

Editor's Introduction

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This issue of the *Journal of Public and Nonprofit Affairs* brings together research that advances understanding of funding relationships, branding, organizational strategy, and pricing in nonprofit and social enterprise contexts. Collectively, these studies offer fresh perspectives on how organizations secure resources, build legitimacy, and optimize performance in complex environments.

The issue begins with Turpin and Shier's (2025) examination of government-nonprofit funding agreements in human service organizations. Drawing on resource dependence theory and organizational legitimacy, the authors analyze interviews with 32 leaders from Canadian nonprofits to understand how funding structures shape organizational behavior. The findings identify key dependencies embedded in eligibility criteria, distribution processes, and reporting requirements, and highlight how these dynamics influence legitimacy and operational decision-making.

Extending the focus on resource acquisition to public engagement, Najev Čačija and Wymer (2025) explore the role of branding in charity advertising and fundraising effectiveness. Using survey data and PLS-SEM analysis, the study demonstrates that brand familiarity influences support intentions through brand attitudes, with brand remarkability strengthening this relationship. The authors also find that perceived donor risk moderates the link between brand attitudes and social media sharing, underscoring the strategic importance of branding in shaping donor behavior.

Shifting to organizational strategy in constrained environments, Wang (2025) investigates how social enterprises in China navigate legitimacy and resource challenges. Drawing on resource dependence theory and bricolage, the study shows that nonprofit social enterprises rely on community-oriented strategies, certified enterprises build diverse partnerships, and for-profit enterprises leverage market access while facing legitimacy barriers. These findings highlight how organizational form shapes resource mobilization and strategic positioning.

Finally, Thornton and Kuan (2025) introduce a novel framework for nonprofit pricing by conceptualizing organizations as multi-sided platforms. Their Nonprofit Platform Lerner Index (NPLI) accounts for both client demand and donor-side dynamics, demonstrating how nonprofits can strategically subsidize services through donor market power. By reframing donor engagement as a core production input, the study offers new insights into pricing, governance, and policy considerations within the nonprofit sector.

Together, these articles emphasize the interconnected roles of resources, legitimacy, and strategy in shaping nonprofit and social enterprise outcomes. From funding agreements and branding to organizational forms and pricing mechanisms, this issue highlights innovative approaches that enhance both theory and practice.

References

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