

The Benefits of Separating Charitable and Philanthropic Giving in Nonprofit Marketing

Concept Analyses and Proposal of Operational Definitions*

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What is the difference between charitable and philanthropic giving as marketing “products” for monetary donations? Concept analyses of the two words reveal that charitable giving is low-risk and urgent giving for immediate basic human needs. Philanthropic giving is various giving for a better future society. The concept analyses propose risk and timing as defining attributes of the two. A literature search reveals that the difference between the two concepts is out of focus of existing review articles. Charitable and philanthropic giving may have specific promotions that are effective in encouraging donors. For example, the Identifiable Victim Effect has much evidence in charitable giving. Legitimizing Paltry Favors has much evidence in philanthropic giving. Operational definitions of charitable and philanthropic giving are beneficial for fundraisers who must choose which promotions attract monetary donations more effectively.

Keywords: Charitable giving, philanthropic giving, charity, philanthropy, fundraising

寄付のマーケティングにおいて、「商品」としての charitable giving と philanthropic giving の2つの言葉の概念分析を行う。その結果、前者は人間の基本的なニーズに応える低リスクかつ緊急の寄付であること、後者はより良い未来社会のための多様な寄付であると示す。本稿ではリスクと時間の2つを、両概念を定義する属性として提案する。文献検索の結果、Charitable giving と philanthropic giving の差異は既存のレビュー論文の焦点から外れていることがわかった。この2つの種類の寄付には、それぞれ効果的なプロモーションがあるのかもしれない。例えば、「特定可能な被害者」効果 (IVE) は前者に、「わずかな好意の正当化 (LPF)」は後者において多くのエビデンスがある。この2つの用語の操作的定義は、どの施策が寄付募集に効果的かを判断するファンドレイザーにとって有益と思われる。

キーワード: チャリタブル・ギビング, フィランソロピック・ギビング, チャリティ, フィランソロピー, ファンドレイジング

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1. Introduction

Philanthropy is an essentially contested concept (Daly 2012). Though the definition of philanthropy is often regarded as synonymous with a “charitable donation” (Sulek 2010), much literature argues that philanthropy and charity are different (e.g., Frumkin, 2008). If there is a difference between “charitable giving” and “philanthropic giving” as the aim of monetary donations, scholars should investigate the characteristics of the two “products” when applying marketing theories in fundraising. There are at least two reasons that we should scrutinize the difference. The first reason is that a specific marketing technique might be effective in the “promotion” of charitable giving but not effective in philanthropic giving. Nonprofit marketers are always looking for effective promotions for their specific “products,” not for various products in general. Just as different nudge techniques can promote “impulsive” and “deliberative” monetary donations (Karlan et al. 2019), charitable and philanthropic giving may have effective “promotions,” respectively. The second reason is that specific segmentation of donors might show a stronger preference for philanthropic giving than for charitable giving. Just as the specific causes attract donors with specific attributions (Smrka et al. 2003; Neumayr and Handy 2019), charitable and philanthropic giving may have suitable “segmentations” to aim at in marketing. Generally, nonprofit marketers and fundraisers cannot easily change the “products,” which is the usage of the donation. If there is a difference in donor response between the products, it is the first thing that nonprofit marketers and fundraisers should know to determine their appropriate targets and promotions.

As I show in this article, charitable giving and philanthropic giving are different “products” in the monetary donation market, just as shares and bonds are different products in the financial market. The difference is related to the risk and similar to the difference between service and products (Murray 1991). Service marketing literature has produced fruitful insights for service marketers. Similarly, distinguishing philanthropic giving from charitable giving will produce implications for practitioners. This paper reviews the extant literature to clarify the difference between the two types of monetary donations in nonprofit marketing.

2. Method : Concept analysis approach

Booth et al. (2012) argue that concept analysis is a way to explicitly “seeks to define, expand and extend the theoretical

underpinnings” of target concepts (p. 17). Many researchers use concept analysis in the field of nursing (Xyrichis and Ream 2008). Since the present paper aims to clarify the concepts and apply the implications into practice, there is much to be learned from nursing, which implements medical research into reality. Fundraising is an emerging profession that requires “a formal body of knowledge based on theory and research” (Brown, 2004, p. 86), as nursing was in the past. Concept analysis works as a foundation of theoretical progress in fundraising and enables fundraisers and nonprofit marketers to communicate more straightforwardly. Among the various concept analysis methods, eight steps that Walker and Avant (2005) organized are practical. The rest of this article follows their eight steps (Table 1).

Table 1: Eight steps by Walker and Avant (2005)

Concept analysis steps	Presentation positions
1. Select a concept	2.1.
2. Determine the aims of concept analysis	2.2.
3. Identify all uses of the concept	3.1.
4. Determine the defining attributes	3.3.
5. Identify a model case	3.4.
6. Identify borderline, related, contrary, invented, and illegitimate cases	3.5.
7. Identify antecedents and consequences	3.6.
8. Define empirical referents	3.7.

Source: The author created the table from Walker and Avant (2005)

2.1. Selection of concepts to analyze

We need to break down “products” in the marketing of monetary donations into at least two categories: “charitable giving” and “philanthropic giving.” Since we are interested in monetary donations, “charity” and “philanthropy” are too broad as concepts. Indeed, “charity” often means a nonprofit organization. “Philanthropy” often includes actions without money transfer. The term “philanthropy” has a contested and broad meaning (Daly 2012), so the term “philanthropic giving” is more appropriate for specifying monetary donations to philanthropic objectives.

2.2. Determine the purpose of analyses

This concept analysis aims to establish operational definitions of two terms—charitable giving and philanthropic giving—that enable recommendable marketing strategies for each. Many authors argue the distinction between charity and philanthropy

(Frumkin 2008; Payton and Moody 2008; Phillips and Jung 2016). We will obtain a more scrutinized comparison of the two terms by this concept analyses.

3. Results

3.1. Identify the Uses of the Concepts

The number of search results shows that “charity” and “charitable giving” are more common than “philanthropy” and “philanthropic giving (Table 1).” We can find that the comparative popularities of the words. According to Ma et al. (2021), “charity” is more popular than “philanthropy” among Humanities Metaparadigm (Ma et al., 2021, Figure 4). “Charitable giving” is much more popular than “philanthropic giving” among Social Science Metaparadigm, and we cannot find the term “philanthropic giving” in the figure that visualized the knowledge structure of nonprofit and philanthropic studies. The Figure 4 by Ma et al. (2021) implies that most articles in social science describe monetary donations using the term “charitable giving.” The present study is an attempt to subdivide charitable giving based on the literature review.

Table 2. The number of search results as of August 22, 2021

	Web of Science	Google Scholar	EBSCOhost
charity	36,976	983,000	273,911
charitable giving	4,453	296,000	27,175
philanthropy	8,892	81,000	125,225
philanthropic giving	874	81,000	733

Source: Created by the author using the search result data.

As we cannot find direct definitions of “charitable giving” and “philanthropic giving” in dictionaries, I examined the definitions of “charity” and “philanthropy” in four English dictionaries (Cambridge Dictionary; Macmillan Dictionary; Merriam-Webster Dictionary Online; The New Oxford Dictionary of English) and four encyclopedia articles (Anheier 2005; de Paiva Duarte 2013; Saukko 2014; Cheek et al. 2015) to find the defining attributes of the two (See the Appendix 1 and 2). De Paiva Duarte (2013) cited the book by Visser et al. (2010) and Cheek et al. (2015) cited Gunderman (2009) to describe the definitions of the concepts. In these definitions, we can see that philanthropy is sometimes regarded as the synonym of charity.

Next, I searched review articles on “charity,” “charitable giving,” “philanthropy,” and “philanthropic giving” using the Web of Science, GoogleScholar, and EBSCOhost to determine how the two concepts are used. The literature was limited to articles published in English. I also did ancestry searches by scanning the reference list of the review articles.

3.1.1. Philanthropy/Philanthropic giving

In philanthropic studies, one widely accepted definition of philanthropy is “the private giving of time or valuables (money, security, property) for public purposes” by Salamon (1992, p10). In an academic context, the word “philanthropy” is used as an “essentially contested concept” (Daly 2012). Sulek (2010) explored the meaning of philanthropy in modern academic literature and pointed out that most scholars use the word “philanthropy” as a synonym for “charitable donations” and that there are some notable exceptions. Philanthropy is now expanding in combinations with the words such as strategic, venture, entrepreneurial, catalytic, and so forth (Phillips and Jung 2016). In a review article in public economics, philanthropy encompasses “donating time, helping a stranger, participating in a community event, and even helping one’s family members” (Andreoni & Payne, 2013, p. 5). This definition might be the broadest use of philanthropy. The term “philanthropic fundraising” is used in a review article by Lindahl and Conley (2002), and the term covers fundraising for various causes. The term “philanthropic giving” or “philanthropic gift” has been used in previous studies primarily to describe giving by corporations (Bose et al. 2017) or foundations (McClure et al. 2017). Regarding the recipient of the gift, the higher education sector tends to use “philanthropic” to describe donations to universities (McAlexander et al. 2014; Thompson and Burnett 2019). This is reasonable considering the definitions by Worth (2015) who described philanthropy as “investment in the infrastructure of society.” Indeed, philanthropic giving often benefits organizations outside the nonprofit sector such as public schools and for-profit hospitals through nonprofit affiliates that accept monetary donations (Barman 2017). According to Wright (2001), philanthropy is an increasingly commanding act in the U.S..

3.1.2. Charity/Charitable giving

In contrast, the word “charitable organizations” has a limiting connotation to be “organizations concerned with helping those

in need of food, shelter, and other necessities of life (Steinberg & Powell, 2006, p. 2).” The single word “charity” means a nonprofit organization as a legal entity in the U.K. (Anheier 2014). However, “even charities are trying to disassociate themselves from charity” because of the limiting connotations (Phillips & Jung, 2016, p. 11). A highly cited interdisciplinary review article defines charitable giving in a broad sense as “the voluntary donation of money to an organization that benefits others beyond one’s own family (Bekkers & Wiepking, 2011a, p. 925).” Notably, most charitable giving is directed to organizations in the nonprofit sector (Barman 2017). In the U.K., charity and charitable giving are the preferred terms with an egalitarian and respectful image (Wright 2001).

3.2. The distinction between charity and philanthropy

Many authors have argued the difference between the charitable effort to alleviating human suffering and the philanthropic effort to end them (Andrews 1950; Ostrower 1995; Sealander 2003; Payton and Moody 2008; Gunderman 2009; Dodgson and Gann 2020). In the third sector research context, the two concepts’ interchangeable use seems to be a problem to be solved. Steinberg and Powell (2006) mentioned that restricting the definition of philanthropy to the transfer of funds raises the question of its distinction from charity (p. 3). Payton and Moody (2008) proposed to use the word “charity” narrowly to express “acts to relieve suffering.” They use “philanthropy” as an umbrella word with broader meanings (p. 38).” Harrow (2010) pointed out that philanthropy is used as “a scaled-up form of charitable giving” in much of the literature and that the words “philanthropy” and “charity” are among several words that are used interchangeably by various people without explanation. A dictionary on nonprofit sector also differentiates charity and philanthropy (Anheier 2005). The former is “temporary relief from social problems” (p. 46) to alleviate suffering people. The latter is “a longer-term, more profound commitment to public benefit that seeks to address the roots of social problems (p. 196).” Frumkin (2008) clearly described that charity as “the uncomplicated and unconditional transfer of money or assistance to those in need with the intent of helping (p. 5).” According to him, charities have long been criticized as superficial and not adequately curative without demanding change and self-help from the poor. Another criticism of charity was that it relieves the government of a burden by taking over the work that the government should do. He insisted that self-help and opportunity creation are the

fundamental notions underlying philanthropy that differentiate it from a charity. A review article on nonprofit marketing (Sargeant and Woodliffe 2007) uses the word “giving” and “monetary donations” and does not distinguish between the two concepts.

3.2.1. Philanthropy as an investment

According to the Havens et al. (2006), the reason why major donors in the U.S. preferred to make a gift for educational causes is due to “the increasing trend in philanthropy toward donor interest in tackling the root cause of social problems rather than ameliorating them (p. 560).” Havens et al. (2006) also pointed out that “business and investment practices” (p. 560) had reshaped philanthropy. *Encyclopedia of Corporate Social Responsibility* (de Paiva Duarte 2013) and *Encyclopedia of Quality of Life and Well-Being Research* (Saukko 2014) refer to Kanter (1999) and explain that philanthropy is not just charity but a strategic business investment. This definition of philanthropy as a kind of investment is also found in a textbook for fundraisers by Worth (2015). Thus, many authors show that philanthropy is related to business and investment.

3.3. Determine the Defining Attributes

As we saw in the previous step, a part of the current literature differentiates between the two concepts. Charitable giving consists of donations for the short-term support of people in immediate need. Philanthropic giving is donations for a longer-term, scientific approach to addressing the problem’s root cause.

Now we can define charitable and philanthropic giving operationally. Compared to philanthropic giving, charitable giving is more certain to benefit the suffering people. If philanthropy is a kind of investment (Kanter, 1999; Worth, 2015), it is natural that philanthropic giving is associated with the risk of philanthropic failure (Frumkin, 2008). Therefore, risk is one of the attributes that divide charitable and philanthropic giving. Since charitable giving works as the relief for the suffering (Payton & Moody, 2008) in the short term, a longer-term monetary donation is not charitable giving but philanthropic giving. If philanthropic giving is a kind of investment, it inevitably takes time to produce a sizeable public benefit. Thus, the second defining attribute is time. Philanthropy has a broad meaning as an umbrella term (Payton and Moody 2008), so philanthropic giving should be more diverse than

charitable giving.

Using risk and time as defining attributes, we can divide monetary donations into four types, as depicted in Table 3.

Table 3. Four types of monetary donations

	Low-risk	High-risk
Short-term	Charitable giving	Philanthropic giving
Long-term	Philanthropic giving	Philanthropic giving

Source: Created by the author.

Low-risk and short-term giving belongs to charitable giving as its primary objective is to meet urgent human needs. Though the term “charitable giving” is dominant in social science (Ma et al. 2021), I propose charitable giving should be used more narrowly for monetary donations to provide immediate relief to the suffering in an almost certain manner. If a monetary donation has a high risk of philanthropic failure (Frumkin 2008) or takes a long period to produce public benefit, the donation cannot relieve the suffering. Thus, we should not call long-term or high-risk giving “charitable giving.” I propose to use the term “philanthropic giving” based on the diversity of philanthropy and its characteristic as a kind of investment. When a nonprofit organization receives a monetary donation, the organization uses the money as either charitable or philanthropic giving. This terminology highlights the trade-off relationship between immediate small benefit and long-term benefit with a risk.

The use of the term “philanthropic” will not be out of place for donors. For example, an entrepreneur who made an extraordinary gift to Harvard University’s School of Public Health calls the resource with long-term and high-risk target “philanthropic capital” (Dodgson & Gann, 2020, p. 47).

Charitable giving is often an impulsive act for donors, but this is not a defining attribute because it is an attribute of donors’ reaction to the “product,” not the product itself. Whether a donor’s decision of monetary donations is strategic or not is also unsuitable as a defining attribute. The strategic decision is on the donors’ side, so we cannot use it as the defining attribution of “products” on the organizations’ side. A longer time frame or higher risk of philanthropic giving requires nonprofit organizations to manage the uncertainty, but charitable giving also requires a strategy to deal with urgent situations that threaten immediate human needs.

3.4. Related Concepts

Once we determine the defining attributes, we can identify the related concepts of the two terms. The former is the alleviation of the suffering of the poor. The latter is “addressing the root causes of poverty to bring about permanent solutions to it and other social ills.” *International Encyclopedia of the Social and Behavioral Sciences* (Cheek et al. 2015) refers to Gunderman (2009) and points out that three paradigms of giving can be distinguished in the current academic discourse. The first one is “Egoistic Giving,” which is from a donor’s egoism. The second is “Compassionate Giving” (Charity) which aims to address immediate human needs. The last is “Scientific Giving,” which addresses the long-term improvement of the human condition with a systematic approach. Compassionate giving is related to charitable giving. Scientific giving is related to philanthropic giving.

3.5. Model and Additional Cases

Let us review the model cases of the two concepts. Sometimes there are two different ways of using monetary donations for a single cause. If a nonprofit organization uses donated money to provide water bottles to thirsty people, it is considered charitable giving. If the nonprofit uses the money to construct a well in a village, it is a philanthropic giving. Since self-help and opportunity creation is philanthropy principles (Frumkin, 2008, p. 7), the project would be more philanthropic if the nonprofit used the money to teach villagers how to construct or maintain the well. The two are not entirely separable, and there is a middle ground between typical charitable giving and typical philanthropic giving.

Typical examples of charitable giving are the “gifts made within days of the terrorist attacks of September 11, 2001, the Haitian earthquake in 2010, Hurricane Sandy in 2012, and Typhoon Haiyan in the Philippines in 2013” (Worth, 2015, p. 8). Typical examples of philanthropy are “gifts made to construct new hospitals, endow universities, or sustain museums” (Worth, 2015, p. 8).

There exist some related cases. Think about monetary donations to support COVID-19 affected students at a university. These are gifts for immediate needs of the students, but it is also a long-term investment for society. Another example is a crowdfunding campaign to sustain a community center in a financial crisis. The campaign has a short-term effect (overcoming the crisis) and a long-term effect (a better

community). Considering the above cases, although charitable and philanthropic giving often consist of contrary cases, there are ambiguous cases.

3.6. Identify Antecedents and Consequences

The antecedents of pure charitable giving are the existence of victims with immediate human needs. Of course, the assumption that monetary donations can meet the need is necessary for charitable giving. Also, the potential donors must perceive the need before charitable giving. The typical antecedents of charitable giving are news coverage of a natural disaster, a civil war, or a terrorist attack. Donors' moral identity (Hardy and Carlo 2011) becomes salient before they decide to make a charitable gift or not. Before charitable giving, it is rare for fundraisers to show off the returns to the donor in exchange for the gift. Indeed, moral preferences in monetary donations are attenuated when exchange norms are made salient (Goenka and Van Osselaer 2019).

Contrary to this, an antecedent of philanthropic giving is a person's vision who wants to address society's long-term improvement. As Bremner and Boor (1988) argued, poverty has not been philanthropy's only or even its primary concern. In philanthropic giving, the person with the vision often becomes the primary donor to realize it. Another critical antecedent of philanthropic giving is that the vision is explained to potential donors. Then, the potential donors judge the extent to which they stand to gain if the vision is realized. A study of Chinese subjects asked to rate advertisements soliciting donations for cancer research, a typical philanthropic gift. Subjects rated the advertisements in which the in-group was the beneficiary more positively (Suzuki et al. 2020). It is natural that people feel higher risk when they purchase services than goods (Murray 1991). People might search for the information of the nonprofit organization before they make a philanthropic giving.

Consequences of the two types of giving make a clear difference. After pure charitable giving, immediate human needs will be met. Worry often arises that continuous charitable giving may result in less governmental support to the needy or that the beneficiaries will rely on self-help less (Frumkin, 2008, p. 5).

After philanthropic giving, the infrastructure of society improves. Social innovation is also a possible outcome of philanthropic gifts (Dodgson and Gann 2020). Since many prestigious organizations accept philanthropic giving, an increase in the donor's social status is often followed when a major philanthropic gift is made publicly. Criticism often arises

after this kind of philanthropic gift (Odendahl 1991). Philanthropic gifts to art museums might be criticized as non-effective by the effective altruism movement (Singer 2009). Sometimes, a vision to attract philanthropic giving is political, so donors share the same political ideologies and continue supporting the same vision. For example, female donor networks support female Democrat candidates financially in congressional campaigns (Crespin and Deitz 2010).

3.7. Empirical Referents of Risk and Timing

Considering the previous discussion, I examine the empirical referents (Walker and Avant 2005) of the two concepts in previous literature on monetary donations. If there is a difference between charitable and philanthropic giving as concepts, and if risk and time are appropriate for defining the two's attributes, risk and time will affect donors' giving behavior. As time goes by, risk and ambiguity inevitably increase. However, since risk and time preferences are different (Andreoni and Sprenger 2012), I would argue these two factors separately.

3.7.1. Risk

Dictator game participants give less when there is a greater risk that their donation will have less impact (Brock et al. 2013). Unknown randomness: ambiguity also makes room for the moral wavering of potential donors. The embezzlement of donated money is one of the worst things for donors, but such risk is difficult to estimate, and it is one of the inhibitors of donor behavior (Sargeant and Woodliffe 2007). Donors tend to choose a safer strategy in giving because donors generally have regret aversion (Brest and Wolfson 2020).

Pure charitable giving is expected to be a safer choice because the gift will be used to alleviate the recipients' needs immediately. Indeed, charitable giving donors respond very sensitively to slight risk. Loewenstein and Small (2003) conducted a field experiment in a typical charity setting. Participants made a gift to the organization Habitat for Humanity to support a needy family. The participants were divided into two groups in which the family either "has been selected" or "will be selected" from the recipient list. Contributions were significantly larger when the recipient family had already been determined than when they were yet to be determined. In a laboratory experiment, Exley (2016) examined how participants evaluated the risk that donated money may not reach the American Red Cross and the risk that

the participant could not obtain the money. When there is a trade-off between money for a charity and the participants, they acted more averse to charity risk. The author called this tendency “excuse-driven responses to risk.” This concept illustrates how a slight risk in charity can be used as an excuse not to donate.

Philanthropic donors may experience a relatively higher risk that their small gift is meaningless for a philanthropic cause, making a specific “promotion” effective on this “product.” Cialdini and Schroeder (1976) experimented with fundraising for the American Cancer Society, a typical philanthropic organization. The confederates dressed as the organization’s solicitors and visited prospects for donating money. The authors found that adding a short phrase (e.g., “even a penny will help”) to a direct request nearly doubled the compliance rate without decreasing the mean donation size. This short phrase is known as a “Legitimizing Paltry Favor” (LPF), and this promotion is studied disproportionately many times in philanthropy. A meta-analytic review by Lee et al. (2016) showed comparatively more LPF experiments on medical research causes and fewer on poverty causes (See Figure 1. Experiments on non-cash donations were excluded from the graph.). There are fewer studies that demonstrate the effectiveness of LPFs on charitable giving.

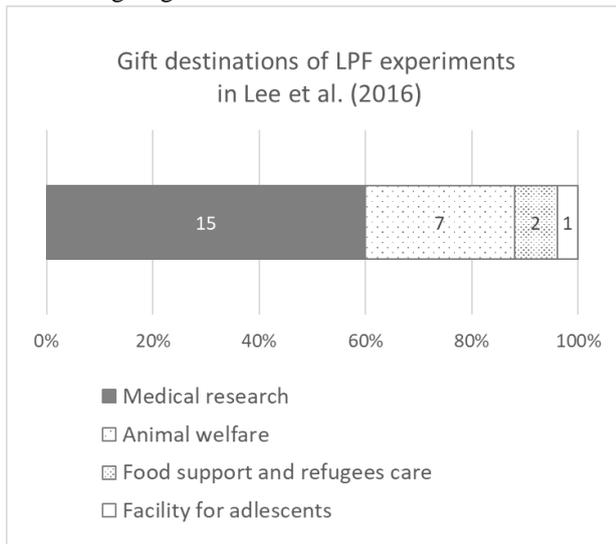


Figure 1. Experiments on the Legitimizing Paltry Favor and the gift destinations
Source: Created by the author using the reviewed articles data in Lee et al. (2016)

Categorizing animal welfare into charitable giving is questionable because charity is mainly for “human” needs. Caring for the animals leads to a better society; animal welfare can be categorized as philanthropic giving. Food support and

refugees care is undoubtedly described as charitable giving.

Contrastingly, there are fewer empirical studies on philanthropic giving in a meta-analytic review of the Identifiable Victim Effect (IVE) (Lee and Feeley 2016). IVE as a nonprofit marketing promotion is studied disproportionately many times with specific products; charitable giving such as treating the patients and feeding the poor (See Figure 2. Experiments on non-cash donations were excluded from the graph.). Contrastingly, there was only one IVE experiment that dealt with typical philanthropic giving; medical research.

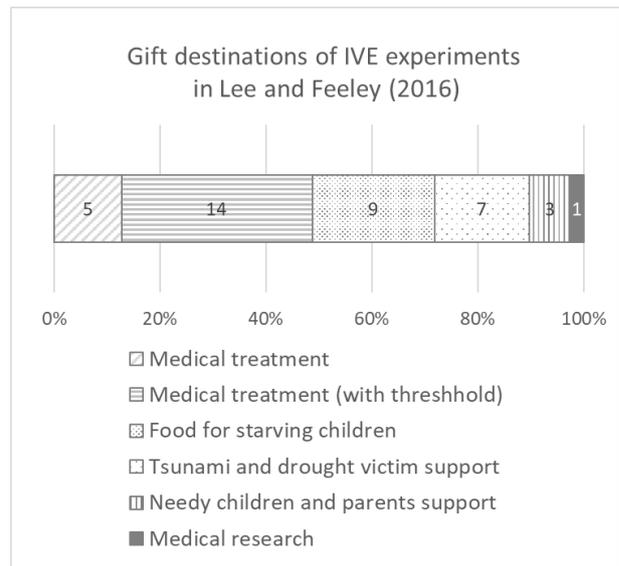


Figure 2. Experiments on the Identifiable Victim Effect and the gift destinations
Source: Created by the author using the reviewed articles data in Lee and Feeley (2016)

In IVE experiments, donations in 14 experiments were for expensive medical treatment that requires a certain amount of money to be done. These thresholds are the source of risk, so these donations are not pure charitable giving.

Major gifts are riskier for donors compared to small gifts. Philanthropic gifts are riskier than charitable gifts. Therefore, it is expected that major donors to philanthropic causes are risk-tolerant people. Indeed, according to Nwakupda (2020), major donors who make large contributions to higher educational institutions in science, technology, engineering, and math are disproportionately entrepreneurs.

3.7.2. Timing

Generally, people prefer to gain utility now than to gain it in the future. If charitable giving produces utility immediately and philanthropic giving produces utility in the future, the former

would be preferred by many people. In other words, fundraisers collecting philanthropic giving should cover this disadvantage to compete with fundraisers who collect money for immediate support.

The persuasiveness of a fundraising message is an important factor for marketers. There is a study that examined what messages were effective for near-timed (within a week) and distant-timed (within a year) donations (Tugrul & Lee, 2018). The destination of the gifts is a nonprofit organization that provides scholarships to students in Turkey. Messages that focused on the losses resulting from not donating and appealed to the feasibility of outcomes were more effective for near-timed donations. Conversely, for distant-timed donations, the message of the outcome's desirability was more effective, focusing on the gain resulting from donating.

This problem is similar to the intertemporal donation choice (Sparrow and Spaniol 2018), which examines the choice between donating a small amount now or donating a larger amount later. The authors showed that older adults are more tolerant of postponing donations than younger adults. The destination of gifts is described as "one local charity from the list of options" in this study, so it seems that there is no option such as universities or political parties. Suppose we characterize the difference between charitable and philanthropic giving as the difference in the timing of producing the public good. Are older adults also more tolerant of philanthropic giving than younger adults? The implication from this study is helpful for nonprofit marketers in considering the target audience of their fundraising. Next, let us imagine a situation in which a donation made today will take some time to generate actual public benefit. An example of this distant-timed donation is study 1D in Williams et al. (2014). They manipulated psychological distance by presenting participants with a charitable appeal for the Red Cross, focusing on potential hurricane victims either for the upcoming hurricane season (near condition) or a hurricane season 10 years later (distant condition). The result was that the temporal distance decreased donations by weakening one's emotional connection to the victims. This study implies that philanthropic fundraising has more difficulty building and maintaining an emotional connection between the donors and beneficiaries in the future. In a charity advertisement experiment, Chang and Lee (2009) examined the effect of temporal framing on behavioral intention to donate. They described the problem of child poverty as "1,250 children die each hour (short-term)" and "about 11 million children die each year (long-term)." Temporal framing alone did not cause a significant effect.

However, a short-term frame became effective when combined with a negatively framed message and picture. A longer-term frame was effective with positive framings.

Anisman-Razin and Levontin (2019) divided prosocial behavior into autonomy-oriented, which corresponded to philanthropic giving (support that is conducive to future success but not useful in the present) and dependency-oriented, which corresponds to charitable giving (support for coping with the current situation). They showed that consumers with different mindsets had different preferences. People who held the belief that personality could be trained (growth mindset) were less likely to provide dependency-oriented support than those who held the belief that personality does not change over time (fixed mindset). Beliefs mediate this relationship about the effectiveness of autonomy-oriented support. Ein-Gar and Levontin (2013) experimented with donations of time and money in a charity setting and manipulated temporal and social distances. The donors were more willing to make a charitable gift to an organization than to a recipient when there was greater temporal and social distance. The authors also demonstrated that empathy mediated charitable gifts to a single victim but did not mediate charitable organizations' gifts.

3.8. A literature search of extant review articles

Much literature above explains the significant effects of risk and timing on charitable and philanthropic giving. Next, I examine how the difference between charitable and philanthropic giving is considered in recent review articles. The overview of the review articles is called umbrella review (Aromataris et al. 2015; Booth et al. 2016). Recently, a comprehensive umbrella review regarding what works to increase donations was published by Saeri et al. (2022). This article reviews 21 meta-analyses articles found by their systematic search. Out of 21 articles, there are only four articles (Peloza and Steel 2005; Lu 2016; Butts et al. 2019; Salido-Andres et al. 2021) that use the word "charity" and "philanthropy" but all the four articles omit the definitions and distinctions of the two terms. The remaining 17 articles do not use the word "philanthropy" or "philanthropic giving," showing that social science disciplines usually do not use these words (Ma et al. 2021).

In addition to the recent meta-meta-analysis above, I search my literature database and found 11 review articles. There are three review articles (Coyne et al. 2018; Butts et al. 2019; Salido-Andres et al. 2021) that were also covered by the

meta-meta-analysis (Saeri et al. 2022). The earliest review is by Bekkers and Wiepking (2007) that overviews more than five hundred studies from various disciplines. In this review, authors define charitable giving as “the donation of money to an organization that benefits others beyond one’s own family” (Bekkers & Wiepking, 2007 p2). The same definition is used in the authors’ following article (Bekkers and Wiepking 2011a) that is cited by more than 1,300 papers. The other two review articles discuss monetary donations in a broad context of prosocial behavior (Coyné et al. 2018; Laguna et al. 2020). These four articles discuss charitable giving and philanthropic giving without distinguishing between the two, though this does not diminish the value of the articles. Systematic reviews on alumni loyalty (Iskhakova et al. 2017) and religious giving (Yasin et al. 2020) use the term “charitable giving,” not “philanthropic giving,” though monetary donations to universities or religious organizations are not “charitable” in the present research. There are two systematic reviews on fundraising media, namely social media (Di Lauro et al. 2019) and crowdfunding (Salido-Andres et al. 2021). These two articles also do not divide monetary donation into charitable and philanthropic giving. There are two review articles on the “promotion” of monetary donations. One is about social information (van Teunenbroek et al. 2020), and another is about the human tendency to help one victim more than many victims (Butts et al. 2019). These review articles also use “charitable giving” to describe monetary donations.

Thus, there is a research opportunity when researchers divide donations into the charitable and philanthropic giving because the different attributes of the two might better explain the existing result of previous studies.

3.9. Proposal of operational definitions of monetary donations

The risk and timing of monetary donations are influential factors in human giving behavior. Thus, we propose operational definitions of monetary donations by these two factors. They allow us to divide donations into four quadrants (Table 3). We can operationally define monetary donations in the second (upper left) quadrant as charitable giving and define monetary donations in the remaining quadrants as philanthropic giving. There has been much research on LPF, but we found that most of it has been on the philanthropic giving (Lee et al. 2016). We also found that much research on IVE is on charitable giving (Lee and Feeley 2016). This tendency implies an opportunity for

potentially fruitful analysis in the literature of monetary donations. To date, extant review articles found by systematic search (Saeri et al. 2022) do not address the difference between charitable and philanthropic giving. The proposed operational definition enables a more detailed product analysis in fundraising studies.

4. Conclusion

Two defining attributes constitute the main difference between charitable giving and philanthropic giving: risk and timing. Regarding the risk of giving, charitable giving has lower risk because the gift recipients are now suffering in poverty and are expected to be highly responsive to the benefits. This perception leads to the donors’ overhead (Gneezy et al. 2014) and indirectness aversion. Since philanthropy is a kind of investment, the risks are inevitable. Philanthropic organizations should have the power to realize the vision and capacity. The social benefit realized by philanthropic giving is larger than charitable giving, but it takes time. Since the time–discount rate and risk preference differ across the population, there must be a fit between philanthropic giving and a specific personality or mindset of a potential donor segment.

Fundraisers for philanthropic giving have more difficulty in making the effect of the gift tangible than charitable giving. Philanthropic organizations should therefore supplement their incentives to donate with their brand and reputation. Overall, there is a practical benefit in distinguishing between charitable and philanthropic giving. These are different products in nonprofit marketing, and each requires a specific marketing strategy to collect monetary donations effectively. More empirical evidence is required to clarify the differences between charitable and philanthropic giving. Time and risk can be used to organize operational definitions of the two, which should become the basis of further empirical studies on this crucial difference of the “products” of nonprofit marketing.

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Appendix 1. Definitions and similar concepts by English dictionaries

Definitions by Dictionaries	Charity or similar concepts	Philanthropy or similar concepts
The New Oxford Dictionary of English	Charity is “An organization set up to provide help and raise money for those in need” or “the voluntary giving of help, typically in the form of money, to those in need.”	Philanthropy is “the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.”
Cambridge Dictionary	<p>An organization whose purpose is to give money, food, or help to those who need it, or to carry out activities such as medical research that will help people in need, and not to make a profit:</p> <p>Help, especially in the form of money, given freely to people who are in need, for example because they are ill, poor, or have no home, and organizations that provide this help:</p>	<p>The activity of helping the poor, especially by giving them money:</p> <p>The giving away of money, esp. in large amounts, to organizations that help people:</p>
Macmillan Dictionary	<p>An organization to which you give money so that it can give money and help to people who are poor or ill, or who need advice and support:</p> <p>Money or food that is given to people who are poor or ill so that they can live:</p>	The belief that you should help people, especially by giving money to those who need it:
Merriam-Webster Dictionary Online	<p>1a: generosity and helpfulness especially toward the needy or suffering</p> <p>also : aid given to those in need</p> <p>1b: an institution engaged in relief of the poor</p> <p>1c: public provision for the relief of the needy</p> <p>3a: a gift for public benevolent purposes</p> <p>3b: an institution (such as a hospital) founded by such a gift</p> <p>4: lenient judgment of others</p>	<p>1: goodwill to fellow members of the human race especially : active effort to promote human welfare</p> <p>2a: an act or gift done or made for humanitarian purposes</p> <p>2b: an organization distributing or supported by funds set aside for humanitarian purposes</p>

Appendix 2. Definitions and similar concepts in the encyclopedia articles

Encyclopedia articles	Charity or similar concepts	Philanthropy or similar concepts
Dictionary of Civil Society Philanthropy and the Non-Profit Sector (Anheier, 2005)	<p>“Charity” is “the voluntary giving to those in need, which includes alms-giving, the institution or organization involved in helping the needy, as well as notions of kindness, benevolence, mercy and tolerance in judging others”</p> <p>Temporary relief from social problems to alleviate of suffering people</p>	<p>“Philanthropy” is “the use of personal wealth and skills for the benefit of specific public causes”</p> <p>A longer term, deeper commitment to public benefit that seeks to address the roots of social problems</p>
Encyclopedia of Corporate Social Responsibility (de Paiva Duarte, 2013)	<p>Derived from the Greek word philanthropos, which means “love of humankind,” philanthropy refers to charitable acts carried out to promote the good of society (Visser et al. 2007).</p>	<p>Synonym of charity</p>
Encyclopedia of Quality of Life and Well-Being Research (Saukko, 2014)	<p>Charity is seen as individual benevolence and caring; it refers to efforts to solve common social problems such as poverty. It includes, but is not limited to, helping the sick, the disabled, or the elderly and other form of humanitarian relief. It is found in all major world cultures and religions through time. Charity is not only a religious phenomenon, but it is one of the “five pillars” in Islam and central to Christian and Jewish religious teaching and practice (Anheier, 2005, p. 8). Charitable donations are gifts donated to charity by individuals or organizations. Charitable organizations can be nonprofit organizations, private foundations, or religious organizations/congregations. The donations are usually in the form of money, but can also be clothing, real estate, various equipments, and other assets or services. Volunteering is donating time to beneficial purposes, such as helping the needy.</p>	<p>Synonym of charity</p>
International Encyclopedia of the Social and Behavioral Sciences (Cheek et al., 2015)	<p>Compassionate Giving (Charity):A model of philanthropy aiming to satisfy immediate human needs</p>	<p>Referring Gunderman (2008)</p> <p>Egoistic Giving:A function of a donor’s egoism to obtain political power, social repent or satisfaction of one’s pride</p> <p>Scientific Giving:Giving to address far-reaching goals to improve systematically particular aspects of the human condition</p>