A Study of Charity Organization Cooperation in Internet Charity Fundraising

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Abstract: Along with the steady growth of social and economic levels, Internet charity fundraising has smoothly become the main form of charity fundraising in China. This paper discusses and analyzes the cooperation of charitable organizations in Internet charitable fundraising, combining its basic situation and main characteristics, and conducts research on the cooperation models of public fundraising sharing, support empowerment, issue association and brand cooperation, respectively, to promote the effective achievement of cooperation of charitable organizations in Internet charitable fundraising projects.

Keywords: Internet; Charitable Fundraising; Cooperation of Charitable Organizations

Introduction

In recent years, cooperation among charitable organizations is often the main topic of discussion in all walks of life. From a certain point of view, in the face of the ever-changing resource situation, guiding organizations to reach a good cooperative relationship and using the application and dissemination channels of the Internet can effectively improve the specific delivery of resources and information, fully mobilize the social value of public charities, and promote charitable fundraising It can also improve the way of transferring resources and information, fully mobilize the social value of public charity organizations, and promote the precise achievement and realization of charitable fundraising projects.

1. Basic situation and main features of cooperation of charitable organizations in Internet charitable fundraising

1.1 Basic information

Under the influence of the current social and economic system, public charities usually occupy a dominant position in the cooperation of Internet charitable fundraising, and as the party providing public fundraising qualifications in the cooperation process, they have the right to receive and enrich charity funds, and at the same time, they can also provide timely guidance and supervision to the cooperating non-public charities. Of course, they need to actively fulfill their obligations and responsibilities in the process of carrying out their activities, so that they can play their role and value as the nominal organization and insurance-creating unit of public fund-raising activities. Therefore, in the process of realistic operation, public charitable organizations and non-public charitable organizations will sign legally effective contracts after reaching cooperation, so as to clarify and subdivide the rights and obligations of both parties. According to relevant survey data, in recent years, among the public charity fundraising cooperation projects released by the Tencent platform, the annual cooperation projects of public charity fundraising organizations reached an average of more than 75% of the total proportion, among which the cooperation of national public charity organizations through Internet charity fundraising projects has received more attention and attention from project initiators.

1.2 Main features

According to the relevant survey data, and then comparing the project executors and initiators with the regions where public

fundraising is supported, excluding some projects of national nature or special regions, it can be significantly determined that about eighty percent of the project data proportions show that the charities whose initiators and executors undertake the projects have the basic characteristics of the same location, which reflects from the side that they carry out public charity In the process of public charity fundraising, they try to follow the main characteristic of being based in the region, thus effectively promoting the comprehensive cooperation and consensus of charitable organizations in Internet charity fundraising.

2. Four basic models of cooperation among charitable organizations in Internet charitable fundraising

2.1 Public shareholding type

This type of cooperation is mainly between public charity organizations and charitable organizations to share the public fundraising qualification and ensure that the project can be carried out smoothly. In a broad sense, although the other three models have independent individual characteristics, they all involve the public sharing type to a certain extent, while in a narrow sense, the public sharing type does not involve the cooperation between the two parties In other words, the basic philanthropic model of public sharing does not require the formation of a more elaborate or complex partnership between the two parties, and the specific content of the partnership is relatively homogeneous. Nonetheless, both parties need to jointly publish their obligations and responsibilities for participating in the charity project on the Internet public fundraising platform. On the one hand, according to the known legal regulations in China, public charity organizations need to implement perfect financial data and budget management for the project and bear the corresponding legal responsibilities and obligations when cooperating with the other party that does not have public qualifications. And also need to file the project program in the civil affairs agency department in a timely manner, and successfully get the number of the record. On the other hand, combined with legal regulations, the data information platform of public fundraising can make use of methods such as signing contracts and agreements and formulating corresponding methods and standards to implement dual testing and auditing of the content and qualifications of the online public charity projects, ensure that the data information provided by them is highly complete and authentic, actively do a good job of filing, and ensure that the charity fundraising organizations have the corresponding qualifications. Therefore, under the influence of the public share-based cooperation model, in order to ensure that its cooperation projects can be successfully launched in the corresponding platform and that the overall process is in line with the laws and regulations stipulated by the state, public charity organizations need to give necessary and reliable guidance and training to the cooperating charitable organizations to ensure that the overall Internet charity fundraising project plan can successfully pass the corresponding testing and analysis and meet the relevant requirements of the civil affairs department for filing and specifications. At the same time, public charities should also conduct implementation assessments and field inspections and verification of the partner projects to ensure that they are implemented according to the corresponding programs as scheduled[1] .

2.2 Support Empowerment Type

In simple terms, this cooperation mode mainly refers to the public fundraising charitable organizations on the basis of sharing the qualifications for participation, in order to provide corresponding help and services, etc., from the cooperation to give the corresponding ability to raise money and the implementation of the corresponding functions of charitable organizations, or to give strong support and guarantee to the operation and specific implementation of charitable organizations by means of allocation of donations or appreciation incentives. Combined with the relevant survey data to start the analysis can be found that the cooperation of recruiting charitable organizations gradually in the way of Internet public fundraising activities, on the one hand, can provide a reliable platform support, on the other hand, effectively drive the realization and achievement of the cooperation model, from the information platform support, capacity support and joint movement of resources, etc., to bring significant promotion effect and effect for the cooperative organizations and institutions. Compared with the public sharing model, the support and empowerment type is obviously optimized and enhanced in terms of content coverage for cooperation. In addition to providing the necessary guidance and corresponding service support, cemetery charities also need to provide multi-dimensional guarantee for the cooperating charities in terms of resources and capacity. However, the support empowerment type puts forward higher standards and requirements for the selection of cooperation targets and the subsequent implementation and operation of related public welfare projects, fully compressing

and enhancing the level of capacity of charitable organizations' independent management and operation status.

2.3 Joint issue type

The joint issue model is one in which philanthropic organizations or institutions deepen their cooperation in a vertical area according to a specific topic. In other words, this mode of cooperation can be carried out not only in specific fields such as education, medical care or individual rights, but also in specific geographical locations, so it has a certain full-coverage nature. In the process of cooperation between charitable organizations in Internet charitable fundraising, by reaching consensus and actively cooperating with charitable organizations in the same field, public charitable organizations can better bring into play their own advantages and characteristics, and effectively prevent the emergence and occurrence of cost risks and other situations. On the one hand, it can effectively bring out the individual characteristics of Internet charity fundraising, and on the other hand, it can fully promote the stable cooperation of charitable organizations, and lay a solid and reliable prerequisite support and guarantee for the comprehensive development of Internet charity fundraising projects. [2]

2.4 Brand cooperation type

In this model, the public charity provides a standardized and replicable branded program to its partner charities, while deepening the fundraising and implementation of the program. Under the influence of the branding model, public charities can ensure that they have agreed on consistent program goals and that non-public charities have direct access to a more mature implementation plan.[3] However, with the standardized restrictions and limitations, charitable needs will gradually develop in the direction of localization, which is not conducive to the cooperation of charitable organizations, and it is necessary to find a more suitable high-quality cooperation model in a short period of time.[4]

3. Conclusion

In conclusion, in the cooperation of charitable organizations in Internet charity fundraising, the inherent advantages of the Internet in disseminating data and information efficiently and quickly are fully applied to produce a strong impetus to the reaching of cooperation of charitable organizations and effectively realize the rationalization of social resources, and through the discussion and analysis of four types of cooperation models for charitable organizations to reach consensus.[5] it is further verified that in Internet charity fundraising, the formation of By exploring and analyzing four models of cooperation among charitable organizations to reach consensus, we further verify the importance and influence of the formation of healthy cooperation in Internet charity fundraising.

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