Konrath, S., & Handy, F. (2018). The development and validation of the motives to donate scale. *Nonprofit and Voluntary Sector Quarterly*, *47*(2), 347-375.

**Motives to Donate Scale**

The statements below are reasons that people may or may not want to donate money to charitable organizations. Using the scale below, please indicate how much you agree or disagree with each of these statements in terms of how much it applies to you personally. Please answer these questions whether or not you actually donate to charities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| strongly disagree | moderately disagree | neither agree nor disagree | moderately agree | strongly agree |

|  |  |  |
| --- | --- | --- |
| # | Item | Subscale |
| 1. | I donate because I feel compassion toward people in need. | Altruistic |
| 2. | I donate because I receive a tax credit for charitable contributions. | Tax |
| 3. | Many charitable organizations are dishonest. | Trust |
| 4. | Others with whom I am close place a high value on donating to charities. | Social |
| 5. | Donating to charity helps me save on my income taxes. | Tax |
| 6. | Donating money to charities would interfere with me meeting my own financial obligations. | Constraint |
| 7. | People should be willing to help others who are less fortunate. | Altruistic |
| 8. | Much of the money donated to charities is wasted. | Trust |
| 9. | Giving money to charities enables me to reduce my income taxes. | Tax |
| 10. | People I know share an interest in financially supporting charitable organizations | Social |
| 11. | My image of charitable organizations is positive. | Trust |
| 12. | Giving to charities makes me feel powerful. | Egoism |
| 13. | Donating money to charities provides too much of a financial strain on me. | Constraint |
| 14. | My friends donate to charities. | Social |
| 15. | Contributing money to charities enables me to obtain recognition. | Egoism |
| 16. | I donate money to charities because it makes me feel needed. | Egoism |
| 17. | Even if I wanted to donate money to charities, I could not financially afford it. | Constraint |
| 18. | I give because I am concerned about those less fortunate than myself. | Altruistic |

*\*Note: Delete subscale column before giving this to participants. It may be helpful to gather information on the frequency of charitable giving in the past year before asking these questions.*

Source: Konrath, S., & Handy, F. (2018). The development and validation of the motives to donate scale. *Nonprofit and Voluntary Sector Quarterly*, *47*(2), 347-375.