

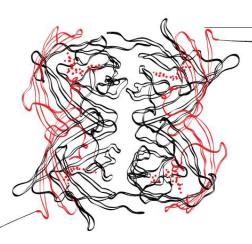
Master thesis for the degree in Communication Studies, Track: Marketing Communication

By

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Summary

Trust plays an important role in the charity sector, as for donors it is difficult to assess whether their money has been used as directed. If the public has little confidence in a charitable organization, they will be less willing to support the organization. As a consequence, for charities it is of importance that their advertisements create trust in order for donors to donate and to continue donating. This study examines several message factors and their influence on people's trust and intentions to donate to a charitable organization.

One way to possibly influence potential donors to contribute to charitable organizations is through communicating the successes of the organization to the public. Another way is by emphasizing what goals the charity yet wants to accomplish in the future. Next to focusing the advertising message on successes or future goals, potential donors can also be influenced by the type of evidence that is presented. In this study a distinction is made between presenting the message with statistical and anecdotal evidence.

A study in this field was carried out, to examine the effectiveness of different charity advertisements in relation to trust and donation intention. A 2 (advertising strategy scenarios: future goals versus past successes) by 2 (evidence type: anecdotal versus statistical) between subjects design was used. Four manipulated charity advertisements were used, about a fictive charitable organization that raises money for research into childhood cancer. An online survey was carried out, in which 171 participants from the Netherlands took part. The effects of the advertising strategy scenarios and evidence types were measured on five constructs; trust in the charitable organization, message- and messenger credibility, risk perception and donation intention.

Results showed that participants exposed to anecdotal evidence scored statistically significantly higher on trust in the charitable organization as opposed to those exposed to statistical evidence. However, no significant differences were found for message- and messenger credibility, the perceived risk and donation intention between the two evidence types. Results showed no statistically significant differences between participants exposed to charity advertisements that focused on future goals and those exposed to past successes. In addition, also no interaction effects between the advertising strategy scenarios and evidence types were found. Notably, in all four conditions participants scored low on donation intention.

The findings of this study provide insight into the effects of evidence types combined with different advertising strategy scenarios in charity fundraising messages, which charitable organizations should take into account when developing advertising messages.

Samenvatting

Vertrouwen speelt een belangrijke rol in de goede doelen sector, aangezien het voor donoren moeilijk in te schatten is of hun geld daadwerkelijk is gebruikt zoals voorgeschreven. Wanneer mensen weinig vertrouwen hebben in een goed doel, dan zullen zij minder bereid zijn om de organisatie te steunen. Als gevolg daarvan, is het voor goede doelen van belang dat hun advertenties vertrouwen creëren bij donateurs, om op deze manier ervoor te zorgen dat mensen doneren en blijven doneren. Dit onderzoek bestudeerde verschillende factoren in advertenties en de invloed die ze hebben op het vertrouwen van mensen en de intenties om te doneren aan een goed doel.

Een mogelijke manier om potentiële donateurs te beïnvloeden te laten bijdragen aan een goed doel, is door middel van het communiceren van de successen van de organisatie naar het publiek. Een andere manier is door te benadrukken welke doelstellingen de organisatie nog wil behalen in de toekomst. Een goed doel kan zich naast het richten op haar successen en doelstellingen in een advertentie, potentiële donateurs ook beïnvloeden door het type bewijs dat wordt gepresenteerd. In dit onderzoek werd onderscheid gemaakt tussen het presenteren van een advertentie met statistische en anekdotisch evidentie.

Een onderzoek werd uitgevoerd om de effectiviteit van verschillende advertenties van goede doelen te onderzoeken in relatie tot vertrouwen en de intentie om te doneren. Een 2 (Reclame strategie scenario's: toekomstige doelen versus successen uit het verleden) bij 2 (Evidentie typen: anekdotisch versus statistisch) ontwerp werd gebruikt. Voor het onderzoek werden vier gemanipuleerde advertenties ontwikkeld, die betrekking hadden op een fictief goed doel die geld inzamelt voor onderzoek naar kanker bij kinderen. 171 participanten uit Nederland namen deel aan de online vragenlijst. De effecten van de reclame strategieën en evidentie typen werden gemeten op vijf constructen; vertrouwen in het goede doel, geloofwaardigheid van het bericht en de bron, risicoperceptie en donatie intentie.

De resultaten toonden aan dat de participanten aan wie de anekdotische evidentie versie was tentoongesteld significant hoger scoorden op vertrouwen in het goede doel, dan participanten met statistische evidentie. Er waren echter geen significante verschillen tussen de verschillende evidentie typen gevonden voor bericht en bron geloofwaardigheid, het waargenomen risico en donatie intentie. Er waren ook geen significante verschillen gevonden tussen de participanten die advertenties met informatie over de toekomstige doelen en informatie over successen uit het verleden waren getoond. Daarnaast waren er geen interactie-effecten gevonden tussen de advertentie strategie scenario's en de verschillende evidentie typen. Opmerkelijk, is dat participanten uit alle vier condities laag scoorden op donatie intentie. De bevindingen van dit onderzoek bieden academici en praktijkbeoefenaars inzicht in de gevolgen van het gebruik van de verschillende typen evidentie in combinatie met verschillende advertentie strategie scenario's. Goede doelen dienen hier rekening mee te houden bij het ontwikkelen van hun advertenties.

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1. Introduction

Nowadays, charitable organizations are confronted by challenges in raising funds to sustain their operations. A major concern for charitable organization is bad publicity about the organization's work, because it negatively affects consumer trust and confidence in the charity (Sargeant & Lee, 2004). Some organizations in the not-for-profit sector are being accused of creative accounting techniques in order to mislead their donators (Khumawala & Gordon, 1997). Fundraising cost inefficiency, abuse, and criminality find common ground in the media and in regulator interpretation as abuses of the public trust in charity (Hind, 1995; Tonkiss & Passey, 1999). Every now and then, there is negative news coverage about the income (salaries and bonuses) of executives of charitable causes. In 2008, UNICEF distributed more than 200.000 Euros to their Dutch general manager and the Red Cross gave the Dutch Executive Director a departure bonus of 175.000 Euros.¹

Donors who do not trust the trustees of an organization to apply their funds appropriately will be unlikely to offer a substantial proportion of their donations to the organization concerned (Sargeant & Lee, 2004). According to Hibbert, Smith, Davies & Ireland (2007) people are often not well informed about the specific activities that charities undertake to help beneficiaries. In addition, donors cannot directly monitor the impact of their donation (Smith & Berger, 1996), but they want to be assured that their money is spent well.

Trust is an important prerequisite for consumers to make donations to a charitable organization (Bekkers, 2003). Trust is the foundation on which voluntary organizations are built (Sargeant & Lee, 2002). Empirical research has shown that trust plays a critical role in influencing the relationship between companies and customers (Doney & Cannon, 1997). Hart and Johnson (1999) define trust as: "The belief that a company and its people will never take advantage of customer vulnerabilities, by being fair, reliable, competent and ethical in all dealings".

Previous research has mainly focused on trust within the context of relations in the profitsector. However, trust plays perhaps an even more important role in the non-profit sector. Giving is a matter of trust (Bekkers, 2003). Trust is particularly important when the services of an organization are intangible, because consumers often lack objective criteria to assess the performance of an organization (Coleman, 1990). This also relates to charitable organizations, where the provided services are often highly intangible and generally cannot be evaluated by donors. With regard to the non-profit sector, trust refers to the extent of a donor's belief that a charity will behave as expected and fulfil its obligations (Sargeant & Lee, 2004). Previous studies have argued that higher degrees of

¹ http://www.volkskrant.nl/vk/nl/2664/Nieuws/article/detail/339826/2009/07/17/Opstappen-bij-Unicef-en-Rode-Kruis-lucratief.dhtml

trust in a voluntary organization may be associated with a greater willingness to (a) become a donor and (b) give greater sums (Burnett, 2002; Sargeant, 1999; Saxton, 1995). One may conclude that it is important that charities generate trust to attract new donors. In turn, effective fundraising advertisements can contribute to the acquisition of new donors (Das, Kerkhof & Kuiper, 2008). Therefore charities advertisements should contribute in the trust building process to attract new donors.

Several studies have already focused on the aspects regarding effective communication strategies for a charitable organization to present itself and its services, but scattered across various fields of research (Bendapudi, Singh, & Bendapudi, 1996; Das et al, 2008; Laufer, Silvera, McBride & Schertzer, 2010). However, little research has been directed toward understanding the use of different types of messages and its effect on trust. Sargeant and Lee (2002) have emphasized that it would be instructive in future studies to explore the relationship between trust and donor giving behaviour. Therefore, this research examines charity advertisement message factors that might contribute to trust in a charitable organization and foster donation intentions. The current study proposes that several message aspects are decisive in order to increase trust. In addition, other variables which are related to trust are also included in this research, such as message and messenger credibility, transparency, risk perception and donation intention. The main idea of the current study is that the use of evidence types and different advertising strategy scenarios in charity advertisements could contribute to the trust building process and enhance donation intentions.

The importance of this study is to enable charitable organizations to develop effective advertising messages that increase trust in the charity and thereby may lead to higher donation intentions. In addition, this study will help to provide more knowledge about the role that trust plays in stimulating donations.

In the next chapter the theoretical framework is presented supported by existing literature, following with the corresponding research questions. Subsequently, in the method section an outline is given of the experimental methodology. Following the presentation of the data in the results section, the results will be discussed with respect to the research questions and conclusions will be drawn. Last, the limitations of this study, suggestions for future research and theoretical and practical implications will be addressed.

2. Literature review

2.1 Advertising strategy scenarios

Trust appears to be significantly affected by the performance of the charity (Sargeant et al., 2006). As a consequence, it might be interesting for charitable organizations to include performance related information in their advertisements. Charitable organizations can focus in advertising messages on their future performance, so what future goals they yet wish to accomplish. Or they can focus on the past performance, communicating their successes on what they have been able to achieve with previous donations. The questions is, on what type of information a charitable organization should focus; what they wish to accomplish in the future or what they have achieved in the past? Thus far, to the author's knowledge, this study is the first to examine charity advertisements that focus on past successes in comparison to future goals. This research has an exploratory character.

Focusing on past successes of a charitable organization gives potential donors insight into where the organization is engaged in and what they have already done for their beneficiaries. People are more likely to place higher degrees of trust in the voluntary sector if they can develop more favourable perceptions about the value of non-profit organizations, the works they undertake and the rationale for donor support (Sargeant & Lee, 2002). In turn, satisfaction with the past behaviours of the organization concerned will lead to the creation of a double bond (both economic and personal) and the generation of trust (Sargeant & Lee, 2002). Earlier research by Merchant, Ford and Sargeant (2010) has already shown that getting to know the final outcome (the happy ending) of the individual. With information on the past successes, donors gain more insight into the expenditure of donations by the charitable organization. The organization can demonstrate they have spent donations wisely, and by doing so positively contribute to the trust that people have in the organizations can contribute to the trust building process (Doney, Cannon & Mullen, 1998). However, a charitable organization's past successes are no guarantee achievement of future goals.

As opposed to a success-oriented advertisement, an advertisement focusing on the future goals can offer potential donors insight into what the charitable organization intents to do with donations. As Sargeant and Lee (2002) discussed there is a need for more information from charitable organizations about where the money is going. The problem with the focus on future goals is that donors cannot directly monitor the impact of their donation (Smith & Berger, 1996) and what has been accomplished with the previous donations. The advantage of success-oriented messages is that they bring some certainty about the dependability and competence of the organization, which contributes to trust (Doney, Cannon & Mullen, 1998). Whereas future goal-oriented messages lack this type of evidence and the goals have yet to be proven.

Donor trust is a reflection of a charity organization's legitimacy and credibility (Torres-Moraga et al., 2010). Messengers who are perceived as credible are also more likely to be perceived as trustworthy (Infante, 1980). Messenger credibility refers to the extent to which an audience believes the messenger (Roberts, 2010). Scepticism about a charitable organization's work negatively affects the credibility of the organization. By communicating past successes of charitable organizations in advertisements, the non-profit organization has the opportunity to evidence what they have already achieved. This type of information gives donors insight into a charitable organization's previous actions and behaviour, and the allocation of funding. Hereby proving that the organization acted as stated beforehand. It might be possible that displaying its successes leads to a certain confidence, which can help decrease scepticism about future charity actions. However, there is an absence of control for donors both exposed to a success or future goal-oriented message, as they cannot (directly) monitor the impact of their donation. Besides messenger credibility there is also message credibility, which refers to the extent to which an audience believes a message (Roberts, 2010). Messenger and message credibility are overlapping concepts (Metzger et al., 2003, p. 302), as organizations are perceived as credible (or not credible) because they deliver credible (or not credible) messages and vice versa (Roberts, 2010).

An important prerequisite for organizations to increase trust is that they must be more open and transparent with their communication (Rawlins, 2006). Rawlins (2006) defined transparency as: "Transparency is the deliberate attempt to make available all legally releasable information whether positive or negative in nature—in a manner that is accurate, timely, balanced, and unequivocal, for the purpose of enhancing the reasoning ability of publics and holding organizations accountable for their actions, policies and practices" (Rawlins, 2006, p.429).

Decreasing levels of trust in general and in charitable causes in particular, increase the need to signal trustworthiness to the public through a more transparent form of accounting (Bekkers, 2003). The problem is that charitable organizations often lack transparency. As a consequence, donors do often not know what is happening exactly to their donations, how much is used for overhead costs, and where the money is actually spent (Bekkers, 2003). Previous research has shown that there is a need for communications from charities that "show people what gets done with the money' and 'provide more information about where the money is going'" (Sargeant & Lee, 2002, p.79). Rawlins (2006) found that sharing information, that is both useful and that holds the organization accountable, are two important aspects that influence the relationship between transparency and trust (Rawlins, 2006). By focusing on the achievements in an advertisement, a charitable organization gives insight about what they have already realized with previous donations.

The advertisement with future goals, however, can give insight into what the organization intends to do with the donations.

A critical determinant of a potential donor's willingness to donate is the perceived risk of donating (Beldad, Snip & van Hoof, 2012). As said before, donors do often not know what happens exactly to their donations (Bekkers, 2003). Charitable organizations strongly depend on the public's trust, as giving is a matter of trust. Donors can only trust that the charitable organization spends the money in a sensible way. As a consequence, there exists a certain degree of uncertainty among donors. People want to reduce this feeling of uncertainty by searching for information (Hibbert & Horne, 1997). Communications can help donors understand how their donations will be used to help those in need, which is also the single most important predictor for trust (O'Neil, 2009). Achievement-oriented messages can demonstrate what the charitable organization has used the donations for and what they have accomplished as a result. Focusing on the future goals brings a degree of uncertainty since the goals have yet to be fulfilled. However, future goal information does give charities the opportunity to give an accounting of their future actions. Communicating information about past successes or future goals both give donors insights into previous or future expenditure respectively. Thus, both advertising strategy scenarios may lessen the uncertainty about what happens with donations, and as a result may have a less negative impact on the perceived risk.

The effectiveness and efficiency of charitable organizations are important to donors and influence their donations (Bendapudi, Singh & Bendapudi, 1996; Radley & Kennedy, 1995). A charitable organization can influence potential donors to contribute, by communicating its success story to the public (Laufer, Silvera, McBride & Schertzer, 2010). The organization can increase the level of trust by communicating to donors (and potential donors) the outcomes they have been able to achieve as a result of previous donations (Sargeant & Lee, 2002). Trust, in turn, is an important factor for donations to charity (Bekkers, 2003; Sargeant & Lee, 2004). Das et al. (2008) stated that certain factual information that the donations in the past and future are spent wisely will positively affect donation intentions. A charity demonstrates in both advertising strategy scenarios transparency about how money and resources are used and will be used.

Nevertheless, the question remains what advertising strategy scenario (past successes or future goals-oriented communication) is most effective in order to increase trust, transparency, message- and source credibility, decrease risk perception and raise donation intention. This has led to the first research question:

RQ1: Do people exposed to a charity advertising message that focuses on successes differ in trust, their perception of message and messenger credibility, transparency, risk perception and donation intention from people exposed to a charity advertisement message that focuses on future goals?

2.2 Evidence types

In addition to putting a focus on a charitable organization's successes or future goals, there are other ways to influence the trust people have in a charitable organization and raise donation intentions. Earlier studies have demonstrated that evidence enhances the effectiveness of persuasive messages (Morman, 2000; Reynolds & Reynolds, 2002), which can partly be attributed to the fact that evidence makes potential donors more knowledgeable (Morgan & Miller, 2002). Evidence can be defined as "data (facts or opinions) presented as proof for a claim" (Reynolds & Reynolds, 2002, p.429). The findings regarding the use of evidence vary widely per study. Certain studies suggest that anecdotal evidence is more effective (Das, Kerkhof & Kuiper, 2008; Feeley, Marshall & Reinhart, 2006). Anecdotal evidence is usually supported in the form of an example or story that illustrates the conclusion (Kim et al., 2012). An example of anecdotal evidence is a charity advertisement from Make-a-Wish Foundation: "Elise is 3 years, has leukaemia and loves to watch the toddler program The Sandcastle. Her dearest wish is to play on the beach with Sassa, Toto and King Koos from The Sandcastle. Help fulfilling Elise her wish".

Other studies showed that statistical evidence is more effective (Allen & Preiss, 2009; Hoeken & Hustinx, 2009; Kim et al., 2012). Statistical evidence messages constitute the use of number or a counting of examples in an effort to provide for a conclusion (Kim et al., 2012). For example, a statistical evidence message from the Dutch Leprosy Foundation can be focusing on information about the number of leprosy patients. The downside is that statistical content can be seen as abstract (Kim et al., 2012) and lacking a "human" face. Baesler and Burgoon (1994) claimed that statistical evidence messages stating facts and statistics are more believable than claims based on a single report. Because statistical evidence does not only focus on one individual's subjective story (Kopfman et al, 1998).

Hoeken and Hustinx (2009) argued that arguments containing statistical evidence are stronger than arguments containing anecdotal evidence, and yields more acceptance. Statistical evidence provides objective, rational proof to readers in the form of statistics and facts presented as a summary of a larger number of cases (Allen & Preiss, 1997). According to Nelson (1974) people prefer objective information over subjective information, because it is more precise and more easily verified. In contrast, anecdotal evidence in charity advertisements provide only a subjective story about how donations helped or will help one person. This type of evidence does not allow donors to gain insight into the remainder of the cases on which the donations were or will be spent. Following this line of reasoning, the information provision with statistical evidence, which constitutes larger number of cases, will contribute to more knowledge about the cause. Trust that is developed through cognitive processes is knowledge driven (Johnson & Grayson, 2005). In turn, with statistical evidence the cognitive mode is dominant (Kopfman, Smith, Ah Yun & Hodges, 1998). However, trust can also be formed via the affective system (Johnson & Grayson, 2005). The essence of affective trust is reliance on a partner based on emotions (Johnson & Grayson, 2005). With anecdotal evidence, the affective mode is dominant (Kopfman, Smith, Ah Yun & Hodges, 1998). The positive side of anecdotal evidence is that readers can easier relate to the story through identification with the story character (de Graaf et al., 2012). With identification, a reader adopts the perspective of the character and sees the story through his/her eyes (Bilandzic & Busselle, 2008). As a consequence, the reader imagines the events that happen to the character and experiences empathy or emotions that correspond to the character's goal and plans (de Graaf, Hoeken, Sanders & Beentjes, 2012). Anecdotal evidence produces higher numbers of affective responses than statistical evidence (Small et al., 2007; Kopfman, Smith, Ah Yun & Hodges, 1998). In turn, affective reactions such as empathy, can also contribute to trust building practices (Messick & Kramer, 2001; Cook et al., 2004). Thus, both types of evidence can affect trust, as it has both cognitive and affective dimensions (Johnson & Grayson, 2005).

Kopfman et al. (1998) pointed out that statistical evidence messages yield higher ratings of message credibility. When a message is well presented, plausible, with convincing examples and data, that message could possibly have more impact on assessments of credibility (Slater & Rouner, 1996). A statistical evidence message consists of a larger sample sale with truthful information. An anecdotal story, on the contrary, depends merely on an individual's subjective story (Kopfman et al., 1998). Kim and Lee (2009) claimed that scepticism about advertising claims is higher when the provided information in an advertisement is stated subjectively. Statistical evidence provides a sense of objectivity in the analysis (Allen & Preiss, 1997). As stated before, claims that are based on aggregated reports, such as statistical evidence messages stating facts and statistics should be more credible and believable than claims based on a single report as anecdotal evidence (Baesler & Burgoon, 1994). In addition, the credibility of the advertisement message also has an effect on the reader's trust (Giffin, 1967).

From donors there is an increasing demand for more transparency from charities, as they often have no idea how their donations are being used. Information about the way that charitable organizations spend their funds is often lacking (Schuyt et al., 2000). Statistical content gives charitable causes the opportunity to openly communicate their operations and the allocation of funds in an objective and fact related way. An anecdotal message, however, tells a subjective story of one person, lacking objective information. The anecdotal version may also make the accuracy of the information debatable.

Donating entails a certain risk. For example, donors do not know the recipients of the money, if the cause is genuine (Bekkers, 2003) or what their donations will buy (Harbaugh, 1998). As a result donors are searching for information to help reduce the perceived risk (Hibbert & Horne, 1996).

When the advertisement content depends solely on the story of one case, people have less information to which programs the donated money is or will be allocated. As statistical evidence consists of information from a larger number of cases, it depicts a clearer picture of the cause. It gives charities the opportunity to display the extent of the problem of those in need of support to whom they allocate aid.

Next to these findings, previous studies have found that an appeal on behalf of an identifiable victim generates greater willingness to donate in comparison to an appeal on behalf of statistical victims (Jenni & Loewenstein, 1997; Small, Loewenstein, and Slovic, 2007).

One can infer that there are inconsistencies with regard to the findings from previous studies on the persuasiveness of evidence types. Greene, Campo and Banerjee (2010) argue that the superiority of evidence type is dependent on several aspects, including the topic of a message. Earlier research regarding the use of evidence types mainly studied aspects such as persuasiveness, emotions or acceptance of the message. A key difference with this study is that the use of statistical and anecdotal evidence is examined in relation to trust, credibility, transparency, risk perception and donation intention. Therefore, it might be possible that the previously found results do not apply to this study, as the results were found in relation to a different topic and context. Here the question arises, whether there will be a difference between the two evidence types on the aforementioned dependent variables. This has led to the second research question:

RQ2: Do people exposed to a charity advertising message with statistical evidence differ in trust, their perception of message and messenger credibility, transparency, risk perception and donation intention from people exposed to a charity advertisement message with anecdotal evidence?

2.3 Evidence types & advertising strategy scenarios

In this paragraph the combination of statistical and anecdotal evidence, with future goals and past success-oriented advertising messages will be discussed. The advertising strategy scenarios and message evidence might exert interactive effects on trust, the perceived message and messenger credibility, transparency, risk perception and donation intention.

When communicating the success of the charitable organization, people gain insight into the allocation of funds of the organization. The trust that people have in charities depend on that these organizations will behave as expected and fulfil their obligations (Sargeant & Lee, 2004) and demonstrates it has used the donations wisely (Tonkis & Passey, 1999). As discussed before, trust can be build via cognitive processes which requires information about an organization's past actions (Doney, Cannon & Mullen, 1998). The greater the generated knowledge about an organization's past

actions, the more predictable their behaviour becomes which affects the trust building processes (Lewicki & Bunker, 1995). Evidence can increase the trustor's confidence that the organization's actions are consistent and predictable (Doney, Cannon & Mullen, 1998). The combination of statistical evidence and past successes give charities the opportunity to show supporting evidence on what they have achieved with donations, in the form of empirical statistics and facts presented as a summary from a larger number of cases.

Statistical evidence can also provide more information about the causes on which donations were spent, thereby contributing to the transparency of a charitable organization. Potential donors perceive a certain degree of risk from donating, as they do not know what happens exactly to their donations (Bekkers, 2003). The perceived risk of donating can be reduced by information (Hibbert & Horne, 1997). Evidence of past successes based on larger number of cases (statistical evidence) provide potential donors with a high level of information content about what the charitable organization has done with donations. Demonstrating that the organization has spent donations wisely also positively influences donation behaviour (Bendapudi, Singh, & Bendapudi 1996; Radley & Kennedy, 1995). Following this line of reasoning, the combination of information about the past successes with statistical evidence might reinforce one another.

As stated earlier, it would be possible that success-oriented information in combination with statistical evidence have a more positive effect on the dependent variables. However, when focusing on future goals the optimal combination might be with anecdotal evidence. The combination of anecdotal evidence and future goals shows great resemblance to the concept of the identifiable victim (Small, Loewenstein & Slovic, 2007). With this combination, the organization wishes to help the person in the nearby future and the exact victim is already determined. Previous research by Kogut and Ritov (2005) has shown that a single-identified victim elicited greater emotional distress than statistical victims. When victims were already determined, people were more willing to donate (Kogut & Ritov, 2005) and felt greater sympathy towards the victim invoked by the affective system (Small, Loewenstein & Slovic, 2007). As mentioned before, anecdotal evidence invokes affective reactions that may result from identification with the victim (Allen & Preiss, 1997). Perhaps, the combination of future goals with anecdotal evidence might cause even more affective reactions than separately. In turn, affective reactions can contribute to trust (Messick and Kramer, 2001; Cook et al., 2004) and make people more willing to donate (Small, Loewenstein & Slovic, 2007).

If readers favorably evaluates the message by a source, thus positively evaluating the story of the victim, than that audience member will also judge the source and the source's arguments more favorably (Slater & Rouner, 1996). The subjective judgments influence message credibility (Slater & Rouner, 1996). An exact identified victim might contribute to transparency as it gives readers more precise information on which donations will be spent. Thereby also reducing the perceived risk of the donation, as the donor has some certainty about what happens with the donated money.

By telling the story of a person in need, it can trigger negative emotions in the reader (Kogut & Ritov, 2005). People want to stay in a positive mood and move away from negative, as a remedy charities give people the opportunity to reduce the tension by undertaking action (making a donation) (Merchant, Ford & Sargeant, 2010). Ein-Gar and Levontin (2013) also pointed out that people prefer donating to a single-identified human victim, rather than to unidentified or abstract donation goals.

As opposed to anecdotal evidence, with statistical evidence the deliberative system is dominant. Deliberation decreases affective reactions (Small, Loewenstein & Slovic, 2007), causing less strong (negative) emotions as readers suffer less from an unbalanced state. Therefore they are less triggered to repair their negative mood state. According to Marchand and Filiatrault (2002) will negative emotions with an opportunity for positive emotional outcome influence behavioural intentions. It would be possible that an anecdotal story in combination with a future goal in a charity advertisement reinforce one another as both elicit greater emotional distress with the reader. Therefore it is suggested, that when focusing on future goals the optimal combination is with anecdotal evidence. The suggested combinations, of statistical evidence with past success-oriented information and anecdotal evidence with future goal-oriented information, leads to the third research question:

RQ3: Do people exposed to a charity advertising message that focuses on charity successes in comparison to future goals in charity advertisement with variations in evidence types (anecdotal vs. statistical) differ in trust, their perception of message and messenger credibility, transparency, risk perception and donation intention?

3. Method

3.1 Design

The study employed a two (Advertising strategy scenarios: charity successes - charity goals) by two (Evidence type: statistical content - anecdotal content) between subject design. An online survey (see original questionnaire Appendix I, and translated questionnaire Appendix II) was implemented for two weeks, in which initially one hundred and eighty respondents participated.

3.2 Procedure

The initial four advertisement versions developed for this study, were pre-tested for readability, correctness and ease of comprehension by eight subjects and revised. Subsequently, participants were approached individually via e-mail. Each participant was provided with an URL, which was constructed with the online questionnaire software 'Qualtrics.com'. The program itself randomly assigned the participants to one of the four charity advertisement versions. The link was also posted on social media sites and spread by other social media members. The website automatically guided the participants through the questionnaire. During the online questionnaire the participants were firstly given information regarding the purpose of the research and the instructions needed. Subsequently, the participants were asked to fill in a short question, and job) and previous donation behavior. Next, participants were exposed to one of the four advertisement versions of a fictitious charitable organization aimed at helping children with cancer. After viewing the charity advertisement the participant were asked to start filling out the questionnaire that contained the dependent measures. Upon completion of the materials, participants were thanked and informed that the charity advertisement was fictitious.

3.3 Materials

The stimuli consisted of four advertisements of a fictive childhood cancer charitable organization named "Stichting Kinderoncologie- Hematologie Fonds". This fictive charitable organization was created, because cancer research organizations promote a cause that is generally accepted as worthwhile (Brunel & Nelson, 2000). Many people today are involved with someone in their immediate vicinity that has cancer, as more than one in three people in the Netherlands get some form of cancer². Therefore, this subject might induce greater involvement.

² http://www.wcrf.nl/onderzoek/feitenencijfers.php

Information about childhood cancer, Acute Myeloid Leukemia in particular, was obtained through hospitals and existing charity funds. The advertisements were identical in relation to aspects such as basic information, the image of a sick bear in hospital, logo, QR-code, etc. However, the advertisements differed in type of message evidence (anecdotal and statistical) and their advertising strategy scenarios (future goals or past successes). This resulted in the following four advertisement text versions:

- Anecdotal-Future Goals: This advertisement tells an anecdotal story about a young girl with Acute Myeloid Leukemia who has yet to be treated. Also, the advertisement contained a non-statistical header and the message focused on the future goals of the charitable organization.
- Anecdotal-Past Successes: This advertisement tells an anecdotal story about a young girl who has been treated successfully for Acute Myeloid Leukemia and is cured of cancer. Also, the advertisement contained a non-statistical header and the message focused on the past successes of the charitable organization.
- 3. Statistical-Future Goals: This advertisement contained general and statistical information about Acute Myeloid Leukemia. Also, the advertisement had a statistical header and the message focused on the future goals of the charitable organization.
- 4. Statistical-Past Successes: This advertisement contained general and statistical information about Acute Myeloid Leukemia. Also, the advertisement had a statistical header and the message focused on the past successes of the charitable organization.

Figure 1 gives an example of an advertisement from the study, in which anecdotal evidence is combined with the future goals of the charitable organization (see Annex for the original advertisements and the translated versions).



Figure 1. Example of a Charity Advertisement (Anecdotal-Future Goals)

3.4 Manipulation check

In this study, manipulation checks were included in order to verify that participants exposed to either a message focusing on past successes or future goals, also rated the message statement matching their advertising strategy scenario version higher. It was also verified for the anecdotal and statistical advertisement versions. Thus, to ensure that the evidence types that matched the specific statements were rated higher.

An Independent-Samples T-Test showed that participants who were exposed to the "anecdotal version" rated the anecdotal statement significantly higher (M=3.60, SD=.85) than the participants exposed to the "statistical version" (M=2.80, SD=.89; t (169) = 6.02, p<.05).

In turn, participants exposed to the "statistical version" rated the statistical statement significantly higher (M=3.47, SD=.78) than the participants exposed to the "anecdotal version"

(M=2.84, SD=.92; t (169) =-4.76, p<.05). Thus participants who read the statement that matched their own advertisement version (e.g. statistical advertisement version with statistical statement) also gave a higher rating of correspondence, than people with a non-matching advertisement version. Presented in Table 1, is an overview of the means and standard deviations of the first manipulation check question.

	Statistical		Anecdotal	
	statement		statement	
	Mean	Std. Dev.	Mean	Std. Dev.
Statistical version	3.47	.78	2.80	.89
Anecdotal version	2.84	.92	3.60	.85

Table 1. Means and Standard Deviations Manipulation Check Evidence Types

An Independent-Samples T-Test showed that participants who were exposed to the "past successes" version rated the statement regarding the charitable organization's past successes significantly higher (M=3.22, SD=.84) than the participants exposed to the "future goals" version (M=2.80, SD=.86; t (169) = -3.23, p<.05).

Participants exposed to the "future goals" version rated the statement regarding what the charitable organization wishes to accomplish, significantly different (M=3.77, SD=.68) from the participants exposed to the "past successes" version (M=3.51, SD=.78; t (169) = 2.40, p<.05). What the organization stands for reflects what they want to achieve. Table 2 gives an overview of the means and standard deviations of the second manipulation check question.

Table 2. Means and Standard Deviations Manipulation Check Advertising Strategy Scenarios

	Future goal statement		Past successes statement	
	Mean	Std. Dev.	Mean	Std. Dev.
Future goal version	3.77	.68	2.80	.86
Past successes version	3.51	.78	3.22	.84

3.5 Research instrument

Cronbach's alpha was measured per construct to indicate the reliability of the scales. The items per construct were measured on a 5-point Likert-scale, ranging from strongly disagree to strongly agree.

Trust in the charitable organization, refers to the extent of belief a person has, that a charity

will behave as expected and fulfils its obligations (Sargeant & Lee, 2004). This variable consisted out of five statements adapted from the concept of trust by Sargeant, Ford & West (2006). These include statements such as: "I trust this charitable organization to always act in the best interest of the cause" and "I trust this charitable organization to conduct their operations ethically".

Five statements from the concept of Flanagin & Metzger (2000) were used to measure message credibility. The respondents were asked to rate the degree that they find the information in the charity advertisement to be: "believable, accurate, trustworthy, biased and complete".

Next to the credibility of the message, also messenger credibility was measured to find out whether there was a difference in perceived credibility of the charitable organization from participants exposed to different versions of the charity advertisement. According to Roberts (2010) there seems to be enough distinction between the messenger (Flanagin & Metzger, 2000) and message scale (Meyer, 1988) to use both scales to simultaneously measure message and messenger credibility. This variable consisted out of five statements from the concept of Meyer (1988). Examples of the items for the construct include "I think this charitable organization tells the whole story" and "I think this charitable organization is accurate".

The transparency of the charitable organization assessed the perceived effectiveness of spending. It was measured with five statements from the concept of Rawlins (2006), such as "The organization provides information that is useful to people like me for making informed decisions" and "I think this organization wants to be accountable to people like me for its actions". Reliability analysis indicated poor quality of the construct (α =.50), therefore it was removed from this study.

The variable perceived risk of donating consisted out of four statements from Beldad et al. (2012) including statements such as "When I donate to this charitable organization there is a risk that my money will be wasted" and "I think that a large part of the donations to this charity is spend on high salaries of the top management".

The dependent variable, donation intention, was based on a response to how likely someone is considered making a donation to the charitable organization. The statements were adapted from the study of Beldad, Snip & van Hoof (2012). Respondents were asked to rate four statements, including "I am planning to donate to this charitable organization in the near future" and "There is a big chance that I will donate to this charitable organization". Table 3 presents the reliability scores and the mean and standard deviation values for the different constructs of the study.

Study				
	Cronbach's Alpha α	Mean	SD	N of Items
Trust in the charitable organization	.89	3.84	.65	5
Message credibility	.81	3.71	.61	4
Messenger credibility	.71	3.50	.54	5
Transparency of the charitable organization*	.50	3.42	.49	5
Risk perception	.84	2.87	.68	5
Donation Intention	.91	2.86	.95	4

Table 3. Reliability Scores,	, Mean and Standard Deviation	Values of the Different Constructs of the
Study		

*Construct deleted

3.6 Participants

Only inhabitants of the Netherlands took part in this study, since the questionnaire was written in Dutch and the advertisements represented a Dutch (fictive) charitable organization. The group of participants consisted of both male and female participants from the Dutch population, who were randomly divided over one of the four conditions. To be included in the research, participants had to give at least one correct answer to the two knowledge questions. Eventually 171 of the initial 180 participants gave the correct answer to at least one of the two questions and have been included in the study. See table 4 for an overview of the number of given answers per question.

Knowledge Questions I		
Type of cancer	Freq.	%
Lymphoma	2	1.2
Non-Hodgkin-Lymphoma	6	3.5
Acute Myeloid Leukaemia (AML)*	158	92.4
Hutchinson's Disease, Neuroblastoma	5	2.9
Knowledge Questions II		
UMCG, Groningen	22	12.9

VUmc, Amsterdam*	125	73.1
Radboud UMC, Nijmegen	18	10.5
Erasmus MC, Rotterdam	6	3.5

*Correct answer

Participants had to be adults (eighteen years and older), thus they were old enough and authorized to become a donator. Slightly more female (n=53.8%) than male participants took part in the study. Ages ranged from 18 to 77 years, with the mean age being 38.8 years. Most respondents were in the age category between 21 to 30 years old (N=69, 40.4%), had a higher vocational education (HBO) (N=50, 29.2%). Regarding religion, the Roman Catholics (N=72, 42.1%) and non-religious people (N=71, 41.5%) formed the largest group. The income of the respondents differed widely. According to CBS³, the average amount of income equals approximately to €32.500. The majority of people had a salary far below the average amount of income (N=42, 24.6%). This can possibly be designated to the majority of respondents aged between 21 to 30 years. This income bracket was closely followed by people with incomes above the average amount of income (N=39, 22.8%). Table 5 shows a more detailed overview of the demographic information.

Demographic construct	Anecdotal - Future goals (% per ad)	Anecdotal - Past successes (% per ad)	Statistical - Future goals (% per ad)	Statistical - Past successes (% per ad)	Total (% total number of participants)
Gender					
Male	17 (21.5)	20 (25.3)	20 (25.3)	22 (27.5)	79 (46.2)
Female	25 (31.6)	28 (35.4)	22 (27.8)	17 (21.5)	92 (53.8)
Mean Age (years)	36.6	39.8	35.9	43.2	38.8
Level of education VMBO (VBO, LBO, MAVO)	7 (30.4)	9 (39.1)	4 (17.4)	3 (13.0)	23 (13.5)
MBO	9 (19.1)	15 (31.9)	10 (21.3)	13 (27.6)	47 (27.5)
VWO/HAVO	4 (20.0)	6 (30.0)	5 (25.0)	5 (25.0)	20 (11.7)
НВО	13 (26.0)	16 (32.0)	10 (20.0)	11 (22.0)	50 (29.2)
University	9 (29.0)	2 (6.5)	13 (41.9)	7 (22.6)	31 (18.1)

Table 5. Demographic Information of Participants

 $^{3}\,http://www.cbs.nl/nl-NL/menu/themas/inkomen-bestedingen/cijfers/default.htm$

Amount of income (Far) below the average amount of income	22 (28.9)	19 (25)	22 (28.9)	13 (17.1)	76 (44.4)
Approximately equal to the average amount of income	7 (21.9)	9 (28.1)	7 (21.9)	9 (28.1)	32 (18.7)
(Far) above the average amount of income	7 (15.9)	12 (27.3)	9 (20.5)	16 (36.4)	44 (25.7)
I prefer not to say	6 (31.6)	8 (42.1)	4 (21.1)	1 (5.3)	19 (11.1)
Religion Roman Catholic	17 (22 6)	10 (26 4)	17 (22.6)	10 (26 4)	77 (47 1)
Roman Catholic	17 (23.6)	19 (26.4)	17 (23.6)	19 (26.4)	72 (42.1)
Islamic	1 (100.0)	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.6)
Protestant/Reformed	7 (28)	8 (32)	6 (24)	4 (16)	25 (14.6)
Buddhism	0 (0.0)	2 (100.0)	0 (0.0)	0 (0.0)	2 (1.2)
Non-religious	17 (23.9)	19 (26.7)	19 (26.7)	16 (22.5)	71 (41.5)
Total	42 (24.6)	48 (28.1)	42 (24.6)	39 (22.8)	171 (100)

70.8% (N=121) of the participants indicated that they have donated in the three preceding months prior to the conduct of the survey, with an average amount of \notin 71.56 (SD= \pounds 183.81, Range \pounds 2- \pounds 1115) donated. The participants most often donated their money to charitable organizations operating in the international aid sector (N=60, 35.1%). Table 6 gives a more detailed overview of the participants' donation behaviour.

Table 6. Overview Donation Behaviour

Demographic construct	Anecdotal - future goals (% per ad)	Anecdotal - past successes (% per ad)	Statistical - future goals (% per ad)	Statistical - past successes (% per ad)	Total (% total number of participants)
Donated					
 Yes 	28 (23.1)	31 (25.6)	31 (25.6)	31 (25.6)	121 (70.8)
■ No	14 (28.0)	17 (34.0)	11 (22.0)	8 (16.0)	50 (29.2)
Average amount donated (Range)	€96.78 (€2-€1000)	€94.62 (€2-€1115)	€57.52 (€2-€400)	€41.06 (€3-€250)	€71.56 (€2-€1115)

Type of charity donated

•	Healthcare	11 (28.2)	11 (28.2)	10 (25.6)	7 (17.9)	39 (22.8)
•	International aid	13 (21.7)	13 (21.7)	16 (26.7)	18 (30.0)	60 (35.1)
•	Nature, environment and animal interests	2 (14.3)	6 (42.9)	2 (14.3)	4 (28.6)	14 (8.2)
•	Welfare, sport and culture	2 (25.0)	1 (12.5)	3 (37.5)	2 (25.0)	8 (4.7)
Total		42 (24.6)	48 (28.1)	42 (24.6)	39 (22.8)	171 (100)

4. Results

Research question one explored whether people exposed to a charity advertisement that focuses on successes differ from people exposed to an advertisement version that focuses on future goals regarding their trust in the charitable organization, their perception of message and messenger credibility, transparency, risk perception and donation intention. Research question two explored whether people exposed to a charity advertisement with variations in evidence types (statistical evidence – anecdotal evidence) differed in their trust in the charitable organization, their perception of message and messenger credibility, transparency, risk perception and donation intention. The last research question explored whether people exposed to a charity advertisement version and donation intention. The last research question explored whether people exposed to a charity advertisement that focuses on successes in comparison to future goals with variations in evidence types, differ in their trust in the charitable organization, perception of message and messenger credibility, transparency, risk perception and donation intention. To explore these research questions, a 2 (advertising strategy scenarios) by 2 (evidence types) between-subjects ANOVA were conducted with trust in the charitable organization as the dependents variable. This was also done for the other dependent variables: message credibility, messenger credibility, perceived risk and donation intention.

4.1 Trust in the charitable organization

		Evidence	types			
Advertising strategy scenarios	Anecdotal		Statistical		Total	
	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation
Future goals	3.98	.54	3.80	.55	3.89	.55
Past successes	3.89	.73	3.68	.71	3.80	.72
Total	3.93	.65	3.74	.63	3.84	.64

Table 7. Mean Scores and Standard Deviation of Trust in the Charitable Organization

Results showed a significant main effect of evidence type on trust in the charitable organization (F(1,167) = 3.95, p < .05). The participants exposed to the anecdotal evidence version scored significantly higher on the variable "trust in the charitable organization" (*M*=3.93, *SD*=.65), than

respondents exposed to the statistical evidence version (M=3.74, SD=.63). However, no significant effects were found for advertising strategy scenarios (F(1,167) = 1.10, p=.30). Results indicated no significant interaction effect between advertising strategy scenarios and evidence type on trust in the charitable organization (F(1,167) = .01, p=.92).

4.2 Message credibility

Table 8. Mean Scores and Standard Deviation of Message Credibility

		Evidence	types			
Advertising strategy scenarios	Anecdotal		Statistical		Total	
	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation
Future goals	3.67	.61	3.80	.56	3.74	.59
Past successes	3.73	.67	3.63	.58	3.68	.63
Total	3.70	.64	3.72	.58	3.71	.61

An ANOVA was conducted to investigate the effects of evidence types and advertising strategy scenarios on message credibility. The main effects of evidence types (F(1,167) = .26, p=.87) and advertising strategy scenarios (F(1,167) = .40, p=.53) were both non-significant. There were also no significant interaction effects found between advertising strategy scenarios and evidence type on the other dependent variables: message credibility (F(1,167) = 1.53, p=.22).

4.3 Messenger credibility

Table 9. Mean Scores and Standard Deviation of Messenger Credibility

		Evidence	types			
	Anecdotal		Statistical		Total	
Advertising strategy scenarios	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation
Future goals	3.59	.43	3.42	.55	3.50	.50
Past successes	3.53	.58	3.46	.60	3.50	.59

|--|

The effect of evidence types on messenger credibility (F(1,167) = 2.21, p=.14) and advertising strategy scenarios on messenger credibility (F(1,167) = .01, p=.91) were both non-significant. There were also no significant interaction effects found between advertising strategy scenarios and evidence type on the other dependent variables: messenger credibility (F(1,167) = 0.32, p=.57).

4.4 Risk perception

		Evidence	types			
	Anecdotal		Statistical		Total	
Advertising strategy scenarios	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation
Future goals	2.83	.69	2.95	.64	2.89	.67
Past successes	2.85	.69	2.85	.72	2.85	.70
Total	2.84	.69	2.90	.68	2.87	.68

Table 10. Mean Scores and Standard Deviation of Risk Perception

Results indicated no significant effect of evidence type on risk perception (F(1,167) = .28, p=.60). As was the effect of advertising strategy scenarios on this variable (F(1,167) = .16, p=.69). There were also no significant interaction effects found between advertising strategy scenarios and evidence type on perceived risk (F(1,167) = .32, p=.58).

4.5 Donation intention

Table 11. Mean Scores and Standard Deviation of Donation Intention

		Evidence	types			
	Anecdotal		Statistical		Total	
Advertising strategy scenarios	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation
Future goals	2.89	1.00	2.80	.82	2.85	.91

Past successes	2.93	1.07	2.91	.91	2.92	.99
Total	2.91	1.03	2.85	.86	2.89	.95

Results indicated no significant effect of evidence type on donation intention (F(1.167) = .14, p=.71). As was the effect of advertising strategy scenarios on donation intention; all were non-significant (P>.10). There were also no significant interaction effects found between advertising strategy scenarios and evidence type on donation intention (F(1,167) = .05, p=.82). Noteworthy is that all mean scores on donation intention are low on the basis of a five-point scale. Thus, these findings indicate that people have low intentions to donate to this charitable organization.

5. Discussion

Nowadays charities are facing problems with attracting new donors. One of the reasons is that charities appear more frequently negative in the media with stories about inappropriate fundraising and marketing strategies, 'fat cat' salaries and fraud (Gaskin, 1999). People's trust in charities is low, while this non-profit sector is in the need of high levels of public confidence. To answer the research questions this study conducted an experiment in which various aspects of message factors in charity advertisements were tested in order to explore what contributes to people's trust in a charitable organizations and fosters donation intentions.

5.1 Discussion of results

Advertising strategy scenarios

No statistical significant differences were found between the two different advertising strategy scenarios that focused either on the future goals or past successes of the charitable organization. Based on the results an answer can be given to the first research question: people exposed to a charity advertisement message that focuses on successes do not differ in trust, their perception of message- and messenger credibility, transparency, risk perception, and donation intention as opposed to people exposed to an advertisement that focuses on future goals.

It is difficult to conclude why the dependent variables were not significant, since this is the first study which examined the effects of focusing on the past successes and future goals of an organization in relation to charity advertisement. Nonetheless, the absence of differences in results between the different advertising strategy scenarios could perhaps be ascribed to the (Dutch) cultural values of the participants in this study. Culture affects trust (Schoorman, Mayer & Davis, 2007). Each culture's collective programming results in different norms and values, the processes that trustors use to decide whether and whom to trust is heavily dependent upon a society's culture (Doney, Cannon & Mullen, 1998). Cultures can be described on different cultural dimensions that capture empirically verifiable clusters of values, attitudes and behaviours (Hofstede, 2001). Norms and values associated with masculinity-femininity reflect the dominant values in a society (Singh, 1990). In masculine societies, the traditional masculine social values, such as the importance of performing, and of achieving something dominate society (Hofstede, 1983). Whereas in more feminine societies, values associated with the feminine role dominate such as, not showing off, minding the quality of life, and helping others, in particular the weak (Hofstede, 1983). The Netherlands can be seen as a feminine society (Hofstede, 2001), in which benevolence plays a great role, and little value is placed on evidence of a target's capability (Doney, Cannon & Mullen, 1998).

Benevolence corresponds with sharing with others and helping the unfortunate. Feminine cultures already expect institutions, including charities, to be nurturing and supportive, and therefore trustworthy (Doney, Cannon & Mullen, 1998). The trust that people from a feminine culture have might not be affected by the different advertising strategy scenarios, as these cultures do not attach much importance to these values.

In addition, all four advertisement conditions contained a mission statement, as charitable organization usually do. The mission statement articulates the organization's work and also says something about what the organization wishes to achieve (Patterson & Radtke, 2009). Thus, in both advertising strategy scenarios potential donors are getting familiar with the nurturing and benevolent values of the charitable organization. Feminine cultures have benevolence as a basis for trust (Mayer et al., 1995). Therefore, helpful and benevolent organizations (e.g. charitable organizations) are considered as trustworthy. As a result, the reasons listed might explain the absence of differences between the different advertising strategy scenarios and their effect on trust and the trust-related variables.

Evidence types

Furthermore, a statistically significant difference was found between the anecdotal and statistical evidence version on the trust that people have in the charitable organization. These findings indicate that people exposed to anecdotal evidence have more trust in the charitable organization as opposed to people exposed to statistical evidence. A reason why the anecdotal version was rated higher on trust in the charitable organization might be attributed to the emotions evoked by the anecdotal evidence. Previous studies have shown that anecdotal evidence produced higher numbers of affective responses than statistical evidence (Small et al., 2007; Kopfman, Smith, Ah Yun and Hodges, 1998). With anecdotal evidence, the affective mode is dominant, as the victim is specific, vivid and personal. The deliberative mode is more likely to be evoked by abstract and impersonal targets (Small, Loewenstein & Slovic, 2006), as is the case with statistical evidence. This deliberative mode involves slower, more effortful processing and causes less affective responses influence how people evaluate their level of trust in another party. Similarly, Jones and George (1998) have argued that emotions provide people with information on how they are experiencing trust.

The anecdotal stories could have evoked more emotion through idenfitication with the story character. Identification intensifies feelings (Small, Loewenstein & Slovic, 2006). With identification, readers adopt the perspective of the character and see the story through his/her eyes (Bilandzic & Busselle, 2008). As a consequence, the reader imagines the events that happen to the character and experiences empathy or emotions that correspond to the character's goal and plans (de Graaf,

Hoeken, Sanders & Beentjes, 2012). Thus, participants from this study who read the anecdotal story about the little girl, might have imagined what it is like to be her, and experienced emotions and empathy for the little girl. Empathy in turn, is an emotional response that contributes to trust building practices (Messick and Kramer, 2001; Cook et al., 2004). The anecdotal story about Myrthe might have evoked high empathic responses.

Another reason affective reactions could have been evoked by the anecdotal story, might be related to the causal relevance of the story. Causal relevance is related to the closeness of a story (Feeley et al., 2006). According to Feeley et al. (2006) anecdotal evidence can lead to more favorable reactions in the reader in the form of emotions and causal relevance. The more a person experiences causal relevance, the more personal one finds the story. Many people today are involved with someone in their immediate vicinity that has cancer. Having experienced a particular misfortune via someone close to oneself increases empathy (Loewenstein & Small, 2007). Thus, participants may have felt more empathic feelings related to the message in the anecdotal evidence, than the statistical version. In addition, victims that have little control of their plight are more likely to evoke an empathetic response (Griffin et al., 1993). Childhood cancer might have evoked high empathic responses, as the victim cannot be held responsible for her own condition. As discussed before, affective reactions can contribute in the trust building process. As a consequence, the anecdotal evidence in this study might have induced more affective reactions and, in turn contributed to a higher perceived trustworthiness of the cause.

Second, culture also affects trust (Schoorman, Mayer & Davis, 2007). People who read advertisements of a charitable organization compare them to their own values and normative beliefs (Nelson et al., 2006). In turn, these cultural norms and values influence whether and whom to trust (Doney, Cannon & Mullen, 1998). As previously discussed participants from this study belong to a feminine culture. A culture which tends to put more emphasis on the benevolence variable, and places great value on helping others. In this study, it might be possible that the anecdotal evidence corresponded more with the nurturing values of the feminine culture, than the abstract statistical evidence. The individual's group membership to the feminine culture (e.g. regarding nurturance) may foster feelings that facilitate trusting sentiments (Williams, 2001).

Continuing, the effects of evidence types on the other dependent variables will be discussed. No statistical significant differences were found between the two evidence types on the dependent variables, message and messenger credibility, risk perception and donation intention. On the basis of the results of this study, an answer can be given to the second research question. People exposed to a charity advertising message with statistical evidence, aside trust, did not differ in their perception of message- and messenger credibility, transparency, risk perception, and donation intention as opposed to people exposed to an advertisement with anecdotal evidence. The findings of previous studies on the effectiveness of anecdotal and statistical evidence are contradictory. As some studies showed statistical evidence to be more effective (Allen & Preiss, 1997; Das, Kerkhof & Kuiper, 2008; Feeley, Marshall & Reinhart, 2006), other studies showed anecdotal to be more effective (Allen & Preiss, 2009; Hoeken & Hustinx, 2009; Kim et al., 2012). However, the absence of significant differences between the evidence types is not unique (Baesler & Burgoon, 1997; Cox and Cox, 2001; Kazoleas, 1993).

Several possible explanations could clarify the absence of significant differences. First, the effectiveness of the evidence type is dependent on the type of argument (Hoeken and Hustinx, 2009). Although the use of different argument types were not taken into account in this study, the absence of differences between evidence types may be designated to the used argument types. Hoeken and Hustinx (2009) showed that statistical evidence is more persuasive with an argument by generalization. While anecdotal and statistical evidence were equally persuasive when using an argument by analogy (Hoeken & Hustinx, 2007). An argument by analogy is when two situations are compared, which are believed to have the same essential characteristics (Rieke & Sillars, 1984). In this study, the anecdotal evidence consisted of a story about a little girl called Myrthe and supported a claim that resembled the specific situation. The claims in the anecdotal evidence were worded as follows: "Researchers found a possibility to increase the efficacy of stem cell transplantation with little side effects in the future. This allowed children, including Myrthe to cure" and "Researchers hope to find a possibility to increase the efficacy of stem cell transplantation with little side effects in the future. This would allow children, including Myrthe to cure." The case in the claim depicted resemblance with the anecdotal evidence. Hoeken and Hustinx (2007) suggested that similarity between the two cases should lead to equally persuasive evidence types. Perhaps, this could explain why no differences were found between the anecdotal and statistical evidences on the other dependent variables.

Second, the story about Myrthe, the girl from the anecdotal advertisement of this study, was told from the perspective of a third person character. This form of perspective offers a more objective point of view. According to de Graaf et al. (2012) readers of a story told from the perspective of the character itself will identify more with that character, than from the perspective of another character. Perhaps more difference could have been created between the anecdotal and statistical evidence, by writing the anecdotal version from the perspective of the character itself. This lack of created difference between the evidence types might also explain the absence of found differences between the anecdotal and statistical evidences on the other dependent variables.

It should be noted that no previous study has focused on the use of evidence types in relation to the variables of this study. Therefore, it might not be possible to simply transplant previous theories about the use of anecdotal and statistical evidence developed in one context to another. Especially, since those previous studies mainly focused on aspects such as persuasiveness, emotions and message acceptance.

Advertising strategy scenarios combined with evidence types

The results of this study showed no interaction effects between evidence types and the advertising strategy scenarios on the dependent variables. Given these results, it can be concluded that people exposed to a charity advertising message that focuses on charity successes in comparison to future goals in advertisements with variation in evidence types do not differ in trust, their perception of message- and messenger credibility, transparency, risk perception and donation intention. These results were contradictory with the expectations of this study. It was expected that anecdotal evidence would be more effective in combination with future goals, and statistical evidence with past successes.

Following the findings regarding the identifiable victim (Small, Loewenstein & Slovic, 2007), it was expected that future goals formed the optimal combination with anecdotal evidence. This type of combination shows great resemblance to the identifiable victim, which both concerns one person whom is already determined and needs help in the nearby future. A factor which contributes to the effectiveness of the identifiable victim is the effect of the 'proportion reference group' (Small, Loewenstein & Slovic, 2007). People show greater sensitivity to proportions than to absolute numbers (Baron, 1997; Featherstonhaugh, Slovic, Johnson, & Friedrich, 1997; Friedrich et al., 1999; Jenni & Loewenstein, 1997). A high proportion elicits a more powerful emotional response, even if the absolute number of lives is relatively small (Small et al., 2007). For example, 50% of the children with Acute Myeloid Leukaemia will not survive, elicits a more powerful emotional response, than when stating 30 children will not survive. People exhibit much less concern if this same number of deaths is rated on a population of thousands of children with cancer. The reference group for an identifiable victim is the person itself, representing the highest possible proportion of a reference group (Small, Loewenstein & Slovic, 2007). In this study, however, the reference group in the advertisement version with future goals and anecdotal evidence is not only Myrthe herself. Perhaps if the reference group in the advertisement represented solely one person, it might have led to a significant interaction effect between future goal and anecdotal.

It was also suggested that the combination of the statistical evidence with past successes version would work best, because the successes of the organization would be based on a larger number of cases. Thus, charitable organizations could demonstrate more positive outcomes which resulted from donations. An organization can increase the level of trust by communicating the outcomes they have been able to achieve as a result of previous donations (Sargeant & Lee, 2002). Also, the greater the generated knowledge about an organization's past actions, the more

predictable their behaviour becomes which affects the trust building processes (Lewicki & Bunker, 1995). However, participants who read the advertisement with this combination had the same amount of information about the past expenditure as the anecdotal version. Both evidence type versions with past and success-oriented information only had one example of a positive outcome the organization was able to achieve as a result of previous donations. Adding multiple cases of success in the statistical evidence versions might have created more difference between the statistical and anecdotal evidence version with past successes, perhaps resulting in more difference on the dependent variables.

Noteworthy in this study, are the findings that indicate that overall people had low intentions to donate to the charitable organization. A possible explanation might be that all four advertisements contained a message from a fictive charitable organization. Thus, the respondents had no previous knowledge about or experience with the charitable organization. According to Bennett and Gabriel (2003) reputation is crucial for voluntary sector organizations to attract donors. The absence of a reputation from prior judgement and knowledge about the charitable organization might have negatively influenced donation intention. Also, negative news coverage about high salaries and fraud by charities in the period of research, have made people more skeptical. As a result, this may have made people less willingly to donate. In addition, a short time before the experiment people had already donated much money to victims of the hurricane in the Philippines. When the survey was conducted, the economy of the population's country (The Netherlands) was in an economic crisis. Donors or wealthy patrons limit their contributions in hard economic times (Katz, 2005), which might have also affected donation intentions.

5.2 Limitations and Future Research

This study has various limitations, which will be discussed in this paragraph. As mentioned in the previous paragraph, the girl from the anecdotal advertisement of this study, was told from the perspective of a third person character. This form of perspective offers a more objective point of view. According to de Graaf et al. (2012) readers of a story told from the perspective of the character itself will identify more with that character, than from the perspective of another character. More difference can be created between anecdotal and statistical evidence, by writing the anecdotal version from the perspective of the character itself. Perhaps this may lead to different results between the anecdotal and statistical version.

Secondly, in this reported study there was no difference among the advertising images. All four charity advertisements contained the same image of a sick bear in hospital. An identifiable victim, such as the anecdotal story about Myrthe, is usually accompanied by vivid images. According to previous studies are such vivid images emotionally engaging and trigger empathy towards the

victim (Loewenstein & Small, 2007; Small, Loewenstein & Slovic (2007). Taylor & Knibb (2013) pointed out the importance of how the advertising image should match with the disease target. Different advertising images might evoke different emotions in the reader. Therefore, it might be interesting for the future to examine the effects of the usage of different types of evidence and advertising strategy scenarios in charity advertisements in combination with different advertising images.

This study also focused on only one charitable organization. The use of one single charity type can be seen as a potential limitation for a study (Brunel & Nelson, 2000). Although this study used a type of cause, a cancer research fund, that is generally accepted as worthwhile (Brunel & Nelson, 2000), replicating this study using more types of causes can contribute to the generalizability of the findings.

Next, the advertisements in this study were all framed in a positive manner, about what could be gained by donating to a charitable organization. Participants from this study might have responded differently when the outcome of donations were framed in a negative way. For example, that the children with Acute Myeloid Leukaemia from the statistical evidence version will not survive without scientific findings funded by donations. A positive or negative outcome of certain actions can affect the attitude towards these actions (de Graaf, Hoeken, Sanders & Beentjes, 2012). Das, Kerkhof and Kuiper (2008) have shown that for effective fundraising messages, charitable organizations should combine statistical evidence with a negative message frame, and anecdotal evidence with a positive message frame. However, previous research by Cox and Cox (2001) has shown that positive anecdotes are less persuasive than negative anecdotes, where positive anecdotes appear to cause a "boomerang" effect. These conflicting findings make it interesting for future research to examine whether framing the advertisements (negative or positive) leads to differences on the dependent variables of this study.

A limitation of this study was that no control condition was used to examine the differences between the evidence types and advertising strategy scenarios with a neutral advertisement of the charity. This might be necessary to check whether the results on the dependent variables were actually caused by the manipulations. Although the findings showed no significant difference between the two advertising strategy scenarios on the dependent variables, the addition of either of the two strategies might have contributed to the trustworthiness by providing more insight into the charitable organization's spending. Replicating this study and adding a control message without an advertising strategy scenario can demonstrate whether either of the advertising strategy scenarios did contribute to trust, the trust-related variables and donation intention.

Finally, culture affects trust (Schoorman, Mayer & Davis, 2007). This research reflects a Western set of sample. Only participants from the Netherlands, a country with feminine values, took

part in this study. As discussed before, people from a feminine culture might not have been affected by the different advertising strategy scenarios as these cultures do not attach much importance to these values. Conversely, the advertising strategy scenarios might affect people's trust from a masculine culture, as this type of culture attaches great importance to achievements and performance (Doney, Cannon & Mullen, 1998; Nelson, Brunel, Supphellen & Manchanda, 2006). Including people from different cultures contributes to greater generalizability of the findings. Therefore, for future research it would be interesting to replicate this study, including participants from a masculine country. Including people from different cultures contributes to greater generalizability of the findings.

5.3 Conclusion and practical implications

Awaiting future research to address the issues discussed in the previous paragraph, the empirical findings of this study establish a number of implications that could be used by communication practitioners to create charity advertisement messages.

Bekkers (2003) notified the decreasing levels of trust in general and in charitable causes in particular. Some support for the inclusion of information on expenditure in charitable organization's communication is evident in previous studies. Bekkers (2003) and Rawlins (2006) both argued that there is a need for more transparency about the expenditure of a charitable organization as it signals trustworthiness to the public. Practitioners should bear this demand for transparency in mind when trying to build trust with their advertising messages, where they could make use of the advertising strategy scenarios. Although the findings showed no significant difference between the two advertising strategy scenarios on the dependent variables, the addition of either of the two strategies does provide more insight into a charitable organization's spending than traditional charity advertisements omitting the information.

Previous research has examined anecdotal and statistical evidence in charity advertisements, but not yet in relation to trust. The findings of this study offer practitioners an understanding about the effect that evidence types can have on people's trust. Previous studies have emphasized the persuasive advantage of statistical evidence messages over anecdotal evidence (Allen & Preiss, 1997; Burgoon & Burgoon, 1994). In contrast, this study demonstrated a significant advantage of anecdotal evidence on people's trust in a charitable organization. Previous research has shown that anecdotal evidence leads to more emotional reactions (Das, Kerkhof & Kuiper, 2008), which in turn contribute to trust. Communication practitioners of charitable organizations need to be aware of both the cognitive and affective reactions that anecdotal and statistical evidence evoke when designing charity advertisement. Future research needs to examine whether the effect of anecdotal evidence on trust in the charitable organization was indeed mediated by emotional reactions. In addition, no conclusions can be drawn on the use of evidence types in relation to message and messenger credibility, risk perception and donation intention. However, Greene and Brinn (2003) found that evidence messages worked better than the control message without evidence. Therefore, the addition of either of the two evidence types might have more effect on trust than when messages contain no evidence. Additional research, including control message, is needed for optimal use of evidence types in charity advertisements.

Thus far, to the author's knowledge, this study is also the first to examine charity advertisements that focuses on past successes in comparison to future goals. The findings of this study provide practitioners insight into the effects of evidence types combined with different advertising strategy scenarios in charity fundraising messages, which charitable organizations could take into account when developing advertisements. Although no significant results were found regarding interaction effects, this study does offer insight on new ways of presenting charity advertisements. Thereby, this study has laid some groundwork for future research in this area.

In sum, results of this study demonstrated that anecdotal evidence in a charity advertisement leads to more trust in the charitable organization than statistical evidence. However, no conclusions can be drawn whether anecdotal or statistical is more effective in order to enhance message and messenger credibility, decrease perceived risk and raise donation intentions. Furthermore, no conclusion can be drawn whether charity advertising messages that focus on successes or on future goals lead to more message and messenger credibility, less perceived risk and higher donation intention. Also, there turned out to be no interaction between the evidence types and advertising strategy scenarios. Charitable organizations strongly depend on the public's trust, as giving is a matter of trust. On that account, more insight is needed in order to create effective fundraising messages that enhance trust. Factors including the type of argument, number of examples in advertising strategy scenarios, the addition of control messages, and culture should be taken into account in future research.

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Appendix I – Questionnaire (Original Dutch version)

Introductie

Beste meneer/mevrouw,

In het kader van mijn afstudeeropdracht aan de universiteit twente, voer ik een onderzoek uit naar een goed doel. Het invullen van deze vragenlijst zal ongeveer 10 minuten in beslag nemen.

De gegevens die u invult zullen vertrouwelijk worden behandeld en alleen voor dit onderzoek worden gebruikt. Mocht u op de hoogte gesteld willen worden van de uitkomsten van dit onderzoek, dan kunt u aan het eind van de vragenlijst uw e-mailadres invullen.

Uw deelname wordt zeer op prijs gesteld. Alvast hartelijk bedankt voor uw medewerking!

Deborah Freriksen

Demografische gegevens

- Wat is uw geslacht? (Man/Vrouw)
- Wat is uw leeftijd? (Open Question)
- Wat is uw huidige woonplaats? (Open Question)
- Wat is de hoogte van uw inkomen? (Het modaal inkomen ligt op €32.500) (Multiple choice -Range)
 - Ver onder modaal
 - Onder modaal
 - Ongeveer gelijk aan modaal
 - Boven modaal
 - Ver boven modaal
 - Wil ik niet zeggen
- Wat is uw hoogst genoten opleiding? (Multiple choice)
 - Basisschool
 - VMBO (VBO, LBO, MAVO)
 - MBO
 - HAVO/VWO

- HBO
- Universiteit
- Wat is uw religie? (Multiple choice)
 - Rooms-Katholiek
 - Islam
 - Protestants
 - Hervormd
 - Boeddhisme
 - Jodendom
 - Hindoeïsme
 - Niet-religieus
- Heeft u in de afgelopen 3 maanden geld gedoneerd aan een goed doel? (Ja/Nee)
- Zo ja, aan welk soort goed doel heeft u in de afgelopen 3 maanden geld gedoneerd?
 (Multiple choice)
 - Gezondheidszorg
 - Internationale hulp
 - Natuur, milieu en dierenbelangen
 - Welzijn, sport en cultuur
- En, hoeveel geld heeft u in de afgelopen 3 maanden gedoneerd? (Open question)

Vertrouwen in het goede doel (5-punt Likertschaal)

	Helemaal mee oneens	Mee oneens	Mee oneens/ mee eens	Mee eens	Helemaal mee eens
Ik vertrouw erop dat dit goede doel altijd in het beste belang van het doel handelt.					
Ik vertrouw erop dat dit goede doel haar werkzaamheden op een ethisch verantwoorde manier uitvoert.					
Ik vertrouw erop dat dit goede doel de donaties op de juiste manier gebruikt.					

Ik vertrouw erop dat dit goede doel haar donateurs niet exploiteert.			
Ik vertrouw erop dat dit goede doel fondsenwervingstechnieken gebruikt die gepast zijn.			

Bericht geloofwaardigheid (5-punt Likertschaal)

	Helemaal mee oneens	Mee oneens	Mee oneens/ mee eens	Mee eens	Helemaal mee eens
Ik denk dat dit verhaal geloofwaardig is.					
Ik denk dat dit verhaal correct is.					
Ik denk dat verhaal betrouwbaar is.					
Ik denk dat dit verhaal partijdig is.*					
Ik denk dat dit verhaal volledig is.					

*Reverse item

Bron geloofwaardigheid (5-punt Likertschaal)

	Helemaal mee oneens	Mee oneens	Mee oneens/ mee eens	Mee eens	Helemaal mee eens
Ik denk dat dit "goede doel"					
partijdig is.*					
Ik denk dat dit "goede doel" het					
volledige verhaal vertelt.					
Ik denk dat dit "goede doel"					
vertrouwd kan worden.					
Ik denk dat dit "goede doel"					
correct te werk gaat.					
Ik denk dat dit "goede doel"					
eerlijk is.					

*Reverse item

Transparantie van de organisatie (5-punt Likertschaal)

	Helemaal mee oneens	Mee oneens	Mee oneens/ mee eens	Mee eens	Helemaal mee eens
Deze organisatie geeft informatie die nuttig is voor mensen zoals ik voor het maken van geïnformeerde beslissingen.					
Ik denk dat deze organisatie verantwoording wil afleggen voor haar daden aan mensen zoals ik.					
Ik denk dat deze organisatie wil dat mensen zoals ik weten wat ze doen en waarom ze het doen.					
Deze organisatie biedt slechts een deel van het verhaal aan mensen zoals ik.*					
Deze organisatie geeft informatie die opzettelijk op een manier geschreven is, waardoor het moeilijk te begrijpen is.*					

*Reverse item

Waargenomen risico van doneren (5-punt Likertschaal)

	Helemaal mee oneens	Mee oneens	Mee oneens/ mee eens	Mee eens	Helemaal mee eens
Wanneer ik een donatie aan dit goede doel doe dan is er wel een risico dat mijn geld verspild zal worden.					
Ik denk dat een groot deel van de donaties aan dit goede doel wordt besteed aan hoge salarissen van het management.					

Het management van dit goede doel is niet zo betrokken bij degene die hulp nodig hebben als ze zouden moeten zijn.			
Ik geloof <i>niet</i> dat dit goede doel genoeg betrokken is bij haar eigen doelen.			
Ik denk dat het management van dit goede doel mijn geld niet gebruikt op de manier die ik bedoeld heb.			

Donatie intentie (5-punt Likertschaal)

	Helemaal mee oneens	Mee oneens	Mee oneens/ mee eens	Mee eens	Helemaal mee eens
Ik ben van plan om in de (nabije) toekomst aan dit goede doel te doneren.					
Er is een grote kans dat ik aan dit goede doel zal doneren.					
Ik ben absoluut niet van plan om aan dit goede doel te doneren.*					
De kans dat ik aan dit goede doel zal donoren is klein.*					

*Reverse item

Manipulatiecheck (5-punt Likertschaal)

	Helemaal mee oneens	Mee oneens	Mee oneens/ mee eens	Mee eens	Helemaal mee eens
De advertentie van dit goede doel is met name gebaseerd op het persoonlijke verhaal van een mens.					

De advertentie van dit goede doel is met name gebaseerd op objectieve informatie met feiten en gegevens in cijfers.			
De advertentie van dit goede doel			
richt zich met name op wat de			
organisatie reeds heeft behaald.			
De advertentie van dit goede doel			
richt zich met name op wat de			
organisatie in de toekomst wil			
bereiken.			

Kennisvragen (Multiplechoice)

Over welke type kanker wordt in de advertentie van Stichting Kinderoncologie-Hematologie Fonds gesproken?

- Lymfeklierkanker
- Non-Hodgkin Lymfoom
- Acute Myeloïde Leukemie (AML)*
- Ziekte van Hutchinson, Neuroblastoom
 - *Correcte antwoord

Aan welke organisatie wil Stichting Kinderoncologie-Hematologie Fonds geld beschikbaar stellen?

- UMCG, Groningen
- VUmc, Amsterdam*
- Radboud UMC, Nijmegen
- Erasmus MC, Rotterdam
 - *Correcte antwoord

Dit is het einde van het onderzoek, hartelijk bedankt voor uw medewerking!

Zowel het goede doel, alsook de advertentie waren fictief en zijn speciaal voor dit onderzoek bedacht.

Appendix II – Questionnaire (Translated English version)

Introduction

Dear Sir/Madam,

As part of my master thesis at the University of Twente, I am conducting research into a charitable organization. Filling in this questionnaire will take approximately 10 minutes.

The information you provide will be treated confidential and will only be used for this study. If you wish to be informed about the results of this study, then you can fill out your email address at the end of the questionnaire.

Your participation is highly appreciated. Thank you in advance for your participation!

Deborah Freriksen

Demographic information

- What is your gender? (Male/Female)
- What is your age? (Open question)
- What is your current residence? (Open question)
- What is the amount of your income (the average income is €32.500)? (Multiple choice -Range)
 - Far below the average amount of income
 - Below the average amount of income
 - Approximately equal to the average amount of income
 - Above the average amount of income
 - Far above the average amount of income
 - I prefer not to say
- What is your highest level of education? (Multiple choice)
 - Elementary school
 - VMBO (VBO, LBO, MAVO)
 - MBO
 - VWO/HAVO

- HBO
- University
- What is your religion? (Multiple choice)
 - Roman Catholic
 - Islamic
 - Protestant
 - Reformed/Calvinist
 - Buddhism
 - Judaism
 - Hinduism
 - Non-religious
- Have you donated money to a charitable organization in the past 3 months? (Yes/no question)
- If so, to what type of charity have you donated money in the past 3 months? (Multiple choice)
 - Healthcare
 - International aid
 - Nature, environment and animal interests
 - Welfare, sport and culture
- And, how much money have you donated in the past 3 months? (Open question)

Trust in the charitable organization (5-point Likertscale)

	Strongly disagree	Disagree	Disagree/agree	Agree	Strongly agree
I trust this charitable organization to always act in the best interest of the cause.					
I trust this charitable organization to conduct their operations ethically.					
I trust this charitable organization to use donated funds appropriately.					

I trust this charitable			
organization not to exploit			
their donors.			
I trust this charitable			
organization to use fundraising			
techniques that are			
appropriate and sensitive.			

Message credibility (5-point Likertscale)

	Strongly disagree	Disagree	Disagree/agree	Agree	Strongly agree
I think this story is believable.					
I think this story is accurate.					
I think this story is trustworthy.					
I think this story is biased.*					
I think this story is complete.					

*Reverse item

Messenger credibility (5-point Likertscale)

	Strongly	Disagree	Disagree/agree	Agree	Strongly
	disagree				agree
I think this charitable					
organization is biased.*					
I think this charitable					
organization tells the whole					
story.					
I think that this charitable					
organization can be trusted.					
I think this charitable					
organization is accurate.					
I think this charitable					
organization is fair.					

*Reverse item

Transparency of the charitable organization (5-point Likertscale)

	Strongly disagree	Disagree	Disagree/agree	Agree	Strongly agree
The organization provides information that is useful to people like me for making informed decisions.					
I think this organization wants to be accountable to people like me for its actions.					
I think this organization wants people like me to know what it is doing and why it is doing it.					
I think this organization provides only part of the story to people like me.*					
I think this organization provides information that is intentionally written in a way to make it difficult to understand.*					

*Reverse Item

Perceived risk of donating (5-point Likertscale)

	Strongly disagree	Disagree	Disagree/agree	Agree	Strongly agree
I think that a large part of the donations to this charity is spent on high salaries of the top management.					
I believe the management of this charity organization is not as involved by its beneficiaries as they should be.					
When I donate to this charity					

organization there is a risk that my money is wasted.			
I don't believe that this charity organization is concerned about its own causes.			
I think the management of this charity is not using my money the way I have intended.			

Donation intention (5-point Likertscale)

	Strongly disagree	Disagree	Disagree/agree	Agree	Strongly agree
I am planning to donate to this charitable organization in the near future.					
There is a big chance that I will donate to this charitable organization.					
I am absolutely not intending to donate to this charitable organization.*					
The chance that I will donate to this charitable organization is small.*					

*Reverse Item

Manipulation check items (5-point Likertscale)

	Strongly disagree	Disagree	Disagree/agree	Agree	Strongly agree
The advertisement of this charitable organization is mainly based on the personal story of a human.					

The advertisement of this charitable organization is mainly based on objective information, facts and data in figures.			
The advertisement of this charitable organization focuses on what the organization has already achieved.			
The advertisement of this charitable organization focuses on what the organization wants to achieve in the future.			

Knowledge questions (Multiple choice)

What type of cancer is discussed in the advertisement of "Stichting Kinderoncologie-Hematologie Fonds"?

- Lymphoma
- Non-Hodgkin Lymphoma
- Acute Myeloid Leukaemia (AML)*
- Hutchinson's disease, Neuroblastoma
 - * Correct answer

To which hospital organization does "Stichting Kinderoncologie-Hematologie Fonds" want to make funds available?

- UMCG, Groningen
- VUmc, Amsterdam*
- Radboud UMC, Nijmegen
- Erasmus MC, Rotterdam
 - *Correct answer

This is the end of the survey, thank you for your participation!

Both the charity as well as the ad were fictitious and are specifically designed for this study.

Appendix III – Ad Anecdotal Future goals



Myrthe (6) belandde zes maanden geleden op de intensive care vanwege hoge koorts, ernstige vermoeidheid en kortademigheid. Er werd Acute Myeloïde Leukemie (AML) geconstateerd bij Myrthe, een vorm van kanker van het bloed en beenmerg. Myrthe wordt nu behandeld. Ze zal nog verschillende zware chemokuren en hoogstwaarschijnlijk een stamsteltransplantatie moeten ondergaan. Haar ouders leven in onzekerheid. De overlevingskansen voor kinderen met AML ligt beduidend lager dan die van andere vormen van leukemie. Myrthe wil graag beter worden zodat ze straks weer gewoon naar school kan en met haar vriendinnetjes kan spelen.

Stichting Kinderoncologie-Hematologie Fonds streeft ernaar om effectievere en patiëntvriendelijkere behandelingen te bieden die de levenskwaliteit verbeteren, en wil bijdragen aan een betere nazorg. Wij willen daarom geld beschikbaar stellen voor de financiering van verschillende onderzoeksprojecten in opdracht van het VUmc, Amsterdam. Uw donatie kan onderzoekers helpen om wetenschappelijke doorbraken te vinden. Zo hopen onderzoekers een mogelijkheid te vinden om de effectiviteit van stamceltransplantatie te verhogen met geringe bijwerkingen in de toekomst. Hierdoor zouden kinderen zoals Myrthe kunnen genezen.

Er is de afgelopen jaren vooruitgang geboekt bij de behandeling van kanker bij kinderen. Helaas overlijdt nog altijd een aanzienlijk deel van de kankerpatiëntjes! Uw donatie is hard nodig voor het verhogen van de overlevingskansen.

Wij helpen in de strijd tegen kanker bij kinderen! Helpt u mee?

Word donateur! Ga naar: www.stichtingkinderoncologie-hematologiefonds.nl





Appendix IV – Ad Anecdotal Past Successes



Myrthe (6) belandde drie jaar geleden op de intensive care vanwege hoge koorts, ernstige vermoeidheid en kortademigheid. Er werd Acute Myeloïde Leukemie (AML) geconstateerd bij Myrthe, een vorm van kanker van het bloed en beenmerg. Ze moest verschillende zware chemokuren en een stamsteltransplantatie ondergaan. Haar ouders leefden in onzekerheid. De overlevingskansen voor kinderen met AML ligt beduidend lager dan die van andere vormen van leukemie. Myrthe is inmiddels genezen verklaard. Myrthe kan nu ze beter is weer gewoon naar school en met haar vriendinnetjes spelen zoals ze graag wilde.

Stichting Kinderoncologie-Hematologie Fonds streeft ernaar om effectievere en patiëntvriendelijkere behandelingen te bieden die de levenskwaliteit verbeteren, en wil bijdragen aan een betere nazorg. In 2012 hebben wij meer dan €3 miljoen beschikbaar gesteld voor de financiering van verschillende onderzoeksprojecten in opdracht van het VUmc, Amsterdam. Donaties hebben onderzoekers geholpen om wetenschappelijke doorbraken te vinden. Zo hebben onderzoekers een mogelijkheid gevonden om de effectiviteit van stamceltransplantatie te verhogen met geringe bijwerkingen in de toekomst. Hierdoor kunnen kinderen genezen net als Myrthe.

Er is de afgelopen jaren vooruitgang geboekt bij de behandeling van kanker bij kinderen. Helaas overlijdt nog altijd een aanzienlijk deel van de kankerpatiëntjes! Uw donatie is hard nodig voor het verhogen van de overlevingskansen.

Wij helpen in de strijd tegen kanker bij kinderen! Helpt u mee?



Word donateur! Ga naar: www.stichtingkinderoncologie-hematologiefonds.nl



Appendix V – Ad Statistical Future Goals



Jaarlijks wordt er in Nederland bij zo'n 600 tot 700 kinderen een vorm van kanker geconstateerd, zoals Acute Myeloïde Leukemie (AML). Dit is een vorm van kanker van het bloed en beenmerg. Kinderen met deze vorm van kanker moeten vaak zware chemokuren en een stamceltransplantatie ondergaan. De overlevingskansen voor kinderen met AML ligt met 60% beduidend lager dan die van andere vormen van leukemie.

Stichting Kinderoncologie-Hematologie Fonds streeft ernaar om effectievere en patiëntvriendelijkere behandelingen te bieden die de levenskwaliteit verbeteren, en wil bijdragen aan een betere nazorg. Wij willen daarom geld beschikbaar stellen voor de financiering van verschillende onderzoeksprojecten in opdracht van het VUmc, Amsterdam. Uw donatie kan onderzoekers helpen om wetenschappelijke doorbraken te vinden. Zo hopen onderzoekers een mogelijkheid te vinden om de effectiviteit van stamceltransplantatie te verhogen met geringe bijwerkingen in de toekomst. Hierdoor zouden meer kinderen kunnen genezen.

Er is de afgelopen jaren vooruitgang geboekt bij de behandeling van kanker bij kinderen. Helaas overlijdt nog altijd 25% van de kankerpatiëntjes! Uw donatie is hard nodig voor het verhogen van de overlevingskansen.

Wij helpen in de strijd tegen kanker bij kinderen! Helpt u mee?

Word donateur! Ga naar: www.stichtingkinderoncologie-hematologiefonds.nl



Appendix VI – Ad Statistical Past Successes



Jaarlijks wordt er in Nederland bij zo'n 600 tot 700 kinderen een vorm van kanker geconstateerd, zoals Acute Myeloïde Leukemie (AML). Dit is een vorm van kanker van het bloed en beenmerg. Kinderen met deze vorm van kanker moeten vaak zware chemokuren en een stamceltransplantatie ondergaan. De overlevingskansen voor kinderen met AML ligt met 60% beduidend lager dan die van andere vormen van leukemie.

Stichting Kinderoncologie-Hematologie Fonds streeft ernaar om effectievere en patiëntvriendelijkere behandelingen te bieden die de levenskwaliteit verbeteren, en wil bijdragen aan een betere nazorg. In 2012 hebben wij meer dan €3 miljoen beschikbaar gesteld voor de financiering van verschillende onderzoeksprojecten in opdracht van het VUmc, Amsterdam. Donaties hebben onderzoekers geholpen om wetenschappelijke doorbraken te vinden. Zo hebben onderzoekers een mogelijkheid gevonden om de effectiviteit van stamceltransplantatie te verhogen met geringe bijwerkingen in de toekomst. Hierdoor kunnen meer kinderen genezen.

Er is de afgelopen jaren vooruitgang geboekt bij de behandeling van kanker bij kinderen. Helaas overlijdt nog altijd 25% van de kankerpatiëntjes! Uw donatie is hard nodig voor het verhogen van de overlevingskansen.

Wij helpen in de strijd tegen kanker bij kinderen! Helpt u mee?

Word donateur! Ga naar: www.stichtingkinderoncologie-hematologiefonds.nl





Appendix VII – Translated advertisement texts

Anecdotal evidence -Future goals

Cancer, the most common cause of death by disease among children.

Six months ago Myrthe (6) was taken to the intensive care unit because of high fever, severe fatigue and shortness of breath. Myrthe was diagnosed with Acute Myeloid Leukaemia (AML), a type of cancer of blood and bone marrow. Myrthe is being treated now. She still needs several heavy chemotherapy treatments and probably has to undergo stem cell transplantation. Her parents still live in uncertainty. The chances of recovery for children with AML are significantly lower than those of other forms of leukaemia. Myrthe hopes to get better, so she can go back to school again and play with her friends.

Stichting Kinderoncologie-Hematologie Fonds strives for effective and patient friendly treatments that will improve the quality of life, and wants to contribute to better aftercare.

For the future, we want money available to fund various research projects commissioned by the VUmc (University Medical Centre), Amsterdam. Your donation can help researchers find new scientific breakthroughs. Researchers hope to find a possibility to increase the efficacy of stem cell transplantation with little side effects in the future. This would allow children including Myrthe to cure.

The treatment of cancer among children has been happy forth in the last few years. Sadly, a substantial part of the young cancer patients still dies! Your donation is urgently needed to increase the chances of survival.

We help in the fight against childhood cancer! Will you help?

Appendix VIII – Translated advertisement texts

Anecdotal evidence - Past successes

Cancer, the most common cause of death by disease among children.

Three years ago, Myrthe (6) was taken to the intensive care unit because of high fever, severe fatigue and shortness of breath. Myrthe was diagnosed with Acute Myeloid Leukaemia (AML), a type of cancer of blood and bone marrow. She had to undergo several heavy chemotherapy treatments and stem cell transplantation. Her parents had long lived in uncertainty. The chances of recovery for children with AML are significantly lower than those of other forms of leukaemia. Myrthe has now been declared cured. Now Myrthe is cured she can go back to school again and play with her friends as she wished.

Stichting Kinderoncologie-Hematologie Fonds strives for effective and patient friendly treatments that will improve the quality of life, and wants to contribute to better aftercare.

In 2012 we have made €3 million available to fund various research projects commissioned by the VUmc (University Medical Centre), Amsterdam. Donations have helped researchers to find new scientific breakthroughs. Thus, researchers have found a way to increase the efficacy of stem cell transplantation with little side effects in the future. This allowed children including Myrthe to cure.

The treatment of cancer among children has been happy forth in the last few years. Sadly, a substantial part of the young cancer patients still dies! Your donation is urgently needed to increase the chances of survival.

We help in the fight against childhood cancer! Will you help?

Appendix IX – Translated advertisement texts

Statistical evidence -future goals

Cancer, the number one cause of death by disease among children.

Every year 600 to 700 children in the Netherlands are diagnosed with cancer, such as Acute Myeloid Leukaemia (AML). This is a type of cancer of blood and bone marrow. Children with this type of cancer often must undergo heavy chemotherapy treatments and stem cell transplantation. The chances of recovery for children with AML are with 60% significantly lower than those of other forms of leukaemia.

Stichting Kinderoncologie-Hematologie Fonds strives for effective and patient friendly treatments that will improve the quality of life, and wants to contribute to better aftercare.

For the future, we want money available to fund various research projects commissioned by the VUmc (University Medical Centre), Amsterdam. Your donation can help researchers find new scientific breakthroughs. Researchers hope to find a possibility to increase the efficacy of stem cell transplantation with little side effects in the future. This would allow more children to cure.

The treatment of cancer among children has been happy forth in the last few years. Sadly, 25% of the young cancer patients still die! Your donation is urgently needed to increase the chances of survival.

We help in the fight against childhood cancer! Will you help?

Appendix X – Translated advertisement texts

Statistical evidence - past successes

Cancer, the number one cause of death by disease among children.

Every year 600 to 700 children in the Netherlands are diagnosed with cancer, such as Acute Myeloid Leukaemia (AML). This is a type of cancer of blood and bone marrow. Children with this type of cancer often must undergo heavy chemotherapy treatments and stem cell transplantation. The chances of recovery for children with AML are with 60% significantly lower than those of other forms of leukaemia.

Stichting Kinderoncologie-Hematologie Fonds strives for effective and patient friendly treatments that will improve the quality of life, and wants to contribute to better aftercare.

In 2012 we have made €3 million available to fund various research projects commissioned by the VUmc (University Medical Centre), Amsterdam. Donations have helped researchers to find new scientific breakthroughs. Thus, researchers have found a way to increase the efficacy of stem cell transplantation with little side effects in the future. This allowed more children to cure.

The treatment of cancer among children has been happy forth in the last few years. Sadly, 25% of the young cancer patients still die! Your donation is urgently needed to increase the chances of survival.

We help in the fight against childhood cancer! Will you help?