
CONCEPTUAL FRAMEWORK ARTICLE

A Typology of Charity Support Behaviors: Toward a Holistic View of Helping

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SUMMARY. Charities and researchers have begun to adopt a much broader view of support; one that transcends traditional forms of consumer charitable support behavior (CSB) such as donations and volunteerism to include cause-related marketing (CRM), charity events and charity gaming. The current article builds upon this expanding view of charity support by introducing a typology of CSB that encompasses the breadth of consumer CSB. In doing so, the article provides direction for charities

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