

Web Business Community Turn Back To Charity

JointWinWin.com, a free cause-related marketing business directory has released some provocative results of a cause related marketing survey it had conducted. Members of the web development community showed a significant resistance to the concept of giving to good causes. The survey unearthed interesting reasons as to why the web community in particular are seen to be 'less giving'.

June 3, 2009 (FPRC) -- JointWinWin conducted a survey covering 360 respondents from disparate interest groups on the internet. The majority of respondents were from 2 distinct traffic sources using paid advertising on Stumbleupon in an effort to get an average representative response for the business and consumer community combined.

The full details of the survey have been compiled into a downloadable special report entitled 'Reciprocal Profits'.

The results were striking.

In answer to the question:

'Given the choice between 2 companies offering the same product, at the same price, service level and guarantee. Which would you buy from - the company making a small donation to charity or the other?'

The 2 main groups responded like so:

The Stumbleupon Activism Group responded

- * 74.2% in favour
- * 5.9% would not
- * 19.9% were ambivalent

The Web Development Community Group responded

- * 61.1% in favour
- * 8.3% would not
- * 30.6% were ambivalent

'When I created the Stumbleupon surveys, I had a gut feeling the web community would be less responsive than the chosen Activism community. This was because the web community in general would be more hardened, more sceptical and wary of marketing devices on the internet.

Although the numbers show a majority of people would support good causes, there was a large number who didn't care either way - or so it appeared at first glance.

Does this mean the web community doesn't care?

Far from it, I believe the community has a lot of people making a difference and hopefully the

contents of the special report will change the minds of others sitting on the fence.

If they have turned their back on charity, I want them to turn back to charity' said Tom O'Brien, JointWinWin co-founder.

Although not a charity itself, the message and meaning of strategic philanthropy behind JointWinWin is clear: Business giving back is good for business.

The full special report can be downloaded here:
<http://jointwinwin.com/ReciprocalProfitsPDFDownload-PR>

About the company

JointWinWin.com (<http://jointwinwin.com/GetStarted>) is a free cause related marketing business directory and business growth membership site helping businesses grow so they can give more back to good causes around the world.

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