Brand Orientation of Non-Profit Organizations and Its Relationship with the Attitude towards Charity and Donation Intention

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ABSTRACT

The digitalization for everything has aroused a question about non-profit organizations. Up to a time there was no concept about the branding of non-profit-organizations, because branding was considered to be conducted by those entities who possess the intention of sales and profit but now, the practices and theories has clearly created a line between branding and generating sales or profit as branding is referred to create the goodwill, gaining the trust of audience, spreading awareness, capturing value to create value, so branding does not have direct concern with generating profits. Hence, the reason why it has become a necessity for non-profit organizations to capture the attention of audience but, it is not conveniently possible to avert the psychology of audience, due to this there is a mix and match of opinions about branding of non-profit organizations, but this involves different factors as it depends upon the organization that how it effectively brands itself.

Hence the branding activities by non-profit organizations are acknowledged as differentiating activities when it comes to grab the attention for the sake of recruiting volunteers or collecting funds for specific cause. Therefore, this research project mainly focuses on the behavior of intention of audience towards charity after the influence exerted on their minds by deployment of marketing strategies or branding strategies. For the accomplishment, primary data selection was opted to avoid the errors while the testing of data. SPSS software was used and developed scales were measured to test the hypothesis. Fourth section is composed upon the findings with support of evidence. Results showed that effective and well-designed branding strategies that depict the actual sense of the presence of particular NPOS succeeded to get the positive influence over audience as this activity is considered important to keep the connection for funding and volunteer ship in order to sustain the organizational welfare activities. This is only possible if the organization keep itself active to earn the trust of donor to make one to repeat the behavior for donation.

Keywords: *Funding, branding, non-profit organizations, donation, brand image.*

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