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In the realm of non-profit organizations, volunteers play an indispensable role in driving missions forward and creating meaningful community impact. Among these volunteers, fundraising supporters are especially vital, as their efforts directly influence an organization's ability to sustain and expand its programs. Understanding what motivates individuals to engage in fundraising activities can help non-profits craft better outreach strategies, foster deeper commitment, and ultimately enhance their fundraising success.

This article explores the various key motives that compel fundraising volunteers to dedicate their time, energy, and resources to non-profit causes. By examining these motives, organizations can better align their volunteer programs with the intrinsic and extrinsic drivers that inspire support, creating more effective engagement and long-term partnerships.
