

## Editor's Choice 2023 Journal of Philanthropy and Marketing

The Journal of Philanthropy and Marketing (JPM) editorial team is pleased to present the 2023 Editor's Choice selection. This year's selection includes seven articles representing some of the most compelling work published in JPM. The articles were chosen based on their relevance to the journal's scope, their high quality, their timeliness, their accessibility, and their diversity. We believe that these articles will captivate our readers and hold substantial importance in their respective areas of focus on philanthropy and marketing. In this collection, we aim to spotlight significant research and guide readers towards noteworthy developments within the field. We hope this year's Editor's Choice selection will inspire further research and discussion in philanthropy and marketing.

### Three highlights of JPM's impact in 2023

- I. In 2023, JPM continued to increase its visibility, with submissions increasing by 48%, reflecting proactive work with our community through special issues and special content.
- II. JPM achieved a significant landmark by gaining our first Impact Factor, providing significant additional exposure for the Journal.
- III. JPM published 20 Open Access articles in 2023, representing a 900% increase in OA material since 2021, meaning more material than ever before in JPM is visible to all.

### [The contribution of crowdfunding for philanthropy: A systematic review and framework of donation and reward crowdfunding by Van Teunenbroek, C., Dalla Chiesa, C., & Hesse, L.](#)

As the most downloaded article of 2023, adjusted for months of publication, this piece delves into the diverse motivations behind online donations. Crowdfunding will only grow in importance as a form of decentralised fundraising conducted by individuals and charities and as a way of disintermediated giving directly to recipients. Drawing from a review of approximately 200 empirical accounts, the proposed framework serves as a valuable tool for practitioners to refine their online campaigns or assess the suitability of crowdfunding for their needs.

### [Cash may be king, but goods are queen: Marketing for noncash donations by non-profit organizations by Johnson, B. L.](#)

The key priority for many non-profits is to raise money from donors. However, they should not forget the abundant donation type that is also available to them: noncash goods. The goal of this study is multifaceted: to remind non-profit organizations of the availability of noncash goods as a donation source, encourage them to unlock this trove

through marketing, and provide them with recommendations on how to do so. The process of marketing to donors for these goods is unique compared to fundraising for cash. This opinion piece explains how non-profit organizations can unlock this trove through marketing, and provide them with recommendations on how to do so.

**[A typology of disintermediated giving and asking in the non-profit sector, by MacQuillin, I., Kottasz, R., Locilento, J., & Gallaiford, N.](#)**

This paper helps fundraising practitioners reframe questions about the role they play and whether and how other types of actors are encroaching on their role (for better or worse). Online platforms have increased the focus on disintermediated giving: Disintermediated giving the practice of giving money directly to beneficiaries or end users, without the need to go through a 'middleman' charity. By presenting a typology of disintermediation in both giving and asking for donations, this paper identifies the different ways in which charities can be cut out of these processes. It assist regulators in determining where their remit lies in the regulation of different forms of disintermediation in the non-profit sector.

**[A novel approach to legacy donations with long-term benefits supported by numerical illustrations by Solow, D., Webb, N., & Symes, R.](#)**

In this (and a related paper also published in JPM), a novel approach to making legacy donations with potential long-term financial benefits to the NPO is proposed and analysed with numerical computations. The proposed approach has these advantages to donors: (a) donors can achieve these benefits with a smaller corpus contribution and with lower management costs than establishing a private foundation, (b) donors can control their legacy donations in a more convenient and easy-to-implement manner and (c) donors can implement this approach either as a legacy donation through estate documents or else during their lifetime—with appropriate tax benefits—using Donor Advised Funds and leave written instructions to convert these accounts to permanent funds upon the donor's death.

**[Reframing fundraising research: The challenges and opportunities of interpretivist research practices and practitioner researchers in fundraising studies by Alborough, L. and Hansen, R. K.](#)**

As discussion of issues in the fundraising profession is increasingly happening through a critical lens, this paper is an important call to using critical research methodologies to give novel insights in a way that focusing on a more functional analysis might miss. The paper

advocates for the wider and more thorough incorporation of interpretivist studies into the wider fundraising research agenda to illuminate the practice's social and emotional aspects. This approach allows for developing an understanding not only of donors' behaviour, but also that of fundraisers themselves.

**[Visualising Africa at diaspora expense? How and why humanitarian organisations ignore diaspora audiences in their 'ethical' communications by Ademolu, E.](#)**

This article highlights the interests of a forgotten stakeholder to aid and development fundraising. By acknowledging the significant lack of representation of African diaspora in current reflexive considerations and ethical representation processes, practitioners can better understand the strategic value of integrating the preferences, priorities, concerns, and expertise of UK diaspora consistencies to advance their communication practices.

**[Teaching student philanthropy—Possibilities for practice within the UK higher education sector by Body, A., & Lau, E.](#)**

In this practice note, the most crucial aspect is its exploration of student philanthropy within the context of UK Higher Education. It presents a pioneering effort in delivering a student philanthropy module in the UK, a practice that has shown positive outcomes in the US but has yet to be widely adopted in the UK. The practice note's contribution to the discourse on civic responsibility and community strengthening in academia is significant and timely.

**The Journal of Philanthropy and Marketing**

The journal provides an international forum for peer-reviewed papers on the latest techniques, thinking and best practice within non-profit and voluntary sector marketing. The journal provides a forum for those who are interested in the interface between marketing and philanthropy in its broadest sense (giving, benevolence, welfare, altruism, prosocial behaviour and 'doing good').

In 2021, the International Journal of Nonprofit and Voluntary Sector Marketing underwent a change of name, becoming the Journal of Philanthropy and Marketing.

**[Click here](#) to visit the website.**