

1 Running Head: SPORT EVENTS AND MAKING A DIFFERENCE

2 The Role of Belief in Making a Difference in Enhancing Attachment to a Charity Sport

3 Event

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Abstract

Charity sport events provide charitable organizations with a mechanism to communicate the mission of the charity to a large participant base, while fostering a meaningful event experience for event participants. This research examines the relationship among motives for charity sport event participation, participant belief in making a difference and attachment to the event. In making this examination, an online questionnaire was administered to participants in the 2007 Lance Armstrong Foundation (LAF) LIVESTRONG Challenge (N=568). Through structural equation modeling, the results demonstrate that belief in making a difference mediates the relationship between social and charity motives and attachment. Suggestions are made for marketing communication highlighting that belief in making a difference via rituals, symbols, and social media can assist in attracting and retaining participants.

Key Words: Charity Sport Events, Belief in Making a Difference, Structural Equation Modeling, Attachment, Motivation

1 The Role of Belief in Making a Difference in Enhancing Attachment to a Charity Sport
2 Event

3 **Introduction**

4 In 2009, charitable giving in the United States equaled \$303.75US billion; 75%
5 (\$227US billion) of which came from private donations (Giving USA Foundation, 2010).
6 Further, over 50% of the population of Western Europe donated money to charity, while
7 over one third of the Australian population donated time to charitable organizations
8 (Charities Aid Foundation, 2010). Despite these positive statistics, nonprofit charitable
9 organizations are confronted by challenges in raising funds to sustain their operations.
10 These challenges include: the global economic recession, increased competition among
11 charities (Sargeant, 1999), increased donor attrition (Sargeant & Woodliffe, 2007), and
12 waning government support (Hibbert & Horne, 1996).

13 Nonprofit organizations increasingly rely on building relationships with donors
14 (Merchant, Ford & Sargeant, 2010) and utilizing innovative marketing strategies to
15 attract charitable participation (Kirchner, Markowski, & Ford, 2007). Hosting a charity
16 sport event, an event where a participant raises funds and then engages in physical
17 activity on behalf of the charity, is one strategy gaining popularity among charities
18 (Ruperto & Kerr, 2009). Charity sport events allow participants to satisfy a variety of
19 motives related to both the sport and recreation aspects of the event such as social,
20 physical, and escape, in combination with motives for charitable giving (Filo, Funk, &
21 O'Brien, 2008; Taylor & Shanka, 2008). Recent research has found that individuals can
22 derive considerable meaning from an event which can result in a felt attachment to the
23 event (Filo, Funk, & O'Brien, 2009).

1 Charity sport events have emerged as viable fundraising mechanisms for
2 charitable organizations. Beyond fundraising, additional objectives of these events
3 include: raising awareness for a cause, encouraging community engagement, building
4 sponsor relationships, and generating publicity for the charity (Ruperto & Kerr, 2009).
5 Within the research on these alternative fundraising mechanisms, a variety of terms have
6 been used to identify the events. These terms include charity sport events, charity-
7 affiliated sporting events, physical activity events, cause-related events, community
8 events, participant sport events, and special events (e.g., Bennett, Mousley, Kitchin, &
9 Ali-Choudhury, 2007; Filo et al., 2008; 2009; Higgins & Hodgins, 2008; Higgins &
10 Lauzon, 2003; Scott & Solomon, 2003; Taylor & Shanka, 2008). For the purposes of this
11 research, the term *charity sport event* will be used to refer to an event requiring a
12 registered participant to raise funds and complete physical activity with at least a portion
13 of proceeds benefiting a designated charity.

14 With an increase in the number of charity sport events, organizers must now
15 differentiate their event from competing events to attract participants and reach
16 fundraising goals. Beyond communicating the motives that can be satisfied through
17 participation, charity sport event managers must showcase other factors that distinguish
18 the event and contribute to the creation of a meaningful event experience. One way
19 charitable organizations may be able to accomplish this is through the communication
20 and reinforcement of the belief that individuals can make a difference beyond raising
21 funds through participation.

22 Research has noted that individuals can be motivated by the belief that they are
23 'making a difference' (Francois, 2007). Specifically, Francois posits that workers are

1 motivated by the belief that they are making a difference and that such a belief may lead
2 the individuals to donate their labor to that organization. While the focus of the current
3 research is not concerned with labor *per se*, Duncan (1999) notes that donations of efforts
4 are conceptually similar to monetary donations. Individuals may make monetary
5 donations, or donations of time and effort if they believe their efforts are making a
6 difference (Francois, 2007). Similarly, the role of the organization's commitment to the
7 output produced is viewed as a central concern in eliciting donations (Bilodeau &
8 Slivinski, 1998; Glazer, 2004).

9 Various nonprofit and charitable organizations include statements about making a
10 difference in their marketing communications, and often try to communicate to
11 participants post-campaign that the goals and objectives were met. Further, these
12 communications often highlight profiles of individuals that have been helped by the
13 fundraising of such campaigns with the goal of convincing donors and participants that
14 their efforts have, in fact, made a difference.

15 Concurrently, consumers are placing greater importance on the need for
16 belonging and self-realization while material wealth is becoming less important (Pringle
17 & Thompson, 1999). This pronounced shift in consumer attitude has placed greater
18 emphasis on alignment with products and services that provide meaning and fulfillment
19 (Ebenkamp & Stark, 1999). Further, the act of giving and helping others has been linked
20 with feelings of happiness (McGowan, 2006). Charity sport events in particular, provide
21 participants with a meaningful experience, and the act of giving and helping others
22 represents an important component of that meaning (Filo et al., 2009).

1 Reinforcing belief in making a difference through participation represents an
2 objective that can be achieved through charity sport events. Enhancing the belief in
3 making a difference may further contribute to the meaning participants derive from the
4 event and thus result in increased attachment to the event and associated charity. An
5 increased sense of attachment may, in turn, strengthen participants' positive attitudes and
6 supportive behaviors toward the event including increased likelihood of repeat
7 participation, more positive attitudes towards event sponsors (Filo, Funk, & O'Brien,
8 2010), as well as positive word of mouth (Funk & James, 2006).

9 The purpose of this research is to examine the relationships among motives for
10 charity sport event participation, belief in making a difference, and attachment to a
11 charity sport event. Specifically, this paper investigates how social, physical, escape, and
12 charity motives, along with belief in making a difference, contribute to attachment to a
13 charity sport event. In making this examination, the current research extends the findings
14 of existing research in the charity sport event context by building on what we know about
15 motives that drive participation in charity sport events (Taylor & Shanka, 2008) as well
16 as the factors that contribute to attachment to the event (Filo et al., 2008, 2009). The
17 current research introduces the concept of belief in making a difference, as a factor that
18 may influence the relationship between motives and attachment. Accordingly, the
19 contribution of this research is a quantitative investigation of how belief in making a
20 difference impacts attachment to a charity sport event.

21 The 2007 Lance Armstrong Foundation (LAF) **LIVESTRONG** Challenge serves
22 as the research context. This event represents an established charity sport event with an
23 emphasis on the mission of the charitable organization throughout event marketing

1 communication. The manuscript encompasses the following sections: First, the
2 theoretical framework employed to examine motivation, belief in making a difference,
3 and attachment to charity sport events is introduced. Next, the method is described and
4 the results are relayed. The paper utilizes structural equation modeling (SEM) to analyze
5 survey data gathered from participants in this event. Finally, an overall discussion of
6 findings highlights marketing and theoretical implications, along with directions for
7 future research.

8 **Theoretical Framework**

9 *The Psychological Continuum Model*

10 The current research employs the Psychological Continuum Model (PCM) (Funk
11 & James, 2001; 2006) to guide the investigation of the relationship between motives,
12 belief in making a difference, and attachment to a charity sport event. The PCM
13 advances processes that operate within and among four stages: awareness, attraction,
14 attachment, and allegiance.

15 The awareness process involves various socializing agents such as the media,
16 peers and family serving as environmental inputs introducing a charity sport event to an
17 individual, thus leading to the realization that the event is taking place. From there,
18 awareness outcomes combine with external inputs including environmental forces such as
19 event marketing communication, as well as internal inputs such as individual perceptions
20 of motives satisfied through participation. The interaction among these perceived needs
21 and motives, along with the knowledge of the charity sport event's existence, evolves
22 into attraction outcomes. Attraction outcomes include a preference for the event fostered
23 through participation in the event.

1 Next, the satisfaction of motives achieved through behavioral engagement in the
2 charity sport event interacts with the individual's self-concept and values. Collectively,
3 the interaction among motives, values, and self-concept represents the attachment process
4 and results in specific outcomes. These outcomes are embodied in stronger attitudes and
5 a more meaningful connection towards the charity sport event revealed through
6 emotional, symbolic, and functional meaning held for the charity sport event. Funk and
7 James (2006) suggest that attitudes and connection may form, grow stronger, and feed
8 back into the attachment process, facilitating allegiance, or commitment to the charity
9 sport event. Considering these favorable outcomes and an increasingly competitive
10 environment, charity sport event managers are well served to work to enhance
11 participants' attachment to the event. Thus, the current research focuses specifically on
12 attachment within the PCM framework.

13 Funk and James (2006) suggest that attachment to a sport object is revealed
14 through the object taking on emotional, symbolic, and/or functional meaning for the
15 individual. Sport objects can provide individuals with a sense of attachment (Trail,
16 Anderson, & Fink, 2000) and this can be based upon a variety of different aspects of the
17 object (Robinson & Trail, 2005). Meanwhile, the attitude strength inherent to attachment
18 can influence behavioral intentions (Alexandris, Funk, & Pritchard, in press; Funk,
19 Haugtvedt, & Howard, 2000). For the purposes of this research, attachment to a charity
20 sport event is conceptualized as *emotional, symbolic and functional meaning derived*
21 *from a charity sport event among participants.*

22 Funk and James' (2006) discussion of attachment highlights the importance of
23 motives for sport and recreation participation as factors contributing to attachment. They

1 suggest that motives reflect hedonic motives and dispositional needs that an individual
2 satisfies through charity sport event participation (Funk & James, 2001).

3 *Charity Sport Events Motives*

4 Charity sport events appeal to a variety of market segments based upon an
5 individual participant's identification with both the charity and sport (Peloza & Hassay,
6 2007; Scott & Solomon, 2002; Wood, Snelgrove, & Danylchuk, 2010). A number of
7 specific motives have been uncovered which explain charity sport event participation.

8 While each of these motives serves to satisfy needs, they can be broadly categorized as
9 being either recreation-based or charity-based (Bennett et al., 2007; Webber, 2004).

10 Recreation-based motives include (1) the desire to *socialize* with others to expand one's
11 knowledge base (2) the pursuit of a *physical* challenge, and (3) the desire to *escape* one's
12 everyday routine (Taylor & Shanka, 2008). Individuals driven to participate by charity-
13 based motivation seek to satisfy the desire to help others (Bennett et al., 2007). For the
14 purposes of this research, motives for charity sport event participation can be defined as
15 *recreation-based and charity-based needs fulfilled through charity sport event*
16 *participation.*

17 In a qualitative examination of charity sport event participation, Filo and
18 colleagues (2008) uncovered both recreation-based and charity-based motives, and
19 determined that an interaction occurs among the charitable component and select
20 recreation motives leading to attachment to a charity sport event. Specifically, the
21 authors revealed that motives such as physical and social took on enhanced meaning in
22 the charity sport event context. The social component of the event was depicted as an
23 opportunity to talk to others about their experience with, and connection to, the fight

1 against cancer. Meanwhile, the physical challenge inherent in the event was described in
2 terms of the challenges faced by cancer survivors. The enhanced meaning held for these
3 motives contributed to attachment to the event.

4 Recreation and charity-based motives were then assessed quantitatively and found
5 to contribute to attachment to a charity sport event (Filo et al., 2010). The current
6 research seeks to further test these findings through an examination of the antecedents of
7 attachment to a charity sport event. Specifically, the following hypothesis is proposed:

8 **Hypothesis 1:** *Social, physical, escape, and charity motives will contribute*
9 *positively to attachment to a charity sport event.*

10 The contribution of motives may only represent part of the picture of
11 understanding attachment to a charity sport event. As noted above, Funk and James
12 (2006) suggest that motives interact with an individual's self-concept and values, leading
13 to attachment to a sport object. Furthermore, personal and psychological forces can
14 increase attachment and these forces may reflect an evaluative outcome encompassing an
15 individual's beliefs and feelings towards the object (Funk, 2008). In the charity sport
16 event context, an individual's belief in making a difference through charity sport event
17 participation may reflect this evaluative outcome.

18 Research has demonstrated that an individual is motivated to take action on behalf
19 of a charitable cause and make a difference based upon three beliefs (Ryan & Deci,
20 2000). First, the belief that making a difference will personally impact the individual is
21 necessary. Second, the belief that a difference can actually be made must exist. Third,
22 the individual must believe that involvement within a particular social context will result
23 in making a difference (Deci & Ryan, 1985; Ryan & Deci, 2000). Charity sport events

1 provide a context in which individuals develop and reaffirm the belief that a difference
2 can be made. Accordingly, *belief in making a difference* is conceptualized here as an
3 evaluative process reflecting a charity sport event participant's beliefs and feelings
4 towards the charitable initiatives of the event.

5 As an individual's psychological connection with an object strengthens, their
6 evaluation may become more salient and accessible. This salience and accessibility can
7 be formed by gaining knowledge about the event, psychological rewards derived from the
8 event, and direct experience with the event (i.e., participation). Consequently, the
9 motives satisfied through charity sport event participation may contribute to belief in
10 making a difference. This introduces the second hypothesis advanced within this
11 research:

12 **Hypothesis 2:** *Social, physical, escape, and charity motives will contribute*
13 *positively to belief in making a difference through charity sport event*
14 *participation.*

15 Finally, in the charity sport context, belief in making a difference may strengthen
16 the outcomes associated with each stage within the PCM framework. For example, if an
17 individual believes their participation in a charity sport event will truly make a difference
18 then that individual will likely be more attracted to participate in the event and potentially
19 become attached to the event. Hence, it is predicted that this evaluative outcome will
20 mediate an individual's attachment with the charity sport event. This introduces the third
21 and final hypothesis:

1 reflected a 60/40 male/female ratio, and participants were mostly white, affluent, and
2 computer-savvy.

3 *Materials*

4 The online questionnaire included scales to assess various motives for
5 participating in the event, belief in making a difference, as well as participant attachment
6 to the event. Participants were given a multi-attribute questionnaire comprised of (a) four
7 items to measure social motivation, (b) two items to measure physical motivation, (c) two
8 items to measure escape motivation, (d) three items to measure charity motivation and (e)
9 six items to measure attachment to the event (Beard & Ragheb, 1983; Dawson, 1988;
10 Gladden, Mahony, & Apostolopoulou, 2004; Funk & James, 2006). Three items from the
11 research of Deci and Ryan (1985) and Ryan and Deci (2000) were adapted in
12 consultation with the LAF research team, and employed to measure Belief in Making a
13 Difference. All items were measured on seven-point Likert-scales (anchored by 1 =
14 strongly disagree, 7 = strongly agree). Each item is listed in Table 1. A brief battery of
15 demographic questions was also included in the questionnaire. This did not include
16 gender.

17 *Data Analysis*

18 To test the hypotheses advanced within this research, the following steps were
19 employed. First, to assess the measurement of the different constructs, mean scores were
20 calculated and a confirmatory factor analysis (CFA) was run to confirm the validity of the
21 measures. Convergent validity was examined by calculating average variance extracted
22 (AVE) measures for each latent construct and discriminant validity was assessed by
23 examining the correlations between the latent constructs. Meanwhile, reliability was

1 examined through assessing the coefficient alpha and composite reliability of each
2 construct.

3 Next, structural equation modeling (SEM) was employed to test the effect of
4 social, physical, escape, and charity motives on attachment and belief in making a
5 difference (Hypothesis 1 and 2), as well as the mediating effect of belief in making a
6 difference on the relationship between the motives and attachment (Hypothesis 3) (e.g.,
7 Iacobucci, Saldanha, & Deng, 2007). The measured constructs were modeled based upon
8 the relationships advanced in the theoretical framework. Within the model, direct and
9 indirect paths were fit simultaneously to estimate effects across the constructs.

10 Finally, a z-test was computed to assess mediation through testing the relative size
11 of the direct and indirect paths. Significant paths found within the structural equation
12 model were used to test hypotheses 1 and 2, while the mediation advanced within
13 hypothesis 3 was assessed via the z-test. According to Iacobucci and colleagues, if the z-
14 test is significant, and the direct path between the latent and outcome variables is not
15 significant, then full mediation exists. If the both the z-test and the direct path between
16 the latent and outcome variables are significant, then the mediation is deemed partial. In
17 assessing the structural equation model, fit was tested through select fit indices: CFI, IFI,
18 NFI, GFI, and RMSEA. The results derived from these data analyses are presented next.

19 **Results**

20 The means and standard deviations of the latent constructs were calculated first,
21 and are displayed in Table 1. The mean scores for each construct ranged from $M = 4.49$
22 (Belief in Making a Difference) to $M = 6.00$ (Physical).

1 Next, the 21 items representing six latent variables were subjected to confirmatory
2 factor analysis (CFA) using LISREL 8.8 (Gerbing & Anderson, 1988). As predicted, all
3 items loaded correctly on their *a priori* hypothesized factors; factor loadings were all
4 above 0.6 (all but three were above 0.7). According to the model fit statistics the
5 measurement model fit the data satisfactorily (CFI = .97, IFI = .97, NFI = .96, GFI = .89,
6 RMSEA = .079) as all fit indices exceed the commonly suggested thresholds (Hair,
7 Black, Babin, Anderson, & Tatham, 2010).

8 From there, internal consistency was examined. Cronbach's alphas were above
9 the .70 level recommended by Nunnally (1978) for each construct except charity (α
10 = .66). Reliability was also assessed by calculating composite reliabilities – all were well
11 above the .70 recommended level (Bagozzi, 1993) ranging from .86 to .98 (charity = .86).
12 Collectively, these two approaches for assessing internal consistency suggest that the
13 measures are, in fact, reliable. Convergent validity was then assessed by calculating the
14 average variance extracted (AVE) of each latent construct. All AVEs exceeded the
15 recommended threshold of .50 (ranging from .54 to .90) providing evidence of
16 convergent validity (Fornell & Larcker, 1981). The standardized factor loadings of each
17 item, as well as the Cronbach alphas, composite reliabilities, and average variance
18 extracted for each latent variable can be found in Table 1.

19 Finally, evidence of discriminant validity is provided by the fact that all
20 intercorrelations are less than the .85 threshold suggested by Kline (1998). The
21 correlations among the latent variables can be found in Table 2.

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Insert Table 1 and Table 2 about here

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2 To test the hypotheses a structural model was estimated using LISREL 8.8 with
3 maximum likelihood estimation. The results of this estimation can be found in Table 3,
4 and the structural equation model is displayed in Figure 1. The fit indices for the overall
5 path model provide evidence of sufficient model fit (CFI = .97, IFI = .97, NFI = .96, GFI =
6 .90, RMSEA = .076). Turning to the individual path coefficients, significant paths are
7 present from social motives to attachment (standardized coefficient = .31, $t = 4.58$) and
8 from charity motives to attachment (standardized coefficient = .34, $t = 7.23$). Hypothesis
9 1 advanced that social, physical, escape and charity motives would contribute to
10 attachment to a charity sport event. Results revealed a significant path between the social
11 and charity motives and attachment. However, the path between physical motivation and
12 attachment was not significant, nor was the path between escape and attachment. This
13 finding provides partial support for hypothesis 1.

14 Further, significant paths were found between social motives and belief in making
15 a difference (standardized coefficient = .35, $t = 5.24$) and from charity motives to belief
16 in making a difference (standardized coefficient = .35, $t = 8.04$). Hypothesis 2 suggested
17 that social, physical, escape and charity motives contribute to an individual's belief in
18 making a difference through their charity sport event participation. The results
19 demonstrated a significant relationship exists among the social and charity motive and
20 belief in making a difference. A significant path was not found between physical
21 motivation and belief in making a difference, nor did a significant path exist between
22 escape and belief in making a difference. These results provide partial support for
23 hypothesis 2.

1 Finally, the model estimation yielded a significant path from belief in making a
2 difference to attachment (standardized coefficient = .29, $t = 6.11$). In accordance with
3 Iacobucci et al. (2007) a z-test assessing the indirect effect of social motivation on
4 attachment was calculated. The significant z-test ($z=3.98$, $p < .01$) indicates that belief in
5 making a difference partially mediates the relationship between social motivation and
6 attachment. A z-test assessing the indirect effect of charity motivation on attachment was
7 also calculated. Again, the significant z-test ($z = 4.86$, $p < .01$) indicates that belief in
8 making a difference partially mediates the relationship between charity motivation and
9 attachment. Hypothesis 3 advanced belief in making a difference as a mediator between
10 social, physical, escape, and charity motives and attachment. The analysis revealed that
11 belief in making a difference mediates the relationship between social and charity
12 motives and attachment, but not between physical and escape and attachment, providing
13 partial support for hypothesis 3.

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Insert Table 3 about here

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Insert Figure 1 about here

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Discussion

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The results introduce a number of findings consistent with existing literature in the charity sport event context. The impact of social and charity motives on attachment to the event underscores the importance of a connection to both sport and charity among

1 charity sport event participants (Peloza & Hassay, 2007; Scott & Solomon, 2002; Wood
2 et al., 2010). In addition, the relationship between social motives and charity motives and
3 attachment supports the notion that charity sport events can represent a meaningful
4 experience (Cornwell & Smith, 2001). The results also show that the neither physical
5 motive nor escape motive lead to belief in making a difference, or attachment. It is
6 conceivable that an individual motivated to participate in a charity sport event by the
7 physical aspect, or the opportunity to escape his or her everyday routine, may not be
8 particularly attached to the event. Previous research in the charity sport event context has
9 questioned the contribution of the escape motive to attachment (Filo et al., 2008). In light
10 of this, it is not surprising that the physical and escape motives do not lead to belief in
11 making a difference or attachment.

12 The contribution of the social motive and charity motive to belief in making a
13 difference suggests that belief in making a difference is highlighted and reinforced
14 through charity sport event participation. This aligns with the notion that charity sport
15 events can achieve objectives beyond fundraising (Ruperto & Kerr, 2009). The
16 significant relationship between the social and charity motives and attachment, as well as
17 belief in making a difference and attachment supports the idea that an individual becomes
18 attached to an object based upon different aspects of the object (Robinson & Trail, 2005).
19 In addition, the contribution of both the social and charity motives, along with the belief
20 in making a difference, confirms Funk and James' (2006) assertion that attachment is an
21 outcome driven by factors beyond motives. Moreover, the mediating role of belief in
22 making a difference in predicting attachment to a charity sport event provides empirical
23 support for Funk's (2008) contention that an evaluative outcome representing an

1 individual's beliefs and feelings towards an object strengthens the outcomes. In the case
2 of the current research, belief in making a difference reflects an evaluative outcome that
3 predicts a stronger attachment to a charity sport event.

4 *Marketing Implications*

5 The findings of this research introduce a number of implications for those who
6 manage and market events. To strengthen individuals' attachment to the event, marketers
7 must work to reinforce the belief that these individuals are making a difference through
8 participating in the event. Reddin and Sonn (2003) suggest symbols and rituals can
9 reinforce an individual's emotional connection to an object. Event marketers can utilize
10 symbols through the development of event merchandise emphasizing the social change
11 outcomes of the event. T-shirts, hats, and posters that include messaging highlighting the
12 difference made through participation can be sold to participants before, during, and after
13 the event. In addition, rituals can be implemented before, during, and after the event
14 showcasing the impact that the event has on the related cause. Gatherings such as early
15 bird registration parties, ceremonies prior to the start of the event, and post-event parties
16 can be used to communicate goals in advance of the event; achievement of those goals;
17 and objectives for future events. Symbols and rituals can contribute to the development
18 of moral responsibility within communities, and, in turn, commitment to a charity's calls
19 to action (Hassay & Pelozza 2009). Through developing and reinforcing belief in making
20 a difference among event participants, event organizers can further facilitate attachment.

21 Second, social media can be utilized to reinforce the social aspect of charity sport
22 events, while also enhancing participants' belief in making a difference before and after
23 the event. Organizations can attract consumer response to social media activity by

1 engaging and leading users via the provision of compelling content (Bennett, 2007).
2 Social media technologies can communicate needs in advance of the event, while also
3 providing a mechanism to thank participants following the event and communicate the
4 outcomes achieved. Online viral videos featuring constituents of the charitable
5 organization describing the importance of the charity and the event could be an effective
6 means to create a narrative within event marketing communication.

7 Third, the link between the social motive and belief in making a difference
8 suggests that the strength of the collective among participants may reinforce participant
9 belief in impacting change through the event. Event managers can leverage the
10 relationship between socializing and belief in making a difference by facilitating the
11 development of networks among participants. Social networks can facilitate the flow of
12 information and communicate opportunities to individuals, while enhancing social capital
13 (Lin, 1999). Event marketers can develop promotions for social networks at the event, as
14 well as activities for networks in the aftermath of the event. These promotions can
15 include registration and sign up opportunities for small groups to volunteer or join
16 committees within the charitable organization, as well as join lobbying efforts on behalf
17 of the charity. In addition, small group training programs and teams can be facilitated by
18 event managers to allow participants to sustain their physical activity following the event
19 alongside individuals who share the connection to the charity.

20 *Future Directions*

21 The current study examined a set of presupposed motives that, based on prior
22 research, were thought to influence belief in making a difference and attachment. A
23 number of further studies are warranted based upon the findings of this research. Further

1 qualitative and quantitative work can refine the scales employed to assess belief in
2 making a difference. Qualitative research can further define what qualifies as making a
3 difference. Subjectivity may exist among participants as to how they are successfully
4 making a difference (e.g., awareness, fundraising, advocacy, participation) Focus groups
5 may provide an effective means to solicit these opinions.

6 In addition, longitudinal data can be collected to track sustained participant
7 engagement with the charity following the event. It may also be useful to examine
8 similarities and differences among sub-groups who participate in these events based on
9 level of physical activity. For example, the current study included those participating in
10 the LAF event as a whole, thus combining those who were participating in a 10-mile
11 cycling ride with those who were participating in a 100-mile cycling ride. Similarly,
12 individuals who participate in a variety of charity sport events can be compared with
13 individuals who participate in a select few events to account for differences that may
14 exist in the factors contributing to attachment based upon experience and history with
15 these events. Possible differences between the motives for participation, the level of
16 attachment to the event, as well as the collective belief in making a difference among
17 each segment should be assessed.

18 Further, the current study focused on an event and charity that are quite well-
19 known and successful, while many smaller charity sport events exist. It may be useful to
20 examine attachment to the event and charity, and how individuals believe they can make
21 a difference through smaller, lesser-known events. Next, this research focused
22 exclusively on event participants. However, charity sport events rely upon a dedicated
23 volunteer force, while encouraging friends and family of participants to attend as

1 spectators. An investigation of belief in making a difference among volunteers and
2 spectators could assist event marketers in tailoring communication to different event
3 stakeholders. Effective marketing communication to volunteers and spectators could not
4 only assist in the achievement of social change objectives, but could also enhance event
5 sustainability. Event sponsors represent an additional event stakeholder worthy of
6 examination. Qualitative data could be collected to investigate the relationship between
7 the charity and corporate partners to evaluate belief in making a difference among these
8 event stakeholders.

9 Finally, further research can explore whether charity sport event participation
10 promotes increased charitable activity in general among participants. Belief in making a
11 difference among participants may transcend the designated benefitting charity for a
12 specific event. Participants may be inspired to engage with a variety of other charitable
13 endeavors as a result of a charity sport event. Research can examine whether this occurs,
14 as well as how participants get involved with other charities (i.e., fundraising, advocacy,
15 volunteering, etc.). Finally, future research should investigate whether the same
16 relationship holds true for non-sport charity events (i.e., Shave for a Cure, MS Read-A-
17 Thon, etc).

18 **Conclusion**

19 This research reveals belief in making a difference as an evaluative outcome
20 among participants mediating the relationship between motives and attachment to a
21 charity sport event. Specifically, social motives and charity motives contribute to a
22 participant's belief in making a difference which, in turn, contributes to a participant's
23 attachment to the event. Event marketers can utilize a number of resources to reinforce

- 1 belief in making a difference to attract and retain participants. It is hoped that this
- 2 research serves as a starting point for further investigation of the social change-based
- 3 initiatives of charity sport events.
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Table 1

Scale Items, Means (*M*), Standard Deviations (*SD*), Factor Loadings, Cronbach's alpha (α), Composite Reliabilities (*CR*), and Average Variance Extracted (*AVE*).

Construct and Indicators	Standardized Loading
<i>One of my reasons for engaging in the LIVESTRONG Challenge is.....</i>	
Social (<i>M</i> = 5.66, <i>SD</i> = 1.86, α = .85, <i>CR</i> = .90, <i>AVE</i> = .58)	
1. to expand my knowledge	0.68
2. to discover new things	0.75
3. to interact with others	0.80
4. to meet new and different people	0.80
Physical (<i>M</i> = 6.00, <i>SD</i> = 3.83, α = .81, <i>CR</i> = .93, <i>AVE</i> = .78)	
1. to improve my skill and ability in doing the activity	0.90
2. to keep in shape physically	0.87
Escape (<i>M</i> = 5.54, <i>SD</i> = 1.91, α = .76, <i>CR</i> = .90, <i>AVE</i> = .73)	
1. to avoid the hustle and bustle of daily activities	0.74
2. to relieve stress and tension	0.95
<i>Giving to the Lance Armstrong Foundation.....</i>	
Charity (<i>M</i> = 5.54, <i>SD</i> = 2.23, α = .66, <i>CR</i> = .86, <i>AVE</i> = .54)	
1. allows me to enhance the prestige of the Charity	0.63
2. allows me to push the organization towards success	0.80
3. provides my life with greater purpose	0.76
Belief in Making a Difference (<i>M</i> = 5.60, <i>SD</i> = 1.21, α = .95, <i>CR</i> = .98, <i>AVE</i> = .90)	
1. Making cancer a national priority is personally important to me	0.95
2. I feel that I am an active part of the LIVESTRONG Army making cancer a national priority	0.98
3. I believe making cancer a national priority would benefit me, my family and/or my friends	0.92
Attachment (<i>M</i> = 4.49, <i>SD</i> = 1.18, α = .86, <i>CR</i> = .94, <i>AVE</i> = .60)	
1. I possess a great deal of knowledge about the LIVESTRONG Challenge	0.68
2. If I were to list everything I know about the LIVESTRONG Challenge, the list would be quite long	0.80
3. The LIVESTRONG Challenge is important to me	0.87
4. Being a participant in the LIVESTRONG Challenge is very important to me	0.84
5. You can tell a lot about a person by whether or not he or she participates in the LIVESTRONG Challenge	0.77
6. Participating in the LIVESTRONG Challenge gives a glimpse of the type of person I am	0.66

Notes α = Cronbach Alpha; *CR* = Composite Reliability, *AVE* = Average Variance Extracted.

Fit Indices (Measurement Model): CFI = .97; IFI = .97; NFI = .96; GFI = .89; RMSEA = .079, 90% Confidence Interval for RMSEA = .073 to .085; $\chi^2_{(149)} = 697.28$, $p = 0.00$

Table 2

Correlations Among Latent Variables

<i>Latent Construct</i>	1	2	3	4	5	6
1. Social	1					
2. Physical	0.62	1				
3. Escape	0.39	0.61	1			
4. Charity	0.47	0.32	0.26	1		
5. Attachment	0.51	0.24	0.18	0.80	1	
6. Belief in Making a Difference	0.43	0.22	0.13	0.51	0.56	1

Note: All correlations significant at: $p < .01$

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Table 3

Maximum-Likelihood Standardized Coefficients, Unstandardized Parameter Estimates, and T-Statistics of Structural Model Path Coefficients

<i>Path Description (From → to)</i>	<i>Standardized Estimate</i>	<i>Unstandardized Estimate</i>	<i>t-value</i>
Social → Attachment	.31	.21	4.58*
Social → Belief in Difference	.35	.22	5.24*
Physical → Attachment	-.09	-.03	-1.37
Physical → Belief in Difference	-.03	-.01	-0.51
Escape → Attachment	.02	.01	0.35
Escape → Belief in Difference	-.03	-.02	-0.66
Charity → Attachment	.34	.22	7.23*
Charity → Belief in Difference	.35	.21	8.04*
Belief in Difference → Attachment	.29	.30	6.11*
<hr/>			
R ² = .30, Belief in Making a Difference			
R ² = .49, Attachment			

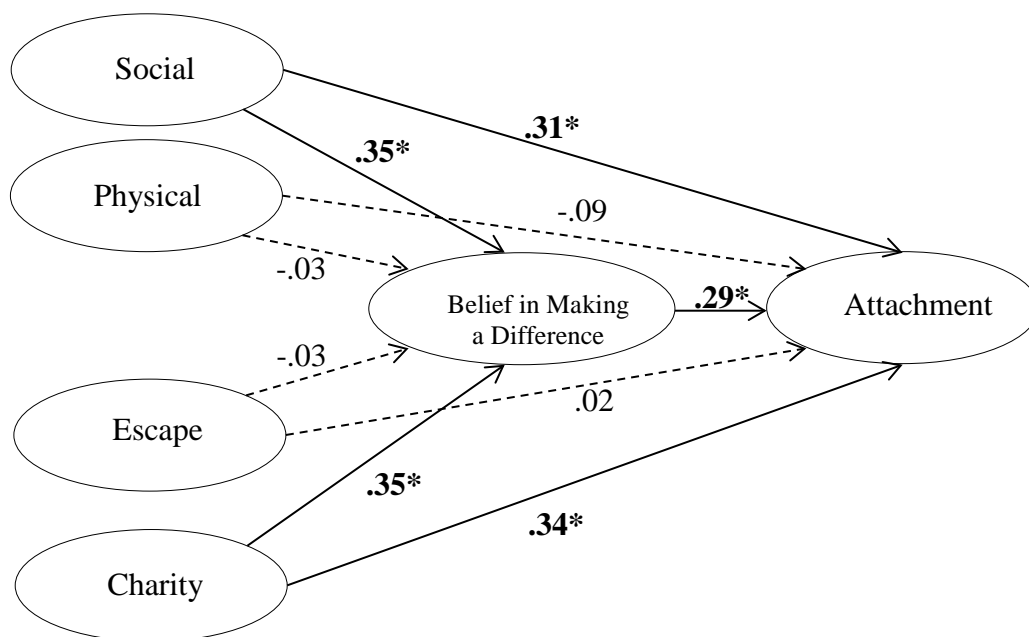
Note: *p < .001

Fit Indices (Structural Model): CFI = .97; IFI = .97; NFI = .96; GFI = .90 RMSEA = .076, 90% Confidence Interval for RMSEA = .07 to .082; $\chi^2_{(149)} = 663.6, p = 0.00$

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Note: Standardized estimates, *p < .001; Model Fit Indices: CFI = .97; IFI = .97; NFI = .96; GFI = .90
RMSEA = .076; $\chi^2_{(149)} = 663.6, p = 0.00$

24 *Figure 1. Test of mediating effect of belief in making a difference*