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The New Face of Fundraising: Strategies for Involving University Students in a Portuguese NGO

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Master in Applied Management

Supervisor:
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Department of Marketing, Operations and General Management

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Abstract

In today's revolutionary world, Portuguese non-governmental organizations (NGOs) clearly recognize the need for untapped potential, such as college students, in fundraising. This project addresses a critical gap in effective engagement of this population (students) by representing some solutions which is a great chance for dynamic contribution in the non-profit sector. The main objective of this project is to support a Portuguese non-governmental organization to develop a practical strategy and increase the participation of students in Portuguese universities to raise funds for the development of their objectives such as reducing poverty, animal welfare and environmental protection. This study is based on a mixed methodology that includes a comprehensive online survey of university students and an in-depth literature review. This methodology provides a comprehensive insight into the current perception and engagement of students in NGOs. These strategies are designed to eliminate or fill the gap between non-governmental organizations and students, improve fundraising opportunities, help other non-governmental organizations achieve their goals, and promote and expand a culture of social responsibility. While this study provides important insights, it acknowledges that its generalizability is limited due to its focus on Portuguese NGOs and the methodology used. Nonetheless, it provides a basic framework for NGOs to effectively engage with university students and ultimately increase their fundraising efforts and social impact. Based on the results, it is proposed that the NGO participate in study such as: Improve digital engagement, facilitating student-led initiatives, cultivating educational partnerships, strengthening campus presence, encouraging leadership and innovation, recognizing and motivating volunteers, offering flexible volunteer options, implications of implementation.

Keywords: Nonprofit Organizations, Fundraising Strategies, University Students, Social Responsibility, Volunteer Motivation.

JEL Classification: L30, M31

Resumo

No mundo revolucionário de hoje, as organizações não governamentais (ONG) portuguesas reconhecem claramente a necessidade de potencial inexplorado, como estudantes universitários, na angariação de fundos. Este projeto aborda uma lacuna crítica no envolvimento efetivo desta população (estudantes), representando algumas soluções que constituem uma grande oportunidade para uma contribuição dinâmica no setor sem fins lucrativos. O principal objetivo deste projeto é apoiar uma organização não governamental portuguesa a desenvolver uma estratégia prática e aumentar a participação de estudantes em universidades portuguesas para angariar fundos para o desenvolvimento dos seus objetivos como a redução da pobreza, o bem-estar animal e a proteção ambiental. Este estudo baseia-se numa metodologia mista que inclui um inquérito online abrangente a estudantes universitários e uma revisão aprofundada da literatura. Esta metodologia fornece uma visão abrangente sobre a atual percepção e envolvimento dos estudantes em ONGs. Estas estratégias são concebidas para eliminar ou preencher a lacuna entre organizações não governamentais e estudantes, melhorar as oportunidades de angariação de fundos, ajudar outras organizações não governamentais a alcançar os seus objectivos e promover e expandir uma cultura de responsabilidade social. Embora este estudo forneça informações importantes, reconhece que a sua generalização é limitada devido ao seu foco nas ONG portuguesas e à metodologia utilizada. No entanto, fornece um quadro básico para as ONG se envolverem eficazmente com os estudantes universitários e, em última análise, aumentarem os seus esforços de angariação de fundos e o seu impacto social. Com base nos resultados, propõe-se que a ONG participe em estudos como: Melhorar o envolvimento digital, facilitando iniciativas lideradas por estudantes, cultivando parcerias educacionais, fortalecendo a presença no campus, incentivando a liderança e a inovação, reconhecendo e motivando voluntários, oferecendo opções flexíveis de voluntariado, implicações da implementação.

Palavras-Chave: Organizações sem fins lucrativos, Estratégias de angariação de fundos, Estudantes universitários, Responsabilidade social, Motivação de Voluntariado

JEL Classification: L30, M31

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Glossary

F2F – Face to Face

NGO - Non-Governmental Organization

R&D - Research and Development

U.S - The United States

WOM - Word-of-Mouth

MSW- Masters of Social Work

1. Introduction

In today's world where everything is changing at a quick pace of time, the importance of the presence of non-governmental organizations in global challenges is an undeniable fact which has become growingly more important than ever. Therefore, there is an obvious demand for fundraising solutions to support and promote the charitable goals. This article focuses on modifying the plans of Portuguese NGOs which overlooked interaction with university students. The main problem is the small role of this group in the non-governmental organizations. Despite their potential as dynamic contributors, there is a gap in understanding how to engage and motivate university students in these programs.

The main goal of this project is to help a non-governmental organization in Portugal that needs the participation of Portuguese university students to develop its strategies, which can be stated here that the main activity of this non-profit association is to promote and support human rights, animal rights and Environment. The main mission of this article is to fill or eliminate the gap that exists between this NGO and students.

For this purpose, a mixed method of quantitative and qualitative research has been applied. In the methodology section, an online survey was conducted to gather data about students' opinion, motivations, and preferences regarding collaborating with NGOs. By taking advantage of the results of this survey and previous research a deeper insight is achieved which represent a solution to increase the role of students in NGO activities.

The main parts of this thesis are totally as follows: Chapter 1 is an introduction. Chapter 2 is previous research overview (highlights existing strategies and diagnose the gaps). Chapter 3 is about research methodology and describes the data collection process and data analysis techniques in more detail. Chapter 4 analyzes the survey results, offering insights into students' perspectives and motivations. Chapter 5 summarizes the discoveries practically for the NGO which is seeking to improve student participation in its fundraising long-term plan. Chapter 6 is the conclusion.

2. Literature Review

2.1. NGO Fundraising Strategies

NGOs emerged when people realized that governments and global markets alone are not able to respond to all human, environmental and animal rights issues in order to reduce problems or eliminate existing problems.

Kanagasabai (2021) wrote an article on the analysis of the applications that new technologies can help NGOs to collect donations. In the methodology, the author used quantitative data, which was collected through a questionnaire from the population of western Switzerland and interviews with non-governmental organizations. The author found from the data analysis that these people are aware of the need for new technologies in order to attract new donors, especially students, are aware of these strategies but are not aware of how they can be used. Finally, the author recommends NGOs to try to create mobile applications and other new strategies to attract new recruits.

In today's dynamic and competitive globalized environment, like in the NGOs sector, donor's funding continues to be NGOs lifeline, especially in the developing countries (Ali, 2015). The author used an exploratory method to examine the factors that influence fundraising levels for NGOs in South Sudan. The community in which information was obtained in this article included 61 national non-governmental organizations registered and operating in Juba, South Sudan, where the respondents were selected from program managers, financial managers, and accountants from selected NGOs. Finally, the author realized It was found that factors such as organizational capacity, donor funding conditions, competition for funding and financial management practices can all affect the level of fundraising for NGOs in South Sudan.

2.2.   Student-Led Fundraising Strategies

Pottick J et al. (2015) In collaboration between the Office of the Dean of the School of Social Work and the Development Office staff, a student-led fundraising campaign was created to (1) increase student scholarship support to reduce student debt, (2) engage students and faculty to impact MSW (Master of Social Work) students, and (3) promote sustained philanthropic giving. The authors used the case study for the methodology and show how a student-led philanthropy campaign can increase student scholarship support, encourage sustainable philanthropic giving, and improve a sense of community among students, faculty, and alumni. By fostering a culture of philanthropy among students and faculty, NGOs can attract more

prospective students, retain current students, and gain valuable alumni support in the form of volunteer service and job opportunities. This type of graduate engagement is critical to the advancement of social work institutions in the competitive landscape of higher education.

Small nonprofits are important actors in the development arena, but they rarely engage in evaluation due to a lack of resources and organizational maturity (Buttars, 2014). The author in the methodology used the literature review and student-led evaluations at Brigham Young University. The study explored the benefits and influence of student-led evaluations for nonprofits in developing contexts. It found that university-trained students can be a cost-effective solution for nonprofits that struggle to conduct quality evaluations, and that formative evaluations that focus on feedback and reflection are most effective for these organizations. This study can be of great help to evaluate and implement small non-profit organizations in order to improve their goals and activities.

Since in Romania, students were used to collect financial aid, Năstase (2018) started to research in two regions. In this article, the author used the method of interviewing professors and managers of the Romanian public university in two regions of the capital of Romania and one of Romanian provinces used. In this article, the author found that fundraising by students is more prosperous in the capital due to the availability of facilities and opportunities. Also, the author realized that the students are the main ones responsible for collecting financial aid for all projects such as student events, projects and social goals. This may be due to the transitory nature of student committees, because after completing their studies, students no longer work in this field.

2.3.   Motivating Factors for Student Participation in Fundraising

In today's world where we see the development of technology every day, students can play the main role in non-governmental organizations (NGOs), because these range of people are very smart and always use the technology and they have a knowledge of the latest technologies. Students are willing to work and participate in NGOs for many important reasons and motivations. In this section, we discuss these factors by reviewing the previous literature. Understanding what motivates college students to participate in NGO fundraising is critical to both recruitment and retention.

Undergraduate and graduate students can play multiple roles in crowdfunding programs, as crowdfunding project fundraisers, voluntary information disseminators, donors and beneficiaries (Cho et al., 2019). In the methodological part, the author used an online survey whose statistical population consisted of students from a large public university in the southeastern United States. This study examined the elements that motivate or hinder

students' intention to support a fundraising campaign, specifically donation intention and word of mouth (WOM) intention. In this article, the authors also mention 6 motivating factors such as philanthropy, vicarious success, commitment, affiliation, public recognition and tangible benefits. In this study, the author was able to show that students' perceptions of NGO crowdfunding efforts are positively related to their intention to donate and share information about these efforts. The author also found in this article that students' perceptions of the college or NGO were positively and directly related to their intention to donate, while students' perceived growth opportunities through crowdfunding were positively and directly related to their intention to donate. Sharing information about these efforts is positively related.

Păcesilă (2021) examines the factors that drive students to participate in NGO activities and the motivations that contribute to increasing the membership of BUES organizations that are student-led enterprises. Understanding these motivations ensures that the needs, wants and aspirations of human resources in the student environment are understood. The research method used is a questionnaire-based survey conducted among seven student organizations in the Bucharest College of Economic Studies. After analysing the survey, the authors concluded that people's motivation is very complex. Ultimately, the author realized that these motivations vary based on the different desires and aspirations of the individuals and also these motivations can be changed by considering these factors in each people.

According to Clary et al. (1998), the motivations behind student participation in NGO fundraising are complex and multifaceted. In the methodology section, the authors collected the data through two methods of interviews, which were distributed among 125 volunteers, and another method was questionnaires, which were also distributed among 1204 volunteers. As a result, after collecting data, the authors were able to identify six motivational categories for volunteers, which include: altruism, better understanding, social participation, career advancement, personal satisfaction, and stress reduction. This article studies in more details about how to understand the motivations of students to participate in fundraising activities of non-governmental organizations. Finally, this article showed that NGOs, by finding students' motivations, are able to implement effective strategies to attract and retain them for fundraising. Also, one of the results of these studies indicates that altruistic and social factors have a profound effect on the volunteers' perceptions.

NGOs in developing countries would have to take advantage of available volunteers within their reach, with a majority of the students showing willingness to volunteer for NGO work (Okorley, 2017). In this article, the author studied two large non-technical public universities, one in the capital of Romania and the other in one of its provinces. The information obtained from this data was collected through student groups, interviews with university professors and administrators, and document analysis. In the methodology section, the authors used a survey method for quantitative data to determine the willingness of university students in Ghana to

volunteer in NGOs. A total of 678 students from the University of Cape Coast were selected and interviewed on their willingness to volunteer with NGOs, their reasons for volunteering or not volunteering with NGOs, and the types of activities of non-governmental organisations they would volunteer for. The results showed that the majority of students were willing to volunteer for NGOs. The most common reasons for volunteering were to help others, learn new skills, and gain experience. The authors found that students volunteer first and foremost to gain a better understanding of the communities they want to help. Subsequently, they are motivated by their own values, career development, religion and aspects such as reciprocity, responsiveness, social interaction, self-improvement and recognition. In addition, college students in Ghana show a greater interest in volunteering for non-governmental organizations in areas such as peer education, counselling, fundraising and environmental protection. Conversely, they are less interested in volunteering activities related to advocacy, relief work and coordinating meetings. In order to attract college students to volunteer, NGOs need to design their programs to provide opportunities for community understanding and professional development. This is especially important in areas such as peer education, counselling and environmental protection.

2.4. Challenges and Criticisms of NGO's Media

According to Tallon (2013), students are not only passively exposed to NGO media, but actively engage, think and feel with them. They create new meanings from these media that may different from the original messages that NGOs want to convey. The author in this article, discusses what young people think about those advertisements when they encounter images and messages produced by non-governmental organizations. The author in the methodology section, used a quantitative method to collect data that was distributed and collected from students and teachers of five secondary schools in five schools in New Zealand. The obtained results showed that the advertisements of non-governmental organizations can have a significant impact on young people and students in developing countries. Also, the author stated that these advertisements can sometimes have a negative impact on students and youth instead of influencing them, and pointed to non-governmental organizations for appropriate advertisements.

2.5. Effective Strategies for Student Assistance in NGO Fundraising

In the past few years, student involvement in NGO fundraising has been proposed as a promising and effective solution to help NGOs obtain their goals. In this part uses previous

literature to examine strategies and methods that students can use to support NGOs in their fundraising efforts.

Face-to-face fundraising, is one of the most common ways for charity organisations to recruit new monthly donors to support their charitable work (Kostiainen, 2019). The data for this study was collected using two methods. At the first, the survey was distributed through the email lists of various student organisations in order to reach a large number of students. In addition, students were personally recruited in the library of Uusikylae College to participate in the questionnaire. In total, 255 different responses were collected using these methods, which means that this work has the possibility to generalise the data. In this section, the quantitative results are first presented and then analysed, including a comparison between the results and some theoretical points. As a result, the author showed that language does not play a significant role in the participation of students who only speak English and not Finnish in face-to-face fundraising efforts.

Pentecost and Andrews (2010) investigate on examining media channels among two groups of people: students and non-students. The aim of this article was conducting a comparative study between students and non-students by investigating the psycho social factors that influence the behavior of donation intention in a single organization that offers different types of donation activities. The study also explores which media channels are more important in encouraging individuals to donate money and goods. The methodology used is based on questionnaires. In the area of monetary donation, the importance of charity and students' attitudes towards charity were highly significant, while non-students paid less attention to this issue. Donation of time was also similar between students and non-students. However, the importance of neediness was very noticeable for both student and non-student groups in relation to the donation of goods. The authors also examined media channels such as telephone, television, internet, email and text messaging services. The results of the study show that telephone and television were important for both the student and non-student groups. Internet, email and text services, on the other hand, were more central and significant for students, which offers the possibility that students perceive the importance of charity and the importance of need, which ultimately affects their attitude towards charity. These differences can help NGOs focus on motivations and attitudes that are important to a particular target segment, build communications through appropriate media channels for those segments, and gain the best results.

Utilizing social media platforms in yearly giving campaigns are very efficient and helpful because the campaign reaches potential donors on their preferred social media channel and offers them a level of engagement with their mater through visual content and hashtags (DiPalma, 2021). Th research illustrate that student involvement in NGO campaigns is an often-overlooked opportunity at many universities. The study utilized a case study approach,

and the data showed that student involvement through content creation, connecting with student social networks, and increasing social media traffic allowed a small liberal arts university to become an essential element in an annual giving campaign. Since students spend many hours a day on social media platforms interacting with friends, family and organizations, it is very easy and convenient for them to create and send content. In this article, the author focuses on strengthening the relationship between the experiences of nongovernmental organizations and students to gain regional impact and improve student engagement.

3. Methodology

3.1 Research Objective

The principal objective of this study is to find effective strategies for a Portuguese NGO to require university students and obtain their support in reach their goals, namely humanitarian activities, animal welfare and environmental protection. This research centralize on recognize the factors that motivate students to participate in NGO projects.

3.2 Research Design

An online questionnaire has been designed to determine the effect of population and social issues on students' participation in non-governmental organizations and the motivations that make students cooperate with NGOs. These questions include a wide range of situations such as:

- Multiple-choice questions: These questions provide multiple-choice questions to the respondents, which makes it easier to analyse the data.
- Likert scale: This scale is used to evaluate the attitude and perception of students towards participation in non-governmental organizations.
- Paragraph answers: open questions are used to express students' thoughts.
- Check boxes: This allows the participants to choose two items from several predetermined options.
- Short answer questions: these questions allow accurate and concise answers.

3.3 Sampling Method

The participants in the survey are university students. A convenience sampling method was used. The diversity of the student population was intended to enrich the study with a variety of perspectives. 103 valid responses were gathered.

3.4 Data Collection

The survey was conducted online, through a link sent by WhatsApp, Email and Telegram over a period of 10 days, between 21 and 30 November 2023.

3.5 Data Analysis

In this research, illustrate statistics were used to analyse the data. This proceed toward was selected because it is functional in explain the data and summarizing it, can attending the results clearly, and supply a correct understanding of the data collected.

4. Data analysis

4.1 Demographic Profile of Survey Respondents

In this part of the survey the most participator were women 59%, while 40% were men, and just 1% were non-binary. This gender distribution is of critical significance, as it can reflect gender experiences each person or prejudice.
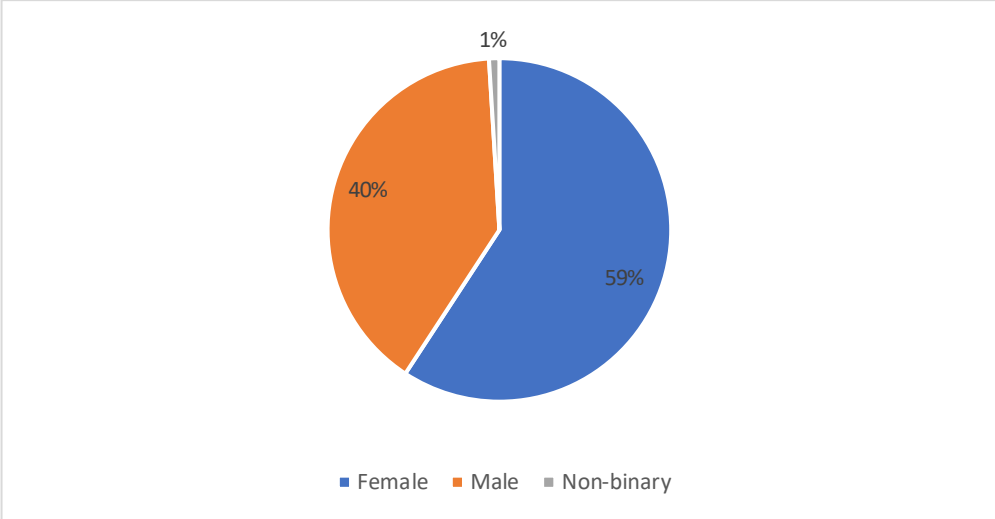
Figure 4-1 Distribution of respondents by gender

In this section we can see that 25% of the participants were individuals aged, between 18 and 25 years. The majority of respondents, around 38% fell into the age brackets of 26 to 35 and 36 to 42 years. This indicates that the survey attracted a number of middle adults who likely possess unique perspectives and life experiences compared to both younger and older age groups.
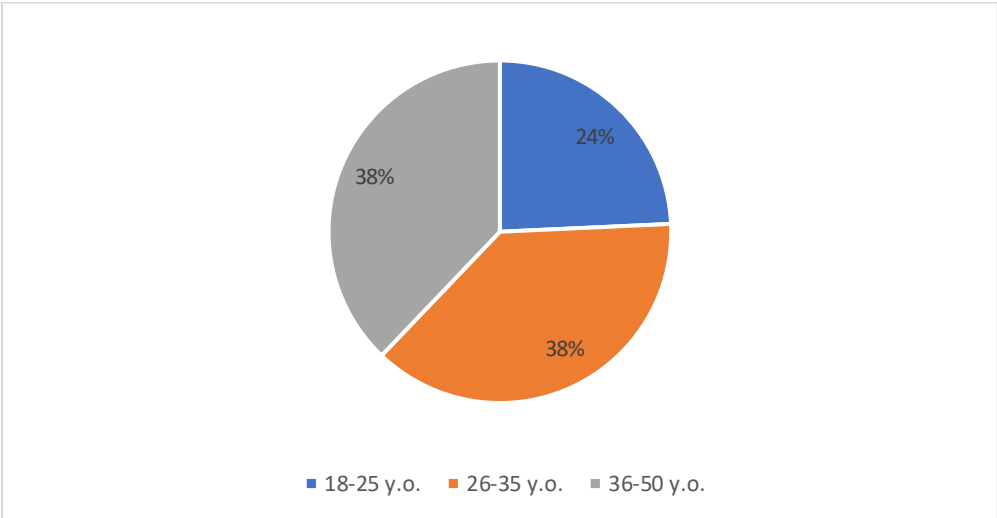
Figure 4-2 Distribution of respondents by age groups

Among the field of study of the respondents, the highest percentage is related to the field of engineering (32%), followed by 27% of the field of economics. Since the participator in numerous disciplines such as social sciences, humanities, art and natural sciences were present in this survey, the technical and human perspectives can be assess in the best possible way.
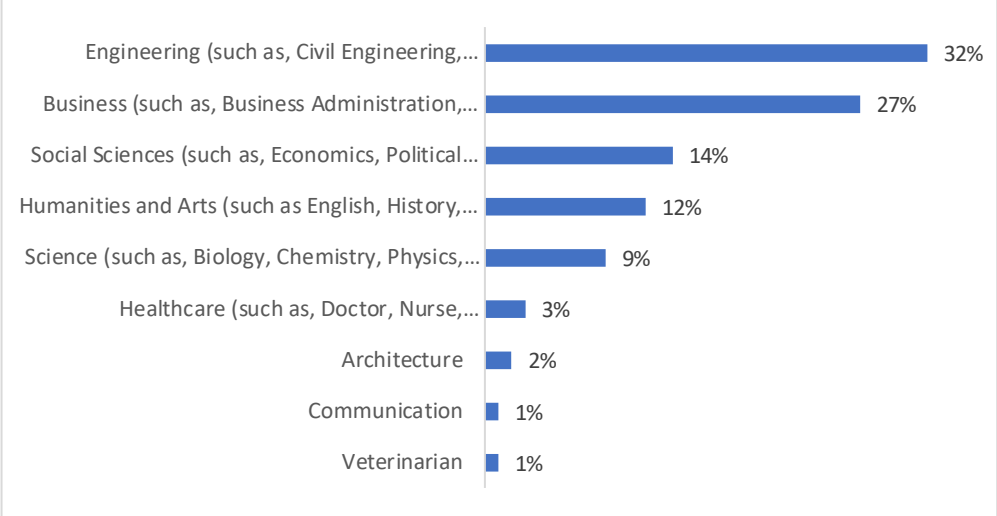
Figure 4-3 Distribution of respondents by field of study

This part of the data shows and evaluates the level of education. Statistics showed that a large number, approximately 44 percent, had a master's degree and 38 percent had a bachelor's degree. This survey was conducted mostly among educated people. Very few, about 13% of the respondents, had a Ph.D. Only 6% of high school graduates who have just entered university have a diploma or technical education. This high level of education among respondents suggests that the survey results may reflect a more educated and academically oriented perspective.
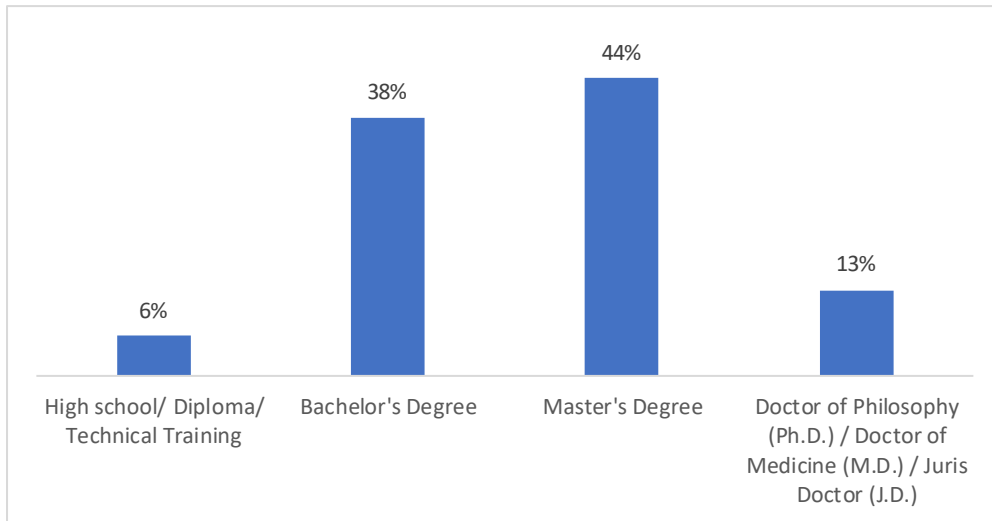
Figure 4-4 Distribution of respondents by education level

4.2 Analysis of Survey Data on NGO Engagement

This section of the data represents and evaluate the students' level of familiarity with NGOs and their aims. A small part, representing 6% of respondents, say they are not familiar with them, suggesting that NGOs have an opportunity to rise their outline and do more outreach, and 29% are not very familiar. A larger proportion of respondents are somewhat familiar (45%), indicating a prospective knowledge gap that NGOs can fill. Those who are very familiar account for 20%, desirable that there is a base of knowledgeable individuals who can serve as advocates or active participator in NGO enterprise.
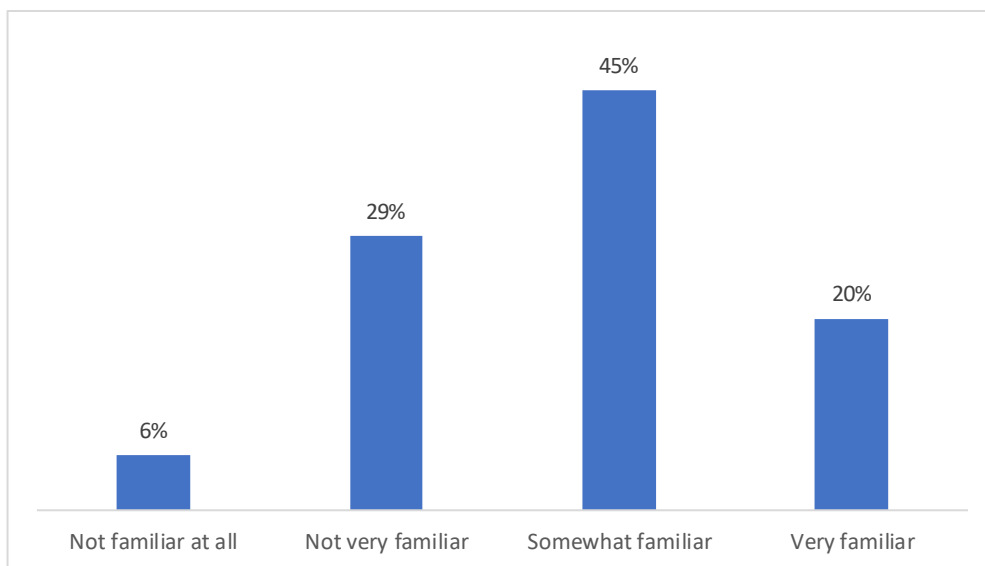
Figure 4-5 Distribution of respondents by Familiarity with NGOs

According to the results a quire concerning the aim of non-governmental organizations, it was manifest that their main goal is to make a positive impact on the world (17%) with a focus on providing humanitarian aid (26%). Other goals include promoting social justice and protect the environmental (14% and 11%, respectively). Nevertheless the varied answer indicate that NGOs could benefit from secure clarity, in communicating their missions and aim to all stakeholders.
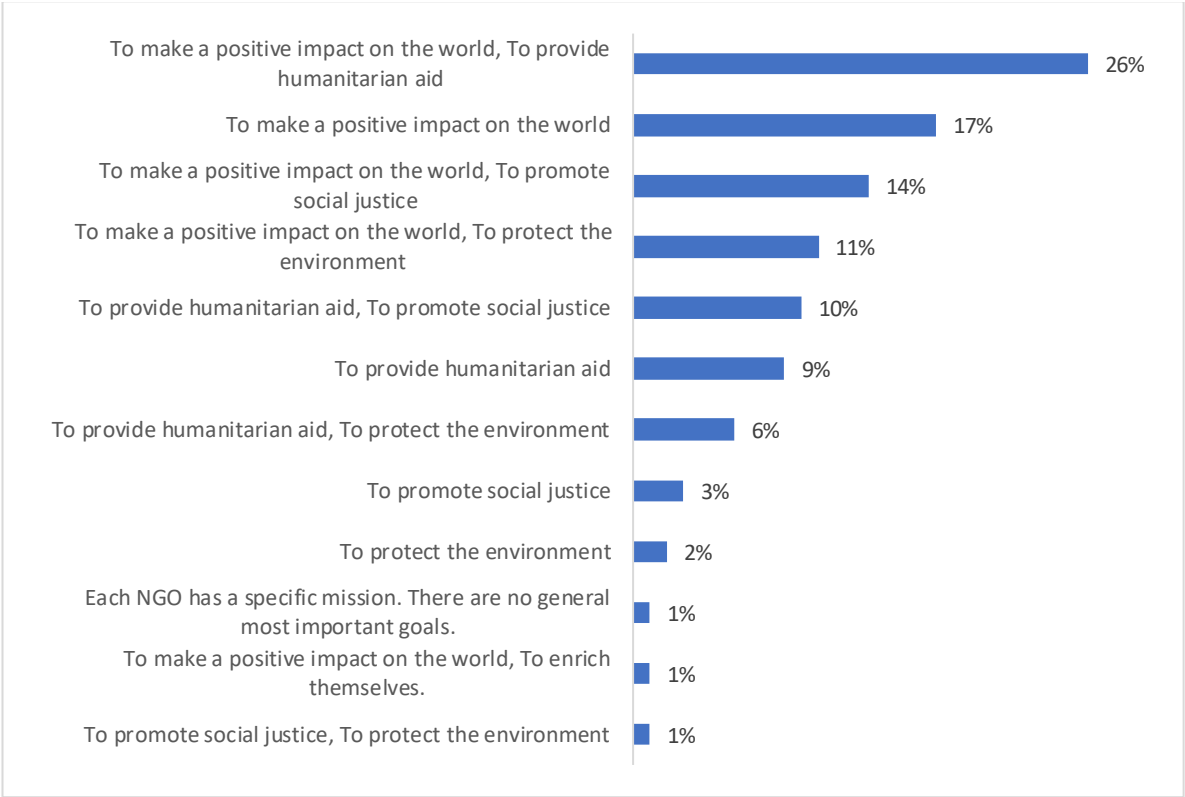
Figure 4-6 Distribution of respondents by Perceived Goals of NGOs

This survey, which was performed in sequence to positively effect NGOs, recignize several strategies, the most well-known of which is a amalgamation of providing assistance and elevate awareness, which is about 18%, followed by support for social change, about 16%. These answers revolve around direct action and public awareness campaigns. Recognition of partnership building efforts shows appreciation for partnership strategies in the community.
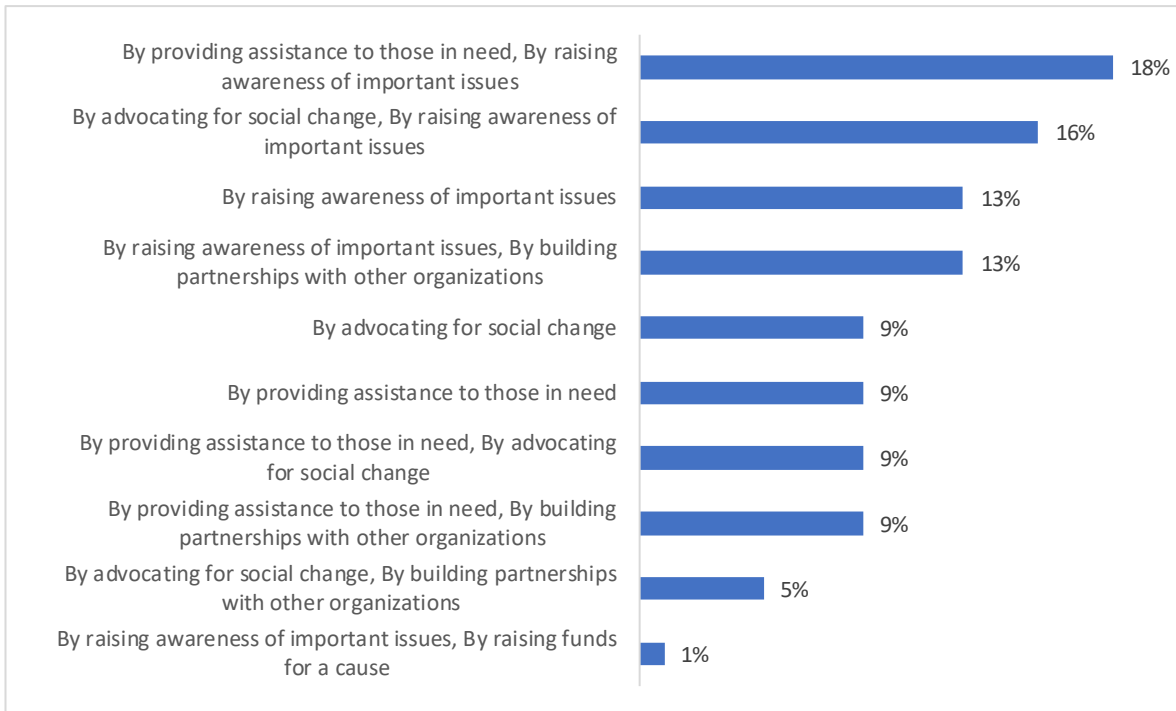
Figure 4-7 Distribution of respondents by Views on the impact strategies of NGOs

The information obtained from this section has been stated about how much the participants know about the activities of NGOs. 66% of respondents have never participated in NGO activities while 34% have participated. This deficiency can be compensated by using the potential capacities of non-governmental organizations.
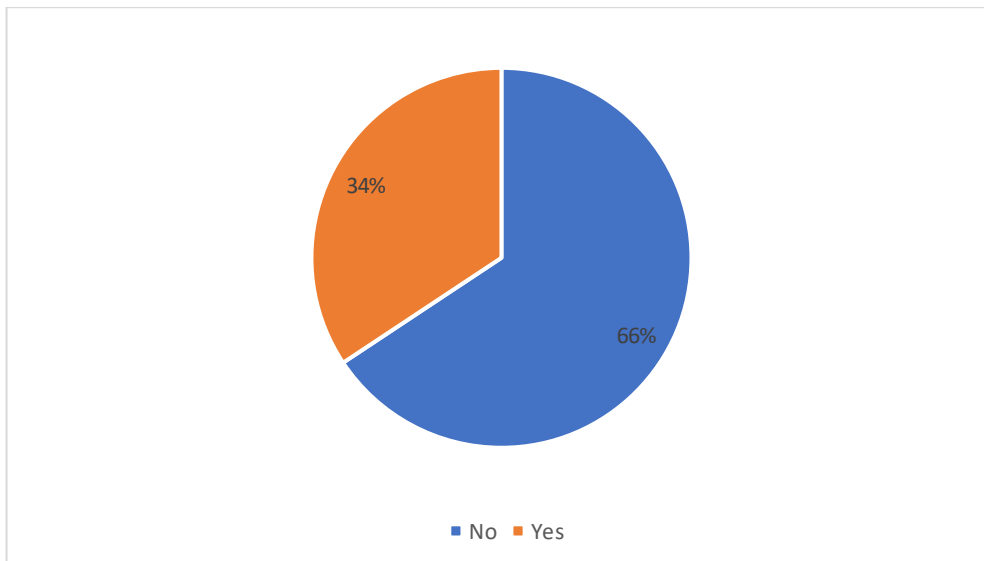
Figure 4-8 Distribution of respondents by public commitment to NGOs

In this survey, the readiness of students to cooperate with successful organizations was investigated and assess. This question was designed as a scoring system. The gain of this

question was classified on a scale of 1"unlikely" to 5"very likely". Of the 35 respondents, none indicated that they would completely reject cooperation (0% for "unlikely"). The large part had a positive viewpoint: 14% teamwork (level 2), 17% average willingness (level 3), 40% working together very likely (level 4) and 29% very likely (level 5) collaboration with NGO. These consequence appear the potential volume of volunteers or participants in NGO projects and designate people's willingness to engage in the NGO sector.
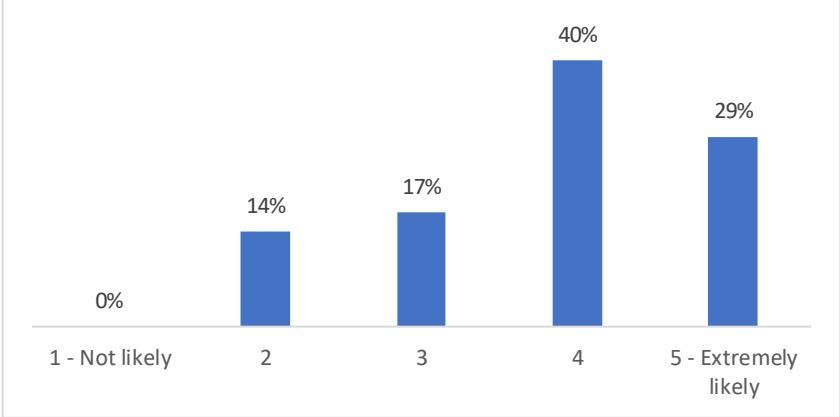
Figure 4-9 *Distribution of respondents by likelihood of Future Collaboration with NGOs*

Understanding of motivating student to have engagement in NGOs is critical to developed targeted recruitment strategies. Survey data shows that the important factor in stimulating students in NGO activities is related to interests in the organization's mission combined with a desire to participate in community or volunteer work, as reported by nearly half of respondents (49%). Gaining work experience or resume building is also considerable which is 14% (reasons for hiring). Closely followed are those interest in the organization's mission (11%) and those involved only for social or volunteer work (11%). Recommendations from friends or professors influenced 9%. These insights emphasize the importance of mission alignment and personal development opportunities in recruiting individuals to NGO work.

Figure 4-10 *Distribution of respondents by motivation for engaging with NGOs*

The kind of pursuit that the students tackle with the NGOs diverse widely and give an insight into the roles and authority that volunteers undertake. Volunteering is the most common activity (60%), focused attention on the propensity for hands-on participation. Organizing events was the second most usual activity (34%), followed by fundraising and awareness-raising campaigns (both 29%). Research and development activities were less common but still in attendance (14%). This diversity of activities illustrates that NGOs can protect an extensive span of attentive and skills and offer multiple entry points for engagement.
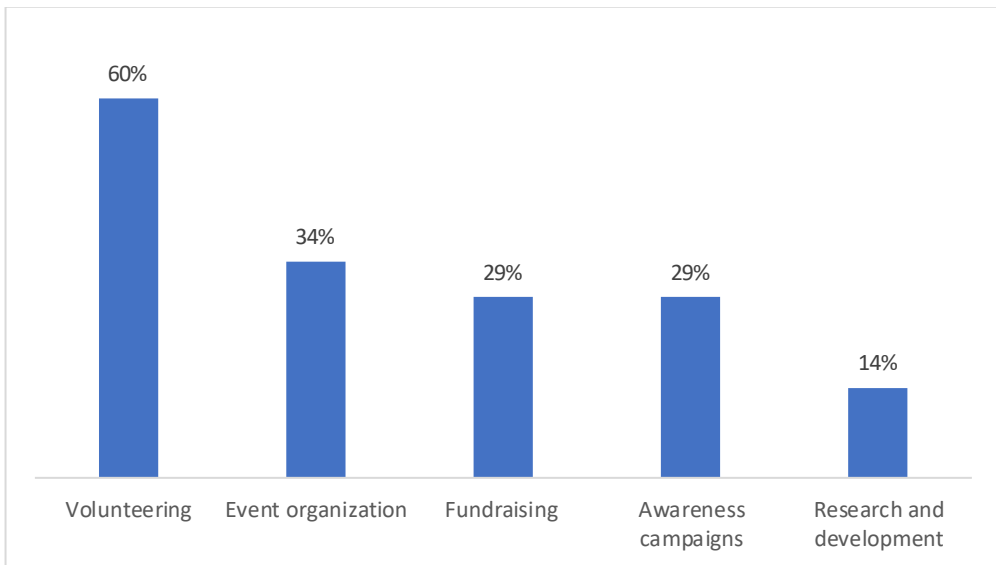
Figure 4-11 *Distribution of respondents by type of activities engaged in with NGOs*

4.3 Analysis of Survey Data on volunteering and preferences in NGO activities of university students

The survey data supply perspective information about the preferred fundraising methods of potential NGO employees. A large portion of respondents (43%) approval online campaigns, highlighting the growing importance of digital engagement. Traditional fundraising events remain authoritative, with 38% of respondents favouring this approach. Partnerships with private companies in particular are seen as an important channel for fundraising by 37% of undertaker, suggesting that the corporate sector is capable of boosting fundraising efforts. Selling products for charity product sales is also a principle factor, successful by 32% of respondents, while 24% Favor membership support programs, send back a wide range of effective fundraising strategies.
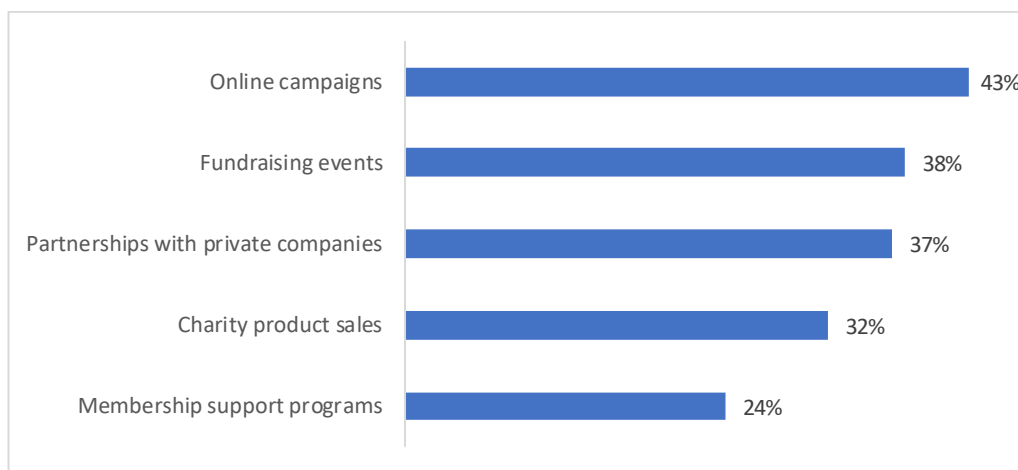
Figure 4-12 Distribution of respondents by fundraising participation preferences

Helping the community is cited by 69% of respondents as the most important motivating factor for participating in NGO activities. The data highlights a societal inclination towards altruism and community service. At the same time, personal development goals such as gain new skills and experiences are motivating for 50% of participants, while social incentives such as meet new people are motivating for 34%. The fulfilment of academic requirements and the acquisition of certificates or awards are less pronounced motivators, each convincing 6% of respondents.
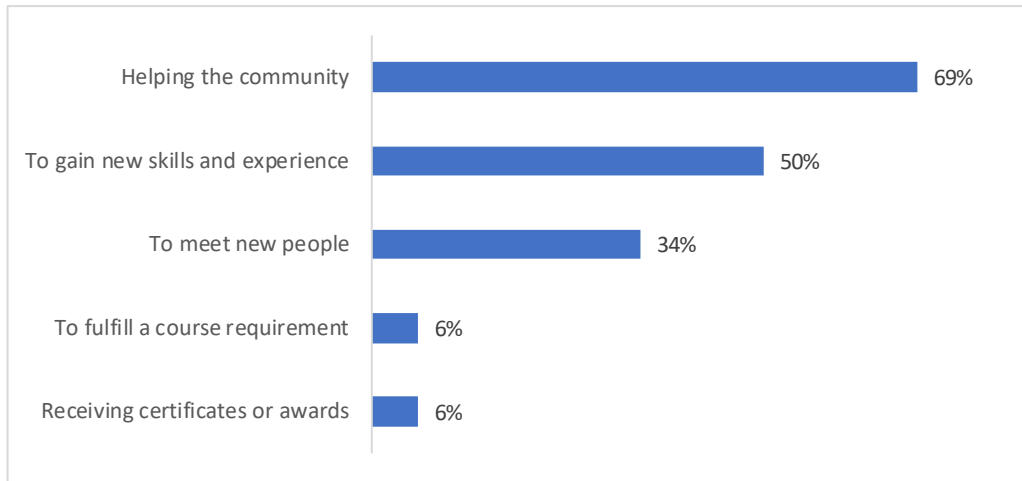
Figure 4-13 Distribution of respondents by motivational factors for NGO activity participation

In this part the major part (66%) seeks opportunities that have a tangible impact on society, while 41% opportunities to learn and grow. In addition, for 36% of respondents, meaningful work that aligns with interest, and 25% value a supportive and inclusive environment for volunteering.

Figure 4-14 Distribution of respondents by volunteer experience expectations

Educational programs (50%) and working with children (44%) are the most attractive volunteer activities, designate a strong tendency towards educational and developmental efforts. Arts and cultural (22%), environmental conservation (19%) and community development (19%) initiatives also attract a lot of interest, indicating a wide range of attractive volunteering activities.
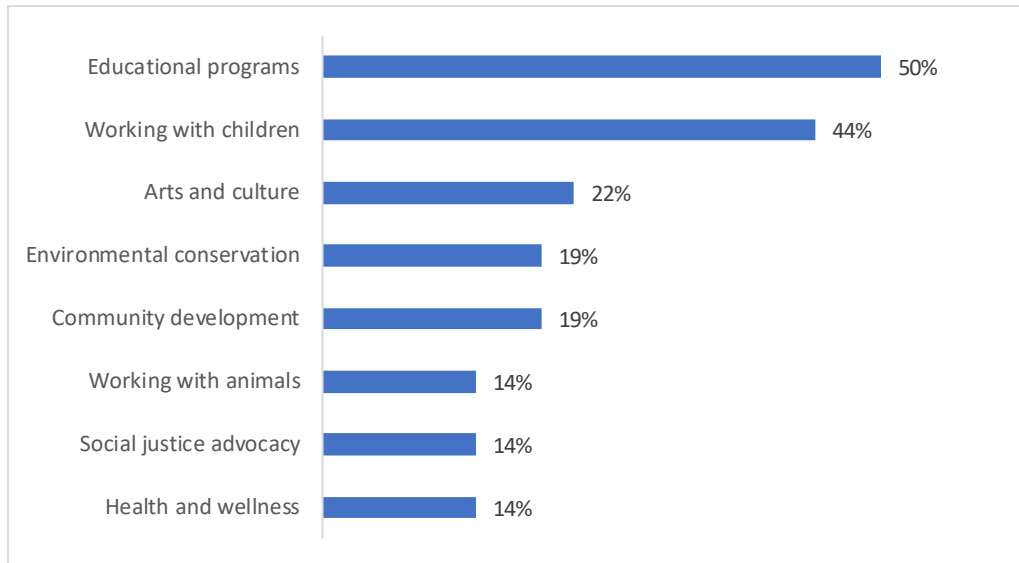
Figure 4-15 Distribution of respondents by interest in volunteer activities

The willingness to participant is strongly determine by logistical deliberation, with more flexible scheduling being a crucial factor for 54% of respondents. The supplying of sufficient training and support 49% and the virtual participation options (23%) are also essential factors that could encourage volunteer engagement. Recognising more recognition contributions and offering incentives are other reflection that could incentivize volunteering (17% and 12% of respondents respectively).
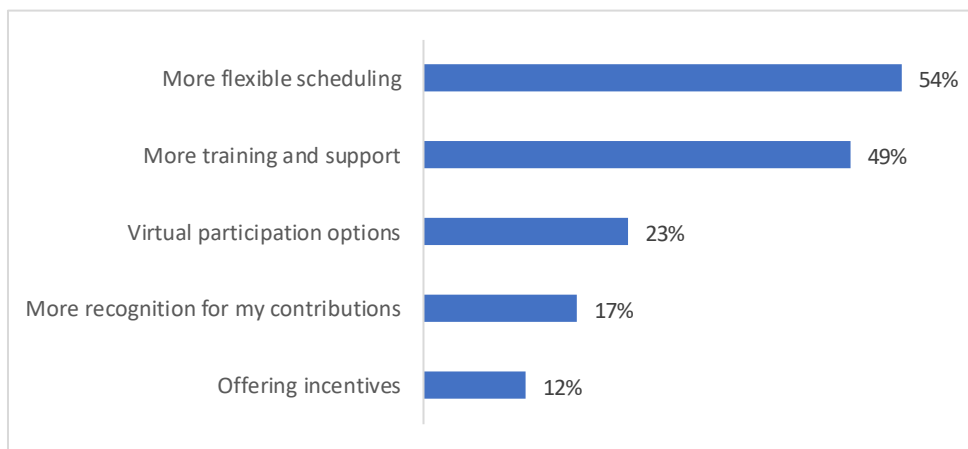
Figure 4-16 Distribution of respondents by enhancing volunteer engagement

As consider to the expect volunteer obtain, the greater part of respondents hope to better understand the world around me(34%), gain new skills and experiences (28%), a sense of accomplishment (22%) and make new friends and connections (16%).

Figure 4-17 Distribution of respondents by anticipated volunteer Gains

Candidate expect solid support mechanisms from NGOs. Clear communication and guidance (50%) and the existence of friendly and helpful staff (57%) are sight as priorities. In addition, the recognition for my contributions (19%) and the ability to ask question and feedback (18%) point to the require for a two-way forthcoming and appreciative relationship between volunteers and NGOs.

Figure 4-18 Distribution of respondents by support expectations from NGOs

Recognise barricade to volunteering is crucial for NGOs to address potential distinctive. Time constraints is the biggest barrier (67%), followed by lack of awareness of volunteering opportunities (39%). No clear benefits (17%) and lack of transpiration (17%) are also crucial challenges for potential candidates.
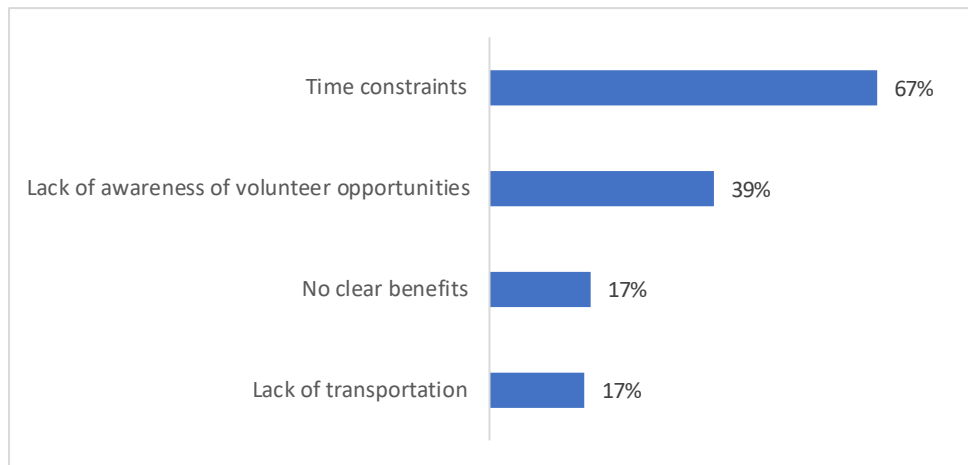
Figure 4-19 Distribution of respondents by barriers to volunteering

4.4 Qualitative Insights on Volunteering Motivations and Strategies

The qualitative data obtained from the open-questions of the survey provides a deeper understanding of personal motivations for volunteering with NGOs and offers suggestions on how NGOs can make student volunteering more effective.

4.4.1 Personal Motivations for Volunteering

Based on the analysis of the open-ended responses, a number of intrinsic and extrinsic motivations that lead people to volunteer appear. Including:

- Self-satisfaction in solving society's problems;
- Emotional benefits from altruistic acts, such as a positive sense of self-worth;
- The social aspect of appealing with different perspectives and expanding personal networks;
- The sense of happiness and purpose that comes from donate to the well-being of others;
- The moral belief that supporting others when one's own needs are met is a basic human responsibility;
- The motivation that approaches from tangible success stories of people who have been helped by NGOs.
- These answers high point volunteers' incentive, which range from altruistic inclination to personal fulfilment and moral obligations.

4.4.2 Suggestions for Developing Effective Programs

Participants provided particular recommendations on how NGOs can attract and keep hold of student volunteers. they are:

- Using the technical and specialized expertise of students to strengthen the sense of involvement;
- Use fun and engaging elements to absorb volunteers;
- Creating opportunities for skills development and cultural exchange for students;
- Strengthening the attendance of non-governmental organizations in the university campus through direct participation;
- Use websites, social media and other platforms effectively to communicate future programs and raise awareness;
- Launching school campaigns and launching specialized groups on digital platforms for continuous interaction.

The basis of these suggestions is based on the need of non-governmental organizations to adopt a strategy and lifestyle of students to be aligned.

4.4.3 Strategies for Increasing Engagement and Fundraising

In this section, respondents provided many strategies for NGOs to optimize their fundraising pursuit as well as grow student volunteer involvement, including:

- Augment conspicuous about the vital role of non-governmental organizations;
- Holding regular and attractive campaigns, events and activities in colleges and universities;
- Adaptation of involvement strategies for different age groups and educational levels;
- Utilize social media platforms to foster engagement and support fundraising efforts;
- Encourage personal communication to encourage active participation and deepen commitment;
- Seek financial support to increase operational capacity and ensure financial sustainability.

In this part of the survey, it be visible that non-governmental organizations have an crucial and basic need to use new marketing techniques and digital platforms to create real relationships and also create attractive chance with students.

5. Recommendations

In this section, literature review and survey results are discussed for using strategies to raise more NGO financial aid with a special focus on using the potential of student participation. These recommendations have been made in such a way that it can improve the missions and prospects of this non-governmental organization in the future. This non-governmental organization was founded with the philosophy of promoting and supporting human, animal and environmental rights. The aim of the association is to make a lasting impact on the society by ensuring that these rights are respected and maintained in a balanced and sustainable manner and to be able to benefit from other potential forces such as students.

Its main activities and initiatives include: activism and advocacy, development of social projects, recreational projects for children and youth in need, projects related to animal and environmental conservation, social aid projects, community toy library, empowerment and education projects, and environmental initiatives.

Given the broad scope of this NGO, encompassing human, animal and environmental rights, the fundraising strategies proposed here aim to utilize this multi-dimensional appeal to engage a diverse student audience. These strategies are designed to stimulate students' interest in social and environmental issues and strengthen their sense of connection and commitment to the organization's goals.

5.1. Improve digital engagement

The NGO in study should strengthen their digital footprint to capitalise on the widespread use of online platforms among students. Students are increasingly using online platforms for communication, research and other purposes. Because students are more familiar with these platforms, it is an opportunity to use students to produce content for NGOs. This strategy should include the following:

- Dynamic social media campaigns;
- Interactive virtual fundraising events;
- Content production:
- Streamlined online donation processes.

The focus should be on using digital channels that are popular with the university population to significantly increase the reach and appeal of fundraising.

5.2. Facilitating student-led initiatives

In the context of an NGO committed to the triad of human, animal and environmental rights, empowering students to lead and manage initiatives is a very important strategy. This section examines how NGOs are able to benefit from student participation in workshops, seminars, and awareness programs that align with their core values and areas of focus.

Encouraging student initiatives

Encouraging student suggestions is the best and most effective step in this process. To facilitate this, the non-governmental organization can provide a suitable platform for presenting various suggestions and ideas. This makes students consider themselves members of these NGOs and also have a sense of ownership of the institution.

Provision of mentorship

One of the essential aspects of the success of student initiatives is mentoring. In this regard, in order for the institution to know that this plan is properly planned and implemented and in line with the goals and missions of the organization, it should use a number of employees or volunteers who have incredible experience and skills in this field.

Resource allocation and training

In order for student initiatives to be realized, they must provide a suitable platform for them, which can be mentioned in things like allocation of resources, allocation of spaces for events and also advertisements. In addition to providing resources, non-governmental organizations should consider educational workshops for students. This leads to the development and improvement of students' skills, fundraising and effective communication in line with the organization's goals.

Integration into broader campaigns

Broader campaigns by the NGO under study to increase the impact and reach of student-led initiatives are recommended in order to make the most of these student initiatives. This merger will not only provide a larger platform for these initiatives, but also strengthen the coherent pursuit of NGO goals by creating synergies between student-led projects and ongoing NGO campaigns.

Recognition and feedback mechanisms

In order to increase students' motivation and participation, organizations should have deep insight about students goal, which can be considered as most efficient (or even the best in some cases) tools, such as the recognition and financial incentives for contributions. Also, feedback is always necessary for continuous improvement. This could include regular surveys, focus on diverse range of social groups or feedback sessions with participants, which enables the NGO to refine its approach and ensure the productivity of student.

5.3. Strengthening Campus Presence

In order for students to get a deeper understanding of NGOs, NGOs should have a prominent and active presence on the university campus. Solutions that make NGOs more familiar among students can be such as:

- Regular and attractive activities on campus;
- Active participation in events organized by the college;
- Forming and supporting clubs or groups that support non-governmental issues.

These factors increase the participation of students.

5.4. Encouraging Leadership and Innovation

In order to reinforce the sense of being initiative and innovative among students, the NGO should be provide a context for the students to take part in fundraising activities to play as a leadership which could be helpful in replacing traditional fundraising methods.

5.5. Recognizing and motivating volunteers

The productiveness of NGOs in carrying out their assignment and achieving their goals is more and more influenced by factors such as the dedication and involvement of its volunteers, mainly when student volunteers bring energy, perspectives and unique skills. In order to maintain and strengthen the participation of students in non-governmental organisations, they should be known more and they should be thanked. This section presents strategies that the NGO under study can use to effectively identify and motivate student volunteers.

5.5.1 Recognition and appreciation events

One of the ways to acknowledge the attempt of student volunteers is to organize identification events where informal assembly with the awarding of prizes and certificates create a sense of appreciation among students.

5.5.2 Regular feedback and communication

In this part, it is suggested to give constructive feedback which is positive effect to the students to have a sustainable involvement with non-governmental organizations, and also provide them with proposal. This approach not only develops the volunteer experience, but also encourage a culture of mutual respect and dynamic atmosphere.

5.5.3 Promotion opportunities

Creating arrange career development opportunities within the NGO can notably increase volunteer motivation. This could incorporate developing a tiered system in which volunteers can take on increasing quantity of responsibility, up to and including leadership roles.

5.5.4 Skills development workshops

In order to acquire new skills as well as improve existing skills in students, it is necessary to provide workshops and training by non-governmental organizations. This work not only increases their skills in NGOs, but also helps the personal growth of students.

5.5.5 Incorporating volunteer feedback into decision-making

Involving students in decision-making processes can be a strong motivation for student participation. Also, this participation can be in different fields, including using these ideas in projects and including them in strategic planning meetings. In addition to enriching the decision-making process, this participation also causes more commitment of students to non-governmental organizations.

5.5.6 Public recognition

Highlight the achievement of student in NGO through social media platforms is one of a vital way to increase the number volunteers in this community. This publication strategy has principal effect in student's motivation.

5.5.7 Internships and career opportunities

Internship for student and career opportunities for graduated in NGOs pave the way to motivate and retain both talented and experienced volunteers. Such opportunities can draw the attention of those students who are eager to achieve practical experience. Furthermore, junior and senior volunteer can find an idea way to apply their knowledge in this field of study.

5.6. Offering Flexible Volunteer Options

Given the flexible schedules, the NGO should offer adaptable and virtual volunteer opportunities. In such circumstances the students would be able to handle their academic and NGO related assignments in the best possible way.

5.7. Transparency in Portraying NGOs News

Non-Governmental Organizations (NGOs) should supply impactful transmission to positively engage university students. This aim can be meet by:

- Utilizing Understandable Language;
- Taking the advantages of Digital Media and Social Networks;
- Creating Prolific Content;
- Focusing on Impact and Storytelling;
- Involving Students in Content Creation;
- Maintaining Transparency and Honesty;
- Organizing Educational Workshops.

Such plan can notably elevate the NGO's profile within the student community and keep sustained engagement.

6. Conclusions

This thesis examined the important role of university students in the long-sight perspective of NGO fundraising in the context of Portuguese non-profit organisations. The central problem was the obvious shortage in finding an effective engagement strategy for this specific population, which represents a significant potential as a dynamic and resourceful contributor to the non-profit sector.

This research mainly revolves around the determining and developing practical solutions to engage Portuguese students in universities in more optimum way in the fundraising activities of the NGO in Portugal. To achieve this goal, a mixed quantitative and qualitative research approach was done, which included a comprehensive online survey and a detailed review of existing literature. This methodology is helpful to gain a profound knowledge of the current perspectives of students about NGO.

The main results of the survey on student involvement with non-governmental organizations were conducted in a diverse demographic of people with higher education (mainly women). Although many information programs have been implemented by non-governmental organizations, this survey shows that a large part of people do not know about these organizations. Therefore, non-governmental organizations can take more action in this field. The results indicate a positive willingness of students for sustainable collaboration which is compatible with the missions of NGOs and voluntary social organizations. NGOs face obstacles such as public awareness and lack of time, which they must overcome by attracting and retaining more students. They should get to know the students better, e.g. Students' lifestyles and preferences, to overcome these obstacles and capitalize on this previously neglected potential.

However, this study is not without restriction for example the NGO which was under study did not disclose its identity. Also, self-reporting may cause potential bias, and the non-random sampling method may limit the generalizability of the results. Moreover, focusing merely on NGOs of one country cannot provides an adequate understanding and consecutively may not be able to directly apple it to other regions or types of NGOs.

The main achievement of this research is to show to what extent students' participation in NGOs is important. This matter not only illuminates the existing gaps, but also provides evidence which is helpful for NGOs to raise their knowledge. Representing some solutions to increase the social responsibility and participation of NGO students is another important factor which is considered in this research.

Future research can examine the positive or negative impact of students' cooperation with non-governmental organizations on developing skills in different aspects of their life. By the

time they start working with NGOs, to what extent students make progress in the course of time. It can also be done as field research to show how such students' experiences affect their career choices, work ethic, and continued commitment to social goals.

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Appendices

Appendix A – Survey

1- Gender *
- ○ Male
- ○ Female
- ○ Non-binary

2- What is your age? *

Your answer

3- What is your field of study? *
- ○ Humanities and Arts (such as English, History, Philosophy, Foreign Languages, Artists, musicians, actors).
- ○ Social Sciences (such as, Economics, Political Science, Psychology, Sociology, Anthropology).
- ○ Business (such as, Business Administration, Economics, Management, Information Technology, Accounting, Finance).
- ○ Science (such as, Biology, Chemistry, Physics, Mathematics, Computer Science).
- ○ Engineering (such as, Civil Engineering, Mechanical Engineering, Electrical Engineering, Chemical Engineering, Computer Engineering).
- ○ Healthcare (such as, Doctor, Nurse, Radiologist, Obstetrics and gynecology, Neurologist).
- ○ Other:

4- What's your level of education? *
- ○ High school/ Diploma/ Technical Training
- ○ Bachelor's Degree
- ○ Master's Degree
- ○ Doctor of Philosophy (Ph.D.) / Doctor of Medicine (M.D.) / Juris Doctor (J.D.)
- ○ Other:

Next   Clear form

Section 2

1- How familiar are you with NGO's and their goals? *

Non-governmental organisations are also referred to as non-profit or charitable organisations whose aim is to help people and animals.

- ○ Very familiar
- ○ Somewhat familiar
- ○ Not very familiar
- ○ Not familiar at all

2- What do you think are the most important goals of NGOs? *

NO more than 2 answers
- ☐ To make a positive impact on the world
- ☐ To provide humanitarian aid
- ☐ To promote social justice
- ☐ To protect the environment
- ☐ Other:

3- How do you think NGOs can make a positive impact on the world? *

NO more than 2 answers
- ☐ By providing assistance to those in need
- ☐ By advocating for social change
- ☐ By raising awareness of important issues
- ☐ By building partnerships with other organizations
- ☐ Other:

4- Have you previously participated in any activities or programs organized by an NGO?

○ Yes

○ NO

5- How likely are they to collaborate with a NGO (in which 1= not likely at all; 5= extremely likely) *

1 ○

2 ○

3 ○

4 ○

5 ○

6- What were your reasons for engaging with NGOs? *
NO more than 2 answers

☐ Interest in the organization's mission/topic

☐ Work experience/resume building

☐ Social/volunteer work

☐ Recommended by friends/professors

7- What types of activities have you participated in with NGOs? *

☐ Fundraising

☐ Volunteering

☐ Awareness campaigns

☐ Event organization

☐ Research and development

☐ Other:

Back   Next   Clear form

1- If you want to participate in fundraising activities, which of the following methods of NGOs would be helpful? *

- ☐ Fundraising events
- ☐ Online campaigns
- ☐ Partnerships with private companies
- ☐ Membership support programs
- ☐ Charity product sales
- ☐ Other:

2- What are the main factors would motivate you to participate in activities organized by NGOs? *
NO more than 2 answers

- ☐ Helping the community
- ☐ To gain new skills and experience
- ☐ To meet new people
- ☐ To fulfill a course requirement
- ☐ Receiving certificates or awards
- ☐ Other:

3- What are you looking for in a volunteer experience? *
NO more than 2 answers

- ☐ Opportunities to make a real impact
- ☐ Meaningful work that aligns with my interests
- ☐ A supportive and inclusive environment
- ☐ Opportunities to learn and grow
- ☐ Other:

4- What types of volunteer activities it would be interesting in fundraising and bringing new people to collaborate? *

NO more than 2 answers

- ☐ Working with children
- ☐ Educational programs
- ☐ Working with animals
- ☐ Environmental conservation
- ☐ Social justice advocacy
- ☐ Health and wellness
- ☐ Community development
- ☐ Arts and culture
- ☐ Other:

5- What would make you more likely to volunteer with an NGO? *
NO more than 2 answers

- ☐ More flexible scheduling
- ☐ Virtual participation options
- ☐ More training and support
- ☐ More recognition for my contributions
- ☐ Offering incentives
- ☐ Other:

6- What do you expect to gain from volunteering with an NGO? *

- ○ New skills and experience
- ○ A sense of accomplishment
- ○ New friends and connections
- ○ A better understanding of the world around me
- ○ Other:

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7- What are your expectations for the support you will receive? *
NO more than 2 answers

- [ ] Friendly and helpful staff
- [ ] Clear communication and guidance
- [ ] Opportunities to ask questions and get feedback
- [ ] Recognition for my contributions
- [ ] Financial rewards
- [ ] Other:

8- What are the biggest barriers to volunteering for you? *
NO more than 2 answers

- [ ] Time constraints
- [ ] Lack of transportation
- [ ] No clear benefits
- [ ] Lack of awareness of volunteer opportunities
- [ ] Other:

1- Is there anything else you would like to share about your motivations for volunteering with NGOs?

Please use this space to share any additional thoughts or experiences you have

Your answer

2- How can NGOs develop more effective programs and initiatives to engage student volunteers?

Please share your suggestions for how NGOs can improve their volunteer programs

Your answer

3- Please provide any suggestions or comments you have about increasing student engagement with NGOs or strategies for fundraising.

Your answer

Back   Submit   Clear form

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