

THE IMPACT OF ORGANISATIONAL ORIENTATION RHETORIC ON FUNDRAISING SUCCESS IN SUSTAINABLE DEVELOPMENT

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Abstract

This study aims to explore the impact of organizational orientation rhetoric on fundraising success in the context of sustainable development. The research method used is literature. The results show that clear and insightful rhetoric can achieve organizational goals towards sustainable development and fundraising success. Organizations that successfully communicate their sustainable values and goals in an authentic and transparent way are more likely to attract support from committed donors. An effective communication strategy proves essential in building trust and creating awareness among stakeholders, both of which are key factors in securing financial and non-financial support. In addition, the implementation of technological innovations and utilization of social media as part of sustainability-oriented fundraising strategies adds to the effectiveness of such efforts, contributing to more significant and sustainable outcomes.

Keywords: Rhetoric, Organizational Orientation, Fundraising, Sustainable Development.

Introduction

In order to achieve sustainable development goals, fundraising plays a vital role as a source of funds to support various initiatives and projects. Organizations, both in the public and non-profit sectors, often rely on their ability to raise financial resources from various parties.

Fundraising is a crucial element in sustainable development as it provides the key resources needed to implement projects and initiatives aimed at a more sustainable future (Maurer et al., 2023). From environmental stewardship, to improving the quality of education, to developing green technologies and building environmentally friendly infrastructure, all of these require significant financial support. Therefore, an organization's ability to effectively fundraise determines the extent to which they can contribute to the achievement of the Sustainable Development Goals (SDGs) set by the United Nations (Lubis & Ghina, 2020). As such, fundraising not only acts as a bridge that connects resources with needs, but also as an important impetus for innovation and cooperation that will lead us to a more sustainable future. In this context, organizational

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orientation-encompassing an organization's values, vision, mission and strategy-can play a strategic role (Mitchell et al., 2020).

Organizational orientation, which includes an organization's values, ethos, mission and vision, has a significant impact on fundraising effectiveness. The organization's core values and clear vision can shape and embed the work culture and guide fundraising behaviors and practices (Watson et al., 2020). A strong and positive organizational orientation, which is aligned with the values and concerns of potential donors, is likely to increase donor trust and empathy. When an organization's values and goals are resonant with donors' personal beliefs, they are more likely to provide support. This includes not only financial support but also social support in the form of advocacy and information dissemination, which can expand the reach and impact of fundraising (Zheng, 2023).

On the other hand, unclear or inconsistent organizational orientation can result in negative perceptions that hinder fundraising efforts. Ineffective communication of the organization's mission and vision can raise doubts in potential donors about the legitimacy and effectiveness of the organization in using the funds raised (Maehle et al., 2020). In addition, an organizational orientation that is not in line with the needs and expectations of society can lead to a lack of public engagement and decreased success in fundraising (Hällérstrand et al., 2023). Thus, an in-depth understanding of the organization's orientation and how to communicate it to the public is an important factor in forming sustainable relationships with donors and successful fundraising efforts.

Rhetoric as an element of communication has long been recognized as influential in shaping perceptions and engaging the public or potential donors. Effective rhetoric can increase credibility and reinforce the message an organization is trying to convey. This makes it a potent tool in fundraising strategies, especially in generating empathy and positive responses from potential donors (Liu et al., 2022).

The use of persuasive language, compelling narratives, and cohesive messages can highlight an organization's values, mission, and vision in a relatable and motivating way. Through well-thought-out rhetoric, organizations can build a positive image and foster relationships with stakeholders, including donors, volunteers, and the general public (Maurer et al., 2023). It plays an important role in conveying the urgency and importance of the initiative being supported, how individual contributions can make a difference, and why supporting the organization is a worthwhile investment. Strong rhetoric creates emotion and triggers action, enabling the organization's message to not only be heard but to be embraced and followed with action (Mitchell et al., 2020).

However, rhetoric must be used responsibly and transparently to ensure that the message remains honest and ethical. Excessive or misleading use of rhetoric can undermine public trust and weaken an organization's long-term reputation (Ghosh, 2020). Effective communication using rhetoric should be in line with the actions and

values of the organization, so that it not only attracts attention at the time of fundraising but also increases credibility and maintains the trust of all parties involved. In the context of sustainable development, where goals are often complex and long-term, the use of authentic and inspiring rhetoric can be a driving force that strengthens the ongoing dedication of donors and stakeholders to the goals that need to be realized together (Tabares, 2021).

However, there is still a knowledge gap on the extent of the concrete influence of rhetoric on organizational orientation in the context of fundraising for sustainable development (Nyatuka, 2020). Several questions arise, such as how exactly can rhetoric influence fundraising effectiveness? And in what form is rhetoric most effective?

This research aims to answer these questions by reviewing existing literature and analyzing data from various studies that have been conducted previously. Hopefully, this research can fill the gaps in the literature and provide new insights into effective fundraising strategies, particularly in the context of organizational orientation and the use of rhetoric.

Research Methods

The research method conducted in this study uses literature. The literature research method is a research approach conducted by reviewing and analyzing various written sources such as scientific journals, books, articles, and other relevant documents in order to gain in-depth insight into a topic or research problem (Sio et al., 2024). This research usually involves searching for relevant keywords in various databases and catalogs to find materials that match the research topic. In addition, literature study research uses analytical descriptive methods to collect, identify, organize, and analyze the data found, which can then be used to build arguments, theoretical frameworks, or the basis for further empirical research (Nguyen et al., 2024); (Kim & Yu, 2022).

The initial step in literature research involves determining a clear topic and research question. After that, a search for relevant and credible sources is conducted to collect information to be analyzed. Data from the various sources are then sifted and synthesized to determine trends, relationships, patterns, or knowledge gaps that exist in the literature (Nesset et al., 2024). Finally, the results of this synthesis are interpreted to make a contribution to the field of knowledge under study or to make practical recommendations.

Results and Discussion

Fundraising and Sustainable Development

Fundraising is the process of actively seeking financial donations from various parties to support the activities, projects, or mission of an organization or individual. It plays an important role for many non-profit organizations, educational institutions,

social groups, and various other entities that depend on external financial support to run their programs or projects (Ren & Gui, 2024). The fundraising process involves a variety of strategies and methods, ranging from special events, product sales, to online donation campaigns, all designed to attract attention and gain financial support (Calic et al., 2021). The concept of fundraising is not only limited to the process of getting money, but also includes building and maintaining relationships with donors, ensuring transparency and accountability in the use of funds, and communicating the impact achieved from the use of funds to supporters (Barbosa & Oliveira, 2021).

In today's digital age, fundraising has evolved with the use of online platforms to reach a wider audience. Through social media, email marketing, crowdfunding, and dedicated websites, organizations can convey their message and needs to the public from different parts of the world (Ngai, 2020). This concept relies on a strong and emotionally evocative narrative to motivate individuals and corporations to provide support. Community involvement in fundraising is also one of the keys to success, as strong campaigns are often supported by a network of volunteers who promote the initiative to their social circles (Zhan & Santos-Paulino, 2021). As such, fundraising becomes a dynamic process that focuses not only on raising funds, but also on building a sustainable community of supporters (Sandberg et al., 2020).

Fundraising plays a crucial role in the process of sustainable development, which is an approach to meeting the needs of the present without compromising the ability of future generations to meet their needs. Projects that support sustainable development often require large initial investments in green technologies, research and development, and implementation of programs that support sustainable economic, social, and environmental practices (Mbah et al., 2021). Through fundraising, organizations and individuals can secure the necessary resources to finance these initiatives. As such, fundraising not only facilitates the implementation of projects that are innovative and positively impact the environment and society, but also reinforces the principles of sustainable development by mobilizing funds that can be used to improve human well-being and environmental protection (Ceesay, 2020a).

In addition, fundraising that focuses on sustainable development often involves a transparent and inclusive approach, ensuring that all stakeholders, including local communities, business partners and donors, are involved in the decision-making process. This creates a sense of shared ownership and awareness of sustainable development issues among various groups (Moldavanova & Wright, 2020). This participatory process not only results in more lasting and effective solutions but also promotes social and economic justice. In this context, fundraising becomes not only a mechanism to raise financial resources but also a platform to advocate for positive change and inspire collective action towards a more sustainable future (Ceesay, 2020b).

In conclusion, fundraising is an important element that supports sustainable development efforts. Through the pooling of these financial resources, projects that aim

to address environmental, social and economic challenges can be implemented, thus helping to achieve global goals for a more sustainable future. Fundraising not only aims to finance such initiatives but also builds awareness, strengthens communities, and encourages active participation from various parties in promoting sustainable practices. As such, fundraising facilitates collaboration and innovation, making sustainable development efforts more inclusive and effective. This underscores the importance of fundraising as a tool capable of bringing about positive social and environmental change, while demonstrating that successful sustainable development efforts require collective support and commitment from all sectors of society.

Organization Orientation

The concept of organizational orientation refers to the values, attitudes, and beliefs that underpin how an organization operates and makes decisions. This includes the vision, mission, and goals of the organization and the way it works internally to achieve these goals (Mitchell et al., 2020). Organizational orientation determines how the organization interacts with internal parties such as employees, and external parties such as customers, partners, and competitors. It also includes approaches to leadership, teamwork, innovation, and handling change. An organization with a strong orientation usually has a clear and consistent culture that supports the achievement of common goals and fosters loyalty and motivation among its members, and facilitates adaptation to the changing business environment (Klimkiewicz & Kowalik, 2020).

Organizational orientation also includes a commitment to learning and development, both at the individual and organizational levels. Organizations with a learning orientation tend to encourage innovation and adaptation to dynamic environments, by facilitating continuous learning and knowledge sharing among its employees. This creates an organization that is resilient and able to evolve in line with emerging challenges (Raimi et al., 2022).

In the external context, market orientation is important, where the organization regularly collects and analyzes information about customers and competitors to guide business strategies and decisions. This ensures that the organization can be responsive to market needs and adapt to changing trends (Opara et al., 2021).

On the other hand, organizational orientation can also involve a commitment to corporate social responsibility (CSR), where the organization actively contributes to social and environmental well-being through business practices and strategic decisions.

Ultimately, effective organizational orientation creates clarity in strategic direction, reinforces organizational identity, and provides a framework for daily behaviors and interactions. This can result in higher levels of employee engagement, greater customer satisfaction, and better business outcomes (Amodu, 2020). To achieve this, it is important for organizations to regularly assess and, if necessary, adjust their

orientation to ensure alignment with the evolving business environment and the organization's long-term goals (Ofori-Parku & Koomson, 2023).

Organizational orientation has a significant influence on fundraising strategies and activities. When an organization's orientation includes values such as openness, innovation, and collaboration, it creates a strong foundation for developing and implementing creative and effective fundraising strategies (Gugerty et al., 2021). An orientation that focuses on shared goals and social responsibility can attract sympathy and support from donors and stakeholders, increasing the likelihood of success of fundraising initiatives (Tabares, 2021). Moreover, an orientation that highlights the importance of learning and adaptation allows organizations to adapt fundraising campaigns to changing market dynamics and donor preferences, thereby maximizing the effectiveness of fundraising efforts (Alexius & Furusten, 2020). Thus, a strong and positive organizational orientation not only helps in formulating appropriate fundraising strategies but also in mobilizing internal and external resources to support such efforts in a sustainable manner.

Rhetoric and Fundraising

Rhetoric plays an important role in communicating organizational orientation as it provides a tool for leaders to effectively convey the organization's vision, values, and mission (Haydon et al., 2021). By using good rhetorical techniques, leaders can build a compelling and resonant narrative that reinforces organizational identity and motivates employees and other stakeholders. Effective rhetoric not only helps in conveying information but also in inspiring and moving people within the organization to accept and carry out the organization's orientation (Hand et al., 2021). A message communicated clearly and convincingly can increase internal cohesion and help reinforce the desired organizational culture.

In addition, strategic use of rhetoric can help organizations when interacting with the outside world, including donors, clients, and competitors. In an external context, rhetoric can be used to highlight distinctive advantages and values that support the organization's orientation, thereby influencing public perception and building a positive organizational reputation (Welch, 2020). For example, in fundraising campaigns or making proposals to potential investors, persuasive and adaptive rhetoric can increase the chances of success by conveying not only the needs and goals of the organization but also showing how the investment aligns with the organization's values and orientation. Through effective communication, rhetoric is key to advocating and explaining the importance of the organization's orientation in achieving shared goals (Ren & Gui, 2024).

Rhetoric significantly influences fundraising strategies because of its ability to shape perceptions and evoke emotions to drive action from potential donors (Fyock, 2022). When rhetoric is used effectively in fundraising communications, the message not

only conveys facts and figures but also instills evocative stories, recognizable values, and an inspiring vision (Sebhatu & Enquist, 2022). The use of rich narratives, relevant metaphors, and evocative messages can build emotional connections, allowing organizations to be more resonant with their audiences. In the context of fundraising, this ability to “sell the story” and demonstrate the impact that can be achieved through donations can increase the desire to donate. Such persuasive rhetoric bridges the gap between an organization's needs and donors' desire to make a difference (Leite, 2022).

In addition, effective rhetoric in fundraising accommodates a deep understanding of the target audience. It is not only about what is communicated but how the message is delivered to meet the expectations, values, and motivations of a diverse group of donors (Tabares, 2021). Fundraising strategies that utilize rhetoric strategically pay attention to tone, language, and context-tailored to resonate with the emotional and intellectual depth of specific audiences (Ojewunmi, 2020). As such, rhetoric plays a role not only in formulating an effective message but also in determining the delivery approach most likely to trigger a positive response. Therefore, a mastery of rhetoric can substantially increase the effectiveness of fundraising strategies, making initiatives not only sound appealing but also feel urgent and important to potential donors.

Organizational Orientation in the Context of Sustainable Development

Organizational orientation plays a crucial role in determining the approach and effectiveness of fundraising activities, especially in the context of sustainable development. A strong orientation towards sustainable social, environmental and economic goals leads organizations to implement fundraising strategies that not only seek funding sources but also ensure alignment between donor values and organizational sustainable development goals (Troise et al., 2021). This holistic approach helps in attracting support from various stakeholders, including individuals, non-profit organizations, and the private sector who share a commitment to sustainable development. Thus, an organization's orientation towards sustainability drives the adoption of transparent, accountable and ethical fundraising practices, which in turn adds credibility and attracts sustainable investments (Liang et al., 2023).

Furthermore, an organization's sustainability-focused orientation often drives innovation in fundraising by using new technologies and social media to reach a wider and more diverse audience. Organizations can leverage crowdfunding platforms, digital campaigns, and community-driven initiatives to tell their stories, share their achievements in sustainable development, and tap into new sources of funding (Zhou & Etzkowitz, 2021). This innovative approach, driven by a sustainability orientation, not only expands the donor base but also increases community participation and public awareness of important issues. This creates a conducive environment for building strong support networks that can contribute more than just financial resources; they

also offer engagement, advocacy, and social validation of the organization's sustainability goals (Minh & Osei-Amponsah, 2021).

Finally, an organization's orientation towards sustainable development is reflected in its long-term commitment to its goals which, in turn, influences the extent to which fundraising activities actually impact sustainable progress (Uvarova et al., 2023). Strategic and future-oriented voters are more likely to prioritize funding for projects that not only produce short-term results but also provide sustainable benefits and support environmental and social resilience (Pohoățã et al., 2020). This orientation increases the effectiveness of fundraising by aligning the resources raised with initiatives that have the highest potential for transformation, ensuring that donor investments result in real and lasting change. This confirms that organizational orientation not only influences fundraising strategy but is also a key factor in optimizing the positive impact of resources raised on sustainable development (Saraiva et al., 2021).

In conclusion, an organization's orientation towards sustainable development is a significant determinant in designing and implementing an effective fundraising strategy. Commitment to sustainable goals not only shapes innovative and community-oriented fundraising approaches but also attracts support from donors whose values align with the organization's goals. Through the adoption of transparent and responsible fundraising practices and initiatives guided by technology and social media, organizations can expand their reach and strengthen support networks. Thus, a strong orientation towards sustainability not only facilitates fundraising but also maximizes the positive impact of contributions towards achieving broad and deep sustainable goals.

Conclusion

An organization's orientation towards sustainable development has a strong positive influence on fundraising success. Rhetoric that clearly and convincingly communicates an organization's commitment to social, economic and environmental aspects increases credibility and can attract donors with similar concerns. It promotes transparency and demonstrates the organization's social responsibility, which makes donors more trusting and willing to get involved. The use of effective rhetorical messages can also strengthen relationships with stakeholders and build a broad network of support, which in turn helps to increase the volume and frequency of donations received.

In addition, sustainability-oriented rhetoric often inspires innovative and creative approaches to fundraising, giving organizations a way to communicate with their audiences more effectively through digital and social media platforms. The incorporation of sustainability narratives in fundraising campaigns can raise awareness and educate the public about the importance of sustainable issues, allowing organizations to not only raise funds but also expand information about their mission

and vision. As such, onboarding rhetoric becomes an important strategic tool in raising resources, strengthening an organization's appeal, and ultimately, facilitating greater progress in fundraising for sustainable development.

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