

**A STUDY ON LACK OF VOLUNTEERS FOR FUNDRAISING IN NON  
GOVERNMENT ORGANIZATION (NGO) WITH REFERENCE TO  
CHENNAI REGION**

Submitted in partial fulfilment of the requirements for the award of

**Bachelor of Business Administration**

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC**

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**APRIL 2022**



# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC

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## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **DHARSHINI.V (39280055)** who carried out the Project entitled **"A STUDY ON LACK OF VOLUNTEERS FOR FUNDRAISING IN NON GOVERNMENT ORGANIZATION (NGO) WITH REFERENCE TO CHENNAI REGION"** student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

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## **DECLARATION**

I **DHARSHINI.V (39280055)** hereby declare that the Project Report entitled “ **A STUDY ON LACK OF VOLUNTEERS FOR FUNDRAISING IN NON GOVERNMENT ORGANIZATION (NGO) WITH REFERENCE TO CHENNAI REGION** “ done by me under the guidance of **Dr.Kumar.N, MA., M.Phil., MBA., Ph.D., Assistant Professor in School of Management Studies, Dept of Business Administration** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration degree.

**DATE:**

**PLACE: CHENNAI**

**SIGNATURE OF THE CANDIDATE:**

## **ACKNOWLEDGEMENT**

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**DHARSHINI.V**

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## **ABSTRACT**

NGO's have played a crucial role in helping the needy by providing aid to the distressed, education, care for elderly people, developing society and so on. The first and foremost the NGOs are responsible for disseminating education among the people at large and making them aware of their rights. They are not-for-profit bodies which means they do not have any commercial interest. NGO's are run on donations made by individuals, corporate and institutions. Utilising funds raised through donations, NGO's work for a wide range of causes. It is not just a way of raising money, but also a way to promote the NGO's. It ensures that the investor can continue funding which helps the organization in achieving its goals. Fundraising is also important for the success and well-being of non-profit organizations. Fundraising is the main step for running and managing the decided and expected programmes and activities of NGO. At the end of the day, it's fundraisers who give ordinary members of the public the chance to make a real difference and achieve the impact they desire. This report has analysed the opinion of volunteering in public's view. Here are some opportunities that can be gained through volunteering, it improves the important skill used in the workplace, such as teamwork, communication, problem solving, project planning, task management, and organization. The aim of the study is to increase the participation in volunteering. The data collected and attached in this report are based on their age, gender and occupation.

### **LACK OF VOLUNTEERS FOR FUNRAISING IN NON GOVERNMENT ORGANIZATION (NGO) WITH REFERENCE TO CHENNAI REGION**

#### **KEYWORDS:**

- Donation
- Volunteering
- Fundraising
- Not for profit

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## CHAPTER – 1

### 1.1 INTRODUCTION

NGO's is committed to social justice, sustainable development and human rights. The right to communicate is a basic human right and a necessity for sustainable development. Access to information is essential to informed decision making at all level. Non-profit organisations play vital role in mobilizing public attention to societal problems and needs. They are the principal vehicle through which communities can give voice to their concerns. India has achieved phenomenal economic growth in education, healthcare, poverty alleviation and overall standard of living. Issues of exclusion of women, children and marginalized communities in the development process however remains. the state requires the constructive and collaborative engagement of the civil society in its various developmental activities and programs. Non-governmental organisations (NGOs) acts as the operational arm of the civil society and thus have an important role in the development processes.

An NGO is "a not-for profit, voluntary citizen's group that is organized on a local, national or international level to address issues in support of the public good." The term NGO is used inconsistently, and is sometimes used synonymously with civil society organization (CSO), which is any association founded by citizens.

NGOs further the social goals of their members (or founders): improving the natural environment, encouraging the observance of human rights, improving the welfare of the disadvantaged, or representing a corporate agenda. Their goals cover a wide range of issues. They may fund local NGOs, institutions and projects, and implement projects.

NGOs are classified by their:

1. Orientation, i.e. the type of activities an NGO undertakes, such as activities involving human rights, consumer protection, environmentalism, health, or development.

Orientation:

- Charity — often a top-down effort, with little participation or input from beneficiaries. They include NGOs directed at meeting the needs of disadvantaged people and groups.

- Service — includes NGOs that provide healthcare (including family planning) and education.
- Participatory — self-help projects with local involvement in the form of money, tools, land, materials, or labor.
- Empowerment — aim to help poor people to understand the social, political, and economic factors affecting their lives, and to increase awareness of their power to control their lives. With maximum involvement by the beneficiaries, the NGOs are facilitators.

2. Level of operation, which indicates the scale at which an organization works: local, regional, national, or international.

Level of operation:

- Community-based organizations (CBOs) — popular initiatives which can raise the consciousness of the urban poor, helping them understand their right to services, and providing such services.
- City-wide organizations — include chambers of commerce and industry, coalitions of business, ethnic or educational groups, and community organizations.
- State NGOs — include state-level organizations, associations, and groups. Some state NGOs are guided by national and international NGOs.
- National NGOs — an NGO that exists in only one country; they are rare. These include national organizations such as YMCAs and YWCAs, professional associations, and similar groups. Some have state or city branches, and assist local NGOs.

### **1.1.1 SOURCES OF FUND RAISING:**

The next step after the registration process is complete is the raising of funds. Funds are necessary for the working of the NGO. And the required funds can be raised from two sources i.e. internal sources as well as external sources.

1. Internal sources: NGOs majorly depend on internal sources for funds. These funds are generated from within the organization. These types of sources include subscription, donation, membership fees, charges etc.
2. External sources: Funds generated from outside the organization are covered under external sources. Grant-in-aid from the governments, grants or loans from private individuals or institutions within the country or inflow of foreign funds are termed as external source.

## **1.2 ROLE AND FUNCTIONS OF NGO:**

NGOs work independently, without any financial aid of the government although they may work in close coordination with the government agencies for executing their projects.

NGOs take up and execute projects to promote welfare of the community they work with. They work to address various concerns and issues prevailing within the society. NGOs are not-for-profit bodies which means they do not have any commercial interest. NGOs are run on donations made by individuals, corporate and institutions. They engage in fundraising activities to raise money for carrying out the work they do. Ever since independence, NGOs have played a crucial role in helping the needy in India, providing aid to the distressed and elevating the socio-economic status of millions in the country.

## **1.3 OBJECTIVES OF THE STUDY:**

1. To study and understand about the need of volunteers in NGO's .
2. To learn the importance about helping people in the name of volunteers and to create awareness about the struggles faced by NGO's.
3. Analyze the common public's opinion on volunteering and NGO.
4. And to suggest steps that have to be taken for improving the volunteers growth through public's responses.

## **1.4 NEED FOR STUDY :**

1. Volunteering is important because it enables individuals to help others in a selfless way.
2. Volunteerism is a basic expression of human relationships. It is about people's need to participate in their societies and to feel that they matter to others.
3. NGO's plays an important role in the social development of a state, nation or a community. For the proper development of a particular country or a region, it is very important to bring education and awareness to the people about their rights and duties.
4. Additionally, volunteering benefits everyone and is a terrific way to have a positive impact in the community.
5. An individual who volunteers may see a rise in their confidence because helping others can provide a feeling of achievement. In addition, volunteering can help decrease an individual's risk of depression because volunteering connects an individual with other people and provides opportunities for positive social interactions.
6. The individual can enhance their interpersonal and communication skills.
7. Individuals may find that some tasks are challenging, especially if volunteering in an industry that is unfamiliar to individuals. In this way, volunteering can provide stimulating challenges that can help individuals learn new skills in order to strengthen individuals skill set.
8. Volunteering is a great way to interact with your community and get involved in your neighbourhood.
9. Volunteering can bring joy and happiness to the volunteer by giving them opportunities to help those in need.

## **1.5 SCOPE OF THE STUDY:**

Non Government Organizations are the non-profit voluntary groups established at local, national or international level.

They perform different tasks for solving problems and development of society. They deal with some social issues like women empowerment, girl child, gender issues, education, pollution, street children, slum dwellers, health, urban development, human rights, concerns of less privileged etc.

Through volunteering, citizens build their resilience, enhance their knowledge base and gain a sense of responsibility for their own community.

NGO plays a crucial role in organising the public inconvenience and becomes an advocate to the societal problems and needs. They play a significant role in lending voice to the poor and needy.

### **1.5.1 HISTORY OF NGO:**

History of NGO Activity in India India has a long history of civil society based on the concepts of daana (giving) and seva (service). Voluntary organizations<sup>3</sup> — organizations that are voluntary in spirit and without profit-making objectives—were active in cultural promotion, education, health, and natural disaster relief as early as the medieval era. They proliferated during British rule, working to improve social welfare and literacy and pursuing relief projects.<sup>4</sup> During the second half of the 19th century, nationalist consciousness spread across India and self-help emerged as the primary focus of sociopolitical movements. Numerous organizations were established during this period, including the Friend-in-Need Society (1858), Prathana Samaj (1864), Satya Shodhan Samaj (1873), Arya Samaj (1875), the National Council for Women in India (1875), and the Indian National Conference (1887).

The Societies Registration Act (SRA) was approved in 1860 to confirm the legal status of the growing body of nongovernment organizations (NGOs). The SRA continues to be relevant legislation for NGOs in India, although most state governments have enacted amendments to the original version. Christian missionaries active in India at this time directed their efforts toward reducing poverty and constructing hospitals, schools, roads, and other infrastructure. Meanwhile, NGOs focused their efforts on education, health, relief, and social welfare. A firm foundation for secular voluntary action in India was not laid until the Servants of India, a secular NGO, was established in 1905. Mahatma Gandhi's return to India in 1916 shifted the focus of development activities to economic selfsufficiency. His Swadeshi movement, which advocated economic self-sufficiency through small-scale local production, swept through the country. Gandhi identified the root of India's problem as the poverty of the rural masses and held that the only way to bring the nation to prosperity was to develop the villages'

self-reliance based on locally available resources. He also believed that voluntary action, decentralized to gram panchayats (village councils), was the ideal way to stimulate India's development. Gandhi reinvigorated civil society in India by stressing that political freedom must be accompanied by social responsibility. After independence, the Government of India increased its presence in social welfare and development but recognized the potential for civil society to supplement and complement its efforts. The first Five-Year Plan stated, "Any plan for social and economic regeneration should take into account the services rendered by these agencies and the state should give them maximum cooperation in strengthening their efforts."

## CHAPTER - 2

### 2.1 REVIEW OF LITERATURE

The rapid development of the non-governmental sector occurred in Western countries as a result of the restructuring of the welfare state. Globalization of that process occurred after the fall of the communist system, and was an important part of the Washington Consensus. Twentieth-century globalization increased the importance of NGOs.

Studies of fundraising techniques may vary one aspect of an appeal in order to observe donor behaviors such as participation or size of donation. In this section, we include the category that are prominent in both the collected experimental literature and in fundraising practice i.e., usage of images and messages.

Cao & Jia (2017) found that sad images versus happy images garner stronger donation intentions among participants who were less involved with the charity, but the reverse was true for highly involved participants. This suggests that committed donors are more able to think through a problem and need of beneficiaries, and hence happy images make committed donors feel their donation is making a difference.

Chou & Murnighan (2013) found that using a “loss message” (e.g., your action can “prevent a death” – which is still an outcome of positive action) is more likely to increase intentions to volunteer and donate than a positive message (e.g., your action can “save a life”).

In summary, these studies highlight the cognition discontinuity among donors making a decision to give based on seeing images of beneficiaries. At one level, donors like to see children in a positive light; but they may donate to a sad faced child if that image induces sadness and guilt.

Attribution also plays a role in how messages are perceived. Across experiments, Zagefka, Noor, Brown, de Moura, & Hothrow (2011) found that more donations are given to victims of natural disasters than to those affected by human-caused disasters, such as genocide, because donors feel that natural disasters could happen to anyone, and that the victim has no blame in the situation.

Västfjäll et al. (2014) re-tests the findings by designing different experiments testing one or more components together, and finds that affective feeling toward a charitable cause is highest when the victim is single. They argue that as the number of victims increases, donors feel their contribution will be less impactful.

However, in a different study by Soyer & Hogarth (2011), donations increased with the number of potential beneficiaries, but at a decreasing rate. It seems that there is more to learn about this phenomenon, as we try to understand the circumstances that affect readers' perceptions.

Donors seem to have internal reference points, to which suggestions are compared: ask too little or too much, and the request will not be persuasive (De Bruyn & Prokopec, 2017).

Fundraisers can use the last gift received for guidance in establishing the Zollo, L., Laudano, M.C., Boccardi, A. and Ciappei, C. (2019), "From governance to organizational effectiveness: the role of organizational identity and volunteers' commitment", *Journal of Management and Governance*, Vol. 23 No. 1, pp. 111-137.

Theunis, S. (1992), *Non-governmental Development Organizations of Developing Countries. And the South Smiles*, Kluwe Academic Publishers, The Netherlands.

Pope, J.A., Isely, E.S. and Asamoah-Tutu, F. (2009), "Developing a marketing strategy for non profit organizations: an exploratory study", *Journal of Nonprofit & Public-Sector Marketing*, Vol. 21 No. 2, pp. 184-201.

Introducing any default may also distract from other positive information about the charity that is included within the appeal (Goswami & Urminsky, 2016). It should also be noted that donors' giving standards – expectations about appropriate donation amounts – vary across different methods of solicitation, such as door-to-door or direct mail (Wiepking & Heijnen, 2011).

## **CHAPTER – 3**

### **3.1. RESEARCH METHODOLOGY:**

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

### **3.2 RESEARCH DESIGN:**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

#### **3.2.1 Descriptive research design:**

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

### **3.3 SAMPLING TECHNIQUE:**

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

#### **3.3.1 Non-probability sampling:**

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

### **3.3.2. Convenience sampling:**

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

## **3.4 SOURCE OF DATA:**

Source of data begins with figuring out what sort of data is needed, followed by the collections of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of source of data are:

### **3.4.1. Primary data:**

The primary data for this study was collected through questionnaire.

### **3.4.2. Secondary data:**

Secondary data was collected from external sources like websites, journals etc.

## **3.5 STRUCTURE OF THE QUESTIONNAIRE:**

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The questionnaire was divided into two sections. First part was designed to know the general information about the public and the second part contained the respondent's experience and opinions about NGO.

## **3.6 SAMPLE SIZE:**

The sample size for the project had a target of 50-60 participants. The fixed target of the sampling size has been achieved as a total number of respondents for the survey questionnaire was 63. Total of 63 responses helped the project to analyse more response and it helped to derive a conclusion regarding the reason for lack of volunteers for fundraising.

## **3.7 PERIOD OF STUDY:**

The period of study is from January 2022 to March 2022 which is 3 month of study.

### **3.8 HYPOTHESIS / ANALYTICAL TOOLS:**

Percentage analysis tool was used to present the pie chart representing the percentage of public opinion toward volunteering. Alternative hypothesis ( $H_a$  or  $H_1$ ) has been implemented in finding the outcome of this research. It is one in which a difference between two or more variables is anticipated, that is the observed pattern of the data is not due to a chance occurrence.

## CHAPTER - 4

### DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

#### 4.1 PERCENTAGE ANALYSIS:

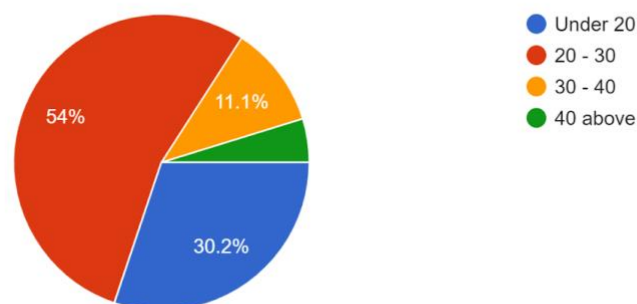
**Table 4.1.1. Age of the respondents**

| AGE          | NO.OF RESPONDENTS | PERCENTAGE  |
|--------------|-------------------|-------------|
| Under 20     | 19                | 30.2%       |
| 20 – 30      | 34                | 54%         |
| 30 – 40      | 7                 | 11.1%       |
| 40 above     | 3                 | 4.7%        |
| <b>Total</b> | <b>63</b>         | <b>100%</b> |

#### Interpretation:

From the above table it is interpreted 30.2% of respondents are under 20 and 54% of respondents are of age group 20 – 30 and 11.1% of respondents belong to the age group 30 – 40 and 4.7% of respondents are 40 above.

2. What is your age?  
63 responses



**Fig: 4.1.1. Age of the respondents**

#### Inference:

Majority of (54%) respondents in my questionnaire belong to age group 20 – 30.

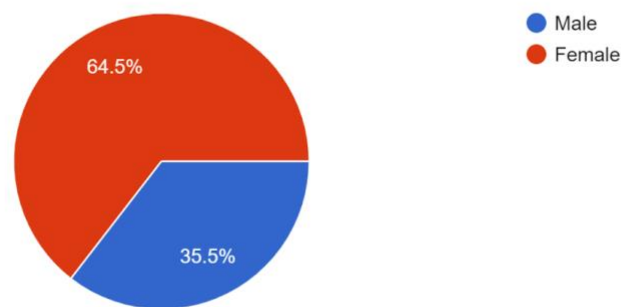
**Table 4.1.2. Gender of the respondents**

| GENDER       | NO. OF RESPONDENTS | PERCENTAGE |
|--------------|--------------------|------------|
| Male         | 22                 | 35.5%      |
| Female       | 40                 | 64.5%      |
| <b>Total</b> | 62                 | 100%       |

**Interpretation:**

From the above table it is interpreted that 64.5% of respondents are female and 35.5% of respondents are male.

3. What is your gender?  
62 responses



**Fig: 4.1.2. Gender of the respondents**

**Inference:**

Majority (64.5%) of respondents are female.

**Table 4.1.3. Occupation of the respondents**

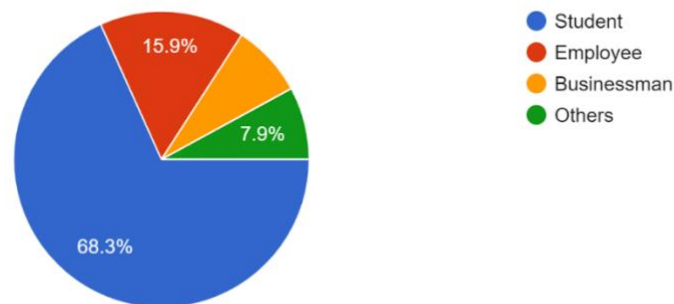
| OCCUPATION   | NO. OF RESPONDENTS | PERCENTAGE |
|--------------|--------------------|------------|
| Student      | 43                 | 68.3%      |
| Employee     | 10                 | 15.9%      |
| Businessman  | 5                  | 7.9%       |
| Others       | 5                  | 7.9%       |
| <b>Total</b> | 63                 | 100%       |

### Interpretation:

From the above table it is interpreted that 68.3% of respondents are students and 15.9% of respondents are employees and 7.9% are businessman and 7.9% of respondents are doing other works.

4. What is your occupation ?

63 responses



**Fig:4.1.3. Occupation of the respondents**

### Inference:

Majority (68.3%) of respondents are students.

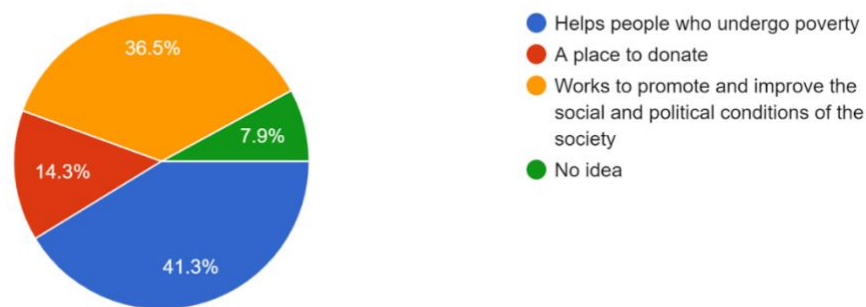
**Table 4.1.4 Respondents basic thought about NGO**

| OPTIONS                                                                         | NO.OF RESPONDENTS | PERCENTAGE  |
|---------------------------------------------------------------------------------|-------------------|-------------|
| Helps people who undergo poverty                                                | 26                | 41.3%       |
| A place to donate                                                               | 9                 | 14.3%       |
| Works to promote and improve the social and political conditions of the society | 23                | 36.5%       |
| No idea                                                                         | 5                 | 7.9%        |
| <b>Total</b>                                                                    | <b>63</b>         | <b>100%</b> |

### Interpretation:

From the above table it is interpreted that 41.3% of respondents chooses NGO helps people who undergo poverty and 14.3% of respondents said it is a place to donate and 36.5% of respondent chooses it works to promote and improve the social and political conditions of the society and 7.9% of respondents chosen no idea.

5. What do you think about NGO ?  
63 responses



**Fig: 4.1.4. Respondents basic thought about NGO**

### Inference:

Majority (41.3%) of respondent chooses NGO helps people who undergo poverty.

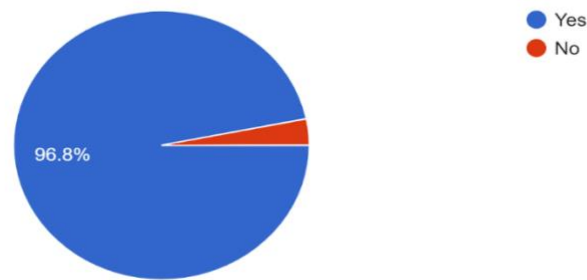
**Table 4.1.5 Need for NGO's**

| OPTIONS      | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Yes          | 61                 | 96.8%       |
| No           | 2                  | 3.2%        |
| <b>Total</b> | <b>63</b>          | <b>100%</b> |

### Interpretation:

From the above table it is interpreted that 96.8% of respondents said yes there is a need for NGO's and 3.2% of respondents said no.

6. Do you think there is really a need for NGO'S  
63 responses



**Fig: 4.1.5. Need for NGO's**

**Inference:**

Majority (96.8%) of respondents thought there is really a need for NGO's.

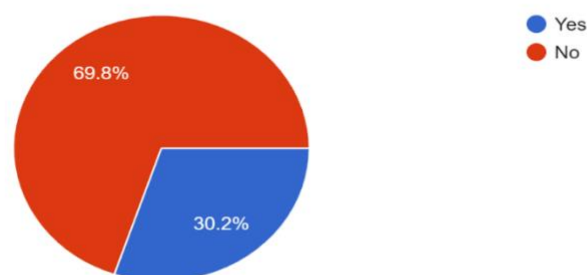
**Table 4.1.6 Volunteering Experience**

| OPTIONS      | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Yes          | 19                 | 30.2%       |
| No           | 44                 | 69.8%       |
| <b>Total</b> | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 30.2% of respondents have volunteering experience and 69.8% of respondents have not yet tired volunteering.

7. Have you ever volunteered ?  
63 responses



**Fig: 4.1.6. Volunteering Experience**

**Inference:**

Majority (69.8%) of respondents have no volunteering experience.

**Table 4.1.7 Reason why respondent haven't tried volunteering**

| OPTIONS                            | NO.OF RESPONDENTS | PERCENTAGE  |
|------------------------------------|-------------------|-------------|
| Inadequate information about NGO's | 16                | 31.4%       |
| Lack of time                       | 18                | 35.3%       |
| Not been paid                      | 3                 | 5.8%        |
| Not interested                     | 14                | 27.5%       |
| <b>Total</b>                       | <b>51</b>         | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 31.4% of respondents chosen there is no adequate information about NGO's and 35.3% of respondents said due to lack of time they haven't tried volunteering and 5.8% of respondents feels volunteering is not been paid and 27.5% of respondents are not interested in volunteering activities.

9. If no why haven't you tried volunteering  
51 responses

**Fig:4.1.7. Reason why respondent haven't tried volunteering****Inference:**

According to the respondents opinion majority (35.3%) of them chosen lack of time as a major issue about volunteering.

**Table 4.1.8 Number of respondents in visiting NGO**

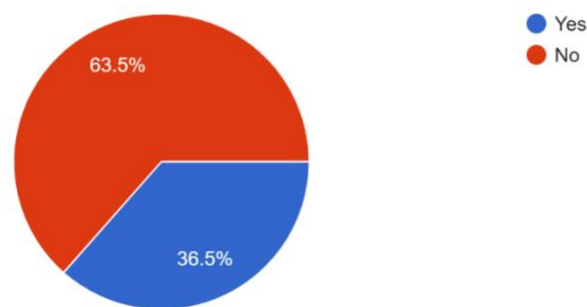
| OPTIONS      | NO. OF RESPONDENTS | PERCENTAGE |
|--------------|--------------------|------------|
| Yes          | 23                 | 36.5%      |
| No           | 40                 | 63.5%      |
| <b>Total</b> | 63                 | 100%       |

**Interpretation:**

From the above table, it is interpreted that 36.5% of respondents have visited NGO's and 63.5% of respondents have not visited any NGO's.

10. Have you ever visited any NGO'S ?

63 responses



**Fig: 4.1.8. Number of respondents in visiting NGO**

**Inference:**

Majority (63.5%) of respondents haven't visited NGO.

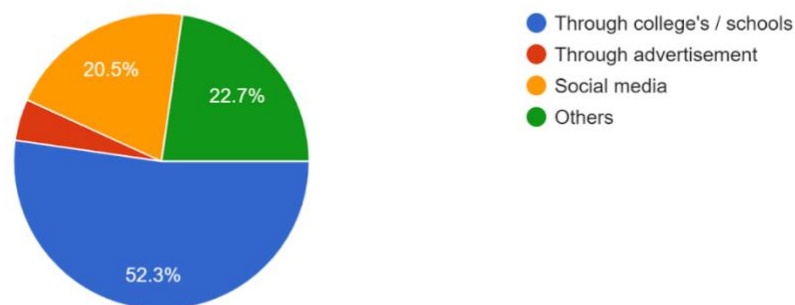
**Table 4.1.9 Platforms where respondent recognized NGO's**

| OPTIONS                     | NO. OF RESPONDENTS | PERCENTAGE |
|-----------------------------|--------------------|------------|
| Through college's / schools | 23                 | 52.3%      |
| Through advertisement       | 2                  | 4.5%       |
| Social media                | 9                  | 20.5%      |
| Others                      | 10                 | 22.7%      |
| <b>Total</b>                | 44                 | 100%       |

### Interpretation:

From the above table, it is interpreted that 52.3% of respondents came to know about the NGO through college's and schools and 4.5% of respondents through advertisements and 20.5% of respondents recognized the NGO through social media and 22.7% of respondents through others.

11. If yes how do you came to know about that NGO ?  
44 responses



**Fig: 4.1.9. Platforms where respondent recognized NGO's**

### Inference:

Majority (52.3%) of respondents recognized NGO through college's and schools.

**Table 4.1.10 Donation in NGO**

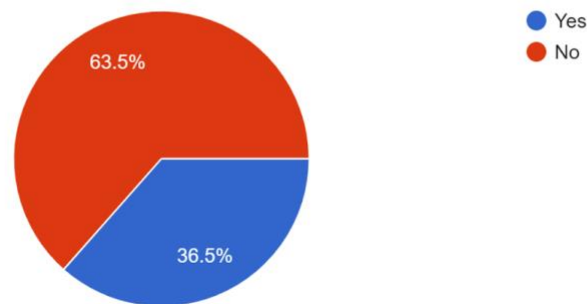
| OPTION       | NO.OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| Yes          | 23                | 36.5%      |
| No           | 40                | 63.5%      |
| <b>Total</b> | 63                | 100%       |

### Interpretation:

From the above table, it is interpreted that 36.5% of respondents have donated in NGO's and 63.5% of respondents haven't donated.

12. Have you ever donated in NGO ?

63 responses



**Fig: 4.1.10. Donation in NGO**

**Inference:**

Majority (63.5%) of respondents have not donated in any NGO.

**Table 4.1.11 Reason why respondents haven't tried donating**

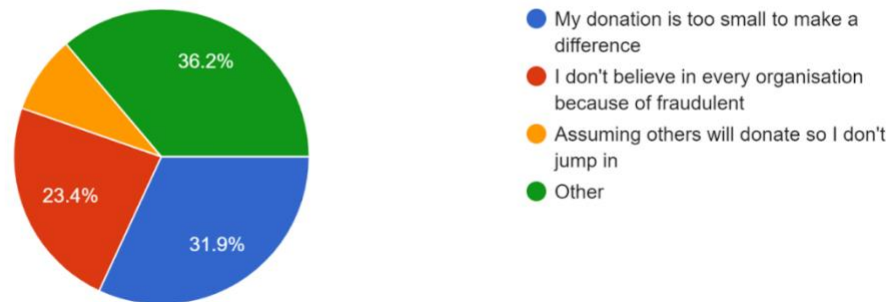
| OPTION                                                      | NO. OF RESPONDENTS | PERCENTAGE  |
|-------------------------------------------------------------|--------------------|-------------|
| My donation is too small to make a difference               | 15                 | 31.9%       |
| I don't believe in every organisation because of fraudulent | 11                 | 23.4%       |
| Assuming others will donate so I don't jump in              | 4                  | 8.5%        |
| Others                                                      | 17                 | 36.2%       |
| <b>Total</b>                                                | <b>47</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 31.9% of respondents think that their donation is too small to make a difference so they don't donate and 23.4% of respondents say because of fraudulent they won't donate in every organisation and 8.5% of respondents assume others will donate so they don't jump in and 36.2% of respondents have other reasons.

13. If no why haven't you tried donating ?

47 responses



**Fig: 4.1.11. Reason why respondents haven't tried donating**

**Inference:**

Majority (36.2%) of respondent have other reasons

**Table 4.1.12 Hardest thing about volunteering**

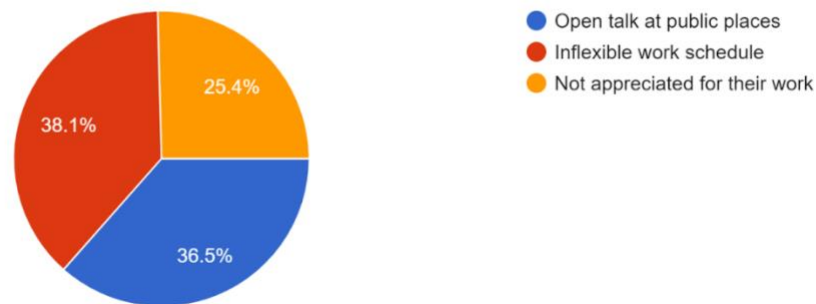
| OPTION                         | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------------------------|--------------------|-------------|
| Open talk at public places     | 23                 | 36.5%       |
| Inflexible work schedule       | 24                 | 38.1%       |
| Not appreciated for their work | 16                 | 25.4%       |
| <b>Total</b>                   | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 36.5% of respondents felt open talk at public places could be the hardest about volunteering and 38.1% of respondents said inflexible work schedule will be hardest about volunteering and 25.4% of respondents chosen not being appreciated for their work could be the hardest.

14. What are the things that you feel hardest about volunteering ?

63 responses



**Fig: 4.1.12. Hardest thing about volunteering**

**Inference:**

Majority (38.1%) of respondents felt inflexible work schedule could be the hardest in volunteering.

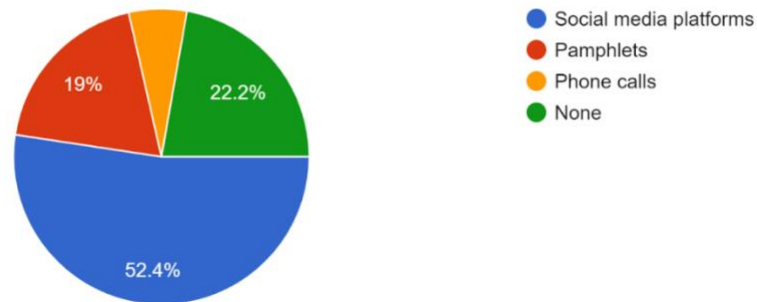
**Table 4.1.13 Advertisement of NGO's noticed by respondents**

| OPTION                | NO. OF RESPODENTS | PERCENTAGE  |
|-----------------------|-------------------|-------------|
| Social media platform | 33                | 52.4%       |
| Pamphlets             | 12                | 19%         |
| Phone calls           | 4                 | 6.4%        |
| None                  | 14                | 22.2%       |
| <b>Total</b>          | <b>63</b>         | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 52.4% of respondents noticed advertisements about NGO's through social media platform and 19% of respondents through pamphlets and 6.4% of respondents have experienced phone call advertisements about NGO's and 22.2% of respondents has not yet noticed advertisement about NGO's through any of the above platforms.

15. Have you come across any advertisements of NGO'S ? Where do you noticed it ?  
63 responses



**Fig: 4.1.13 Advertisement of NGO's noticed by respondents**

**Inference:**

Majority (52.4%) of respondents noticed NGO's advertisement through social media platforms.

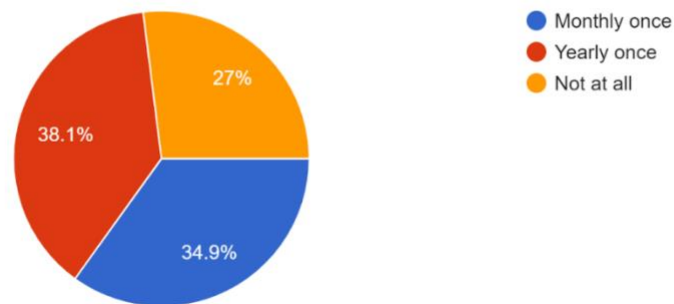
**Table 4.1.14 Advertisements of NGO's**

| OPTION       | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Monthly once | 22                 | 34.9%       |
| Yearly once  | 24                 | 38.1%       |
| Not at all   | 17                 | 27%         |
| <b>Total</b> | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 34.9% of respondents receive advertisements once in a month and 38.1% of respondents receive yearly once and 27% of respondents never receive advertisements of NGO's.

16. How often do you receive advertisements about NGO'S  
63 responses



**Fig: 4.1.14. Advertisement of NGO's**

**Inference:**

Majority (38.1%) of respondents receive NGO's advertisement once in a year.

**Table 4.1.15 Idea about the donation among respondents**

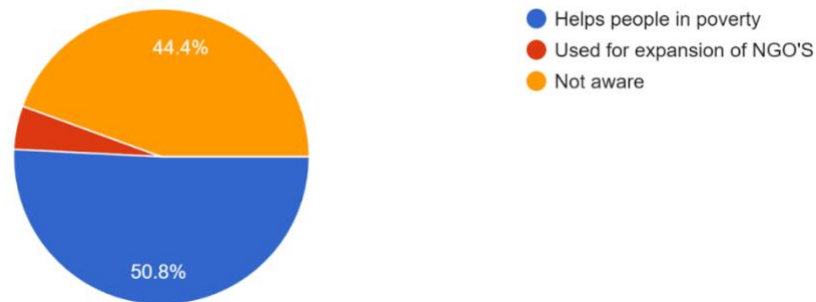
| OPTION                      | NO.OF RESPONDENT | PERCENTAGE |
|-----------------------------|------------------|------------|
| Helps people in poverty     | 32               | 50.8%      |
| Used for expansion of NGO's | 3                | 4.8%       |
| Not aware                   | 28               | 44.4%      |
| <b>Total</b>                | 63               | 100%       |

**Interpretation:**

From the above table, it is interpreted that 50.8% of respondents said the donated money helps people in poverty and 4.8% of respondents said it is used for the expansion of NGO's and 44.4% of the respondents are not aware of the donated money in NGO's.

17. Do you have any idea about the donated money in NGO ?

63 responses



**Fig: 4.1.15. Idea about the donation among respondents**

**Inference:**

Majority (50.8%) of respondents said the money that is donated in NGO, helps the people who suffer from poverty.

**Table 4.1.16 Hindrance of not being aware of the donated money**

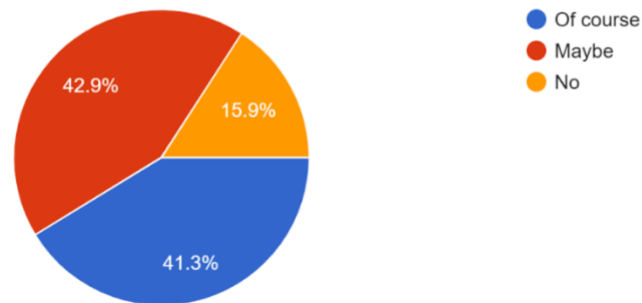
| OPTION       | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Of course    | 26                 | 41.2%       |
| Maybe        | 27                 | 42.9%       |
| No           | 10                 | 15.9%       |
| <b>Total</b> | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 41.2% of respondents said of course being not aware of the donated money could be an disadvantage for fundraising in NGO's and 42.9% of respondents felt maybe it will be an hindrance in fundraising and 15.9% of respondents said no it won't be an disadvantage for NGO's.

18. Do you think being not aware of the donated money (what the money happens after donated) would be an disadvantage for NGO'S in fundraising ?

63 responses



**Fig: 4.1.16. Hindrance of not being aware of the donated money**

#### **Inference:**

Majority (42.9%) of respondents felt maybe being not aware of the money we donated in NGO's (what happens after we donated, where the money is used) could be an disadvantage for fundraising in NGO's.

**Table 4.1.17 Volunteering work in NGO**

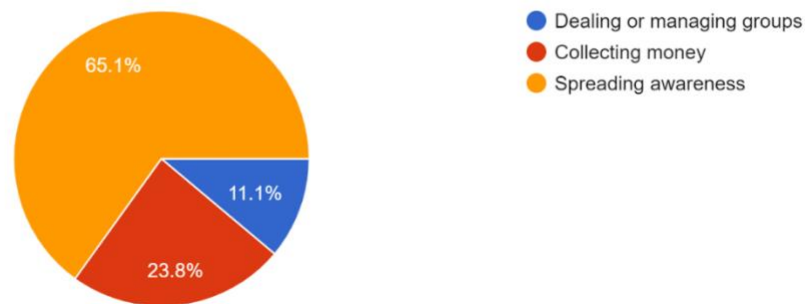
| OPTION                     | NO. OF RESPONDENTS | PERCENTAGE  |
|----------------------------|--------------------|-------------|
| Dealing or managing groups | 7                  | 11.1%       |
| Collecting money           | 15                 | 23.8%       |
| Spreading awareness        | 41                 | 65.1%       |
| <b>Total</b>               | <b>63</b>          | <b>100%</b> |

#### **Interpretation:**

From the above table it is interpreted that 11.1% of respondents said volunteering work is about dealing or managing groups and 23.8% of respondents chosen colleting money is the work of volunteering and 65.1% of respondents chosen spreading awareness as the work played by volunteering.

19. What do you think about the work performed by the volunteers of NGO's ?

63 responses



**Fig: 4.1.17. Volunteering work in NGO**

**Inference:**

Majority (65.1%) of respondents chosen spreading awareness as the work done by volunteering.

**Table 4.1.18 Contribution made by volunteers to the society**

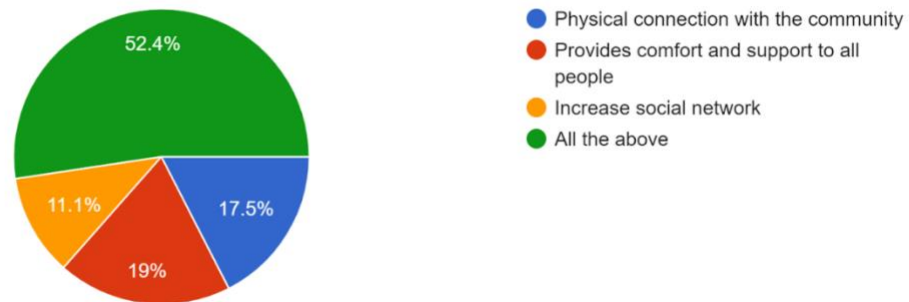
| OPTION                                     | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------------------------------------|--------------------|-------------|
| Physical connection with the community     | 11                 | 17.5%       |
| Provides comfort and support to all people | 12                 | 19%         |
| Increase social network                    | 7                  | 11.1%       |
| All the above                              | 33                 | 52.4%       |
| <b>Total</b>                               | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 17.5% of respondents chosen volunteering build a good physical connection with the community and 19% of respondents felt volunteers provides comfort and support to all people and 11.1% of respondents thought volunteers increase social network and 52.4% of respondents chosen all the above options is a contribution made by volunteers for better society.

20. What do you think about the contribution made by the volunteers to the society ?

63 responses



**Fig: 4.1.18. Contribution made by volunteers to the society**

**Inference:**

Majority (52.4%) of respondents chosen all the above option is an contribution made by volunteers to the society.

**Table 4.1.19 Volunteering builds a better society**

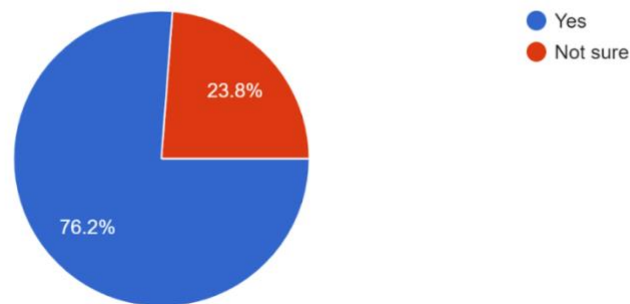
| OPTION       | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Yes          | 48                 | 76.2%       |
| Not sure     | 15                 | 23.8%       |
| <b>Total</b> | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table it is interpreted that 76.2% of respondents chosen volunteering helps to build a better society and 23.8% of respondents are not sure about this idea.

21. Do you think volunteering can help to build a better society ?

63 responses



**Fig: 4.1.19. Volunteering builds a better society**

**Inference:**

Majority (76.2%) of respondents chosen yes, volunteering helps to build a better society.

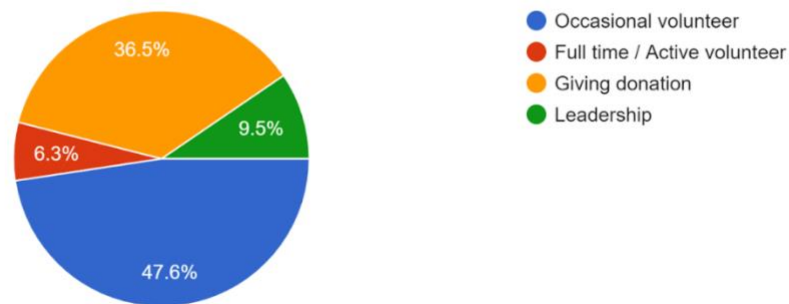
**Table 4.1.20 Preferred roles of volunteering by respondents**

| OPTION                       | NO. OF RESPONDENTS | PERCENTAGE  |
|------------------------------|--------------------|-------------|
| Occasional volunteers        | 30                 | 47.6%       |
| Full time/ active volunteers | 4                  | 6.4%        |
| Giving donation              | 23                 | 36.5%       |
| Leadership                   | 6                  | 9.5%        |
| <b>Total</b>                 | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 47.6% of respondents chosen occasional volunteers as their preferred role in volunteering and a least of 6.4% respondents chosen full time or active volunteering and 36.5% of respondents accepted giving donation as their preferred role and 9.5% of respondents chosen leadership.

22. If you are willing to volunteer, which role you prefer to contribute to the organisation ?  
63 responses



**Fig: 4.1.20. Preferred roles of volunteering by respondents**

**Inference:**

Majority (47.6%) of respondents haven't shown interest in volunteering they only accepted giving donation as their preferred role.

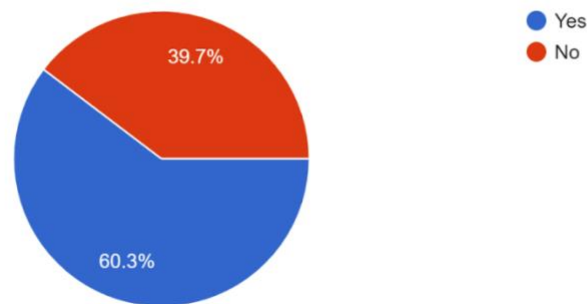
**Table 4.1.21 Recommendation about donating**

| OPTION       | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Yes          | 38                 | 60.3%       |
| No           | 25                 | 39.7%       |
| <b>Total</b> | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that majority 60.3% of respondents have suggested about donating to their friends, families and co- workers and 39.7% of respondents have not ever recommended about donation.

23. Have you ever recommended about donating to your friends, families & co-workers ?  
63 responses



**Fig: 4.1.21. Recommendation about donating**

**Inference:**

Majority (60.3%) of respondents have suggested about donating in their surroundings.

**Table 4.1.22 Recognition that volunteers should receive as a reward**

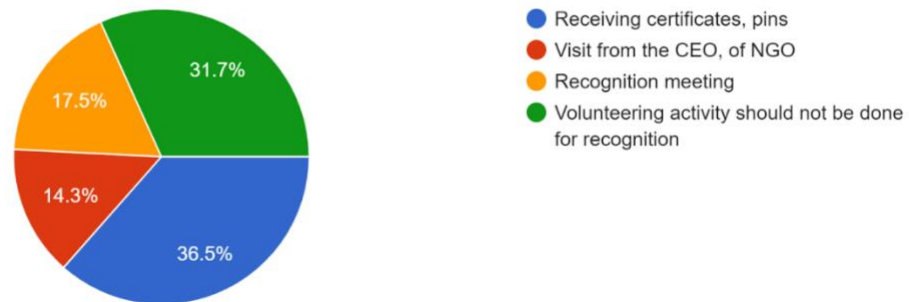
| OPTION                                                   | NO. OF RESPONDENTS | PERCENTAGE  |
|----------------------------------------------------------|--------------------|-------------|
| Receiving certificates, pins                             | 23                 | 36.5%       |
| Visit from the CEO, of NGO                               | 9                  | 14.3%       |
| Recognition meeting                                      | 11                 | 17.5%       |
| Volunteering activity should not be done for recognition | 20                 | 31.7%       |
| <b>Total</b>                                             | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 36.5% of respondent chosen volunteers should receive certificates and pins and 14.3% of respondents selected visit from CEO as their reward and 17.5% of respondents thought a recognition meeting should be conducted for appreciating the volunteers and 31.7% of respondents suggested that volunteering activity should not be done for recognition.

24. What recognition do you think the volunteers should receive ?

63 responses



**Fig: 4.1.22. Recognition that volunteers should receive as a reward**

**Inference:**

Majority (36.5%) of respondents selected receiving certificates, pins are the recognition that volunteers should receive.

**Table 4.1.23 Growth of NGO in society**

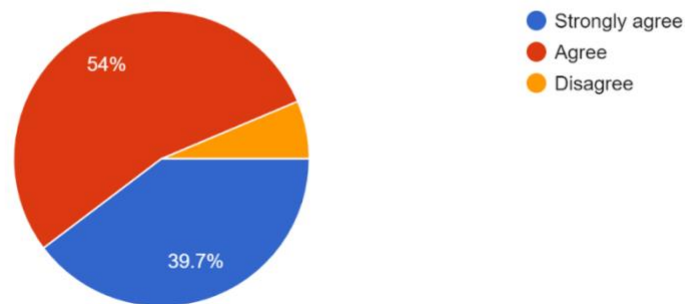
| OPTION         | NO. OF RESPONDENTS | PERCENTAGE  |
|----------------|--------------------|-------------|
| Strongly agree | 25                 | 39.7%       |
| Agree          | 34                 | 54%         |
| Disagree       | 4                  | 6.3%        |
| <b>Total</b>   | <b>63</b>          | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 39.7% of respondents strongly agree that growth in the NGO has a good impact on the society and 54% of respondents agree with this statement and a least of 6.3% of respondents disagreed the statement.

25. Do you agree that growth in NGO has good impact on the society ?

63 responses



**Fig: 4.1.23. Growth of NGO in society**

**Inference:**

Majority of 54% of respondents agree that growth in NGO has a good impact on the society.

**Table 4.1.24 Respondents willingness to donate when they get detailed information**

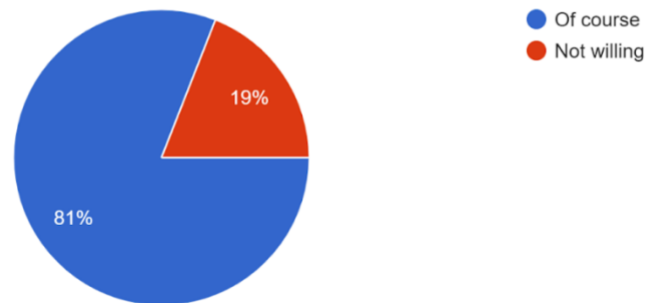
| OPTION       | NO. OF RESPONDENTS | PERCENTAGE |
|--------------|--------------------|------------|
| Of course    | 51                 | 81%        |
| Not willing  | 12                 | 19%        |
| <b>Total</b> | 63                 | 100%       |

**Interpretation:**

From the above table, it is interpreted that 81% of the respondents are willing to donate more if they get detailed information about the donated money and 19% of respondents are not willing to donate even they get the information's.

26. Will you donate more if NGO'S provide detailed information about the money you donated (to whom it has been used?, where it is used?)

63 responses



**Fig: 4.1.24. Respondents willingness to donate when they get detailed information**

**Inference:**

Majority (81%) of respondents are willing to donate more when they are provided with the information.

**Table 4.1.25 Respondents opinion on the statement**

| PARTICULARS                                 | Strongly agree     |            | Agree              |             | Disagree           |             |
|---------------------------------------------|--------------------|------------|--------------------|-------------|--------------------|-------------|
|                                             | No. of respondents | Percentage | No. of respondents | Percent age | No. of respondents | Percent age |
| Growth of NGO has good impact on society    | 31                 | 49.2%      | 23                 | 36.5%       | 9                  | 14.3%       |
| Volunteering activities should be rewarded  | 22                 | 34.9%      | 26                 | 41.3%       | 15                 | 23.8%       |
| Lack of time is major issue in volunteering | 32                 | 50.7%      | 23                 | 36.5%       | 8                  | 12.8%       |

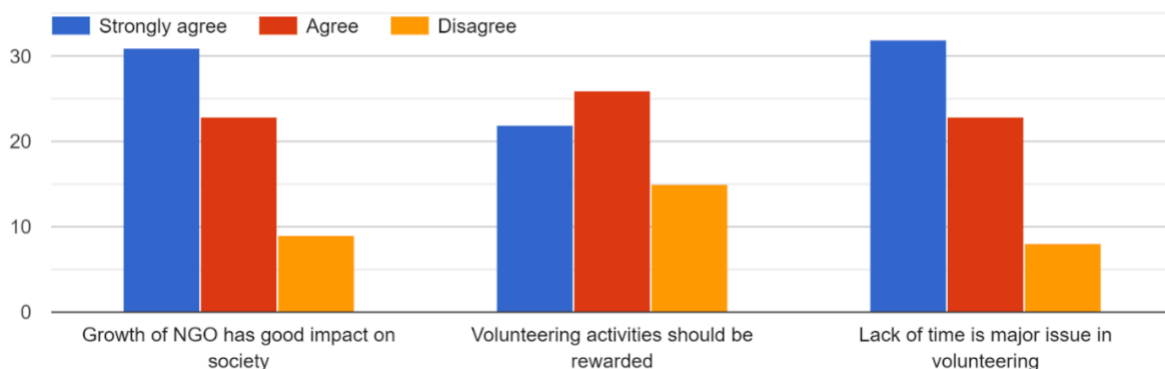
### Interpretation:

From the above table, it is interpreted that 49.2% of respondents strongly agree with the statement growth of NGO has good impact on society and 36.5% of respondents agreed with this statement and 14.3% of respondents disagreed this statement.

34.9% of respondents strongly agreed with the statement volunteering activities should be rewarded and majority of 41.3% of respondents agreed with the statement and 23.8% of respondents disagreed the statement.

Majority of 50.7% respondents strongly agreed with the statement, lack of time is the major issue in volunteering and 36.5% of respondents agreed with the statement and 12.8% of respondents disagreed the statement.

27. Do you agree/disagree with the statement provided below?



**Fig: 4.1.25. Respondents opinion on the statement**

### Inference:

Majority of (49.2%) respondents strongly agreed for the statement growth of NGO has good impact on the society. Majority of (41.2%) respondents agree with the statement volunteering activities should be rewarded. Majority of (50.7%) respondents strongly agree with the statement lack of time is the major issue in volunteering.

## 4.2 HYPOTHESIS:

The contingency table below provides the following information: the observed cells totals, (the expected cell totals) and [ the chi-square statistic for each cell ].

The chi-square statistic,  $p$ -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

| Results                                     |                   |                   |                   |  |  |                   |
|---------------------------------------------|-------------------|-------------------|-------------------|--|--|-------------------|
|                                             | Strongly agree    | Agree             | Disagree          |  |  | Row Totals        |
| Growth of NGO has good impact on society    | 31 (28.33) [0.25] | 23 (24.00) [0.04] | 9 (10.67) [0.26]  |  |  | 63                |
| Volunteering activities should be rewarded  | 22 (28.33) [1.42] | 26 (24.00) [0.17] | 15 (10.67) [1.76] |  |  | 63                |
| Lack of time is major issue in volunteering | 32 (28.33) [0.47] | 23 (24.00) [0.04] | 8 (10.67) [0.67]  |  |  | 63                |
|                                             |                   |                   |                   |  |  |                   |
|                                             |                   |                   |                   |  |  |                   |
| Column Totals                               | 85                | 72                | 32                |  |  | 189 (Grand Total) |

The chi-square statistic is 5.0787. The  $p$ -value is .27932. The result is not significant at  $p < .05$ .

## **CHAPTER – 5**

### **FINDINGS AND SUGGESTIONS**

#### **5.1 FINDINGS:**

- Majority (54%) of the respondents are age between 20 – 30.
- Majority (64.5%) of the respondents are female.
- Majority (68.3%) of the respondents are students.
- Majority (41.3%) of the respondents thought NGO is a place that helps people who undergo poverty.
- Majority (96.8%) of respondents think there is really a need for NGO's.
- Majority (69.8%) of respondents have no volunteering experience.
- Majority (35.3%) of respondents chosen lack of time as the major issue in volunteering.
- Majority (63.5%) of respondents haven't visited any NGO.
- Majority (52.3%) of respondents came to know about the NGO through college's / schools.
- Majority (63.5%) of respondents have not donated in NGO.
- Majority (36.2%) of respondents haven't tried donating because of other reasons.
- Majority (38.1%) of respondents picked inflexible work schedule is the hardest about volunteering.
- Majority (52.4%) of respondents have come across advertisements about NGO in social media platforms.
- Majority (38.1%) of respondents receive advertisement about once in a year.
- Majority (50.8%) of respondents has said the money that is donated in NGO helps people who suffer from poverty.
- Majority (42.9%) of respondents chosen maybe it would be an disadvantage for fundraising if they are not aware of the donated money.
- Majority (65.1%) of respondents spreading awareness is the work performed by the volunteers in NGO's.
- Majority (52.4%) of respondents chosen all the above options as the contribution made by the volunteers to the society.

- Majority (76.2%) of the respondents agreed that volunteering helps to build a better society.
- Majority (47.6%) of the respondents prefer occasional volunteering role.
- Majority (60.3%) of respondents have not suggested about donating.
- Majority (36.5%) of respondents picked volunteering activity should be recognized by providing certificates and pins.
- Majority (54%) of respondents agree that growth in NGO has good impact on the society.
- Majority (81%) of respondents are willing to donate more if NGO's provide detailed information about the money donated.
- Majority of (49.2%) respondents strongly agreed for the statement growth of NGO has good impact on the society.
- Majority of (41.2%) respondents agree with the statement volunteering activities should be rewarded.
- Majority of (50.7%) respondents strongly agree with the statement lack of time is the major issue in volunteering.

## **5.2 SUGGESTIONS**

- Lack of time is a common problem faced by public in volunteering, so flexible work schedules must be implemented.
- Most people are not aware of the donated money (what it happens, where it is used); some thinks that their small contribution does not make any impact, and some assumes that fraudulence might take place, so NGO's can provide detailed information about the donated money (what it happens, where it is used) to the public.
- Inadequate information about NGO's is a main hindrance faced by the public, that can be overcome by advertisements. Advertisements through social media, phone calls, pamphlets are the best and quickest way to reach out the public.
- Providing certificates or conducting recognition meeting to volunteers for their participation may boost up their interest in volunteering.

### **5.3 LIMITATION OF THE STUDY:**

In attempt to make this project authentic and reliable, every possible aspect of topic was kept in mind. The main limitations are:

- Some people are not aware what NGO actually does, which limits the effective data collection.
- Though NGO's are getting common nowadays yet I didn't have much articles for reference.
- Time constraint is the major disadvantage since the study is based on the primary data collection.

## **CHAPTER – 6**

### **SUMMARY AND CONCLUSION**

#### **6.1 CONCLUSION**

From my overall survey I have concluded that the accurate purpose of NGO's have not yet reached to its full extent. It can be surpassed by providing authentic information through advertisements, flexible work schedule for volunteers, recognition for the participations. Another solution that can be implemented is to create awareness among public about the need for NGO, and the difference that volunteers can make for a better society. Still many public have a thought that NGO is not a needed one they are not aware about the importance and youngsters are most likely to be the same.

It is confirmed that greater intrinsic motivation in volunteers causes a greater degree of positive emotions, and the greater positive emotions, in turn, lead to greater satisfaction in volunteers. Finally, it is found that a greater degree of satisfaction for the volunteer correlates with a greater intention to volunteer more and to remain as volunteers, a greater intention to recommend volunteering to others, and less intention to leave.

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## **APPENDIX (Questionnaire)**

### **A Study On Lack Of Volunteers For Fundraising In Non Government Organisation (NGO) With Reference To Chennai Region**

1. What is your name?
2. What is your age? \*
  - a) Under 20
  - b) 20 - 30
  - c) 30 - 40
  - d) 40 above
3. What is your gender? \*
  - a) Male
  - b) Female
4. What is your occupation? \*
  - a) Student
  - b) Employee
  - c) Businessman
  - d) Others
5. What do you think about NGO? \*
  - a) Helps people who undergo poverty
  - b) A place to donate
  - c) Works to promote and improve the social and political conditions of the society
  - d) No idea
6. Do you think there is really a need for NGO'S \*
  - a) Yes
  - b) No

7. Have you ever volunteered? \*

- a) Yes
- b) No

8. If no why haven't you tried volunteering

- a) Inadequate information about NGO'S
- b) Lack of time
- c) Not been paid
- d) Not interested

9. Have you ever visited any NGO'S? \*

- a) Yes
- b) No

10. If yes how do you came to know about that NGO?

- a) Through college's / schools
- b) Through advertisement
- c) Social media
- d) Others

11. Have you ever donated in NGO? \*

- a) Yes
- b) No

12. If no why haven't you tried donating?

- a) My donation is too small to make a difference
- b) I don't believe in every organisation because of fraudulent
- c) Assuming others will donate so I don't jump in
- d) Other

13. What are the things that you feel hardest about volunteering? \*

- a) Open talk at public places
- b) Inflexible work schedule
- c) Not appreciated for their work

14. Have you come across any advertisements of NGO'S? Where do you noticed it? \*

- a) Social media platforms
- b) Pamphlets
- c) Phone calls
- d) None

15. How often do you receive advertisements about NGO'S \*

- a) Monthly once
- b) Yearly once
- c) Not at all

16. Do you have any idea about the donated money in NGO? \*

- a) Helps people in poverty
- b) Used for expansion of NGO'S
- c) Not aware

17. Do you think being not aware of the donated money (what the money happens after donated) would be an disadvantage for NGO'S in fundraising? \*

- a) Of course
- b) Maybe
- c) No

18. What do you think about the work performed by the volunteers of NGO's? \*

- a) Dealing or managing groups
- b) Collecting money
- c) Spreading awareness

19. What do you think about the contribution made by the volunteers to the society? \*

- a) Physical connection with the community
- b) Provides comfort and support to all people
- c) Increase social network
- d) All the above

20. Do you think volunteering can help to build a better society? \*

- a) Yes
- b) Not sure

21. If you are willing to volunteer, which role you prefer to contribute to the organisation? \*

- a) Occasional volunteer
- b) Full time / Active volunteer
- c) Giving donation
- d) Leadership

22. Have you ever recommended about donating to your friends, families & co-workers? \*

- a) Yes
- b) No

23. What recognition do you think the volunteers should receive? \*

- a) Receiving certificates, pins
- b) Visit from the CEO, of NGO
- c) Recognition meeting
- d) Volunteering activity should not be done for recognition

24. Do you agree that growth in NGO has good impact on the society? \*

- a) Strongly agree
- b) Agree
- c) Disagree

25. Will you donate more if NGO'S provide detailed information about the money you donated (to whom it has been used? where it is used?) \*

- a) Of course
- b) Not willing

26. Do you agree/disagree with the statement provided below?

|                                                   | Strongly agree | Agree | Disagree |
|---------------------------------------------------|----------------|-------|----------|
| Growth of NGO<br>has good impact<br>on society    |                |       |          |
| Volunteering<br>activities should be<br>rewarded  |                |       |          |
| Lack of time is<br>major issue in<br>volunteering |                |       |          |