NONPROFIT ORGANIZATIONS AND FACE-TO-FACE FUNDRAISING: AN INVESTIGATION OF DONORS' AND RECRUITERS' ETHICAL BELIEFS, AND THE IMPACT OF THESE BELIEFS ON DONOR RECRUITMENT AND RETENTION

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Project abstract:
The growing non-profit sector has an increasing degree of competition and financial viability as one of the biggest challenges. It is therefore crucial for non-profit organizations to approach fundraising in a more strategic and professional way, with increased attention to cost-effectiveness and building long-term relationships with donors. Face-to-face fundraising (e.g. street recruitment, door-to-door recruitment) is often mentioned as a promising fundraising technique because of a number of advantages: the technique is cost-efficient, appropriate for donor retention, less limited by the increasingly stringent GDPR, and interesting for tapping into new and younger donors. Despite these advantages and the growing popularity of the technique, face-to-face fundraising also brings with it a number of ethical concerns (e.g. too much pressure) that can stop its growth. However, to date, little is known about the ethical judgment of both donors and recruiters with respect to face-to-face fundraising practices. In addition, little is known about the relationship between the ethical judgment of donors on face-to-face fundraising and the effectiveness of this technique in the short and long term. The aim of this doctoral project is to address these gaps in both professional and academic literature and to contribute substantially to this unexplored field of fundraising ethics.

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RESEARCH DATA SUMMARY

List and describe all datasets or research materials that you plan to generate/collect or reuse during your research project. For each dataset or data type (observational, experimental etc.), provide a short name & description (sufficient for yourself to know what data it is about), indicate whether the data are newly generated/collected or reused, digital or physical, also indicate the type of the data (the kind of content), its technical format (file extension), and an estimate of the upper limit of the volume of the data.

Dataset name / ID	Description	New or reuse *Indicate: **N**(ew data) or **E**(xisting data)*	Digital or Physical data Indicate: **D**(igital) or **P**(hysical)	Data Type Indicate:	File format	Data volume Indicate:	Physical volume
				Audiovisual		<1GB	
				Images		<100GB	
				Sound		<1TB	
				Numerical **T**extual		<5TB	
				Model		>5TB	
				SOftware		NA	
				Other (specify)			
Donor consent forms	Consent forms signed by (estimated) 70 donor interviewees - study 1A (WP1)	N	P	T	On paper	N/A	
Donor consent forms (digitalized)	Digitalized consent forms signed by (estimated) 70 donor interviewees - study 1A (WP!)	N	D	T	.pdf	<1GB	
Recruiter consent forms	Consent forms signed by (estimated) 35 recruiter interviewees - study 2A (WP1)	N	P	T	On paper	N/A	
Recruiter consent forms (digitalized)	Digitalized consent forms signed by (estimated) 35 recruiter interviewees - study 2A (WP1)	N	D	T	.pdf	<1GB	
Donor interviews	Audio-recordings of (estimated) 70 interviews with donors - study 1A (WP1)	N	D	A	.mp3	<100GB	
Recruiter interviews	Audio-recordings of (estimated) 35 interviews with	N	D	A	.mp3	<100GB	

	recruiters - study 2A (WP1)						
Donor interview notes	Personal and field notes on donor interviews - study 1A (WP1)	N	P	T	On paper	N/A	Notebook
Processed donor interview notes	Processed personal and field notes on donor interviews - study 1A (WP1)	N	D	T	.docx	<1GB	
Recruiter interview notes	Personal and field notes on recruiter interviews - study 2A (WP1)	N	P	T	On paper	N/A	Notebook
Processed recruiter interview notes	Processed personal and field notes on recruiter interviews - study 2A (WP1)	N	D	T	.docx	<1GB	
Donor interviews transcripts	Transcript of (estimated) 70 interviews with donors - study 1A (WP1)	N	D	T	.docx	<1GB	
Recruiter interviews transcripts	Transcript of (estimated) 35 interviews with recruiters - study 2A (WP1)	N	D	T	.docx	<1GB	
Donor interviews coding	Digital dataset of transcripts of (estimated) 70 donor interviews (see above) with coding - study 1A (WP1)	N	D	T	.nvp (Codes given in NVivo)	<1GB	
Recruiter interviews coding	Digital dataset of transcripts of (estimated) 35 recruiter interviews (see above) with coding - study 2A (WP1)	N	D	T	.nvp (Codes given in NVivo)	<1GB	
Donor vignette study	Dataset with responses of (estimated) 300 donor participants on vignette questionnaires - study 1B (WP2)	N	D	Other (Qualtrics)	N/A	<1GB	
Recruiter vignette study	Dataset with responses of (estimated) 300	N	D	Other (Qualtrics)	N/A	<1GB	

	recruiter participants on vignette questionnaires - study 2B (WP2)					
Donor vignette study analysis documentation	Document containing data preparation and analysis operations plus documentation of donor vignette questionnaires - study 1B (WP2)	N	D	Other (SPSS)	.sav	<1GB
Recruiter vignette study analysis documentation	Document containing data preparation and analysis operations plus documentation of recruiter vignette questionnaires - study 2B (WP2)	N	D	Other (SPSS)	.sav	<1GB
Donor experimental study	Dataset with responses of (estimated) 300 donor participants on questionnaires as part of an experiment - study 3A (WP3)	N	D	Other (Qualtrics)	N/A	<1GB
Donor experimental study analysis documentation	Document containing data preparation and analysis operations plus documentation of donor questionnaires as part of an experiment - study 3A (WP3)	N	D	Other (SPSS)	.sav	<1GB
Donor longitudinal study part 1 of 3	Dataset with responses of (estimated) 300 donor participants on longitudinal questionnaires - study 3B (WP4)	N	D	Other (Qualtrics)	N/A	<1GB
Donor longitudinal study part 1 of 3 analysis documentation	Document containing data preparation and analysis operations plus	N	D	Other (SPSS)	.sav	<1GB

	documentation of donor longitudinal questionnaires - study 3B (WP4)					
Donor longitudinal study part 2 of 3	Dataset with responses of (estimated) 300 donor participants on longitudinal questionnaires - study 3B (WP4)	N	D	Other (Qualtrics)	N/A	<1GB
Donor longitudinal study part 2 of 3 analysis documentation	Document containing data preparation and analysis operations plus documentation of donor longitudinal questionnaires - study 3B (WP4)	N	D	Other (SPSS)	.sav	<1GB
Donor longitudinal study part 3 of 3	Dataset with responses of (estimated) 300 donor participants on longitudinal questionnaires - study 3B (WP4)	N	D	Other (Qualtrics)	N/A	<1GB
Donor longitudinal study part 3 of 3 analysis documentation	Document containing data preparation and analysis operations plus documentation of donor longitudinal questionnaires - study 3B (WP4)	N	D	Other (SPSS)	.sav	<1GB

If you reuse existing data, please specify the source, preferably by using a persistent identifier (e.g. DOI, Handle, URL etc.) per dataset or data type:

N/A

Are there any ethical issues concerning the creation and/or use of the data (e.g. experiments on humans or animals, dual use)? If so, refer to specific datasets or data types when appropriate and provide the relevant ethical approval number.

- Yes, human subject data (Provide SMEC or EC approval number below)

There is not yet a SMEC file for this C2-project but we will arrange preparations to have a SMEC approval in Q3 2023.

Will you process personal data? If so, please refer to specific datasets or data types when appropriate and provide the KU Leuven or UZ Leuven privacy register number (G or S number).

- Yes (Provide PRET G-number or EC S-number below)

There is not yet a PRET file for this C2-project but we will arrange preparations to have a SMEC approval in Q3 2023.

Does your work have potential for commercial valorization (e.g. tech transfer, for example spin-offs, commercial exploitation, …)? If so, please comment per dataset or data type where appropriate.

- No

Do existing 3rd party agreements restrict exploitation or dissemination of the data you (re)use (e.g. Material or Data transfer agreements, Research collaboration agreements)? If so, please explain in the comment section to what data they relate and what restrictions are in place.

- No

Are there any other legal issues, such as intellectual property rights and ownership, to be managed related to the data you (re)use? If so, please explain in the comment section to what data they relate and which restrictions will be asserted.

- No

DOCUMENTATION AND METADATA

Clearly describe what approach will be followed to capture the accompanying information necessary to keep data understandable and usable, for yourself and others, now and in the future (e.g. in terms of documentation levels and types required, procedures used, Electronic Lab Notebooks, README.txt files, codebook.tsv etc. where this information is recorded).

In general, documentation and meta-data will be available and stored on OSF for each study. More precisely, meta-data will be provided on 1. brainstorm and research design (discussion notes), 2. preregistration, SMEC application, Datamanagementplan, and Data Appendix or Interview Guide, 3. preparation, anonymisation and cleaning of the data (cleaning documents), 4. screening of the data (screening documents), 5. analyses of the data (in logbook).
Specifically, for WP1: General information on the methodology and the informed consent process will be described in the preregistration and the ethical application. Information on the instructions for the interviewer and the subjects discussed during the interview are contained in the interview guide. Details about the setting of the interview will be documented in field notes. Moreover, we will create a logbook describing the data preparation (e.g., pseudonymization procedure) as well as a logbook on the data analysis (e.g., development of codes). Lastly, explanatory comments will be added within NVivo.
Specifically, for WP2, WP3, and WP4: General information on the methodology will be described in the preregistration and the ethical application. Moreover, we will create a codebook/data appendix containing variable-level information (names, labels, values/scoring), logbooks describing the data preparation and screening (based on

standardized steps; e.g., cleaning procedure), as well as a logbook on the data analysis. Lastly, explanatory comments will be added in the analysis documentations.

Will a metadata standard be used to make it easier to find and reuse the data?
If so, please specify which metadata standard will be used.

If not, please specify which metadata will be created to make the data easier to find and reuse.

- No

Documentation and meta-data will be available and stored on OSF for each study. Meta-data will be provided on 1. brainstorm and research design (discussion notes), 2. preregistration, SMEC application, Datamanagementplan, and Data Appendix or Interview Guide, 3. preparation, anonymisation and cleaning of the data (cleaning documents), 4. screening of the data (screening documents), 5. analyses of the data (in logbook).
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DATA STORAGE & BACK-UP DURING THE RESEARCH PROJECT

Where will the data be stored?

- OneDrive (KU Leuven)
- Other (specify below)
- Sharepoint online

Physical data:
- Paper data (informed consents; personal and field notes) will be archived in a locked closet in the office of the researcher at the KU Leuven Department of Marketing, Brussels Campus.

Digital data:
- The identification file created during the first interview study that contains the unique code and name will be stored externally on a special encrypted local drive, so separated from the research data.
- The data of the interview studies 1a and 2a (transcripts) will be uploaded on the OSF platform.
- The data of the studies with online data collection (studies 1b, 2b, 3a and 3b) will be uploaded on the OSF platform after being fully anonymized.

Raw data:
- The raw data of the studies will only be accessible to the applicants of this research proposal and will be saved for 10 years after publication in three ways:
(1) the questionnaire data will be saved in the online questionnaire tool Qualtrics, protected by the personal KU Leuven account of the researchers;
(2) the data will be saved in a One Drive folder, only accessible with the KU Leuven accounts of the researchers;
(3) the data will be saved in a Sharepoint site, only accessible with the KU Leuven accounts of the researchers;

(4) the data will be saved on the password protected computers of the researcher (only for the duration of his doctoral research).

How will the data be backed up?

- Standard back-up provided by KU Leuven ICTS for my storage solution

Is there currently sufficient storage & backup capacity during the project?

If no or insufficient storage or backup capacities are available, explain how this will be taken care of.

- Yes

How will you ensure that the data are securely stored and not accessed or modified by unauthorized persons?

Physical data:
- Paper data (informed consents; personal and field notes) will be archived in a locked closet in the office of the researcher at the KU Leuven Department of Marketing, Brussels Campus, and will only be accessible by the research team.

Digital data:
- The identification files are being stored externally on a special encrypted local drive which ensures that identification of participants by others than the research team is not possible.
- The digital data on the OSF platform will be protected by the encryption technologies used by these platforms and both access and capability to modify will be moderated by the research team.

Raw data:
(1) the questionnaire data will be protected by the encryption technology of the online questionnaire tool Qualtrics and will only be accessible by the research team;
(2) the data will be saved in a One Drive folder, only accessible with the KU Leuven accounts of the research team;
(3) the data will be saved in a Sharepoint site, only accessible with the KU Leuven accounts of the research team;
(4) the data will be saved on the password protected computers of the researcher (doctoral student) and will only be accessible by the doctoral student (only for the duration of his doctoral research).

What are the expected costs for data storage and backup during the research project? How will these costs be covered?

We do not foresee any costs related to data storage and backup during the research project.

DATA PRESERVATION AFTER THE END OF THE RESEARCH PROJECT

Which data will be retained for 10 years (or longer, in agreement with other retention policies that are applicable) after the end of the project?

In case some data cannot be preserved, clearly state the reasons for this (e.g. legal or contractual restrictions, storage/budget issues, institutional policies...).

- All data will be preserved for 10 years according to KU Leuven RDM policy

Where will these data be archived (stored and curated for the long-term)?

- KU Leuven RDR

What are the expected costs for data preservation during the expected retention period? How will these costs be covered?

There are no expected costs for data preservation during the expected retention period.

DATA SHARING AND REUSE

Will the data (or part of the data) be made available for reuse after/during the project?
Please explain per dataset or data type which data will be made available.

- Yes, as open data

If access is restricted, please specify who will be able to access the data and under what conditions.

Question not answered.

Are there any factors that restrict or prevent the sharing of (some of) the data (e.g. as defined in an agreement with a 3rd party, legal restrictions)?

Please explain per dataset or data type where appropriate.

- Yes, other

For studies 1A and 2A, participants consent to using excerpts of the interview for scientific publication. Full transcripts (including personal and field notes and codes) cannot be shared to ensure privacy.

Where will the data be made available?

If already known, please provide a repository per dataset or data type.

- KU Leuven RDR (Research Data Repository)
- Other (specify below)

Pseudonymized and anonymized data will be shared using the OSF platform.

When will the data be made available?

- Upon publication of research results

Which data usage licenses are you going to provide?

If none, please explain why.

- CC-BY 4.0 (data)

Do you intend to add a persistent identifier (PID) to your dataset(s), e.g. a DOI or accession number? If already available, please provide it here.

- Yes, a PID will be added upon deposit in a data repository

What are the expected costs for data sharing? How will these costs be covered?

There are no expected costs for data sharing.

RESPONSIBILITIES

Who will manage data documentation and metadata during the research project?

Tayyeb Hadi, PhD working on this C2 research project
Supervised by Tine De Bock, Tine Faseur, & Siegfried Dewitte

Who will manage data storage and backup during the research project?

Tayyeb Hadi, PhD working on this C2 research project
Supervised by Tine De Bock, Tine Faseur, & Siegfried Dewitte

Who will manage data preservation and sharing?

Tayyeb Hadi, PhD working on this C2 research project
Supervised by Tine De Bock, Tine Faseur, & Siegfried Dewitte

Who will update and implement this DMP?

Tayyeb Hadi, PhD working on this C2 research project
Supervised by Tine De Bock, Tine Faseur, & Siegfried Dewitte