CHARITY VALUES SCALE

Reference:


Description of Measure:

A 13-item measure of what respondents believe are necessary organizational values and/or goals for an organization to have in order for the respondent to be willing to donate money to that organization. Each item has an identical root: “I would prefer to donate money to a charity that, as a top priority, believes in …” This root is then followed by differing charity values (see scale below). Respondents answer each item on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Abstracts of Selected Related Articles:


The objectives of this study were to obtain a deeper understanding of the donor behavior characteristics of young affluent individuals; and to ascertain whether young affluent women differed significantly from young affluent males in their approaches to philanthropy. Two hundred and seventeen investment bankers, accountants, and corporate lawyers, aged under 40 years, earning more than £50,000 annually and working in the City of London were questioned about their attitudes and behavior in relation to charitable giving. Significant differences emerged between the donor behavior characteristics of males and females. A conjoint analysis revealed that whereas men were more interested in donating to the arts sector in return for social rewards (invitations to gala events and black-tie dinners, for example), women had strong predilections to give to people charities and sought personal recognition from the charity to which they donated.


The issue of why individuals choose to support charity has been the focus of considerable research in the disciplines of economics, psychology, social psychology, sociology, anthropology and more recently, management and marketing. This paper draws together extant work, developing a content model of
giving behavior that fundraisers may use to inform their professional practice. A number of specific propositions are developed from the literature to assist in this goal. The paper provides summary tables of existing empirical studies categorized by the dimensions of the model, explores ambiguity in research findings, and concludes by highlighting opportunities for further research.


Charitable organizations are under increasing financial pressure to attract and retain private donors. However, scales measuring consumer attitudes toward giving to charity have yielded ambiguous results in the past. Scales to measure consumer attitudes toward the act of helping others and toward charitable organizations are developed and tested for dimensionality and internal consistency using advocated procedures. The resulting measures are important to academicians, policymakers, and practitioners in the development of theory, public policy, and marketing strategy.

**Scale:**

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<td></td>
<td>strongly disagree</td>
<td>disagree</td>
<td>neither disagree or agree</td>
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*I would prefer to donate money to a charity that, as a top priority, believes in ...*

___ 1.) changing society as we know it

___ 2.) making people independent and self-sufficient

___ 3.) looking after every aspect of a beneficiary’s life

___ 4.) being innovative and creative

___ 5.) being financially sound

___ 6.) making beneficiaries feel good about themselves

___ 7.) empowering the people the charity is seeking to help

___ 8.) making the public think hard about issues

___ 9.) being entrepreneurial
10.) being adventurous
11.) being sound and traditional
12.) being highly competitive
13.) being exciting

**Scoring:**

Each item on the scale is considered a separate factor.