



**CATÓLICA
LISBON**
BUSINESS & ECONOMICS

How Special Events in Social Marketing impact Charity Performance

The Case of LIFE+

Antonia Maria Rinesch | 152116040

Dissertation written under the supervision of Bianca Vilhena de
Mendonça

Dissertation submitted in partial fulfilment of requirements for the MSc in
Management with Specialization in Strategic Marketing, at the
Universidade Católica Portuguesa, June 2018.

Abstract

Title How Special Events in Social Marketing impact Charity Performance
- The Case of LIFE+

Author Antonia Maria Rinesch

LIFE+ is an Austrian non-profit association that was founded by Gery Keszler and Dr. Torgom Petrosian in 1992 and that is responsible for organizing the biggest AIDS charity event in Europe – the Life Ball. The non-profit’s mission consists of two main objectives. First of all, it aims at generating funds for the support of people infected and living with HIV. Secondly, the association intends to create both national and international awareness as well as public tolerance when it comes to HIV/AIDS related issues. This dissertation aims at evaluating the impact of the Life Ball on the charity’s performance when it comes to generating donations, volunteer motivation and awareness.

For the analysis, both qualitative and quantitative research was conducted in the form of an in-depth interview, focus groups and an electronic survey. The results demonstrate a significant positive impact of the Life Ball on donation numbers, accounting for 40% of the non-profit’s total annual proceeds. The actual cause of LIFE+ – fighting against HIV/AIDS – proved to have the strongest impact on volunteer motivation followed by social/extrinsic factors related to the event or the dynamic Life Ball community. The study further shows that nationality has a significant influence on awareness, with the Life Ball having a higher degree of familiarity in Austria than abroad. The degree of familiarity then again affects the image respondents have about the Life Ball. Lastly, the “*Know Your Status*” campaign was rated significantly more effective in raising awareness about HIV/AIDS than the “*Garden of Earthly Delights*” campaign.

Keywords: Social marketing, special events, charity performance, campaign effectiveness, volunteer motivation, LIFE+, Life Ball

Resumo

Título da Dissertação How Special Events in Social Marketing impact Charity Performance - The Case of LIFE+

Autora Antonia Maria Rinesch

LIFE + é uma associação austríaca non-profit que foi fundada por Gery Keszler e Dr. Torgom Petrosian em 1992 e que é responsável pela organização do maior evento de beneficência contra a Sida na Europa - o Life Ball. Trata-se de um missão que consiste em dois objetivos principais; um dedicado à geração de fundos para apoiar pessoas infetadas, o outro prende-se a intenção de criar maior consciência nacional e internacional, bem tolerância pública quando se trata de questões relacionadas com o HIV/SIDA. Esta tese visa avaliar o impacto que evento - Life Ball – tem na instituição no que respeita, à angariação de fundos, motivação dos voluntários e consciencialização.

Para efeitos de pesquisa qualitativa e quantitativa foram realizadas entrevistas, focus group e questionários. Os resultados demonstram um impacto significativo do Life Ball sobre os números de doação, representando 40% do total das receitas anuais sem fins lucrativos. O evento do LIFE + - provou ter um impacto forte na motivação dos voluntários, seguindo-se os fatores sociais/extrínsecos relacionados com o evento ou com a comunidade dinâmica do Life Ball. O estudo mostra que a nacionalidade tem uma influência significativa no conhecimento da existência do evento, havendo como tal um maior grau de familiaridade na Áustria do que nas restantes áreas geográficas. Este conhecimento tem igualmente impacto na imagem que os respondentes têm sobre o Life Ball. Por fim, a campanha “*Know Your Status*” foi significativamente mais eficaz na sensibilização do HIV/AIDS do que na campanha “*Garden of Earthly Delights*”.

Palavras-chave: Marketing social, eventos especiais, performance de caridade, eficácia das campanhas, motivação dos voluntários, LIFE+, Life Ball

Acknowledgements

First of all I would like to thank my supervisor Bianca Mendonça, who successfully guided me through the challenging process of writing this thesis and who encouraged me to believe in myself and in my work.

Special thanks go to Martina Hundstorfer, who supported me with her insights and valuable time despite the stressful moment due to the upcoming Life Ball 2018.

Last but certainly not least, I express my deepest gratitude to my parents, who accompanied and counseled me on every step of my educational path, patiently listened to my whining during periods of difficulty and compassionately celebrated even the smallest of my achievements. Without you I would have never reached this stage.

Table of Contents

Abstract	1
Acknowledgements	3
Table of Contents	4
List of Tables	6
List of Figures	6
1. Introduction	7
1.1 Research Topic and Relevance	7
1.2 Research Problem and Research Questions	8
1.3 Research Methodology	9
1.4 Research Structure	9
2. Literature Review	10
2.1 Social Marketing	10
2.1.1 Definition of Social Marketing	10
2.1.2 Challenges in Social Marketing	10
2.1.3 Social Marketing in the Public Health Sector	11
2.2 Non-Profit Marketing, Philanthropy and Cause-related Marketing	11
2.2.1 Definition of Non-Profit Marketing and its Link to Social Marketing	11
2.2.2 The Concept of Philanthropy	12
2.2.3 Cause-Related Marketing (CRM)	13
2.3 Research Variables	14
2.3.1 Special Events as Social Marketing Tool (Independent)	14
2.3.2 Charity Performance	15
2.3.3 Donation Focus (Dependent)	15
2.3.4 Volunteer Motivation Focus (Dependent)	16
2.3.5 Awareness and Image Focus (Dependent)	16
3. Case Study - LIFE+ and the Life Ball	18
3.1 Introduction	18
3.2 Activities by LIFE+	18
3.2.1 Donation Allocation - Partnerships and Projects	18
3.3 The Life Ball	19
3.3.1 General Information	19
3.3.2 It's Showtime - The Opening Ceremony	20
3.3.3 Life Ball Next Generation	20
3.3.4 Life Ball Angels – Volunteers	21
3.3.5 The Life Ball as Marketing Platform – Sponsors	21
3.4 The Life Ball Break 2016	22
3.4.1 Economic Impacts	22
3.4.2 Impact on Donation Proceeds	22
3.5 Important Campaigns	24
3.5.1 #Know Your Status	24

3.5.2 The Garden of Earthly Delights	26
4. Methodology	27
4.1 Conceptual Research Framework.....	27
4.2 In-depth Interview	28
4.3 Qualitative Focus Groups	28
4.4 Quantitative Survey.....	29
4.4.1 Distribution and Sampling Method	30
4.4.2 Survey Design	30
4.4.3 Measurement of Variables.....	31
5. Research Findings	32
5.1 In-depth Interview	32
5.2 Focus Groups – Austrians vs. Internationals	34
5.3 Survey	37
5.3.1 Data Preparation	37
5.3.2 Response Rate and Sample Characteristics	37
5.3.3 Familiarity with LIFE+ and the Life Ball.....	38
5.3.4 Life Ball Image and Awareness	39
5.3.5 Campaign Effectiveness	41
5.3.6 Volunteer Motivation	43
5.3.7 Moderator Variable: Nationality	46
6. Conclusions and Implications	48
7. Limitations and Future Research	51
8. References	52
Appendices	58
Appendix 1 - LIFE+ Partners & Projects	58
Appendix 2 - Interview Script	59
Appendix 3 - Focus Group Script 1: Vienna, April 7th, 2018.....	60
Appendix 4 - Focus Group Script 2: Lisbon, April 21st, 2018	61
Appendix 5 - Survey.....	63
Appendix 6 - Data Summary: Focus Groups	72
Appendix 7 - Chi-Square Test: Familiarity and Nationality	74
Appendix 8 - Independent t-test (Variances): Familiarity & Life Ball Associations	74
Appendix 9 - Independent t-test (Variances): Ad Type & Effectiveness.....	75
Appendix 10 - Correlation Matrix: Volunteer Motivation Factors	75
Appendix 11 - Factor Analysis: Volunteer Motivation Factors	77
Appendix 12 - Cronbach’s Alpha: Volunteer Motivation	78
Appendix 13 - Chi Square Test: Ad Type & Volunteer Motivation	79
Appendix 14 - Regression Analysis: Nationality & Familiarity	79

List of Tables

Table 1: LIFE+ Proceed & Donation Figures (2014-2017)	23
Table 2: Data Summary: Campaign Comparison	36
Table 3: Frequencies: Respondents' Profile	38
Table 4: Cross Tab: Life Ball Familiarity & Nationality	38
Table 5: Cross Tab: LIFE+ Familiarity & Nationality	39
Table 6: Independent t-test: Life Ball Associations	41
Table 7: Frequencies: Campaign Familiarity	42
Table 8: Independent t-test: Campaign Effectiveness	43
Table 9: Cronbach's Alphas of the 4 Factors	44
Table 10: Descriptive Analysis: Motivation Dimensions	45
Table 11: Cross Tab: Ad Type & Volunteer Intention	46
Table 12: Logic Regression: Nationality & Familiarity	47

List of Figures and Abbreviations

Figure 1: Keller's Brand Equity Model (1993)	17
Figure 2: Life Ball Proceeds 1993-2017	24
Figure 3: Know Your Status Campaign (2016)	25
Figure 4: Garden of Earthly Delights Campaign (2014)	26
Figure 5: Conceptual Research Framework	27
Figure 6: Volunteer Motivation Items	31
Figure 7: Predefined Association Attributes	22
Figure 8: Austrian Associative Network Memory	34
Figure 9: International Associative Network Memory	35
Figure 10: Free Associative Relations of Familiar Respondents (N=86)	39
Figure 11: Reorganized Volunteer Motivation Items & Dimensions	45

1 Introduction

1.1 Research Topic and Relevance

In 2016, data by the European Donors and Foundations Networks (DAFNE) confirmed a total number of 147,000 registered public benefit foundations in Europe alone. Together these foundations account for €59.5 billion in recorded charitable expenditures (McGill, 2016). The greatest challenge by European philanthropists comprises choosing among the large number of causes as well as charitable organizations (BNP, 2015).

Considering this constant growth in the foundation sector and the respective choice overload for individual givers, how does a charity organization stick out? How can it inspire people to donate both financial resources and their valuable time to its philanthropic cause? And lastly, how can a charity gain awareness around the world?

According to Getz (2007) special events are not only a promising, but also a flourishing marketing tool when it comes to generating funds in the non-profit sector. This thesis therefore aims at evaluating the influence of special events - when used as social marketing tool - on the success of charity in terms of donation figures, volunteer motivation and awareness level.

A case study about the Austrian non-profit association LIFE+ will be developed to further support the study. LIFE+ collects funds for selected projects and organizations in the field of HIV/AIDS and is responsible for organizing the biggest AIDS charity event in Europe – the Life Ball. Each year Vienna turns into the stage for a colorful, star-studded spectacle with the mission to fight for education, information, health policy implementation and public acceptance when it comes to HIV/AIDS.

According to Taylor and Shanka (2008) it is of high importance for non-profit marketers to access peoples' motivations for supporting cause-related events. Also, raising awareness is considered a key objective when running charity events, however, there is no significant research evaluating the impact of such events on donation figures, volunteer motivation or awareness creation (Webber, 2003). The case study about LIFE+ therefore offers a completely new, but promising territory for investigation.

Final research results are expected to provide the non-profit association with useful insights about their campaign effectiveness and the Life Ball's role when it comes to collecting funds, gaining volunteer support and encouraging others to reflect about HIV. Despite being frequently referred to as Europe's greatest charity event, the Life Ball still suffers from a rather low degree of international awareness.

With this study the researcher intends to address all the problems mentioned above and, moreover hopes to direct peoples' interest as well as attention towards LIFE+ and the actual reason behind their social campaigns. In 2016, a total of 36.7 million people were reported to live with AIDS. Of this number, 1.8 million were children, 30% were not even aware of their own status and 1 million passed away due to AIDS-related illness (UNAIDS, 2017). HIV therefore continues representing a major global health issue, where social marketing and corresponding awareness campaigns can make a difference.

1.2 Research Problem and Research Questions

The main objective of this thesis is to evaluate how special events can influence charity performance, when applied as social marketing tool. Therefore, the case of LIFE+ was analyzed in order to determine the role of the Life Ball when it comes to final achievements by the non-profit association. Performance by LIFE+ was categorized according to the three core objectives that usually define a charity marketing strategy: *donation focus*, *community engagement focus* and *awareness and image focus*.

Each charity focus was further assigned a separate key research question leading to the following three research areas:

RQ1 *Donation Focus*: How did social marketing campaigns by LIFE+ and the Life Ball impact the total amount of donations collected by LIFE+ over the last few years?

RQ2 *Community Engagement Focus*: How do social marketing campaigns by LIFE+ and the Life Ball impact volunteer motivation?

RQ3 *Awareness and Image Focus*: How do social marketing campaigns by LIFE+ and the Life Ball impact awareness and image of the AIDS event and the related health issue of HIV?

1.3 Research Methodology

The data collection process of this study was based on primary as well as secondary sources.

As for the first research question (RQ1) secondary data was elicited from internal activity reports provided by LIFE+. Total donation figures of previous years were then compared to the number of funds collected in 2016 in order to draw accurate conclusions about the consequences of the Life Ball break.

Both, qualitative as well as quantitative research was conducted to address the second and third research question (RQ2, RQ3). Two different focus groups helped to gather primary data about volunteer motivation and the Life Ball's Image. These results were further supported by an in-depth interview with the LIFE+ Volunteer Coordinator Martina Hundstorfer.

Lastly, a quantitative electronic survey was launched to reinforce qualitative research outcomes and to detect significant differences and relationships between the research variables. The questionnaire design was finalized by means of the Qualtrics Survey Software, whereas IBM's SPSS Software was used to analyze final results.

By combining qualitative with quantitative techniques the researcher applies a mixed method approach, which according to Creswell (2014) neutralizes potential biases or weaknesses that might occur in each single data form.

1.4 Research Structure

After main research goals are defined in the introduction, the second chapter is entirely dedicated to the literature review. Here, accumulated secondary data provides the theoretical background information needed to fully understand the scope of social marketing, non-profit marketing and special events in the charity sector. The case study on LIFE+ defines the third chapter of the thesis and is meant to present the Life Ball and to give an overview of the association's activities. This part is followed by the methodology including a qualitative and quantitative data analysis. The main research outcomes and implications will be discussed in the conclusion, whereas the study paper ends with some further suggestions for limitations and future research.

2 Literature Review

2.1 Social Marketing

2.1.1 Definition of Social Marketing

The origins of Social Marketing can be traced back to the year of 1951, when the sociologist G.E. Wiebe asked himself why brotherhood and rational thinking couldn't be sold like soap (Rotschild, 1979). Since then, social scientists came up with a wide range of definitions such as Kotler and Zaltman (1971), who describe social marketing as a "*promising framework for planning and implementing social change*". With social change they imply changes in social ideas and behavior encouraged through commercial marketing skills. Kotler and Lee (2008) expand this definition to "*the creation, communication and delivery of value in order to influence behavior that benefits the society as well as the target audience*".

As for the social marketing process, there are six classical factors to consider including initial planning, market research, strategy development, pre-testing, monitoring and evaluation. The strategy in this case builds on commercial marketing factors such as customer orientation, competition, exchange theory or segmentation (Grier & Bryant, 2005).

Lastly, a clear distinction should be made between social marketing and social media marketing, with the latter not necessarily having a cause-related objective (Kim & Ko, 2012).

2.1.2 Challenges in Social Marketing

While the competition in traditional marketing usually comprises other organizations with a similar focus on goods and services, competition in social marketing is rather defined by the target audience's current behavior - which the marketers intend to change - as well as by organizations that reinforce competing behaviors (Kotler & Lee, 2011).

Bloom and Novelli (1981), furthermore note that the target audience of social marketers mainly consists of those consumers who are the most negatively predisposed to their offerings. In this sense, it represents a much bigger challenge to encourage an individual to stop with an unhealthy addictive behavior or to take an HIV test than to promote the purchase of a candy bar or any other low-involvement product.

Moreover, social marketing offers limited flexibility when it comes to shaping products or services and is often confronted with difficulties in implementing long-term positioning strategies (Lovelock, 1979).

Over the years, social marketing has also been confronted with a few ethical concerns. Laczniak, Lusch, and Murphy (1979) raised the suspicion that social marketing “*could ultimately operate as a form of thought control by the economically powerful*”. Besides the issue of manipulation, some critics consider social marketing as self-serving (Fox & Kotler, 1980) or even victim-blaming by accusing individuals of their problems, over which they sometimes do not have control (Ling, Franklin, Lindsteadt, & Gearon, 1992).

2.1.3 Social Marketing in the Public Health Sector

Due to its focus on intangible products in the form of ideas, attitudes and life style changes, social marketing represents an effective tool for pushing the public towards a greater personal responsibility for health (Grier & Bryant, 2005).

Public health marketing has its origins in the 1970s with programs promoting immunization, family planning, agricultural reforms or nutrition. Social marketing therefore challenges health strategists to spend a higher amount of resources, time and creativity for the comprehension of consumer needs and the creation of responsive products (Chapman Walsh, Rudd, Moeykens , & Moloney, 1993).

However, there are also several weaknesses that should be considered. According to Ling, Franklin, Lindsteadt, & Gearon (1992), public health institutions often do not have necessary financial, timely and human resources in order to cover long-term marketing practices. Furthermore, products and services in the public health sector cannot be easily adapted to consumers’ interests or preferences.

2.2 Non-Profit Marketing, Philanthropy and Cause-related Marketing

2.2.1 Definition of Non-Profit Marketing and its Link to Social Marketing

Lewis (1998) defines non-profit marketing as non-business marketing techniques that aim at some goal other than profit, market share or return on investment. While both corporate and

non-profit institutions can implement social marketing strategies, non-profit marketing refers to social marketing practices that are only applied in the non-profit sector.

According to the structural/operational definition by Salamon and Anheier (1992), non-profit organizations have to be institutionalized, non-governmental, non-profit distributing, self-governing and voluntary. Another distinctive characteristic is that they tend to be supported by those, who do not directly benefit from the respective achievements (Taylor & Shanka, 2008). This explains why the attraction of resources can represent a major challenge. The smaller the amount of resources and capacity available to a non-profit the more emphasis should be put on an effective media campaign that reaches its target and encourages behaviors that are consistent with their mission (Rudov, McCormick Ricket, Kingsmill, Ledford, & Carton, 2016).

Compared to commercial marketing, the focus of non-profit marketing usually lies on service promotion, volunteer recruitment, advocacy efforts and fundraising activities (Kotler & Lee, 2011). Due to their consideration of three distinct target audiences – customers, volunteers and donors – non-profit organizations are confronted with the development of multiple marketing strategies aimed at significantly different markets (Padanyi & Gainer, 2004).

2.2.2 The Concept of Philanthropy

The first and oldest definition of philanthropy goes back to the 16th century, when philanthropy was referred to as the “*love of mankind*” in the King James Bible. Secondly, the term is defined as “*the disposition or active effort to promote the happiness and well-being of others*”. The third and most accurate definition describes philanthropy as practical benevolence that is nowadays especially expressed by the donation of money to good causes (Oxford English Dictionary, 2018).

Today philanthropy is most commonly regarded as a concept within the modern social sciences and related to private giving of tangible and intangible resources such as time, expertise, money, security or property for public purposes (Sulek, 2010).

According to Bekkers and Wiepking (2010) philanthropy can be determined by eight different mechanisms – need awareness, solicitation, costs and benefits, altruism, reputation, psychological benefits, values and efficacy. First of all a **need** of material, social or

psychological nature has to be recognized through actions by the supportive charity institution and the respective beneficiaries. As for **solicitation**, research proved that actively soliciting contributions by presenting a high number of giving opportunities to potential donors increases the final donation probability (Lindskold, Haake, Schmidt, & Forte, 1977).

Another frequent reason for charitable giving is of **altruistic** nature when donors actually care about the achievements by non-profit organizations (Andreoni, 2006). As far as **reputation** is concerned, donors tend to be rewarded by their social environment in an either verbal or nonverbal way, while individuals who do not give are more likely to be judged (Wiepking, 2007). Besides these social benefits, engaging in philanthropic giving can also result in **psychological benefits**, which Batson & Shaw (1991) related to an “*empathic joy*”. Donors therefore tend to have a better self-image by perceiving themselves as altruistic, empathic, socially responsible, agreeable, or influential. When it comes to **values**, individuals with strong personal attitudes, beliefs and values are believed to be more attracted to charitable giving. Lastly, **efficacy** refers to the fact that individuals who believe that their contribution can actually make a difference are more likely to take philanthropic actions (Duncan, 2004).

2.2.3 Cause-Related Marketing (CRM)

Non-profit marketing and social marketing are often confused with cause-related marketing (CRM). While all of the three happen to focus on social issues it is important to note that cause-related marketing involves the formation of partnerships between corporates and non-profit organizations in order to promote an image, product or service for mutual benefit (Adkins, 1999). This mutual benefit normally extends to the demonstration of social responsibility, which can be achieved by both social marketing and CRM (Kotler & Lee, 2005).

However, in the case of CRM social responsibility is mostly treated as an investment that is supposed to improve the company’s long-term performance (Stroup & Neubert, 1987) and therefore rather relates to corporate philanthropy. In other words, only businesses that show their engagement by sharing contributions that go beyond monetary transactions and benefits for the own company are considered to have an actual corporate social responsibility (CSR) program, while a pure monetary donation focus is associated with a corporate philanthropic strategy (Baines, 2016).

To summarize, cause-related marketing accelerates the reach of corporate as well as social marketing objectives by gaining visibility, enhancing the corporate image, improving customer satisfaction, increasing sales numbers, encouraging customer loyalty, raising brand awareness and reaching new markets (Varadarajan & Menon , 1988).

2.3 Research Variables

2.3.1 Special Events as Social Marketing Tool (Independent Variable)

When it comes to generating funds as well as awareness in the non-profit sector, special events are considered an increasingly popular and efficient method (Higgins & Lauzon, 2003). Getz (1997) defines special events as *“one-time or infrequently occurring events outside normal programs or activities of the organizing body, which offer customers opportunity for a leisure, social, or cultural experience outside the normal range of choices and beyond everyday experience”*.

Through special events non-profits can connect people from the external market with their cause by engaging them in leisure activities, social interaction and entertainment sources (Levy & Marion, 1997). Whatever the scope of an event, it is important to note that all fundraising events must provide its attendees with some kind of private benefit such as a sense of personal achievement, an opportunity to show their generosity or just pure joy and entertainment (Webber, 2003).

Some events are only targeted at supporters that show a passion for the cause, while other events are rather directed at the public community with the goal to allure a vast amount of visitors (Taylor & Shanka, 2008). Therefore Webber (2003) stresses the need for non-profit organizations to clearly define the objectives of a special event, which can range from obtaining new donors, thanking current supporters and encouraging networking among participants to increasing awareness about the own charity.

Consumers are no longer attracted by traditional marketing techniques, but their attention is rather captured by the means of creative, interactive or experiential advertising efforts (Drengner, Gaus, & Jahn, 2008). It has been demonstrated that special events render participants more responsive to related communication messages by increasing the peoples' level of involvement and offering a social setting to do so (Pope & Voces, 2000).

A successful event organization process requires marketers to develop their event strategy according to the 4 Ps of the marketing mix. The major “*product*” in this case comprises the event with all its features to be shaped to the customers’ needs. One of the most important steps in the planning process is to define the required budget for the event, which falls under “*price*” (Allen, 2009). In order to set the final price, the amount of potential sponsorship revenues and donations should be anticipated and deducted from the expenses (Ashe-Edmunds, 2018). When it comes to “*promotion*”, marketing campaigns should be tailored to both, their target audience and the respective channels used by the audience (Close, Rnney, Lacey, & Sneath, 2006). Finally “*place*” refers to the necessity of choosing suitable venues for each part of the special event (Ashe-Edmunds, 2018).

2.3.2 Charity Performance

When it comes to non-profits, measuring performance is a rather complex process going beyond simple financial measures such as profitability or shareholder returns (Forbes, 1998). This can be ascribed to the fact that charities usually have several intangible objectives and services, which are neither easily measurable nor quantifiable in order to be applied for benchmarking (Frumkin & Keating, 2001).

Therefore, a multidimensional measurement approach was suggested to be a promising option in order to evaluate not only a nonprofit’s capability to generate funds, but also their impact when it comes to reaching objectives such as awareness creation and community engagement (Cameron, 1981). The multidimensional measurement approach can further be divided into internal and external measures (Boateng, Akamavi, & Ndoro, 2016).

2.3.3 Donation Focus

As tax-exempted organizations, charities have to ensure an ethical management approach of funds from donors, government and foundations, that matches the organization’s mission as well as the public’s interest (LeRoux & Wright, 2010). There are many ways to assess a charity’s financial performance including measures such as revenue growth, fundraising expenses to income or total donations to value of donations (Boateng, Akamavi, & Ndoro, 2016). However, this thesis focuses on qualitative rather than quantitative charity achievements by mainly measuring the social return on investment.

2.3.4 Volunteer Motivation Focus

As the number of charity events keeps augmenting, competition among non-profit organizations for participants' time and money continues to grow (Taylor & Shanka, 2008). This study emphasizes on revealing the motivations of volunteers, since they have become highly valuable human resources for the charity sector (Bang, 2009).

Volunteering can be referred to “*any activity in which time is given freely to benefit another person, group or cause*” (Wilson, 2000). Being closely related to the concept of philanthropy, volunteer motivation is based on a variety of intrinsic (egoistic motivations) as well as extrinsic (altruistic motivations) factors such as altruism, social contact, personal interests or emotional needs (Parker, 1992).

According to Clary et al. (1998) volunteer motivation is driven by six different dimensions – *values, understanding, social, career, esteem and protective*. First of all, volunteering is a way for individuals to express their personal **values** and engage in humanitarian actions for the greater good. Second, volunteering experiences may offer new **learning opportunities** and the apprehension of useful skills, while at the same time encouraging the implementation of existing knowledge. Third, many people volunteer because of **social benefits** comprising the opportunity to connect with others, to collaborate with friends or to be part of a certain community. Fourth, **career** refers to networking possibilities or valuable experiences that foster a faster climbing of the social ladder. Fifth, volunteering might enhance an individual's ego and arrange for **social prestige**. Last, the protective dimension stands for the opportunity to reduce the own guilt and to **cope with inner conflicts**.

Finally, Bang and Chelladurai (2003) identified six components of event volunteerism including the expression of values, patriotism, interpersonal contacts, personal growth, career orientation and extrinsic rewards.

2.3.5 Awareness and Image Focus

When it comes to charity events, another relevant key objective is the generation of both awareness and a favorable image, which is mostly reached through advertising efforts and defines the foundation for brand knowledge (Webber, 2003). Keller (1993) emphasizes the

necessity for companies to analyze brand knowledge due to its impact when it comes to shaping consumers’ opinions about a brand or organization.

In the marketing sector brand awareness refers to consumers’ ability to recognize a certain brand or organization under various conditions and remember its performance (Kotler & Keller, 2012). By the means of events non-profits have the opportunity to engage their message with the target audience and create awareness in an unobtrusive way, so that consumers do not interpret it as typical marketing-oriented communication (Close, Finney, Lacey, & Sneath, 2006). Brand awareness is furthermore divided into brand recognition and brand recall (Percy & Rossiter , 1992).

As far as brand image is concerned, it is usually defined as the combined effect of tangible or intangible brand associations, which describe consumers’ overall perceptions about a brand or organization (Faircloth, Capella , & Alford, 2001). In the conceptual model by Keller (1993), brand associations are further composed of brand attributes, brand benefits, and brand attitudes (Figure 1). When analyzing brand image this study concentrates on the examination of consumer attitude associations. In order to assess consumer attitudes, cognitive (beliefs or judgments) as well as affective (emotional) components have to be taken into consideration (Percy & Rossiter , 1992).

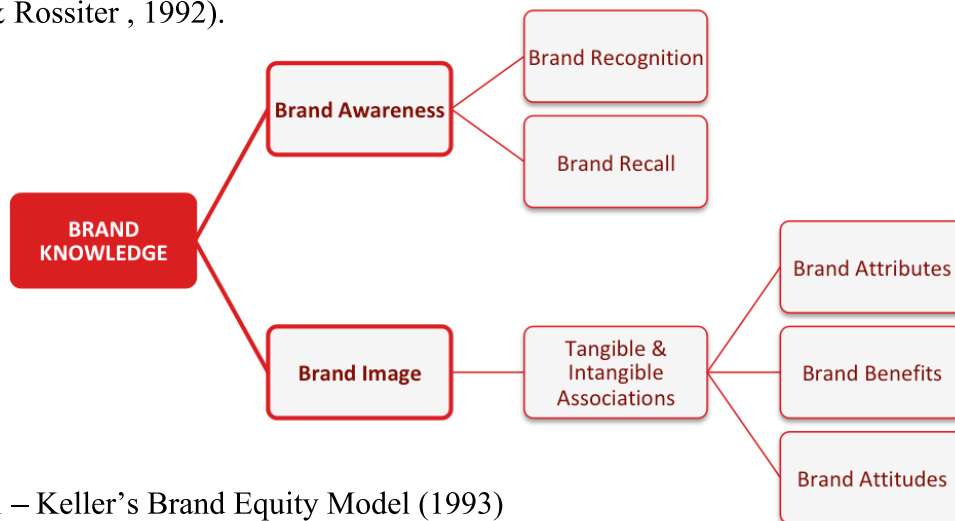






Figure 1 – Keller’s Brand Equity Model (1993)

According to Keller (1993) characteristics of brand associations are furthermore best to be measured by a mix of qualitative and quantitative methods:

QUALITATIVE MEASURES	QUANTITATIVE MEASURES
<ul style="list-style-type: none">  Free Association Tasks  Projective Techniques: sentence completion, picture interpretation 	<ul style="list-style-type: none">  Evaluation of level of favorability, strength or relationship of associations.  Aided/unaided memory measures

3 Case Study - LIFE+ and the Life Ball

3.1 Introduction¹

LIFE+ is a charitable association that was founded by Gery Keszler und Dr. Torgom Petrosian in 1992 under the original name “AIDS LIFE”. The non-profit’s mission consists of two main objectives. First of all, it aims at generating funds for the support of people infected and living with HIV. Secondly, the association intends to create both national and international awareness as well as public tolerance when it comes to HIV/AIDS related issues. Known as Europe’s biggest charity fundraising event, the Life Ball acts as the organization’s most relevant tool when it comes to reaching their goals, collecting funds and fighting AIDS. By hosting the celebration in Vienna’s city hall – a political building - Vienna and its people set a public sign for tolerance, global openness and social responsibility.

3.2 Activities by LIFE+

3.2.1 Donation Allocation - Partnerships and Projects²

From the very beginning LIFE+ attached importance to the engagement in a variety of projects by national and international AIDS-aid associations. Until today, a board of directors decides on the distribution of gained revenues to the respective projects and charity partners after thoroughly evaluating the applications for financial assistance. Partner institutions range from the *Elton John AIDS Foundation* to the *Clinton Health Access Initiative* or the *Charlize Theron Africa Outreach Project*, whereas a detailed description of each charity can be found under Appendix 1.

Today LIFE+ is considered the biggest Austrian fundraiser in the sector of HIV/AIDS and was ranked 13th in the “*Funders that Focus on HIV/AIDS*” rating by the *Funders concerned about AIDS* (FCAA) foundation.

¹ LIFE+ Report 2016

² National and International Projects <https://lifepius.org/en/projects/>

3.3 The Life Ball

3.3.1 General Information³

“*Fighting AIDS and celebrating life*” is the prevailing message that has guided the Life Ball since its launch in 1993. Each year Vienna’s city hall turns into the stage for one of the world’s most important AIDS charity events, where leading figures from the worlds of entertainment, politics and fashion come together with people from around the world to combine the fight against HIV/AIDS with a colorful party. An important distinct characteristic of the Life Ball is the yearly changing theme that is regarded as the event’s leitmotiv and that inspires the staging of the show as well as the expected dress code, reflecting the six LIFE+ logos of *Acceptance, Knowledge, Awareness, Health, Solidarity and Love*. After the ball is opened with an extravagant opening show at the city hall square, lucky participants with a ticket can move forward to the actual celebration, where the city hall’s decorated interior courts and halls invite for dancing, drinks, culinary delicacies, DJs and live acts by renowned artists.

Despite the outrageously high demand for the event, the ticket number is limited to a maximum of 3780 due to the restricted capacity of the venue. Participants are therefore randomly chosen from those who signed up for a ticket on the online platform, whereas another small part of tickets is distributed in the course of promotional activities. Regular prices range from €180 up to €2.500 per ticket depending on the category and VIP status. However, attendees showing particular extravagance and creativity in designing their Life Ball outfits according to the leading ball motto and the related *Style Bible* have the chance to be rewarded a style ticket at the reduced price of €90. In this case the *Style Police* is responsible for approving the outfits, whereupon selected candidates are further invited to become part of the opening ceremony on the red carpet and present their costumes to the audience. Financial proceeds of the charity event have reached the seven-figure region and are entirely dedicated to common global aid projects with partner organizations.

Over the years the charity event has certainly outgrown its former reputation as drag ball by gaining significant social importance as well as international awareness. Today, over 70 TV stations and 500 media representatives cover the opening show, whereas the event also acts as highly influential driver for tourism demand and a positive destination image. This is why the

³ LIFE+ Press Kit 2017

association LIFE+ receives an additional subsidy by the city of Vienna to fund the opening.

Next to the generation of donations and promoting equality, the central objective of the Life Ball is to direct both media coverage and public attention to the critical topic of HIV/AIDS and to serve as mouthpiece for HIV-positive people.

3.3.2 It's Showtime - The Opening Ceremony⁴

The Life Ball opening show, which matches Vienna's conventional ball opening tradition with a dazzling star-driven festivity in line with our modern times and a good cause, constitutes the highlight of the event. Each year tens of thousands of curious spectators gather on the city hall square of Vienna to observe how the ball night is officially opened. As it is common practice in Vienna, the ball starts with an opening dance performed by young debutants and choreographed by a classical local dance school with eye-catching costumes. The program furthermore comprises sensational live acts ranging from classical or modern dancing and singing performances to cabaret acts, acrobatic shows and concerts by renowned musicians. Moving speeches by national and international AIDS activists, celebrities and cooperating partners make sure to recall the serious message of the event, which is further supported by the presentation and reward of HIV-related charity projects. While Bill Clinton, Sharon Stone and Sir Elton John are by now considered regular guests, other public figures who demonstrated their commitment at the Life Ball include amongst others Whoopi Goldberg, Charlize Theron, Prince Harry, Eva Longoria, Catherine Deneuve, Janet Jackson, Liza Minelli, Hilary Swank, Ricky Martin or Katy Perry.

The grand finale is marked by the Life Ball fashion show, where each year one internationally represented designer gets the chance to create an attention-grabbing show with renowned models such as Naomi Campbell or Heidi Klum. Designers who presented their creations at the Life Ball in the last few years include Jean Paul Gaultier, Roberto Cavalli, Donatella Versace, Vivienne Westwood, Givenchy, Agent Provocateur, Diesel and Missoni.

3.3.3 Life Ball Next Generation⁵

In 2017, LIFE+ launched the concept of the Life Ball Next Generation in order to expand its activities also to a younger age group. Today's young generation tends to be less attentive

⁴ The Opening Ceremony <https://lifeplus.org/en/as-artist-2/>

⁵ Life Ball Next Generation <https://lifeplus.org/en/nextgeneration-2/>

when it comes to health care or sexually transmitted diseases, with the HIV virus having lost its terror. Therefore LIFE+ initiated the project in cooperation with the German voluntary initiative “*Youth against AIDS*” and the Federal Ministry of Education, Economics and Research. In course of the prevention project, interested adolescents between the ages of 16 to 18 are educated about medical basics, health care, sexual identity as well as body language and rhetoric. After a two-day seminar, the young volunteers are entitled to hold 3-hour workshops at their respective schools, where they can further educate their peers about the still existing danger of HIV and the importance of sexual prevention. As a reward for their effort, the ambassadors are invited to the “Life Ball Next Generation”, which takes place the night after the actual Life Ball in the city hall. During the event, attendees are offered a specially tailored program to their age group and have the chance to party together with international DJs, performers, stars, bloggers and influencers.

3.3.4 Life Ball Angels – Volunteers⁶

As every charity event, the Life Ball is highly dependent on its volunteers, which are known under the name “*Life Ball Angels*”. Nowadays the non-profit is supported by up to 2000 honorary members from all fields of society, who contribute commitment, effort and passion for the creation of a successful event. The volunteers’ help is needed in a large variety of areas ranging from the domains of technical production and show production to sponsoring, hospitality and artist support or fashion and backstage support. Another part of volunteers comprises the Vienna debutantes and all artists participating in the show.

3.3.5 The Life Ball as Marketing Platform – Sponsors⁷

LIFE+ has a rich source of both national and international economic partners, who provide the non-profit association with cash and non-cash benefits to allow for a successful event performance and for support of related projects. After the past 25 years, the Life Ball has emerged as a powerful marketing platform and has arranged for a major economic outcome by creating a yearly total value of €10 million.

⁶ Life Ball Angel <https://lifeplus.org/en/as-volunteer-2/>

⁷ Sponsors <https://lifeplus.org/en/as-sponsor-2/>

According to a study by the BrandAsset® Valuator (BAV) the Life Ball claimed the first place in terms of brand offer differentiation when compared to 1.028 local brands. With a total of 40.000 on-site spectators, 355.000 broadcast viewers and 110.000 live-stream viewers, the Life Ball provides its sponsors and partners with significantly high brand exposure possibilities.

3.4 The Life Ball Break 2016

3.4.1 Economic Impacts

2016 was the first year since 1993 in which no Life Ball took place, since its founder Gery Keszler realized that the event reached a point where its actual cause was entirely overshadowed by rather being associated with a big party, events and celebrities. The gap year was used for the development of new structures and concepts in order to redefine the Life Ball and to increase the event's international reach. The re-branding process included amongst others a new name for the association together with a platform that provides HIV-related information throughout the year and the launch of a yearly main campaign that represents the basis for all activities and events by the non-profit. In future, each campaign shall focus on one clear message and promote a specific objective that is easily understood and that is not only communicated through the Life Ball, but also through advertising campaigns, educational work and solution approaches (LIFE+, 2016).

As for the economic impact of the Life Ball break, the event provided the city of Vienna with a total added value of €4.25 million – almost half of the event's yearly gross value (Die Presse, 2015). The average Life Ball guest tends to spend €512, which according to a study by the *Economic Chamber of Trade Vienna* (2012) is more than twice as high as the spending value by a Viennese ball visitor during a whole season. However, the most value is generated by the enhancement of Vienna's image and the resulting advertising value (Pippan, 2014).

3.4.2 Impact on Donation Proceeds⁸

Since 2009, the charity association is certified with the Austrian Donation Certificate, which is renewed on a yearly basis and, which promises highly objective and verifiable standards in the generation and management of donations. When distributing collected funds, the non-

⁸ Information retrieved from LIFE+ Annual Reports of 2017, 2016, 2015 and 2014

profit places most value on projects whose activities directly benefit the people infected with HIV/AIDS. Further priority is given to initiatives that focus on the consequences of the virus by offering counseling services and social or emotional support. From 1993 onwards, gained proceeds by LIFE+ that were not entirely donated to partner organizations were allocated to a reserve to assure the financing of national projects in case of a cancellation of the Life Ball.

When comparing the total amounts of proceeds and donations by LIFE+ over the past 4 years, Table 1 clearly demonstrates that the Life Ball has a significant impact on the generation of funds. In the years 2014, 2015 and 2017 the event accounted for approximately 40%⁹ of the association’s total profits, which were entirely allocated to respective partner organizations. After gaining more than €5.5 million in two years in a row, the Life Ball break in 2016 caused a sharp decline in profits, with total proceeds dropping by 49%. Compared to 2015, the total distribution of donated funds in 2016 decreased by 45%. Nevertheless, the break only left a serious mark on international donations, since national donations were held at a constant level due to the non-allocated reserve of 1993.

The negative consequences of the Life Ball break are also noticeable when considering the fact that profits of the relaunched Life Ball 2017 dropped by 33% when compared to the last event in 2015. However, it has to be taken into account that 2017 was marked by the default on 12 major sponsors as well as by a cost-intensive increase in security costs for the safety of guests (Die Presse, 2017).

YEAR	TOTAL PROCEEDS	LIFE BALL PROCEEDS	TOTAL NATIONAL DONATIONS	TOTAL INTERNATIONAL DONATIONS	DONATION % OF TOTAL PROCEEDS	LIFE BALL % OF TOTAL PROCEEDS
2017	€ 3.720.000,00	€ 1.550.000,00	€ 502.200,00	€ 1.171.800,00	45%	42%
2016	€ 2.816.469,73	€ -	€ 561.199,77	€ 760.001,90	47%	0%
2015	€ 5.561.708,34	€ 2.300.000,00	€ 548.881,84	€ 1.848.179,12	43%	41%
2014	€ 5.764.768,93	€ 2.300.000,00	€ 564.240,78	€ 1.331.687,32	33%	40%

Table 1 – LIFE+ Proceed & Donation Figures (2014-2017)

Lastly, examining total profits generated by the event since its inauguration in 1993 can serve as further evidence for the Life Ball’s level of significance (Figure 2). Over the last 25 years, the non-profit experienced an explicit upward trend: While in 1993 total donations only amounted to €79,940, the one million mark was exceeded in 2005 with €1.02 million. Since then, profits continued growing until reaching their peak point in 2013 with a total of €2.43 million.

⁹ Percentage calculations derived from LIFE+ Annual Reports

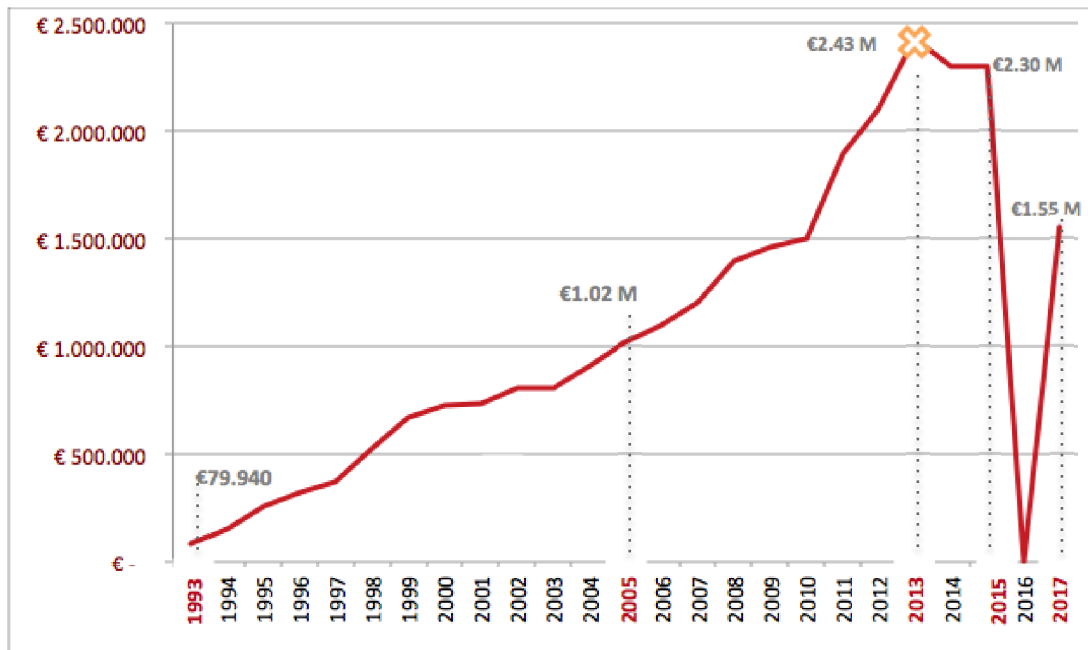


Figure 2 – Life Ball Proceeds 1993-2017 *Source: Own Contribution*

3.5 Important Campaigns

3.5.1 #Know Your Status¹⁰

The campaign “*Know your Status*” was launched with the World AIDS day on December 1st, 2016 and ran through the whole year until December 2017. The message is clear – an early diagnosis saves lives. As the name already indicates, the campaign intends to raise awareness for the importance of knowing one’s own immune status and therefore calls on the public to take an HIV test. 1 out of 7 people in Europe are infected with the virus, but not familiar with their status, while the knowledge about HIV-related dangers is relatively low and often underrated. Over the last years, the number of people living with HIV/AIDS has increased to a total of 36.7 million.

However, this can be ascribed to the fact that the global mortality rate decreased by 43% with more people having been diagnosed in time and prescribed antiretroviral therapy (UNAIDS, 2017). Therefore, the campaign’s focus lies on information and education in order to fight stigmatization, increase HIV testing rates and reduce social, economic, political as well as cultural hurdles when it comes to HIV tests.

¹⁰ Know your Status <https://lifeplus.org/en/know-your-status-2/> (LIFE+)

Being the first major campaign by LIFE+ as part of the non-profit’s re-branding process “*Know your Status*” consists of 4 principle elements. First of all, it involves the financial support of international projects with partner organizations. Second, testimonial PR campaigns were spread by the means of extensive billboards, TV, radio, printed ads and social media to raise both awareness and standardization for HIV tests on a national and international level. The visual representatives in this case are public figures from the fields of culture, entertainment, business and politics, who were captured showing their arms with the LIFE+ Band-Aid and the tagline “*I know my status – do you?*”.

The highlight of the campaign includes expressive photographs and short videos of the renowned actresses and models Kate Winslet, Uma Thurman and Tatjana Patitz that were taken by the legendary fashion photographer Peter Lindbergh (Figure 3). Furthermore, people were encouraged to become part of the campaign by posting their own pictures on social media under the hash tag “*KNOWYOURSTATUS_LIFEBALL*” and by making an appeal to the world to get tested.



Figure 3 – Know Your Status Campaign (2016)

The third element of the initiative refers to the collaboration of LIFE+ with government authorities and local organizations such as the *Austrian Ministries for Education and Health* in order to raise the HIV issue to a political level and facilitate access to mobile HIV test stations. The last part of the campaign comprised the initiation of youth education programs in cooperation with the Austrian Federal Ministry and the launch of the “*Life Ball Next Generation.*”

3.5.2 The Garden of Earthly Delights - *Love is a bloom growing anywhere*

Another campaign that has attracted widespread media attention as well as public criticism was launched for the Life Ball in 2014 with the leading theme “*Love is a bloom growing anywhere*”. The slogan is supposed to serve as general appeal to solidarity for HIV-positive people and is supported by a rather provocative poster campaign designed by the American star photographer David LaChapelle (Keszler, 2014). The posters picture the naked transgender model Carmen Carrera in the garden of earthly delights, whereas one series of photographs show her with a male genital and another one with a female genital (Figure 3). The headline of both series is “*I am Adam – I am Eve – I am me*”, whereas the idea for the setting was taken from Hieronymus Bosch’ utopia of a diverse society passionately living together before being expelled from paradise (Nichols, 2014).



Figure 4 – Garden of Earthly Delights Campaign (2014)

Since the “out-of-home” advertising posters were displayed throughout the city of Vienna, also children and adolescents were confronted with the message, which stimulated discussion and critical concern. According to many people the advertisement reached the boundaries of good taste and posed a moral danger in terms of sexual misdirection. Austria’s right-wing party *FPÖ* pressed charges against LIFE+, accusing the non-profit association of violating the pornography law (Die Presse, 2014). The founder Gery Keszler related the campaign to the issues of identity, diversity, human dignity and mutual respect rather than pure sexuality.

4 Methodology

4.1 Conceptual Research Framework

The main objective of this thesis is to evaluate the impact of the Life Ball and its related campaigns “*Know Your Status*” and “*Garden of Earthly Delights*” on donation numbers, volunteer motivation, awareness and image. Based on the collected theoretical insights in the literature review and on the case study, the following research framework was developed (Figure 3). The first research question investigates the role of the Life Ball when it comes to generating funds and is answered in the literature review by comparing the association’s total proceeds over the past four years.

The Life Ball’s influence on volunteer motivation, awareness and image on the other hand is examined by conducting both explorative and descriptive research. First, one in-depth interview and two focus groups provide for insightful perceptions from three different perspectives. The qualitative research outcomes are further supported by means of a survey, which allows for a quantitative analysis of the relationship between the independent variable of the Life Ball and the 3 dependent variables of volunteer motivation, awareness and image. When measuring awareness the moderator variable of nationality is implemented in order to access the variety in strength of the relationship between the predictor and criterion variable.

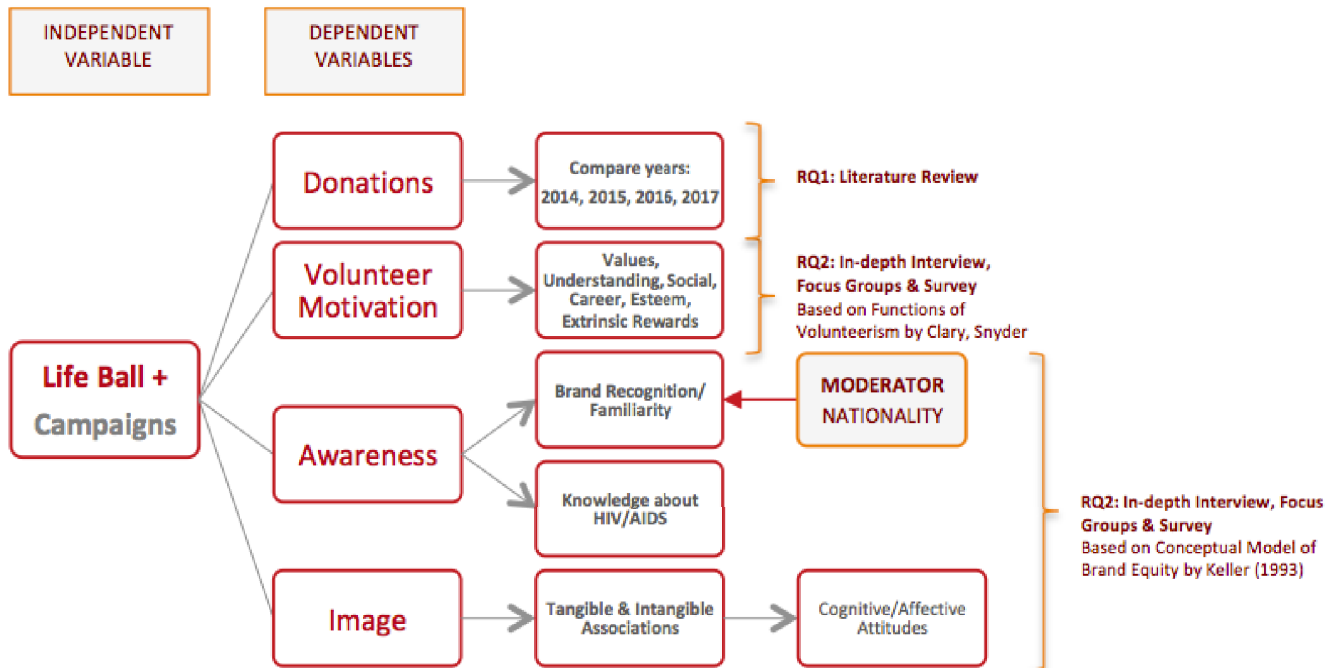


Figure 5 – Conceptual Research Framework

4.2 In-depth Interview

An in-depth interview¹¹ was conducted with Martina Hundstorfer – LIFE+ coordinator for hospitality and volunteers – to help retrieve the internal insights of an actual member of the Life Ball team. A semi-structured interview approach was adopted to allow for spontaneous inputs by the interviewee. A set of 4 guideline questions was prepared and sent to the association in advance to be checked in terms of compliance. The interview was held on April 16th in Vienna and had the duration of 20 minutes.

After a short introduction by the researcher explaining the general topic of the research, the interviewee was asked about her personal working motivations (1) and to define success for LIFE+ and the Life Ball (2). Afterwards, the *Life Ball Next Generation* and its effectiveness as educational tool were discussed (3). Lastly, the interviewee was invited to suggest solutions for expanding the Life Ball's international awareness (4).

4.3 Qualitative Focus Groups

In order to support the answering process of the second and third research question two focus groups were conducted. Both groups aimed at eliciting information regarding the participant's different levels of awareness in terms of the Life Ball and the general issue of HIV/AIDS. Furthermore, the focus groups helped to draw conclusions about the effectiveness of two different campaigns by LIFE+ as well as about the participants' impressions of the charity event and of the Life Ball Next Generation. Finally, motivational factors for volunteer work were discussed and applied to the context of the Life Ball. Due to the expected influence of nationality when it comes to awareness levels one focus group was performed with a local group of 8 Austrian participants and then compared to the opinions of the international group of 6 German and 2 Portuguese participants.

All participants within a group were carefully selected in advance, sharing homogenous demographic and psychographic characteristics for a valuable analysis. Whereas discussions were each held in an informal, friendly and calm environment, the respondents were welcomed with incentives comprising drinks and snacks. The moderator guided the focus groups in a friendly but firm way and encouraged a free flow of discussion in order to retain as much relevant information as possible. Especial importance was assigned to an unbiased

¹¹ See Appendix 2

and clear formulation of questions, avoiding dichotomous choice questions and beginning each session with simple general questions to break the ice. All responses were audio-recorded and transcribed.

The first focus group¹² took place on April 7th in Vienna and had the duration of 60 minutes. The script is divided into 4 major parts. The introduction (1) – where participants were welcomed and presented with the discussion rules – is followed by general warm-up questions about the Life Ball and HIV/AIDS (2). After more explicit insights are gained through detailed questions related to events by LIFE+, to their campaigns and to volunteering (3), the group is closed with a conclusion (4). Tools that were applied in the course of the session include a 3-minute video about the Life Ball Next Generation and pictures of the campaigns “*Garden of Earthly Delights*” and “*Know Your Status*”.

The second focus group¹³ was conducted on April 21st in Lisbon and had the duration of 90 minutes. Similar to the first session, the second focus group script is also divided into an introduction (1), general warm-up questions (2), detailed questions about the Life Ball, events, campaigns and volunteering (3) and a conclusion (4). However, due to the participants’ low awareness about the Life Ball the initial questions focused on the topic of HIV/AIDS and how the virus is related to homosexuality. After that, respondents were presented two different image videos by LIFE+ covering the Life Ball highlights and history from 1993 to 2015 and the best moments of the Life Ball 2017. Besides these two videos, other tools used during the focus group include the 3-minute video about the Life Ball Next Generation and the same campaign pictures that were displayed in the first discussion.

4.4 Quantitative Survey

An electronic online questionnaire was launched in order to support the analysis of the second and third research question in an objective, timely and cost-efficient way. The survey was designed by means of the Qualtrics software and provided for quantifiable, reliable data about consumers’ perceptions, awareness levels and attitudes towards the Life Ball, HIV/AIDS, volunteer work and related marketing campaigns. All collected data was further processed and analyzed by means of the IBM SPSS Software (Version 24).

¹² See Appendix 3

¹³ See Appendix 4

4.4.1 Distribution and Sampling Method

The link of the questionnaire was distributed on social media networks and via email, whereas private personalized messages were hoped to increase the final response rate. After having been online for one month – from April 1st until May 1st – the survey collected a total of 250 responses of which 209 answers proved as valid.

For the definition of the sampling frame, a non-probability sampling technique was adopted by selecting participants based on a mix of convenience, purposive and snowball sampling. While convenience sampling refers to the random selection of participants that are readily available to answer a survey, purposive sampling allows the researcher to choose respondents according to their level of relevance for the study and snowball sampling implies forwarding the survey to a number of selected individuals who then identify new participants by providing them access to the link (Robson, 2011).

4.4.2 Survey Design

The survey¹⁴ is composed of 13 different blocks listing a total of 1 unstructured and 21 structured questions. However, it is important to note that the respondents were not presented with all the questions, since a distinction was made between participants who are familiar with the Life Ball and participants who have never heard of the event.

After a short introduction, the respondents were asked to specify their nationality as well as their level of familiarity with LIFE+ and the Life Ball respectively. At this point participants who had prior knowledge of the event were prompted to indicate their associations about the charity event before proceeding with the evaluation of a randomly assigned life ball campaign, while unfamiliar participants were directly forwarded to the campaign block.


Here a randomization function was applied to randomly assign half of the sample group to the evaluation of the “*Garden of Earthly Delights*” campaign and the other half to the “*Know Your Status*” campaign. Participants with prior knowledge of the Life Ball were then forwarded to questions about volunteer experience and willingness as well as the rating of volunteer motivation items. Participants with no prior knowledge however, were first introduced to a short presentation of LIFE+ and the Life Ball including a set of pictures for

¹⁴ See Appendix 5

the visual impression and then investigated about their attitudes towards the Life Ball and volunteer motivation by using a similar set of questions as with the other group of participants. The survey finishes with two demographic questions about the participants' age and gender.

The survey used comparative scaling by the means of rank order scales as well as non-comparative scaling by the means of single-answer Likert scales. All Likert scales adopted a 5-point response format ranging from (1) *slightly familiar/effective/important* to (5) *extremely familiar/effective/important*, which is considered to account for easier administration and higher response rates (Bloch, 1981). Response options were listed in a balanced manner in order to obtain objective data and linked to a forced-response function to avoid missing answers. The response reliability and quality was further ensured by the implementation of a hidden attention check question (*This is an attention check. Please select "Very important"*).

4.4.3 Measurement of Variables

 The participants' motivations for volunteer work were measured by means of a 15-item Likert scale based on the 5 functions of volunteerism by Clary, Snyder & Stukas (1996) and the addition of the Extrinsic Factor by Bang and Chelladurai (2003). Survey participants rated the single motivation items according to their level of importance. Figure 4 shows how the single items were allocated to the respective dimensions.

Values

Fighting against Aids/HIV
Helping people with AIDS/HIV
Promoting Tolerance & Equality
Contributing to the success of the event

Understanding

Learning more about AIDS/HIV

Career

Aiming at a career with LIFE+
Adding volunteer experience to your CV
Networking for your future career

Esteem

Feeling important
Gaining respect from friends & family

Social


Working in a dynamic & young team
Being part of the Life Ball community

Extrinsic Rewards

Meeting celebrities
Participating at the party
Being part of an amazing event

Figure 6 – Volunteer Motivation Items


Volunteer intention on the other hand was accessed by a simple single-answer multiple-choice question inquiring about the participants' willingness to volunteer for LIFE+ or the Life Ball.

 When it comes to the measurement of image and awareness a mix of qualitative as well as quantitative methods was applied as recommended by Keller (1993). A classical 5-point Likert scale analyzed participants' overall degree of familiarity with LIFE+, the Life Ball and the association's campaigns. In order to capture the first characteristics that respondents freely associate with the Life Ball in an unbiased way a qualitative open-ended question was included. Respondents' image of the Life Ball was further explored by evaluating the degree to which pre-defined attributes were associated with the Life Ball using an 8-item rank order scale. All displayed awareness attributes are based on a small preliminary qualitative study performed with a focus group of 4 people, where participants were asked to report keywords that they related to the Life Ball (Figure 5).

What keywords come to your mind when thinking about the Life Ball?

- | | |
|--|---|
| 1. <i>Entertainment (Fashion Show, Concert, Party etc.)</i> | 5. <i>Raising Awareness</i> |
| 2. <i>Homosexuality</i> | 6. <i>"Know your Status"</i> |
| 3. <i>3.Charity Event</i> | 7. <i>Tolerance & Equality</i> |
| 4. <i>Fight against HIV/AIDS</i> | 8. <i>Community Engagement</i> |

Figure 7 – Predefined Association Attributes

 A variable that is expected to influence the strength of the impact of the Life Ball and related campaigns on awareness is nationality. The moderator variable was measured by means of a simple single-answer multiple-choice question at the beginning of the survey.

5 Research Findings

5.1 In-depth Interview

Personal Motivation

According to Martina Hundstorfer there are several motivational factors that drive her daily work efforts and that made her join the non-profit. From an early age on she started

developing a passion for the Life Ball and its cause and therefore set herself the goal to support not only the association, but also the city of Vienna and the affected developing countries. So her first motivation is *“being part of one of Europe’s biggest and coolest charity events that has both a strong cause and a strong impact”*. Another essential motivation is to see the actual result and the happy faces after a full year of hard work, with the success of the event reminding her that it was worth every effort. Lastly, her most powerful motivation comprises *“the collaboration and contact with such a large variety of people, artists and volunteers from all over the world, who share the passion and motivation for the cause”*.

Life Ball – Definition of Success

Martina Hundstorfer assigns the Life Ball’s success to the following combination of factors: A vision that is thoroughly pursued, the team, all creative ideas generated through the event, the support of volunteers who share their, the national as well as international artists and the respective sponsors. To conclude, a citation by Sharon Stone was mentioned stating that the Life Ball would not be anything without the people.

Life Ball Next Generation

In Martina’s opinion, the Life Ball Next Generation is a highly effective tool in the fight against HIV/AIDS, with the peer-to-peer workshops acting as major instrument. She further underlines that it is easier for adolescents to learn from peers and to take the matter more seriously. *“Usually schools have a large generation gap between students and teachers, which is why pupils feel more comfortable to discuss sexual questions with people in their own age.”* Finally, the fact was emphasized that the issue of HIV is significantly underrated by the young generation, which is why the peer workshop will become more and more important in future.

Life Ball International Awareness

As for the Life Ball’s international awareness, Martina Hundstorfer agrees that there is potential for expanding the degree of awareness in as well as outside Europe. She ascribed the main reason for the event’s low international recognition to the fact that the live stream of the Life Ball is until now only broadcasted in Austria. However, she also mentioned that the charity event has a comparatively higher level of awareness in the gay scene. In America, the Life Ball is especially known among New Yorkers, since this is where the Life Ball aircraft

transports participating celebrities and artists to Vienna. In future, the non-profit aims at increasing awareness for the event and for the aid projects by means of stronger campaigns.

5.2 Focus Groups – Austrians vs. Internationals¹⁵

Familiarity

All Austrian focus group participants indicated to be highly familiar with the Life Ball, while the international group has never heard of the event before.

General Awareness about HIV/AIDS

The clear majority of both groups established a close connection between HIV/AIDS and homosexuality. The members of both groups furthermore identified HIV/AIDS as a taboo topic that is not assigned high importance in their respective communities. Of the Austrian group only 1 participant got an HIV test and there was general ignorance as to how to get infected. Of the internationals nobody knowingly got tested and all members mentioned a careless behavior in terms of prior HIV prevention.

Life Ball Image and Associations

The Austrian focus group mainly associated the Life Ball with the following attributes:

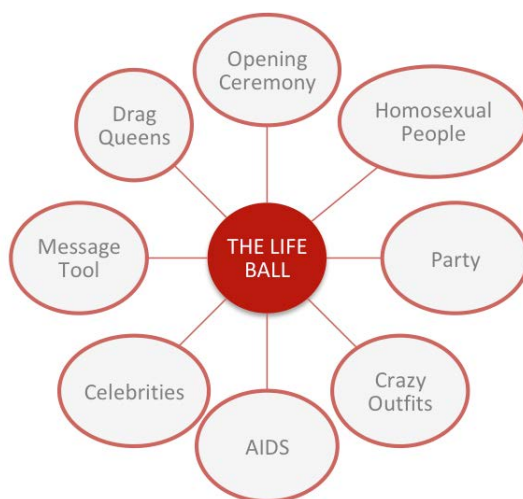


Figure 8 – Austrian Associative Network Memory

¹⁵ See Appendix 6

After having been presented the LIFE+ image videos, the international focus group associated the Life Ball with the following attributes:

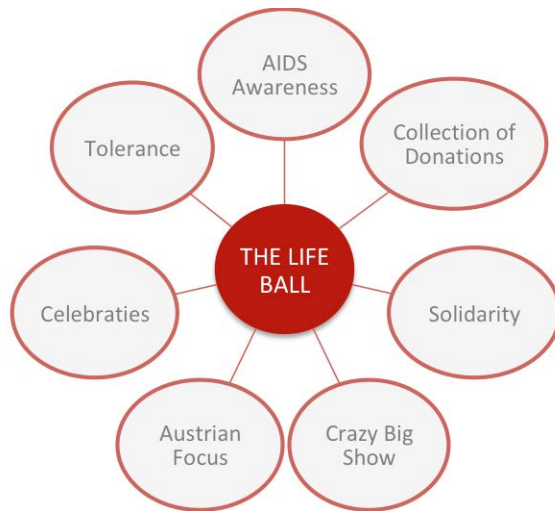


Figure 9 – International Associative Network Memory

 **Life Ball International Awareness**

As far as the degree of international awareness is concerned both groups assigned the charity event low international awareness, while 2 Austrian participants considered it as known in the international gay scene. All international participants expressed their surprise at the fact that they have never heard of the event before. It was suggested that the Life Ball directs its focus to Vienna/Austria or to the investment in actual projects rather than to the generation of international awareness.

 **Life Ball Next Generation**

Whereas all participants of the international group identified the Life Ball Next Generation as a highly positive initiative that communicates credibility and reduces taboos about HIV/AIDS, the Austrian group showed greater skepticism towards the project. It was argued that adolescents, who don't consider themselves affected by the topic, take their peers less serious in this matter. Furthermore, the concept of the party as reward was criticized.

 **Volunteer Motivation**

Generally, no member of the focus groups would come up with the idea to volunteer for LIFE+ or the Life Ball on his/her own initiative. However, the majority would be motivated to engage in volunteer work for the association if invited by a friend or if done together with a group of friends. Austrian participants moreover underlined the importance of empowerment,

demanding tasks and learning opportunities, while 2 participants would be motivated by the young and dynamic team and 1 participant by the party. The international group on the other hand assigned no importance to the event as motivator, with the majority missing a personal connection with the cause as well as a direct effect of their efforts. They would give priority to less celebrity-studded projects that require more support and where they can actually observe the outcome of their volunteer work. Lastly, the international group emphasized the high barrier to entry when applying for volunteer jobs in terms of demanded cover letters and CVs.

Campaign Effectiveness

When inquired about Life Ball advertisings of the past years, the Austrian participants only recalled two campaigns comprising “*Garden of Earthly Delights*” and “*Know your Status*”. After an evaluation of both campaigns by the two focus groups the following insights were captured:

AD	AUSTRIAN FOCUS GROUP	INTERNATIONAL FOCUS GROUP
GARDEN OF EARTHLY DELIGHTS (2014)	<ul style="list-style-type: none"> High recognition Shocking, scandal, gay, provocative, attention grabbing Stimulates discussion No relation to HIV/AIDS Actual cause fades into background Communicates HIV as gay issue Caused political/public scandal 	<ul style="list-style-type: none"> No recognition Weird, confusing, catchy, attention grabbing, distasteful, provocative Stimulates reflection & discussion No relation to HIV/AIDS Interchangeable with art exhibition Focuses on acceptance, openness, tolerance, sexuality Over-exploitation of “Sex Sells” concept Consistent with event’s extravagance
KNOW YOUR STATUS (2016)	<ul style="list-style-type: none"> Low recognition No association to Vienna or the colorful Life Ball International campaign Familiar slogan Less catchy & more reserved Which status is meant? Blood donation campaign 	<ul style="list-style-type: none"> No recognition More esthetic & appealing Easily identifiable with HIV/AIDS Targets Austrians who know the brand Simple/clear vs. unclear message Focuses on HIV, prevention & awareness Easily overlooked Uncertainty about the meaning of status Rebranding is noticeable Celebrities are more appealing to older generation

Table 2 – Data Summary: Campaign Comparison

Suggestions for Improvements

As for the creation of volunteer motivation both groups stressed the need for improved communication and promotion of volunteer opportunities by the non-profit firm. The Austrian members further recommended the implementation of advertising campaigns that are both attention grabbing and communicating the cause in a clear way. The international group proposed to facilitate application processes for interested volunteers and to ensure a gender-neutral focus to prevent an image that is limited to homosexuality. In order to increase international awareness, 2 international participants suggested changing the host country of the Life Ball on a yearly basis – similar to the Eurovision Contest – or to turn the concept into a franchise.

5.3 Survey

5.3.1 Data Preparation

After the data was exported from Qualtrics to SPSS, unnecessary information was deleted, the variables were renamed as well as relabeled and the values and scales were adjusted as well as checked for consistency. Dummy variables were computed for nationality (*Austria; Other*), familiarity (*familiar; unfamiliar*), ad type (*Status; Earthly Delights*) and volunteer intention (*yes; no*). Furthermore, all data of the 2 different sample groups (familiar respondents; unfamiliar respondents) was combined into single variables for later analysis. The answers to the open-ended question were excluded from the dataset and elaborated separately by the computation of a mind map.

5.3.2 Response Rate and Sample Characteristics

The survey collected a total of 250 responses. However, only 209 responses proved as valid, whereas the other 41 answers were excluded from the analysis because of incompleteness or because the respondents failed the attention check question. As for gender, the results are quite balanced, with 44% of participants being female and 56% being male (Table 3). 32.5% of respondents are from Austria, 21.5% from Germany, 19.1% from Portugal and 26.8% from other countries. When it comes to age, the clear majority of respondents are aged between 18 and 24 (39.7%) or 25 and 34 (42.6%).

Respondents' Profile

VARIABLE	CATEGORY	FREQUENCY (N=209)	PERCENT % (N=209)
GENDER	Male	92	44%
	Female	117	56%
NATIONALITY	Austria	68	32,5%
	Germany	45	21,5%
	Portugal	40	19,1%
	Other	56	26,8%
AGE	< 18	1	0,5%
	18-24	83	39,7%
	25-34	89	42,6%
	35-44	19	9,1%
	45-64	15	7,2%
	> 65	2	1%

Table 3 – Frequencies: Respondents' Profile**5.3.3 Familiarity with LIFE+ and the Life Ball**

After performing a cross-tab analysis and comparing the respondents' level of familiarity with the Life Ball and their respective nationalities, Table 4 clearly demonstrates that almost all Austrian participants (31.6%) are familiar with the charity event, whereas the vast majority of International participants (57.9%) indicate to be not at all familiar with the concept. The chi-square test therefore proves that there is a significant difference in familiarity levels between Austrians and Internationals with $p < 0.05^{16}$. This indicates a link between nationality and the research outcome, which is analyzed in more detail under section 5.3.7.

LIFE BALL FAMILIARITY & NATIONALITY		Frequency (N=209)	Percent % (N=209)
UNFAMILIAR	Austrian	2	0,96%
	Other	121	57,9%
	Total	123	58,9%
FAMILIAR	Austrian	66	31,6%
	Other	20	9,6%
	Total	86	41,2%

Table 4 – Cross Tab: Life Ball Familiarity & Nationality

As for LIFE+, the Austrian respondents show an essentially lower degree of familiarity with only 13.9% being familiar with the non-profit name (Table 5). The internationals' level of familiarity however remains the same with 9.6% of respondents indicating to be familiar.

¹⁶ See Appendix 7

LIFE+ FAMILIARITY & NATIONALITY		Frequency (N=209)	Percent % (N=209)
UNFAMILIAR	Austrian	39	18,7%
	Other	121	57,9%
	Total	160	76,6%
FAMILIAR	Austrian	29	13,9%
	Other	20	9,6%
	Total	49	23,4%

Table 5 – Cross Tab: LIFE+ Familiarity & Nationality

5.3.4 Life Ball Image and Awareness

Mind Map: Free Associations with the Life Ball

The keywords that familiar respondents freely associated with the Life Ball were coded and sorted in a mind map according to frequency of occurrence. When contemplating the mind map (Figure 8), the following observations can be made: Of the 86 respondents who are familiar with the Life Ball, the clear majority (48.8%) primarily associated the event with “HIV/AIDS”. 10 participants (11.6%) listed key words that are combined under the term “extravagance”, while 8 participants (9.3%) mentioned cues related to “tolerance and equality”. 7 respondents (8.1%) related the Life Ball foremost to “entertainment and party” and each 6 respondents (7%) to “charity” and “homosexuality” respectively.

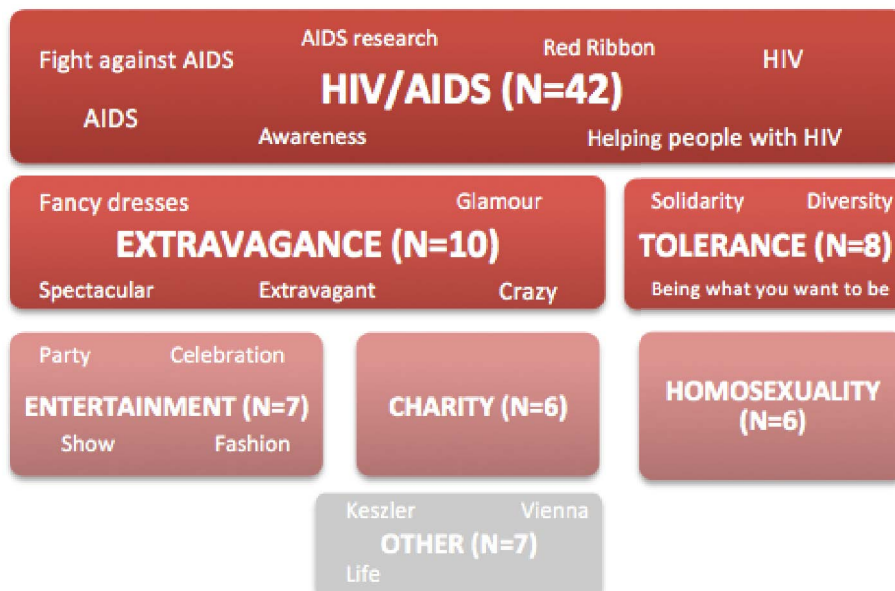


Figure 10– Free Associative Relations of Familiar Respondents (N=86)

Independent t-test: The Impact of Familiarity on Life Ball Associations

An independent samples t-test was conducted to detect differences in means between the associations of respondents who are familiar with the Life Ball and the associations of unfamiliar respondents, after they have been presented the image video. With a total of 123 unfamiliar and 86 familiar participants, the two independent groups are rather equal in size, and the ratio of the smallest to largest group size does not exceed 1.5.

While the assumption of independence is confirmed, the assumption of normality is violated. However, since type I error rates are not significantly influenced by slight deviations from normality, the test was further executed. The assumption of homogeneity of variance was also confirmed with all variances between the groups being equal and the significance value p being greater than 0.05¹⁷. This proves that some associations of familiar respondents are significantly different from results of unfamiliar respondents.

In order to examine which attributes were associated the most with the Life Ball each item's mean values were compared. As explained previously, associations were measured through an 8-item scale assigning the attributes a rank between 1 (highest associative relation) and 8 (lowest associative relation). Therefore, the lower the mean the closer the relation to the respective attribute.

Table 6 pictures how both familiar and unfamiliar respondents related the event primarily to the “*fight against HIV/AIDS*”, “*charity event*”, “*raising awareness*” and “*tolerance & equality*”. When considering the significance values of the t-test, it can be seen that the respondents' associations only significantly differ in terms of “*entertainment*”, “*homosexuality*”, “*raising awareness*”, “*Know Your Status*” and “*community engagement*” with the respective p -values being smaller than 0.05. As the Levene's Test of Equality of Variances already showed, the low standard deviations indicate a more or less equal dispersion of values between the groups.

¹⁷ See Appendix 8

Associative Attribute	Familiarity	N	Mean	Std. Deviation	t-value	Sig. (2-tailed)
Entertainment	Unfamiliar	123	4,73	2,340	2,045	0,042
	Familiar	86	4,07	2,248		
Homosexuality	Unfamiliar	123	5,94	2,147	2,760	0,006
	Familiar	86	5,06	2,461		
Charity Event	Unfamiliar	123	3,64	2,226	-0,171	0,864
	Familiar	86	3,70	2,401		
Fight against HIV/AIDS	Unfamiliar	123	3,02	2,036	0,337	0,736
	Familiar	86	2,92	2,093		
Raising Awareness	Unfamiliar	123	3,36	1,887	-3,175	0,002
	Familiar	86	4,23	2,062		
"Know your Status"	Unfamiliar	123	5,74	2,157	-2,120	0,035
	Familiar	86	6,38	2,165		
Tolerance & Equality	Unfamiliar	123	4,65	1,783	0,732	0,465
	Familiar	86	4,45	2,084		
Community Engagement	Unfamiliar	123	4,92	1,893	-5,630	0,000
	Familiar	86	6,45	2,004		

Table 6 – Independent t-test: Life Ball Associations

5.3.5 Campaign Effectiveness

Frequency Analysis: Campaign Familiarity

Of the 102 respondents that were randomly exposed to the “*Know Your Status*” campaign 73.5% indicated to be not at all familiar with the ad (Table 7). 13.7% of respondents are either slightly or moderately familiar, while only 12.8% are very or extremely familiar with the campaign. Of the other 107 respondents that were presented the “*Garden of Earthly Delights*” campaign, 65.4% are not at all familiar with the ad. 19.6% specified a slight or moderate familiarity level and 15% are very or extremely familiar with the campaign.

AD TYPE	FAMILIARITY	FREQUENCY	PERCENT %
KNOW YOUR STATUS (N=102)	Not familiar at all	75	73,5%
	Slightly familiar	8	7,8%
	Moderately familiar	6	5,9%
	Very familiar	12	11,8%
	Extremely familiar	1	1%
GARDEN OF EARTHLY DELIGHTS (N=107)	Not familiar at all	70	65,4%
	Slightly familiar	11	10,3%
	Moderately familiar	10	9,3%
	Very familiar	11	10,3%
	Extremely familiar	5	4,7%

Table 7 – Frequencies: Campaign Familiarity

Independent t-test: Impact of Ad Type on Campaign Effectiveness

In order to reveal differences in the respondents' evaluations of the two campaigns, another independent sample t-test was conducted (Table 8). The assumption of independence was confirmed, but the assumption of normality declined. The variances of the dependent variables are equal across the two populations apart from “*promoting an HIV Test*” with a significance level smaller than 0.05¹⁸.

For this variable the t-values associated with “*Equal variances not assumed*”, were analyzed. The t-values and respective significance levels show that respondents evaluate the campaigns differently when it comes to their effectiveness in “*promoting a charity event*” (t=5.599), “*promoting an HIV test*” (t=2.405) and “*raising awareness about AIDS*” (t=7.548). No significant difference was detected for “*attracting volunteers*” and “*generating donations*” with respective p-values being greater than 0.05. This indicates that both campaigns are considered equally effective in volunteer and donation generation. However, the t-test proves that the ad type has a significant impact on at least 3 constructs of effectiveness.

Campaign effectiveness was measured on a 5-point scale ranging from 1 (Not effective at all) to 5 (Extremely effective). Therefore the lower the mean the less effective the campaign. For all five effectiveness components “*Know your Status*” received higher means than “*Garden of Earthly Delights*”, whereas the ad is considered especially effective for “*raising awareness about AIDS*” (M=3.23; SD=1.071) and “*promoting an HIV test*” (M=3.05; SD=1.111). Nevertheless, both sample groups exhibit quite moderate mean values with the standard deviations being quite equally dispersed.

¹⁸ See Appendix 9

Effectiveness Component	Ad Type	Mean	Std. Deviation	t-value	Sig. (2-tailed)
Promoting a charity event	Know Your Status	2,69	1,072	5,599	0,000
	Earthly Delights	1,79	1,244		
Promoting an HIV test	Know Your Status	3,05	1,111	2,405	0,017
	Earthly Delights	2,65	1,260		
Raising awareness about AIDS	Know Your Status	3,23	1,071	7,548	0,000
	Earthly Delights	2,07	1,130		
Attracting volunteers	Know Your Status	2,59	1,111	1,779	0,077
	Earthly Delights	2,31	1,161		
Generating donations	Know Your Status	2,43	1,121	0,309	0,757
	Earthly Delights	2,38	1,130		

Table 8 – Independent t-test: Campaign Effectiveness

5.3.6 Volunteer Motivation

Factor Analysis: Extraction of 4 Motivation Dimensions

A factor analysis was performed to reduce the 15 single motivation items into a set of manageable dimensions and to test the construct validity of the survey. All assumptions for the factor analysis were tested including the following validity tests:

- **The Kaiser-Meyer-Okin (KMO)** measure of sampling adequacy to examine whether the sample size is large enough. Values should be between 0.6 and 0.9.
- **The Bartlett's test of sphericity** to determine whether the items do not correlate too lowly. Values should be smaller than 0.05.
- **A communalities table** to show how much variance in the variables has been explained by the extracted factors. Values should be greater than 0.05.
- **The Eigenvalues** of the factors should be greater than 1.

Before the factor analysis, the correlation matrix was generated to check whether variables do not correlate too highly or too lowly with other variables. Appendix 10 confirms the correlation assumption, with a significant number of variables having a correlation higher than 0.3 and lower than 0.8. Therefore, it was reasonable to continue with the factor analysis.

A principle component analysis¹⁹ with varimax rotation was conducted for the 15 volunteer motivation items, extracting a total of 4 components. As for validity, the variables proved to be appropriate for further analysis with a KMO value of 0.817 and the p-value of the Bartlett’s test being equal to 0.00. The communalities indicate p-values greater than 0.05 and the total variance explained by the 4 components amounts to 64.37%. Lastly, the Eigenvalues of all 4 components are larger than 1.

In the rotated component matrix, the item “*meeting celebrities*” exhibits coefficients smaller than 0.5, suggesting a low capability of the variable to represent the component. At this point, the Cronbach’s Alpha²⁰ was computed in order to investigate whether the deletion of the “*meeting celebrities*” variable would increase the alpha and therefore reliability of the scale.

Reliability for the multi-item scale was confirmed with a high alpha of 0.835 (>0.65; <0.9) indicating that 83.5% of variance in the score is considered internally consistent reliable variance. If the item “*meeting celebrities*” is deleted, the Cronbach’s alpha would decrease to 0.825. Including the item in the scale therefore accounts for added benefit in terms of reliability, which is why the item is retained.

 **Cronbach’s Alpha: Reliability of extracted Factors**

Nevertheless, the 4 components retrieved by the factor analysis unfortunately do not entirely correspond to the 6 dimensions proposed in the original scale. To ensure internal consistency between component items, 4 reliability tests were performed. Since the scales of each component exhibit a reliable Cronbach’s alpha (Table 9) above 0.7, the components were renamed and motivation items reorganized according to the 4 new components (Figure 10).

DIMENSION	ITEM NUMBER	CRONBACH'S ALPHA
FAC1: VALUES - FIGHT AGAINST AIDS/HIV	4	0.834
FAC2: SOCIAL/EXTRINSIC - EVENT & TEAM	6	0.776
FAC3: ESTEEM	3	0.706
FAC4: CAREER	2	0.710

Table 9 – Cronbach’s Alphas of the 4 Factors

¹⁹ See Appendix 11

²⁰ See Appendix 12

FAC1: Values – Fight against AIDS/HIV

*Fighting against Aids/HIV
 Helping people with AIDS/HIV
 Promoting Tolerance & Equality
 Learning more about AIDS/HIV*

FAC3: Esteem

*Feeling important
 Aiming at a career with LIFE+
 Gaining respect from friends& family*

FAC2: Social/extrinsic - Event & Team

*Participating at the party
 Being part of an amazing event
 Working in a dynamic & young team
 Being part of the Life Ball community
 Contributing to the success of the event
 Meeting celebrities*

FAC4: Career

*Adding volunteer experience to your CV
 Networking for your future career*

Figure 11 – Reorganized Volunteer Motivation Items & Dimensions

 **Descriptive Analysis: Impact of Motivation Factors on Volunteer Motivation**

In order to determine which motivation factors have the highest impact on the respondents’ volunteer motivation, the means and standard deviations of the 4 components were analyzed (Table 10). Volunteer motivation was measured on a 5-point scale ranging from 1 (not at all important) to 5 (extremely important). Therefore, the higher the mean the greater the level of importance of each motivation item.

Dimension	N	MIN	MAX	Mean	Std. Deviation
VALUES - FIGHT AGAINST HIV	209	1	5	3,71	0,838
SOCIAL/EXTRINSIC - EVENT & TEAM	209	1	5	2,99	0,724
ESTEEM	209	1	5	2,22	0,839
CAREER	209	1	5	2,84	1,053

Table 10 – Descriptive Analysis: Motivation Dimensions

When it comes to volunteering for LIFE+ and the Life Ball, it is apparent that respondents are first and foremost motivated by the actual cause – fighting against HIV/AIDS and for tolerance and equality – which is comprised by the “Values” dimension (M=3.71; SD=0.838). The second strongest dimension in terms of generating volunteer motivation is the “Social/Extrinsic” component (M=2.99; SD=0.724), which builds upon motivation items related to the Life Ball team and the actual event. The respondents turned out to be further positively motivated by “Career” opportunities (M=2.84; SD=1.053), whereas the dimension

with the lowest impact on motivation is “*Esteem*” (M=2.22; SD=0.839). The standard deviations indicate a rather centralized dispersion of data around the means, with exception of “*Careers*”, where data is spread more apart.

Cross Tab: The impact of Ad Type on Volunteer Intention

Another cross-tab analysis was executed to analyze how many respondents would be motivated to volunteer for LIFE+ or the Life Ball within the next 5 years as well as to determine if there is a significant difference in volunteer intention between respondents exposed to the “*Know Your Status*” ad and respondents exposed to the “*Garden of Earthly Delights*” ad.

Table 11 shows that half of the respondents (50.2%) can imagine volunteering for the non-profit in future, while the other half (49.8%) indicated no volunteer intention. However, the chi square test demonstrates that there is no significant difference between answers of respondents presented with one campaign compared to the other campaign with a p-value above 0.05²¹.

AD TYPE	VOLUNTEER INTENTION	FREQUENCY (N=209)	PERCENT % (N=209)
KNOW YOUR STATUS	Yes	49	23,4%
	No	56	26,8%
	Total	105	50,2%
GARDEN OF EARTHLY DELIGHTS	Yes	53	25,4%
	No	51	24,4%
	Total	104	49,8%

Table 11 – Cross Tab: Ad Type & Volunteer Intention

5.3.7 Moderator Variable: Nationality

Logistic Regression: The Impact of Nationality on Familiarity

In order to evaluate the strength of the impact of nationality on familiarity levels by respondents, a logistic regression²² was conducted. This method was chosen since it requires no linear relationships between dependent and independent variables and since the error terms do not need to be normally distributed. All assumptions for a logistic regression were confirmed with both variables being of binary nature, independent from each other and with no multicollinearity.

²¹ See Appendix 13

²² See Appendix 14

The Chi-Square goodness of fit test holds significant values, confirming some sort of predictive capacity. Nagelkerke’s R² demonstrates that 69% of variance in familiarity is accounted for by nationality, whereas the model has a predictive capacity of 98.4%. There is a highly significant overall effect of nationality on familiarity (Wald=48.924; p=0.00), with a high regression coefficient (B =5.297), which indicates that increasing nationality increases the probability of familiarity (Table 12). The odds ratio (Exp (B)) explains that Austrian respondents are 200 times more likely to be familiar with the Life Ball than international respondents.

INDEPENDENT VARIABLE	B	Wald	df	Sig.	Exp(B)	Nagelkerke R Square
NATIONALITY	5,297	48,924	1	0,000	199,650	0,690
Constant	-1,800	55,612	1	0,000	0,165	

Table 12 – Logic Regression: Nationality & Familiarity

6 Conclusions and Implications

This thesis aims at investigating the impact of the Life Ball as Europe's biggest AIDS charity event on the generation of donations (1), volunteer motivation (2) and image/awareness (3). A total of three research questions were formulated for each charity performance factor and analyzed by the means of qualitative as well as quantitative research methods. The data collection process was based on secondary insights from the case study and primary insights from an in-depth interview, two focus groups and an electronic survey.

RQ1 Donation Focus: How did social marketing campaigns by LIFE+ and the Life Ball impact the total amount of donations collected by LIFE+ over the last few years?

The findings from the case study and the examined internal activity reports confirm that the Life Ball has a significant positive influence on the amount of donations collected by LIFE+. Data of the past 4 years was analyzed revealing that in the years of 2014, 2015 and 2017 the charity event accounted for about 40% of the non-profit's total annual proceeds.

Another evidence for the event's impact on fundraising is given by considering the donation numbers of 2016. The Life Ball break in 2016 resulted in a radical drop in profits by 49%, which further led to a decrease of 45% in allocated funds to national and international projects. LIFE+ is still recovering from this incident, having gained 33% less proceeds with the Life Ball 2017 than with the Life Ball 2015.

Nevertheless, before the break, Life Ball profits kept increasing significantly over the last 25 years starting with a modest turnover of €79,940 in 1993 and reaching the peak point of profits in 2013 with a total of €2.43 million.

RQ2 Community Engagement Focus: How do social marketing campaigns by LIFE+ and the Life Ball impact volunteer motivation?

In her **in-depth interview**, Martina Hundstorfer – Volunteer and Hospitality Coordinator of LIFE+ – confirmed the important role of volunteers for the success of the Life Ball. As for her personal motivation, the event and its mission act as key motivators for her yearly efforts, together with the international diverse team of collaborators. Lastly, she considers the Life Ball Next Generation as promising instrument for fostering adolescents' willingness to volunteer for a strong cause and donate their time to peer-to-peer workshops.

The **focus group findings** show that both Austrian as well as international participants do not place high priority to the event itself when it comes to volunteer work. They assign greater importance to the social factor and would be motivated to volunteer for LIFE+ if done together with a group of friends. Austrian participants are further motivated by challenging tasks and a dynamic team, whereas the international group misses a personal connection with the cause and would rather volunteer for projects that are given less attention by celebrities. Although the Life Ball Next Generation was considered useful to render volunteer work “cool” among adolescents, the concept of the party as reward was not appreciated. It was further underlined the need for LIFE+ to better promote volunteer opportunities and to facilitate the application process for interested volunteers.

When it comes to volunteering for LIFE+, the **survey findings** reveal the “*Fight against HIV/AIDS*” and the “*Promotion of Tolerance & Equality*” as strongest motivation factors for volunteer work. Second highest importance is attached to the “*Social/Extrinsic*” dimension, with respondents being mainly motivated by the actual event, a dynamic team and the Life Ball community. Another relevant motivator comprises “*Career Opportunities*”, whereas factors related to “*Esteem*” had the lowest impact on volunteer motivation. Of 209 respondents, half of the sample group would be willing to volunteer for LIFE+ and the Life Ball within the next 5 years, while the other half indicated no volunteer intention. The campaigns had no significant impact on volunteer intention.

RQ3 Awareness and Image Focus: How do social marketing campaigns by LIFE+ and the Life Ball impact awareness and image of the AIDS event and the related health issue of HIV?

Both quantitative and qualitative research proved that the Life Ball has a significantly higher level of awareness in Austria than in other countries. The event is furthermore believed to be better known in the gay scene. Martina Hundstorfer argues that there is clear potential for LIFE+ to expand its focus from Vienna to a more international target strategy such as via an international online stream, whereas the focus groups suggest increasing awareness by either changing the yearly host country or by adopting an international franchise system. The survey showed that 41.2% of respondents are familiar with the Life Ball, whereas only 23.4% have heard of LIFE+ before. However, this can be referred to the recent change of the association’s name, which occurred in 2016. Research has furthermore confirmed a significant impact of

nationality on familiarity, with 97.1% of all Austrians knowing about the event and only 14.2% of internationals.

The study demonstrates that not only the event, but also HIV is closely related to homosexuality with the majority identifying it still as a taboo topic that is significantly underrated by the young generation. The Life Ball Next Generation is generally evaluated as beneficial instrument to create awareness and tolerance about HIV-related issues. Therefore, LIFE+ should ensure to further develop the project over the next years and target a variety of new schools.







As far as the Life Ball image is concerned, focus group and survey respondents associate the event primarily with its actual cause – encouraging awareness about AIDS and supporting HIV-infected people around the world. The Life Ball is also strongly identified with key words such as “*entertainment*”, “*big party*”, “*extravagance*”, “*crazy costumes*” and “*celebrities*”. Other strong associative relations are made with “*tolerance*”, “*solidarity*”, “*homosexuality*”, “*charity*” and “*Vienna*”. In order to reduce the event’s strong association with homosexuality, focus group members suggest the adoption of a more gender-neutral focus in terms of future campaigns, event design and stage settings.

The familiarity level also proves to have a significant impact on the associations of respondents, since those without prior knowledge of the event relate the Life Ball more to “*raising awareness*” and less to “*homosexuality*” or “*entertainment*” than familiar respondents.

As far as the non-profit’s campaigns are concerned, “*Garden of Earthly Delights*” received higher recognition levels and is thought to be more attention-grabbing and provocative than “*Know Your Status*”. Both focus groups consider “*Garden of Earthly Delights*” as shocking or confusing, but also as stimulating for discussion. The “*Know Your Status*” campaign on the other hand is assigned a significantly higher level of effectiveness when it comes to raising awareness about AIDS, promoting the Life Ball and promoting an HIV-test. However, there is general uncertainty about the meaning of “*status*” and its relation to HIV. Both campaigns are evaluated equally ineffective in attracting volunteers and in generating donations. In future, LIFE+ is advised to launch campaigns that are both eye-catching and aesthetically appealing with a clear message.

7 Limitations and Future Research

This study represents an adequate example of how special events can influence charity performance and provides relevant insights in order to answer the formulated research questions. Nevertheless there are several limitations to consider:

-  As for distribution, the data showed slight deviations from normality, which could reduce the statistical power of this study. However, all statistical methods applied proved robust to violations of normality. With 209 valid responses, the sample is furthermore large enough for the means to be normally distributed according to the central limit theorem. For future metric analyses, the assumption of normality should be confirmed.
-  The researcher had a limited access to potential respondents for the survey, since LIFE+ did not support the survey distribution process due to confidential treatment of the non-profit's email network.
-  The sample might not be representative of an entire population, whereas the adopted non-probability sampling method (convenience, purposive, snowball) may result in a selection bias. Therefore not every respondent had equal probability to be selected, with the majority of respondents being either from Austria, Germany or Portugal. The results are also not generalizable in terms of age, since most of respondents are aged between 18 and 34. For a more accurate reflection of the population's volunteer motivations and awareness levels, future research should encompass a larger and more diverse.
-  Due to a lack of prior research studies on the topic, the case study was mostly based on internal data by LIFE+. Thus, also scales had to be freely adjusted to the topic in accordance with the gathered scale theory.
-  The self-reported data accumulated through the interview and the focus groups might contain potential sources of bias such as selective memory, or attribution bias.
-  Due to the limited scope of the thesis, charity performance is analyzed by focusing on donations, awareness and volunteers. There are many more performance indicators to be explored in future research. Besides the impact of nationality, future research could also investigate the impact of age or gender on volunteer intention and awareness.

8 References

- Adkins, S. (1999). *Cause Related Marketing: Who cares wins*. Oxford, UK: Butterworth Heineman.
- AIDS LIFE. (2014). *AIDS LIFE Report 1993-2014*. Retrieved from https://lifeplus.org/wp-content/uploads/2018/01/Projektunterstuetzung-1993-2014_DE.pdf on April 12 2018
- Allen, J. (2009). *Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising -Galas, Conferences, Coventions, Incentives and other Special Events*. Canada: John Wiley and Sons Ltd.
- Andreoni, J. (2006). Philanthropy. In L.-A. *Handbook of giving, reciprocity and altruism* , 1201-1269.
- Ashe-Edmunds, S. (2018). What Is the Right Marketing Mix for Event Marketing? *Hearst Newspapers, LLC* .
- Baines, P. (6. April 2016). *Philanthropy vs. corporate social responsibility*. Retrieved from The CEO Magazine: <https://www.theceomagazine.com/business/philanthropy/philanthropy-vs-corporate-social-responsibility/> on March 11 2018
- Bang, H. (2009). Volunteer motivation and satisfaction. *Journal of Venue and Event Management* , 1 (1), 61-77.
- Bang, H., & Chelladurai, P. (2003). Motivation and Satisfaction in Volunteering for 2002 World Cup in Korea. *Paper presented at the Conference of the North American Society for Sport Management*. . New York: Ithaca.
- Bekkers, R. (2005). Participation in voluntary associations: Relations with resources, personality, and political values. *Political Psychology* (26), 439-454.
- Bekkers, R., & Wiepking, P. (2011). A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving. (SAGE, Hrsg.) *Nonprofit and Voluntary Sector Quarterly* , 40 (5), 924–973.
- Bloch, P. H. (1981). An exploration into the scaling of consumers' involvement with a product class. *NA-Advances in Consumer Research* , 8.
- Bloom, P. N., & Novelli, W. D. (1981). Problems and Challenges in Social Marketing. *Journal of Marketing* , 45 (Spring), 79-88.
- BNP, P. (2015). *2015 BNP Paribas Individual Philanthropy Index*. Forbes Insights.
- Boateng, A., Akamavi, R. K., & Ndoro, G. (2016). Measuring performance of non-profit organisations: evidence from large charities. *usiness Ethics: A European Review* , 25 (1), 59-70.
- Caldwell, L. L., & Andereck, K. (1994). Motives for initiating and continuing membership in a recreation-related voluntary association. *Leisure Sciences* , 16 (1), 33-44.
- Cameron, K. S. (1981). Domains of Organizational Effectiveness in Institutions of Higher Education . *Academy of Management Journal* , 24, 25–47 .

- Chapman Walsh, D., Rudd, R., Moeykens, B., & Moloney, T. (1993). Social Marketing for Public Health. *Health Affairs*, 12 (2).
- Clary, E. G., Snyder, M., & Ridge, R. (1992). Volunteers' motivations: A functional strategy for the recruitment, placement, and retention of volunteers. *Nonprofit Management & Leadership*, 2 (4), 333-350.
- Close, A. G., Finney, Z., Lacey, R., & Sneath, J. (2006). Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand. *Journal of Advertising Research*, 420-433.
- Close, A. G., Rnney, Z., Lacey, R., & Sneath, J. (2006). Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand. *Journal of Advertising Research*, 420-433.
- Cnaan, R. A., & Goldberg-Glen, R. (1991). Measuring motivation to volunteer in human services. *Journal of Applied Behavioral Science*, 27 (3), 269-284.
- Der Standard. (14. May 2012). *Von der Idee zum größten Aids-Charity der Welt*. Retrieved from <https://derstandard.at/1336696788502/20-Jahre-Life-Ball-Von-der-Idee-zum-groessten-Aids-Charity-der-Welt> on April 14 2018
- Die Presse. (kein Datum).
- Die Presse. (12. May 2014). *David LaChapelle im "Garten der Lüste"*. Retrieved from 8 von diepresse.com: <https://diepresse.com/home/leben/lifeball/3804238/David-LaChapelle-im-Garten-der-Lueste> on April 15 2018
- Die Presse. (5. January 2018). *Life Ball 2018: Heimatgeschichte und "Sound of Music"-Klischees*. Retrieved from diepresse.com: https://diepresse.com/home/leben/mode/5348498/Life-Ball-2018_Heimatgeschichte-und-Sound-of-MusicKlischees on April 15 2018
- Die Presse. (20. May 2014). *Life Ball Plakat: FPÖ erstattet Anzeige*. Retrieved from von diepresse.com: https://diepresse.com/home/politik/innenpolitik/3808424/Life-Ball-Plakat_FPoe-erstattet-Anzeige- on April 25 2018
- Die Presse. (21. June 2017). *Life Ball: Gesamterlös bei 1,55 Millionen Euro*. Retrieved from diepresse.com: https://diepresse.com/home/leben/mensch/5238775/Life-Ball_Gesamterloes-bei-155-Millionen-Euro on April 26 2018
- Die Presse. (4. November 2015). *Wien ohne Life Ball? Der Ausfall und die Folgen für die Stadt*. Retrieved from diepresse.com: <https://diepresse.com/home/leben/mensch/4858128/Wien-ohne-Life-Ball-Der-Ausfall-und-die-Folgen-> on April 23 2018
- Drengner, J., Gaus, H., & Jahn, S. (2008). Does flow influence the brand image of event marketing? *Journal of Advertising Research*, 48 (1), 138-147.
- Duncan, B. (2004). A theory of impact philanthropy. *Journal of Public Economics*, 88, 2159-2180.
- Faircloth, J. B., Capella, L., & Alford, B. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, 61-75.

- Farrell, J. M., Johnston, M., & Twynam, G. (1998). Volunteer motivation, satisfaction, and management at an elite sporting competition. *Journal of Sport Management* , 12 (4), 288- 300 .
- Forbes, D. P. (1998). Measuring the Unmeasurable: Empirical Studies of Nonprofit Organization Effectiveness from 1977 to 1997. *Nonprofit and Voluntary Sector Quarterly* , 27 (2), 183–202 .
- Fox, K. F., & Kotler, P. (1980). The Marketing of Social Causes: The first 10 Years. *Journal of Marketing* , 44, 24-33.
- Frumkin, P., & Keating, E. (2001). The price of doing good: executive compensation in nonprofit organisations. *Working Paper* .
- Getz, D. (1997). *Event Management and Event Tourism*. New York, U.S.: Cognizant Communication Corporation.
- Getz, D. (2007). *Event Studies: Theory, Research and Policy for Planned Events*. Routledge.
- Goldblatt, J. (2002). *Special Events: Twenty-First Century Global Event Management*. New York, U.S.: John Wiley & Sons, Inc.
- Grier, S., & Bryant, C. (2005). Social Marketing in Public Health. *Annual Review of Public Health* , 26, 319-339.
- Hart, T. R. (2002). ePhilanthropy: using the Internet to build support . *International Journal of Nonprofit and Voluntary Sector Marketing* , 7 (4), 353-360 .
- Higgins, J. W., & Lauzon, L. (2003). Finding the funds in fun runs: exploring physical activity events as fundraising tools in the nonprofit sector. *International Journal of Nonprofit and Voluntary Sector Marketing* , 84 (4), 363-377 .
- Hussein, A. S. (2016). How Event Awareness, Event Quality and Event Image Creates Visitor Revisit Intention?: a lesson from car free day event. *Procedia Economics and Finance* , 35, 396 – 400 .
- Kashif, M., Sarifuddin, S., & Hassan, A. (2015). Charity donation: intentions and behaviour. *Marketing Intelligence & Planning* , 33 (1), 90-102.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity . *Journal of Marketing* , 57 (1), 1-22 .
- Keszler, G. (2014). *Report 2014*. Vienna: AIDS LIFE.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research* , 65 (10), 1480-1486.
- Kotler, P., & Keller, K. (2012). *Marketing Management*. New Jersey: Pearson Education.
- Kotler, P., & Lee, N. (2005). *Corporate social responsibility: Doing the most good for your company and your case*. Hoboken, New York: Wiley.
- Kotler, P., & Lee, N. (2011). *SOCIAL MARKETING - Influencing Behaviors for Good* (4 Ausg.). U.S.: SAGE Publications.

Kotler, P., & Zaltman, G. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing* , 35 (Juli), 3-12.

Kurier. (12. May 2014). *Life Ball 2014: Transgender-Plakat wirbt für Toleranz*. Retrieved from kurier.at: <https://kurier.at/style/life-ball-2014-transgender-plakat-wirbt-fuer-toleranz/65.066.812> on 25 April 2018

LeRoux, K., & Wright, N. (2010). Does performance measurement improve strategic decision-making? Findings from a national survey of nonprofit social service agencies. *Nonprofit and Voluntary Sector Quarterly* , 39 (4), 571–587.

Levy, B. R., & Marion, B. (1997). *Successful Special Events: Planning, Hosting, and Evaluating*. Gaithersburg, Maryland: Aspen Publishers Inc.

Lewis, B. (1998). *Not-for-Profit Marketing - The Concise Blackwell Encyclopedia of Management*. Cambridge: Blackwell Publishers.

LIFE+. (2018). *About LIFE+*. Retrieved from <https://lifeplus.org/en/life/> on April 12 2018

LIFE+. (2014). *Annual Report 1993-2014*. Retrieved from https://lifeplus.org/wp-content/uploads/2018/01/Projektunterstuetzung-1993-2014_DE.pdf on April 18 2018

LIFE+. (2015). *Annual Report 2015*. Retrieved from https://lifeplus.org/wp-content/uploads/2018/01/Allocations_of_funds_2015.pdf on April 17 2018

LIFE+. (2016). *Annual Report 2016*. Retrieved from https://lifeplus.org/wp-content/uploads/2018/01/Wirkungsbericht-2016_DE.pdf on April 8 2018

LIFE+. (6. June 2017). *Celebration Concert Press Kit 2017*. Retrieved from https://lifeplus.org/wp-content/uploads/2018/01/Pressemappe_LCC_EN.pdf on April 16 2018

LIFE+. (2018). *Know Your Status*. Retrieved from <https://lifeplus.org/en/know-your-status-2/> on April 18 2018

LIFE+. (2018). *Life Ball Angel*. Retrieved from <https://lifeplus.org/en/as-volunteer-2/> on April 16 2018

LIFE+. (2018). *Life Ball Next Generation*. Retrieved from <https://lifeplus.org/en/nextgeneration-2/> on April 16 2018

LIFE+. (2017). *LIFE+ Press Kit 2017*. Retrieved from https://lifeplus.org/wp-content/uploads/2018/01/Pressemappe_LB_EN.pdf on April 12 2018

LIFE+. (2018). *National and International Projects*. Retrieved from <https://lifeplus.org/en/projects/> on April 10 2018

LIFE+. (2018). *Sponsors*. Retrieved from <https://lifeplus.org/en/as-sponsor-2/> on April 16 2018

LIFE+. (2018). *Style Bible*. Retrieved from <https://lifeplus.org/en/style-bible-2/> on April 15 2018






LIFE+. (2017). *The Opening Ceremony*. Retrieved from <https://lifeplus.org/en/as-artist-2/> on April 13 2018

- Lindskold, S., Haake, C., Schmidt, E., & Forte, R. (1977). The effects of directness of face-to-face requests and sex of solicitor on streetcorner donations. *Journal of Social Psychology* , 101, 45-51.
- Ling, J. C., Franklin, B., Lindsteadt, J., & Gearon, S. (1992). Social Marketing: Its place in Public Health. *Annual Reviews Public Health* (13), 342-162.
- Loureiro, S. M. (2013). The effect of perceived benefits, trust, quality, brand awareness/associations and brand loyalty on internet banking brand equity. *International Journal of Electronic Commerce Studies* , 4 (2), 139-158,.
- Lovelock, C. H. (1979). Theoretical Contributions from Services and Nonbusiness Marketing . *Harvard Business School* , 79 (16).
- McGill, L. T. (1. October 2016). Number of registered Public Benefir Foundations in Europe exceeds 147,000. (F. Center, Hrsg.) Retrieved from <http://dafne-online.eu/wp-content/uploads/2016/10/PBF-Report-2016-9-30-16.pdf> abgerufen on March 4 2018
- Nichols, J. (13. May 2014). *David LaChapelle Features Carmen Carrera In Life Ball Posters (NSFW)*. Retrieved from The Huffington Post: https://www.huffingtonpost.com/2014/05/13/david-lachapelle-carmen-carrera_n_5317360.html on April 25 2018
- O'Neill, M. (1989). *The Third America: The Emergence of the Nonprofit Sector in the United States*. San Francisco, California: Jossey Bass.
- ORF. (30. November 2014). *Life Ball 2015 erstrahlt in Gold*. Retrieved from wien.orf.at: <http://wien.orf.at/news/stories/2682069/> on April 15 2018
- Padanyi, P., & Gainer, B. (2004). Market orientation in the nonprofit sector: Taking multiple constituencies into consideration. *Journal of Marketing Theory and Practice* , 12 (2), 43–57.
- Parker, S. (1992). Volunteering as serious leisure. *Journal of Applied Recreation Research* , 17 (1), 1-11.
- Percy, L., & Rossiter , J. (1992). A Model of Brand Awareness and Brand Attitude Advertising Strategies. *Psychology & Marketing* , 9 (4), 263-274 .
- Pippan, K. (2014). THE LIFE BALL VIENNA The Tourism Impacts of the Life Ball to the City of Vienna – with a Focus on Gay and Lesbian Tourism . *Bachelor Thesis: Tourism and Leisure Management* , 19-20.
- Pope, J. A., Sterrett Isely, E., & Asamo Tutu, F. (2009). Developing a Marketing Strategy for Nonprofit Organizations: An Exploratory Study. *Journal of Nonprofit & Public Sector Marketing* , 21, 184–201.
- Pope, N. ..., & Voces, K. (2000). The Impact of Sport Sponsorship Activities, Corporate Image, and Prior Use on Consumer Purchase Intention. *Sport Marketing Quarterly* , 9 (2), 96-102.
- Robson, C. (2011). *Real World Research (3rd edn.)* . Chichester, UK: John Wiley & Sons Ltd .
- Rotschild, M. (1979). Marketing Communications in Non-Business Situations or Why it is so hard to sell Brotherhood like Soap. *Journal of Marketing* , 43 (11-20).


- Rudov, L., McCormick Ricket, I., Kingsmill, D., Ledford, C., & Carton, T. (2016). Evaluation recommendations for nonprofit social marketing campaigns: An example from the Louisiana Campaign for Tobacco-Free Living. *International Journal of Nonprofit & Voluntary Sector Marketing*.
- Salamon, L. M. (1992). *America's nonprofit sector: A primer*. New York, U.S.: The Foundation Center.
- Salamon, L. M., & Anheier, H. (1992). In search of the non-profit sector. I: The question of definitions. *International Journal of Voluntary and Nonprofit Organizations* , 3 (2), 125–151.
- Schmitt, B. H. (1999). *Experiential Marketing*. New York: The Free Press.
- Srull, T. K. (1986). Methodological Techniques for the Study of Person Memory and Social Cognition . *Advances in Consumer Research* , 13, 643-647.
- Stroup, M. A., & Neubert , R. (1987). The Evolution of Social Responsibility. *Business Horizons* , 30, 22-24.
- Sulek, M. (2010). On the Modern Meaning of Philanthropy. *Nonprofit and Voluntary Sector Quarterly* , 93 (2), 193-212.
- Taylor, R., & Shanka, T. (2008). Cause for event: not-for-profit marketing through participant sports events. *Journal of Marketing Management* , 24 (9-10).
- UNAIDS. (2017). *Fact sheet - Latest global and regional statistics on the status of the AIDS epidemic*.
- Varadarajan, P. R., & Menon , A. (1988). Cause-Related Marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy. *Journal of Marketing* , 52 (3), 58-74 .
- Wall, W. L. (1984). Companies Change the Ways They Make Charitable Donation . *Wall Street Journal* , 1 (19).
- Webber, D. (2003). Understanding charity fundraising events . *International Journal of Nonprofit and Voluntary Sector Marketing* , 9 (2).
- Wiepking, P. (2007). The philanthropic poor: In search of explanations for the relative generosity of lower income households. *Voluntas* , 18, 339-358.
- Wilson, J. (2000). Volunteering . *Annual Reviews: Sociology* , 26, 215–240.
- Wirtschaftskammer Österreich. (2012). WKÖ: Eventbranche sichert rd. 105.000 Arbeitsplätze und schafft 7,3 Mrd. Euro Wertschöpfung in Österreich. Vienna, Austria.

Appendices

Appendix 1 – LIFE+ Partnerships & Projects

-  The first international project partner of LIFE+ was the ***Elton John AIDS Foundation (EJAF)***, which was founded by Sir Elton John in 1992 and, which focuses on the suppression of HIV/AIDS by the means of prevention programs and direct medical, psychological or legal support. The collaboration between EJAF and the Austrian charity association started in 2001, with LIFE+ contributing to the sponsorship of several projects in Cambodia, Kenya, Russia, Zambia, South Africa, Tanzania, Uganda and the Ukraine.
-  In 2005, LIFE+ became partners with ***The Foundation for AIDS Research (amfAR)***, which is an American organization founded in 1983 by Liz Taylor und Dr. Mathilde Krim. AmfAR was the first charity receiving the *Life Ball Crystal of Hope Award* for its “TREAT Asia” project – a network of medical institutions providing treatments of HIV/AIDS in South Asia to countervail the existing lack of physicians at that time. With this cooperation LIFE+ reached a significant stage in the fight against HIV, since direct support was extended to the essential field of medical research. In 2006, LIFE+ furthermore assisted in the expansion of “TREAT Asia” to the pediatric field promoting the training of doctors for the treatment of HIV-infected children and investing in related research.
-  Since 2007, LIFE+ is one of the most important international partners of the ***Clinton Health Access Initiative (CHAI)***. In 2002, the former US president Bill Clinton founded the initiative with the goal to re-establish integrated health-care systems in developing countries and to create the widest possible access to HIV/AIDS care. Donations by LIFE+ not only contributed to a successful HIV-strategy by CHAI, but also accounted for the prevention of the virus’s mother-to-child transmission.
-  At the international AIDS conference in 2010, LIFE+ started collaboration with the ***Joint United Nations Program on HIV/AIDS (UNAIDS)***. As the leading joint body when it comes to global actions for reaching a political consensus in terms of the HIV epidemic, UNAIDS acts as co-host of the yearly *AIDS Solidarity Gala* in Vienna.
-  Another partner is ***The Global Fund to Fight AIDS, Tuberculosis and Malaria***, which supports LIFE+ since 2014 in the organization of the *First Ladies Luncheon* in Vienna

with the common mission to protect in particular woman and children from HIV and promote solidarity.

 Over the last 3 years, LIFE+ establishes further partner connections with the *Charlize Theron Africa Outreach Project (CTAOP)* and the charity *Sentebale* that was founded by Prince Harry of Wales and Prince Seeiso of Lesotho. While the first foundation focuses on raising awareness for the deathly virus among adolescents by means of non-standard marketing ideas, Sentebale concentrates on the provision of pediatric medical care in Lesotho and Botswana.

Appendix 2 – Interview Script

Interview Questions to Martina Hundstorfer, MA (Hospitality & Volunteers)

Leading research area: “How LIFE+ and the Life Ball collect funds, gain volunteer support and encourage others to reflect about HIV.”

Interview method: semi-structured

Question type: open-ended

Duration: 20 min

Record method: Audio recorded

Intro: Explain general research objective of the study

Q1: What are your personal motivations for working for LIFE+ and the “Life Ball”?

Q2: How do you define success for LIFE+ and the “Life Ball”?

Q3: What do you think of the “Life Ball Next Generation”? Do you consider it a relevant tool for generating volunteer motivation and for teaching the young generation about HIV?

Q4: What could be done to increase international awareness about the event?

Q5: [Would you say that the Life Ball break had a significant impact on the non-profit? (Donation numbers, new marketing strategies etc.)]

Not answered, since the interviewee was not present at that time and therefore felt it inappropriate to give an opinion

Thank interviewee for participation and her valuable insights. Discuss possible questions posed by the participant.

Appendix 3 – Focus Group Script 1: Vienna, April 7th, 2018

Participants: 8 + 1 Moderator

Nationality: Austrian

Duration: 60 min

Environment: Informal Coffee House

Record Method: Audio recorded

Tools: Campaign pictures, video

Introduction

Welcome participants, thank them for participation, offer cookies and drinks to break the ice and make them feel comfortable. Allow participants to introduce themselves and inform them about planned duration of the focus group.

Present discussion rules:

- ✓ *The moderator leads the discussion*
- ✓ *There are no right or wrong answers*
- ✓ *Participants shall listen to each other and only talk one at a time*

General Warm-up Questions

- 1) From a scale of 1 to 5, how familiar are you with the Life Ball?
(1 = not at all; 5 = extremely)
- 2) What are the first key words that come to your mind when thinking about the Life Ball?
- 3) From a scale of 1 to 5, to what extent do you relate HIV to homosexuality?
(1 = not at all; 5 = extremely)
- 4) Overall, do you associate the Life Ball rather with a positive, neutral or negative image?

Detailed Questions about the Life Ball

- 5) How do you evaluate the Life Ball's international level of awareness?
- 6) Of all campaigns launched by the Life Ball so far, which are the ones that were especially memorable to you?

At this point of the discussion participants are asked to take a close look at the pictures of two different campaigns by LIFE+. They are further invited to compare the 2014 campaign "Garden of Earthly Delights" with the 2016 campaign "Know your Status".

- 7) Which campaign do you consider a more effective tool for raising awareness about HIV? Which one do you personally find more appealing and why?

At this point of the discussion participants are presented with the concept of the “Life Ball Next Generation” by means of a 3-minute video published by LIFE+.

- 8) What do you think of the “Life Ball Next Generation”? Do you consider it a relevant tool for generating volunteer motivation and for teaching the young generation about HIV?
- 9) Would you personally be interested in being part of the Life Ball team? What would motivate you to volunteer for the charity organization?

Conclusion

Thank participants for participation and their valuable insights. Discuss possible questions posed by the participants.

Appendix 4 – Focus Group Script 2: Lisbon, April 21st, 2018

Participants: 8 + 1 Moderator

Nationality: German/Portuguese

Duration: 90 min

Environment: Quiet apartment

Record Method: Audio recorded

Tools: Campaign pictures, videos

Introduction

Welcome participants, thank them for participation, offer cookies and drinks to break the ice and make them feel comfortable. Allow participants to introduce themselves and inform them about planned duration of the focus group.

Present discussion rules:

- ✓ *The moderator leads the discussion*
- ✓ *There are no right or wrong answers*
- ✓ *Participants shall listen to each other and only talk one at a time*

General Warm-up Questions

- 1) What are the first key words that come to your mind when thinking about HIV/AIDS?
- 2) From a scale of 1 to 5, to what extent do you relate HIV/AIDS to homosexuality? (1 = not at all; 5 = extremely)

Interposed question by moderator: Do you think only homosexuals are affected by HIV/AIDS?

At this point of the discussion the moderator provides the participants with some background information and statistical numbers about HIV/AIDS.

- 3) Did you ever get an HIV test?

Detailed Questions about the Life Ball

- 4) Have you ever heard of the Life Ball? If yes, how?

At this point of the discussion the moderator shows the participants 2 different image videos that were published by LIFE+. The first video covers the Life Ball highlights and history from 1993 to 2015 and is played for 6 minutes. The second video shows the best moments of the Life Ball 2017 and is played for 9 minutes.

After the videos the moderator gives further information on the Life Ball break 2016 and the non-profit's rebranding strategy.

- 5) When comparing the two videos, what are your impressions?
- 6) After having seen these two videos, which factors do you associate with the Life Ball? Do you consider the event a useful tool for the fight against AIDS?

At this point of the discussion participants are asked to take a close look at the pictures of two different campaigns by LIFE+. They are further invited to compare the 2014 campaign "Garden of Earthly Delights" with the 2016 campaign "Know your Status".

- 7) Which campaign do you consider a more effective tool for raising awareness about HIV? Which one do you personally find more appealing and why?

At this point of the discussion participants are presented with the concept of the "Life Ball Next Generation" by means of a 3-minute video published by LIFE+.

- 8) What do you think of the "Life Ball Next Generation"? Do you consider it a relevant tool for generating volunteer motivation and for teaching the young generation about HIV?
- 9) After having received all this information about the Life Ball, would you personally be interested in being part of the Life Ball Team? Do you consider the event as a motivating factor for volunteering?
- 10) What are your personal motivations for general volunteer work?

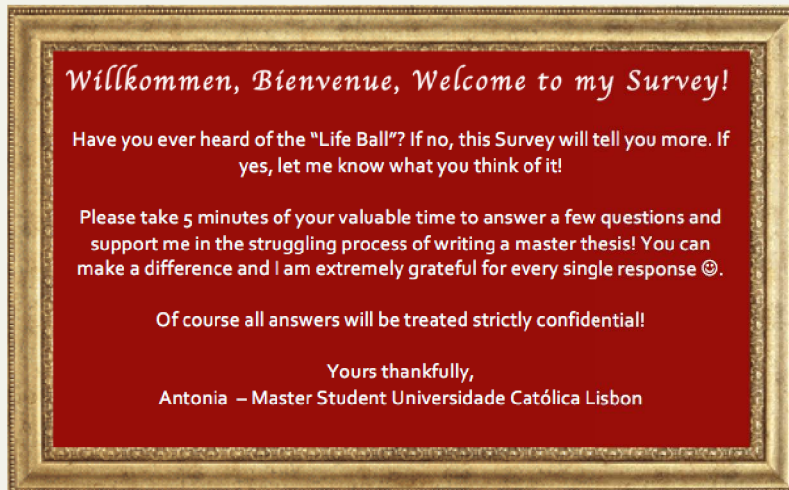
Conclusion

Thank participants for participation and their valuable insights.

Appendix 5 – Survey



Intro



Nationality & Recognition

Where are you from?

Austria

Germany


Portugal

Other

From a scale of 1 to 5, how familiar are you with the non-profit association LIFE+?

	Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

From a scale of 1 to 5, how familiar are you with the "Life Ball"?

	Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Attribute Associations

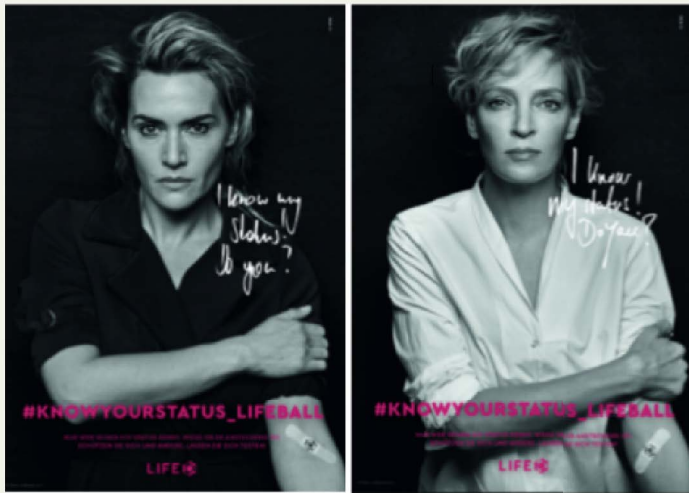
What is the first keyword that comes to your mind when thinking about the "Life Ball"?

Please rank the following attributes beginning with the one that you associate the most with the "Life Ball" (1) and finishing with the one you associate the least (9).

- Community Engagement
- "Know your Status"
- Fight against HIV/AIDS
- Charity Event
- Homosexuality
- Raising Awareness
- Tolerance & Equality
- Entertainment (Fashion Show, Concert, Party etc.)
- Crystal of Hope

Please take a look at the "Life Ball" Campaign below.

"I know my Status. Do you?" (Kate Winslet, Uma Thurman, Photographer: Peter Lindbergh)



	Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
How familiar are you with this campaign?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How effective do you consider this campaign when it comes to...

	Not effective at all	Slightly effective	Moderately effective	Very effective	Extremely effective
attracting volunteers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
raising awareness about AIDS.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promoting a charity event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
generating donations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promoting an HIV Test.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please take a look at the "Life Ball" Campaign below.

Translation: "I am Adam. I am Eve, I am me." [Model: Carmen Carrera, Photographer: David LaChapelle]



	Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
How familiar are you with this campaign?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How effective do you consider this campaign when it comes to...

	Not effective at all	Slightly effective	Moderately effective	Very effective	Extremely effective
attracting volunteers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
raising awareness about AIDS.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promoting a charity event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
generating donations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promoting an HIV Test.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Volunteer Experience

Have you ever worked or volunteered for LIFE+ or the "Life Ball"?

- Yes
- No

Volunteer Motivation

Why did you work/volunteer for LIFE+ or the "Life Ball"?

	Not at all important	Less important	Moderately important	Very important	Extremely important
Promoting Tolerance & Equality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining respect from friends & family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating at the party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an attention check. Please select "Very important"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking for your future career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working in a dynamic & young team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contributing to the success of the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Learning more about HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of an amazing event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding volunteer experience to your CV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of the Life Ball community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fighting against HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping people with HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aiming at a career with LIFE+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you work/volunteer again for LIFE+ or the "Life Ball"?

Yes

No

Do you intend to get tested for HIV within the next 5 years?

Yes

No

I already know my status.

Volunteer Motivation - No experience

What would motivate you to work/volunteer for LIFE+ or the "Life Ball"?

	Not at all important	Less important	Moderately important	Very important	Extremely important
Networking for your future career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contributing to the success of the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of an amazing event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fighting against HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping people with HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining respect from friends & family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of the Life Ball community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an attention check. Please select "Very important"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Aiming at a career with LIFE+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting Tolerance & Equality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding volunteer experience to your CV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning more about HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working in a dynamic & young team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating at the party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Can you imagine to work/volunteer for LIFE+ or the "Life Ball" within the next 5 years?

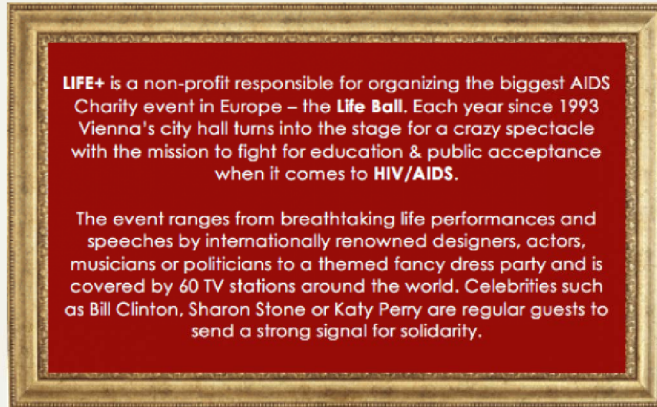
- Yes
- No

Do you intend to get tested for HIV within the next 5 years?

- Yes
- No
- I already know my status.

Control Group: Presentation

For the last questions, please read through this short presentation of the "Life Ball" and take a look at some related images.



Control Group: Attribute Association

Now, please rank the following attributes beginning with the one that you associate the most with the "Life Ball" (1) and finishing with the one you associate the least (8).

- Fight against HIV/AIDS
- Community Engagement
- Charity Event
- Tolerance & Equality
- "Know your Status"
- Entertainment (Fashion Show, Concert, Party etc.)
- Raising Awareness
- Homosexuality

Considering the information you just received about the Life Ball, what would motivate you to work/volunteer for LIFE+ or the "Life Ball"?

	Not at all important	Less important	Moderately important	Very important	Extremely important
Being part of the Life Ball community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking for your future career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contributing to the success of the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding volunteer experience to your CV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working in a dynamic & young team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of an amazing event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fighting against HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating at the party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an attention check. Please select "Very important"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aiming at a career with LIFE+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning more about HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining respect from friends & family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting Tolerance & Equality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping people with HIV/AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considering the information you just received, please indicate your level of agreement with the following statements when it comes to the "Life Ball":

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I intend to get tested to know my HIV status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to experience the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate the concept.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am going to tell my friends about the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am passionate about the cause of the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to donate to the charity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can imagine to work as a volunteer for the event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How old are you?

- < 18
- 18-24
- 25-34
- 35-44
- 45-64
- > 65

Please indicate your gender.

- Male
- Female

THANK YOU

THANK YOU! OBRIGADA! DANKE! GRAZIE! MERCI! Please click on the NEXT button to finish the survey.



Appendix 6 – Data Summary: Focus Groups

ISSUE	AUSTRIAN FOCUS GROUP	INTERNATIONAL FOCUS GROUP
FAMILIARITY (Life Ball)	VERY HIGH	VERY LOW
HIV ↔ HOMOSEXUALIT Y	<ul style="list-style-type: none"> ➤ All 8 participants indicate a close connection btw. the 2 factors 	<ul style="list-style-type: none"> ➤ 7 participants closely relate HIV to Homosexuality ➤ 1 participant sees no direct link
HIV AWARENESS	<ul style="list-style-type: none"> ➤ Not considered a major issue ➤ Low awareness about ways of infection ➤ Young people have lower risk ➤ Not a topic you talk about to your friends ➤ 1 participant got an HIV test 	<ul style="list-style-type: none"> ➤ All 8 participants indicate a careless past behavior in terms of HIV prevention ➤ HIV is not seen as relevant issue in their community ➤ HIV is defined as taboo subject ➤ No participant knowingly got an HIV test
INTERNATIONAL AWARENESS (Life Ball)	<ul style="list-style-type: none"> ➤ 6 participants assign the event low international awareness ➤ 2 participants assign the event high awareness in the international gay scene 	<ul style="list-style-type: none"> ➤ All 8 participants assign the event very low international awareness ➤ 7 participants believe the event to focus on Vienna & Austria ➤ All 8 participants consider it strange to not having heard of the event before ➤ 1 participant suggests a higher awareness level among older people ➤ 2 participants suggest the non-profit's intention to invest more in the actual aid projects than in awareness generation

<p>LIFE BALL NEXT GENERATION</p>	<ul style="list-style-type: none"> ➤ 3 participants think that 16-year olds don't take other adolescents serious in this matter ➤ 3 participants believe it helpful for affected adolescents ➤ 4 participants consider it difficult to create awareness among adolescents who do not feel affected ➤ 2 participants don't appreciate the concept of the party as a reward 	<ul style="list-style-type: none"> ➤ All 8 participants consider it a good project that communicates severity ➤ Peers are given more respect/credibility ➤ 2 participants doubt that those who are not affected take peers seriously ➤ Peers render volunteer work "cool" → HIV topic becomes less of a taboo ➤ Peers should be credible and not have the party as main incentive ➤ 1 participant argues that volunteers are often outsiders and not respected
<p>VOLUNTEER MOTIVATION (Life Ball)</p>	<ul style="list-style-type: none"> ➤ No participant would come up with the idea of volunteering by oneself ➤ 5 participants would volunteer if they do it together with friends ➤ 2 participants are motivated by a young/dynamic team ➤ 1 participant is motivated by the party ➤ All indicate that it is a matter of time availability ➤ Depends on work type: If they are given empowerment, demanding tasks & learning opportunities 	<ul style="list-style-type: none"> ➤ 4 participants would volunteer if they are invited by someone they know ➤ Depends on your location/nationality ➤ 6 participants are missing a personal connection to the cause ➤ 3 participants are more likely to volunteer for other projects that need more help and are not so star-studded ➤ 3 participants find it too hard to apply (CV, cover letter, lack of info) ➤ 5 participants are missing the direct effect of their effort ➤ For 4 participants the event is not sufficient as motivator
<p>SUGGESTIONS FOR IMPROVEMENTS</p>	<ul style="list-style-type: none"> ➤ Better communication of volunteer opportunities ➤ Creation of campaigns that are both catchy & cause-related 	<ul style="list-style-type: none"> ➤ Lower barriers to entry (volunteering) ➤ More communication and promotion of volunteer opportunities ➤ Change homosexual focus to gender-neutral focus (e.g. stage 2017) ➤ Change host country on a yearly basis (→ Eurovision Contest) ➤ Turn Life Ball Ide into a franchise

Appendix 7 – Chi-Square Tests: Familiarity and Nationality

Life Ball Familiarity & Nationality

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	130,110 ^a	1	,000		
Continuity Correction ^b	126,711	1	,000		
Likelihood Ratio	149,965	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	129,488	1	,000		
N of Valid Cases	209				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 27,98.

b. Computed only for a 2x2 table

LIFE+ Familiarity & Nationality

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	20,707 ^a	1	,000		
Continuity Correction ^b	19,151	1	,000		
Likelihood Ratio	19,710	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	20,608	1	,000		
N of Valid Cases	209				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 15,94.

b. Computed only for a 2x2 table

Appendix 8 – Independent t-test (Variances): Familiarity & Life Ball Associations

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Entertainment (Fashion Show, Concert, Party etc.)	Equal variances assumed	2,428	0,121	2,045	207	0,042	0,662	0,324	0,024	1,300
	Equal variances not assumed			2,060	187,576	0,041	0,662	0,321	0,028	1,296
Homosexuality	Equal variances assumed	3,645	0,058	2,760	207	0,006	0,885	0,321	0,253	1,517
	Equal variances not assumed			2,694	166,691	0,008	0,885	0,328	0,236	1,533
Charity Event	Equal variances assumed	0,174	0,677	-0,171	207	0,864	-0,055	0,323	-0,693	0,582
	Equal variances not assumed			-0,169	174,023	0,866	-0,055	0,328	-0,702	0,591
Fight against HIV/AIDS	Equal variances assumed	0,276	0,600	0,337	207	0,736	0,098	0,290	-0,473	0,669
	Equal variances not assumed			0,336	179,853	0,738	0,098	0,291	-0,477	0,672

Raising Awareness	Equal variances assumed	0,660	0,417	-3,175	207	0,002	-0,875	0,276	-1,418	-0,33
	Equal variances not assumed			-3,125	172,471	0,002	-0,875	0,280	-1,427	-0,32
"Know your Status"	Equal variances assumed	0,416	0,520	-2,120	207	0,035	-0,644	0,304	-1,243	-0,04
	Equal variances not assumed			-2,119	182,652	0,035	-0,644	0,304	-1,243	-0,04
Tolerance & Equality	Equal variances assumed	3,209	0,075	0,732	207	0,465	0,197	0,269	-0,333	0,72
	Equal variances not assumed			0,713	164,282	0,477	0,197	0,276	-0,349	0,74
Community Engagement	Equal variances assumed	0,079	0,780	-5,630	207	0,000	-1,535	0,273	-2,072	-0,99
	Equal variances not assumed			-5,574	176,336	0,000	-1,535	0,275	-2,078	-0,99

Appendix 9 – Independent t-test (Variances): Ad Type & Effectiveness

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
promoting a charity event.	Equal variances assumed	1,713	0,192	5,599	207	0,000	0,901	0,161	0,584	1,219
	Equal variances not assumed			5,619	204,926	0,000	0,901	0,160	0,585	1,217
promoting an HIV Test.	Equal variances assumed	6,814	0,010	2,398	207	0,017	0,395	0,165	0,070	0,719
	Equal variances not assumed			2,405	205,785	0,017	0,395	0,164	0,071	0,718
raising awareness about AIDS.	Equal variances assumed	1,893	0,170	7,548	207	0,000	1,151	0,152	0,850	1,451
	Equal variances not assumed			7,558	206,993	0,000	1,151	0,152	0,851	1,451
attracting volunteers.	Equal variances assumed	0,502	0,479	1,779	207	0,077	0,280	0,157	-0,030	0,590
	Equal variances not assumed			1,781	206,996	0,076	0,280	0,157	-0,030	0,590
generating donations.	Equal variances assumed	0,164	0,686	0,309	207	0,757	0,048	0,156	-0,259	0,355
	Equal variances not assumed			0,309	206,657	0,757	0,048	0,156	-0,259	0,355

Appendix 10 – Correlation Matrix: Volunteer Motivation Factors

Appendix 11 – Factor Analysis: Volunteer Motivation Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,817
Bartlett's Test of Sphericity	Approx. Chi-Square	1162,811
	df	105
	Sig.	0,000

Communalities

	Extraction		
Helping people with HIV/AIDS	0,784	Networking for your future career	0,615
Fighting against HIV/AIDS	0,770	Feeling important	0,656
Promoting Tolerance & Equality	0,600	Gaining respect from friends & family	0,508
Contributing to the success of the event	0,687	Working in a dynamic & young team	0,535
Learning more about HIV/AIDS	0,658	Being part of the Life Ball community	0,627
Aiming at a career with LIFE+	0,566	Meeting celebrities	0,577
Adding volunteer experience to your CV	0,783	Participating at the party	0,659
		Being part of an amazing event	0,632

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,634	30,894	30,894	3,088	20,589	20,589
2	2,548	16,987	47,881	2,478	16,519	37,108
3	1,373	9,152	57,033	2,116	14,106	51,215
4	1,101	7,338	64,370	1,973	13,156	64,370
5	0,793	5,288	69,658			
6	0,663	4,419	74,078			
7	0,610	4,068	78,146			
8	0,587	3,913	82,059			
9	0,547	3,647	85,706			
10	0,481	3,207	88,913			
11	0,439	2,929	91,842			
12	0,370	2,466	94,308			
13	0,338	2,253	96,561			
14	0,291	1,941	98,502			
15	0,225	1,498	100,000			

Rotated Component Matrix^a

	Component			
	1	2	3	4
Fighting against HIV/AIDS	0,869	0,079	-0,014	0,090
Helping people with HIV/AIDS	0,867	0,111	-0,027	0,136
Promoting Tolerance & Equality	0,747	0,150	0,105	-0,087
Learning more about HIV/AIDS	0,735	-0,205	0,266	0,065
Being part of an amazing event	0,079	0,772	0,114	0,127
Participating at the party	-0,090	0,762	-0,017	0,265
Being part of the Life Ball community	0,221	0,571	0,496	-0,079
Contributing to the success of the event	0,491	0,534	0,296	-0,271
Working in a dynamic & young team	0,317	0,516	0,133	0,388
Meeting celebrities	-0,136	0,496	0,326	0,454
Feeling important	-0,024	0,105	0,796	0,106
Aiming at a career with LIFE+	0,190	0,059	0,682	0,246
Gaining respect from friends & family	0,117	0,194	0,578	0,350
Adding volunteer experience to your CV	0,091	0,151	0,128	0,858
Networking for your future career	0,019	0,140	0,336	0,694

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

Appendix 12 – Cronbach’s Alpha: Volunteer Motivation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,835	0,838	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Helping people with HIV/AIDS	41,32	70,140	0,470	0,651	0,825
Fighting against HIV/AIDS	41,33	70,549	0,435	0,631	0,827
Promoting Tolerance & Equality	41,35	70,884	0,399	0,448	0,829
Contributing to the success of the event	41,74	69,058	0,490	0,448	0,824
Learning more about HIV/AIDS	41,87	70,684	0,341	0,443	0,833
Aiming at a career with LIFE+	43,13	69,319	0,496	0,394	0,823
Adding volunteer experience to your CV	42,41	68,022	0,452	0,476	0,826
Networking for your future career	42,26	68,568	0,449	0,429	0,826
Feeling important	42,82	69,169	0,405	0,339	0,829
Gaining respect from friends & family	42,83	68,287	0,516	0,372	0,822
Working in a dynamic & young team	41,83	68,102	0,582	0,398	0,819
Being part of the Life Ball community	42,37	67,657	0,551	0,434	0,820
Meeting celebrities	43,09	69,473	0,466	0,458	0,825
Participating at the party	42,28	70,807	0,371	0,398	0,831
Being part of an amazing event	41,79	68,715	0,477	0,428	0,824

Appendix 13 – Chi Square Test: Ad Type & Volunteer Motivation

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,386 ^a	1	,535		
Continuity Correction ^b	,233	1	,629		
Likelihood Ratio	,386	1	,534		
Fisher's Exact Test				,581	,315
Linear-by-Linear Association	,384	1	,536		
N of Valid Cases	209				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 50,76.

b. Computed only for a 2x2 table

Appendix 14 – Regression Analysis: Nationality & Familiarity

Omnibus Tests of Model Coefficients

Step		Chi-square	df	Sig.
Step 1	Step	149,965	1	0,000
	Block	149,965	1	0,000
	Model	149,965	1	0,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	133,186 ^a	0,512	0,690

Classification Table^a

Observed			Predicted		Percentage Correct
			Life Ball Familiarity - Unfamiliar/Familiar Unfamiliar	Familiar	
Step 1	Life Ball Familiarity - Unfamiliar/Familiar	Unfamiliar	121	2	98,4
		Familiar	20	66	76,7
Overall Percentage					89,5

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Where are you from? Austria/Other(1)	5,297	0,757	48,924	1	0,000	199,650
	Constant	-1,800	0,241	55,612	1	0,000	0,165