

Nongovernmental Organisations' Sustainable Strategic Planning and Its Impact on Donors' Loyalty

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Abstract : The nonprofit sector has been heavily rising with the rise of sustainable development in developed and developing countries. Most economies are putting high pressure on this sector, believing that nongovernmental organizations (NGOs) are one of the main rescues during crises worldwide. Talking about the Egyptian NGOs, the number of those organizations has reached an average of 50,278 organizations which is the highest number Egypt has faced through the past decade. However, with the rising number of those NGOs comes their incapability of sustaining their performance and fundraising. Additionally, donors who are considered the key partners for those organizations have become knowledgeable about this sector which made them more demanding, putting high pressure on those organizations to believe that there must be a valuable return for the economy in order to donate. This research study aims to study the impact of a sustainable strategic planning model on raising loyal donors; the proposed model of this research presents several independent variables determining their impact on donors' intention to become loyal.

Keywords : nonprofit sector, non-governmental organizations, strategic planning, sustainable business model, CRM, RM

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