



Framing Social Media Messaging : The Nonprofit Perspective in Competitive Fundraising

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In their article *“Message (in)congruence: Tweeting while competing for donations”*, the authors explore how nonprofit organisations can apply social media messaging frames to increase donation numbers during competitive campaigns. The key question of their analysis revolves around how different types of these strategies influence the fundraising aspect of competing nonprofits.

The authors conclude that nonprofit organisations competing against each other in the fundraising race achieve higher donation rates when they employ social media messaging methods that align with their humanitarian mission and purpose. Conversely, competitive or gamified messages don't seem to appeal to donors as positively, resulting in lower donations for nonprofits.

[#competition](#) [#donations](#) [#framing](#) [#nonprofit](#) [#social media](#)

Background

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Context



- Many nonprofit organisations are **dependent on donations**, which in itself entails **competition** among them. **Social media has become a pivotal tool** for nonprofits to expand their reach and network, including potential staff and donors.
- **Social media** enables nonprofits to operate on **multiple communication levels**. Through their curated presence on social platforms, organisations raise awareness around their cause, maintain and expand their network, and reinforce their fundraising (and therefore financial) activities.
- Introducing **game-like** and **crowdfunding aspects in fundraising campaigns** has emerged as a strategy to engage donors. Regarding the gamified approach through social media, it may appeal to potential donors in terms of competition. Their **positive impact on donation levels, however, is less certain**.
- **Framing theory** suggests that there is a direct influence between the way issues are presented and how individuals understand those issues. Concerning donors of nonprofit organisations, the **use of altruistic/mission-driven framing proves more appealing and effective**.
- Nonprofit organisations compete against each other for both resources and public appeal. **Instead of resorting to competitive methods, framing social media messages in a way that highlights cooperation and the nonprofit's purpose generally results in higher donations**.

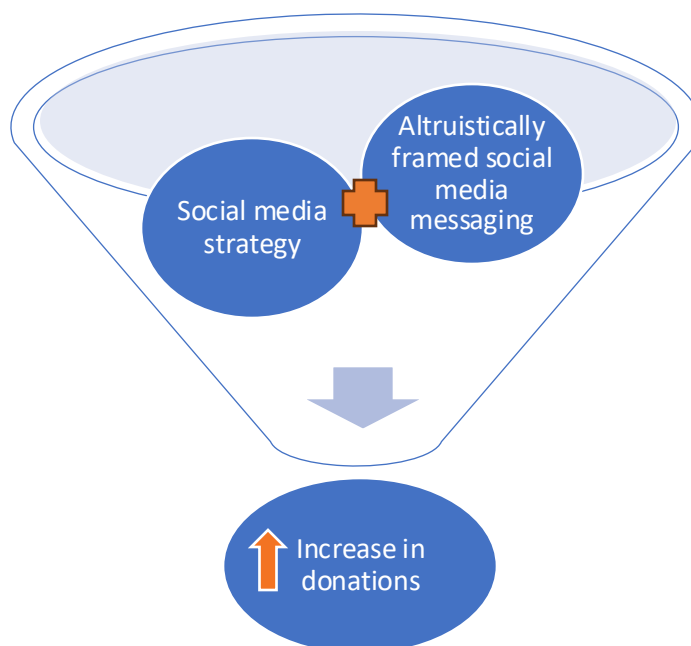
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Take aways & Learnings



- Regardless of being in competitive situations or not, nonprofits aiming to increase donations should **frame social media messaging in a way that emphasises their cause and mission**. Framing that brings forth an organisation's goals and the impact of donations has the **most desired effect on potential donors**.
- **'Gamified' messages have less impact on donors** given their competitive nature. **Social media strategies that are altruistic** in concept and execution are proven to outdo competitive ones regarding the **number of received donations**.
- Posting consistently on social media may increase donations, but what matters for achieving **positive fundraising outcomes is the content and tone of these posts**.
- Congruent with their inherent purpose and reason of existence, **nonprofits engaging in competitive fundraising should focus their social media messaging on their social contribution** rather than on beating their competitors.
- Nonprofits should employ their **social media strategies** not only to draw attention on and raise awareness around their cause but also to **engage donors** in ways that encourage **steadfast financial support**.



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