

Does Vice Make Nice? The Viability and Virtuousness of Charity Lotteries

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ABSTRACT. Globally, charities are under increasing pressure to find alternative sources of funding. Although charitable gaming has long been considered a viable source of revenue for charities, opponents of gaming have raised concerns about the potential negative consequences associated with gambling. The current paper examines a unique form of charity gaming—the charity super lottery (CSL)—that offers a number of fundraising benefits to cash-strapped charities. Results from a preliminary study of CSL ticket buyers suggest that the CSL may be both a virtuous and viable source of fundraising. Interviews revealed that CSL consumers (1) viewed the ticket purchase as a donation rather than gambling, (2) were unlikely to be involved in other forms of gambling, and finally (3) perceived the CSL purchase as a complementary rather than supplementary form of charity support behavior. Implications for the fundraisers of charitable organizations and directions for future research are discussed. doi: 10.1300/J054v18n01_04 [Article copies available for a fee from The Haworth Document Delivery Service: 1-800-HAWORTH. E-mail address: <docdelivery@haworthpress.com> Website: <<http://www.HaworthPress.com>> © 2007 by The Haworth Press, Inc. All rights reserved.]

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