Use of Social Media in Fundraising by Vietnam Non-profit Organizations: Case Studies of *Song* Foundation and *Tro ngheo vung cao* Fund

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Abstract

There is plenty of research on how non-profit organizations use social media and how social media are utilized for fundraising. However, little research has been done on how non-profit organizations are utilizing social media for fundraising. This paper aimed to address this literature gap by analysing subjects' Facebook posts and gathering primary data through online surveys.

One hundred eighty-one posts were collected on the Facebook pages and groups of two Vietnam non-profit organizations, namely Song Foundation and Tro Ngheo Vung Cao funds. According to the "Information - Community - Action" microblogging message classification scheme of previous researchers, these posts were organized into nine categories. The two said organizations were then classified according to their Facebook function usage patterns. Song Foundation was labelled as "Information Sources," while Tro Ngheo Vung Cao funds were classified as "Promoters and Mobilizers." Online surveys conducted on 204 Facebook users showed that social media was the predominant source of information for the decision-making process of donation/volunteer for a non-profit organization.

***Keywords**: non-profit organization, social media, fundraising, Facebook*

1. Introduction

Background information on Philanthropy and Fundraising

"Philanthropy", deriving from the Ancient Greek word "Philanthrōpia", was first coined to refer to the "love of mankind", "benevolence", and "humanity" (Oxford Languages). It has existed and evolved alongside human history and has its earliest traces dating back to more than two thousand years before the Common Era. Early giving practices were regular allowances by Chinese families given to widows, orphans, and elder orphans; or one-tenth of income as a gift from the ancient Hebrews to God and the poor. The altruistic actions in ancient times, however, were mostly religiously motivated and were upon the charitable relief of individual need; thus, lacking nearly selfless giving and a solution to the root of mankind's problems(1).

National Philanthropic Trust (2016) defined today philanthropy as *"the practice of organized and systematic giving to improve the quality of human life through the promotion of welfare and social change."* It has become more organized, professional,

and global thanks to recent scientific and technological advances. In Vietnam, philanthropy is on the rise with contributions from both corporate giving and individual giving and has considerable potential for growth in the near future[2].

One term that is often mentioned with philanthropy is "Fundraising". Diverse sources have different definitions of fundraising; however, it is generally defined as the process of soliciting charitable or philanthropic giving from benefactors (individuals, businesses, charitable foundations, or governmental agencies) for a charity, cause, or another enterprise (Business Dictionary; Oxford Dictionary; Worth, 2017)[3]. Fundraising is closely associated with philanthropy. In fact, it is one of the methodologies that philanthropists use to engage benefactors in donating. In other words, if philanthropy is the end result, fundraising acts as the stimulus to yield that result [4].

Fundraising of non-profit organizations (NPOs)

According to the Internal Revenue Service, a non-profit organization (NPO) is defined as *"a business that has been granted tax-exempt status because it operates for a social cause and a public benefit. Donations made to an NPO are typically tax-deductible to individuals and businesses that make them, and the non-profit itself pays no tax on the received donations or on any other money earned through fundraising activities."*

Fundraising is no doubt integral to the health and longevity of any NPOs. It is a great opportunity for a non-profit to bring in donations and is an excellent way to raise awareness around a cause or bring in new volunteers.

Fundraising of Vietnam non-profit organizations

Since the launching of the "Doi Moi" (reform) policy in 1986, along with officially becoming a full member of the World Trade Organization in 2007, Vietnam has been more exposed to international business practices; thus, seeing a steady economic development, as well as an increment in the corporate giving and the number of newly-established domestic and international non-profit organizations[5].

Although NPOs are not clearly defined in Vietnamese law as a classifier for organizations and do not enjoy a fully unified legal and regulatory framework, they can be classified into the following forms according to the law: Social relief establishments, Social and charitable funds; Associations, Scientific and technological organizations, and International non-governmental organizations[6]
.

Philanthropic efforts in Vietnam have primarily been initiated by mass organizations, such as the Fatherland Front, Women's Union, Youth Union, and Farmers' Union, etc. In recent years, the emergence of independent NPOs has filled the gaps in meeting untouched social needs[7].

As stated by The Asia Foundation (2012), the main sources of funds donated to NPOs in Vietnam are private citizen contributions, family donations to and

volunteerism in community-based organizations located in the countryside, remittances from overseas Vietnamese living abroad, 11 corporations, and foreign funding from bilateral, multilateral, nongovernmental and private voluntary sources. Besides, NPOs raise funds from central and local government projects as well as merchandise sales and service fees.

Methods that are often employed by NPOs to raise funds are the door-to-door solicitation, gala events, TV shows, and sporting events. In recent years, local news media and social networking websites have proved their effectiveness in mobilizing individual giving, particularly among urban residents[8].

To date, much of the research relevant to the topic focused on two aspects, which will be discussed further in the Literature Review section: (1) How NPOs use social media and (2) How social media are utilized for fundraising. However, studies that demonstrate How NPOs are utilizing social media for fundraising are still in their nascent stage. This research hopes to contribute to the current knowledge base of this problem in Vietnam, whose literary works have not yet answered this question, with new empirical data from the existing NPOs in Vietnam.

2. Literature review

Social media has been widely adopted by NPOs worldwide. According to the Global NGOs Technology Report (2019), 90% of NPOs participating in the survey regularly utilize social media to engage their supporters and donors. Specifically, 84% of them choose to use Facebook as their primary social network. Therefore, it is integral to review prior literature regarding the use of social media by NPOs, as well as social media strategies used to raise funds to better understand what key findings were presented in the field.

The use of social media by non-profit organization

Prior works have looked into diverse facets in the utilization of social media. Lovejoy and Saxton (2012) proposed a well-known theoretical framework that was adopted by many publications. To understand how NPOs utilize new media in engaging with core stakeholders and the larger public, the pair initiated a "Information - Community - Action" microblogging message classification scheme and identify that content of NPOs microblogging posts often fell into the three said functions. The researchers also found that "information" and "dialogue" are two integral aspects of social media utilization that make it a strategic and interactive organizational communication and stakeholder engagement tool. While "dialogue" is also essential, "information" is believed to be the "base" form of communication for non-profits. Having a social media presence only is not enough to engage stakeholders and the general public, the type of post plays a vital role in engaging stakeholders. Findings indicated that longer posts and boosted posts are positively associated with audience engagement. In contrast, having many posts is a significant negative predictor of engagement as the audiences may consider it as news bombardment[9].

Then, there were Nah and Saxton (2012) who added insights to identify the determinants of three key facets of social media utilization, namely adoption, frequency of use, and dialogue. In other words, they aimed to understand what drives NPOs to adopt and utilize social media. Thereby, they designed and built a model which in turn brought together four key factors in social media adoption and usage outcomes: organizational communication strategies, internal organization resources and capacities, governance features, and external pressures.

A systematic literature review on how NPOs use social media for fundraising showed the benefits of using the said vehicle. The findings indicated that incremental Transparency and Accountability, Operational, Involvement and Engagement, as well as improved organizational image are the main benefits brought to NPOs through the use of social media [(10)]. Meanwhile, a study by Nguyen (2016) identified the main obstacles of social media to non-profits, specifically in Vietnam, are the threat of poverty porn, backlash, control and measure difficulty, time-consuming, and lack of experience and knowledge about social media. However, both studies agreed that a clear and effective strategy, whether focusing on generic management of social media for NPO's fundraising or on the management of some specific SM fundraising campaigns, is needed for NPOs to make full use of social media. The strategy should include a clear goal and target audience, the right social media tool, unique content that creates a dialogue with donors and other NPOs, and a plan that fits into organizational goals and objectives

The use of social media for fundraising

Researches on this aspect show the positive influence of social media on fundraising. Findings proved that NPOs who invest more in social media before a fundraising event and whose donors like and share their posts are more successful in their fundraising campaigns[(11)]. The same study also shows evidence of positive associations between fundraising success and an organization's Facebook network size (number of likes), activity (number of posts), and audience engagement (number of shares), as well as net of the effects of organizational factors including budget size, age, and program service area.

Other research distributes the fundraising success to certain types of causes that one NPO serves. It shows that online donors tend to donate to health charities that reflect immediate needs or benefits to the general public. It is also worth noting that the majority of online donations are typically small[(12)].

Laurol et al. (2019) stated that most studies in their literature review analysed publicly available social media data, but not internal social media data such as Facebook insights, etc. that might also show relationships between post reach, engagement, and target audiences, as well as inform more proactive social media strategies. The author hopes to fill the gap by attempting to obtain these internal social media data from the two NPOs that this study is going to examine.

The uses and gratifications of social media

The latest communications technology to receive attention from scholars is social media, a new form of online communication that has experienced rapid adoption and revolutionized how people and organizations communicate with one another.

There are countless choices available within the social media environment; however, the most prevalent and arguably most popular social media sites are Facebook and Twitter. Building off the concept of sociability, Chen (2011) also explored social media use and its effect upon human connectedness based on uses and gratifications theory. The principal social media analyzed in this study was Twitter, a newer entrant to the social media universe founded after Facebook and therefore has received less scholarly examination. Chen explored the capability of Twitter to satisfy the need for human connection and the gratifications acquired, which motivated users to use the medium again. The research focused on the frequency of social media use and its effect on feelings of social connectedness. In the end, he found a positive correlation between active Twitter use and social connectedness gratification.

Muntinga, Moorman, and Smit (2011) related social media use to the concept of consumer behavior, defined as online brand-related activities (COBRAs). Types of COBRAs were placed into three categories based on ascending involvement level with brand-related online content. The consuming type includes participants with minimum activity level, such as reading others' posts or downloading content from brand sites. The contributing type is a moderately active participant who comments on others' posts or engages a brand through their social media page. The creating type publishes original brand content, such as blogs about a specific product or videos, pictures, and other media related to a brand. Based on U&G, the authors propose six motivations for social media use: (1) Entertainment covers activities related to diversion from responsibility, relaxation, or cultural enjoyment, (2) Integration and social interaction covers behaviors toward affiliation with others, including family and friends, (3) Personal identity covers gratifications related to self, such as reinforcing values or gaining recognition from colleagues. (4) Information covers surveillance of events in society for the sake of knowledge and risk avoidance. (5) Remuneration covers engagement to gain future benefits or rewards. (6) Empowerment covers the exertion of influence or power over others. While the focus of this current study is not related to branding, it is evident how these motivations, as well as three levels of brand-related content, are similar to the three levels of fundamental social media engagement as posited by Shao (2009).

3. Research design and methods

The research will employ a mixed methodology combining quantitative and qualitative approaches to analyze the use of social media for fundraising by the two NPOs: Song Foundation and Tro Ngheo Vung Cao funds. Accordingly, a

qualitative thematic analysis (TA) of Facebook fan page posts and an online quantitative survey were adopted. The use of the said method is an appropriate, suitable, and desirable research design, which promises a profound and unique insight into the issue.

Thematic analysis

Thematic analysis methodology was adopted to find the common themes existing in NPOs' social media activity. Utilizing this methodology helped the author to understand (1) which themes were predominant amongst others through the frequency of use by NPOs, as well as (2) for which themes the audiences expressed their preference through comments and interactions on posts.

To solve the research questions, the author collected Facebook posts from fan pages of the two NPOs, Song Foundation and Tro Ngheo Vung Cao fund, from 2019 through 2020. Specifically, the two following campaigns were chosen after careful consideration: (a) the "Huong ve Mien Trung" campaign of Song Foundation in the last quarter of 2020, raising funds for building flood-resilient housing in Central Vietnam and (b) the 2019 "Tat Nien Com Co Thit," collecting money for organizing a New Year celebration for underprivileged students in Vietnam Highland regions, started around October 2019 and ended in January 2020. It is noteworthy that the direct fundraising appeals of the 2019 "Tat Nien Com Co Thit" happened during December 2019. However, different fundraising efforts made from October 2019 also contributed to the campaign fund. Hence, posts during the mentioned period were also included.

The final database included hand-picked 181 posts. All the posts created during the two periods of time (October 2019 to January 2020 and October 2020 to December 2020) were gathered manually from the two organizations' Facebook pages and groups to avoid missing data that may occur when using computer-based data collection tools.

Braun and Clarke's (2006) six-phase process in conducting TA was adopted. The reason for choosing this approach over others was that it was more suitable for inexperienced researchers like the author to learn and practice TA following these steps. The detailed procedure was listed in Table 1 as below:

TABLE 1 - *Braun & Clarke's (2006) six-phase process in conducting TA*

Phase
Familiarization
Generating Initial Codes
Searching for Themes
Involved Reviewing Theme
Defining and Naming themes
Producing the Report

After collating posts from given sources, the author proceeded to code the content into themes. Following Lovejoy and Saxton's coding method, the author then assigned each post with a single code from the function scheme. When two or more messages had overlapped in a post, the central message was chosen to be coded.

Online survey

An online survey was deployed to gain a better understanding of the respondents' donation behavior through NPOs and their perceptions and assessment towards communication efforts in fundraising of the organizations. The surveys were mainly conducted on the Facebook platform between May 3rd and May 15th, 2021.

Sampling method and sample size

The participants were recruited mainly on the Facebook platform. The convenience sampling method was applied when the author posted the survey link on her Facebook timeline and asked her Facebook friends to answer the survey. Several family members, friends, and acquaintances then shared the survey link to their Facebook timeline, which led to the occurrence of snowball samples. The author also deployed the voluntary response sampling method by sending a request to post her survey on NPOs' and Charities' Facebook groups with a brief description of her study.

4. Findings

This study aims to understand the use of social media for fundraising of Vietnam non-profit organizations. It aims to investigate two research questions: to explore the social media activities of the two Vietnam NPOs: Song Foundation and Tro Ngheo Vung Cao funds, and to understand the impact that social media had on the fundraising efforts of NPOs.

4.1. Sample Profile

The table presents the demographic information of the 204 respondents. From the statistics, the prominent sample portrait had the following characteristics: A female belonged to the 18 - 24 age group and was currently residing in 2 key cities of Vietnam, namely Hanoi and Ho Chi Minh. She might currently be an undergraduate/postgraduate student or an employee in a private company with the salary ranging from below 3.000.000 to 7.999.999 VND.

Of the sample for this study, 167 responses (82%) came from females, which stated that this gender identity was the predominant one, and 33 responses (16%) came from males. The left 4 respondents (2%) did not want to disclose their gender identity.

People from the 18 - 24 age group participated in the survey the most, accounting for 63% of the total responses. The 25 - 35 and over 45 age group came in second place, comprising 12% and 17% of the sample respectively. Only 7% of the responses were recorded from the 36 - 45 age group, and for the under 18 group, they only accounted for 1% of the sample size.

Most participants in this study resided in Ha Noi (67%) and Ho Chi Minh (21%). There were also participants coming from different cities and provinces of Vietnam, namely Da Nang, Binh Duong, Hai Duong, Hai Phong, Ninh Binh, Lam Dong, Phu Yen, but they only account for 10% of the total sample. The remaining two percent of the responses were from people who were currently living overseas. It is indicated from the statistics that the sample could represent Vietnam population.

When being asked about their highest completed education level, 180 participants stated that they completed undergraduate or postgraduate degree (88%), 12 graduated from college or vocational school (6%), 10 completed senior high school education (5%), and two had no educational experience (1%).

Referring to the occupation of the respondents, nearly half of them (46%) were currently in student status. The other half of them were categorized into the five following occupations: 28% (n = 58) public employee, 10% (n = 20) private employee, 11% (n = 22) self-employed/business owner, 8% (n = 8) work part-time/ unemployed, and lastly, 1% (n = 2) classified as "other."

The predominant personal income range was below 3.000.000 to 7.999.999 VND, comprising 64% of the respondents (n=137). The other two ranges: 8.000.000 - 14.999.999 VND (n=29) and Above 20.000.000 (n=20) VND were presented at the same 14% of the sample, meanwhile the 15.000.000 - 19.999.999 VND range only accounted for 5% (n=10)

The author also asked about the respondents' donation/volunteer experience and their frequency in volunteering/donating (if applicable). The results show that, of 204 respondents, 172 had volunteer/donation experience, accounting for 84% of the total. Seventy-two (72) people have donated once (42%), and 100 people have donated twice and above to an NPO (58%).

4.2. The use of social media for fundraising by NPOs

As mentioned in the last chapter, the author adopted the 12-category scheme of Lovejoy and Saxton (2012) to examine the social media activities for fundraising purposes of NPOs across 181 Facebook posts. The scheme included the following types of content, which also presented in Table 1 below: (1) Information, (2) Giving recognition and thanks, (3) Acknowledgement of current and local events, (4) Responses to reply messages, (5) Response solicitation, (6) Promoting an event, (7) Donation appeal, (8) Selling a product, (9) Call for volunteers and employees, (10) Lobbying and advocacy, (11) Join another site or vote for organization, (12) Learn how to help.

However, the author recognized the absence of the two categories: lobbying and advocacy and joining another site or voting for an organization, in the timeline of the two said organizations' Facebook pages and groups. Therefore, the two categories were omitted from the result.

The remaining ten types were then grouped into three main functions based on Lovejoy and Saxton's model (2012): Information, Community, and Action.

TABLE 1 - *Types of content that NPOs employed in Facebook page and group*

	Frequency	Percent
Information		
Information	*91*	*50%*
Community		
Giving recognition and thanks	*29*	*16%*
Acknowledgement of current and local events	*4*	*2%*
Response solicitation	*4*	*2%*
Action		
Promoting an event	*27*	*15%*
Donation appeal	*8*	*5%*
Selling a product	*12*	*7%*
Call for volunteers & employees	*2*	*1%*
Learn how to help	*4*	*2%*
	181	*100%*

4.3. Information

The criteria applied to sort posts in this category were that it purely exchanges information with the audiences without eliciting response or interaction from them. The information can be of any type: information about *"the organization and its activities, highlights from events or news, facts, reports…"* (p. 7)[13]. Specifically, the two types of information that often appear in the two campaigns are (1) Information about the organizations and (2) Information about the individuals/communities in difficulties.

The "Information" group accounted for half of the posts (N=91) during the two campaigns ("Huong ve Mien Trung" and "Tat Nien Com Co Thit"). In addition, remarkably, the information about individuals/communities in need was recorded to double the other one, comprising 73% of the total selected posts.

4.4. Community

This function took the interaction, sharing, and conversation with stakeholders that NPOs make, in an attempt to nurture relationships and build communities through Facebook posts. Two primary types of messages that organizations delivered to their followers when creating "Community" posts are "*dialogic messages*" and "*bonding messages*"[14].

There were 20% of the posts (N=37) created for the community purpose. Out of these 37 posts, only four delivered "dialogic messages," labelled as "Response Solicitation." This category served the purpose of facilitating "*direct interactive conversations*" with stakeholders[15]. Meanwhile, the ones that aimed to send

"bonding messages," which means to nourish the online community relationships indirectly, counted up to 33 posts. The "bonding" posts were broken into two other categories, namely "Giving recognition and thanks" and "Acknowledgement of current and local events."

Giving recognition and thanks

This category included posts that expressed gratitude and appreciation to volunteers and donors (both individuals and corporates) for their contribution to the "Huong ve mien Trung" and "Tat nien Com Co Thit" campaigns or their participation in fundraising events, and to followers who tuned in live events of the two organizations. Between the three types of Community-functioning Facebook posts, this one was used more frequently, accounting for 80% of the "Community" posts.

Acknowledgment of current and local events

In the case of Song Foundation and Tro Ngheo Vung Cao funds, posts sorted in this category often expressed appreciation towards events that a third party organized to raise money for the two NPOs. The events could happen online, e.g., an online concert named "Voices of Love" to raise money for Song Foundation, or offline, e.g., a Christmas charity running event to fund helping minority ethnic students in need.

This type of post only covered 2% of the total sample (N=4).

Response Solicitation

Response Solicitation is the only type of post with "dialogic messages" recorded in the two previous campaigns. The author found the "dialogic" elements in posts where Song Foundation started a Q&A session on their Facebook page and asked their followers to post questions on the comment section, or where Tro Ngheo Vung Cao funds asked for their online community's opinions on for which school the NPO should choose to organize that year New-year celebration.

Posts that belonged to this category often attempted to provoke a response or interaction from stakeholders. The category also involved posts that "*directly seek for a response, like polls, surveys, contests or request to share the posts to followers' timeline*" (p. 9)[16].

These messages only covered a small proportion of the total posts, four posts, to be specific.

4.5. Action

The primary purpose of posts in this category was to solicit the online community to take action for the organization. The "actions" recorded during the two campaigns could be directly donating money or buying calendars for fundraising, in the case of Tro Ngheo Vung Cao funds, or issuing a call for event attendance. The essences of this function, according to Lovejoy and Saxton (2012), were "*promotion*" and "*mobilization*." Posts belonging to this function accounted for 30% of the posts created.

This function could be further broken down into five categories, namely (1) Promote an event, (2) Donation appeal, (3) Selling a product, (4) Call for volunteers & employees, (5) Learn how to help.

Promote an event

The first and most common type of action post in the sample was event promotion posts, which covered 15% of all posts and slightly over half of the action-oriented posts. Posts of this type often included a Call To Action to encourage people to participate in an event.

Donation appeal

Surprisingly, this was not the most common message made by NPOs when fundraising. It only accounted for 5% of the total sample, with eight posts in particular. As Lovejoy and Saxton (2012) indicated, *"Posts in this action message either directly asked for a donation or asked followers to support companies that would donate a percentage of their sales."*(17)

Selling a Product

This type of action-oriented post was employed by Tro Ngheo Vung Cao funds the most. Although it only comprised 7% of the sample (N=12), out of 12 posts, 11 belonged to Tro Ngheo Vung Cao funds. In addition, during their 3-month campaign, the NPO often created posts to call for donations through purchasing calendars or commodities and charity auctions.

Call for volunteers and employees

At one point in the campaign, NPOs would create posts to recruit volunteers or employees for their projects or events. It was the case for Tro Ngheo Vung Cao funds. Its volunteer opportunity listing posts occurred twice during its "Tat Nien Com Co Thit" campaign. On the other hand, there was no sign of volunteer recruitment during the "Huong ve mien Trung" campaign of Song Foundation. Therefore, the former NPO occupied this type of message, representing 1% of total posts.

Learn how to help

What distinguishes this category from "Donation appeal" is that it involves two parts in a post, which are (1) instructions on how to help and (2) encourage people to support. In other words, it indirectly issues a call for donation or other forms of support. This category comprised 2% of all coded Facebook posts.

As the author explored the use of social media for fundraising through the types of content the NPOs employed in their campaign, she also could determine which function the said organizations leaned towards. In other words, the author attempted to classify these NPOs into three types of Facebook's organizational users generated by Lovejoy and Saxton (2012) according to the use of the three chief functions: (1) "Information Sources," (2) "Community Builders," and (3) "Promoters and Mobilizers."

FIGURE 2- *Tendency towards the three primary functions of NPOs*

The tendency towards the three primary functions of the two NPOs was presented in Figure 2. The chart shows that Song Foundation was more of an Informational NPO while Tro Ngheo Vung Cao funds was a heavily-leaned Promoter and Mobilizer.

4.6. The impact of social media in NPOs' fundraising efforts

The survey targeted two subjects, (1) people who donated/volunteered to NPOs and (2) people who have never donated/volunteered to any NPOs. When dividing respondents into such two groups, the author wanted to test whether social networking sites were the primary source of information and significantly influenced the two groups' donation behaviour? Knowing this would directly affect non-profits' fundraising efforts; thus, it is imperative to find out the answer.

When asked about the source of awareness of calling for donations/support information, surprisingly, respondents from both groups stated that "Social networking site of NPOs" is their primary source of awareness, accounting for approximately 74% of total responses from both groups. Although being posted on the same platform, the calling for donations/support information "On social networking sites/forums/websites that do not belong to the said NPOs" hardly reached Facebook users. Of the total sample, only 19% (N=32) of those who donated to an NPO and 16% (N=6) of those who have never donated to any NPOs responded that they saw the said information on these channels.

Among those who donated/volunteered to NPOs, "Recommendation from family members/friends/colleagues" and "Recommendation from a reputable individual" are the following two significant sources of information, comprising 35% and 28% of the total responses, respectively. The remaining information sources, including: "Website of the organization," "(e-)Newspaper/Magazine," "Television," or "Events," all accounted for less than 15% of the answers.

As for the group who have never donated/volunteered, the second primary source of information was "Television," with 42% of total responses. Following

that, "(e-)Newspaper/Magazine" and "Recommendation from family members/ friends/colleagues" held third place with 21% of the sample. Meanwhile, "Website of the organization," "Events," "Recommendation from a reputable individual" all have a small proportion of responses.

Concerning the level of trust in information posted on NPOs' social media, it is noticeable that most subjects had a neutral attitude to somewhat trusted the said source of information, accounting for 37% and 43% of the total responses, respectively. Fewer respondents placed high trust (14%) in the information posted on the said channel. Very few respondents (2%) responded that they distrusted the information, and only 3% of them strongly distrusted it.

Respondents were also asked what content they were interested in the most when browsing the social networking page of an NPO fundraiser. The top 3 topics of interest to them were "Information about individuals/communities in need and Content calling to spread the donation message or call to donation/support action" (78%), "Information about the organization (History, Vision and Mission, Goals, Website, Contact information)" (63%) and "Update on organizational activities after receiving donations/support from donors" (59%).

At the same time, they were asked about the types of content formats they reckon that NPOs needed to implement on their social networking page. "Photos" was the leading content format in respondents' minds (78%), followed by "Video/ GIF" and "Livestream" with a thin gap between the two formats, comprising 37% and 40% of the sample, respectively.

5. Discussion

Non-profit organizations are using social media increasingly to attract and retain donors by its contagious social effect. Social media has proved its efficiency in reaching a broad audience base within a short amount of time, thereby being time-saving and economical for fundraising communication efforts of NPOs and boosting donations. Around the world, many NPOs have raised funds successfully thanks to the contagion of social networking sites. One of them is The Humane Society of the United States, which raised $200,000 in 2013 (about 5% of the donor funding) by utilizing their Facebook cover photo integrated with a clear call-to-action and interacting actively with donors on their Facebook.

This study addressed the use of social media and its impact in fundraising by Vietnam NPOs with the hope to contribute to current research situation on this issue.

Song Foundation is an Informational organization while Tro Ngheo Vung Cao fund is more of a Promoter and Mobilizer.

From the study results, it can be concluded that the social media activities of the Song Foundation and the Tro Ngheo Vung Cao funds during their two campaigns aligned with the framework of Love Joy and Saxton: Information - Community - Action.

Although they all utilized the same functions of the platform for communicating with their followers, each organization adapted the use of the Facebook page to suit their

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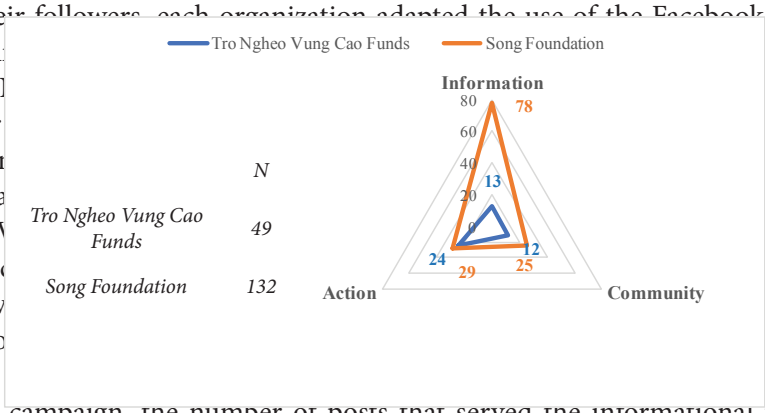
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in their campaign, the number of posts that served the informational purpose accounted for approximately two-thirds of the total sample. They posted for the remaining two functions but with low frequency. Significantly, there were very few posts that directly solicited donation appeals. One thing worth noting from the author's observations is that the majority of donors of the "Huong ve mien Trung" campaign were first-time donors. For that reason, it might partly explain why the organization is so focused on sending informational messages.

Love Joy and Saxton (2012) proposed that "*dialogue may not be the key form of social media-based organizational communication*"[18] but just one critical part of the organization's communication efforts. Therefore, one organization should develop plans to create more informational posts than the remaining two categories. However, this study proved that this statement was not wholly correct. When deciding the types of functions that an NPO should lean towards, the NPO should consider other factors, such as the current audience base and prospect target audience, their project goals,...

The impact of social media on NPOs' fundraising effort

This study showed that both people who had donation experience to an NPO and people who have not had experience looked for social media first when they want a source of information to understand more about an NPO and its project and decide to support or not support an organization. Hence, social media plays a particularly vital role in the fundraising efforts of NPO. Furthermore, the information posted by the non-profit on social networks could affect followers' perception of the organization. According to the data set of the study, Facebook users, in general, have trust in information posted on the social media site of an NPO. However, the number of people remaining neutral is still high.

The study also pointed out three critical factors affecting the trust and decision-making process of donation/support of donors, including "Information about the organization (History, Vision and Mission, Goals, Website, Contact information)," "Information about individuals/communities in need and donation appeals,"

"Update on organizational activities after donations/support from donors." All three factors are included in the Love Joy and Saxton's "Information - Community - Action" model (2012). Therefore, in order to be able to raise funds effectively, an NPO must adhere to the microblogging message classification scheme strictly and distribute posts of the 12 categories to best suit their organization.

Besides three notable types of content that NPOs should focus on when utilizing social media for fundraising purposes, this study also sheds light on which content formats are needed to lead to stakeholder engagement and gain their trust for the organizations. The survey results of this study aligned with the previous research of Carboni and Maxwell (2015), saying that "photos are significantly more likely than other types of posts to generate support" (p.25)[19]. Besides images, video and surprisingly live stream are two content formats that NPOs should emphasize when building a fundraising communication strategy.

This study's most obvious limitation is the demographic information of the sample group. Since the author adopted the non-probability sampling method, most respondents resided in the city where the author lives, Hanoi, and the typical age group is 18-24, which represented people that the author was the most likely accessible to. One part of the reason was that when the author posted the survey in charity /non-profit organizations' Facebook group, not many group members were willing to complete the survey. In addition, the short time frame to gather data is also a factor that contributed to the limit of the sample. The sample, therefore, limits the generalizability of the study results.

The use of Facebook for gathering data was somewhat consuming since the author needed to scroll down the timeline to the 2019 timestamp of the two NPOs' Facebook page and group to read and screenshot posts.

In addition, this study only surveyed two non-profit organizations that the author considers typical in Vietnam, so it may not represent the results of all organizations present in Vietnam.

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