Social Media as a Tool for Fundraising: Analysing the Strategies of Indian Non-Profits During Covid-19

Seema Sangra, Lokesh Sharma

Abstract: This research examines the transformative role of social media in non-profit organisations' fundraising strategies during crises, focusing on Indian NGOs' digital adaptation during the COVID-19 pandemic. Through a detailed examination of two prominent Indian non-profits—The Akshaya Patra Foundation and Give India—this research employs content analysis and explanatory case study methods to analyze the effectiveness of social media in fundraising efforts. The study examines how these organizations adapted their digital communication strategies to engage stakeholders, raise awareness, and generate funds through crowd funding initiatives during the pandemic. The research methodology combines quantitative content analysis of social media campaigns with qualitative assessment of stakeholder engagement patterns to validate how social media content supports fundraising efforts during crisis periods. The findings reveal significant patterns in how successful non-profits leverage social media for crisis fundraising, demonstrating the crucial role of strategic digital communication in mobilizing resources for humanitarian causes. Based on these insights, the research proposes a comprehensive social model paradigm for non-profit organizations, providing practical frameworks for implementing effective social media campaign strategies. This study contributes to the growing body of knowledge on digital communication in the non-profit sector, offering valuable insights for organizations seeking to enhance their social media presence and fundraising capabilities during crisis situations.

Keywords: Digital Media Strategy, Mass Communication, Strategic Communication, Crisis Communication, Content Analysis, Audience Engagement, Message Framing, Media Integration, Public Relations, Digital Storytelling

I. INTRODUCTION

With the coming of the Internet, there has been a fundamental shift in the flow of information to collaborate, interact, and coordinate (Kavada, 2012) [10], which has led to creating a platform that facilitates public participation and discourse. Social media in the neo-technological age is a revolutionary platform that encourages participatory communication [15], which is not just restricted to profit-making organizations but all organizations

Seema Sangra, Research Scholar, Department of Journalism & Mass Communication, Banasthali Vidyapith (Rajasthan), India. E-mail: ssangra@amityuniversity.ae

Dr. Lokesh Sharma*, Associate Professor, Department of Journalism & Mass Communication, Banasthali Vidyapith Tonk (Rajasthan), India. Email ID: sharmaislokesh3@gmail.com, lokeshsharma@banasthali.in, ORCID ID: 0000-0002-0980-9207

by building and reaching out to new networks and helping mobilize people to act on the objectives set (Guo & Saxton, 2013) [8]. The non-profit sector has realized the potentials of social media networking sites. It has started utilizing existing platforms to reach out to its stakeholders and raise funds for its target beneficiaries. Social media platforms enable non-profit professionals to network with their key stakeholders, share relevant information with the public, and garner support online (Hui, Greenberg, & Gerber, 2014) [8]. Social media platforms have also proved to be an essential tool during crisis or disaster situations. It has been an effective channel to share and disseminate critical information (Haddow & Haddow, 2014) [7] and facilitate communication and collaboration with other institutions and development agencies (Gao, Barbier, & Goolsby, 2011) [5].

A. The Research Context

Confining the Marginalized: The novel Coronavirus, also known as COVID19, led to a global health crisis in 2019. As a preventive measure, the government of most nations opted for a nationwide lockdown of educational, religious, and private institutions to maintain social distancing to stop the spread of the virus (Kundu et al., 2020) [11]. The lockdown had a disheartening impact on the disadvantaged communities of India. The migrant workers were forced to the roads amidst the lockdown (Agoramoorthy & Hsu, 2020) [1].

In the context of the pandemic, the food security of people belonging to the lower economic strata was severely affected, leading to malnutrition (Sinha, 2021) [16]. During these difficult times, the non-profits, through their dedicated service, reached out to the people in need and helped them sustain their livelihood.

Social media: A new wave in Fundraising: Though the raising of funds by the non-profits have always been a challenge, with the presence of the social media platforms like Facebook, Twitter, and Instagram, a new avenue has opened for the not-for-profit bodies to spearhead their mission and broaden their base of donors and volunteers [18]. Social media platforms helped not only non-profit organizations to raise funds but also encouraged voluntary participation (Okada, Ishida, & Yamauchi, 2017) [13] and made an informed decision to make donations (Lobb, Mock, & Hutchinson, 2012) [12]. The non-profit sector adapted social media for more involvement, engagement, transparency, accountability, and improved organizational image (Di Lauro, Tursunbayeva, &Antonelli, 2019).

B. Statement of the Problem

Amidst the Coronavirus pandemic, the non-profit sector in India, with limited resources, was

inadequate to raise funds to serve the target beneficiaries. Due to the lack of research in India, an understanding of how to adopt social media to raise funds and increase voluntary participation is inadequate [19]. The lack of social media strategies to harness its effectiveness and achieve developmental goals amidst an ongoing global health crisis is also a concern for non-profit professionals and development communication researchers [20].

C. Purpose and Significance of the Study

The study aims to understand the significance of social media networking sites, as utilized by the non-profit sector to disseminate information, increase engagement, and facilitate action. The study aims to analyze how non-profit organizations are using social media tools effectively for fundraising [21]. The study aims to identify the online media strategies adopted by the two selected non-profit organizations to help establish the effectiveness of using social media fundraising campaign strategies amidst a global health crisis. This research holds significance in new age development communication. It provides a research-based paradigm for the non-profit sector to harness the potentialities of social media to platforms to sensitize, engage, inspire, influence, and motivate its stakeholders for voluntary participation and donations.

II. RESEARCH METHODOLOGY AND DESIGN

The paper uses the case study approach to evaluate the effectiveness of social media during the Coronavirus pandemic to raise donations by analyzing the social media content strategies of two selected non-profits of India - The Akshaya Patra Foundation and Give India. The purposive sampling method is chosen to select the case as they actively used social media to raise funds during the global health pandemic. The study analyses the social media content posted by the Akshaya Patra Foundation and Give India relating to COVID-19 to create awareness and raise donations on Facebook between March 2020 to January 2021. The research uses a content analysis method to understand how their social media campaign enabled them to enhance participation, engagement and raise funds. In this study, Facebook posts by selected organizations are used as a data source to analyze, leading to meaningful findings by textual interpretations.

III. LITERATURE REVIEW

A. Social Media as a Platform for Information Transmission

Andreas Kaplan and Micheal Haenlein (2010) argue that social media platforms have a sense of interactivity that engages the users efficiently and helps to enable two-way communication. Information is the new currency as it adds impetus to the decision-making processes [9].

According to Monther Aldwairi and Ali Alwahedi (2018), social media facilitates information-sharing by making information transmission faster than traditional media. Social media platforms are built on Web 2.0 technological foundations, which are participatory and underscores User-Generated Content (UGC). Hence, social media has become a platform that has revolutionized the information transmission and sharing process [2].

B. Social Media and Non-Profits

There is a growing need for non-profits to serve the marginalized and disadvantaged sections of society. In an era of convergent media, non-profits are adhering to new media communication methods and social media strategies to help their target beneficiaries. Gregory D. Saxton and Michelle A. Benson (2005) highlight that non-profits adopt social media to build a sense of trust and bond with the people and fuel social capital [14].

Gregory D. Research by Briones, Kuch, Liu, and Jin (2011) with the American Red Cross found out that social media helped them build strong relationships and facilitate two-way dialogue with its publics [3]

Saxton and Lili Wang (2013) highlight the advantage of using social media by the non-profits over traditional forms of media, highlighting that conventional media, unlike social media, are restricted by physical capacities. Social media allows non-profits to connect with their donors on a much personal level. These platforms help in decentralizing fundraising as it allows the users to promote different causes and raise funds for the same online [6].

C. Social Media and Fundraising

Stanford Social Innovation Review (2009) has presented ten funding models for non-profits to help engage the donors and support the organization's growth [17]. Di Lauro, Tursunbayeva, and Antonelli (2019) reveal how non-profit organizations could employ social media strategies for fundraising. The study points out how techniques such as creating and sustaining a dialogue between non-profit organizations and the donors and aligning with the fundraising campaign help raise funds for various social causes. Non-profits are increasingly choosing online tools to increase their visibility and engage with communities online. The application of these models helps to improve the fundraising and management of non-profits. These models could act as a framework for the non-profits to examine their fundraising strategies [4].

IV. DATA ANALYSIS AND INTERPRETATION

The Akshaya Patra Foundation is a Bengaluru (India) based non-profit organization that implements the Mid-Day Meal Scheme at various government and government-funded schools since 2000. Currently, they serve over 1.8 million children from 19,257 schools across India, with food through the Mid-Day Meal Scheme (About the Akshaya Patra Foundation | Birth of TAPF, n.d.). The world's largest non-profit to run Mid-Day Meal Scheme adopted various measures during the global health crisis due to Coronavirus. They managed to serve over 110 million meals across the nation as a part of their Coronavirus relief assistance.

According to the data shared by The Akshaya Patra Foundation, as a part of their COVID 19 Food Relief Effort, over 118 million meals were served to the vulnerable communities by March 2021 (See Figure 1). Out of the total servings, around 94 million meals were provided by Akshaya Patra, whereas the rest (approx. 24 million meals) by other supporting organizations.
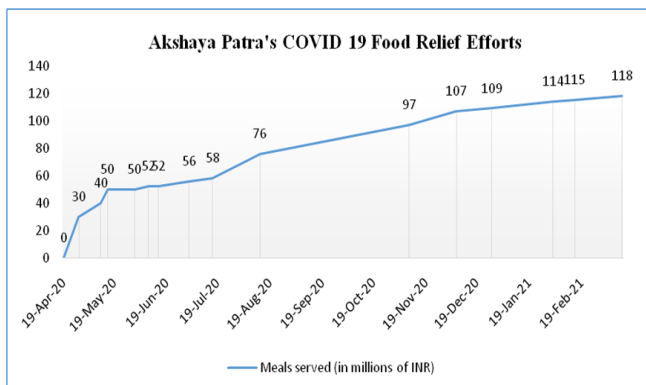
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Fig.1

As a non-profit organization, Give India aims at an online crowd-funding platform wherein donors contribute to any non-profit body of their choice. The platform raises money for various causes ranging from health, disability, education, women empowerment, and employment to help the affected and needy. Give India screens all the non-profit organizations listed to ensure accountability, evaluate credibility and transparency, and ensure that the donation reaches the beneficiaries. To date, the online crowdsourcing platform has raised over INR 7000 million for non-profits and has impacted over 8 million lives with its dedicated service.

To fight the novel Coronavirus, Give India initiated a flagship mission, 'Support COVID 19 Hit Families' through the India COVID Response Fund (ICRF). Give India partnered with other non-profit organizations to raise over INR 2000 million. INR 1900 million was disbursed to cater to the issues and causes related to the pandemic. They also started other related missions that contributed to raising funds like 'Help thousands in crisis survive the pandemic,' 'Mission #IndiaAgainstCoronaVirus,' PPE kits for healthcare workers,' 'Donate means, and Save families hit by the COVID-lockdown.' According to the data released by Give India on their Facebook handle, the online crowdsourcing platform, through their India COVID Response Fund, disbursed INR 1900 million and served over 4 million meals to the vulnerable communities affected during the pandemic as of December 2020 (See Figure.2) and served 4 million meals as of December 2020 (See Figure.3).
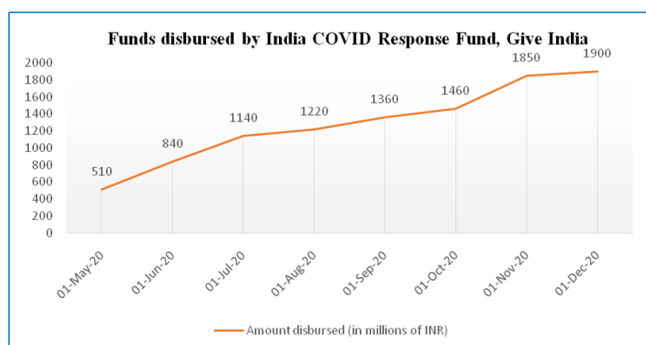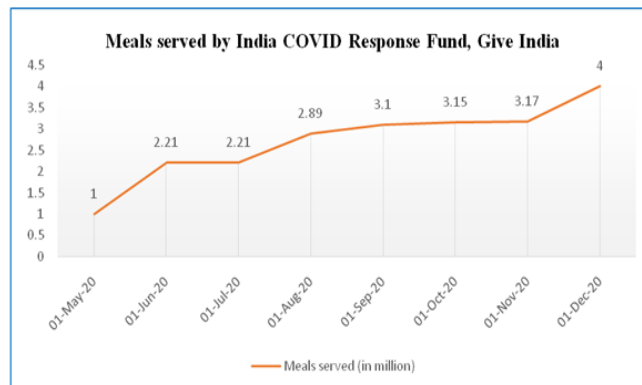

Fig.2

The study analyzed the online content posted by The Akshaya Patra Foundation and Give India on Facebook regarding COVID -19 from 23 March 2020 to 9 March 2021 and 29 March 2020 to 25 January 2021. The study observed the following social media content strategies used by the organization to attract and engage their key stakeholders to help them raise funds during the global health crisis:

Preventing Tips and Awareness: Social media content giving tips and raising awareness regarding how to prevent the spread of Coronavirus have been posted regularly by both Akshaya Patra Foundation and Give India. The posts emphasizing wearing masks to help flatten the curve, regularly wash hands, and social distancing have been a part of both the non-profits' social media content. The Akshaya Patra Foundation organized various webinars online on Facebook **to** create awareness about the ongoing Coronavirus pandemic. Either celebrities or well-known personalities hosted the live webinars on Facebook. The selection of celebrities and well-known experts in the field added a sense of credibility to the webinar, which grabbed more attention and participation from the public of the online community.

Give India regular posts about the necessary measures to be taken during Coronavirus. Its content like 'Happy Holi means a Safe Holi' or videos on taking precautions seriously to curb the spread of COVID-19. **Give India** shared the link to the blogs they created on the topics related to fundraising and the Coronavirus pandemic. Some of the blogs that were shared on Facebook consisted of the rights and dignity of migrant workers, the change in the giving behaviour of individuals residing in India amidst the pandemic. These blog posts were followed by a link to donate to encourage people to support the affected. The podcast was also used as a communication strategy by Give India, wherein the top executives mainly talked at length about the role of Give India and how it has managed to impact the lives of over 4.5 million people with the help of over 1.3 million donors.

Messages from Top Functionaries: It is an imperative move on the part of the top functionaries of the non-profits to engage with the key stakeholders to inform them about their ongoing initiatives. This ongoing online engagement helps maintain the non-profit's visibility on the social media platform. The Chairman of The Akshaya Patra Foundation deliberated on 92.7 BIG FM about 'The decoding action plan of Covid19'.

The Chief Executive Officer

Fig.3

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of Akshaya Patra communicated online with the public on the 'Role of non-governmental organizations during the COVID-19 Pandemic'. The vice-Chairman discussed 'The Akshaya Patra Foundation's initiative during #COVID19 situation and how you can do your bit'. The CEO and the top executives of Give India addressed the public through pictures and videos on Facebook. They informed them about their missions to cater to the daily wagers and the disadvantaged communities. They also updated on the disbursement of the donation they received from various donors and how they are putting it to use and help the vulnerable groups in the pandemic by setting up of India COVID Response Fund.

Support the Relief: The Akshaya Patra Foundation encouraged the donors to come forward and support the Coronavirus relief via its content, where it highlighted the amount of work they have accomplished, like serving cooked meals and grocery, relief kits, and ration kits. The posts including a picture and, at times, videos, asking people to donate funds or relief kits for the people affected during the Coronavirus pandemic. The Foundation used the Call to Action – Donate Now, on Facebook, which prompted the existing and potential donors to complete the donation process. Give India encouraged its donors and well-wishers to come forward and support the cause by raising funds. India's biggest fundraising gala was organized online, which brought together many celebrities and aimed at directing resources for arts communities and the difficulties they are facing during the COVID 19 pandemic. Campaign to contribute INR 400 to help provide a safe and hygienic period for women was highlighted during the lockdown, along with a campaign to help migrant workers reach their homes with the donation of INR 1,999 was called attention to. The amount of INR 54 million out of INR 60 million raised on Facebook by Give India through their India COVID Response Fund to raise money for people with no work and pay tribute to the frontline workers of India. The Let us fight Corona together campaign by Give India raised INR 4.8 million of INR 10 million amidst the pandemic.

Almost Every Post by Both Akshaya Patra and Give India has Hashtags Which Increases the Engagement of the posts as well as Makes it Searchable on the social media. The Akshaya Patra in their fight against the Coronavirus campaign used hashtags like - #FightAgainstCoronavirus, #CoronaReliefFund, #COVID19, #IndiaFightsCorona, #AkshayaPatraCares, #TogetherForIndia, #CoronaWarriors, #GiftHappiness, and #ZeroHungerto help the audience find content related to the relief campaign. Whereas some of the frequently used hashtags by Give India were #GiveIndia, #safetyfirst, #socialdistancing, #coronavirus, #Covid19, #ICRF, #CovidRelief, #IndiaIsGiving, #LetsFightCoronaTogether, #GivingBack, #CaringForIndia, #GiftaReliefKit, #IndiaCovidResponseFund, #MigrantLivesMatter and #SendThemHome.

Re-Sharing Media Coverage: The strategy of reposting media coverage on social media helps the non-profits reach a wider audience and gain supporters and donors for their fundraising campaigns. The Foundation's undertaken initiatives received wide recognition through media coverage of various news organizations – both regional and national, and international. Strategically, the Foundation reposted its media coverage on Facebook, which helped them gain a sense of credibility and acceptance among the public and the key stakeholders. The coverage mainly included their distribution of relief kits and grocery kits to the affected communities, their tie-ups with other organizations or government departments, along with their achievements and accomplishments during the pandemic.

The initiatives and efforts undertaken by Give India have received enormous media attention as well. Business today covered that ICRF served 5.5 million people during the pandemic. There was a special report on Give India's contribution to support the healthcare by New Delhi Television (NDTV) and showcasing the contribution of the healthcare workers on the national television during Coronavirus. The Economic Times and Your Story also reported about the survey Give India conducted to understand the giving behaviour of individuals during the pandemic.

Thanking Donors: Showing gratitude to the donors is a crucial step to fundraising for any non-profit. It helps retain and increase the donors' loyalty and build good relationships with them, leading to their whole-hearted participation in the organization's future endeavours. The Akshaya Patra Foundation expressed appreciation to their donors with personalized messages in an image post on Facebook. The Akshaya Patra Foundation expressed gratitude to various organizations like - LG India for donating one million meals, Nestle for donating 5,00,000 meals, CLP India, Ernst and Young, PepsiCo for supporting families by providing over 5 million meals. The Foundation expressed thankfulness to the best-known personalities from Ram NathKovind, the President of India, to Narayan Murthy, Founder - Infosys, for their contribution to the Coronavirus relief fund. Give India appreciated and acknowledged the efforts of its benefactors and donors via posts in the form of both pictures and videos, who contributed to the India COVID Response Fund (ICRF). Some of their donors include Google, Bill and Melinda Gates Foundation, HSBC, Chandra Foundation, Marico Limited, Omidyar Network, and Cognizant Foundation.

Sharing Achievements and Accomplishments: The sharing of milestones achieved by non-profits on social media helps uplift and develop a good image of the non-profit for the work they have delivered among the public, which helps in the retention and attraction of donors. The Akshaya Patra Foundation achieved various milestones with their hard work and determination to serve the disadvantaged communities during the pandemic. The Foundation regularly shared its achievements and milestones with its stakeholders. Pictures and videos highlighting the volunteers distributing food and ration kits to the target beneficiaries were posted on Facebook to share the ground realities and the services the foundation strived to offer. The number of meals served and funds raised by the foundation every month since March 2020. The impactful work that Give India delivered was also highlighted as achievements on their Facebook to engage its

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stakeholders. Some of their posts included their achievement of raising over INR 2200 million that helped over 5.6 million Indian citizens during the pandemic through the India COVID Relief Fund (ICRF). The posts also highlighted the impact they have made with the donation received, like providing 5, 65,600 ration and relief kits across India to the beneficiaries, with the kind support of their donors.

Collaborations for Relief Donation: One of the critical elements that help in fundraising is collaboration and partnerships. It strengthens the effectiveness of a program or initiative undertaken by a non-profit and substantially impacts the targeted community. The Akshaya Patra Foundation made good use of this strategy and collaborated with different organizations – profit or non-profit, along with some celebrities, to regularly raise funds and help the people in need during the pandemic. Some of the organizations it collaborated with included the Natural Foundation & Lichess.org, which organized an online Chess Championship, Estée Lauder, Amazon India, and 'Chords of Giving,' an online concert. A particular trend of raising funds for Coronavirus relief on Facebook was witnessed wherein celebrities performed to engage audiences for a social cause. The Foundation partnered with celebrity performers and collaborated at different times during the pandemic to encourage donation and participation. Give India collaborated with various organizations and celebrities to raise funds to reach out to the people who have been hard-hit during the pandemic. Celebrities like stepped up to entertain virtually to raise funds. Give India collaborated with Sunfest India in their campaign 'Run as One' to raise funds and to rebuild the lives of the people most affected. Besides celebrities promoting the campaign, the tie-up with Flipkart helped them raise INR 33.1 million to support daily wagers with sanitation and ration kits, along with some cash in hand during the lockdown.

Saluting Heroes: The Recognition and Acknowledgment of the Services of the Volunteers for Their Effort and Time are Imperative for a Non-Profit Particularly Because it not Only Helps in Better Volunteer Engagement but also Increases Their Retention and Participation in the Near Future. Akshaya Patra encouraged and appreciated its volunteers' effort and hard work by designating them with the title of #CoronaWarriors for their impeccable service to the non-profit and the nation amidst the global health crisis. Social media posts about the kind of work the volunteers were doing and stories of these people about how they went an extra mile to serve the people, were shared on social media. Efforts and cooperation of the police officers who helped in the relief efforts were also acknowledged in a couple of posts.

Stories of Beneficiaries: The art of storytelling is of particular importance to non-profits. It helps present the impact that it has created on the people as an organization that works for a better society. It is imperative to connect with the people before moving them to action, and this is where storytelling acts as a catalyst to fundraising for non-profits. Stories about humans strike a chord with the people, and the non-profits made sound use of this strategy in their social media posts. The struggles of the real people affected by the Coronavirus pandemic and how the initiatives of the Akshaya Patra Foundation touched and improved their lives were shared in the forms of stories on Facebook by the Foundation. The story of Indra, a migrant worker, and many others was shared by the Foundation, narrating how its #CoronaWarriors managed to reach even the remotest of places to help the people, were documented and shared on Facebook. Give India shared the stories of beneficiaries in the form of videos, pictures, and long posts were shared to share the number of lives they have impacted due to the funds raised by the campaigns amidst the pandemic. The story of Aqsa, a 14-year-old cancer patient who contracted with COVID-19, was shared with the audience to help raise money for treatment. The story of chronic hunger of the majority of workers was highlighted, and a donation request was made, asking for just INR 500 to feed a family for a week. Stories about how the supporting non-profit organizations of Give India have helped people set up small businesses to maintain their livelihood were also shared. Additionally, they started posting about 'Lockdown Tales' which consisted of stories about the people during the Coronavirus pandemic and their struggles at such a difficult time. The stories of migrant workers and distressed individuals during the global health crisis and how the non-profits networked with Give India and helped them.

Promotion of Digital Payment Methods & Online Fundraiser: With the lockdown imposed across the nation during the Coronavirus pandemic, online payment transactions were resorted to and encouraged. Digital donation approaches were promoted among existing and potential donors to make easy cashless transactions. The Akshaya Patra Foundation followed the digital donation approach and promoted digital payment methods for the more effortless transaction of donation during the pandemic. Notably, the non-profit promoted the use of PhonePe, a digital payment service company, on Facebook with a call to action (CTA) to "Donate Now" in order to stir the process of donation online among the public. Additionally, Give India promoted the creation of fundraisers on their Facebook handle by helping the users get familiar with starting fundraisers themselves to reach out to and help the affected communities during the pandemic by raising funds online.

V. SUMMARY OF FINDINGS

The study identified and studied ten key social media campaign strategies used by The Akshaya Patra Foundation and Give India. Their respective Facebook pages and posts kept their stakeholders informed and engaged, influencing and encouraging them to donate through multiple collaborations and providing digital payment options and methods. The use of hashtags, live webinars, podcasts, and blogs about COVID-19, and the frequent addresses by the top functionaries and celebrities, re-sharing of media coverages created credibility amongst its key stakeholders.

The most significant finding of this study is the use of stories and storytelling in social media campaign planning and execution. The study found that the social media posts were mainly about their accomplishments and the qualitative changes they

brought to their target beneficiaries' lives. The personalized and intimate stories of the donors and the beneficiaries-built credibility for both the non-profit organizations.

The study reveals that a well-planned social media campaign with well-embedded elements of stories and storytelling leads to engaged voluntary participation and fundraising. In continuation, taking a cue from the findings, this research proposes and recommends a 'social media paradigm' for the non-profits to boost voluntary participation and raise funds.

VI. RECOMMENDATIONS

Based on the research findings, the study recommends a model for the non-profit sector to engage, inform and sensitize their key stakeholders, and help them raise funds by effectively deploying social media strategies in their campaigns. According to the proposed model, a non-profit organization to effectively raise funds with the help of social media could follow the prescribed social media paradigm **(See Figure-6.1).**

The non-profit organization must have its campaign in line with its vision, mission, and core values. Based on that, the social media and content team of the non-profit must create, curate, and disseminate content as per the core objectives of the campaign. The campaign must align with the core values and objectives, and the organization must select a media platform that would be best suited to reach out to their volunteers and donors.

The model recommends optimal utilization of cross-media platforms – paid, earned, and owned media. Paid media enables to paid placements of a product or service; earned media allows actions and conversations; and owned media which refers to any owned media asset such as website, social media platforms, and blogs, provides unlimited creative latitude. The model, in particular, recommends the selection of owned social media platforms. Owned social media platforms provide plentiful opportunities to leverage social media integration, an extension of the organization's promotional strategy to create online communities, initiate conversations and build engagements.

On the finalization of the media platform, the non-profit must engage in content creation and dissemination. Di Lauro et al. (2019) suggest in their study a framework of strategies for fundraising via social media. The strategies include:

1) a requirement for special skills,
2) posting of necessary and sufficient information,
3) creation of dialogue between the non-profits and the donors,
4) rewarding of donors,
5) fitting of social media campaigns for fundraising into the non-profit's tone and voice, and
6) adoption of a proactive behaviour by these organizations [6].

As per the findings of this study and the literature review, various online media could be applied and used by non-profits to engage their critical stakeholders on social media. The social media content that trended across the Facebook handle of the case studies consisted of posts on – tips and awareness, address from top functionaries, request for support and donation, resharing of media coverage, thanking

and acknowledging donors, sharing achievements and milestones, collaboration with celebrities and other organizations, use of hashtags, appreciating efforts of volunteers, personal stories of beneficiaries and promotion of digital payment methods. These online content strategies help non-profits build engagement and conversation with the stakeholders and encourage and raise donations.

As a result of this constant social media engagement, interaction, and follow-up, there is a development or change in the behaviour and action of the critical audience, mainly volunteers and donors. Pro-donation attitude and behaviour are built through engaging social media strategies, which facilitate the call to action. The act of donating is further facilitated by promoting easy and user-friendly digital payment methods and gateways. After completing the donation, the non-profits could share the donor's testimonial and profile and thank them for the contribution to the cause at hand. This would help build a relationship with the donors and their retention for a long-term relationship.
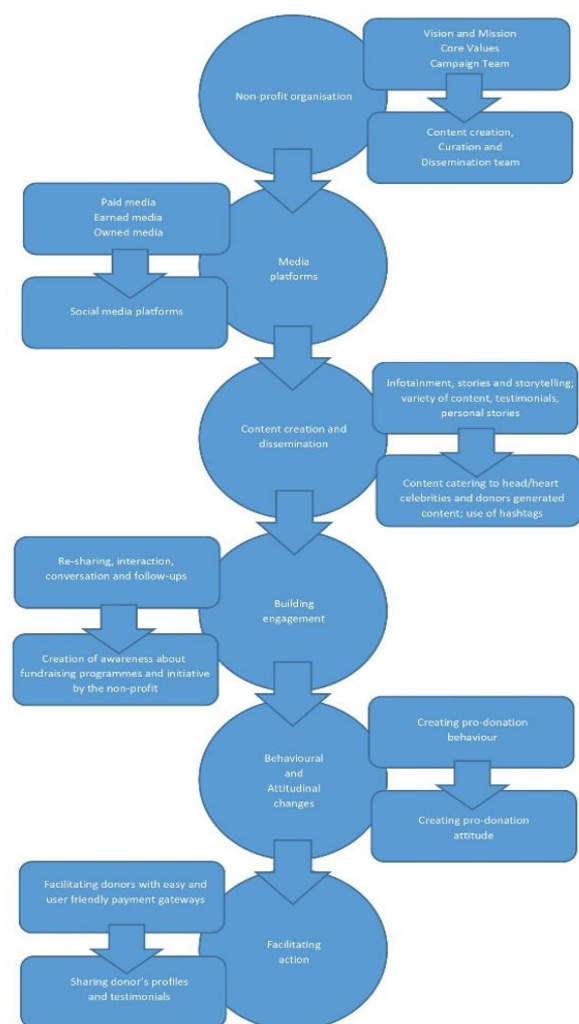

Fig.4

VII. CONCLUSION

In the wake of a global health crisis, where the world came at a halt for the majority, the people associated with not-for-profit organizations worked tirelessly to cater to the most basic needs of the marginalized and

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disadvantaged communities of India to help them sustain their livelihood. Hindrances like social distancing and lockdown to accomplish their missions did not stop these non-profits from meeting their objectives and serving them. Social media played an ever-significant role in helping these non-profits achieve their goals, starting from creating awareness regarding COVID-19 to mobilizing volunteers to raise funds. With the case study of two non-profits - The Akshaya Foundation and Give India, this study has proved that the content strategies on social media have facilitated fundraising during the pandemic. The social media model recommended could be adopted by non-profits to raise funds and retain donors.

Though the case study has confirmed the hypothesis, the study has some limitations – One, only two case studies have been selected by the researcher through the purposive sampling method. Thus, generalizations based on two cases might not give a holistic understanding of the phenomenon. Two, qualitative in-depth interviews with the users and non-profit's executives could have given a deeper understanding of the situation from both perspectives. Hence, further studies to study the impact of social media on fundraising in India and crisis management could help policymakers make informed decisions regarding the same. Nevertheless, this study is a way forward to acknowledge social media's presence and efficacy as a new tool for fundraising in India.

DECLARATION STATEMENT

After aggregating input from all authors, I must verify the accuracy of the following information as the article's author.

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- **Authors Contributions:** The authorship of this article is contributed equally to all participating individuals.

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AUTHORS PROFILE

Dr. Lokesh Sharma is an associate professor of Journalism and mass communication with 16 years of experience in teaching, research & administration and more than 20 years of experience in Media Industry (Radio & TV). Currently he is serving Banasthali Vidyapith (A++ Graded University) as associate professor at the department of Journalism and Mass Communication. Community Journalism, Broadcast Journalism and development communication are the major areas of his research interest. He has authored and co-authored research papers which have also been published in SCOPUS and reputed referred journals. He has also authored a book on community

radio. He has also participated and presented in more than 60+ international and national conferences on journalism and mass communication. Dr. Sharma has also worked closely with CEMCA, UNICEF, DST and BBC Media as a research project coordinator. He is passionate about building foundations for next generation of academics and workforce pioneers.

Seema Sangra is a PhD scholar at Banasthali Vidyapith. She is also an experienced academic and media professional with over two decades of multidimensional experience in media studies and the media industry. Presently she works as a Program Leader for the Media Studies Department at Amity University, Dubai Campus, overseeing the Departments of Journalism and Mass Communication, Film and Television Production, and Animation and Arts Design. Her expertise is teaching Media Concepts, Development Communication, New Media, Audio-Visual productions, Advertising, and Branding. Her academic credentials include a Master's in Mass Communication from Guru Jambeshwar University and a Post-Graduate Diploma in Advertising and Public Relations from IIMC, New Delhi. She is currently pursuing a doctoral degree in media studies; her research thesis focuses on how Indian NGOs harness social media for change.

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