

## Summary :

Several environmental non-profit organizations are attempting to oppose the negative consequences of climate change. In order to finance their activities, they ask for donations. However, today the number of people donating to environmental organizations is steadily decreasing, causing a funding gap. If these organizations wish to continue their work, the number of donations must increase.

The objective of this study is to evaluate the possibility of increasing the donation intentions of individuals to an environmental organization. Therefore the problematic is the following: To what extent can the social distance between a potential donor and the victims of climate change presented in fundraising campaigns affect their intention to donate? In this context, social distance represents the impression felt by individuals belonging to the same social group or to a different social group, in connection with the victims of climate change.

To answer the problematic, an experiment including the distribution of an online survey was carried out. Participants were randomly divided into two groups (i.e. reduced or extended social distance). Based on this classification, they were asked to comment on an image from a fundraising campaign. The collected answers show that the feeling of an extended social distance increases the donation intentions of individuals. These results indicate that social distance actually plays a role in donation intentions.

Based on these findings, environmental groups can focus on representing a significant social distance during fundraising campaigns as part of their activities related to climate change. Further research should identify other useful factors for this type of organization when selecting the best adapted images for this type of campaign.

*Translated by:NesrineTranslate*