Digital Campaigns in Nonprofits: The Impact of Disclosure and Imagery on Effectiveness

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Abstract: This study aims to explore the impact of campaign disclosure and the quality of campaign images on the effectiveness of nonprofit organizations. A simple linear regression analysis was employed to examine the relationship between disclosure and image quality on the effectiveness of these organizations. Data were collected from a sample of nonprofit organizations by evaluating their digital campaigns and audience engagement. The results revealed that disclosure had a moderate impact on organizational effectiveness, while image quality exhibited a weak to moderate relationship with effectiveness. These findings suggest that transparency enhances trust and effectiveness, while visual quality influences emotional engagement with the campaigns. The study contributes valuable insights into improving digital campaign strategies, emphasizing the need to incorporate additional factors such as content type and continuous updates to maximize impact. It recommends further research to explore the interactions between these factors and other unexamined variables.

Key words: Digital Campaigns, Nonprofits, Disclosure, Imagery, Effectiveness

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1.   Introduction

Amid the rapid digital transformation characterizing the current decade, digital campaigns have emerged as a pivotal tool for nonprofit organizations to enhance their effectiveness and achieve their humanitarian and social objectives. Donation-Based Crowdfunding (DCF) represents one of the most prominent mechanisms utilized by these organizations to mobilize financial resources through digital platforms, wherein individuals contribute to support specific causes without expecting any material return (Massolution, 2015). As nonprofit organizations increasingly rely on this fundraising approach, a critical need has arisen to understand the key determinants of successful digital campaigns and how these factors can be strategically employed to enhance transparency, foster accountability, and improve outreach to targeted audiences (Salido-Andres et al., 2022).

The digital revolution has fundamentally transformed the mechanisms of fundraising by offering low-cost, high-reach channels through platforms such as social media and organizational websites, in stark contrast to traditional methods that typically require significant marketing investments (De Buysere et al., 2012). Platforms like Facebook and Instagram enable nonprofit organizations to engage directly with donors, providing compelling content that fosters trust and stimulates community participation (Cho et al., 2019). However, the success of such campaigns is not solely contingent upon a digital presence; rather, it hinges on the development of well-designed strategies that reflect a deep understanding of critical factors such as content quality, operational transparency, and the ability to effectively target the appropriate audience (Belleflamme et al., 2014).

Despite the academic consensus on the pivotal role of technological and social factors in determining the success of digital campaigns, the research literature reveals a clear gap in exploring the impact of organizational and

strategic factors on the effectiveness of nonprofit organizations, particularly within the context of digital transformation. On the one hand, most crowdfunding studies—such as those highlighted by Testa et al. (2019) focus primarily on analyzing the psychological and behavioral motivations of individual donors, while significantly overlooking structural institutional factors, such as the systematic adoption of transparency mechanisms, the use of data analytics in decision-making, or the incorporation of accountability standards into campaign design. On the other hand, as noted by Durai and Stella (2019), a substantial number of studies lack an integrated analytical framework that links key indicators of digital campaign success (e.g., fundraising performance) with broader dimensions of organizational performance, such as the ability to scale operations or build long-term reputational capital. Consequently, there is a pressing need for novel research approaches that connect the tactical level (campaign efficiency) with the strategic level (institutional impact), in order to bridge this knowledge gap and deepen our understanding of the interaction between organizational structures and digital practices.

This study aims to address the aforementioned research gap by analyzing the strategic and organizational determinants of digital campaign success within nonprofit organizations and assessing their impact on institutional effectiveness, with a particular focus on two key variables: operational transparency and visual content design. The central research question guiding this inquiry is: How can the success of digital campaigns be translated into tangible improvements in organizational efficiency and the sustainability of social impact?

At the theoretical level, the study proposes a multidimensional conceptual framework that integrates theories of digital communication, nonprofit governance, and the economics of civic engagement. This framework facilitates a more nuanced understanding of the interaction between tactical factors (e.g., campaign appeal) and structural elements (e.g., governance systems). On the practical front, the study contributes by developing data-driven guidelines for enhancing campaign management, and by designing innovative mechanisms to strengthen donor trust through dynamic transparency especially in light of the ethical challenges associated with digital platform use, which, as noted by Cho et al. (2019), necessitate balanced oversight policies that reconcile flexibility with accountability.

The anticipated findings are expected to enrich the theoretical field by expanding dominant analytical models such as that of Testa et al. (2019) through the incorporation of holistic institutional performance indicators (e.g., scalability, and digital reputation management). Practically, the study seeks to empower decision-makers building on the work of Salido-Andres et al. (2022) to leverage analytical data in aligning short-term campaign objectives (such as fundraising) with long-term strategic visions (such as building social capital).

This interplay between the tactical and strategic levels offers an integrative perspective that redefines "digital success" not merely as a temporary fundraising achievement, but as a lever for transforming organizational performance as a whole.

2. Literature Review

Transparency in digital campaigns has emerged as a critical determinant in fostering donor trust. Empirical studies underscore that the provision of accurate information regarding campaign objectives and the mechanisms governing the use of donations significantly reduces information asymmetry between nonprofit organizations and the public, thereby increasing donors' willingness to provide financial support (Bekkers & Wiepking, 2011; Saxton & Wang, 2014). This relationship is particularly evident in the positive correlation between regular project updates and increased donation rates. For example, Kuppuswamy and Bayus (2017) report that interactive campaigns those that consistently communicate progress achieve significantly higher funding outcomes compared to less communicative counterparts.

Transparency not only enhances perceived credibility but also alleviates donor apprehension by clarifying the organization's expenditure structure. Supporting this, Kim et al. (2016) found that greater detail in financial disclosures is associated with reduced uncertainty among potential contributors. In the context of digital fundraising, Belleflamme et al. (2014) emphasize the value of incorporating simplified financial reporting tools to improve campaign appeal. Similarly, Salido-Andres et al. (2022) highlights that transparency functions as a catalyst for organizational accountability, thus attracting donors who prioritize supporting initiatives with demonstrable and measurable impact.

On the other hand, visual content particularly imagery serves as a primary driver of emotional engagement in digital fundraising campaigns. According to Van Leeuwen and Wiepking (2013), compelling images, such as "before and after" photographs of beneficiaries, have a direct influence on donation decisions by acting as a bridge between the digital narrative and human empathy. This perspective is reinforced by Mollick (2014), who asserts that visuals demonstrating the tangible impact of donations significantly increase conversion rates from interest to action.

Further empirical evidence supports the effectiveness of visual storytelling. For instance, Hou et al. (2023) report that campaigns enriched with high-quality images and emotionally resonant narratives outperform text-only campaigns by as much as 60% in funding outcomes. In addition, Saxton and Gomez (2019) highlight that visual diversity in depicting beneficiaries promotes cultural inclusivity and broadens the donor base, underscoring the strategic importance of visual representation in enhancing campaign reach and appeal.

These factors do not operate in isolation; rather, they interact synergistically to enhance overall campaign effectiveness. The combination of detailed disclosure and supportive visuals such as infographics or explanatory videos has been shown to reduce information asymmetry and increase funding levels (Snyder et al., 2016). This integration produces a cumulative effect that bolsters organizational reputation. As noted by Cho et al. (2019), nonprofits that merge transparency with compelling visual storytelling tend to foster longer-term donor loyalty. Nevertheless, the literature highlights several research gaps. These include the challenges of quantifying digital transparency, the scarcity of studies in non-Western contexts, and the limited exploration of emerging technologies such as artificial intelligence in automating disclosure practices (Durai & Stella, 2019; Wachira, 2021). Addressing these deficiencies, the present study proposes a framework that incorporates a quantitative analysis of how these factors interact across diverse settings, with particular attention to the role of professional visual design in enhancing campaign credibility. As Burtch et al. (2013) illustrate, the success of nonprofit crowdfunding initiatives is closely tied to the quality and professionalism of their communication tools, which in turn reflect a degree of institutional maturity and adaptability to the complexities of the digital landscape (Gomber et al., 2017; Meyskens & Bird, 2015).

Transparency and visual content within the context of nonprofit organizations represent a dual-impact mechanism; their roles extend beyond merely attracting funding to fostering community engagement and solidifying institutional loyalty among donors. The analysis by Tremblay-Boire & Prakash (2017) demonstrates the link between transparent practices and the sustainability of relationships with stakeholders, positioning transparency at the core of long-term trust-building strategies. This concept is further supported by comparative studies such as Moqri & Bandyopadhyay (2017), which reveal that campaigns integrating frequent updates on achievements (such as impact reports) and visually designed content (like interactive infographics) can result in a donation increase of up to 40% compared to traditional text-based appeals.

This superiority is not limited to individual donation campaigns; a qualitative analysis conducted by Burtch et al. (2013) on crowdfunding campaigns reveals that nonprofit organizations achieve a 65% higher success rate compared to individual campaigns. This success is attributed to their ability to leverage institutional resources dedicated to content production, such as proactive disclosure units (which provide donors with budget details before contributing) and graphic design based on compelling visual narratives (such as beneficiary stories supported by documented images). Consequently, the literature highlights a functional integration between aesthetic factors (design) and procedural elements (transparency) as a strategic foundation for the success of digital campaigns in the nonprofit sector.

3.   Theoretical Framework and Hypothesis Formulation

Campaign Disclosure

Social Cognitive Theory (SCT) posits that human behavior is the result of a dynamic interaction between personal factors (such as perception, emotions, and values) and environmental factors (such as social context and external pressures). In the context of charitable donations, this theory explains how an individual's perception of need (e.g., humanitarian crises) and emotions (e.g., empathy) shape their donation decisions, under the influence of environmental triggers such as direct requests or media campaigns (Bekkers & Wiepking, 2010). Studies have

identified eight mechanisms driving charitable behavior, including awareness of need, emotional arousal, and moral values, which are extensions of the personal and environmental factors in SCT (Oosterhof et al., 2009; Cheung & Chan, 2000).

Transparency is a pivotal element in building trust between nonprofit organizations and their target audiences, as it directly influences donors' perceptions of the credibility of charitable campaigns (Issock Issock et al., 2020). Research indicates that disclosure of information, as a dimension of transparency, contributes to the success of crowdfunding campaigns by enhancing clarity of goals and enabling donors to make informed decisions, thereby increasing donation rates (Althoff & Leskovec, 2015; Choi & Kim, 2016). Disclosure is defined as the availability of information related to the campaign, including its objectives, implementation mechanisms, and expected outcomes, which enhances donor engagement and increases the likelihood of campaign success (Gleasure & Feller, 2018).

Disclosure is an integrative mechanism that interacts with the effectiveness of charitable organizations through two intertwined pathways: financial (increasing resource flow) and operational (improving service efficiency), as documented by Tremblay-Boire & Prakash (2017). Quantitative analyses, such as the study by Aprelia & Wibowo (2017), demonstrate a significant correlation between the level of detail in the textual content of disclosure and campaign success, with each additional word describing the campaign contributing to a 0.0843% increase in the success rate. This highlights the role of informational clarity as a strategic tool for enhancing institutional sustainability.

At the theoretical level, Social Cognitive Theory (SCT) provides a three-dimensional explanatory framework: Environmental Factor: Clarity of campaign goals and needs through disclosure. Personal Factor: Reducing uncertainty among donors and building trust. Resulting Behavior: Increased donations as a result of the interaction between environmental and personal factors (Bekkers & Wiepking, 2010).

In contrast, Social Exchange Theory (SET) interprets disclosure as a "symbolic contract" that redefines the donation equation. Transparent information (such as details on fund usage) allows the donor to evaluate the social cost/benefit of their contribution, transforming the donation from an individual charitable act to an institutional investment contingent upon accountability (Tremblay-Boire & Prakash, 2017). The benefits of this exchange are not limited to material gain, but also include emotional capital, such as a sense of belonging or self-fulfillment. In the context of crowdfunding, for example, 62% of supporters make donations seeking psychological (e.g., "warm glow") or social (e.g., enhanced personal reputation) gains (Belleflamme et al., 2010; Liu et al., 2016).

The integration of both perspectives (SCT and SET) is supported by growing empirical evidence. Detailed disclosure not only enhances campaign success (Aprelia & Wibowo, 2017) but also improves organizational reputation as a form of "exchange currency" in the intangible economy (Gleasure & Feller, 2018). Based on this, the following hypothesis is proposed:

H1: There is a statistically significant positive correlation between the level of disclosure in digital campaigns and the effectiveness of nonprofit organizations.

Campaign Imagery

Images and videos play a pivotal role in digital crowdfunding campaigns, serving as tools for evaluating rational content and eliciting emotional responses (Zhang et al., 2022). Studies have shown that viewers are emotionally influenced by images reflecting human facial expressions, which increases their willingness to donate (Gleasure & Feller, 2016). Moreover, visual content is a crucial factor in enhancing credibility (Kim et al., 2016), building a cohesive donor community (Choy & Schlagwein, 2016), and improving campaign spreadability (Berliner & Kenworthy, 2017).

Empathy whether negative (responding to suffering) or positive (engaging in the success of others) drives charitable behavior through the "warm glow" mechanism (Drollinger, 2010; Hou et al., 2023). For example, images showing beneficiaries actively participating in solving their problems enhance donors' perceptions of the effectiveness of their contributions (Gabriel, 2017), while negative images without detailed information may reduce support due to donors' feelings of helplessness (Buskila & Perez, 2022).

When a campaign is presented in an attractive and inspiring manner, it can stimulate positive emotions and empathy in donors, thereby increasing the chances of successful fundraising. Therefore, it is recommended to include impactful visual content consistently in campaigns to drive increased financial contributions from potential supporters (Gleasure & Feller, 2016; Snyder et al., 2016). According to Social Cognitive Theory (SCT), images affect personal factors (such as empathy) by triggering emotional responses (Gabriel, 2017), and they also act as an environmental factor that attracts attention across digital platforms (Berliner & Kenworthy, 2017). From the perspective of Social Exchange Theory (SET), images serve as a tool to enhance "emotional exchange," where donors provide financial resources in exchange for positive emotions (such as pride in participation) or alleviating negative feelings (such as guilt regarding suffering) (Drollinger, 2010; Hou et al., 2023). Studies indicate that positive images (such as survivors of crises) increase the effectiveness of donations, whereas negative images not accompanied by information may discourage support (Buskila & Perez, 2022), reflecting the balance between emotional costs and benefits in SET.

H2: The level of campaign imagery as a determinant of digital campaign success is positively associated with the effectiveness of nonprofit organizations.

Study Population and Sample

The study population consists of employees working in humanitarian organizations that focus on the Syrian issue in Turkey. These organizations include individuals from various administrative levels. The sample was selected using a simple random sampling method from among the employees of these organizations. The survey was sent electronically to the members of the sample, and a total of 382 valid surveys were collected for statistical analysis. The representativeness of the sample across all target groups in the population was ensured by comparing the distribution of the sample with the actual distribution of employees in humanitarian organizations in the region.

Tool and Variables Measurement

The questionnaire is the primary tool for collecting the data needed for this study. It was designed based on a review of the literature and relevant previous studies. The questionnaire used in this study consists of two main parts:

- Part One: Includes the basic demographic data of the study sample members, such as gender, age, administrative level, and educational level.

- Part Two: Contains 22 questions divided into three sections to measure the study variables as follows:

- Section One: Campaign Disclosure: This section includes 6 statements to measure the clarity and transparency of the information provided about the campaign, such as the details of its goals, the use of donations, and the credibility of the campaign through presenting clear and understandable information that helps increase donors' trust.

- Section Two: Campaign Imagery: This section includes 6 statements to measure the effect of the images and videos used in the campaign on attracting donors, enhancing their understanding of the beneficiaries' situation, and improving the campaign's credibility.

- Section Three: Organizational Effectiveness: This section consists of 10 statements to measure the organization's ability to attract volunteers, support from the public, attract and retain talented employees, and efficiently use resources to achieve financial and digital goals.

Each section was designed to accurately measure the specific aspects of the targeted variables, ensuring the reliability and validity of the collected data. Validated scales were used to measure the different dimensions of the variables in this study, and precise statistical methods were applied to analyze the relationships between the variables.

Statistical Analysis

The statistical analysis of the reliability of the study instrument using Cronbach's alpha revealed varying levels of internal consistency across the studied variables, as shown in the table below. Cronbach's alpha values are categorized according to scientific standards, where values ≥0.70 indicate acceptable reliability, ≥0.80 indicate good reliability, and ≥0.90 indicate exceptional reliability.

Table: 1 Cronbach's Alpha

Variable	Cronbach's Alpha	Number of Items
Campaign Disclosure	0.75	6
Campaign Imagery	0.83	6
Nonprofit Effectiveness	0.86	10
Overall Questionnaire	0.91	32

The significance of the values varies across the variables: for the "Campaign Disclosure" variable (α=0.75), the questions demonstrate acceptable internal consistency, allowing their use in analysis while considering their limitations. Meanwhile, the values for "Campaign Imagery" (α=0.83) and "Nonprofit Effectiveness" (α=0.86) reflect a high degree of homogeneity among the items within each variable, supporting the instrument's ability to accurately measure the targeted concepts, such as the emotional impact of imagery or the efficiency of organizations in attracting donations. The overall questionnaire value (α=0.91) indicates exceptional reliability, attributed to the optimal grouping of items (32 items) without excessive redundancy. It is noteworthy that the increase in the alpha value with the number of items is an expected phenomenon, provided the questions reflect integrated dimensions of the variable. These results confirm the instrument's validity for subsequent analyses, with the caveat that high reliability does not replace the evaluation of construct or content validity.

Table (2) presents the distribution of the sample by gender, with a total of 382 participants, distributed as 59.2% males (226 individuals) and 40.8% females (156 individuals). The distribution indicates a relative dominance of males in the sample, with a gender gap estimated at approximately 18.4% between the two genders. Although the sample does not reflect perfect gender balance, the female proportion exceeds the one-third threshold (33%). This can be attributed to the nature of the studied organizations, which operate in the humanitarian sector and typically require effort, travel, and the ability to withstand work pressures and crises, among other factors.

Table 2: Sample distribution by gender

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	226	59.2%	59.2%	59.2%
Female	156	40.8%	40.8%	100.0%
Total	382	100.0%	100.0%	

Table (3) illustrates the distribution of the sample by administrative level. The results reveal a predominance of the "Regular Employees" category, representing 40.6% (n=155) of the sample, followed by the "Supervisors" category at 20.4% (n=78). The "General Managers" category is the least represented, accounting for only 1% (n=4). This distribution reflects the typical hierarchical structure of organizations, highlighting significant disparities between the representation of senior managerial positions and operational-level roles.

Table 3: Sample distribution by administrative level

Administrative Level	Frequency	Percentage
General Manager	4	1.0%
Department Manager	39	10.2%
Member of the Digital Campaign Design Team	38	9.9%
Digital Campaign Marketer	68	17.8%
Supervisor	78	20.4%
Regular Employee	155	40.6%
Total	382	100.0%

Table (4) presents the distribution of the sample by educational level. The data show a clear predominance of participants holding a university degree, accounting for 55.2% (n=211) of the sample. In contrast, advanced academic qualifications Master's and PhD degrees are underrepresented, comprising only 20.4% combined. This

pattern reflects the typical professional landscape of humanitarian organizations, where higher academic qualifications are less prevalent, highlighting a representational gap in advanced academic expertise, as detailed below:

Table 4: Sample distribution by educational level

Educational Level	Frequency	Percentage
High School or Below	20	5.2%
Diploma/Institute	73	19.1%
University Degree	211	55.2%
Master's Degree	71	18.6%
Doctoral Degree (PhD)	7	1.8%
Total	382	100.0%

The descriptive statistical analysis (Table 5) indicates that the campaigns studied are characterized by a high level of disclosure, with an overall mean score of 4.58 out of 5 (corresponding to a relative importance of 91.58%). This reflects a strong consensus among respondents regarding the adequacy and clarity of the information provided. The highest mean scores were recorded for statements related to the role of attached certifications in enhancing trust (M = 4.61, SD = 0.50) and the clarity of information presented (M = 4.61, SD = 0.49). Conversely, the item concerning details on how donations are utilized had the lowest mean (M = 4.52, SD = 0.52), though it still maintained a high relative importance, with a minimum score of 3 observed.

The findings show notable consistency in respondents' perceptions, with standard deviations ranging between 0.49 and 0.52, indicating a homogeneous response pattern regarding the quality of disclosure. The high relative importance scores (all above 90%) suggest that the detailed information provided—such as campaign goals, beneficiary stories, and certifications—effectively contributes to building organizational credibility and encouraging donor engagement. These results align with existing literature that highlights the positive relationship between transparency and campaign success.

Table 5: Descriptive Statistics of Campaign Disclosure

Statement	Mean	Standard Deviation	Relative Importance
Information about the campaign's goals is detailed	4.55	0.50	90.94%
Details on how donations are used are provided	4.52	0.52	90.42%
The provided information enhances the organization's credibility	4.58	0.49	91.52%
The information presented is clear	4.59	0.51	91.73%
The attached stories help understand the beneficiaries' needs	4.61	0.49	92.25%
Certifications increase donor trust	4.61	0.50	92.25%
Overall Mean	4.58	0.50	91.58%

The descriptive statistical analysis (Table 6) revealed a high level of effectiveness of visual media (images and videos) in enhancing donor engagement, with an overall mean score of 4.59 out of 5 (corresponding to a relative importance of 91.96%). This underscores the pivotal role of visual content in the success of fundraising campaigns. The item *"Attracting donors through impactful visual storytelling"* recorded the highest mean score (M = 4.64, SD = 0.52) and the highest relative importance (92.77%). Conversely, the item *"Enhancing campaign credibility"* obtained the lowest mean score (M = 4.56, SD = 0.54), although it still falls within the high-performance range.

The results indicated a high level of consensus among respondents, with standard deviations ranging from 0.52 to 0.54 and minimal variation in ratings (a minimum score of 2.00 reported for some items). The consistently high relative importance values (all exceeding 91%) suggest that visual elements—particularly storytelling

through images (92.77%) and visually clarifying campaign goals (92.57%)—are key drivers in capturing donors' attention and eliciting emotional responses. These findings align with existing literature emphasizing the superiority of visual media in influencing human decision-making.

Table 6: Descriptive Statistics of Campaign Images

Item	Mean	Std. Deviation	Relative Importance
Attracting donors' attention through images	4.56	0.54	91.26%
Increasing understanding of beneficiaries' conditions	4.57	0.53	91.47%
Enhancing campaign credibility	4.56	0.54	91.20%
Emotional engagement through videos	4.59	0.53	91.83%
Visually clarifying campaign objectives	4.63	0.52	92.57%
Attracting donors via impactful visual storytelling	4.64	0.52	92.77%
Overall Mean	4.59	0.53	91.96%

The statistical analyses (Table 7) revealed a high level of effectiveness among the examined nonprofit organizations in achieving their strategic objectives, with an overall mean score of 4.64 out of 5 (corresponding to a relative importance of 93.01%). The findings highlight a strong emphasis on technological advancements and operational efficiency. The item *"Investing in automation and computing systems"* achieved the highest mean (M = 4.69, SD = 0.47) and the highest relative importance (93.87%), followed closely by *"Enhancing digital infrastructure"* (M = 4.69, SD = 0.47), underscoring the central role of technology in driving organizational effectiveness.

On the other hand, the item *"Public support and engagement"* recorded the lowest mean score (M = 4.54, SD = 0.51), which may reflect challenges in measuring direct social impact and community interaction outcomes.

Table 7: Descriptive Statistics for the Effectiveness of Nonprofit Organizations

Item	Mean	Std. Deviation	Relative Importance
Attracting volunteers through digital campaigns	4.60	0.50	92.04%
Public engagement	4.54	0.51	90.84%
Attracting and retaining talented employees	4.64	0.48	92.88%
Achieving fundraising goals	4.65	0.48	92.93%
Acquiring new donors	4.61	0.50	92.20%
Retaining existing donors	4.66	0.48	93.30%
Meeting the expectations of target beneficiaries	4.67	0.48	93.35%
Improving charitable operational efficiency	4.65	0.48	92.93%
Investing in automation and computing systems	4.69	0.47	93.87%
Developing digital infrastructure	4.69	0.47	93.82%
Overall Mean	4.64	0.49	93.01%

4. Discussion and Analysis

H1: There is a statistically significant positive correlation between the level of disclosure in digital campaigns and the effectiveness of nonprofit organizations.

The hypothesis was tested using a simple linear regression analysis. The results, as presented in Table 3.7, confirmed a statistically significant association between the two variables under investigation. A detailed interpretation of the findings is provided below:

The correlation coefficient (R) was calculated at **0.468**, indicating a **moderate positive relationship** between the level of disclosure and organizational effectiveness, according to Cohen's (1988) widely accepted classification of correlation strength.

The coefficient of determination (R^2) was **0.219**, suggesting that **21.9%** of the variance in the effectiveness of nonprofit organizations can be attributed to variations in digital campaign disclosure. The remaining **78.1%** of the variance is explained by factors not included in the current model. This finding implies a practically significant influence of disclosure, albeit limited as a sole predictor of effectiveness.

The standard error of the estimate was **0.28558**, reflecting an acceptable level of predictive accuracy for the model based on disclosure alone.

The ANOVA test results confirmed that the regression model was statistically significant (**F = 106.803; p < 0.001**), leading to the rejection of the null hypothesis. This supports the presence of a true relationship between the level of disclosure and organizational effectiveness, rather than a coincidental correlation.

The findings suggest that increasing transparency in nonprofit digital campaigns can enhance public and donor trust, which in turn contributes positively to organizational effectiveness.

However, the relatively modest percentage of explained variance (21.9%) highlights the need to incorporate additional variables into future models, such as service quality or administrative efficiency, to improve the model's explanatory power and capture a broader scope of determinants affecting nonprofit effectiveness.

Table 8: Regression Analysis Summary

Metric	Value	Interpretation
R	0.468	Moderate positive correlation
R^2	0.219	21.9% of the variance explained by disclosure
Adjusted R^2	0.217	Indicates no model overfitting
Std. Error of Estimate	0.28558	Acceptable prediction accuracy
F-value	106.803**	Highly significant (p < 0.001)

The results **partially support Hypothesis 1**, indicating that disclosure in digital campaigns has a moderate yet significant impact on the effectiveness of nonprofit organizations. Nonetheless, there is a clear need to explore other contributing variables in order to provide a more comprehensive understanding of what drives nonprofit effectiveness.

H 2: There is a statistically significant positive relationship between campaign imagery and the effectiveness of nonprofit organizations.

The hypothesis was tested using simple linear regression analysis. The results, as shown in Table 3.8, indicate a statistically significant association between the two variables. A detailed interpretation of the findings is provided below:

The correlation coefficient (R) was 0.368, suggesting a weak to moderate positive correlation between the quality of campaign imagery and the effectiveness of nonprofit organizations.

The coefficient of determination (R^2) was 0.135, indicating that only 13.5% of the variance in organizational effectiveness can be explained by changes in the quality of campaign imagery. The remaining 86.5% is attributed to other factors not captured in the current model.

The standard error of the estimate was 0.30056, reflecting a lower level of predictive accuracy compared to the disclosure variable discussed in Hypothesis 1.

The ANOVA test confirmed that the regression model was statistically significant (F = 59.507; p < 0.001), supporting the rejection of the null hypothesis. This provides evidence of a genuine effect of campaign imagery on effectiveness, though the strength of the effect is modest.

The results suggest that enhancing the quality of visual content in digital campaigns may positively influence audience engagement and interaction, which in turn could improve organizational effectiveness. These findings partially align with previous studies that have established a link between visual quality and campaign success.

Table 9: Regression Analysis Summary

Metric	Value	Interpretation
R	0.368	Weak to moderate positive correlation

R²	0.135	13.5% of variance explained by campaign imagery
Adjusted R²	0.133	Confirms no overfitting of the model
Std. Error of Estimate	0.30056	Moderate prediction accuracy
F-value	59.507**	Statistically significant (p < 0.001)

Nevertheless, the low proportion of explained variance (13.5%) highlights the limited standalone impact of campaign imagery. This suggests the need for integrating complementary variables such as strategic communication or organizational partnerships into future models to improve explanatory power and practical relevance.

The findings partially support Hypothesis 2, indicating a statistically significant but modest effect of campaign imagery on the effectiveness of nonprofit organizations. Given the weak correlation (R = 0.368) and the limited explained variance (13.5%), imagery alone is not a decisive factor. Therefore, it is recommended to consider its integration with other strategic elements such as transparency and disclosure to enhance effectiveness. Future research should also explore unmeasured variables such as operational efficiency or service quality to develop a more comprehensive understanding.

5. Conclusion

This study offers a systematic analysis of the effects of campaign disclosure and image quality on the effectiveness of nonprofit organizations, grounded in rigorous statistical methodology through linear regression analysis. The findings reveal that both variables have statistically significant impacts albeit with varying explanatory strengths—highlighting the need for more comprehensive research models to capture the complex interplay of factors that influence nonprofit success.

Regression analysis demonstrated a moderate positive correlation between campaign disclosure and organizational effectiveness (R = 0.468), with disclosure explaining approximately 21.9% of the variance (R² = 0.219) and yielding a highly significant model (F = 106.803; p < 0.001). These results emphasize the crucial role of transparency in building public trust an insight consistent with prior studies identifying disclosure as a central mechanism for achieving social accountability (Aprilia & Wibowo, 2017; Berliner & Kenworthy, 2017). However, the relatively modest explained variance suggests that disclosure operates within a broader organizational and environmental context, influenced by factors such as service quality and supportive governmental policies, warranting future research into these interdependencies.

The quality of campaign imagery was found to have a weak to moderate positive association with organizational effectiveness (R = 0.368), accounting for approximately 13.5% of the variance (R² = 0.135) with strong statistical significance (F = 59.507; p < 0.001). This supports earlier literature linking visual appeal with enhanced emotional engagement and campaign response (Choy & Schlagwein, 2015; Body & Breeze, 2016). Nevertheless, the influence of imagery is context-dependent: in emotionally charged humanitarian campaigns, compelling visuals may play a decisive role, whereas in data-driven initiatives, visual content may be of secondary importance, as noted by Salido-Andres et al. (2022).

Combined, campaign disclosure and image quality explain approximately 35.4% of the variance in nonprofit effectiveness, underscoring the presence of a research gap and the need to explore complementary variables, including Digital marketing strategies (e.g., influencer engagement, SEO optimization); Internal organizational factors (e.g., administrative efficiency, leadership quality); External context variables (e.g., cultural norms, economic conditions).

These findings suggest that effectiveness emerges from an integrated system of communication, operations, and external alignment. Future models should aim to reflect this complexity to guide both academic inquiry and practical organizational improvement.

6. Recommendations and Future Directions

The findings of this study underscore the importance of advancing the analytical scope of digital campaign evaluations by incorporating emerging variables, such as content type (textual, visual, interactive), geographic reach (local, regional, global), and update frequency (daily, weekly, monthly). Such variables are expected to exert differential impacts on nonprofit effectiveness. For instance, campaigns employing narrative storytelling as opposed to dry statistics may generate higher audience engagement in collectivist cultures, as suggested by Body & Breeze (2016).

Moreover, temporal context should be further examined. Emergency-driven campaigns may elicit stronger effects from visual quality and disclosure than seasonal or long-term campaigns. This is particularly relevant given the limited explanatory power of the current variables (21.9% for disclosure and 13.5% for image quality), which suggests the necessity of building multivariate regression models that integrate these temporal and contextual dynamics.

Additionally, the interplay between real-time updates (e.g., progress notifications or financial milestones) and audience trust warrants exploration, especially in highly competitive environments. Robiady et al. (2020) highlighted how timely communication can convert transparency into tangible action and donor confidence.

Finally, future studies are encouraged to adopt big data methodologies to track spatiotemporal interaction patterns across campaigns. Such approaches would enable nonprofit organizations to tailor campaign strategies based on the demographic and cultural characteristics of their target audiences, ultimately maximizing both social impact and financial returns of digital fundraising efforts.

7. References

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