

Abstract

Donor funding has been a major source of funds for non-profit organisations (NPOs). Investigating salient antecedents which influence donor's behavioural intention to continue supporting NPOs is crucial; especially in Tanzania where government support for financing public education is sub-optimal. This research investigates five salient antecedents impacting individual donor's behavioural intention to support education projects. Data were collected through a survey that yielded 242 usable responses which equate to a 30.3% response rate. The findings of the Confirmatory Factor Analysis and Structural Equation Modeling indicate that all five antecedents have a direct impact on donor retention. This study contributes to existing literature related to the strategic acquisition and thereafter retaining individual donors for Tanzania's NPOs. Also, it offers appropriate suggestions to the management of NPOs for improving the NPO-donor relationships. Moreover, fourteen (14) out of fifteen (15) hypotheses have been supported which indicates the acceptability of the theoretical model and hence a valuable contribution to theoretical knowledge.

Keywords: Non-profit organisations, Donor retention, Structural Equation Modelling, Confirmatory Factor Analysis, Latent variable