

ASIGURAREA CALITĂȚII – QUALITY ASSURANCE

Ianuarie – Martie 2010 Anul XVI Numărul 61

Expectations of Charity Donors

Ton van der WIELE, Jos van IWAARDEN

Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands

Claire MOXHAM

Manchester Business School, Manchester University, Manchester, United Kingdom

Abstract

It is the aim of this paper to look at the criteria one group of stakeholders of charities, namely individuals, use to decide which charity they support. The research will be focused on the analysis of data which have been gathered from November 2005 until February 2006 through Internet survey amongst a large sample of individual donors in The Netherlands.

Keywords: *Internet survey, research, charities, donors, stakeholder management, customer satisfaction, multivariate analysis, CBF certificate, the Netherlands.*