

CALL FOR PAPERS

**A SPECIAL ISSUE OF *INTERNATIONAL JOURNAL OF NONPROFIT
AND VOLUNTARY SECTOR MARKETING***

COVID-19 and Donation Behaviour

Co-Editors of this Special Issue:

Rahul Chawdhary, Kingston University, London, United Kingdom
Anton van Weert, National Screening Laboratory, Sanquin, Netherlands
Eva-Maria Merz, Vrije Universiteit and Sanquin Research, Netherlands

Covid-19 has given rise to the biggest economic, health and socio-psychological challenges faced by global communities in recent memory. Despite the hardship, the crisis has brought out the best in people. Through numerous fundraising and volunteering efforts, displays of solidarity and generosity across many communities continue. Frontline efforts of the healthcare sector are being supported not just by charities, but by manufacturing firms, local government services, universities, and individuals. The pandemic highlighted the social paradox wherein the individuals despite the financial hardships due to reduced income, worry and anxiety faced by them rallied with their peers in show of solidarity and engaging in donation behaviour. Initial anecdotal evidence suggest that donation behaviour may have remained stable despite the pandemic and even surged for specific charities (e.g. NHS related charities in UK).

This timely issue of the *International Journal of Nonprofit and Voluntary Sector Marketing* focuses on the impact of COVID-19 on individual and institutional volunteering and donation behaviours.

Potential topics may include, but are not limited to:

- Furloughed fundraising teams, changes in charity activity and subsequent income levels
- Cancelled charity appeals and consequences for charities and beneficiaries
- Changes in marketing spending levels (for instance on acquisition, warm appeals etc) and subsequent performance during the Covid-19 crisis
- Changes and differences in sub-sector level activity (medical, international development and arts/culture)
- An examination into the surge in individuals and communities coming together in acts of altruism
- The role of psychology, emotions in explaining acts of volunteering and donation behaviour by individuals and organisations
- The role of culture, religion, societal and peer pressure in volunteering and donation behaviour
- The role of influencers and celebrity endorsers in influencing donation patterns
- Blood and organ donation during the global pandemic
- Inter-generational differences (Generation X,Y and Z) in donation behaviour

For pre-submission queries, prospective contributors are encouraged to contact the corresponding special Guest Editor, Dr Rahul Chawdhary at Kingston University, London:
r.chawdhary@kingston.ac.uk

We welcome conceptual, empirical as well as replication studies as long as they specifically address issues surrounding COVID-19 and donation behaviour.

Guest Editors would like to encourage Master's and Doctoral students to submit their dissertation work to the Special Issue.

Submission Instructions:

Abstract Submission Deadline: 1st April 2021

Abstracts and Covering letters should be submitted, by Email, for consideration by the Co-Editors:

Rahul Chawdhary, Kingston University (r.chawdhary@kingston.ac.uk)

Anton van Weert, National Screening Laboratory (a.vanweert@sanquin.nl)

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Deadline for Submission of First Manuscript: 1st July 2021

Once the submission materials have been prepared in accordance with the [Author Guidelines](#) manuscripts should be submitted online at <https://mc.manuscriptcentral.com/nvsm>

Please do not submit to the Special issue unless invited by the Co-Editors

All articles in the Special Issue will be peer-reviewed. The Co-Editors will be responsible for selecting papers for the Special Issue after the peer review process is concluded.

Special Issue Authors should answer 'Yes' when prompted at Step 1.

For further help with submissions, please contact: IJNVSMoffice@wiley.com