A QUANTITATIVE DESCRIPTIVE CASE STUDY ON THE ALZHEIMER'S NONPROFIT MARKETING METHODS

by

Stephaine J. Buffaloe

Doctoral Study Submitted in Partial Fulfillment

of the Requirements for the Degree of

Doctor of Business Administration

Liberty University

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Abstract

The problem to be addressed was the deficiency of financial support, as a result of dwindling effectiveness of fundraising using traditional methods needed to meet the Alzheimer's Association goal of finding a treatment by 2025. The purpose of this quantitative descriptive case study was to examine the current traditional marketing approaches of fundraising for the Alzheimer's nonprofits. The significance of the study was finding that the survey participants preferred the traditional approach to the nontraditional approach. An entertainment event was the most favored approach. The implication on organizational change was that age, gender, and past donations to religious organizations were the most prominent demographic factors when finding an appropriate target market for this study. Individuals connected to religious giving were more likely to give to Alzheimer's nonprofits. Positive changes can be made in target marketing for the Alzheimer's non-profit organizations.

Keywords: Alzheimer's, nonprofit organizations walkathons, celebrity events, target marketing.

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Dedication

The study is in dedication to Doris Buffaloe, my mother-in-law, and Clyde Miller, my paternal grandfather, for the passion and desire to eradicate Alzheimer's. Also, to the advocates who spend much of their time to fight for the needed funding and legislation. I dedicate this research to the many individuals who have suffered and are suffering from the effects of the disease. Finally, my inspiration comes from the millions of Caregivers who selflessly enhance the lives of others who desperately need their support and daily help.

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Beth Weatherford, Pam Hodges, and Stephanie Newland your friendship helps me to push myself more than I ever thought was possible to be a better person. My entire life has been deeply enriched by Char. She is my wombmate, and best friend. I know that I would literally not be in this life if it were not for your love and support. She makes me want to be a better person. My parents Debra Goodman and Wayne Miller for shaping me into the person that I am today. Thank you for leading me to the cross and providing my anchor in life.

Joe Buffaloe, my second father, for showing me how to be selfless, love unconditional, and be Christ-like. Words could never express my gratitude for the spiritual and financial support through my doctoral journey and life.

Finally, I would like to acknowledge Bobby and Kyle Buffaloe for being understanding and having patience with me through all my academic endeavors. I love you and can’t thank you enough for your support. My life has been truly blessed by the riches of love from these individuals listed, along with my other amazing friends and family.

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Section 1: Foundation of the Study

Alzheimer’s disease affects many people and will affect even more due to the increased likelihood of contracting the disease as an individual grows older combined with the aging of the large population within the Baby Boomer’s age cohort. Currently, there is insufficient funding to finance the goals of the Alzheimer’s Association. Traditional methods of fundraising are losing their effectiveness as demonstrated by declining revenues. Newer methods that use celebrity status and entertainment factor have shown to be more productive methods of fundraising, such as methods used by Hilarity for Charity. This paper presents a quantitative descriptive case study that examines which fundraising methods can be most effective for healthcare-related non-profit organizations, like the Alzheimer’s Association. The focus is to determine if there is a preference for celebrity or entertainment based fundraising efforts when compared with the traditional walkathon method; and to see whether participants would be willing to give or donate to Alzheimer’s nonprofits.

Background of the Problem

In the United States, Alzheimer’s is the sixth-leading cause of death (Alzheimer's Association, 2015). However, the ranking could be a higher considering that most death certificates state a condition stemming from the disease. For example, Ronald Reagan died of complications from Alzheimer’s, but his death certificate stated pneumonia (Shirley, 2015). The life expectancy of a person after initial diagnosis with Alzheimer’s is 7 to 10 years. The fight for the cure is important to the individuals being diagnosed, as well as their care providers, as Alzheimer’s is the most expensive disease for families and society to treat (Shriver, 2010). Currently, one in every six Medicare dollars is spent on helping a person suffering from the complications of Alzheimer's or other dementias (Reid, 2015). However, Medicare dollars alone are not sufficient to provide the financial support needed to reach the goal for a cure. Charitable contributions are required to make a significant difference by closing the gap and finding a cure.

The expenses are astronomical due to the comorbidity, or multiple conditions, that a patient develops as the body begins to shut down and the mind deteriorates with dementia. Over 15 million Americans struggle financially to meet the cost of medical care and to provide day-to-day care for loved ones (Aging.com, 2015). The financial burden of the disease is projected to rise significantly due to the number of seniors in the Baby Boomer generation (i.e. those born between the years 1946 and 1964). The goal for funding the Alzheimer's Association is to secure a treatment or cure to help the individuals and their families who are currently struggling with Alzheimer's disease. The Association has been working to raise the needed capital to invest in treatment by the year 2025.

Problem Statement

The problem to be addressed is the deficiency of financial support, as a result of dwindling effectiveness of fundraising using traditional methods, needed to meet the Alzheimer's Association goal of finding a treatment by 2025. The nine most successful Alzheimer's Association Walk-to-End (WEA) events in 2015 raised just over one million dollars (Alzheimer's Association 3, 2015). In comparison, Hilarity for Charity raised 2.5 million dollars in a one-night fundraiser event that same year (Hilarity for Charity, 2016). However, an estimated $2 billion will be needed annually for the next 10 years to meet the Association's objectives to have a treatment (Barclay, 2015). Many nonprofit healthcare-related walks have become stagnant and have declined by 10% annually (Lindsay, 2015). However, this decline in participation and resulting donation revenues produces a need to use more innovative fundraising strategies that align with what could inspire today's donors to give. The Association has worked to keep the walk relevant by rebranding the event, instilling a greater sense of activism about the disease, and changing the name from Memory Walk to Walk to End Alzheimer's (Lindsay, 2015). Despite efforts to revitalize the walk-a-thon theme, there is a trend away from traditional fundraising promotional methods for nonprofits. A need exists to examine how nonprofit organizations can raise the optimum level of net financial donations to the cause and ultimately the goal of a treatment and/or cure. Traditional walk-a-thons in most nonprofits have lost momentum and are raising fewer funds. Research costs are rising so walk-a-thons as a primary method of fundraising need to be replaced with a more effective and profitable method.

Purpose Statement

The purpose of this quantitative descriptive case study is to examine the current traditional marketing approaches of fundraising for Alzheimer's nonprofits. An examination of the strategic marketing plans of other healthcare-related organizations allows for a comparison and contrast of the fundraising efforts of the Alzheimer's Associations. Further consideration is being given to the effectiveness of the marketing strategies used to reach the intended target market of potential donors, as measured by the funds generated.

Individuals were evaluated as possible target markets and untapped donor resource for nonprofit healthcare agencies. Specifically, Hilarity for Charity, an organization founded for the purpose of raising awareness and funds for younger generations, was assessed to determine if its method of fundraising produces the optimal amount of profitable donation revenues to be used as a model for other similar celebrity-based fundraising events. The purpose of this study is to determine the propensity of individuals in the United States to volunteer and/or donate to Alzheimer's-related nonprofits and which fundraising method is preferred.

Nature of the Study

A quantitative descriptive case study was designed to determine the propensity of generational givers based on events with celebrities to help the Alzheimer's non-profit organizations. More specifically, the nature of the study was intended to lead to a consumer profile that can become a target market segment from which the client can focus promotional efforts to attract more resources efficiently and effectively. "A case study is an empirical inquiry that investigates a contemporary phenomenon (the "case") in depth and within its real-world context, especially when the boundaries between phenomenon and the context may not be clearly evident" (Yin, 2014, p. 16). The case study method allows an in-depth approach to focus on the strategic intent of nonprofits' marketing strategy to better understand the motivations of the donor. The marketing research questions were analyzed in this study. The objective was to analyze market segments to determine who gives to healthcare related nonprofits. Through an analysis of the motivation of potential donors, specific market segments may be established and targeted for the donor profiles most likely to give to an organization like the Alzheimer's Association.

The three forms of case studies are exploratory, descriptive, and explanatory. In the exploratory study, the goal is to develop pertinent hypotheses and propositions for further inquiry (Yin, 2014). The method chosen for this case study is descriptive, which is advantageous when the research goal is to describe the incidence or prevalence of a phenomenon or when it aims to be predictive about outcomes using surveys or analysis of archival records. The descriptive method was chosen over the explanatory study. The explanatory method is helpful in answering the why and how questions with "operational links needing to be traced over time, rather than mere frequencies or incidence" (p.10). "A case study inquiry copes with the technical distinctive situation in which there were many more variables of interest than data points, and as one result relies on multiple sources of evidence, with data needing to converge in a triangulating fashion, and as another result benefits from the prior development of theoretical propositions to guide data collection and analysis" (p. 17). This research will examine the most profitable target markets for the Alzheimer's Association as evidenced by the funds generated.

Generational

In looking at the scheme to increase profitability, the characteristics of different generations were analyzed so promotional activities could be matched by market segment. Members of Gen X and Y prefer to be charitable in a different method than those of other generations (Johnson & Cheri, 2006). For example, a traditional nonprofit marketing approach may be suitable for an older generation, such as Baby Boomers. Members of Gen X prefer traditional methods, such as television advertisement, whereas members of Gen Y rely more on social media and Internet-based advertising (Johnson & Cheri, 2006). Knowing the tendencies or the differences by each generation may help in focusing marketing efforts to gain more contributions, recruit more profitable contributors, and create a stronger loyalty in donors to have a long-term commitment through donations and volunteering.

Concepts

Factors evaluated were disposable income; the influence of various forms of celebrities; the nature of the Alzheimer's organization's cause; and the presence or absence of loved ones who have been victims of the targeted disease. Younger donors give small amounts more frequently (Tysiac, 2016). One successful campaign that utilized the smaller request for a donation and social media was the ALS Association's Ice Bucket Challenge. The financial result of that low-cost marketing campaign was an increase in ALS Association revenue of $112.6 million (ALS, 2016). More than 17 million people participated by uploading videos to Facebook of them being dumped with a bucket of ice water and challenging their friends. Combining social media with the celebrity phenomenon of social media was a low-cost high-income generation approach. The social media, celebrity, and low-cost contribution concepts serve as a model for conducting this research project.

The purpose of the quantitative descriptive research method is to quantify data and to measure incidences or opinions. The quantitative method has more control, confirmation, and research tests the null hypothesis that there is no difference. The study looks at testing the hypothesis of the marketing methods that younger donors prefer celebrity-based or entertainment-based events more than traditional methods of walkathons. The objective is to examine the relationship between promotional fundraising efforts and demographic characteristics. The qualitative research method was not selected because it does not provide for sufficient numbers of respondents used for predictive behaviors. A qualitative non-random sampling approach would have limited the generalizability of findings whereas the quantitative approach is based on a large sample size to provide statistical power for the study. Specifically, the goal was to gain over 400 national respondents to obtain a confidence of 95% and a 5% error of margin.

Research Question

This quantitative descriptive case study examined the demographic characteristics of potential donors and volunteers for the Alzheimer's Association. The success of a nonprofit organization's marketing strategy is contingent upon resource attraction (Shapiro, 1975). The nonprofit not only needs to attract new donors to gain more contributions, but also needs to maintain the current donors. The effectiveness was analyzed based on the work of Junebrook (2015). The efficiency elements include the following: (a) identify and analyze all sources of funding, (b) make a prognosis for future funding, (c) formulate recommendations to improve funding (Junebrook, 2015). The organization wants to get the maximum return on investment with the least amount of effort. By analyzing the marketing strategies, companies are giving a better understanding of the needed improvements, as well as possible competitive advantages.

The research questions are as follows: Do individuals who give to charities today prefer celebrity or entertainment events more than traditional walkathons forms of fundraising? This question is helpful in understanding if the current marketing efforts should include more celebrity or entertainment based events or if the walkathons are more preferred. Next, the question to be answered is do individuals who give to charities prefer to donate their time or money? Time and money are both needed and the question can help gain insight if there is a preference on the different giving methods. The third question that was addressed is do the individuals' preference for forms of fundraising on behalf of charities change with varying respondent demographics? The marketing efforts may need to be segmented due to the age and other demographics of potential donors. The nonprofit can see if there are statistically significant differences in preferences for forms of fundraising method in the varying demographics, which can help in being more intentional in marketing spending. The final question asked whether preference for donations of time and/or money varied by participant demographic characteristics? Donations of time and/or money based on the varying respondent demographics could differ and the nonprofit can better understand the target market for each of the methods of giving.

In examining the research questions, the target market segment profile can be established and studied if the current fundraising efforts are efficient and appropriate. The efficiency and appropriateness of funding can be defined as the financial support for the mission of the organization. A nonprofit healthcare-related organization can address whether or not traditional methods are still effective for all populations or only for a small target market (Ujwary-Gil, 2011). Fundraising methods need diversification to determine if the promotional target market is being captured for a younger generation. The target market was studied to determine if the traditional or nontraditional methods are preferred for charities, as well as whether donors prefer to contribute money or time in volunteering. The marketing concepts of market segmentation, target marketing, and product/service positioning were addressed to help understand if the Alzheimer's Association is using its resources

Hypotheses

The hypotheses help in gaining understanding into the common preferences of individuals with interest in donors giving, nonprofit methods and general participation with nonprofits. The research questions and hypotheses are:

RQ1: Do individuals who give to charities today prefer celebrity or entertainment events to traditional walkathons forms of fundraising?

$H1_{0.}$ There is no statistically significant difference in preference of celebrity or entertainment events over more traditional walkathons in raising funds for charities.

$H1_a$: There is a statically significant difference in preference of celebrity or entertainment events over more traditional walkathons in raising funds for charities.

RQ2: Do individuals who give to charities prefer to donate time or money?

H2o: There is no statistically significant difference in individuals' preference to give monetary donations over donating their time.

H2a: There is a statistically significant difference in individuals' preference to give monetary donations over donating their time.

RQ3: Do the individuals' preference for forms of fundraising on behalf of charities change with varying respondent demographics?

H3o: There is no statistical significance in preferences for forms of fundraising method in the varying demographics?

H3a: There is a statistical significance in preferences for forms of fundraising methods in the varying demographics?

RQ4: Do the individuals' preference for donations of time and/or money change with varying respondent demographics?

H4o: There is no statistically significant difference in individuals' preferences for donations of time and/or money based on the varying respondent demographics.

H4a: There is a statistically significant difference in individuals' preferences for donations of time and/or money based on the varying respondent demographics.

The first portion of the survey asked the participants' age, gender, education, and history of giving to religious organizations. The demographic questions helped to see if there is a statistically significant preference among the various market segments. One of the survey questions relates to preference of a traditional fundraising method versus celebrity-endorsed events. The statistical analyses examined whether the traditional methods, such as a walk-a-thon, are still attractive to potential donors for nonprofits.

Theoretical or Conceptual Framework

In this quantitative descriptive case study, the theoretical framework is based on identifying if the most profitable methods of fundraising for charities are preferred by target market segments. The problem to be addressed is the lack of profitable funding sources that will meet the Alzheimer Association's goal of finding a cure by 2025. The current efforts of the Alzheimer's Association were examined for effective and efficient strategies. The organization also needs to look for new markets, opportunities, or advertising and fundraising campaigns. The concepts that were explored are the potential target segment, such as the Millennial age group, in addition to an examination for the current target market, consistent with an older demographic, which is associated with a more traditional approach. The goal for the quantitative descriptive case study is to gain knowledge to explain how the traditional marketing methods compare to new methods.

Conceptual Framework Fundamentals

The problem to be addressed is the lack of funding to meet the Alzheimer's Association's goal to find a cure by 2025

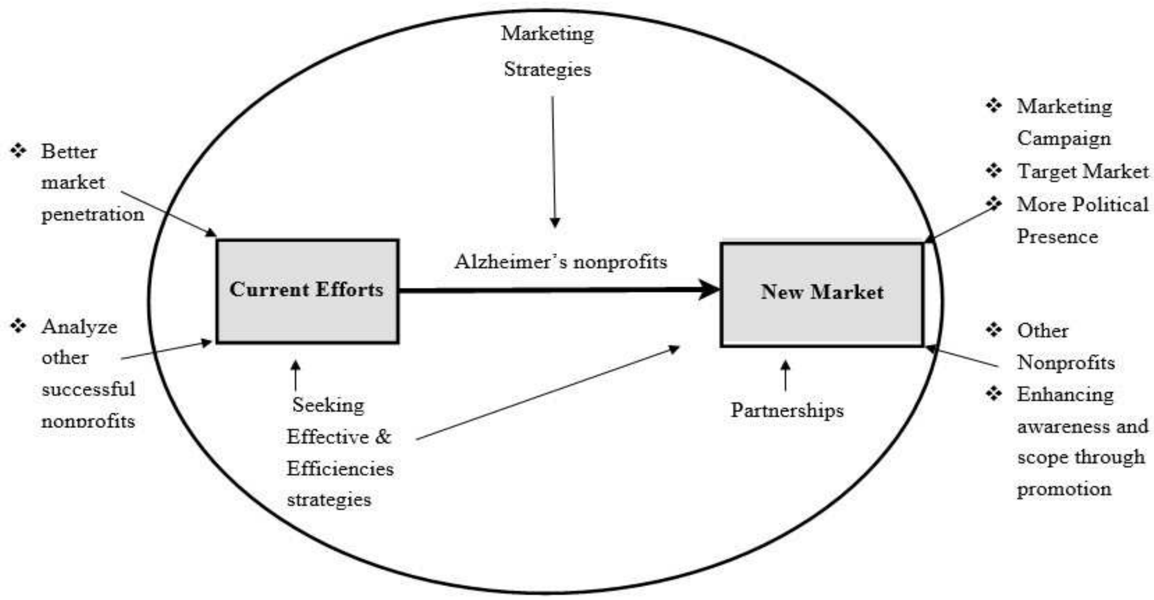

Figure 1 – Conceptual Framework

Marketing Theory

Marketing theory contains the concepts of discipline, that there are relentless internal and external forces that create pressures of constant change and development in the market (Day & Wensley, 1983). The marketing theory is also shifting the demands of consumer economic practices to retain and meet the consumer's demand. The marketing theory includes two components; the current fundraising efforts and new techniques for the nonprofit organization. The current marketing effort could benefit from more market penetration in the target market

(Ujwary-Gil, 2011). The donors could feel a stronger tie to the organization, which could lead to greater loyalty and a longer-term relationship. Traditional methods lost the effectiveness and the new methods help change to meet the demands of marketing efforts (Pride, Ferrell, & Lukas, 2012).

New Markets

The second component of the marketing theory would be to attract newer markets and not to leave out any potential donors (Pride, Ferrell, & Lukas, 2012). One way the nonprofit could achieve this is to form alliances and/or partnerships, which could tap into new donors and benefits. For example, Maria Shivers' nonprofit is an alliance of the Alzheimer's Association. The partnership allows for marketing efforts to target women's brain initiatives in the campaigns. Hilarity for Charity is an alliance that also works independently but under the resources of the Alzheimer's Association.

Promotional campaigns lead a significant effort in gaining the attention of new prospects. The promotional campaign could use a more targeted approach bringing individuals with new established ties to the organization. The second part of the promotional campaign could be to increase the awareness to the nonprofit.

The Alzheimer's Association utilizes the traditional methods with the walk-a-thon. However, in recent years the Association has looked at a different more targeted approach. For example, the Maria Shiver Foundation has a healthy brain initiative for women (Shriver, 2016). The Alzheimer's Association works to promote the same awareness for healthy brains and so the partnership allows a more targeted approach to women. Hilarity for Charity is targeting a younger demographic also through a partnership with the Association (Hilarity for Charity, 2016). However, other demographic groups are not targeted, which may not be as profitable of a group, or perhaps a partnership has not been established to fill the voids in the marketing campaigns to be all-inclusive of all people.

A marketing strategy has several components to help the nonprofit be auspicious. Promotional strategies, market segmentation, target marketing, positioning, and consumer behavior are the key marketing elements of this research. Each of these components is vital for the nonprofit to be successful and their purpose is to reduce waste in target messaging and optimize marketing returns on investment of promotions. The processes help in the establishment of the building of the strategy that can assist in the annihilation of Alzheimer's disease.

Promotional strategy. The promotional strategies of the healthcare nonprofits, through the use of social marketing, and the marketing concepts have helped to explore what works best now, as well as future marketing endeavors. Research shows that the key motivation for participation comes from the messaging (Redsicker, 2014). Nonprofits work to provide a message that will motivate individuals to donate time and/or money to the organization. Social marketing promotional strategy is used to gain the admiration of the younger age cohorts (Firestone, Rowe, Modi, & Sievers, 2016). Similar to promotional strategy, the messaging needs to focus on the potential connection of loved ones who could be stricken with Alzheimer's and participating in helping others.

Celebrity influence can help in broadening the audience of a nonprofit (Crowdrise, 2016). An individual may not have a tie to the cause, yet the admiration of the person with the message will gain attention of plurality issue followers (Tetrault, 2014). Hilarity for Charity (HFC) has a promotional strategy of providing fun events, and products to capture the attention of younger audiences. The promotion for HFC also aids in the awareness of Alzheimer's, as many may not have ties to the disease.

Market segmentation. The market is the compellation of the different influencing segments that can contribute to a nonprofit (Haugtvedt, 2007). An organization finds success by defining its potential market by dividing customers into segments with similar needs that would find value in its product or service (McDonald & Dunbar, 2004). Prioritization of the target group becomes the focus for the company to achieve the greatest financial gains. The grouping of individuals together allows the of the organization's mission to become clearer, the market research to be easier, and the internal data to flow and adhere to value delivery to must occur before target marketing can occur because the process is first to identify who purchases what and whether those purchases have something in common. Then from the available market segments, the marketer selects the best segments that meet the established criteria of the organization such as profitability, and natural affinity towards the goals of the organization.

Target marketing. Target marketing in this study looks at the segmentation of the different age groups to predict consumer behavior. The predictability factor is small because consumers change based on lifestyle, acquisition or loss of accumulated wealth, and stages of life (Ritter & Weiss, 2011). A target market can help the Alzheimer's Association determine where the most productive marketing promotional efforts can be focused. The promotion process can become easier when the organization understands the motivations, desires and value valuation of the group. A primary consideration for creating target marketing is profitability (Ritter & Weiss, 2011). Target marketing is also known as target market segmentation, which provides the optimal or profitable segment interested in the organization.

Positioning. Once a target market is established then the organization identifies the best way to position itself, the product, or service to the target segment. The strategic positioning allows for competitive advantage. "Positioning is a key component in marketing, branding and strategy" (Urde & Koch, 2014, p. 478). Positioning is important for organizations due to the impact that it can have on the organization. For example, the byproduct of positioning can be finding efficiencies, brand differentiation, and corporate identity, as well as influence of the information technology and communication (Moreno & Carrasco, 2016). The byproducts would be financially savings, and more business. Some examples of positioning could include the brand leader, who has most of the market, or perhaps an early adopter positioning could lead to dominance until others enter the market. The positioning of the healthcare nonprofit is important to capture as many donors or funding opportunities as possible, and to continue to maintain a strong position to capture the support from donors.

Consumer behavior. Consumer behavior (CB) is the study of predictive behavior of the consumers (Kotler & Keller, 2012). The study of CB is to determine what motivates purchase decisions. These motivations help marketer's direct promotional messages and buy media placements as well as product designs, packaging, pricing, retail outlets. The factors that are generally studied are the acquisition, use, and disposal of goods and services (Haugtvedt, 2007). The more that an organization understands the consumer needs, wants and desires, the better the organization can meet those expectations. A better understanding of consumer behaviors creates efficiencies by allowing for better predictability, which can help drive decisions about marketing fundraising technics. Nonprofit organizations, similar to for-profit companies, in the need to understand consumer behavior to have a better marketing return on investment. However, understanding consumer behavior allows for the organization to understand and employ insights to capture more donors, who may not have an existing personal connection to the nonprofit. Once a profile is created of like-minded donors, then other potential donors could be identified that may not have a personal connection.

Systems Theory

Rewrite sentence using active voice i.e. The systems theory is a philosophy. The theory that pertains to the level of frequency of donations is the systems theory, which is a "philosophy and worldview arising from the belief that aspects of the world is not independent of each other but interdependent on one another" (Darity, Jr., 2008, p. 257). The concept is an evaluation of the risks and costs that are associated with the influences by social, economic, and political systems (Heylighen & Joslyn, 1992). The funding for nonprofits is affected by the social, economic, and political influences. In this quantitative descriptive case study, the economic impact of fundraising was examined for celebrity-based versus traditional methods.

Economic influence

There is an economic risk when disposable income drops for donors because it can have a direct effect on lowering donations for nonprofit organizations. The economic risk is an unavoidable challenge that cannot be estimated or managed (Lehn, 2008), which is important for nonprofits to be active in marketing and promotional media consistently. For example, during the recession, nonprofit organizations experienced a significant decrease in contributions. This study did a comparison of raising funds via walkathons vs. celebrity-based events was done and analyze if the latter is better than the former methods in today's culture.

Political Influence

Political systems can also cause a risk to a nonprofit due to the unpredictability of budgeting for the nonprofit each year (Vieira, Flowers, Potrich, Campara, & Paraboni, 2013). An example of this would be the contributions from the government to health-related nonprofits come from National Health Association, and donations are examined annually and can be increased or decreased determined by the political powers. Alzheimer’s organizations have greater pressure to fundraising through private and individual donations due to the smaller investment that comes from political funding.

Definition of Terms

Alzheimer’s disease is a specific type of dementia that affects the memory, thinking, and behavior (Alzheimer's Association, 2015). The most common type of dementia is Alzheimer’s, which accounts for 60 to 80 percent.

Baby Boomers form a generation of individuals born between the years 1946 to 1964 (Tagliaferre, 2013).

Comorbidity happens as the whole body begins to shut down leading to other main conditions. In this study, the body begins to have comorbidity which goes beyond a simple diminished mental capacity (Behn, DeVries, & Lin, 2010)

Dementia is a general term for the mental decline that hinders activities of daily living. Dementias can include Alzheimer’s, Creutzfeldt-Jakob disease, Frontotemporal, Huntington’s, Hydrocephalus, Korsakoff syndrome, Lewy body dementia, Parkinson’s disease dementia, vascular dementia, and traumatic brain injury. An individual can have more than one type of dementia called Mixed Dementia (Alzheimer's Association, 2015).

Gen X is a group made up of individuals born between 1964 and 1980 (Gurau, 2012).

Millennials, also known as *Gen Y,* is a group of individuals born in the years beginning in the early 1980's to the early 2000's (Kotler & Keller, 2012);

National Institute of Health (NIH) is an agency that oversees the investments of the government spending to prevent disease and improve the overall health of citizens in the United States (U.S Department of Health and Human Services, 2015). Currently, the government agency invests in conditions such as cancer, aids, and Alzheimer's.

The *nonprofit* is a "hospital or other organization that is operated exclusively for charitable, religious, educational and other specific purposes, has no individual private ownership, does not benefit from private shareholders or persons, and does not participate in political lobbying" (Byrd & Landry, 2012, p. 66).

Traditionalist or Silent Generation is a demographic group made up of individuals born before and including 1946 (Carpenter, Moore, & Doherty, 2012) The group are broken into three groups Depression Cohort, which was born between 1912 and 1921, The World War II Cohort was born between 1922 and 1927, and the post-war Cohort was born between 1928 and 1945 (Carpenter et al., 2012). The group is known for strong military service, traditional values, and long vacations. In looking at the different age groups preferences can be found.

Assumptions, Limitations, and Delimitations

Assumptions

An assumption of this quantitative descriptive case study is that Alzheimer's disease can be eradicated. Also, an assumption of the study is that promotional fundraising efforts can be improved to increase donation revenues. Another assumption is that there will be a continuation of the current investment from the governmental funds until a treatment or cure is discovered. The last assumption is that there are generational differences and target marketing is necessary.

The impact on the study would be invalid if the assumptions turn out to not be true. The mitigation of the study was changed the focus as the funding sources change. For example, if the Government through NIH brought in more funding, then the Alzheimer's Association and Hilarity for Charity would be able to reduce their needed capital. However, if the nonprofits did raise more capital than expected then a treatment or cure could be achieved before 2025.

Limitations

The use of the nominal and ordinal variables does not provide for detailed statistical testing that scaled responses would provide. In addition, another limitation of the study is historical participation in charitable events is not necessarily a predictor of future participation (Behn, DeVries, & Lin, 2010). The celebrity/entertainment method of fundraising, such as conducted by Hilarity for Charity, is new and as such has not established enough history to determine if it is just a fad or a sustainable fundraising model. Therefore, current results may also diminish over time in the same way as the traditional methods. Discovering a cure for Alzheimer's by 2025 may be feasible. If it becomes apparent to potential donors that there is no cure, any proposed changes to fundraising efforts would be ineffective.

Delimitations

The primary focus of this quantitative descriptive case study was on nonprofit organizations in general and specifically Alzheimer's based research organizations. Participants who indicate a past, present, and future interest in donating to Alzheimer's research were included in the final data summary. The results compared how many would donate time and/or money to the Alzheimer's Association vs. how many would not.

Significance of the Study

The significance of the study was to determine if celebrity-based events raise more donation revenues and at less cost when compared to traditional events, like walkathons. The second element of the study is the application of the biblical framework. Finally, the relationship of the study to the science of marketing will be described.

Reduction of Gaps

This quantitative descriptive case study compared the promotional fundraising methods of several healthcare-related nonprofit organizations for the purpose of examining whether or not there is a preferred method that raises optimum profitable donation revenues when comparing fundraising methods of Alzheimer's nonprofits. The analysis provided a more recent analysis of successful marketing promotional strategies in fundraising for Alzheimer's Association and other similar healthcare-related nonprofit organizations.

Implications for Biblical Integration

The first biblical principle that can be applied in this study is stewardship. Efficient and effective strategies provide a better option in marketing that is more efficient stewardship of resources. The Apostle Paul stated, "as each has received a gift, use it to serve one another, as good stewards of God's varied grace" (1 Peter 4:10, English Standard Version). There are so many nonprofits, yet many of these have limited financial resources, especially legislatively. Unlike other businesses, the nonprofits cannot sell a good and should be cognizant of the blessings of resources through donors. Responsibility and accountability are two of the principles of biblical stewardship (Whelchel, 2012). Effective and efficient strategies are dependent upon a nonprofit's responsibility and accountability. On the accountability issue, the scripture in Colossians 3:23 reminds Christians "Whatever you do, work heartily, as for the Lord and not for men". The Bible is filled with several parables on the topics of hard work and stewardship. For example, Proverbs 10:4 is "a slack hand causes poverty, but the hand of the diligent makes rich.

The second Biblical principle is in Matthew 25:40 (New International Version) states that "do for the least of these." The church is called to help others. There has become more of a dependency on the need for governmental programs and nonprofit agencies to help those individuals who are in need. The application of these scriptures puts an emphasis on the Church caring for the sick, elderly, and orphans, not a nonprofit business. The intent of this quantitative descriptive case study and the intent of the Alzheimer's Association is found in Psalm 71:9 (English Standard Version), which states "do not cast me off in the time of old age; forsake me not when my strength is spent." Also, the concept applies from Isaiah 1:17 which commands believers to "learn to do good; seek justice, correct oppression; bring justice to the fatherless, plead the widow's cause." The widows and orphans were of particular interest in the scriptures. The scriptures point out that Christians should help others, especially those who cannot fight for themselves; Christians stand in the gap. This quantitative descriptive case study seeks to do good by researching the marketing strategies that are being used to eradicate the disease. A woman is twice as likely to have Alzheimer's as breast cancer (Alzheimer's Association, 2015). Unlike cancer, as addressed previously the Alzheimer's has no treatment or cure. Alzheimer's disease is a death sentence created too many widows. The study sought justice by taking on an aspect of the widow's cause. The oppression of those affected with Alzheimer's is also a factor in the descriptive case study.

Finally, the case study most resonates with the story of Nehemiah. In Nehemiah 3:1-32, after years of failure, He steps up in a time of crisis and leads to the building of the wall in record time. Nehemiah brought innovation and people together, who were passionate about the cause to help in the protection of the wall as well as the building. The project was divided and collaboratively conquered, through the leadership of Nehemiah. In a similar way, the nonprofits with ties to the Alzheimer's could collaboratively and as everyone who is passionate about the cause can work together to bring about the finances to have a cure.

Relationship to Field of Study

In order to achieve the financial goals, the nonprofit organization must know how to reach the potential donor and build upon the Customer Relationship Management concept. In this quantitative descriptive case study, there are at least two nonprofit organizations that work with Alzheimer's disease. Their marketing efforts and target audience are very diverse because it appears through the literature that the different generations perceive nonprofits contrarily.

The Alzheimer's Association receives donations generally from an older generation, such as the Baby Boomers, or those born from 1946 to 1964. However, the generation that followed was Generation X, the Connected Generation, which has a different ideology of philanthropy in which they seek to contribute to society in life-altering ways and attempt to be more connected (Johnson & Cheri, 2006). This research examined the characteristics of those individuals who give financially to healthcare-related nonprofit charities, specifically the Alzheimer's Association. From the discovery of the unique characteristic of the identified market segments that could be targeted because the values and the goals of the donors and the organization are congruent with the values and goals of the organization.

The marketing concepts that are relevant for this study are target market segmentation, promotional marketing strategies, and social marketing, as they relate to walkathons and celebrity-based events. The target market segmentation is useful to identify where resources can best be applied to achieve optimal profitable donations. The older traditional donors, such as the Traditionalists/Silent Generation, Baby Boomers, and Gen X, have been the target market for many years because Hilarity for Charity (HFC) has a nontraditional target market that includes the Millennials/Gen Y. The promotional marketing strategies in the healthcare-related nonprofits should be modified to motivate the target markets to give their time or finances. Nonprofit organizations depend on social marketing, which allows for donors to give to the betterment of society through their contributions. The market concept that HFC utilizes allows for the donors to have fun through entertainment as well as the intrinsic feeling that they are contributing to the fight against Alzheimer's.

A Review of the Professional and Academic Literature

The concepts and theories presented in the literature are identifying and analyzing the sources of funding, the prognosis for future funding, different strategies, the research behind Alzheimer's, and considering other nonprofit examples. Nonprofits are predominantly dependent on the donors because their organizational survival is directly tied to the contributions of the donors (McLaughlin, 2016). An important step for the Alzheimer's nonprofits is to analyze funding sources to increase the contributions and find new donors. Historical patterns of donating to healthcare-related organizations were also addressed. Conventional methods being utilized by nonprofit organizations help to address the methods that are used for the traditional nonprofit fundraising. The attributes of new methods that lead to success were examined for the nontraditional methods. The generational differences in donating to healthcare-related causes allow better understanding in marketing efforts. The motivation of philanthropy in general is addressed as well as effective promotional strategies that get the message across can be most profitable for the nonprofits. In contrast, messages that do work and do not work was also researched. There is a section to address the possibilities for product/market expansion, development and diversification. The Alzheimer's financial progression allows a better understanding of the significance of the need for a treatment and/or cure.

Identification and Analysis of Funding

When looking at identifying and analyzing funding sources, the marketing tactic is to increase access to untapped markets (Willis, 2008). One factor that is helpful in this is to understand the motivations of the philanthropist. Willis (2008) defined philanthropy "as an altruistic concern for human welfare and advancement, usually manifested by donations of money, property, or work to needy persons by an endowment of institutions of learning and hospitals and by the generosity to other socially useful purposes" (p. 10). Philanthropy is the basis of the study of Weiner's (1974) attribution theory that suggests donors are motivated to give by several emotions ranging from guilt, anger, or frustration towards a disease.

Gender often plays a part in the personal motivations of a donor connected in some way to the disease. Breast cancer that may create a sense of fear in a woman, increasing the desire to donate to the cause more than a male. However, motivation can manifest from a stronger personal connection to a particular illness. The study results were 77% care about the disease enough to donate, whereas only 39% had a strong connection to the illness (Willis, 2008). This information is especially useful showing that participants would give even if there were no personal connection to the disease. When targeting the younger generations which generations, the likelihood of them giving remains high if they care enough about disease. The phenomenon was addressed to see if the donor has an actual connection to the disease of the healthcare nonprofit organization to which the contributions will be given.

Hilarity for Charity (HFC), a newer Alzheimer's charity that is gaining potential is another form of fundraising. The reason that HFC came into existence was a group of friends of Seth and Lauren Miller Rogen who wanted to provide hope in a hopeless situation. Lauren's mother, Adelle, had the diagnosis of early onset of the Alzheimer's disease. Lauren had seen others in her family struggle with Alzheimer's, so she knew that the diagnosis was devastating and would completely change their lives as they looked to care for her mother. Her friends shared her grief and spoke to the Rogens about utilizing Seth's celebrity status to make a difference in the lives of those dealing with the devastating disease (Hilarity for Charity, 2015). The Rogen's used this as a way to address the disease changing the dynamics in their family.

Hilarity for Charity focuses on a strategy to effectively reach a younger donor. The mission of Hilarity for Charity is to partner with the Association's mission. HFC contributes to the eradication of the disease on two levels, the care that is needed at the present, as well as, the future elimination. HFC provides grants for in-home care for individuals who are living with the disease. For example, the nonprofit has an annual star-studded night of entertainment, the 4th annual event on October of 2015, raised over $2.5 million (Hilarity for Charity, 2015). The message in its fundraising is also to promote awareness of the disease for younger generations.

Hilarity for Charity works more with Generation Y, also known as the Millennial Generation. This study provided an analysis of other nonprofit organizations that have been successful in marketing efforts. The examination of newer nonprofit, such as Hilarity for Charity, should be compared to the traditional nonprofit like the Alzheimer's Association to achieve a comprehensive strategic marketing objective.

Historical Patterns of Donating to Healthcare-Related Organizations

A donor needs a high level of trust in a charity. Prompts can be helpful as a gentle reminder to change behavior to give financially (Cook, 2012). One way to provide a prompt is by targeting potential donors and by sending them a letter. Willis (2008) found that the most persuasive way to reach the donor was through the sufferer's compelling story. This tactic targets the donor's emotions to invoke giving to the charity. The study did show the effectiveness of each persuasion letter that is sent from the organization. However, the efficacy in frequency would have been helpful information. There are several modes of persuasion, which include: "logos, pathos, and ethos" (Kokinos-Havel, 2012, p. 9). Logos refers to the persuasion to the logical side. The appeal of pathos is the emotional influence. Finally, the ethos coaxing is through the encouragement that comes from a person's good will.

Traditional Methods

The financial viability of a health-related nonprofit organization is focused on issues that are vital to the longevity of the business. Obtaining a proper level of funding is essential for allowing the organization to continue to provide its much-needed services to the general public (McLaughlin, 2016). Nonprofit organizations focused on health-related issues offer advanced research toward curing diseases that otherwise would not be provided. However, those organizations must obtain sufficient funding to maintain long-term viability. This quantitative descriptive case study is an evaluation of recent marketing approaches by fundraising organizations on behalf of the Alzheimer's nonprofits as an example of a new marketing approach that could be applied to other healthcare nonprofit organizations. An analysis uses a more scholarly or business term such as performed, utilized, what marketing strategies for fundraising on behalf of nonprofit healthcare organizations have yielded the most profitable results. The healthcare nonprofits of particular interest are those helping with Alzheimer's disease.

The number of individuals living with Alzheimer's is estimated to be 5.3 million, of which 200,000 are under the age of 65 (Alzheimer's Association, 2015a). HFC is helping to secure more funding for Alzheimer's research. The Alzheimer's Association has set a goal to provide ways of preventing the onset of the disease and effective treatment for individuals with Alzheimer's by 2025 (Alzheimer's Association, 2015b). The ultimate treatment goal would be the eradication of the disease.

Nonprofits have historically followed a standard marketing path, such as fundraising walks, which in turn, causes the organization to be less effective in raising the needed capital (MacIndoe & Sullivan, 2014). Due to marketing, traditional tactics become mundane, boring and wears out the donors after having no changes year after year (Botner, Mishra, & Mishra, 2015). There are many nonprofits, even several within the healthcare sector, whose mission is helping the individuals and families who are surviving with Alzheimer's disease. The Alzheimer's Association claim that their annual "Walk to End ALZ" or WEA events, in over 600 communities, is the signature and largest event to help in awareness and fund raising for Alzheimer's care, support, and research (Alzheimer's Association, 2015).

Conventional Methods Being Utilized by Nonprofit Organizations

A request for donations by letter or direct mail is an example of a traditional marketing approach (Khodakarami, Petersen, & Venkatesan, 2015). Television would be another example. Research can be accomplished to capture what the target market is and how to market to it. However, diversification does allow for a broader reach for donors. In the traditional business model innovation, which also works for the nonprofit, the focus for the company starts at the strategic level (innovation) that drives the operational level (enterprise) and economic level (revenue) (Pels & Kidd, 2015). This traditional approach still is relevant to the overall business. However, the ever-changing technological advances have advanced new marketing methods. In addition to innovation, enterprise, and revenue, a marketing-based framework was beneficial. The framework consists of the nonprofits perceived value to the donors and valuable long-term relationships built on trust and commitment with the donors (Garcia, Gonzalez, & Acebron, 2013). The foundation and survival are constructed around those traditional methods.

New Methods

The new and innovative approach of Hilarity for Charity is attempting to transform the marketing approach to include an entertainment factor, which keeps the approach exciting for the donors and in hopes of their sustainable contributions. An example is HFC continues to attract younger donors to support the annual HFC event each year. Unlike other nonprofit organizations that are working toward a similar goal, the marketing of HFC is portrayed differently through the message, as well as the media, that is used to generate revenue. The message is presented to a different target audience that is younger than the traditional Alzheimer Association's donors and represents some who are not even cognizant of the effects that Alzheimer's can cause in a person's lifetime. The new approach is necessary because it provides a new group of potential donors. The Alzheimer's Association has targeted individuals who are passionate based on their direct connection with the disease. HFC's younger donors are showing a promising target group. The goal of HFC allows for a person to have a better understanding and awareness of the Alzheimer's disease. The approach is done through a method that is delivered by HFC implements a light-hearted message, which allows for participation of individuals who may not have a direct connection to the Alzheimer's disease (Hilarity for Charity, 2015). The entertainment from the organization attracts and works to bring awareness as well as solicit support for Alzheimer's.

There are also longitudinal influences of a supporting nonprofit instead of a combative orientation on the performance of nonprofits (Botner, Mishra, & Mishra, 2015). Botner et al.'s research provided a better understanding of how the name alone can influence donor behavior. "A supportive orientated charity seems more aligned with advancement and a promotional focus" (Botner et al., 2015, p. 41). These authors argued that a "combative oriented charity seems more aligned with trying to correct a problem, and thus can be categorized as triggering a prevention focus" (p. 41). There is a paradigm shift that occurs in a nonprofit when a nonprofit with a name for or against something, such as Mothers against Drunk Driving or Singing for Change. The orientation of the nonprofit has a "rally the troops message" in the name whereas many of the Alzheimer's nonprofits only describe the name of the disease. The name "Hilarity for Charity" suggests there is fun for a cause. However the message may not be clear to the average person that the nonprofit is against Alzheimer's disease, although its tag line is "Kick Alz in the Balz" (HFC, 2016). A nonprofit name change could bring a change of a clearer message, which could result in financial gains. However, Botner et al. shared that over a period of time a supportive orientation tends to prevail relative to a combative direction.

New crowdfunding is gaining popularity as a person or nonprofit can put the cause on websites such as Crowdrise, Razoo, StartSomeGood, and Causes. This new trend allows users to share a need and information quickly, and it is a low-cost method for the nonprofit. The medium is typically used to gain capital for a project or special event. The younger generation of social media finds this as an easy way to give. One example of Crowdfunding for Alzheimer's nonprofits is an organization named Give to Cure. The co-founder, Mei Mei Hu, stated that the objective is to draw in and activate enthusiastic people in our community to enables the acceleratation of funding with the goal that we can interface good individuals to great medicine (Wireless News, 2015, p. 2). The website givetocure.org states that "Give to Cure funds cures faster" since "100% goes to clinical trials" (Give to Cure, 2016). Some donors using the crowdfunding medium feel that by giving directly to the cause or project cuts out the administrative cost, which provided more directly to cause. According to the founder of Crowdrise, actor Edward Norton, he wanted to enrich the lives of others and create a better world for future generations by creating a Facebook type social medium for philanthropy (Crowdrise, 2016). Norton stated that since the inception of the company only three years ago, Crowdrise has raised over $130 million, and plans to double this year" (Crowdrise, ¶2, 2016). Norton went on to share that "the grassroots effort is simply friends and family asking others to support their cause with the average donation being around $80" (p. 1). The site and others like it are new

fundraising methods that are showing positive financial support for the nonprofits.
Many of the crowdfunding companies are for-profit and charge around 3% to 5% to raise funds. Some of the companies do offer the donors the option to pay for the nonprofits cost so that the cause can keep 100% of the funds that are donated.

Another marketing method is the utilization of a celebrity in helping to raise awareness (Ilicic & Baxter, 2014). Celebrity involvement is not new. However, the push for notoriety or good public relations is being emphasized by many managers. A burst of enthusiasm has driven numerous third sector organizations to execute effective communication and fundraising strategies that involve the use of celebrities who are willing to lend their support on a voluntary basis (Kelly, Morgan, & Coule, 2014). The star provides a spokesperson with a significant impact on the message to be acquired at a low cost that allows for a greater impact on the message for the organization. Celebrities are using the previously discussed avenue of crowdfunding to help the nonprofits. The celebrities can donate their birthday to their favorite cause, which creates a way for their fans to help support charity, rather than giving a birthday gift.

Celebrity humanitarianism has experienced a rise in raising funds in the last two decades (Kapoor, 2013). However, there are critics of the new trend. For example, Kapoor (2013) warns that the practice of celebrity humanitarianism is contaminated, ideological and fundamentally problematic due to a celebrity's selfish motivation in gaining more fame through the perceived notion that they are charitable. The logic is that although the celebrities are helping a needed cause is that their motives are not always pure and doing it only to gain more notoriety and attention. On the other hand, there are studies that show the opposite to be true. APA Dan

Brockington (2014) found that although some are critical of celebrity advocacy, the method is an active force and has made significant progress for nonprofit and in international development.

Celebrities also create their products that support their favorite causes. One example is Paul Newman, who created Newman's Own food and beverage products to support his foundation. Newman's Own, Inc. is a 501(c)(3) founded in 1982 and has donated $460 million to charity as of January 2016 (Newman's Own Foundation, 2016). Celebrities can create foundations that allow for the charities to have support even after the celebrity has passed. Although Newman died in 2008, his foundation continues, which has provided a lasting legacy and an ongoing nonprofit. His celebrity status allowed for name recognition in buying products, now the altruistic feeling of helping through purchases of food and beverage products.

Attributes of New Methods that Lead to Success

Security and trust are key players in helping individuals feel confident and giving to a charity (Kelly, Morgan, & Coule, 2014). When a celebrity endorses a product or charity, there is instant street credibility (Ilicic & Baxter, 2014). The use of technology also allows for marketing executives to have information faster in order to monitor the success of the marketing campaign for an organization. The report provides the donors more trust and credibility when the websites allow donors to see how much of their donations go to a program. One example of a site that shares information on nonprofits is Charitynavigator.com. The transparency to see what the nonprofit does with the funding can change opinions of the donors.

Crowdrise's popularity is due to reducing the additional administrative cost. The platform provides a cost-effective method to gain more capital to the actual cause that the donor wants to support (Norton, 2016). The transparency of the donor allows the person to feel that directly providing to the cause is an attribute of success for the new marketing model. Another attribution for the success of crowdfunding, according to the marketing manager at CauseVox is preparation, promotion, personal networks, press relationships and video usage (Shri, 2014). The foundation of the company is built on the planning and preparation. Next, significant promotion allows the individuals to become more aware of the organization and goals. Personal networks allow for a company to build a stronger network though needed business relationship, such as accountants, attorneys, and bankers. The press relationships help in the promotional efforts to gain even more awareness and business. Finally, video blogging allows the donors to see and have a better understanding of what the nonprofit is seeking to accomplish. The videos allow persuading donors to support the cause. The misconception for some nonprofits is that using a crowdfunding site will be successful as other nonprofits have experienced. Although the basis of these businesses is not the traditional brick and mortar, the need for preparation, promotion and business planning is still required.

Generational Differences in Donating to Causes

Untapped markets can be found by looking into the different generations, and other marketing strategies that can attract different groups. People with a connection to a disease or more likely to give. Another way is to attract donors is by becoming stronger in the current marketing efforts, in order to attract new donors and build on the momentum that has already been established for the nonprofit organization. Zborel (2009) did a study to point out how behavioral science can inform policies promoting and become a more sustainable path. The behavior of the different groups can be dramatically different due to the attitudes, behaviors, and motivations of the various groups. Personality, character traits, value, and lifestyle also play a role in the diversity of the consumer, which is personified in the differences in the multiple generations (Lin, 2011). The differences are reflected on the backgrounds that each generation has that can solidify each of the generation's beliefs and attitudes. However, the financial impact of diversifying may not yield the best return on investment. For example, a word of mouth campaign may work well for Generation Y, but may be a waste of resources for Gen X (Mitsis & Foley, 2012). Trying to generalize the marketing approach may negatively impact the groups to want to give the marketing effort may not appeal to them.

Baby Boomers and older adults "contain an 'age abundance ratio' in which seniors can apply their life experience to society's pressing social problems – and contribute to a healthier economy" (Hakvorsen & Emerman, 2013, p. 33). The traditional donor is thought to be only financially. However, a component for a nonprofit is the strong volunteer base. A study from Stetson University showed that 88.2% of students had been active in volunteering, especially those who had health-related majors (Moore, Warta, & Erichsen, 2013). Although not all students are active in volunteering, they can benefit the health-care nonprofit organizations through volunteer labor although they may not be able to benefit the organization financially through donations. However, students and younger generations are not the only group volunteering. "In 2011, 20 million people aged 55 and older gave more than three billion hours of service" (Hakvorsen & Emerman, 2013, p. 35). The volunteers of the health-related nonprofit can come from the many generations although their capacity may slightly differ.

There are many previously established differences between Gen X and Y. There is also varied and interpersonal susceptibility, which was found to vary by both generation and gender

(Barber, 2013). For example, the marketing tactics for each of the consumer groups should be approached accordingly to have a higher reach within each cluster. A study from Texas Tech business and economy professor, Dr. Nelson Barber, investigated the potential influences of the internet as a new socialization agent in context with other traditional socialization agents. His research presented that "Generation Y and men were more prone to normative influences of acceptance, while Generation X and women were more susceptible to informative influence, especially where the internet is considered as a social agent" (p. 191). The normative influences are represented by social conformity where acceptance and likeability are needed. However, the informative influences are more concerned about being correct.

The generations were brought up differently, which created significant differences in their attitudes, belief, bias, and prejudices. For example, the "Gen Xers were reared among the highest divorce rate in history, which is why they became known as the latchkey generation" (Barber, 2013, p. 181). The detachment to parents gave bias to the resistance to conformity to parents or the normative influence. "Gen X was found to read more newspapers and watch more television, whereas Gen Y enjoys more time using social media, technology and looks to celebrities for product endorsements" (Barber, 2013, p. 181). There are many other generational groups which the nonprofits involved with Alzheimer's could utilize to help in the fight against the disease. Marketing executives can utilize the given preferences for each of those age brackets. The information would assist in the creation of a comprehensive plan to accommodate all of the groups mentioned above.

Motivations of Philanthropy

Cook (2012) showed that a personal connection was not necessary, as the highest donors of a local college did not all have specific ties to the college. The literature also showed this was true for other nonprofits. The tie to the organization is not necessary in order to gain support. However, a better understanding of the motivation of the donor does become a factor. Understanding philanthropic motivations can be "an act of giving, can inspire, motivate, and capture the essence of hope and pride for an individual, an organization, or an entire community" (Cook, 2012, p. 14). Donations can be given in different settings, such as public policy, privately or through publicity. Government policy is provided through government budgeting, whereas privately provides donations can be from individuals and/or businesses. The publicity setting would include an event or a marketing effort that collects donations. Publicity often uses a variety of media outlets to promote brand awareness.

There is a difference in the motivation of donors from different generations. Generations X and Y can be motivated to provide contributions to numerous charities, whereas older generations may have only a few select charities that they are willing to support (Cook, 2012). Greenleaf (1997) pointed to philanthropy as a trait of a servant leader which includes concepts as having as empathy, listening to the needs, having empathy for the organization, being aware of the needs of others, being persuaded, conceptualization, foresight, stewardship, as well as commitment to the growth of other people and to building the community is also important. In addition to leadership the motivation on the donor is also important.

Maslow's Hierarchy of Needs model can also help understand the motivations of the donor. An individual is more likely to contribute to others once the basic needs, which include food, shelter, and safety of a person are met. These issues fit into the love and belonging stage for Maslow's Hierarchy, by allowing the person to belong to the community through donations. Disposable income is a factor when giving to a nonprofit, as well as the current economic conditions. An individual who has met only the basic needs in his or her life will most likely be unable to contribute funds to a nonprofit organization.

An organization needs to evaluate the outcomes from traditional fundraising efforts to determine if those efforts are still effective or if new ways produce more capital. The efforts allow the organization to find contributions from the nontraditional areas in hopes to increase giving. Pressgrove (2013) stated that the goal for the nonprofit was to advance a new theoretical framework past the traditional measures of trust, commitment, and satisfaction but pushes the organization to measurements of more loyalty and predicting the behavioral intention of the donors. The organization can build a following of donors and supporters if the nonprofit is loyal in the mission and provides value to society. Communicating the value that they provide can help individuals to be more invested in the mission of the organization. The loyalty of the donor to the mission is important. However, pushing the donor to support the mission's efforts continuously and financially on an ongoing.

There are five factors of the concept of stewardship, which include: "relationship nurturing, responsibility, reporting, reciprocity appreciation, and reciprocity recognition" (Waters, 2009, p. 113). A necessary factor for the nonprofit is the relationship the organization has with the donor and finding ways to listen to the supporters and nurturing the relationship by helping them to feel that they are needed and valued by the organization. This effort can be through volunteer appreciation and recognition, being responsible for the contributions, and reporting to the supporters the actions of the organization. A long-term relationship with the donors is a must for having a successful nonprofit (Cacija, 2014, p. 147). In order to maintain the donor relationship, one of the most important attitudinal variables is loyalty. Loyalty will reduce the attrition rate, which has been over 50% for many nonprofit (Sargeant & Woodliffe, 2007). Nonprofits need to realize the profitability that comes with loyalty.

Governmental Participation in Healthcare Research Funding: The Past, Present, Future

Governmental participation is precarious and could be removed at any time, thus placing more emphasis on funding a cure as soon as possible. The political sector has budgetary constraints, and the funding for the investment of many health related causes are vital to the citizens of the United States. In the 2016 budget, Congress added $350 million for the investment Alzheimer’s, which was a 60% increase over previous investments (Alzheimer's Association, 2015). However, federal funding for investing in cancer is $5.4 billion, heart disease $1.2 Billion and for HIV/AIDS is $3 billion (Reid, 2015). Although there was a 60% increase in the investment of Alzheimer’s disease, the current annual amount is only $566 million. The other diseases have “high-profile survivors” whereas Alzheimer’s currently has no known survivors” (Alzheimer’s Association, 2015, ¶16). There appears to be a correlation between increased funding research and a decrease in the disease that since the investment into the other diseases, there has been declining in the number of deaths and an increase in the successful outcomes of the individuals with those diseases. Government interest and funding is “limited by bloated bureaucracy and a low level of public interest” therefore, the need for nonprofits have advocates to lobby for their cause provide more awareness in hopes of more funding (Kokinos-Havel, 2012, p. 1). Lobbying to have government funding has been a source for several nonprofit organizations.

Effective Promotional Strategies that Get the Message Across

There is no one way to market for any cause or organization. Electronic word-of-mouth marketing or eWOMM has had a significant lift in influencing decisions in more recent years as organizations are seeing the advocates join the social media of the organization over 95 % (Fields III, 2014). Social media tools are gaining momentum; such as blogging, podcasting, online video, social networking, message boards and wikis. The format helps the organization to deliver the message and create better brand awareness and engagement. Another evidence of different strategies is a marketing research technique called conjoint analysis; which determines consumer preferences for features, functions, and benefits, can help managers predict what kind of affinity marketing program is needed (Bloom et al., 2006). Social marketing messages influence attitudes when a trusted organization is a source of the message (McKay-Nesbitt & Yoon, 2015). The effective message must come from an efficient source.

Social media is a low-cost marketing technique that helps in the awareness for the nonprofit. The informational process in social media can be a one-way transfer, only allowing information to be seen and interpreted. However, the interactive process allows individuals to have more of a connection (Campbell, Kristina, & Wells, 2014). The females under the age of 65 are the profile for the group that uses social media the most (Mitra & Padman, 2012). Participation and connection can allow for a closer relationship with the nonprofit and the donor, which can help achieve long-term financial stability for the organization. Social Media is a newer phenomenon that provides a path for organizations to share scholarly research and information in real time (Campbell, Kristina, & Wells, 2014). The value of the nonprofit can be seen when the donors can see the results and actions that are being done by the organization, and the accountability of the funds can be shown. Donors are 67% more likely to give to the organizations that are transparent in where the donor's money is being applied (Behn, DeVries, & Lin, 2010). Donors now have access to more information, which can be powerful in deciding to give to a nonprofit.

Nostalgia and Religion

Another way to get the message across to potential donors is by experience to personal nostalgia. Merchant, Ford, and Rose (2011) analyzed the personal nostalgia that influences the donor's life such factors as discontinuity, recovery from grief, experience with a charity, and loneliness. A nonprofit that appeals to the effect of nostalgia can motivate donors to give to their charity also known as 'tugging on the heart strings.'. However, this tactic works best on older donors and not so much for the younger generations (Tysiac, 2016). Along with nostalgia, an appeal to religious people could gain a financial yield of 14% greater over non-religious individuals (Hill & Viadyanathan, 2011). Donations from the members support faith-based organizations. However, the giving of the local congregation also creates a culture to be charitable, although there are some differences in the giving within different denominations. The members of the church providing tithes and offerings to the religious organization do not reduce the donations to the other nonprofit charities, such as in the health-related sector, in fact, the opposite was true. Hill and Vaidyanathan (2011) shared in their study that "Philanthropy to secular causes in the United States would suffer if religious giving declines in the future" (p.

173). So, an appeal to work with religious leaders to support the health-related cause could be beneficial.

Messages that Work and Do Not Work

Social media has grown and was utilized by 74% of adults in 2014, as compared to only 8% in 2005 (Patel & Jermacane, 2015). The cause-related marketing also allows the message of the nonprofit to be successful. The utilization of social media has been a more efficient use of the communication for nonprofits; the same applies to the consumer-driven world. The social media platform allows information for products and nonprofit services to be given in real-time for the consumers, which helps in connecting faster to the company or organization.

An overlooked aspect is strong message is dependent upon a trusted messenger. Celebrities have a major role in endorsements of products. The desire to want what the celebrity is selling can also transition into the nonprofit world by strategic philanthropic endorsements. 25.17% of celebrities' volunteer based on they enjoy helping others, yet have a lack of commitment and withdraw their support with short notice (Kelly, et al., 2014). The celebrity can include movie actors, television, and high-profile sports athletes.

The fit that the celebrity philanthropist, or celanthropy, has with the nonprofit organization can result in positive results, whereas a misfit creates skepticism, vulnerabilities for both parties, and a decrease in donations (Ilicic & Baxter, 2014). The increased attention to a well-liked celebrity not only helps the awareness of the charities message but also increase in donations. The Celebrities were partial to support nonprofits that involved children and youth causes by 38.4% and healthcare, and medical research causes was second at 29.3% (Kelly, Morgan, & Coule, 2014). There are negative attributes when placing a celebrity with a charity brand that is not a fit. The misfit still provides a positive outcome for the charity (Ilicic & Baxter, 2014). Celebrity status can create a buying power.

Prognosis of Future Funding

The goal is the same for many nonprofit organizations when looking at the prognosis for future funding. "Nonprofit organizations are a vital part of the U.S. social safety net, providing a broad range of service in the modern welfare state" (MacIndoe & Sullivan, 2014, p. 1). Nonprofits are dependent on donations to provide the safety net to society. The dependency creates a vulnerability to the organization since fundraising is a continuous process to survive in the nonprofit sector. The need for effective and efficient nonprofits become of vital importance for the survival of the nonprofit.

The resolution of the problem is the synergy of the organizations, finding more effective marketing strategies, and locating new markets for fund raising. The sustainability can be better through a diverse collaboration of individuals, for-profit businesses, and government resources. The donor engagement with the nonprofit can determine, based on the precepts of shared values, the perceived benefit of support, perceived risk with the charity, understanding the cause and past experiences with the charity (Kivimaki, 2010). An excellent leadership team can manage These factors. The stakeholders should be demographically diverse and must share the values of the nonprofit to fulfill the mission. The shared value allows a connection among the organization and the donor. The donor perceive the benefit of support and understanding the cause allows for greater sustainability. The experience with the charity allows the donor to know if the organization can be trusted.

Leadership is vital to better positioning, accountability, and the progress. Nonprofits struggle with building and sustaining leadership capacity, which is needed to maintain a high level of organizational effectiveness and fiscal responsibility (Anderson, 2008). Strong leadership provides an excellent return on investment and trusted value to all supporters of the foundation. The nonprofit's leadership team, which includes the management and a strong board of directors, is directly responsible for this role (Rupp, Kern, & Helmig, 2014). Trade-offs sometimes occur in any nonprofit organization. A nonprofits performance encompass the financial results, stakeholder performance, market performance and the missions performance (Willems, Boenigk, & Jergers, 2014). There is a balance for the nonprofit on the input and output to achieved a through combination of processes, projects, and programs (Willems et al., 2014). The performance indicators and the effectiveness do not always have the same goal. For example, competition, organizational leadership, and external forces may cause variances and differences in the nonprofit's ability of the efficiency and performance objectives.

The prognosis for future funding can also be dependent upon the exploration of the organizational leadership and strategic process. There is an increase to have strong organizational leaders from the business sectors to provide a better focus on the economics, and financial sustainability of the nonprofit organization (Paley, 2009). However, the best organizational leadership is not enough. For success a comprehensive marketing approach, the nonprofit must include the following activities: analysis, planning, implementation, and control (Cacija, 2014). Organizing and implementation are the largest deficiencies in nonprofit organizations (Paley, 2009). Gauging the effectiveness in nonprofits and their leadership is no small task and many new agencies such as Give Well, and Charity Navigator have been developed to help consumers, and researchers answer this complex question (Kokinos-Havel, 2012). The increase of technology has allowed consumers and donors an empowerment through the availability of information.

Cause-Related Marketing (CRM)

"Cause-related marketing (CRM) involves companies working in partnership with a nonprofit" (Liston-Heyes & Liu, 2013, p. 1954). Relationship marketing creates an even a stronger donor loyalty program than social media by building a relationship with the donor. The focus is more on the personal relationship and bond, retention, commitment to growth, customer fit, market economies and a change to a more individualized/donor driven communication (Campbell, 2002). The donor feels that the organization values them, therefore, invests more time and resources due to the personal connect to the organization. The result of investing in the relationship with the donor is greater satisfaction and retention for the nonprofit, which creates a better long-term relationship (p. 106). The donor's passion for the nonprofit can embrace and achieve the relationship marketing model. Cause-related marketing (CRM) provides a partnership between a luxury firm or a higher-end brand name and a nonprofit to help the organization financially (Boenigk & Schuchardt, 2013). There is a meaningful relationship that helps the donor's attitude when the company backs the cause. The cause-related marketing relationship is the most common between a business and a nonprofit organization" (Galan-Ladero, Galera-Casquet, & Wymer, 2013).. This trend provides credibility and consumer loyalty for the company and financial support through a little or no cost fundraiser for the nonprofit, which makes the transaction beneficial to both entities. Some factors that have helped the growing trend to utilize CRM is tied to horizontal collectivism or the idea that as a society is dependent upon one another, and allows the individuals to achieve goals collectively (Wang, 2013). Horizontal collectivism allows the donor to feel as if they are helping the greater good of humanity by purchasing items tied to a nonprofit. The study conducted by Wang (2013) showed that the practice of CRM is very favorable for Gen Y, especially females when the organization contributes 25% or more of the cost to the organization. CRM can create good public relations for the company, which can provide more sustainability.

Co-branding Strategies that Create Synergy

Collaboration provides for a different strategy for marketing for the nonprofit. Co-branding with other alliances, affiliations, and partnerships can help benefit the organization and allow for positive impact for the consumer as well as create a synergistic relationship that has a greater impact (Gombeski Jr. et al., 2014). The marketing technique provides a combination of resources, which can be economically beneficial. The two providers should exponentially produce more results as there is more promotion that through the use of the power players. Technology has helped provide an increase in the use of collaboration and co-branding.

In 2013, a strategic collaboration for Alzheimer’s occurred with the creation of the Group of Eight (G8) nations (Gillings, Duggan, Stenull, & Vradenburg, 2015). The group was made up of people with a vested interest in the eradication of the disease by 2025 and included many pharmaceutical companies, and individuals from The New York Academy of Sciences, Johnson & Johnson, Global Initiative on Alzheimer’s Disease, along with the World Dementia Council. The group was presented with “the global dementia challenge, committing collectively and significantly to increase financial resources for Alzheimer’s disease-modifying drug, disease research, incentivizing drug development, improvement in the infrastructure, and pay for care delivery" (Gillings, et al., 2015, p. 1). The collaboration created synergy for the fight against Alzheimer's when the group came together and worked for a common goal. The proposed ideas, from the G8 for the needed capital, was the use of "crowd equity, social impact investing, hybrid philanthropy/venture capital models, accelerators, political funding and mega funds" (Gillings, 2015, p.1). However, the initiative seemed not to include the Alzheimer's Association, which is one of the largest Alzheimer's nonprofits who is pushing for the goal of treatment by 2025.

Product/Market Expansion Grid

Another marketing strategy for the nonprofit, using the product/market expansion grid model, could be diversification strategy. Developing a strategy that provides multiple variations of marketing techniques can engender multiple generations, gender preferences. The driver of donation variety can encompass the intrinsic motivators, as well as the extrinsic (Khodakarami, Petersen, & Venkatesan, 2015). The consumer behavior model is known as circumplex model. The intrinsic provides a personal connection, and the extrinsic motivation gives satisfaction from helping the greater good through the contributions. The implication of the marketing theory and practice of multiple initiatives or donation variety provides higher donations because there are more opportunities to give (Khodakarami, et al, p.89). The diversity marketing strategy is recommended for established organizations and not for the newer nonprofit organization. However, the established nonprofit using a diversity plan can benefit by having more significant influence economically by providing multiple initiatives to capture the different target markets (Khodakarami, et al., 2015). The staffing for the nonprofit could limit the marketing technique as it stretches the staff a bit more with the additional initiatives. The organization can be impacted negatively if a nonprofit has too much staff. However, not having enough staff will impact the programs provided by the nonprofit and in turn the mission.

Market Penetration

In a marketing environment, the organization seeks to have market penetration. The market penetration concept for nonprofit organizations is similar to others in the business sector, based on the demand and supply-side economic theory (Kim & You, 2014). The penetration is dependent upon the socioeconomic and political influences. During the recession, the donations had decreased due to less disposable income. As the economy has rebounded, so has the nonprofit sector. When there is a change in the socioeconomic or political environment, then it can change needs or demands. However, the financial resources necessary to support and penetrate the nonprofit market can be limited in the economic decline. A marketing-penetration strategy is gaining the maximum market shares within the current markets (Kotler & Keller, 2012). The current market share for the nonprofit world does have intensive growth potential. For example, Baby Boomers are more settled in life and their careers and so are more likely to donate. The nonprofit does not have a product life cycle as a traditional product since nonprofits provide a needed service. Instead, the nonprofit organization must continuously seek to retain the donors each year as well as gaining more to succeed at market penetration.

Market Development

The nonprofit market does not have market development for a product. However, the organization must stay relevant and have development to provide an ongoing relevance to the services they provide, as well as interest to the donors. Development of new strategies and reach may through used through marketing decision support system (MDSS), which uses data, systems, tools and uses analyzation tools to interpret the information for the organization to see if action is needed (Kotler & Keller, 2012). For example, a health-related nonprofit organization who may have a decrease in donor involvement may collect information to address what needs to change. The issue may lead to the development of a new marketing strategy. The developments are in improving the societal needs and the delivery of human services. The marketing efforts of the nonprofit could be judged on the marketing scale of how readily and reliability information is using the search engines, including the appropriateness of content to hyperlinks, the rank, and popularity of the website and other technical aspects related to search engine optimization (SEO) (Ford, Huerta, Schilhavy, & Menachemi, 2012). The nonprofit does need to have a web presence for donors to be able to find information on events, ways to volunteer, as well as make donations.

Product Development

The product development for a nonprofit is to meet an unmet need. The development of many nonprofits seems to overlap other services. Nonprofits struggle with many new entrants in the market, shrinking and uncertain government funding and reduction of traditional philanthropic income sources (AL-Tabbaa, Leach, & March, 2013). Development can be made through a collaboration with the nonprofit and other business sectors to provide a value creation process that benefits society, business, and nonprofit organizations (AL-Tabbaa- et al., 2013). The development of the nonprofit organization is “challenged with the continuous change, which provides the impetus for adopting organizational change models” (Mahmoud & Yusif, 2012, p. 624). The continuous change can be challenging for nonprofits that try to work the same strategies, donors get bored and look to other nonprofits. The development of the nonprofit is also determined by the “organizational capacity which is defined by the leadership, financial strength or operational strategies” (Paynter & Berner, 2014, p. 111). Strong leadership is crucial in any organization, especially in the development of a nonprofit.

Diversification

There are several areas that diversification can be important to the nonprofit. The diversification in marketing is a strategic plan that a company implements differential methods to build-up their business (Clemente, 2002). There are several ways that a nonprofit can be diverse. These can include revenue diversification, service diversity, and competitive diversification.

Revenue diversification. The nonprofit should first be diverse financially. The different sources of income allow for more security. Diversification can motivate by profit maximization behavior (Rozek, 1986, 1987). The organization could be in jeopardy if it is dependent only on one revenue source. The Alzheimer’s nonprofits diversify by looking for government investments, business sponsors, as well as the individualized donors. The diversification can also come for the health-related nonprofit by marketing to different generations. This technique is helpful in bringing awareness to a group that may not be as financial stable but perhaps can gain a strong volunteer alliance for the cause. By diversifying through many generations, the nonprofit can remain relevant as generations get older and unable to provide contributions, younger generations can step up and help if the multi-generational marketing approach if implemention is done correctly.

Service diversification. Nonprofits that meet the needs of the community will have better success in having the supply. In communities that have similar nonprofit organizations, the donors feel conflicted in which to support. Services that are similar must find a way to stand out.

The nonprofit by nature receives “special treatment in many areas such as taxation at all levels of government, Social Security, unemployment insurance, minimum wage laws, securities regulation, bankruptcy, antitrust, copyright, and postal rates” (Rozek, 1986, 1987, p. 34). The special distinction provides extra benefits for the organization since the nonprofit is to help benefit society by the services they provide.

Competitive diversification. The marketing efforts of the nonprofit also need to have diversification from others to stand out from the competition. Walks have become a dominant event fundraiser. The reasons may be that walk is a low to no cost fundraiser. However, the unique factor to have a different event then the others could hinder the success. Hilarity for Charity has a fun factor that brings a younger group of donors than that of the Alzheimer’s Association Walk to End Alzheimer’s participants. There could be a collaboration with the nonprofits since the two have different targeted approaches.

Alzheimer’s Financial Progression

Alzheimer’s disease has become a very advanced disease that is crippling society financially, as will later be discussed through the Medicare and other public funds. A better treatment or cure is needed to change the trajectory. The cost of Alzheimer’s is spiraling out of control, and the financial implications of the disease can be staggering to the U.S health system as well as the individual families (Aging Care, 2015). The longevity of the Medicare program could improve by reducing the number of Alzheimer’s cases (Alzheimer’s Association, 2015). Cancer, AIDS, and heart disease had significant reductions in death after public policy was used to implement strategegies and invested in the treatment and cures. The efforts of the Alzheimer’s Association is to make Alzheimer’s disease a priority as the other leading causes of death that currently has significant government funding. The Alzheimer's epidemic is getting worse, and a woman is more likely to have Alzheimer's than cancer (Reid, 2015). The government spends billions annually for each of the previously listed diseases, whereas Alzheimer's has a fraction of the investment. There is a greater awareness of the impacts of illness, and in the past few years, legislators are being persuaded to put more financial contributions to Alzheimer's (Shiver, 2010). The goal of the Alzheimer's Association is to have a significant treatment by 2025. The investment in the cure can significantly benefit patients, families as well as the U.S. Economy.

Alzheimer is a type of dementia that affects memory, behavior, and thinking. Symptoms often manifest at a slow pace at first, but with time, they become more severe enough to affect people's lives (Schrauf and Muller, 2014). In the past decade, studies have revealed that there has been some significant increase in the number of people affected by Alzheimer (Lasrado, 2015). A study by Doctor Dame Sally Davie suggested that the causative agent of Alzheimer disease could be transmitted from one person to another during certain medical procedures. Her research findings was on brain autopsies of eight individuals who had died of Creutzfeldt-Jakob disease after receiving injections of human growth hormones from the pituitary glands of dead people (Lasrado, 2015). This practice was, however, shut down by the government. From the explanation above, one can make conclusions that the menace of the Alzheimer disease has not yet been fully exploited, and the disease continues to receive limited funding for research by the different Governments all over the world thus preventing the 2025 goal of getting a cure.

Financial challenges of Alzheimer's. In 2014, Alzheimer's Association estimated that 5.2 Million Americans had Alzheimer's disease, and the number was to increase significantly in

2015 (Luan, Mani, and Hung, 2015). Recent studies have revealed that the cost of taking care of a person with Alzheimer disease is quite higher than the cost of treatment for cancer patients or victims of heart diseases (Luan, et al., 2015). These costs will only get higher if the cure is not found. While the number of fatalities due to cancer continues to dwindle, the size of Alzheimer victims' population continues to rise annually (Cheston, Christopher, & Ismail, 2015). Huntington Potter, a neurologist at the University of Colorado School of Medicine, said that "if we do not get some control over this disease, it is going to bankrupt both Medicare and Medicaid" (Luan et al., 2015, p. 72). According to Banner Alzheimer's Institute, the number of people 65 years and older with Alzheimer in the US is estimated to reach 7.1 million by 2025, a 40% increase from 5 million ages 65 and older currently affected. By 2050, the number is expected to triple to 13.8 million unless a development of a treatment or cure is found (Moschetti et al., 2014). In the intense competition for the Government's dollars, other diseases come far much ahead of Alzheimer. The US Government committed $5.4 Billion in the past years to cancer research, about $1.2 Billion to the heart disease and $3 Billion to HIV/AIDS research (Weuve et al., 2015). In the past ten years, the US government has allocated funds in the range of $150-$566 million for the investigation and treatment of Alzheimer's. The funding is below the expected amount of conclusive research and treatments to take place (Weuve et al., 2015), which undermines the 2025 goal of getting a cure for Alzheimer's disease.

The financial cost of dementia related diseases to the United Kingdom (UK) per year is 26 Billion Pounds (Kelly, McCabe, Innes & Andrews, 2012). Despite the significant Problem of Alzheimer's, less money is reserved by the UK Government for research and treatment. According to research done by Oxford University, in comparison with cancer, Alzheimer's has more negative impacts on society than diseases like cancer, yet cancer is allocated 13 times more the amount of money put aside for the research and treatment of Alzheimer's by the UK Government (Baste & Ghate, 2015). The research done by the Oxford University also discovered that treatment and caring for cancer patient would cost the Government of UK 5 Billion pounds while that of Alzheimer's patients would be at 11 billion pounds (Baste & Ghate, 2015). The issue illustrates how the Alzheimer research projects are underfunded in the UK thus undermining the bid to get a cure by 2025.

Funding fatigue. Most of the scientists around the world would want to discover the cure for Alzheimer's, but without proper funding, they just cannot afford to take on the work. A survey that was conducted in 2013 revealed by medical researchers publicized that the funds in the medical research field were not appropriately prioritized (Raamana, Wen, Kochan et al., 2014). About 94% said a lack of Government funding for brain and eye disease research is impeding scientific discoveries, and 91% stated that this is driving most of the scientists from the field (Helmfors et al., 2015). The primary problem was that the funding challenges faced by labs that have received funding in the past will prevent the future generation of scientists from pursuing research and instead opt for careers that command better salaries. Core principles for involving people with dementia in research innovation practices, (Raamana, et. al, 2014). The problem undermines attracting scientists and them towards getting treatment or cure for Alzheimer's.

In Australia, more than 358,800 Australians are living with Alzheimer. Without success in the medical researches going on Alzheimer, this number is expected to go up to 400000 in less than five years (Ganguli, 2015). Therefore, this shows how it is important to pump in more money into the research to ensure that does not happen. In Australia, Alzheimer is considered one of the leading causes of disability in the older population above 65 years of age (Ganguli, 2015) yet the government of Australia reserves just 60 million dollars per financial year for the research in that sector (Ganguli, 2015). The study shows how the research on Alzheimer is overwhelming in Australia due to lack of adequate funding.

Earlier in the decade, Senator Tom Harkins led the other members of the Senate subcommittee in inquiring from the experts on the economic impacts of the disease, Alzheimer in the bid to accomplish the ambitious goal of curing the disease by 2025. Researchers in the US have advanced the cause. From the discussion, the realization was that Alzheimer's is the sixth most fatal disease in the United States (McNamara, 2011). Also apprehended was that the illness was not discussed as often like some that were below it in ranking. Additionally, the committee found out that the disease research was underfunded compared to other diseases. Alzheimer's was the only disease in top ten most fatal diseases in the US that had no drug to slow down its progress (Wortmann, 2015) From the research that the experts had done the committee, therefore, recommended that the funds increase towards the study (McNamara, 2011). The Alzheimer's Association is also pushing for the advancement.

In conclusion, the financial cost of Alzheimer's treatment and care for many families around the world and governments has proven to be a significant challenge. The financial impact on the individual caregiver is not typically one that is planned and can be devastating for all involved (Aging.com, 2015). The average family caring for a relative with Alzheimer's can expect to spend at least $ 215,000 throughout the entire course of the disease and treatment, $40,000 for direct cost and $175,000 for indirect cost, therefore making Alzheimer's one of the most expensive diseases in the world today (Wortmann, 2015). These facts should drive the various governments around the world to spare more money for research so that the cure can be developed as soon as possible.

Other Healthcare Related Nonprofits

Rarely can a rural community support two nonprofit organizations that serve the same mission, and the core target group. The two will split the attention, and the competition will divide the care and the financial contributions. In the past 20 years, the number of nonprofits has changed from 1.09 million to over 1.57 million; giving from 2006 to 2016 has only grown 1.1% (Tysiac, 2016). Competitors in the nonprofit world may provide other resources to the community. However, the struggle is the financial challenge in splitting the limited resources. The analysis of other nonprofit organizations can consider the aspects of the marketing activities. A nonprofit must find its core mission and adapt the marketing strategy to the target market, find ways to collaborate effectively, and a challenging competitor to become a resource to the community (Abernethy, 2010). The competitive advantage allows for the nonprofit to continue to strive to meet donor satisfaction. Collaborations and targeting aids in better sustainability for the organization. Collaboration builds the organization through supportive relationships, whereas, targeting aids works to shape a network of loyal donors. There is a "preliminary empirical analysis of the relationship dynamics between marketing activities and fundraising success in nonprofit organizations" (Cacija, 2014, p. 137). Some of them could lead by example, and others would be an advisement of what-not-to-do. The United Way, RED, and CASA are some examples that were examined more thoroughly.

United Way

One of the largest nonprofit conglomerates is the United Way. The agencies are the synergistic efforts of many nonprofit organizations. The goal of the organization is joining forces with other nonprofits, but also to pool the efforts in fundraising and support. The key commonality is that the donor and organization are working to provide a better quality of life within the community.

Collaboration with nonprofits can help in the success of an organization. United Way, for example, is a long-standing organization which provides a driving force for many small nonprofit organizations. The marketing and fundraising efforts are combined to help each nonprofit maximize the community resources and support. In medical nonprofits, collaboration can contribute to reducing barriers, improve healthcare outcomes, improve innovative measures to predict, prevent, diagnosis and treat more efficiently (Attwood & Wellik, 2013). The Alzheimer's nonprofits can learn from the model for the medical nonprofit. It would be better to paraphrase this to demonstrate your understanding Attwood and Wellik (2013) shared from their study that "working collaboratively in a collegial relationship and placing the needs of the patient first enhanced the quality of information and resources for the patients and their families" (p. 489). These approaches can be a challenge for the nonprofit organization.

CASA for Advocacy

A nonprofit that provides Court Appointed Special Advocates known as CASA provides an assigned adult to help empower abused and neglected children (Abernethy, 2010). Similarly, Alzheimer's patients need an advocate to help fight for their cause when the patient becomes feeble and unable to fight for themselves. Both nonprofits are National and work on behalf of another person. CASA is dependent upon donors from organizations, individuals, and grants (Abernethy, 2010). The use of low and no-cost marketing can enhance the nonprofit by the increase in positive public relation campaigns, radio PSA, word of mouth campaigns, leadership visibility, online newsroom, websites, social media, and search engine optimization. However, there is a greater success when local marketing helps in the local community (Abernethy, 2010). Donors feel more of a connection and greater desire to contribute.

RED for HIV/AIDS

RED, an international nonprofit organization, is a progressive new trend with cause-related marketing or CRM. The nonprofit is made up of "licensing agreement of partners that are well-known companies such as Apple, GAP, and Converse with an HIV/AIDS relief nonprofit called Global Fund, which was established in October of 2006" (Peterson, 2009, p. 1). CRM is a marketing tactic that allows the consumer to feel good about purchasing items that may desire as well as contribute to a nonprofit organization. The concept is especially attractive to Generation Y, whose buying decisions can be changed by providing that they can be charitable through the purchasing power (Hyllegard et al., 2010). The need to educate about AID/HIV is much needed. The RED campaigns bring awareness to the AIDS/HIV cause. 30 years into the HIV epidemic, the infection is still spreading because many are unaware of their positive status as a result of testing rates remaining low (Arya et al., 2014, p. 2254). Awareness can harness the power to motivate contributions. Awareness is also needed to educate the public into understanding the devastation of Alzheimer's disease.

Systems Theory

Systems theory is defined by the organizations interactions with their environment which includes three perspectives; mechanistic (closed), organismic and adaptive (open) (Gregory, 2000). The open systems are open to input whereas the mechanistic is not. Nonprofits often have their organization based on public relations. Scientific methods of Openness to conceptual and methodological input from the larger fields of communication and human behavior are the keys to the theory construction in public relations (Broom, 2006). The nonprofit world must stay relevant, and public relations can help the organization to share their message. However, the open system allows for the nonprofit to receive the needed feedback to help stay significant in the eyes of the donors. The goal of the organization would be to emerge, grow, adapt and evolve. The open system allows for a two-communication system which assists in that development.

Roger Layton was a person that analyzed Systems Theory in Marketing. “He was a statistician and econometrician by training but had worked in marketing research before academics, including research on sampling design and data analysis” (Wilkinson, 2012, p. 185). The contribution that he made took away that everything could be relevant in the marketing approach. However, He stated that marketing is about the “applied social science, applying it to how markets work, how individual market transactions come about, the work to be done, who does it and why, and how to do it better” (Wilkinson, 2012, p. 186). The application of social science allows a more targeted approach in marketing and the message formulated with the social science applied.

Variables

The variables can categorize into two segments: Independent and Dependent. The marketing mix can be a combination of four controllable variables. The traditional for include the product, price, promotional and place (Kotler & Keller, 2012). A nonprofit the variables are not always as clear. The product is the services for a nonprofit. Yudelson (1998) stated that “a nonprofit group has four different approaches to generating revenues: 1. performing, 2. pleading, 3. petitioning and 4. praying and that each source of income depends on marketing to a diverse group of “customers” in a different way” (p. 21). These variables in marketing can differ depending on the nonprofit organization.

Independent. Socio-demographics play a vital role in marketing. The gender, age, education, profession and marital status are all independent variables. Although there is a difference with demographics, can find differences in the individuals regarding perceptions, financial security and risk aversions (Vieira, Flowers, Potrich, Campara, & Paraboni, 2013). Although a targeting approach could filter out individuals, the demographic makeup of the overall population is not something that was changed for this study.

Dependent. The promotional is one of the biggest dependent variables in this study. What is being promoted and to whom the targeted promotion will vary the results. Perceptions are the ordinal dependent variables used in Q6, Q7, Q9, and Q11. The marketing approach can raise awareness of an unknown nonprofit. Although individuals may be aware of the marketing efforts of the Alzheimer’s Association, they may not have made a perception of some smaller less known entities. Appealing to the motivations of the individuals is another dependent value.

Transition and Summary

The purpose of this quantitative descriptive case study is to discover the most efficient methods of fundraising in today’s culture using various marketing promotional strategies and to identify existing preferences. There is a newer emphasis on celebrity involvement and volunteering in the nonprofit sector. The research examines how many would participate in the various fundraising methods for charities in general. The focus is also on which of the target group donates time and/or money to Alzheimer’s nonprofits.

Section 2: The Project

The purpose of this quantitative descriptive case study is to examine the current traditional marketing approaches of fundraising for the Alzheimer's Association. An examination of the strategic marketing plans of other healthcare-related organizations was done to allow for a comparison and contrast of the fundraising efforts of the Alzheimer's Associations. Further consideration was made to the effectiveness of the marketing strategies used to reach the intended target market of potential donors, as measured by the funds generated.

The study was designed to examine walkathons and other traditional marketing methods of the Alzheimer's Association and newer celebrity-based promotional fundraising techniques like those used by Hilarity for Charity. The quantitative descriptive case study explored the marketing preferences of individuals giving of time or money to the Alzheimer's nonprofits.

Section two of this project addressed the overall design for this nonprofit marketing quantitative descriptive case study. The information included the purpose, followed by the role of the researcher, and then a discussion on the potential participants of the study. The section then covered the research method and design of the quantitative descriptive case study. The data collection instruments, technique, analysis, reliability, and validity was then addressed in the quantitative descriptive case study.

Purpose Statement

The purpose of this quantitative descriptive case study is to examine the current traditional marketing approaches of fundraising for Alzheimer's nonprofits. An examination of the strategic marketing plans of other healthcare-related organizations allowed for a comparison and contrast of the fundraising efforts of the Alzheimer's Associations. Further consideration was to the effectiveness of the marketing strategies used to reach the intended target market of potential donors, as measured by the funds generated.

Individuals were evaluated as possible target markets and untapped donor resource for nonprofit healthcare agencies. Specifically, Hilarity for Charity, an organization founded to raise awareness and funds for younger generations, was assessed to determine if their method of fundraising produces the optimum profitable donation revenues and be a model for other similar celebrity-based fundraising events. The purpose of this study is to determine the propensity of individuals in the United States to volunteer and/or donate to Alzheimer-related nonprofits and which fundraising method is preferred.

Role of the Researcher

The role of the researcher for a quantitative descriptive case study is to "discover the reality behind the data collected through providing an unbiased, multidimensional perspective in presenting the case and arriving at solutions" (Simon, 2006, p. 48). The final step will be to ensure that there is no bias within the study. The implementation of a survey allowed for a nonbiased examination. A sufficient sample size provided significant data and test for both reliability and validity.

This quantitative descriptive case study, the role of the researcher was to collect data from surveys. Primarily, the role was to examine the level of preferences to participation in fundraising activities for charities in general and Alzheimer's Association specifically. The information from the survey determined whether or not the null hypotheses would be accepted or rejected.

Participants

The study conducted relied on a survey via the internet. Participants, which included various cohorts such as Millennials and Baby Boomers, was invited to fill out the information about their preferences on participating in specific methods of fundraising activities and donating time and/or money to AA specifically along with the demographic information on each of the contributors. The moderating variables for participants included gender, age, marital status, ethnicity, and income.

The pilot study participants were given a link to participate through two media, through emails from Survey Legend asking them to participate, and through social media links. The pilot group used Survey Legend platform that include classmates, colleagues, and friends of the researcher. Survey Monkey, an online survey company, was used as a toll to access their national participant database, after the pilot study. The platform has 30+ million diverse US panelists that participate in surveys each month for sweepstakes entries and charitable donations (Survey Monkey, 2017). The company has a profile and working relationship with each participant and can verify that the survey has participants from different generations, which is key to determining the hypothesis and regarding the target market profile for the Alzheimer's nonprofits. The request was to have over 400 diverse participants, with a majority of participants, invited being of Generation X or Y. The ethical standards of the pilot and survey company were that the participants and the results were anonymous.

Research Method and Design

The research method and design was a quantitative descriptive case study. The five components of a research design include the research questions, hypotheses, units of analysis, the logic linking of the data to the proposition and the criteria for interpreting the findings (Yin, 2014, p. 29). The information that is needed for the answer to the research question came from the 13 questions from the survey. The main focus is that nothing is lost in reliability or validity with online vs. traditional methods of distributing surveys and the benefit is that responses can quickly be collected. Online research surveys using an online method is growing in popularity since the investigators benefit from the format to "devise methods to overcome the shortcomings of traditional methods" (Elbeck, 2014, p. 54). The researcher used Survey Monkey online survey tool to ask identical questions of the pilot study to participants throughout the United States. This quantitative descriptive case study is designed to examine current preferences of individuals within the U.S market toward participating in specific fundraising activities for charities in general, as well as, for AA specifically. The surveys helped in considering the preferences of fundraising activities based on moderating variables of demographics and previous experiences. The units of analysis compared the level of interest for individuals donating and/or volunteering to traditional methods versus the contemporary methods of fundraising. There is a value that the Millennial Generation places on entertainment and celebrity status over previous generations (Baby Boomers and Gen X) on proactive involvement in cause related activities, such as a walkathon.

In the designing of the survey questions, consideration was given to authors who had previously created research issues that relate to this project study using existing information. However, because no current survey was found by this researcher of specific components in the design of this study an original survey was created. The goal was to create a probability survey that would reveal common characteristics of the target market's consumer behavior profiles.

The central role of measurement in data collection is to understand the given data. Marketing research is based on the importance of the confidence and error margin for the survey and the information being statistically significant, which would provide reliability and validity to the study (Duhacheck, Coughlan, & Lacobucci, 2005). The goal for this study is to obtain a sufficient sample size to provide a probability sample with a confidence level of 95% and 5% error of margin. The study is looking at the population (N) of all citizens in the United States, which would include over 100,000+ individuals. The answers from the surveys determined whether or not the sample prefers the more profitable fundraising activities described in the literature review. Also, an examination was made to see whether or not the sample would donate or volunteer for Alzheimer's nonprofits in the future.

Method

A quantitative descriptive case study was designed to analyze the traditional and the nontraditional methods of fundraising. Quantitative method is being used to help the organization determine if more promotional marketing strategy is needed or not. Quantitative should be able to be replicated by a third party, and the method helps in understanding "trends by the creation of an algorithms and code for stimulation and the analysis of big data sets" (Brunsdon, 2016, p. 687). The potential target market segment profile was examined to determine if there is a statistically-significant relationship between those who have given in the past that would indicate a desire to give in the future. The quantitative method also was chosen to determine if younger aged donors prefer a nontraditional approach, such as Hilarity for Charity, which utilizes celebrity and entertainment, to raise needed funds. The idea for the quantitative descriptive case study is to test the hypotheses and examine the phenomenon of preferences of different age, gender, and religious donors with contributions to nonprofits.

Qualitative was not chosen as the method because the main reason for not using qualitative is that the findings cannot be projected onto the general population with significance. In other words, it is a non-probability sample method also is not appropriate due to the subjective and phenomenology (Simon, 2006). Qualitative generates a hypothetical proposition, whereas for this study generating descriptive relationships are more conducive for success. Instead of understanding and description, quantitative provided more control and confirmation with surveys and a method to produce similar findings. Qualitative would address the how and why, but was not selected since the needed answers of the research questions of this study, seek to understand motivations and criteria to better select a profile of donors' behavior with healthcare nonprofits. The quantitative method is appropriate due to the need to profile the donor's preferences for nonprofits that use celebrity and entertainment-based fundraising. Also, the quantitative research method provides a probability sample to determine the potential to answer to what extent a condition exists or not. The qualitative method does not provide the ability to project the responses of the sample to general population. The target nonprofit organizations need to know what the general population prefers between these two methods of fundraising.

Research Design

The quantitative research descriptive case study procedure was selected due to the evaluating various fundraising organizations for the Alzheimer's Association and other healthcare related nonprofits. The healthcare nonprofits have independent variables, dependent variables and moderating. The variables related to the questions to check the variables of age, gender, and preference of nonprofit organizations. "A case study is an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-world context, especially when the boundaries between phenomenon and context may not be evident (Yin, 2014, p. 16). The study statistically analyzed the differences that each of the approaches has on the donors.

The research questions selected to determine fundraising methods. The relationship of generational or age difference and preferences is a big determining factor for this study. The research questions are as follows:

RQ1: Do individuals who give to charities today prefer celebrity or entertainment events more than traditional walkathons forms of fundraising?

$H1_0$. There is no statistically significant difference in preferred forms of fundraising for charities.

$H1_a$: Celebrity or entertainment events are statistically significant preferred forms of fundraising for charities more than traditional walkathons.

RQ2: Do individuals who give to charities prefer to donate their time, their money, or both?

H2o: There is no statistically significant difference in individuals' preference to donate time or money.

H2a: There is a statistically significance increase in respondents willing to give monetary donations over donating their time.

RQ3: Do the individuals' preference for forms of fundraising on behalf of charities change with varying respondent demographics?

H3o: There is no statistically significance in preferences for forms of fundraising method in the varying demographics?

H3a: There is a statistically significance in preferences for forms of fundraising methods in the varying demographics?

RQ4: Do the individuals' preference for donations of time and/or money change with varying respondent demographics?

H4o: There is no statistically significant difference in individuals' preferences for donations of time and/or money based on the varying respondent demographics.

H4a: There is a statistically significant difference in individuals' preferences for donations of time and/or money based on the varying respondent demographics.

The survey questions that help to answer this is the person's age and then the information asking participants if they had experiences in the traditional methods of fundraising, as well as nontraditional methods. The next step of the survey is to ask the individuals if they did participate, then was the experience positive or negative. The final survey question that helped to answer the research question is the person's preferences on the traditional methods, as well as the nontraditional methods. The information was given to help the researcher to determine if the different fundraising methods have a statistically significant difference on attracting potential donors.

Population and Sampling

The survey included a sample using the data of the population of individuals residing in the United States. "A simple random sample can be used to obtain information and draw inferences about the population" (Kirk, 2014, p. 1328). The quota sampling was an attempt to gather a simple random sample by diversification of ages. “Quota Sampling is most informative for providing data for the estimation of the models” (Melnick, Colombo, Tashijan, & Melnick, 1991, p. 576). The researcher also used the online medium to capture the different demographic groups, as well as diversity across the nation. The quantitative research was used to seek out the statistical validity through the sampling.

The goal was to obtain 400 or more surveys. The number of surveys was derived using the overall population for the U.S. According to census.gov, the population of the United States is over 325 million (2017). The researcher used the standard confidence level of 95% and 5% error margin for establishing the same size. The researcher used the equation of ss =Z^2 * (p) * (1-p)/ c^2 whereas the Z was the 95% confidence level, p is the 5% error margin, and c represents the confidence interval to get the sample size. The population is based on 325,626,368, a confidence level of 95%, and a margin of error at 5% would set the sample size of 385. The higher number of participants the lower the margin of error will be. This sampling allow for the researcher to consider the predictive relationships to test the hypothesis. The participants utilized the Internet, which is readily available to many individuals in the United States. Survey Monkey is the company being used to capture the data. The company helped to target participants in different age ranges. The initial attempt included no restraints and allowed all individuals with Internet access who wanted to participate. However, because older individuals do not access the Internet at as high of a rate as younger individuals, the survey company was asked to target older generation to give a good mix of contributors. The targeting is also true regarding the gender, and ethnicity of the group. Although the goal is not to skew the results, it is important to have a good representation of the U.S. population, which is diverse. The data is available in real-time.

The survey results are completely anonymous and will not contact individuals after their participation. The survey is random through Survey Monkey due to choosing participants with previously known ties to Alzheimer's could have bias and change the outcome.

The criteria for selecting participants was to gain understanding into the preferences by age and other factors. The sample needed to be diverse as far as the demographic make up for the sample to be significant. The goal was to have a higher reach to allow for incompletions or unanswered surveys. The sampling needed to have respondents in each age range to accomplish the purposes of the study. The sampling technique was random. However, if the data do not include a diverse range, then the stratified sample approach was the method of choice. The study attempted to analyze different generational groups, so it is important that each of the generations be well represented. A descriptive case study was done using statistical testing. An Alpha level of 0.05 was needed to maintain the 95% confidence level. After the descriptive counts have ben ran, then cross tabs were done to see if there is statistically significant demographic information. The reliability was checked by running Cohens Kappa. The statistical significance also used the Chi Square test. Finally, the last test looked for statistical significance and strength of the relationship revealed through the Phil Cramer's V test.

Data Collection

Instruments

A survey instrument was needed for the quantitative descriptive case study. An established survey that had already been tested would have been preferred. However, the methods of nontraditional marketing are relatively new, and an original survey was created to gather the data. A copy of the survey questions is available in Appendix A. The questions are comprised in a multiple-choice, close-ended manner. Internal face validity was assessed by three scholars, who possess the terminal degree to determine if the questions should solicit responses that are accurate to the intended meaning. After the suggested revisions have been made, the survey was sent to a pilot group to test for external reliability. The pilot study included seven of the researchers' doctorate colleagues. Next, the survey completed was by a sample of the U.S population. The internal consistency was examined by a comparison of the sample population and the pilot group. All three groups, (doctorate committee, the doctorate colleagues, and the national participants) found the survey using an Internet website and enter the data by choosing from the multiple-choice answers. The validity test was achieved by the individuals providing feedback in narrative form about whether or not the questions asked to reflect accurately on the data sought from the questions.

The collection of participants broken down by the generational target markets were analyzed through statistical means to check if there is a statistical difference between the age groups and preferences for giving. The descriptive statistical variables were gender (Q1), Age range/Generation (Q2), Marital Status (Q3), Ethnic Origin (Q4), and Religious affiliation (Q5). The remaining eight questions (Q6 to Q13) are tied to preference for nonprofits and the current marketing efforts of the organizations. The first five questions compared the variables of the remaining eight questions to see if there are preferences or trends and which marketing fundraising method should be used to gain more donations. The concept measured by the comparison answered the hypothesis of to what extent traditional methods of fundraising attract donors for the Alzheimer's Association. The difference of preferences analyzed by gender preference, and generational preference, as well as other demographical information to see which group would prefer a traditional method, if any, or a nontraditional method of marketing.

Table 1. Null Hypotheses, Survey Questions, and Statistical Tests

Null Hypotheses	Survey Questions	Statistical Tests
H1. There is no statistical significance difference in preferred forms of fundraising for charities from celebrity or entertainment events over the more traditional walkathons.	IV: 8, 9, 10, 11 DV: 12, 10	IV: McNemar ad hoc test DV: Pearson's Chi-Square
H2: There is no statistical significance difference in individuals' preference to donate time or money.	IV: 8, 9 10, 11 DV: 13	IV: Descriptive counts DV: Cochran Q Ad hoc Test
H3. There is no statistical significance in preferences for forms of fundraising method (DV) among the varying demographics IV).	IV: 1, 2, 3, 4, 5, 6, 7 DV: 12	IV: Descriptive counts DV: Phi Test for 2x2 Crosstab
H4. There is no statistically significant difference in individuals' preferences (IV) for donations of time and/or money based on the varying respondent demographics (DV)	IV: 1, 2, 3, 4, 5, 6, 7 DV: 13	IV: Descriptive counts DV: Phi Cramer's V Test

Data Collection Technique

The data collection technique consists of the compilation of the surveys. The online survey was distributed through Survey Monkey, an online survey provider. The survey questions listed in Appendix A include demographical information such as age, gender, marital status, and income.

Next, the questions focus on past behavior of the individual filling out the survey. The information includes recent contributions to a religious organization and/or healthcare related nonprofit. Finally, the survey questions focus on the participants' preferences for promotional marketing methods. The marketing methods include traditional approaches and celebrity or entertainment events for fundraising. The researcher would like to know experience, whether positive or negative. The past preferences can help in understanding future partialities.

A pilot study was conducted before the survey being sent to participants through Survey Monkey. The pilot group included doctoral classmates, colleagues, and friends of the researcher. Both the pilot and the main study used a website that will collect and analyze the data. Simon (2005) shared that "the pilot study informed the researcher on the research process and the likely outcome," as well as, pointing out the inappropriate and redundant, along with any ambiguity (p. 79). The trial run of the survey allowed the researcher to look for any issues before the larger population participates in the survey.

Data Organization Techniques

The data organizational technique used Survey Monkey. The Internet based platform allows not only in the collection of the data but also in the analytics of the information. The company can capture up to 10,000 participants with the mechanism. The system allows for cataloging information. One of the organizational methods for understanding the research logs is by having the data geographically organized. The method checked variances between regions to allow for emerging understanding.

The security for the pilot study using Survey Legend and final study using Survey Monkey utilizes SSL (secure Socket Layer) encryptions as well as TLS (Transport Layer Security). The security measures allow cryptographic protocols to secure sensitive information while being transmitted over the Internet, which protects the participant's personal information. The surveys are stripped of the personal identifying data and given a code format.

Data Analysis Technique

The research questions that need to be addressed are what is the preference of individuals in comparing the traditional method of fundraising collected on behalf of the Alzheimer's Association vs. nontraditional sources like Hilarity for Charity. Also, preference was analyzed by looking at the demographics of the potential donors. The process was done using the software tool Excel, which used to download the data for analysis and provided material such as the pivot tables. The data from each question was given a numerical format.

The first hypothesis is do individuals who give to charities today prefer celebrity or entertainment events more than a traditional walkathons for a fundraising method. Research questions eight though twelve have particiapants guide in the process to see if there is a statistiacally significance. The eigth research question ask about the past experience with a walk-athon. Research question nine asked if the walkathon expereince was positive, negative or neutral experience. Rearch question ten asks the particiapants about the experience for nonprofit entertainment or celebrity event attendance. Question eleven asks if the particiapant did attend an event, was it positive, negative or neutral. The first hypothesis and research question twelve can find the most coorelation, which ask even if there is no past expereince, which nonprofit fundraising method would the participant most likely support. The independent variables for hypothesis one is research questions 8, 9, 10 and 11. The dependent variable is 12. McNemar ad hoc test was used to analyze if there was a statistical significance. The test are used because the variables are related. The McNemar test is used to examine if a change from one point of view is different from another point of view (Simon, 2006). The other test that was used the Pearson's Chi Square test. The test "has been widely used in testing for association between two catagorical responses" (Shih & Fay, 2017). The information allows the different nonprofit methods to be compared statistically to examine if there are preferred methods.

The second null hypothesis is that there is no statistical differences in individuals' preferences to donate time or money. The independent variable are the same research questions used in hypothses. However, the dependent variable is focused on research question 13, which asks particiapants do you plan to volunteer or donate to any Alzheimer's nonprofit in the future. Descriptive counts and Cochran Q ad hoc was used to examine hypothses two. "The object of the Cochran Q test is to investigate the significance of the differences between many catagories (Simon, 2006). The descriptive counts allows for the raw data to be examined.

The hypotheses three and four can be considered by the research question one through six. The third null hyotheses is that there is no statistical significance in preferences for forms of fundraising. The fourth null hypothesis is that there are no significant statistical difference in individual preferences for donations of time and/or money based on the varying respondent demographics. The first research question was gender, where as male was assigned a value of 1 and female a value of 2. The second research question asks about generational information, which was also given values that included the years born 1916 to 1946 was given a value of one, years 1947 to 1963 a value of 2, 1964 to 1980 was assigned to value 3, and years 1981 to 2016 is value 4. The third research question asks marital status. The fourth inquires about the participants' ethnical classification. The fifth research question asks if a partcipant has donated to a religious nonprofit (such as church or synagoue). The sixth research question ask about the fimiliarity with the Alzheimer's Association, and the seventh asks the same about Hilarity for Charity. The excel software allowed the researcher to look for trends within the demographical data with the preferences towards the marketing fundraisers.

Hypothesis three has research question 12 as the dependent variable, which asks about the preference of nonprofit fundraisers. Hypthesis fours dependent variable is research question 13, which asks about future donation plans to an Alzheimer's nonprofit organization. The test that was ran for the final two hypothesis was descriptive counts, phi test for 2x2 crosstab, and Phi Cramer's V test. The test used to examine what the researcher expects to see and if there is a significant statistical differnce (Simon, 2006). The age based on the earlier research is the demographic that the researcher expects to have the most significant differences.

The data formed from the findings helped to analyze if statistically there is a relational among the demographic information, especially age, and the preferred marketing method. The purpose was to determine whether or not the null hypothesis can be rejected. The null hypothesis states that there are no significant differences between two methods of fundraising used in the study. The alternate hypothesis is that non-traditional, celebrity-based fundraising methods are more productive in terms of revenue raised and net profits earned over traditional methods, such as a walk-a-thon. Finally, the hypothesis looked at the demographic information to see is there is a statistical significance. Survey Monkey was used to get counts on the information. Additionally, Excel or SPSS was needed to examine and run the statistical test.

Reliability and Validity

The method that was used to ensure reliability and validity was by running Pearson's Chi square statistical tests. "A descriptive case study relies on multiple sources of evidence and as another result benefits from the prior development of theoretical propositions to guide data collection and analysis" (Yin, 2014, p. 17). In using different data sources, the reliability and validity of the secondary sources are more conducive to the study. Also, the theory explores the phenomenon that is responsible for successful promotional marketing in nonprofits. The study was conducting Pearson's Chi Square statistical tests to determine the reliability of the survey instrument and the study. Also, the information was used in standard and internal and external validity tests.

Reliability

Reliability means that the result of the research should be able to be reproduced with similar results in other samples. The study is based on the reliability of the literature. Simon (2006) shared that the reliability builds on the accuracy, which includes the consistency, stability, and the repeatability. The information provided gathered many sources to have different perspectives on the issue of nonprofit health-related organizations. The study utilized Cronbach's alpha test with the need to achieve at least a value of 0.7 on a scale between Zero and 1.0 for this survey. The reliability factors were derived in this quantitative descriptive case study, from a previously-designed quantitative study created by Kimberly Yao (2015). The testing, especially the demographic and donations were examined for comparison. In addition, Yao used a survey that was based upon a method from gathering the demographic data of nonprofits benefit from religious donors. The results showed that was shared was individuals who give to a church or synagogue were more likely to give to other nonprofit organizations. The survey that was chosen for this Alzheimer's nonprofit case study and used similar questions from the study from Kimberly Yao for reliability.

Validity

The "validity refers to the extent to which measurements achieve the purpose for which they are designed" (Simon, 2006, p. 77). The external validity used in this quantitative descriptive case study was derived from the pilot study for validity factors of the quantitative studies selected for this study. The content validity is the intentional method, as the study looked at all the factors that need to be addressed in the promotional marketing campaigns the healthcare-related organizations. The survey that was designed was based on Yao's survey instrument and add a few questions that will not materially alter the reliability and validity factors. However, various scholars reviewed the survey questions to determine if the questions are an accurate measurement and the external validity. In order to have an acceptance or rejection of the null hypothesis, the researcher will seek to obtain a sufficient number of respondents have a significance factor at 0.05 or below on the t test. The use of internal validity was not used since the same survey instrument will be utilized for all samples.

Transition and Summary

The quantitative descriptive case study focused on examining the preferences of fundraising methods for healthcare-related nonprofit organizations as well as a survey for verification of the information. The role of the researcher was to gain information in evaluating fundraising methods that are preferred of the current various generations to determine if they supported different methods of promotional fundraising vs. "non-traditional or celebrity-based" fundraising efforts. There was a survey to gain a better understanding and test the hypotheses. Establishing a sample of the population was needed for this quantitative study to accomplish the goals of the study. The research method and design was a quantitative descriptive case study that helped to fill the gap in understanding where the current market segments are regarding preferences for fundraising efforts for nonprofit organizations.

Section 3: Application to Professional Practice and Implications for Change

In the overview of the study, the goal is to discover if non-traditional fundraising methods could result in more effective and efficient results for the healthcare-related non-profits, such as the Alzheimer's Association. In this section, the findings of the study related to the research questions and hypotheses that reveal significant relationships between the independent variables and the dependent variables was be discussed in additional to a brief discussion of which relationships were not significant. The study of Alzheimer's marketing practices and the biblical applications of the study addressed in the section of application to professional practice. The recommendation for action was provided to help improve understanding to identify the characteristics and preferences of target market donors and volunteers for the Alzheimer's nonprofit organizations. Recommendations for further study revealed potential courses of action for non-profit organizations like Alzheimer's Association might take in their future fundraising efforts based on target market profile found in this study. Finally, the summary and conclusion section address the gaps in the marketing concepts of fundraising for non-profit, health-related organizations in general as well as specifically for Alzheimer's related entities.

Overview of Study

The purpose of this study was to help better understand the marketing preferences of the participants of the study, especially by age range, for non-profit organizations to be more effective and efficient in locating potential donors for maximizing the amount of donations. The importance of understanding the best marketing tactics is that previous methods of fundraising was declining in quantities of contribution, at the same time that, the government's contributions are slowly growing but not at the level needed to find advancements in research, and the cost for research continues to grow. The study checked the existence of experience and the levels of quality of experiences regarding positive, negative or neutral experiences. The participants in the study were asked about their preferences to volunteering and donating for the Alzheimer's cause. These variables were examined to see if there were high numbers of previous donors in the group. The study was performed by considering the independent variables which included the demographic information such as a person's age, gender, marital status, ethnicity, and religious ties. The dependent variables that were analyzed were individuals' experience and preferences for non-profit. The independent variables were measured in relation to the dependent variables to see if there were statistical significances. The most significant relationship for the researcher was the preference of fundraising method for the participants and if there is a difference generationally in the preferences.

The researcher examined the literature to see if there was relevant information on the fundraising methods. The research has also examined fundraisers for many Alzheimer's nonprofits. The participation among the nonprofit fundraisers are varied in size and the capital raised. The researcher wanted to examine a random sampling to see if there were preferences. The collection of participants were not specific donors of Alzheimer's nonprofits, which was reviewed to see if there is potential in the sample group. Target groups for nonprofits have been people that have a direct connection to the disease. The study wanted to examine potentially new target groups based on the demographics, which was done by using a national survey company. The reach by using a national group provides less local bias where more awareness and fundraising efforts have been done.

Presentation of the Findings

In this section, an examination of the significant data of the sample profile and frequencies of their responses was first addressed. The discussion of the research questions and hypotheses are specific to determining if the null hypotheses can be rejected and if the research questions were answered. The number of completed sample cases fulfilled the requirements for 95% confidence and within 5% error margin statistical significance. The researcher had a couple of goals. The first goal was to have a minimum count of 100 participants in each of the four age groups. As seen in Table 2, the goal was accomplished, and the total number of surveys that were collected was 594. The second goal was to look specifically to see if there were generational differences against the preference of fundraising efforts.

Table 2. Birth Year

		Frequency	Percent	Valid Percent	Cumulative Percent
	1916-1946	130	21.8	21.9	21.9
	1947-1963	140	23.5	23.6	45.5
	1964-1980	165	27.6	27.8	73.2
	1981-2016	159	26.6	26.8	100.0
	Total	594	99.5	100.0	
Missing	System	3	.5		
Total		597	100.0		

The gender breakdown of the participants was 53% female and 47% male. The gender ratio was similar to the expectation of the researcher and is similar to the US population. The Census (2010) has that the population makeup is close to split between the two genders. The sample data of the participants were similar to the US population.

Table 3. Gender

	Valid Percent	Cumulative Percent
Females	53.3	53.3
Males	46.7	100.0
	100.0	

The marital status was surveyed to determine if there was a better target market within the category. The United States national mean percentage per category, according to Census.gov (2016), was 48.6% of the people are married, 32.2% single and never married, 9.9% divorced, 5.8% are widowed, and 2.0% were separated. The national data aligned similarly to the sample date where 50.7% of the participants were married, 25.9% were single and never married, 9.9% were divorced, 5.6% were in a domestic partnership, 6.2% were widowed, and 1.7% were classified as separated.

Table 4 Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
	Divorced	59	9.9	9.9	9.9
	Married	301	50.4	50.7	60.6
	Separated	10	1.7	1.7	62.3
	Single, never married	154	25.8	25.9	88.2
	Widow	37	6.2	6.2	94.4
	Domestic Partner	33	5.5	5.6	100.0
	Total	594	99.5	100.0	
Missing	System	3	.5		
Total		597	100.0		

The next classification was ethnicity. According to US Census data (2016), the current estimates of the US population are 76.9% Caucasian, 17.83% Hispanic, and 13.3% African American. The sample size shown in Table 5 had a good representation of Caucasians, but not of other races. Due to the lower minority participants, there is a need for further research into the preferences from minority ethnicities to determine if there are differences or similarities of results.

Table 5 Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Asian or Pacific Islander	15	2.5	2.5	2.5
Black or African-American	28	4.7	4.7	7.2
From multiple races	13	2.2	2.2	9.4
Hispanic or Latino	32	5.4	5.4	14.7
Native American or American Indian	5	.8	.8	15.6
White or Caucasian	482	80.7	80.7	96.3
Some other race	10	1.7	1.7	98.0
Prefer not to answer	12	2.0	2.0	100.0
Total	597	100.0	100.0	

In 2015, the median household income in the United States according to the Census.gov was $55,775. In Table 6, the financial demographic makeup of the majority (53.3%) of survey respondents made less than $75,000. Only 15.3% of the individuals preferred not to answer the question about income and 21.7% has an income of $100,000 or more. The income levels of the participants are necessary to establish, especially when looking at the capacity to donate.

Table 6 Income

Income Level	Frequency	Percentage
Prefer not to answer	86	15.3%
0-49,999	199	35.4%
50,000 to 74,999	100	17.8%
75,000 – 99,999	54	9.6%
100,000 +	122	21.7%

A portion of the survey was inspired by the study from Yao (2015). In her research, she examined religious affiliation. This study took a slightly different approach by asking if the person had given financially to a church or synagogue in the past five years. In this study, the focus was to examine if a donor to religious organization is a potential target group for an Alzheimer's nonprofit. Of the 597 individuals surveyed, over half had given to a religious church or synagogue. There is a statistically significant relationship between participants' past giving to faith-based organizations and willingness to donate to an Alzheimer's non-profit, as will be shown later in this study.

Table 7 Religious Donation

	Frequency	Percent	Valid Percent	Cumulative Percent
No	286	47.9	47.9	47.9
Yes	311	52.1	52.1	100.0
Total	597	100.0	100.0	

Past participation in charitable events was a factor in this study and looking at both a previous involvement in a traditional approach; a walk to raise money vs. a nontraditional method, such as a celebrity endorsed or entertainment event. If participants had a favorable experience in the past, then they were more likely to attend another similar event in the future. In the researcher, there was discussion about how many organizations utilize a walk that the researcher had expected at least 30% participation rate. However, only 27% of the sample had participated in a walk for any nonprofit within the past five years, (see Table 8). Of those who did participate, only half had a positive experience from that day. The findings were interesting but not all walks are the same and some can be more entertaining than others. Not surprising to the researcher that even less (15.08%) had participated in a celebrity endorsed or entertainment event and almost all had a positive experience. The researcher had only expected about 10%. Celebrity events are rarer and the expectation was that fewer would have the opportunity to attend an event than a walk. Despite the fact of the lower number that had participated in walks or events in the past, there was a significance in the findings, which was there is an increased willingness among those who have participated to be willing to participate in a walk in the future.

Table 8 Walk Participation

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	435	72.9	73.0	73.0
	Yes	161	27.0	27.0	100.0
	Total	596	99.8	100.0	
Missing	System	1	.2		
Total		597	100.0		

Results

The research questions were designed to better understand fundraising preference, regarding method for giving and then probed to see if their preferences had a relationship based on generational or age difference. The first hypothesis to be address was do individuals who give to charities today prefer celebrity or entertainment events more than traditional walkathons for fundraising. In answering the research question, the participants were asked in the survey, which of the following fundraising activities would you do: a walk to raise money, an event with a celebrity, a night of entertainment or none of them. The literature for this study shared the appeal of celebrities and how individuals can be motivated to participate though this method. However, to the surprise of the researcher, the draw of a celebrity-based event was the least desirable method for the survey participants. The individuals surveyed would rather do none of the fundraising methods (26.26%) than attend an event with a celebrity (16.33%), as seen in Table 8. The application of the demographic filter will be shown later in this study. A walk to raise money was more popular with 43% preferring that method of fundraising for the nonprofits. However, the most preferred method of marketing fundraising was a night of entertainment (non-celebrity endorsed), which was preferred by 44.11% of the survey participants. The Alzheimer Association's Walk to END ALZ was more desired than the researcher had previously expected for a fundraising method and the celebrity endorsed event favored much less than the researcher had expected.

Table 9 Fundraising preference

Fundraising choices	Responses	Percentage
A walk to raise money	259	43.60%
An event with a celebrity	97	16.33%
A night of entertainment	262	44.11%
None of these	156	26.26%

Individuals who had participated in a walk (within the past five years), were more likely to have a desire to participate again in future walkathon. The results using Pearson chi square, as seen in Table 10, was used to investigate past walk participation would indicate future participation and was shown to have a predictive measure (X^2 =83.27, df=1, N=596, p=.000).

However, the past walk experience results were not necessarily a measure for participating in other future fundraising. No significance was found for individuals who had previously been involved in a celebrity or entertainment to desire to be involved in a future walkathon, which was probably due to a small percentage of the sample attending the events. Nor was there a significance for past fundraising walker to desire to support an entertainment night. A different result could come from a sampling a larger portion of past attendees. There were also similar findings, as shown in Table 10, that individuals who supported a celebrity endorsed or night of entertainment was more likely to participate in a future event (X^2 =12.45, df=1, N=597, p=.000).

Table 10 Walk Participation and Future Walk

			Walk Participation			X^2	p
			No	Yes	Total	83.274	.000
Future Walk	No	Count	295	42	337		
		% within Future Walk	87.5%	12.5%	100.0%		
		% within Walk Participation	67.8%	26.1%	56.5%		
		% of Total	49.5%	7.0%	56.5%		
	Yes	Count	140	119	259		
		% within Future Walk	54.1%	45.9%	100.0%		
		% within Walk Participation	32.2%	73.9%	43.5%		
		% of Total	23.5%	20.0%	43.5%		
Total		Count	435	161	596		
		% within Future Walk	73.0%	27.0%	100.0%		
		% within Walk Participation	100.0%	100.0%	100.0%		

% of Total	73.0%	27.0%	100.0%		

Table 11 Past Event Participation and Future Event Participation

			Event Participation			X^2	p
			No	Yes	Total	12.45	.000
Future Event	No	Count	436	64	500		
		% within Future Event	87.2%	12.8%	100.0%		
		% within Event Participation	86.0%	71.1%	83.8%		
		% of Total	73.0%	10.7%	83.8%		
	Yes	Count	71	26	97		
		% within Future Event	73.2%	26.8%	100.0%		
		% within Event Participation	14.0%	28.9%	16.2%		
		% of Total	11.9%	4.4%	16.2%		
Total		Count	507	90	597		
		% within Future Event	84.9%	15.1%	100.0%		
		% within Event Participation	100.0%	100.0%	100.0%		
		% of Total	84.9%	15.1%	100.0%		

The second hypothesis was do individuals who give to charities prefer to donate time, money, or both. The results, shown in Table 12, for this study was 46.4% of individuals, had no desire to volunteer or donate to the cause. 14.2% of those who contributed to the study felt the need to both volunteer and donate. Those who wanted to volunteer only was 8.6%, and individuals who wanted to donate only reached 30.8% of the desires of the participants. Interestingly, there was no significance in giving or future indications of participating with those who were awareness of Hilarity for Charity and the Alzheimer's Association. Familiarity with an organization does not appear to affect future desire to give.

Table 12 Donation Type

		Frequency	Percent	Valid Percent	Cumulative Percent
	Donate only	180	30.2	30.8	30.8
	Neither volunteer or Donate	271	45.4	46.4	77.2
	Volunteer and Donate	83	13.9	14.2	91.4
	Volunteer only	50	8.4	8.6	100.0
	Total	584	97.8	100.0	
Missing	System	13	2.2		
Total		597	100.0		

A demographic group that has gained momentum in the past few years for the Alzheimer's nonprofits is women. Maria Shriver's "Women's Brain initiative" would be an example of this targeted marketing strategy. The results are shown that women are 77.6% are likely to give. A preference to contribute financially from women was higher than the researcher had expected. Although women were shown to give more, gender was not statistically significance in other areas of this study, especially regarding future desire to attend future events or walks.

The third hypothesis was do the individuals' preference for forms of fundraising on behalf of charities change with varying respondent demographics. Ethnicity, religion, gender, and marital status was not statistically significant in fundraising preference. The demographic of most interest to the researcher was the generational cohorts as defined by the birth years of the individuals. The results that were statistically significant were walk preference and a night of entertainment. The celebrity event had the least amount of interest in all age groups. The results in celebrity events broken down by age were not statistically significant. Table 13 shows the results of age in relation to preference to future walk desire. The information was investigated using Pearson chi-square (X^2 =16.245, df=3, N=594, p=.001).

Table 13 Birth Year (IV #2) with Future Walk Desire (DV #12)

		Birth Year					X^2	p
		1916-1946	1947-1963	1964-1980	1981-2016	Total	16.245	.001
Future Walk	No	87	88	87	73	335		
	Yes	43	52	78	86	259		
Total		130	140	165	159	594		

In Table 14, the birth year was used to investigate if there was a preference in attending a night of entertainment, within each generational cohort. Pearson chi-square was used again (X^2 =21.60, df=3, N=594, p=.000). The results also appear to have a linear relationship showing that the younger a person is the more likely that they are to attend a night of entertainment. These results align with the goal of Hilarity for Charity. In that the best market for a night of entertainment would be the Millennial generation and the least likely would be the older generations.

Table 14 Birth Year (IV #2) with Future Entertainment Desire (DV #12)

		Birth Year					X^2	p
		1916-1946	1947-1963	1964-1980	1981-2016	Total	21.60	.000
Future Entertainment	No	92	82	88	70	332		
	Yes	38	58	77	89	262		
Total		130	140	165	159	594		

Finally, the fourth hypothesis was does the individuals' preference for donation of time and/or money change with varying respondent demographics. The information within the generational cohorts again was of most interest to the researcher. There was statistically significance in this demographic (see Table 15). Pearson chi-square was used again (X^2 =51.56, df=9, N=594, p=.000).

Table 15 Birth Year (IV #2) with Donation Type Desire (DV #13)

		Birth Year				Total	X^2	*p*
		1916-1946	1947-1963	1964-1980	1981-2016		51.56	.000
	Donate only	55	43	47	34	179		
	Neither volunteer or Donate	55	76	84	56	271		
	Volunteer and Donate	13	7	19	43	82		
	Volunteer only	7	12	13	18	50		
Total		130	138	163	151	582		

Another area of interest for the researcher was the demographic group of individuals who gave to religious organizations. The researcher wanted to determine if the religious group gave more to other nonprofits, more than those who were not affiliated with a church or synagogue. Those individuals who had ties to giving to a church or synagogue were more likely to give or donate to an Alzheimer's nonprofit. The results show comparable results as the study of Yao (2015). The results in Table 16 examine individuals who give to religious organization differ on desire to donate time or money to an Alzheimer's nonprofit (X^2 =13.672, df=3, N=584, p=.003). A Pearson chi-square statistic test was conducted. The results indicate that those individuals who give to a church or synagogue were more likely to give or donate to an Alzheimer's nonprofit, as well as volunteer and donate. However, the individuals were not more likely to volunteer only.

Table 16 Past Religious Donations (IV #5) with Future AA Donation Type Desire (DV #13)

		Religious Donation		Total	X^2	*p*
		No	Yes		13.65	.003
Donation Type	Donate only	72	108	180		
	Neither volunteer or Donate	147	124	271		
	Volunteer and Donate	30	53	83		
	Volunteer only	26	24	50		
Total		275	309	584		

Applications to Professional Practice

Non-profit organizations must remain profitable in producing more revenues than the costs of operating the non-profit organization as well as funding future growth to be viable to the community. The research from this study has the applicability of the findings concerning the professional practice of business in fundraising methods. The field of marketing uses the concept of target marketing to help organizations focus on those consumers most likely to purchase from or donate to the organizations to avoid wasting scarce resources on potentially unprofitable consumers. There is also a biblical application within this study as it applies to the giving of those affiliated with religious organizations.

Framework to the marketing field

Marketing techniques are needed in business to narrow down to attract the most contributions. In this study, investigating the different demographic groups is helpful in finding the marketing mix to direct resources to the best target market. The study findings are suggestive that the approach for Hilarity for Charity is the best for their potential market. Entertainment was found to be more attractive for the younger generations. Although in the literature, Hilarity for Charity participants may not have as strong of a tie to the disease, they are more likely to enjoy a charity event as a fundraiser.

One finding that was unexpected is that the majority of the participants would prefer a walk for a fundraiser. Even more surprising to the researcher is that the least likely fundraising is the celebrity event. The literature showed that celebrity events were a strong draw for individuals, but the findings from this study showed the opposite. The marketing method for Hilarity for Charity is a celebrity event geared for the Millennials.

The Alzheimer's Association marketing methods of using the walk seemed dated before this study to the researcher. However, after the process of this study, the marketing methods and practice are still shown be viable and desired by the participants of this study. A better discussion would be to focus on the demographic target market profile for future walks, entertainment events, and celebrity events. A profile would be the combination of statistically significant demographic characteristic of each type of participation. Some of the most successful walks have taken an entertainment type approach, whereas the day is fun for the whole family.

The marketing theory, as stated earlier in this study, contains the concepts in the marketing discipline that are "relentless internal and external forces that create pressures of constant change and development" (Day & Wensley, 1983, p. 79). In this study, the internal challenge is the lack of funding, and the external factors could relate to the governmental funding. The consumers' behavior could closely relate to changing the trajectory. A push for more government funding would alleviate the need for as much fundraising efforts. The economic risk will modify the participation in fundraising efforts. The social, economic and political environment can mitigate the burdens of having as many fundraising efforts. However, if Alzheimer's cause is important to the community, then the fundraising efforts will be supported. The positioning of the disease in the nonprofit world will need to be elevated to receive similar funding as cancer and aids. The Alzheimer Associations could improve the efforts and other nonprofits messaging. The messaging needs to state the goal of a treatment by 2025 and the two ways that can help to achieve the target, fundraising or government funding.

Biblical Application

The implication of the findings in relation to the biblical framework is generous people continue to give generously based on a heart that is humble. In 2 Corinthians 9:7 states "each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver'. Although there are more donations given from the religious sectors the societal issues are growing. Apathy has played a part and gaining donations has become a more complicated issue.

The nonprofit organizations can learn from the fundraising preferences to gain more financial support, which will allow the organization to fulfill their mission better. The target marketing to those of the church is a stronger market as seen by this study and the one by Yao (2015). However, Christians are commanded to give to others, so this number may still be seen as low. Interesting factor in this study was that the individuals with ties to a church or synagogue are more likely to give of financial resources but not their time, which was a bit of surprise to the researcher. The question could be asked when a Christian is asked to give 10% is it okay for them to give only of their finances or of themselves to help organizations. Many organizations could benefit from Christians using their talents and donating their time, to glorify God, which would also allow them to witness to others.

Recommendations for Action

Recommendations for non-profit organizations, especially those dealing with Alzheimer's would consider all ages as a target market. However, the groups may prefer difference methods of fundraising. Females are a better target group for overall donations and involvement. The researcher's recommendation is investing more into the target marketing for women. Maria Shiver's 'Women's healthy brain initiative' is a way that the Association could invest more focusing on the target market. Finally, a target group that also had statistically positive results are religious donors. Implementing a new marketing campaign could target religious organizations. The churches could also be a target area for awareness and support. Congregations could utilize resources such as the grants established for respite and support.

The recommendation for the Alzheimer's Association is to continue to shift away from the celebrity events. The recommendation is opposite of what the researcher originally thought. The organization made an important shift away from an annual celebrity endorse event "A Night at Sardis" and passing the reigns, so to speak, to HFC to provide an evening of entertainment. The researcher originally felt that this was the not the best move for the organization. However, based on the research findings of the sample was not influenced to give to celebrity events the recommendation for the Association is to continue to make a strategic emphasis on keeping the walks a priority as their featured fundraiser. The Association could put more resources in the walks by not doing the celebrity endorsed events and working more closely with other organizations to meet the overall goal in the fight against Alzheimer's.

The preferences from this study examine a preference for the older generations to donate more and the younger generations are more likely to volunteer more. The walk-a-thons require setup, workers to manage the activities of the day. A recommendation for the Association is to recruit volunteers from local campuses and places that younger individuals can be found. The donation mailout campaigns to ask for contributions would best be served to persons above the age of 36.

The results of these recommendations are hoped to help gain more funding in order to reach the goal of a treatment. The results will be disseminated to the Alzheimer's Association and Hilarity for Charity by the researcher. The study can be built upon by using the organizations' customer database and gearing the marketing efforts according to each preference in the target market.

Recommendations for Further Study

A recommendation for further study is to change from a general sample of the adults in the United States to a sample that consists only of individuals who currently are contributing to the Alzheimer's nonprofits and examine their motives. A possible hypothesis may be that all donors have some tie to the disease, which would be helpful in establishing who are the current target markets for the Alzheimer's nonprofits. Several participants did write in the comment section of the survey about other non-Alzheimer's related causes that they were connected. Questions to a group participating in different fundraising events would also be a better way to gauge motivation of their funding. An example would be to have an individual attend a walk; a celebrity endorsed event and a night of entertainment and question which of the three that the person enjoyed being a part of the most. The researcher does regret not asking more of the why or why not a person would donate, participate or volunteer. The motivation of the participant may help in finding better forms of fundraising.

Another study that could further the research is to what level do individuals who are religious or give to religious organization provide more than others. The study was a great start to examine that there is a difference. This study addressed a person who gave in the past five years. However, future study could consider an individual who regularly gives versus a person who gives sporadically. An examination of the donations could address if an individual may give to both is it due to financial security or motivation of the heart. The study could also examine a geographic or state difference in giving.

A study that the researcher suggests the most is the political affiliation would be a follow-up study to see if there are any statistical significances. The major primary parties, as well as smaller entities. There are many difference within the political parties. The NIH funding is approved through congress. Understanding if there is a political bias or if giving is found more in one party then the ambassador program might be improved. Currently, ambassadors are assigned a member of congress to work on legislation for the Alzheimer's Association. Political biases can be a challenge.

Finally, a recommendation for further study is educational differences. The researcher analyzes this in two ways. A study could be done to examine if a person who is more educated donates more. The other issue is to see if there is a statically significance when a person is more aware of the issue are they more likely to give.

Reflections

When the study began, there were many biases of the research that after research and this study the researcher now has a very different opinion. The biggest change was the researcher's attitude of the Alzheimer's Association, as one big corporate entity, which was once thought somewhat negatively, and the organization had too much administrative expenses. However, upon further review of the Association, it was found that the organization helps other Alzheimer's nonprofits and has more reach than previously examined. One surprise was the support provided from the Alzheimer's Association to partners such as Hilarity for Charity and Maria Shiver's Charity. The latter two organizations are separate entities that the Association. However, there is administrative organization and help provide to the other companies through the staff of the Association.

The next bias redefined was that of Hilarity for Charity. The desire for celebrity-based events was one that the researcher felt was the new way for future fundraising endeavors. However, the study determined that the least favorable fundraising method was the celebrity endorsement. The success of Hilarity for Charity may be not due to the Celebrity factors, but the entertainment. The organization does throw amazing parties whereas celebrities attend and that perhaps is the biggest attraction for millennials. HFC is new, and the researcher is still in amazement at the funds raised and the work accomplished due to the organizations team efforts and tie to the disease. One of the new insights is that there are still not success stories of survivors of Alzheimer's disease. However, there are still other spokesperson, which was not earlier acknowledged. The founders of Hilarity for Charity have provided their personal stories to bring awareness. The individuals may not personally have the disease, but they have become the one of the few spokespersons for the cause.

Finally, the life verse of the researcher has been Jeremiah 29:11, which states: “For I know the plans that I have for you, plans for a hope and a future” (NIV). In high school, the researcher was told by a counselor that she was not even college material. As an executive, the researcher had become more self-reliant and dependent on self. Strangely, in a virtuous way, the person who started this journey is not the one finishing this study. The researcher has found her way back to the biblical principles of reliance on God, faith (when troubles come), humbleness, and perseverance. Only by the grace of God was this journey possible and reliance on Him is reestablished. Thankfully God has provided the strength and the people to guide the researcher through the process and even when troubles came God used them for good. The prayers and guidance of Godly people was overwhelming to the investigator of this study. God provided a way through this journey. In the end, the researcher counts it all joy because of the work God has done in her through this process.

Summary and Study Conclusions

The problem to be address was the deficiency of financial support, as a result of dwindling effectiveness of fundraising using traditional methods needed to meet the Alzheimer Association’s goal of finding a treatment by 2025. The purpose of this quantitative descriptive study was to examine the current traditional marketing approaches of fundraising for the Alzheimer’s nonprofits. The quantitative descriptive case study was designed to determine the propensity of generational givers based on events with celebrities to help the Alzheimer’s nonprofit organizations. The research looked at potentially new markets as well as the current efforts in fundraising.

The literature examined was broken down into four main components: Alzheimer's, funding, marketing, and nonprofits. The Alzheimer's issue focused on the history of the disease, the challenges, the funding fatigue and the prognosis of the disease. The funding literature examined the financial methods, historic patterns, and the motivations for the financing including nostalgia and faith. The nonprofit research addressed the development of an organization, the need for diversification, synergy, and examples of other successful nonprofits such as CASA, RED, and United way. One of the greatest challenges of the Alzheimer's nonprofits is awareness of the disease and their organizations. This study closes the gap in the literature by examining the Alzheimer's nonprofit marketing fundraising practices. There are currently established walks to raise funds that are successful. However, entertainment events would also be a great edition for the organization as fundraisers.

The goal for the researcher was to have 385 survey participants to help gain a better understanding of the marketing preferences, especially by age range. The actual participation was 594 with a diversity in age, gender, and religious giving. The individuals were giving a survey through Survey Monkey and were asked multiple choice questions on their preferences in nonprofit funding. There are statistical differences in preference for the different demographics.

The first hypothesis examined if the participants had preferences in order of doing an entertainment event, a walk-a-thon, nothing, and celebrity endorsed event. A surprise to the researcher was the celebrity ranked much lower than expected and the traditional walk-a-thon ranked much higher. For the second hypothesis, participants preferred in rank order to neither donate nor volunteer 46%, donate only 30.8%, volunteer and donate 14.2%, and volunteer only 8.6%. The third hypothesis was to examine the individual's preference on fundraising methods based on the demographic information. The younger group was more likely to attend a night of entertainment, which aligned with the target market for Hilarity for Charity. However, the younger group also preferred the walk-a-thons more than the other generations.

The final hypothesis examined was a demographic difference in donating and volunteering. There was a linear relationship in that the oldest generations are more likely to donate and there is a decrease as the age declined. Also, a relationship among the youngest being the most likely to volunteer and decreases as a person gets older. Other statistically significant findings were that women were more likely to give as well as an individual who donates to a religious organization.

The study fills a gap in the literature to help the Alzheimer's nonprofit enhance their strategic marketing plan by adherence to target market preferences. The Alzheimer's Association has been a supportive role in other nonprofits with ties to Alzheimer's disease. The fundraising efforts are better from the synergy since the organizations under their umbrella appear to be targeting more aggressively than the Association. The Association provides an annual walk-a-thon to the communities and according to the research that is precisely the focus and path that the nonprofit should maintain. There is hope that a treatment for Alzheimer's is on that walk path.

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Appendix A: Survey Questions

1. *What is your gender?
- o Male
- o Female

2. *Demographics: Please select the age range in while you were born:
- o 1916 to 1946
- o 1947 to 1963
- o 1964 to 1980
- o 1981 to 2016

3. What is your marital status?
- o Single, never married
- o Married
- o Domestic Partnership
- o Widow
- o Divorced
- o Separated

4. Ethnic Origin (or Race): Please specify your ethnicity:
    - o White or Caucasian
    - o Hispanic or Latino
    - o Black or African American
    - o Native American or American Indian
    - o Asian or Pacific Islander
    - o Other
    - o Prefer not to answer

5. During the past five years, have you donated to religious nonprofits (such as a church or synagogue)?
    - o Yes
    - o No

6. Are you familiar with the nonprofit organization called the Alzheimer's Association?
- o Not at all familiar
- o Somewhat familiar
- o Very familiar

7. Are you familiar with the nonprofit organization called Hilarity for Charity?
   - Not at all familiar
   - Somewhat familiar
   - Very familiar

8. In the past five years, have you participated in a walk to raise money for any nonprofit organization?
   - Yes
   - No

9. If so, did you have a positive or negative experience by participating in the walk?
   - Positive
   - Negative
   - Neutral

10. In the past five years, have you participated in a celebrity endorsed or entertainment event for a nonprofit?
   - Yes
   - No

11. If so, did you have a positive or negative experience by attending in the event?
   - Positive
   - Negative
   - Neutral

12. Even if you have or have not had past experience, which of the following do you feel you would most likely attend to support a charity?
   - A walk to raise money
   - An event with a celebrity
   - A night of entertainment to raise money
   - None of these

13. Do you plan to volunteer or donate to any Alzheimer's nonprofit in the future?
   - Volunteer only
   - Donate only
   - Volunteer and donate
   - Neither volunteer or donate