

Motivation

When it comes to philanthropy, millennials value:

- Purposeful work¹
- Emotional engagement¹
- Visible impact¹
- A cause rather than an institution²

They also tend to:

- Appreciate experiential learning¹
- Prefer to connect using technology²

VR could be a new fundraising method that appeals to these preferences

Hypotheses

Compared to the same experience on a screen, VR will:

- Increase donations³
- Increase the intention to donate regularly^{4,5}
- Increase emotions related to the experience and social presence^{3,4,5}
- Increase physiological arousal

Conclusions

VR may be a viable fundraising tool

- Trend towards increasing donations
- Significant increase in the belief that people will donate regularly

VR also increases:

- Physiological arousal
- Emotions & perceptions related to the experience

References

1. Górczyca, M. & Hartman, R. L. The New Face of Philanthropy: The Role of Intrinsic Motivation in Millennials' Attitudes and Intent. *J. Nonprofit Public Sect. Mark.* 29, 415–433 (2017).
2. Feldman, D., Nixon, J., Brady, J., Brainer-Banker, L. & Wheeler, L. The 2013 Millennial Impact report. Tech Rep. West Palm Beach Fla. Arch.
3. Nelson, K. M., Anggraini, E. & Schlüter, A. Virtual reality as a tool for environmental conservation and fundraising. *PLoS ONE* 15, e0223631 (2020).
4. Yoo, S.-C. & Drumwright, M. Nonprofit fundraising with virtual reality. *Nonprofit Manag. Leadersh.* 29, 11–27 (2018).
5. Kandaurova, M. & Lee, S. H. (Mark). The effects of Virtual Reality (VR) on charitable giving: The role of empathy, guilt, responsibility, and social exclusion. *J. Bus. Res.* 100, 571–580 (2019).

Methods

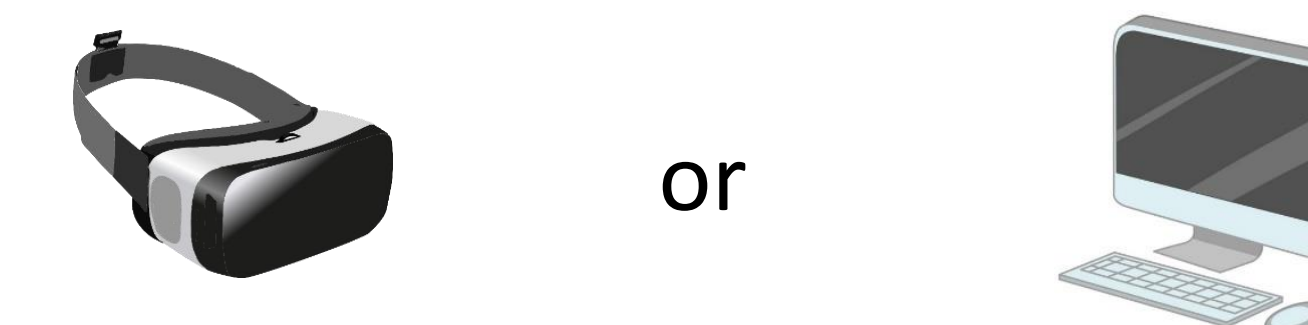
Real effort task

A	B	C	D	E	F	G	H	I	J	K	L	M
01	02	03	04	05	06	07	08	09	10	11	12	13
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
14	15	16	17	18	19	20	21	22	23	24	25	26



2-minute translation task
Earn real money: 3 to 5 CHF
(mean 10.6)

Scenario: The Escape



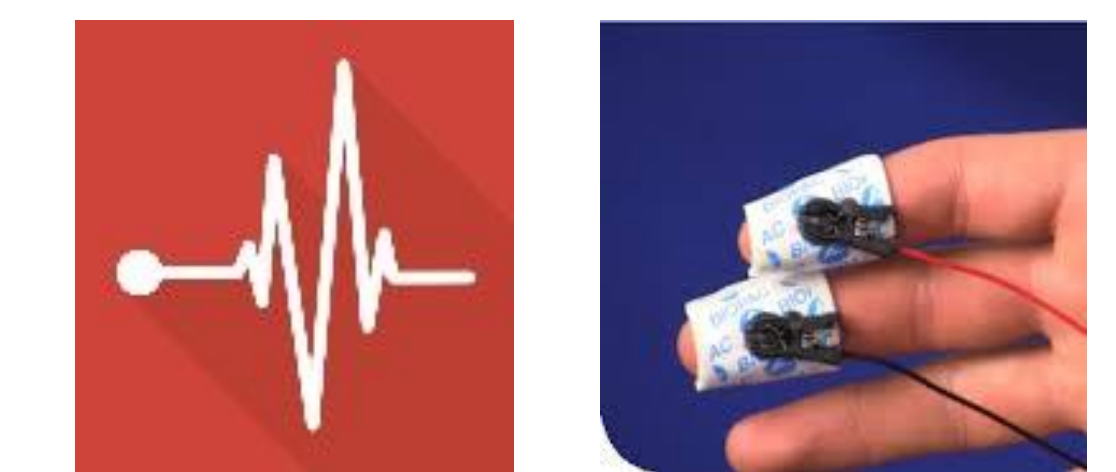
Real donation solicited at the end

Measures



- Demographic information
- Immersion
- Emotions
- Perception of experience

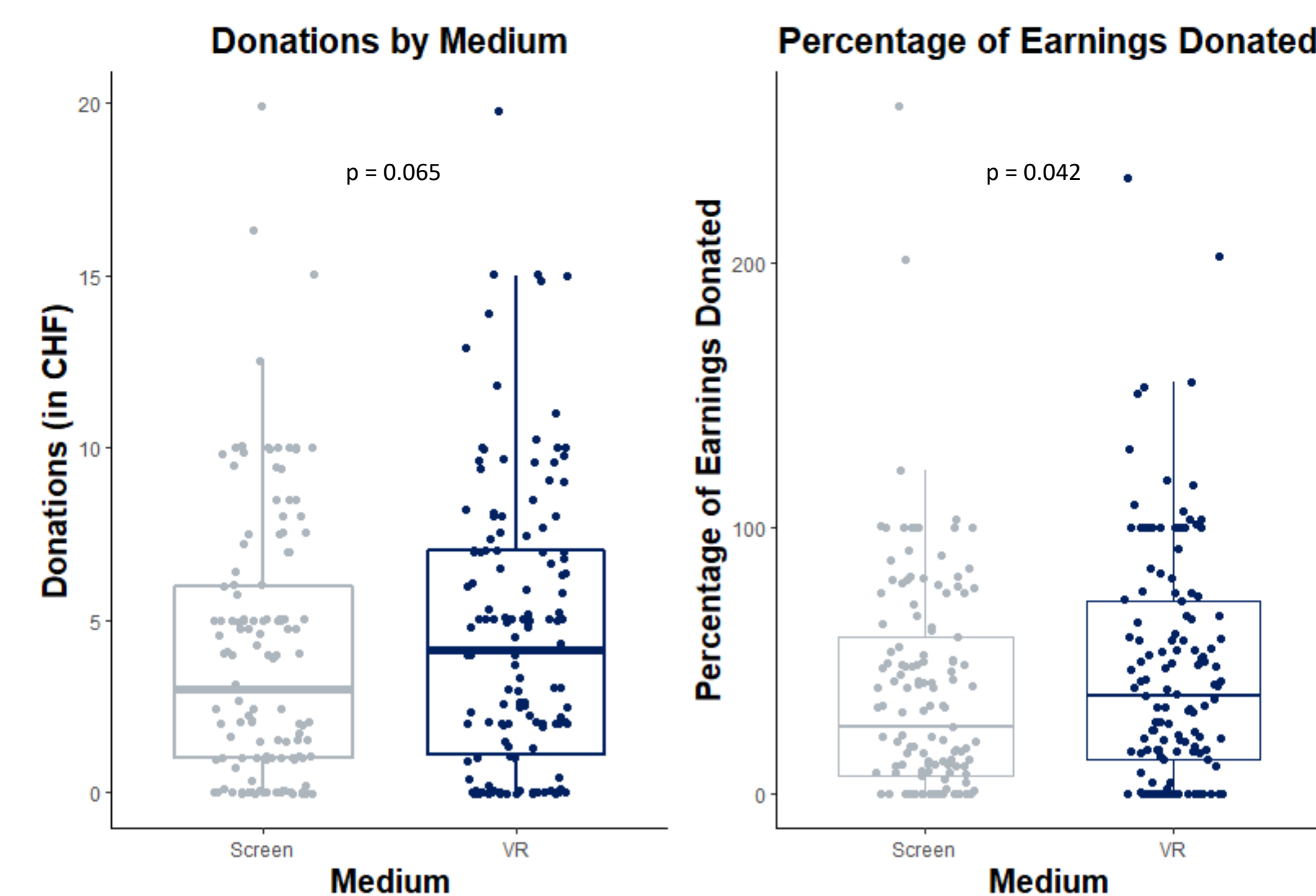
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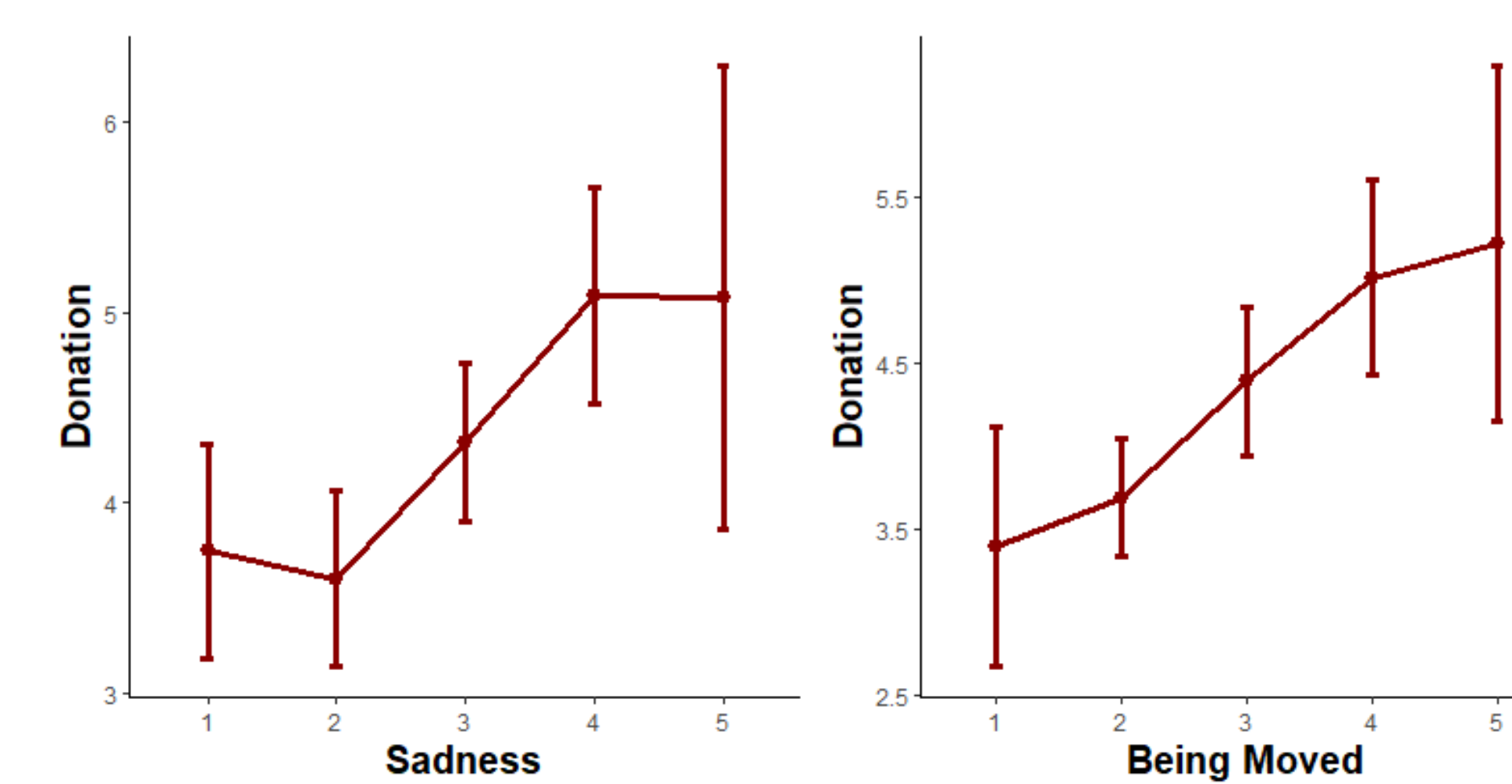
N: 267, between-subjects
Duration: 30 minutes

Results

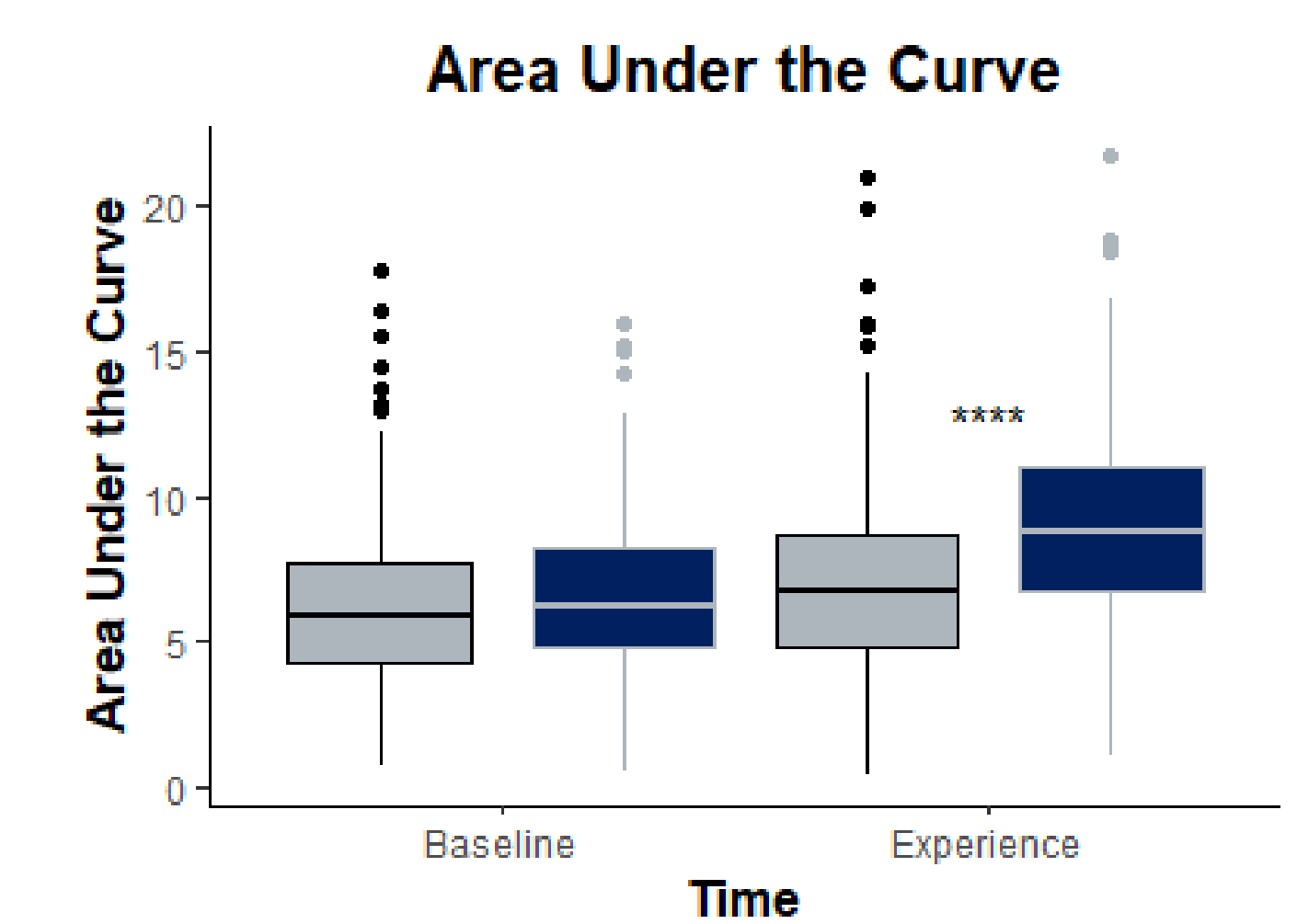
Donations by medium



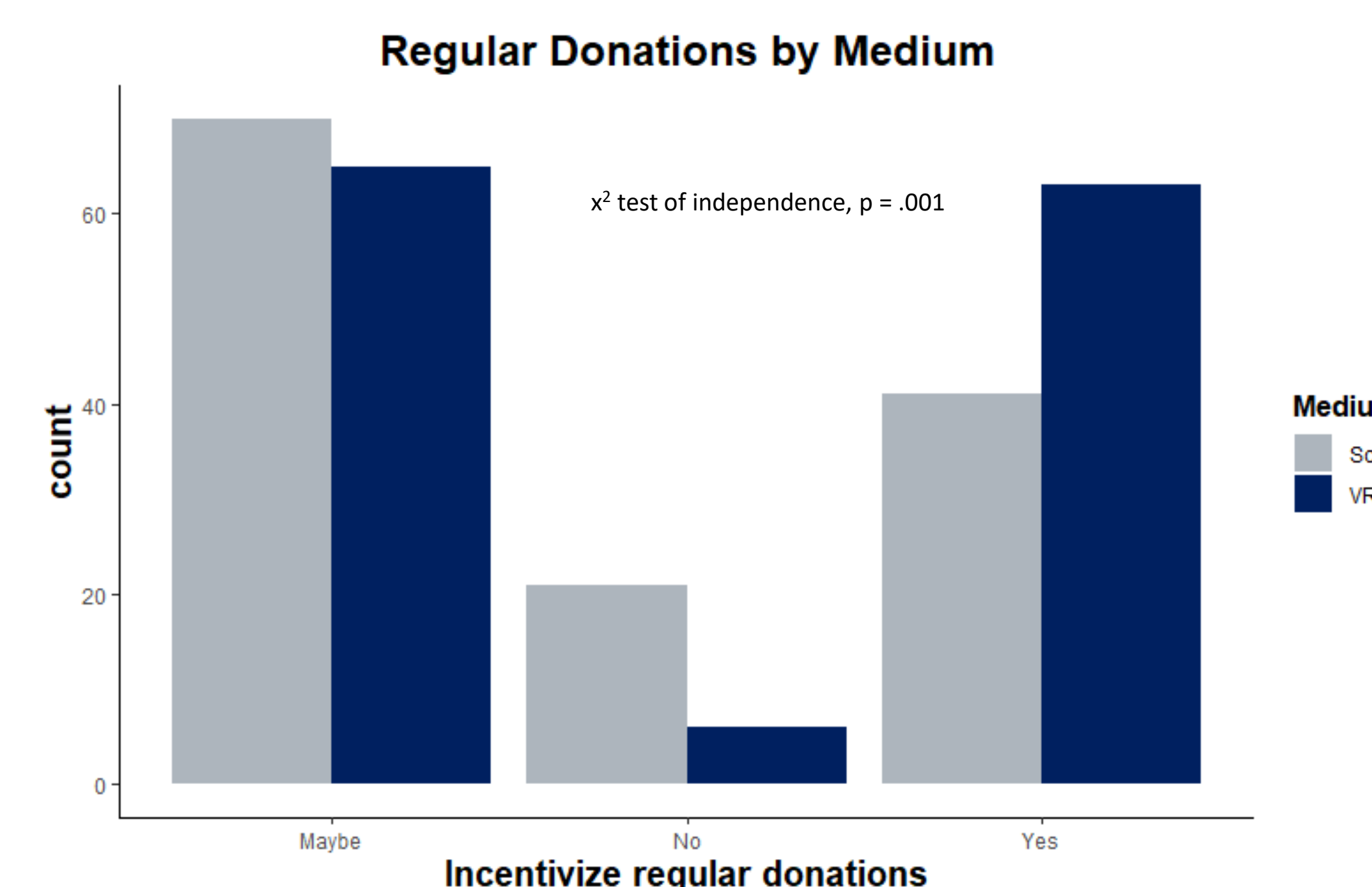
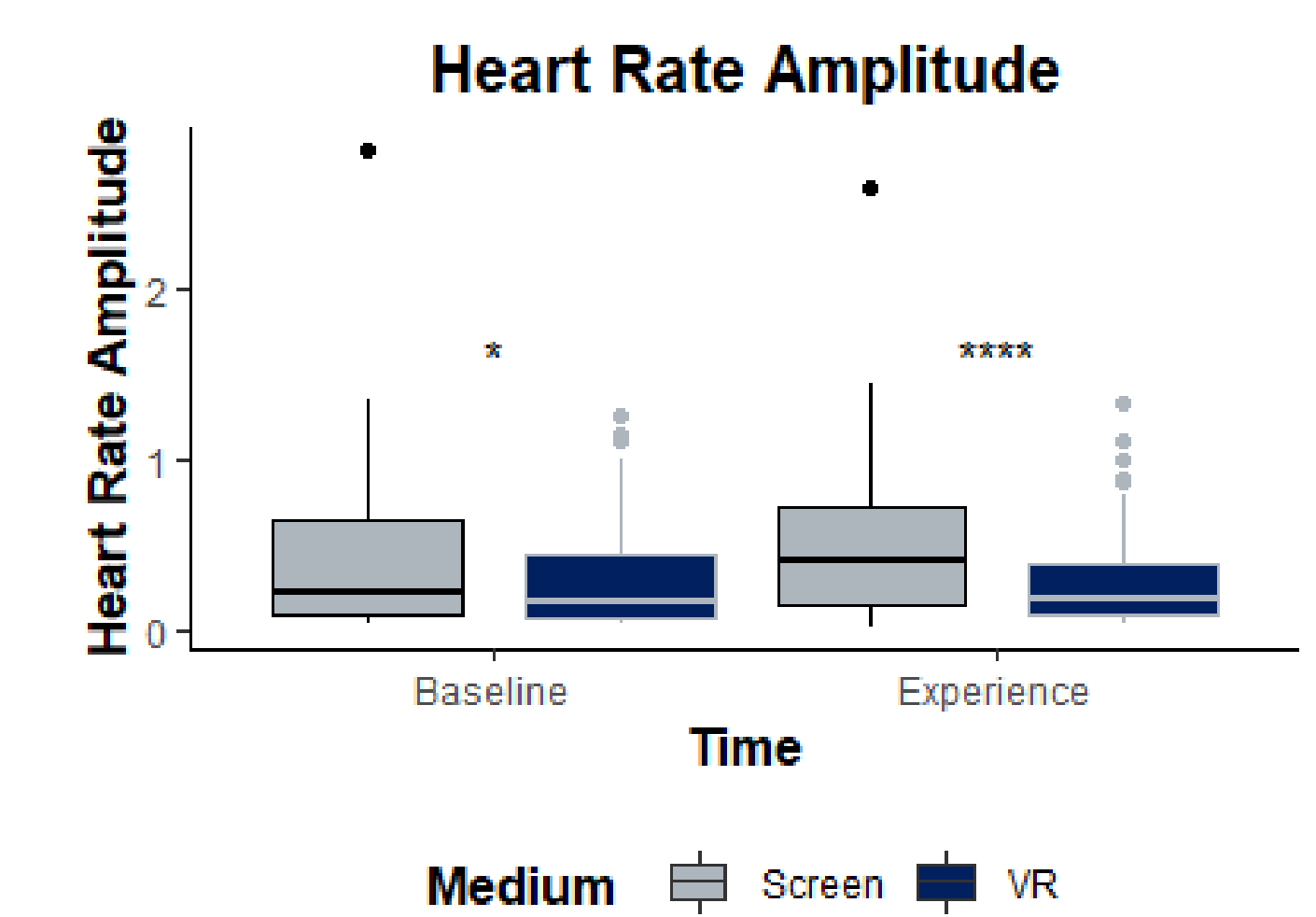
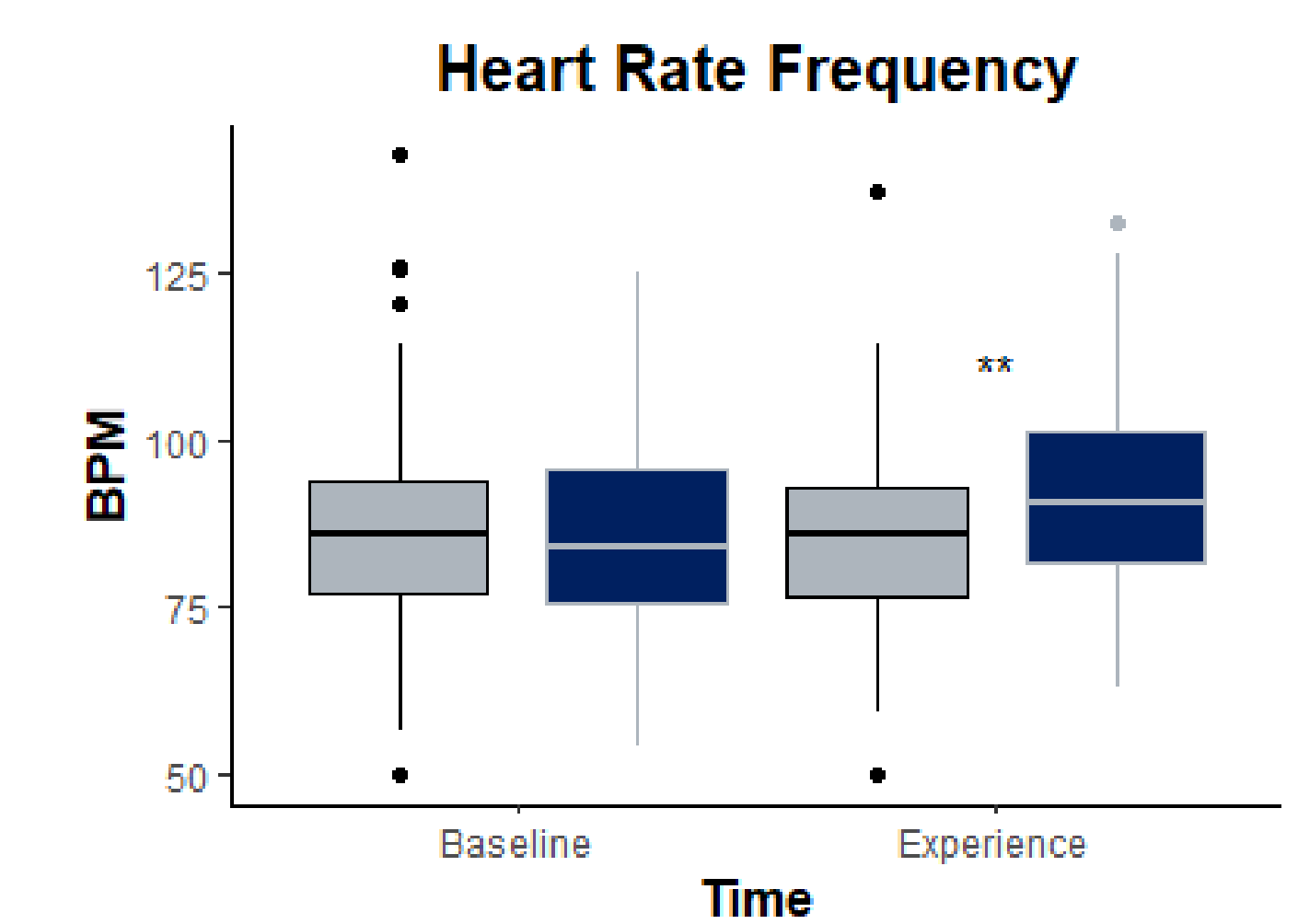
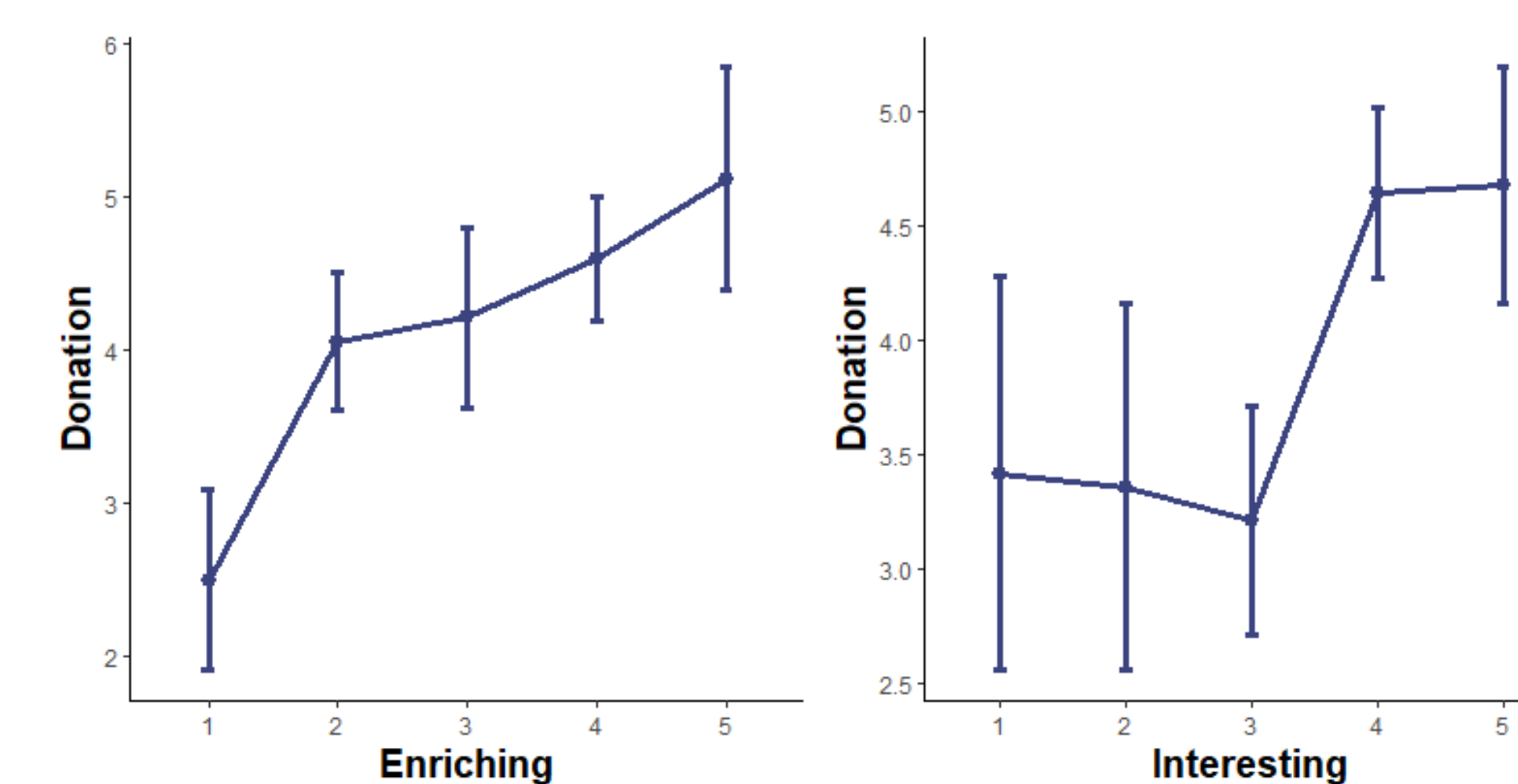
Emotions



Physiological arousal



Perceptions



Emotions and perceptions increased by VR also increased donations