

Editorial: Nursing Papers

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Spanning issues 3.1 and 3.2 of this journal is a series of case studies looking at the practice of fund raising cross-culturally. These articles were first presented at a seminar jointly sponsored by the Indiana Center for Intercultural Communication (ICIC) and the IU Center on Philanthropy (COP), "Case Studies of Fundraising Internationally," which was held on the Indiana University Purdue University Indianapolis campus in October 2001.

The roots for this seminar and the collaboration between ICIC and COP extend back several years, most notably to the COP's eleventh annual symposium held in Indianapolis in August of 1998 on the topic, "Language and Rhetoric of Fundraising." At this symposium, nearly 200 fundraising practitioners and scholars of linguistics and rhetoric convened for two days to share ideas about how language is used in fund raising. Many of the papers presented at this symposium were then published during the winter of 1998 in a special volume of the journal *New Directions for Philanthropic Fundraising* (vol. 22) subtitled, "Understanding and improving the language of fundraising."

This joint effort to look at the language of fund raising continued when, in January 1999, ICIC received a two-year grant from the IU COP to develop a philanthropic fund-raising corpus. While working on developing the ICIC Fundraising Corpus, it became clear through feedback from practitioners that we needed an international perspective on fund-raising language as well. The result of this feedback was another grant awarded to ICIC by the COP in the fall of 2000. The goal of this project was to provide an opportunity for a group of scholars in linguistics, rhetoric, and communication studies to work collaboratively with international fund raisers to begin planning a corpus of fund-raising texts from Germany, Finland, Japan, Mexico, and the United States. To accomplish this goal, we set out to do a series of cross-cultural case studies of the fund-raising practices of the local affiliates in five countries of an international organization, with special attention to the types of fund-raising materials and strategies used. The papers presented at the seminar, and the articles in this and the next issue of this journal, are the results of these case studies.

Our approach to this project was to look at one international nonprofit organization, the International Nursing Association (INA), and examine how the national affiliates in different cultures went about accomplishing their common mission. Our assumption is that by holding the organization and mission constant, it will allow us to see more clearly the influence that culture plays on the fund-raising efforts of nonprofits.

Based on the feedback we received from our collaborating practitioners, as well as the contacts that we had with colleagues abroad, we chose to look at the national affiliates of the INA in Finland, Germany, Mexico, Japan, and the USA. While our contacts with the local INA affiliates

were generally quite productive, the Mexican affiliate of the INA was unresponsive to our requests to interview them. Since the Mexican Nursing Association is not a significant voice for Mexican nurses, representing well less than 1 percent of nurses in Mexico, we chose instead to work with a major (nonprofit) school of nursing located in Mexico City. While not a member of the INA network, this school of nursing well represents the status quo for the field of nursing in Mexico and, consequently, proved a good representative for the case study.

Each of the researchers flew to the headquarters of the respective organizations and met with the directors to interview them about their operations. Each used an interview protocol that had been developed to guide the interviews. Our research questions included the following: (1) What are the sociopolitical parameters that influence fund-raising practices of the organization in each country? (2) What are the technological influences on fund-raising practices of the organization in each country? (3) What similarities and differences are there in the scenarios of a major fund-raising campaign in the organization affiliates across cultures? (4) What similarities and differences are there in the types of written materials used in a major fund-raising campaign across cultures?

While the following case studies talk about organizations in the field of nursing in particular, it is the light they shed on how fund raising and promotion are done by nonprofits with similar missions and clientele in different cultures that is of particular interest. Indeed, the differences prove to be fascinating and give important insight into cultural factors that must be taken into consideration when doing promotion and fundraising.

The first three case studies in this series are presented in this issue. Beth Goering's case study of the American Nurses Association and the American Nurses Foundation provides a look at how a US nonprofit goes about its task of promoting its organization and raising funds. As it is the American practice of fund raising that is often looked to as a model (as stated by several of the interviewees), this case study was placed first in this issue to serve as a reference for the following case studies. It sets the stage to better see and understand the variations on fund raising and promotion that occur within professional organizations across cultures.

The case study of the Japanese Nursing Association, by Mary Theresa Seig and Chitose Asaoka, provides a very interesting window on the process of fund raising and promotion in an Asian context. Seig and Asaoka note that the value and practice of philanthropy in Japan are not deeply rooted and take a different form from fund raising in the West. In particular, the time-honored values of being discreet and indirect, and the group-oriented focus of the culture, shape dramatically how fund raising is conducted in Japan.

Ulla Connor examines the fund-raising practices of the Finnish Federation of Nurses. Finland, like its Scandinavian neighbors, reflects the values associated with the socially progressive European welfare state. The underlying belief that it is the government's role to meet the primary needs of its people has a tremendous impact, not only on the efficacy of fund raising in Finland, but also on the perceptions of the value of fund raising. As Connor points out, fundraising in Finland is considered begging.

Coming in the next issue of this journal, Beth Goering presents a case study on the German Nursing Association. Goering points out that, like Finland, Germany has a long tradition of relying on public funding to meet human needs. What is interesting, however, is that German nonprofit organizations are in transition; as public money for social programs continues to be cut back, there is a growing acceptance of the American fund-raising model as one that can be copied. Despite the increased institutionalization of fund-raising in Germany, Goering notes that there are still many cultural differences that make the fund-raising process in Germany unique and challenging.

Thomas Upton and Marcela Orvananos conclude the case studies with their examination of the fund-raising practices of the American British Cowdray School of Nursing in Mexico. Upton and Orvananos note that, like many other countries across Latin America, there is little tradition in Mexico for the wide variety of secular, nonprofit philanthropic organizations that are typical in the USA, and that the idea of philanthropy--and fundraising--is little understood or practiced. In Mexico, there are many cultural aspects that hinder the practice of fund raising. The two most significant are the general reluctance to seek help from strangers and, on the flip side, the general lack of concern for the needs of someone (or an organization) that is not related or connected to you in some way.

Together, these five case studies clearly reflect the notion that there is no "best" way to go about fund raising when taking into account the cultural variables that come into play in different countries. What leads to success in one culture will doom fund raisers to failure in another. In her Epilogue to this series of case studies, Ulla Connor highlights the insights gained from these case studies and the implications for international fund raising. In sum, this set of case studies is an important step toward the realization that fundraising does not occur in a vacuum. Organizations seeking to promote their causes and efforts abroad must spend time to understand fully the context and culture in which they wish to operate. These case studies vividly illustrate just how complex, but fascinating, this cultural component to fundraising truly is.