors. | .727** | 0.000 | 94 |
| 5 | related to Publish all necessary documentation on social media to motivate donors | .759** | 0.000 | 94 |
| 6 | related to raising fundraising by creating innovative styles of using social media. | .867** | 0.000 | 94 |
| 7 | related to the belief that engaged followers have an impact on fundraising | .858** | 0.000 | 94 |
| 8 | related to publishing an achievement report enhances the donor's perception of the Significance of the funds they provide. | .795** | 0.000 | 94 |
| 9 | related to social media transparency has a significant impact on Bringing new fundraising. | .782** | 0.000 | 94 |
| 10 | Publishing media materials for projects, accompanied by the names of donors, motivates others to donate. | .661** | 0.000 | 94 |
| 11 | related to that beneficiaries' engagement on the organization's social media platforms contributes to expanding the organization's audience. | .701** | 0.000 | 94 |
| 12 | related to the donor's feedback on organizations' social media platforms brings new funders | .726** | 0.000 | 94 |

Table 4.13 above indicates that the (R) for each question is between 0,701 and 1, which indicates the relationship between the fundraising in Syrian non-profit organizations effectiveness and individual questions in fundraising in non-profit organizations topic has a moderate and strong relationship (because it is close to number 1), and the (Sig.) is lower than the 0.05, significance level, which means the relationships in this topic are significant.

Table 4.14 below shows the correlation analysis for the organization's social media effectiveness and the Syrian NPO's fundraising effectiveness.

Table 4.14: Correlation Coefficient for SM & Fundraising In Syrian NPOs

| Hypotheses Relationships | Pearson Correlation Coefficient | sig. |
|---|---------------------------------|------|
| Between the Organization's network effectiveness and fundraising effectiveness in Syrian non-profit organizations | 0.534 | .000 |
| Between Website effectiveness and fundraising effectiveness in Syrian non-profit organizations | 0.596 | .000 |
| Between YouTube engagement and fundraising effectiveness in Syrian non-profit organizations | 0.552 | .000 |
| Between Instagram engagement and fundraising effectiveness in Syrian non-profit organizations | 0.544 | .000 |
| Between Facebook engagement and fundraising effectiveness in Syrian non-profit organizations | 0.747 | .000 |
| Between SM effectiveness and fundraising effectiveness in Syrian non-profit organizations | 0.75 | .000 |

Table 4.14 presents that the (R) between SM and fundraising in Syrian NPOs based in Turkey is between 0,534 and 1, which indicates the relationship between SM effectiveness and fundraising effectiveness in Syrian NPOs based in Turkey has a moderate and strong relationship (because it is close to number 1), and the (Sig.) is lower than the 0.05, significance level, which means there are significant relationships between the Organization's SC the Organization's and fundraising the Organization's in Syrian NPOs based in Turkey.

Table 4.15: Correlation Coefficient for Composite Scores Between Each Topic

| Correlation coefficient | | Org. network effectiveness | Website effectiveness | YouTube engagement | Instagram engagement | Facebook engagement | fundraising effectiveness |
|----------------------------|---------|----------------------------|-----------------------|--------------------|----------------------|---------------------|---------------------------|
| Org. network effectiveness | Pearson | 1 | .707** | .477** | .560** | .473** | .534** |
| | Sig. | | .000 | .000 | .000 | .000 | .000 |
| | N | 94 | 94 | 94 | 94 | 94 | 94 |
| Website effectiveness | Pearson | .707** | 1 | .423** | .449** | .574** | .596** |
| | Sig. | .000 | | .000 | .000 | .000 | .000 |
| | N | 94 | 94 | 94 | 94 | 94 | 94 |
| YouTube engagement | Pearson | .477** | .423** | 1 | .661** | .493** | .552** |
| | Sig. | .000 | .000 | | .000 | .000 | .000 |
| | N | 94 | 94 | 94 | 94 | 94 | 94 |
| Instagram engagement | Pearson | .560** | .449** | .661** | 1 | .490** | .544** |
| | Sig. | .000 | .000 | .000 | | .000 | .000 |
| | N | 94 | 94 | 94 | 94 | 94 | 94 |
| Facebook engagement | Pearson | .473** | .574** | .493** | .490** | 1 | .747** |
| | Sig. | .000 | .000 | .000 | .000 | | .000 |
| | N | 94 | 94 | 94 | 94 | 94 | 94 |
| fundraising effectiveness | Pearson | .534** | .596** | .552** | .544** | .747** | 1 |
| | Sig. | .000 | .000 | .000 | .000 | .000 | |
| | N | 94 | 94 | 94 | 94 | 94 | 94 |

Table 4.15 presents that the (R) between for composite scores between each topic are between 0,42 and 1, which indicates the relationship between composite scores of each topic have a moderate and strong relationship (because it is close to number 1), and the (Sig.) is lower than the 0.05, significance level, which means there are significant relationships between composite scores of each topic.

4.4.4 Cronbach's Alpha Coefficient

Table 4.16 below is the result of the reliability test that has been carried out for each topic.

Table 4.16: Cronbach's Coefficient Alpha

| no | Topic | Questions numbers | Alpha | status |
|----|---|-------------------|-------|-----------|
| 1 | Organization's Network Size | 7 | .807 | Good |
| 2 | Organization's Official website | 8 | .917 | Excellent |
| 3 | The organization's YouTube channel | 8 | .930 | Excellent |
| 4 | Organization's Instagram profile | 7 | .943 | Excellent |
| 5 | Organization's Facebook profile | 7 | .926 | Excellent |
| 6 | Fundraising in Non-profit Organizations | 12 | .937 | Excellent |

Table 4.16 presents the alpha test for each topic, it is between 0.807 and 0.943, which indicates excellent reliability, (Nunnally and Bernstein, 1994) adopt 0.7 as the limit to reliability. As a result, the questionnaire demonstrated a high level of reliability and validity.

4.4.5 Factor Analysis

Table 4.17: KMO and Bartlett's Test for The Organization's Network Size Topic

| KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.790 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 214.067 |
| | df | 21 |
| | Sig. | 0.000 |

Table 4.17 presents the KMO test value for the organization’s network size topic as 0.79, which indicates the sample adopted is adequate, for the (Sig.) is lower than 0.05, which means Bartlett's test of Sphericity is significant and allows to go on with exploratory factor analysis to look for underlying dimensions (components) within the organization’s network size topic questions.

Table 4.18: Total Variance Explained for The Organization’s Network Size Topic

| Total Variance Explained | | | | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.307 | 47.247 | 47.247 | 3.307 | 47.247 | 47.247 | 2.302 | 32.884 | 32.884 |
| 2 | 1.109 | 15.846 | 63.093 | 1.109 | 15.846 | 63.093 | 2.115 | 30.209 | 63.093 |
| 3 | 0.778 | 11.112 | 74.205 | | | | | | |
| 4 | 0.678 | 9.680 | 83.885 | | | | | | |
| 5 | 0.479 | 6.839 | 90.724 | | | | | | |
| 6 | 0.400 | 5.717 | 96.441 | | | | | | |
| 7 | 0.249 | 3.559 | 100.000 | | | | | | |

Extraction Method: Principal Component Analysis.

Table 4.18 shows above that for the first component, the total initial eigenvalue value is $3.307 > 1$, and for the second component, the total initial eigenvalue value is $1.109 > 1$, so, the topic of the organization’s network size with 7 variables represents two components. Additionally, the extracted sum of squared holding % of variance indicates that the first component accounts for 47.247% and the second component 15.846%, with a variance cumulative 63.093% for the two components together, so the two components are effective enough in representing characteristics highlighted by the 7 variables in the table above.

Table 4.19: Rotated Component Matrix for The Organization’s Network Size Topic

| Rotated Component Matrix | | | |
|--------------------------|--|-----------|-------|
| No. | | Component | |
| | | 1 | 2 |
| 1 | Variable 1 – related to attracting an additional number of followers. | 0.849 | 0.016 |
| 2 | Variable 2 – related to measure the growth of followers periodically. | 0.731 | 0.127 |
| 3 | Variable 3- related to hiring individuals to respond to the organization's audience on SM platforms. | 0.382 | 0.786 |
| 4 | Variable 4- related to non-overlook of the public's comments. | 0.342 | 0.762 |
| 5 | Variable 5 -related to utilizing sponsored advertisements to boost the audience. | -0.061 | 0.775 |
| 6 | Variable 6 - related to the use of social media to spread Worldwide. | 0.514 | 0.387 |
| 7 | Variable 7- related to holding workshops to improve the usage of social media in fundraising. | 0.718 | 0.386 |

Table 4.19 above shows the variable no. (1, 2, 6, 7) of the rotated factor matrix, which is strongly related to Factor 1. variables no. (4, 5) of the rotated factor matrix table loads strongly on Factor 2

Table 4.20: KMO and Bartlett's Test for The Organization’s Official Website Topic

| KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.880 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 498.935 |
| | df | 28 |
| | Sig. | 0.000 |

Table 4.20 presents the KMO test value for the organization’s network size topic as 0.88, which indicates a great analysis and the sample adopted is adequate, for the (Sig.) is lower than 0.05, which means Bartlett's test of Sphericity is significant and allows to go on with exploratory factor analysis to look for underlying dimensions (components) within the organization’s official website topic questions.

Table 4.21: Total Variance Explained for The Organization’s Website Topic

| Total Variance Explained | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| | 1 | 5.379 | 67.239 | 63.548 | 5.379 | 67.239 |
| 2 | 0.730 | 9.122 | 74.055 | | | |
| 3 | 0.533 | 6.659 | 81.563 | | | |
| 4 | 0.413 | 5.169 | 88.279 | | | |
| 5 | 0.321 | 4.009 | 92.299 | | | |
| 6 | 0.293 | 3.667 | 95.140 | | | |
| 7 | 0.231 | 2.889 | 97.730 | | | |
| 8 | 0.100 | 1.248 | 100.000 | | | |

Table 4.21 shows above that for the first component, the total initial eigenvalue value is $5.379 > 1$, so, the topic of the organization’s official website with 8 variables represents one component. Additionally, the extracted sum of squared holding % of variance indicates that the first component accounts for 67.239%, with a Variance Cumulative of 67.239%, so the first components are effective enough in representing characteristics highlighted by the 8 variables in the table above.

Table 4.22: KMO and Bartlett's Test for The Organization's Instagram Profile Topic

| KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.906 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 613.993 |
| | df | 21 |
| | Sig. | 0.000 |

Table 4.22 presents the KMO test value for the organization’s network size topic as 0.906, which indicates a superb analysis and the sample adopted is adequate, for the Sig. is lower than 0.05, which means Bartlett's test of Sphericity is significant and allows to go on with

exploratory factor analysis to look for underlying dimensions (components) within the organization's Instagram profile topic questions.

Table 4.23: Total Variance Explained for The Organization's Instagram Profile

| Total Variance Explained | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 5.245 | 74.923 | 74.923 | 5.245 | 74.923 | 74.923 |
| 2 | 0.562 | 8.034 | 82.957 | | | |
| 3 | 0.487 | 6.961 | 89.918 | | | |
| 4 | 0.257 | 3.668 | 93.586 | | | |
| 5 | 0.214 | 3.056 | 96.642 | | | |
| 6 | 0.131 | 1.875 | 98.517 | | | |
| 7 | 0.104 | 1.483 | 100.000 | | | |

Table 4.23 shows above that for the first component, the total initial eigenvalue value is $5.245 > 1$, so, the topic of the organization's Instagram profile with 7 variables represents one component. Additionally, the extracted sum of squared holding % of variance indicates that the first component accounts for 74.923%, with a variance cumulative of 74.923%, so the first components are effective enough in representing characteristics highlighted by the 7 variables in the table above.

Table 4.24: KMO and Bartlett's Test for The Organization's Facebook Profile Topic

| KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.850 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 513.700 |
| | df | 21 |
| | Sig. | 0.000 |

Table 4.24 presents the KMO test value for the organization's network size topic as 0.85, which indicates a great analysis and the sample adopted is adequate, for the Sig. is lower than 0.05, which means Bartlett's test of Sphericity is significant and allows to go on with exploratory factor analysis to look for underlying dimensions (components) within the organization's Facebook profile topic questions.

Table 4.25: Total Variance Explained for The Organization's Facebook Profile Topic

| Total Variance Explained | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.876 | 69.657 | 69.657 | 4.876 | 69.657 | 69.657 |
| 2 | 0.683 | 9.753 | 79.410 | | | |
| 3 | 0.488 | 6.969 | 86.379 | | | |
| 4 | 0.362 | 5.170 | 91.549 | | | |
| 5 | 0.297 | 4.242 | 95.791 | | | |
| 6 | 0.201 | 2.871 | 98.662 | | | |
| 7 | 0.094 | 1.338 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

Table 4.25 shows above that for the first component, the total initial eigenvalue value is $4.876 > 1$, so, the topic of the organization's Facebook profile with 7 variables represents one component. Additionally, the extracted sum of squared holding % of variance indicates that the first component accounts for 69.657%, with a variance cumulative 69.657%, so the first components are effective enough in representing characteristics highlighted by the 7 variables in the table above.

Table 4.26: KMO and Bartlett's Test for The Fundraising in NPO Topic

| KMO and Bartlett's Test | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.899 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 841.040 |
| | df | 66 |
| | Sig. | 0.000 |

Table 4.26 presents the KMO test value for the organization's network size topic as 0.899, which indicates a great analysis and the sample adopted is adequate, for the Sig. is lower than 0.05, which means Bartlett's test of Sphericity is significant and allows to go on with exploratory factor analysis to look for underlying dimensions (components) within the fundraising in NPOs topic questions.

Table 4.27: Total Variance Explained Fundraising in NPO Topic

| Total Variance Explained | | | | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 7.189 | 59.911 | 59.911 | 7.189 | 59.911 | 59.911 | 4.572 | 38.099 | 38.099 |
| 2 | 1.125 | 9.374 | 69.285 | 1.125 | 9.374 | 69.285 | 3.742 | 31.185 | 69.285 |
| 3 | 0.868 | 7.233 | 76.517 | | | | | | |
| 4 | 0.565 | 4.706 | 81.223 | | | | | | |
| 5 | 0.475 | 3.959 | 85.182 | | | | | | |
| 6 | 0.401 | 3.341 | 88.523 | | | | | | |
| 7 | 0.380 | 3.166 | 91.689 | | | | | | |
| 8 | 0.287 | 2.394 | 94.083 | | | | | | |
| 9 | 0.243 | 2.026 | 96.109 | | | | | | |
| 10 | 0.192 | 1.602 | 97.711 | | | | | | |
| 11 | 0.150 | 1.253 | 98.964 | | | | | | |
| 12 | 0.124 | 1.036 | 100.000 | | | | | | |

Table 4.27 shows that for the first component, the total initial eigenvalue value is $7.189 > 1$, and for the second component, the total initial eigenvalue value is $1.125 > 1$, so, the topic of the fundraising in NPOs with 12 variables represents two components. Additionally, the extracted sum of squared holding % of variance indicates that the first component accounts for 59.911% and the second component 9.374%, with variance cumulative 69.285% for the two components together, so the two components are effective enough in representing characteristics highlighted by the 12 variables in the table 4.27 above.

Table 4.28: Rotated Component Matrix Fundraising in NPOs Topic

| Rotated Component Matrix | | |
|---|-----------|-------|
| | Component | |
| | 1 | 2 |
| Variable 1 – related to A comprehensive plan for fundraising involves using social media platforms. | 0.724 | 0.410 |
| Variable 2 – related to the availability of qualified staff for social media usage | 0.747 | 0.381 |
| Variable 3- related to engaging with donors via social media using pre-existing lists. | 0.853 | 0.189 |
| Variable 4- related to utilizing social media profiles to send invitations to extra donors. | 0.766 | 0.220 |
| Variable 5 -related to Publish all necessary documentation on social media to motivate donors | 0.536 | 0.549 |
| Variable 6 - related to raising fundraising by creating innovative styles of using social media. | 0.831 | 0.380 |
| Variable 7- related to the belief that engaged followers have an impact on fundraising | 0.798 | 0.401 |
| Variable 8 – related to Publishing an achievement report enhances donor's perception of the Significance of funds they provide. | 0.473 | 0.677 |
| Variable 9 - related to social media transparency has a significant impact on Bringing new fundraising. | 0.401 | 0.736 |
| Variable 10- Publishing media materials for projects, accompanied by the names of donors, motivate others to donate. | 0.188 | 0.756 |
| Variable 11- related to that beneficiaries' engagement on the organization's social media platforms contributes to expanding the organization's audience. | 0.245 | 0.767 |
| Variable 12 – related to the donor's feedback on organizations' social media platforms brings new funders | 0.285 | 0.761 |

Table 4.28 above shows the first four variables of the rotated factor matrix, which are strongly related to factor 1. The other 8 variables of the rotated factor matrix table load strongly on Factor 2.

4.4.6 Anova Test

Regarding social media and its impact on the fundraising process in Syrian NPOs, there are significant variations among respondents at a significance level of 0.05 regarding e to the organization’s information (duration of organization’s presence on social media, operating budget amount, the annual budget allocated for social media use, number of employees, number of marketing content posts per week).

Table 4.29: ANOVA Test for Each Topic With Duration of Organization’s Presence on Social Media.

| No | Topics | Mean | | | df | F | Sig |
|----|--|---------------------|-------------------|----------------------|----------------|-------|------|
| | | less than two years | Two to five years | More than five years | | | |
| 1 | organization’s network Effectiveness | 2.7857 | 2.5882 | 3.2601 | $\frac{2}{91}$ | 5.254 | .007 |
| 2 | Website Effectiveness | 3.0625 | 2.7647 | 3.528 | $\frac{2}{91}$ | 4.425 | .015 |
| 3 | YouTube Engagement | 2.0125 | 2.3456 | 2.8545 | $\frac{2}{91}$ | 3.631 | .030 |
| 4 | Instagram Engagement | 2.1714 | 2.3697 | 2.9531 | $\frac{2}{91}$ | 3.668 | .029 |
| 5 | Facebook profile Engagement | 3.3571 | 3.1849 | 3.8742 | $\frac{2}{91}$ | 4.545 | .013 |
| | Social media Effectiveness used in fundraising | 2.6779 | 2.6506 | 3.2940 | $\frac{2}{91}$ | 6.778 | .002 |
| 6 | Fundraising Effectiveness in NPOs | 2.9083 | 2.9706 | 3.3545 | $\frac{2}{91}$ | 1.654 | .197 |

Table 4.29 indicates the ANOVA test for the network size effectiveness, website engagement, YouTube engagement, Instagram engagement, organization’s Facebook profile engagement, Social media used in fundraising) count $F > 3.097$ in (F table), and the Sig. value < 0.05 significance level, this shows the independent variable the duration of the organization’s presence on social media has a significant and positive effect on the

dependent variable (the network size effectiveness, Website effectiveness, YouTube engagement, Instagram engagement, organization’s Facebook engagement, SM usage in fundraising).

For the fundraising in NPOs count $F 1.654 < 3.097$ in (F table), and the Sig. value $.197 > 0.05$ significance level, this shows the independent variable the duration of the organization’s presence on social media has an insignificant effect on the dependent variable (fundraising in NPOs).

Table 4.30: ANOVA Test for Each Topic With Operating Budget Amount.

| No | Topics | Mean | | | df | F | Sig |
|----|--|------------------|-----------------------|---------------------|----|-------|------|
| | | 100,000\$ & less | \$100,001 - \$500,000 | More than 500,000\$ | | | |
| 1 | Organization’s network Effectiveness | 2.5357 | 3 | 3.3416 | 2 | 6.038 | .003 |
| | | | | | 91 | | |
| 2 | Website Effectiveness | 2.6641 | 3.2578 | 3.6332 | 2 | 5.976 | .004 |
| | | | | | 91 | | |
| 3 | YouTube Engagement | 2.1328 | 2.832 | 2.75 | 2 | 2.428 | .094 |
| | | | | | 91 | | |
| 4 | Instagram Engagement | 2.2143 | 2.7455 | 2.9689 | 2 | 2.86 | .062 |
| | | | | | 91 | | |
| 5 | Facebook profile Engagement | 3.0089 | 3.6071 | 3.9938 | 2 | 7.4 | .001 |
| | | | | | 91 | | |
| 6 | Social media Effectiveness used in fundraising | 2.5112 | 3.0885 | 3.3375 | 2 | 7.195 | .001 |
| | | | | | 91 | | |
| 6 | Fundraising Effectiveness in NPOs | 2.7031 | 3.099 | 3.5199 | 2 | 4.871 | .010 |
| | | | | | 91 | | |

Table 4.30 indicates the ANOVA test for (the organization’s network effectiveness, website effectiveness, organization’s Facebook engagement, social media used in fundraising, fundraising in NPOs) count $F > 3.097$ in (F table), and the Sig. value < 0.05 significance level, this shows the independent variable, the organization’s operating budget amount has a significant and positive effect on the dependent variable the size of the organization’s network effectiveness, website effectiveness, organization’s Facebook engagement, SM usage in fundraising, fundraising in NPOs).

For the (YouTube engagement and Instagram engagement) count $F < 3.097$ in (F table), and the Sig. value > 0.05 significance level, the organization’s operating budget amount,

has an insignificant effect on the dependent variable (YouTube engagement and Instagram engagement).

Table 4.31: ANOVA Test for Each Topic Annually Allocated Budget for SM Use

| No | Topics | Mean | | | | df | F | Sig |
|----|--------------------------------------|-----------|--------------------|---------------------|--------------------|----|-------|------|
| | | No budget | Less than 10,000\$ | \$10,000 - \$25,000 | More than 25,000\$ | | | |
| 1 | organization's network Effectiveness | 2.8533 | 3.0476 | 3.4911 | 3.4026 | 3 | 2.739 | .048 |
| | | | | | | 90 | | |
| 2 | Website Effectiveness | 2.9223 | 3.3667 | 3.7266 | 4.1136 | 3 | 5.556 | .002 |
| | | | | | | 90 | | |
| 3 | YouTube Engagement | 2.6689 | 2.7333 | 2.4375 | 2.8636 | 3 | 0.374 | .772 |
| | | | | | | 90 | | |
| 4 | Instagram Engagement | 2.5483 | 2.6667 | 2.8393 | 3.6494 | 3 | 3.096 | .031 |
| | | | | | | 90 | | |
| 5 | Facebook profile Engagement | 3.3475 | 3.8429 | 3.7768 | 4.3377 | 3 | 3.9 | .011 |
| | | | | | | 90 | | |
| 6 | SM Effectiveness used in fundraising | 2.8681 | 3.1314 | 2.2542 | 3.6734 | 3 | 3.363 | .022 |
| | | | | | | 90 | | |
| 6 | Fundraising Effectiveness in NPOs | 2.9617 | 3.0861 | 3.5156 | 4.1742 | 3 | 5.596 | .001 |
| | | | | | | 90 | | |

Table 4.31 indicates the ANOVA test for (the organization's network effectiveness, website effectiveness, Instagram engagement, organization's Facebook engagement, social media used in fundraising, fundraising in NPOs) count $F > 2.706$ in (F table), and the Sig. value < 0.05 significance level, this shows the independent variable annual budget allocated for social media use, has a significant effect on the dependent variables (the organization's network effectiveness, website effectiveness, Instagram engagement, organization's Facebook profile, SM usage in fundraising, NPOs fundraising).

For the (YouTube engagement) count $F 0.374 < 2.706$ in (F table), and the Sig. value $.772 > 0.05$ insignificance level, this shows the independent variable annual budget allocated for social media use, has an insignificant effect on the dependent variable (YouTube engagement).

Table 4.32: ANOVA Test for Each Topic With The Number of Employees.

| No | Topics | Mean | | | | df | F | Sig |
|----|--------------------------------------|---------------------|-----------------|-------------------|--------------------|----|-------|------|
| | | 10 Employees & Less | 11-25 Employees | 26 - 50 Employees | Above 50 Employees | | | |
| 1 | organization's network Effectiveness | 2.6286 | 2.8231 | 3.2381 | 3.1851 | 3 | 1.595 | .196 |
| | | | | | | 90 | | |
| 2 | Website Effectiveness | 3.15 | 2.9345 | 3.4115 | 3.517 | 3 | 1.643 | .185 |
| | | | | | | 90 | | |
| 3 | YouTube Engagement | 1.375 | 2.9643 | 2.7396 | 2.6449 | 3 | 3.008 | .034 |
| | | | | | | 90 | | |
| 4 | Instagram Engagement | 1.6857 | 2.966 | 2.6964 | 2.8279 | 3 | 1.94 | .129 |
| | | | | | | 90 | | |
| 5 | Facebook profile Engagement | 2.8571 | 3.4422 | 3.7262 | 3.8929 | 3 | 2.526 | .062 |
| | | | | | | 90 | | |
| | SM Effectiveness used in fundraising | 2.3393 | 3.026 | 3.1624 | 3.2136 | 3 | 1.962 | .125 |
| | | | | | | 90 | | |
| 6 | Fundraising Effectiveness in NPOs | 2.3 | 3.0714 | 3.3368 | 3.3693 | 3 | 2.095 | .106 |
| | | | | | | 90 | | |

Table 4.32 indicates the ANOVA test for YouTube engagement count $F 3.008 > 2.706$ in (F table), and the Sig. value $.034 < 0.05$ significance level, this shows the independent variable the number of employees, has a significant and positive effect on the dependent variable YouTube engagement.

For the (the organization's network effectiveness, website effectiveness, Instagram engagement, organization's Facebook profile engagement, social media used in fundraising and fundraising in NPOs) count $F < 2.706$ in (F table), and the Sig. value > 0.05 significance level, this shows the independent variable the number of employees, has an insignificant effect on the dependent variable (the organization's network effectiveness, website effectiveness, Instagram engagement, organization's Facebook profile engagement, social media used in fundraising, and fundraising in NPOs).

Table 4.33: ANOVA Test for Each Topic with The Number of Marketing Content Posts Per Week.

| No | Topics | Mean2 | | | df | F | Sig |
|----|--|-------------|---------------------------|----------------------------|----------------|------|------|
| | | Once a week | Twice to 5 times per week | More than 5 times per week | | | |
| 1 | organization's network Effectiveness | 2.5771 | 3.1299 | 3.526 | $\frac{2}{91}$ | 8.99 | .000 |
| 2 | Website Effectiveness | 2.705 | 3.4006 | 3.87 | $\frac{2}{91}$ | 9.62 | .000 |
| 3 | YouTube Engagement | 2.335 | 2.6222 | 3.1 | $\frac{2}{91}$ | 3.23 | .044 |
| 4 | Instagram Engagement | 2.3543 | 2.7435 | 3.211 | $\frac{2}{91}$ | 3.98 | .022 |
| 5 | Facebook profile Engagement | 3.1829 | 3.8312 | 3.966 | $\frac{2}{91}$ | 5.53 | .005 |
| | Social media Effectiveness used in fundraising | 2.6309 | 3.1455 | 3.535 | $\frac{2}{91}$ | 9.52 | .000 |
| 6 | Fundraising Effectiveness in NPOs | 2.7433 | 3.3011 | 3.62 | $\frac{2}{91}$ | 5.54 | .005 |

Table 4.33 indicates the ANOVA test for (organization's network effectiveness, website effectiveness, YouTube engagement, Instagram engagement, organization's Facebook profile engagement, social media used in fundraising, Fundraising in NPOs) count $F > 3.097$ in (F table), and the Sig. value < 0.05 significance level, this shows the independent variable the number of marketing content posts per week, has a significant and positive effect on the dependent variables for (organization's network effectiveness, website effectiveness, YouTube engagement, Instagram engagement, organization's Facebook profile engagement, social media used in fundraising, fundraising in NPOs).

4.4.7 Multiple Linear Regression

The following table shows the linear regression for Facebook engagement with variables (gender, old, education, work type, department, experience, the organization age, number of employees, operating budget amount).

Table 4.34: Linear Regression between Facebook Engagement (Y), Personal Information (X1 to X6), And Organization's Information (X7 To X9).

| | X | Independent | B. | T. | Sig. | R. | R-square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-------|----------|-------|-------|
| | | (Cons.) | 2.618 | 3.289 | 0.001 | | | | |
| Personal Information | X1 | Gender | 0.142 | 0.571 | 0.570 | 0.453 | 0.205 | 2.407 | 0.018 |
| | X2 | Age | 0.158 | 0.992 | 0.324 | | | | |
| | X3 | Education | 0.200 | 0.944 | 0.348 | | | | |
| | X4 | Work | -0.675 | -2.257 | 0.027 | | | | |
| | X5 | Department | 0.075 | 0.259 | 0.796 | | | | |
| | X6 | Experience | -0.034 | -0.266 | 0.791 | | | | |
| Org. Information | X7 | Organization established date | -0.050 | -0.242 | 0.810 | | | | |
| | X8 | Number of employees | 0.018 | 0.136 | 0.892 | | | | |
| | X9 | Operating budget | 0.412 | 2.192 | 0.031 | | | | |

Table 4.34 indicates that the regression model as a whole statistically significant between Facebook engagement, personal information, and the organization's information regarding the value of $F = 2.407$, which is the $\text{Sig. } 0.018 < 0.05$.

For individual variables (gender, age, education, department, experience, organization established date, number of employees) are not statistically significant ($\text{Sig.} > 0.05$). Other individual variables (work type, organization's operating budget) are statistically significant ($\text{Sig.} < 0.05$).

The results also indicate that the independent variables (gender, age, education, work type, department, experience, the organization established date, number of employees, and operating budget amount) explain 20.5% of the variance occurring in the Facebook Engagement, where $R\text{-Square} = 0.205$.

The following table 4.35 shows the Linear Regression for fundraising effectiveness with variables (gender, old, education, work type, department, Experience, the organization age, number of employees, operating budget amount).

Table 4.35: Linear Regression between The Fundraising Effectiveness (Y), Personal Information (X1 to X6), And Organization's Information (X7 to X9).

| | X | Independent | B. | T. | Sig. | R. | R-square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-------|----------|-------|-------|
| | | (Cons.) | 3.484 | 4.258 | 0.000 | 0.469 | 0.220 | 2.637 | 0.010 |
| Personal Information | X1 | Gender | 0.024 | 0.096 | 0.924 | | | | |
| | X2 | Age | 0.084 | 0.512 | 0.610 | | | | |
| | X3 | Education | 0.194 | 0.889 | 0.376 | | | | |
| | X4 | Work | -0.873 | -2.839 | 0.006 | | | | |
| | X5 | Department | 0.101 | 0.339 | 0.735 | | | | |
| | X6 | Experience | -0.171 | -1.286 | 0.202 | | | | |
| Org. Information | X7 | Organization established date | -0.248 | -1.160 | 0.249 | | | | |
| | X8 | Number of employees | 0.029 | 0.211 | 0.834 | | | | |
| | X9 | Operating budget | 0.445 | 2.306 | 0.024 | | | | |

Table 4.35 indicates that the regression model as a whole is statistically significant between fundraising effectiveness in Syrian NPOs, personal information, and the organization's information regarding the value of $F = 2.637$, which is the $Sig. 0.010 > 0.05$.

For individual variables (gender, age, education, department, experience, organization established date, number of employees,) are not statistically significant where ($Sig. > 0.05$). For other individual variables (work type, organization's operating budget) are statistically significant where ($Sig. < 0.05$).

The results also indicate that the independent variables (gender, old, education, work type, department, experience, the organization age, number of employees, operating budget

amount) explain 22% of the variance occurring in Fundraising Effectiveness in Syrian NPOs, where R-Square = 0.220.

The following table 4.36 shows the linear regression for Instagram engagement with variables (gender, old, education, work type, department, experience, the organization age, number of employees, operating budget amount).

Table 4.36: Linear Regression Between Instagram Engagement (Y), Personal Information(X1 to X6), And Organization's Information(X7 to X9).

| | X | Independent | B. | T. | Sig. | R. | R-square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-------|----------|-------|------|
| | | (Cons.) | 2.122 | 2.230 | 0.28 | | | | |
| Personal Information | X1 | Gender | 0.378 | 1.276 | 0.205 | 0.398 | 0.158 | 1.754 | 0.09 |
| | X2 | Age | 0.133 | 0.699 | 0.487 | | | | |
| | X3 | Education | 0.359 | 1.415 | 0.161 | | | | |
| | X4 | Work | -0.899 | -2.514 | 0.14 | | | | |
| | X5 | Department | -0.322 | -0.932 | 0.354 | | | | |
| | X6 | Experience | -0.003 | -0.020 | 0.984 | | | | |
| Org. Information | X7 | Organization established date | 0.374 | 1.506 | 0.136 | | | | |
| | X8 | Number of employees | -0.234 | -1.444 | 0.153 | | | | |
| | X9 | Operating budget | 0.220 | 0.981 | 0.329 | | | | |

Table 4.36 indicates that the regression model as a whole isn't statistically significant between Instagram engagement, personal information, and the organization's information regarding the value of F = 1.754, which is the Sig. 0.09 > 0.05.

For individual variables (gender, age, education, work type, department, experience, organization established date, number of employees, organization's operating budget) are not statistically significant where (Sig. > 0.05).

The results also indicate that the independent variables explain 15.8% of the variance occurring in Instagram engagement, where R-Square = 0.158.

This explains is 15,8% of the variation in Instagram engagement is explained by personal information, and the organization's information together: gender, age, education, work type, department, experience, organization's established year, number of employees, and organization's operating budget.

The following table 4.37 shows the linear regression for organization's network effectiveness with variables (gender, old, education, work type, department, experience, the organization age, number of employees, operating budget amount).

Table 4.37: Linear Regression between The Organization's Network Effectiveness (Y), Personal Information (X1 to X6), And Organization's Information (X7 to X9).

| | X | Independent | B. | T. | Sig. | R. | R-square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-------|----------|-------|-------|
| | | (Cons.) | 2.356 | 3.190 | 0.002 | 0.397 | 0.157 | 1.744 | 0.092 |
| Personal Information | X1 | Gender | 0.147 | 0.638 | 0.525 | | | | |
| | X2 | Age | 0.126 | 0.855 | 0.395 | | | | |
| | X3 | Education | 0.071 | 0.361 | 0.719 | | | | |
| | X4 | Work | -0.477 | -1.718 | 0.089 | | | | |
| | X5 | Department | -0.015 | -0.058 | 0.954 | | | | |
| | X6 | Experience | 0.019 | 0.159 | 0.874 | | | | |
| Org. Information | X7 | Organization established date | -0.052 | -0.268 | 0.789 | | | | |
| | X8 | Number of employees | -0.062 | -0.492 | 0.624 | | | | |
| | X9 | Operating budget | 0.420 | 2.406 | 0.018 | | | | |

Table 4.37 shows that the regression model as whole isn't statistically significant between the organization's network size effectiveness, personnel, and the organization's information regarding the Sig. $0.092 > 0.05$ significance level.

For individual variables (gender, age, education, work type, department, experience, organization established date, number of employees,) are not statistically significant

where (Sig. > 0.05). For other individual variable (organization's operating budget) is statistically significant where (Sig. < 0.05).

The results also indicate that the independent variables explain 15.7% of the variance occurring in the organization's network size effectiveness, where R-Square = 0.157.

This explains is 15,7% of the variation is explained by personal information, and the organization's information together: gender, age, education, work type, department, experience, organization's established year, number of employees and organization's operating budget.

The following table 4.38 shows the linear regression for website effectiveness with variables (gender, old, education, work type, department, experience, the organization age, number of employees, operating budget amount).

Table 4.38: Linear Regression between Website Effectiveness (Y), Personal Information (X1 to X6), And Organization's Information (X7 to X9).

| | X | Independent | B. | T. | Sig. | R. | R-square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-----|----------|-------|-------|
| | | (Cons.) | 1.688 | 1.913 | 0.059 | 0.4 | 0.16 | 1.783 | 0.084 |
| Personal Information | X1 | Gender | 0.345 | 1.255 | 0.213 | | | | |
| | X2 | Age | 0.138 | 0.783 | 0.436 | | | | |
| | X3 | Education | 0.210 | 0.891 | 0.375 | | | | |
| | X4 | Work | -0.405 | -1.220 | 0.226 | | | | |
| | X5 | Department | 0.133 | 0.415 | 0.679 | | | | |
| | X6 | Experience | -0.106 | -0.743 | 0.460 | | | | |
| Org. Information | X7 | Organization established date | 0.028 | 0.122 | 0.903 | | | | |
| | X8 | Number of employees | -0.038 | -0.250 | 0.803 | | | | |
| | X9 | Operating budget | 0.469 | 2.250 | 0.027 | | | | |

Table 4.38 indicates that the regression model as whole isn't statistically significant between website effectiveness, personal and the organization's information regarding the value of $F = 1.783$ which is the Sig. $0.084 > 0.05$.

For individual variables (gender, age, education, work type, department, experience, organization established date, number of employees,) are not statistically significant where (Sig. > 0.05). For other individual variable (organization's operating budget) is statistically significant where (Sig. < 0.05).

The results also indicate that the independent variables explain 16% of the variance occurring in the composite score of organization network size, where R-Square = 0.16.

This explains is 16% of the variation in the website effectiveness is explained by personal information, and the organization's information together: gender, age, education, work type, department, experience, organization's established year, number of employees, and organization's operating budget.

The following table shows the linear regression for YouTube engagement with variables (gender, old, education, work type, department, Experience, the organization age, number of employees, operating budget amount).

Table 4.39: Linear Regression between YouTube Engagement (Y), Personal Information (X1 to X6), and Organization's Information (X7 to X9).

| | X | Independent | B. | T. | Sig. | R. | R - square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-------|------------|-------|-------|
| | | (Cons.) | 2.267 | 2.344 | 0.021 | | | | |
| Personal Information | X1 | Gender | 0.247 | 0.821 | 0.414 | 0.348 | 0.121 | 1.289 | 0.255 |
| | X2 | Age | 0.054 | 0.282 | 0.778 | | | | |
| | X3 | Education | 0.297 | 1.152 | 0.252 | | | | |
| | X4 | Work | -0.984 | -2.706 | 0.008 | | | | |
| | X5 | Department | 0.043 | 0.121 | 0.904 | | | | |
| | X6 | Experience | 0.068 | 0.431 | 0.668 | | | | |
| Org. Information | X7 | Organization established date | 0.218 | 0.864 | 0.390 | | | | |
| | X8 | Number of employees | -0.226 | -1.373 | 0.173 | | | | |
| | X9 | Operating budget | 0.147 | 0.643 | 0.522 | | | | |

Table 4.39 shows that the regression model as a whole isn't statistically significant between YouTube engagement, personal, and the organization's information regarding the value of $F = 1.289$, which is the $Sig. 0.255 > 0.05$.

For individual variables (gender, age, education, department, experience, organization established date, number of employees, organization's operating budget) are not statistically significant where ($Sig. > 0.05$). For other individual variable (work type) is statistically significant where ($Sig. < 0.05$).

The results also indicate that the independent variables explain 12.1% of the variance occurring in the YouTube engagement, where $R\text{-Square} = 0.121$.

This explains is 12.1% of the variation in YouTube engagement is explained by personal information, and the organization's information together: gender, age, education, work type, department, experience, organization's established year, number of employees, and organization's operating budget.

The following table 4.40 shows the linear regression for social media effectiveness with variables (gender, old, education, work type, department, experience, the organization age, number of employees, operating budget amount).

Table 4.40: Linear Regression between The Start of Using SM In The Organization (Y), Personal Information (X1 to X6), and Organization's Information (X7 to X9).

| | X | Independent | B. | T. | Sig. | R. | R - square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-------|------------|--------|-------|
| | | (Cons.) | 1.031 | 2.404 | 0.018 | | | | |
| Personal Information | X1 | Gender | -0.222 | -1.665 | 0.100 | 0.734 | 0.538 | 10.877 | 0.000 |
| | X2 | Age | 0.021 | 0.243 | 0.809 | | | | |
| | X3 | Education | 0.003 | 0.024 | 0.981 | | | | |
| | X4 | Work | -0.426 | -2.641 | 0.010 | | | | |
| | X5 | Department | 0.227 | 1.454 | 0.150 | | | | |
| | X6 | Experience | 0.059 | 0.845 | 0.401 | | | | |
| Org. Information | X7 | Organization established date | 0.396 | 3.541 | 0.001 | | | | |
| | X8 | Number of employees | 0.191 | 2.622 | 0.010 | | | | |
| | X9 | Operating budget | 0.015 | 0.146 | 0.884 | | | | |

Table 4.40 indicates that the regression model as whole is statistically significant, between the start of using social media in the organization, personal, and the organization's information regarding on the value of $F = 10.877$, which is a $\text{Sig. } 0.000 < 0.05$.

For individual variables (gender, age, education, department, experience, organization's operating budget) are not statistically significant where ($\text{Sig.} > 0.05$). For other individual variables (work type, organization established date, number of employees) are statistically significant where ($\text{Sig.} < 0.05$).

The results also indicate that the independent variables explain 53.8% of the variance occurring at the start of using SM in the organization, where $R\text{-Square} = 0.538$.

This explains is 53.8% of the variation in the start of using social media in the organization is explained by personal information, and the organization's information together: gender, age, education, work type, department, experience, organization's established year, number of employees, and organization's operating budget.

The following table 4.41 shows the linear regression for the annual budget allocated for SM with variables (gender, old, education, work, department, experience, the organization age, number of employees, and operating budget amount).

Table 4.41: Linear Regression between The Annual Budget Allocated for SM Use (Y), Personal Information (X1 to X6), and Organization's Information (X7 to X9).

| | X | Independent | B. | T. | Sig. | R. | R - square | F. | Sig. |
|----------------------|----|-------------------------------|--------|--------|-------|-------|------------|-------|-------|
| | | (Cons.) | -0.028 | -0.034 | 0.973 | | | | |
| Personal Information | X1 | Gender | -0.004 | -0.015 | 0.988 | 0.481 | 0.232 | 2.815 | 0.006 |
| | X2 | Age | 0.034 | 0.202 | 0.840 | | | | |
| | X3 | Education | 0.154 | 0.691 | 0.491 | | | | |
| | X4 | Work | -0.103 | -0.327 | 0.744 | | | | |
| | X5 | Department | 0.074 | 0.242 | 0.809 | | | | |
| | X6 | Experience | 0.022 | 0.159 | 0.874 | | | | |
| Org. Information | X7 | Organization established date | -0.035 | -0.161 | 0.873 | | | | |
| | X8 | Number of employees | 0.244 | 1.713 | 0.090 | | | | |
| | X9 | Operating budget | 0.386 | 1.954 | 0.054 | | | | |

Table 4.41 indicates that regression model is statistically significant as whole between the annual budget allocated for social media use (dependent variable), personal information, and the organization's information (independent variable) regarding the Sig. $0.006 < 0.05$.

For individual variables (gender, age, education, work type, department, experience, organization established date, number of employees, organization's operating budget) are not statistically significant (Sig. > 0.05).

The results also indicate that the independent variables explain 23.2% of the variance occurring in the annual budget allocated for social media, where R-Square = 0.232.

This explains is 23.2% of the variation in the annual budget allocated for social media use is explained by personal information, and the organization's information together: gender, age, education, work type, department, experience, organization's established year, number of employees and organization's operating budget.

The following table 4.42 shows the linear regression for social media effectiveness and fundraising effectiveness.

Table 4.42: Linear Regression between SM Effectiveness (X1 to X5) and Fundraising Effectiveness in Syrian NPOs (Y).

| X | Independent | B. | T. | Sig. | R. | R - square | F. | Sig. |
|----|------------------------------------|---------|--------|------|-------|------------|----|------|
| | (Cons.) | -0.0179 | -0.063 | .95 | | | | |
| X1 | Organization Network effectiveness | 0.068 | 0.599 | .551 | 0.799 | 0.638 | 31 | .000 |
| X2 | Website effectiveness | 0.152 | 1.607 | .112 | | | | |
| X3 | YouTube engagement | 0.127 | 1.586 | .116 | | | | |
| X4 | Instagram engagement | 0.086 | 1.03 | .306 | | | | |
| X5 | Facebook engagement | 0.531 | 6.069 | .000 | | | | |

Table 4.42 In order to find out the relationship between (Organization Network effectiveness, website effectiveness, YouTube engagement, Instagram engagement, organization's Facebook profile engagement) as (independent variable) and the fundraising effectiveness in Syrian NPOs (dependent variables), the table 4.42 above shows that the regression model as whole is statistically significant, depending on the value of F = 31, which is Sig .000 < 0.05.

For Individual Independent variables (Organization Network effectiveness, Website effectiveness, YouTube engagement, Instagram engagement) are not statistically significant (Sig. > 0.05). In contrast, the variable X5 (Facebook profile engagement) has a significant positive relationship with fundraising effectiveness (Sig.< 0.05).

The results also indicate that the independent variables (Organization Network effectiveness, website effectiveness, YouTube engagement, Instagram engagement, organization's Facebook profile engagement) explain 63.8% of the variance occurring in the Fundraising effectiveness, where R-Square = 0.638.

4.5. Hypothesis Test Result

H1: The organization's effectiveness in social media platforms and fundraising effectiveness in Syrian NPOs have a significant relationship.

In Table 4.14 above the researcher used a correlation coefficient to test this hypothesis, the results show that the Pearson correlation coefficient between the organization's SM effectiveness platforms and fundraising effectiveness in Syrian NPOs based in Turkey is 0.75 which refers to a strong relationship and significant because Sig. $0.000 < 0.05$ significance level, for all components of social media, and hypothesis H1 unable to reject.

H2: Social media platforms' effectiveness has an effect on the fundraising effectiveness of Syrian NPOs based in Turkey.

The results in Table 4.42 above test this hypothesis, which refers to the Sig. $0.000 < 0.05$ level of significance.

Also, social media platforms' effectiveness explains 63.8% of the variance occurring in the fundraising effectiveness for Syrian NPOs, where R-Square = 0.638.

For X1, X2, X3, and X4, explained in the table (4.42), the Sig. > 0.05 level of significance, and for X5 Sig. < 0.05 level of, then H2 partly unbales to reject .

H3: The Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the organization's information (duration of the organization's presence on social media, operating budget amount, annual budget for social media use, number of employees, number of marketing content posts per week).

The results in Table 4.29 above show that there is a significant relationship between the duration of the organization's presence on social media and the SM component, where is the Sig. < 0.005 , and insignificant relationship with fundraising in Syrian NPOs, then make hypothesis H3.1 partially unable to be rejected.

Regarding Table 4.30 above, the results indicate there is a significant relationship between the operating budget amount in the organization and (network size effectiveness, website effectiveness, Instagram engagement, Facebook profile engagement, and fundraising in Syrian NPOs), where $\text{Sig} < 0.005$, and insignificant relationship with the YouTube engagement, while the $\text{Sig} > 0.005$. then hypothesis H3.2 is partially unable to be rejected.

The results In Table 4.31 above, indicate there is a significant relationship between the annually allocated budget for SM use in the organization and network size effectiveness, website effectiveness, Instagram engagement, Facebook profile engagement, and fundraising effectiveness in Syrian NPOs), while $\text{Sig} < 0.005$ and an insignificant relationship with YouTube engagement while the $\text{Sig} > 0.005$. Then hypothesis H3.3 is partially unable to be rejected.

Table 4.32 clarifies that there is a significant effect between the number of employees in the organization and YouTube engagement, while $\text{Sig} < 0.005$, also indicates that there is an insignificant relationship with network size effectiveness, website effectiveness, Instagram engagement, Facebook profile engagement, and fundraising effectiveness in Syrian NPOs, while $\text{Sig} > 0.005$. then hypothesis H3.4 is partially unable to be rejected.

Table 4.33 indicates that there is a significant relationship between the number of marketing content posts per week, social media effectiveness, and fundraising effectiveness in Syrian NPOs, while $\text{Sig} < 0.005$, the hypothesis H3.5 is unable to be rejected.

4.6. Summary of Hypothesis Testing

Table 4.43: Summary of Hypotheses Testing

| No. | Table | Hypotheses | Result of test |
|-----------|---|---|------------------------------------|
| H1 | 4.14 | The organization's effectiveness in social media platforms and fundraising effectiveness in Syrian NPOs have a significant relationship. | unable to reject |
| H1.a | 4.14 | The network size effectiveness of the organization and the fundraising effectiveness of Syrian NPOs have a significant relationship | unable to reject |
| H1.b | 4.14 | The organization's official website effectiveness and the fundraising effectiveness of Syrian NPOs have a significant relationship | unable to reject |
| H1.c | 4.14 | The organization's YouTube engagement and the fundraising effectiveness of Syrian NPOs have a significant relationship | unable to reject |
| H1.d | 4.14 | The organization's Instagram profile engagement and the fundraising effectiveness of Syrian NPOs have a significant relationship | unable to reject |
| H1.e | 4.14 | The organization's Facebook profile engagement and the fundraising effectiveness of Syrian NPOs have a significant relationship | unable to reject |
| H2 | 4.42 | Social media platforms' effectiveness has an effect on the effectiveness of fundraising of Syrian NPOs based in Turkey. | Partially unable to reject. |
| H2.a | 4.42 | The network size effectiveness affects the fundraising effectiveness of Syrian NPOs. | Rejected |
| H2.b | 4.42 | official website effectiveness affects the fundraising effectiveness of Syrian NPOs. | Rejected |
| H2.c | 4.42 | The organization's YouTube engagement affects fundraising effectiveness for Syrian NPOs. | Rejected |
| H2.d | 4.42 | The organization's Instagram profile engagement affects the fundraising effectiveness of Syrian NPOs. | Rejected |
| H2.e | 4.42 | The organization's Facebook profile engagement affects the fundraising effectiveness of Syrian NPOs. | unable to reject |
| H3 | 4.29 4.30 4.31 4.32 4.33 | The Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the organization's information (duration of the organization's presence on social media, operating budget amount, annually allocated budget for SM use, number of employees, number of marketing content posts per week). | Partially unable to reject. |

| | | | |
|------|------|--|-----------------------------|
| H3.a | 4.29 | Social media platform's effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the Duration of the organization's presence on social media | Partially unable to reject. |
| H3.b | 4.30 | Social media platforms' effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the organization's annual operating budget. | Partially unable to reject. |
| H3.c | 4.31 | Social media platforms' effectiveness and fundraising effectiveness in Syrian NPOs are influenced by annually allocated budget for SM use | Partially unable to reject. |
| H3.d | 4.32 | Social media platforms' effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the number of employees | Partially unable to reject |
| H3.e | 4.33 | Social media platforms' effectiveness and fundraising effectiveness in Syrian NPOs are influenced by the number of marketing content posts per week | unable to reject |

4.7. Interview Data Analysis

The interviewees expressed firmly believing in the relevance of social media fundraising, with the hope that it will be relied on more in the future compared to conventional means of fundraising such as personal and public contacts, visits, and conferences. One of the interviewees explained, "Global interest in the Syrian crisis has reached its lowest levels for several reasons, and because of the severe shortage of funds from INGOs and the United Nations OCHA compared with the early years of the crisis, several organizations have moved towards relying on social media in marketing their projects and collecting donations," because of their ease of access and rapid transmission, these platforms have become critical promotional tools capable of swiftly building the organization's image and, as a result, recruiting new volunteers and donors. According to interviewees, "Social media has enabled Syrian non-profit organizations to effectively reach a wider audience of Syrian expatriates living abroad and those who are actively engaged with the Syrian issue and are willing to provide aid to those who have been displaced and are in need."

Interviewees specify Facebook and Instagram as the most important social media used in marketing and fundraising, with an emphasis on the importance of the organization's

website as a means of donation due to the safety factors it provides for the donation process.

Also, the interviewees identified the most important points that help in the success of fundraising campaigns, including the necessity of pre-planning the campaign, the presence of technically qualified people to manage this campaign, determining the target donor audience, and choosing the appropriate social media means to launch the campaign in a way that suits the targeted donor audience and its technical characteristics.

The interviewees mentioned some important advantages that social media provides in the fundraising process, such as the ease of the donation process and the ability to reach and motivate the public to donate. However, they also stated some important disadvantages, which are the ease of having a negative impact on the fundraising campaign and the ability to launch fake fundraising campaigns, in addition to the cost and security factors.

CHAPTER V

CONCLUSIONS AND RECOMMENDATION

This research aimed to investigate the role of social media platforms on Syrian NPOs fundraising based in Turkey, by applying the study to many different social media platforms, also identify the factors that can effect on online fundraising process, this chapter indicates the important results that have been obtained, recommendations and the limitation of the study.

On the topic of the size of the organization's network, there is a significant relationship between the organization's network effectiveness and fundraising in Syrian NPOs. The respondents may realize the importance of the organization having a presence on various social media platforms, which helps to improve the audiences' and donors' impressions of the organization.

Regarding the topic of the official website, there is a significant relationship between the organization's website effectiveness and fundraising effectiveness in Syrian NPOs. The results clarify the importance of the website in implementing safe donation operations, and the process of constantly updating the website with various information about the organization's activities and the projects implemented contributes to strengthening the public's confidence in the organization.

For Instagram profile and YouTube channel topics, the results clarify that there is a significant relationship between the organization's Instagram profile engagement, the organization's YouTube channel engagement, and fundraising in Syrian NPOs.

The respondents may realize the importance of the features of Instagram, which offers visual versatility, and use YouTube as a powerful platform for sharing impactful video content. They believe the organizations may use Instagram and YouTube as effective platforms for fundraising, engagement, education, and storytelling. These platforms' visual element enables organizations to establish a personal connection with their audience and clearly convey the impact of their humanitarian work.

The results concluded that Facebook profile effectiveness is a significant tool for Syrian NPOs and has the highest effect on fundraising. It represents, with its widespread reach and ease of access, a multifaceted platform for organizations to engage with their audience, share compelling stories, raise funds, and build a supportive community.

Also, the organization's information (number of employees, the years of SM use in the organization, the organization's annual operating budget, the budget allocated for social media usage, and the number of times publishing marketing content per week) have a different significant effect on social media and fundraising in Syrian NPOs.

The researcher presents the most important recommendations that were reached and benefit Syrian NPOs.

1. The Syrian NPOs need to plan a comprehensive social media fundraising strategy by defining their fundraising goals and specifying the target audience and donors, in addition to allocating a budget for social media usage.
2. The Syrian NPOs should create a compelling online presence for the organization, enhance the organization's website, and share stories that highlight the impact of the organization's work. Using visually attractive information such as photographs and videos to highlight the organization's programs, success stories, and the individuals who support it, you may develop a stronger emotional connection.
3. While social media is an effective tool, the Syrian NPOs should diversify their fundraising channels to reduce their dependence on a single platform and their presence on multiple social media platforms where the donors and audience are active, with a focus on social media networks that have unique features that can help reach different demographics.
4. The Syrian NPOs should engage and interact with the organization's audience by reacting to comments, messages, notifications, and mentions promptly and continuously. Implementing automated technologies for social media management and fundraising could ease these processes.
5. The Syrian NPOs should regularly update followers on the progress toward these fundraising goals to maintain transparency.

6. The Syrian NPOs should provide training opportunities for existing staff or volunteers. Online courses, workshops, or partnering with experts can help build technical and legal expertise by employing the skills of volunteers who may have expertise in social media management, and fundraising, many professionals are willing to donate their time and skills to causes they believe in.

7. The Syrian NPOs should work to activate the donation feature, many platforms, like Facebook, have built-in donation tools that make it easy for users to donate directly through the platform and benefit from the additional technical features of the platforms, such as tracking the performance of fundraising campaigns.

8. The Syrian NPOs should keep abreast of legal and regulatory changes related to fundraising and social media and regularly review terms of service on social platforms to ensure compliance. Professionals or agencies specializing in these fields can provide valuable insights, solve complex issues, and streamline operations related to legal or technical difficulties.

In addition, the Syrian NPOs should connect with other NPOs facing similar challenges, sharing experiences and strategies can provide valuable insights.

5.1. Limitation and Future Research

The sample consisted of Syrian NPOs based in Turkey. Syrian NPOs based in Turkey have a specific legal and regulatory status probable to affect their use of social media and may be different from other local or other NPOs existing in other countries in using social media sites. Additionally, there are other popular SM platforms, such as LinkedIn, TikTok, Twitter, and which were not covered in this study, but the study focused only on Facebook, YouTube, Instagram, and Website.

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APPENDICES

Appendix 1: Questionnaire

Thank you for your interest in participating in this research study, which is being conducted as a requirement for the completion of a master's degree in business administration at Istanbul Sabahattin Zaim University. The purpose of this survey is to gather information regarding the utilization of social media for fundraising by Syrian non-profit organizations (NPOs) based in Turkey. The responses provided in this survey will assist in identifying the opportunities and challenges associated with fundraising, enabling NPOs to enhance their fundraising efforts. The estimated time required to complete the survey is less than ten minutes. Please be assured that all responses will be treated with the utmost confidentiality and will solely be used for the purposes of this study. If you would like to receive a copy of the research results, kindly provide your email address at the conclusion of the survey.

1. Personal Information

Q1: Your Gender: Male Female

Q2: Your Age: 18 - 20 Years 21 - 30 Years 31- 40 Years
 41 - 50 Years More than 50 Years

Q3: Your Education: High School& below University stage
 Postgraduate & above

Q4: Work Type: Full-time Part-time

Q5: Your department: Marketing & Media department other departments

Q6: Years of Experience: Less than 1 year 1-3 Years 4-6 years
 7-10 years More than 10 Years

2. Organization's Information

Q7: How long has your organization been established?

3 Years &less 4-7 Years 8 years & more

Q8: Number of employees? 10 Employees &Less 11-25 Employees
 26 - 50 Employees Above 50 Employees

Q9: What is the total operating budget of your organization for this year?

100,000\$ & less \$500,000 - \$100,001 More than 500,000\$

Q10: Does your organization use social media? yes No

Q11: How long has your organization used social media?

less than 2 year 2 – 5 years More than 5 years

Q12: How often does your organization publish marketing content about its activities on social media platforms per week?

Once a week Twice to 5 times More than 5 times

Q13: What is your organization's annual budget for social media use?

No budget Less than 10,000\$
 \$25,000 - \$10,000 More than 25,000\$

Q14: How often does your organization run social media for fundraising campaigns?

Always Often Sometimes Rarely Never

Q15: What percentage of total donations does your organization receive through social media platforms?

- Less than 25%
 %50 - %25
 %75 - %51
 %100 - %76

Q16: What are the most commonly used social media platforms by the organization for fundraising efforts?

- Organization Official website
 YouTube Channel
 Instagram Profile
 Facebook Profile
 Other

Q17: Social media used in fundraising:

| First topic: Size of Organization Network | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
|---|------------------------------|---------------------|--------------------|------------------|---------------------------|
| The organization thinks that its social media followers can attract more followers for fundraising purposes | | | | | |
| The organization measures the increase of its active followers from time to time | | | | | |
| The organization employs a specialized person to deal with comments on their social media accounts | | | | | |
| The organization responds to the followers' comments on its social media accounts | | | | | |

| | | | | | |
|---|------------------------------|---------------------|--------------------|------------------|---------------------------|
| The organization increase its followers through sponsored ads | | | | | |
| The organization publish its activities globally through the social media accounts | | | | | |
| The organization conduct meetings to develop the social media capabilities in fundraising | | | | | |
| Second Topic: Organization's Official website | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
| The organization owns a website | | | | | |
| The organization employs a competent team to oversee the management of its website | | | | | |
| The organization consistently updates its official website with the latest information regarding its activities. | | | | | |
| The organization prioritizes securing a stable budget for the maintenance and enhancement of its website | | | | | |
| The organization's website features a user-friendly interface that allows for quick access to the donation section. | | | | | |

| | | | | | |
|---|------------------------------|---------------------|--------------------|------------------|---------------------------|
| The organization's website includes prominent icons that provide convenient access to its social media accounts. | | | | | |
| The organization's staff actively promotes the organization's social media accounts and donation platforms | | | | | |
| The organization organizes its campaigns on the website clearly and efficiently, facilitating donors' access to their preferred campaigns | | | | | |
| Third Topic: YouTube Channel | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
| The organization has an active YouTube channel | | | | | |
| The organization consistently updates its YouTube | | | | | |
| The organization has a dedicated and capable employee responsible for managing its YouTube presence | | | | | |
| The organization utilizes all available YouTube features for fundraising purposes | | | | | |

| | | | | | |
|--|------------------------------|---------------------|--------------------|------------------|---------------------------|
| The organization recognizes the significance of YouTube in contributing to the funding of its projects | | | | | |
| The organization's YouTube page includes links and icons that facilitate access to its other social media platforms, as well as quick donation options | | | | | |
| The organization's YouTube page contains videos of the implementation of its projects and short marketing videos that motivate donations for new campaigns | | | | | |
| The organization's employees actively contribute to the organization's YouTube account and share promotional videos | | | | | |
| Fourth Topic: Instagram Profile | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
| The organization maintains an active presence on Instagram | | | | | |
| The organization regularly updates its Instagram profile. | | | | | |
| The organization attracts new followers who are donors or | | | | | |

| | | | | | |
|--|------------------------------|---------------------|--------------------|------------------|---------------------------|
| individuals interested in its cause on its Instagram profile | | | | | |
| The organization has a dedicated and capable employee responsible for managing its Instagram presence | | | | | |
| The organization maximizes the use of available Instagram features for fundraising purposes | | | | | |
| The organization's Instagram profile includes links and icons that make it easy to access its other social media platforms and offers quick donation options | | | | | |
| The organization's followers actively engage with its Instagram posts through likes, comments, shares, and other interactions | | | | | |
| Fifth Topic: Facebook Profile | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
| The organization maintains an active presence on Facebook | | | | | |
| The organization regularly updates its Facebook profile | | | | | |
| The organization attracts new followers who are donors or | | | | | |

| | | | | | |
|--|----------------------------------|-------------------------|------------------------|----------------------|-------------------------------|
| individuals interested in its cause on its Facebook profile | | | | | |
| The organization has a dedicated and capable employee responsible for managing its Facebook presence | | | | | |
| The organization maximizes the use of available Facebook features for fundraising purposes | | | | | |
| The organization's Facebook profile includes links and icons that make accessing its other social media platforms easy and offers quick donation options | | | | | |
| The organization's followers actively engage with its Facebook posts through likes, comments, shares, and other interactions | | | | | |
| Sixth Topic: fundraising in Non-profit Organizations | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
| The organization has a fundraising plan that includes topics about the uses of social media in fundraising. | | | | | |
| The organization thinks that its employees have the required | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| experience for using social media in fundraising | | | | | |
| The organization has a list of donors who contact them through social media accounts | | | | | |
| The organization sends friend requests to new donors through social media accounts | | | | | |
| The organization provides verified documents (photos and videos) about its activities through social media to increase its donations | | | | | |
| The organization has new ideas for the use of social media for fundraising | | | | | |
| The organization thinks their active users in social media accounts have a role in fundraising | | | | | |
| The organization thinks that presenting the success stories through social media accounts will increase donors' perception of the importance of their donations to the organization's projects | | | | | |
| The organization thinks its transparency in social media | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| account play a role in increasing the fundraising percentage | | | | | |
| The organization thinks that posting projects with donors' names via social media accounts is important for attracting new donors | | | | | |
| The organization thinks that beneficiaries' participation through social media accounts is important in increasing the number of followers | | | | | |
| The organization thinks that posting the donor's opinions about implemented projects via social media accounts has a role in attracting more donors | | | | | |

Q18: What do you think are the main challenges your organization faces in using social media for fundraising?

- Donors' limited familiarity with online donation methods
- The organization lacks confidence in the viability of utilizing social media for fundraising purposes.
- Insufficiency of experience and qualified staff to supervise social networking sites.
- Local laws and technical difficulties
- All above
- Other

Q19: Name of your non-profit organization (optional).....

Q20: Could you add a link to the most successful fundraising campaign your organization has conducted through social media, in terms of the highest amount raised?

Q21: If you would like to receive a copy of the results report, please enter your email address.



Appendix 2 Interview

Hello. My name is LOUAI HEBOUS. I am studying for a Master of Business Administration at Istanbul Sabahattin Zaim University.

I am undertaking a research study, ‘The Role of Social Media in Fundraising Non-Profit Organizations: A Study on Syrian Non-Profit-Organizations Based in Turkey.’

I am inviting you to do a one-on-one interview that will take about 20 to 30 minutes, in which I will be asking about your organization’s involvement in raising funds on social media. I suggest having the interview in your office, although I will follow up with you so we can settle on the most convenient place and time.

You may also withdraw from the interview at any time.

There aren’t any financial benefits to participating in the research; however, the research findings may be beneficial to your organization in your future social media fundraising efforts. The researcher will give you a final copy of the findings of this research.

Thank you for being part of this study. Your responses will be treated with the utmost confidentiality.

1- To what extent does your organization work in believing in the importance of social media in fundraising operations to finance the organization’s projects?

2- Between the organization’s official website, its YouTube channel, and its Facebook or Instagram accounts, what are your organization’s favorite social media platforms for fundraising (in order of preference)?

3- What is the reason for the order of preference?

4- When launching a social media fundraising campaign to raise funds for a specific project, what considerations does the organization consider when choosing this platform?

5- Before social media fundraising features, what fundraising methods did your organization use to raise funds?

6- Some campaigns on social media result in success in the raising of funds and others do not. What makes the difference?

7- What factors do you think should be considered when planning a social media fundraising campaign?

8- Besides raising funds, is a social media campaign useful in any other way to the organization?

9- In your opinion, what are the most important challenges that hinder your organization's use of social media in fundraising?

10- What future trends do you see regarding social media fundraising for Syrian non-profit organizations in Turkey?

11- In your opinion, what are the most important advantages and disadvantages of using social media to raise donations?

CV

Education:

| | |
|-------------|--|
| 2003 –2004 | Baccalaureate Certification |
| 2004 – 2009 | Bachelor of Economics (Accounting Department) |
| 2010 -2011 | Diploma of (Tax Accounting) |
| 2021- Now | Istanbul Sabahattin Zaim University (Master of B.A.) |

JOB EXPERIENCES

| | |
|------------|---|
| 2008- 2010 | Accountant- RMC ENGINEERING & PRECAST CO. |
| 2010-2013 | Chief Accountant - CPC HOLDING CO |
| 2014-2015 | Chief Accountant - Al-HASRIYA FOOD CO. |
| 2015-2016 | Chief Accountant - 3 TOP FOR TRADING |
| 2016- Now | Finance Officer - AL BNIAN AL MARSSOS CHARITY |

COURSES AND CERTIFICATES

Introduction to Social Media Marketing

Accounting Analytics

Accounting for Decision Making

Finance for Non-Financial Managers

Finance for Non-Financial Professionals

Formal Financial Accounting

Diploma in Training of Trainers (TOT)

Developing financial policy for NGOs