



Spendenmarketing: Die Bedeutung der Bindung einer Organisation an ihre Spender (German Edition)

Clara Herrmann

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Medien und Politik, Pol. Kommunikation, Note: 1,1, Duale Hochschule Baden-Württemberg Mannheim, früher: Berufsakademie Mannheim, Sprache: Deutsch, Abstract: In den letzten zwanzig Jahren konnte eine starke Tendenz zu stagnierenden Spendeneinnahmen auf dem deutschen Spendenmarkt festgestellt werden. Dem steht gegenüber, dass immer neue – auch international tätige – Non-Profit-Organisationen auf den deutschen Markt drängen und den Konkurrenzdruck erhöhen, da ein regelrechter Verdängungswettbewerb entsteht. Die unfassbar große Zahl an Non-Profit-Organisationen hat den Spendenmarkt unübersichtlich gemacht. Potentielle Spender können sich nicht mehr entscheiden, zu welchem Zweck und an welche Organisation sie spenden sollen. Sie wollen und können nicht mehrere – geschweige denn alle – Organisationen unterstützen. Hinzukommt, dass viele Leute sicherlich durch Meldungen über unseriös agierende Organisationen verunsichert sind oder gar selbst schlechte Erfahrungen gemacht haben und deshalb der gesamten Spendenbranche nicht mehr trauen.

Der vorliegende Text soll die Bedeutung der Bindung einer Organisation an ihre Spender und Unterstützer herausarbeiten und in Ansätzen aufzeigen, wie diese Spenderbindung zu erhöhen ist.

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