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Abstract
Due to the development of the nonprofit organization, it becomes a popular topic. In the field of nonprofit organization, the scholar focus on the facet of Marketing in the past. However, nonprofit organization can be viewed as a kind of community, the context of research should not be limit on one facet. Therefore, if we explore the nonprofit organization in the view of community, that will be more appropriate. Moreover, the influence of community on people is more and more, it change the model of human's communication. It can be said that the creation of community influence the market. So, if we use the whole view of community to discuss the nonprofit organization, it will more meaningful and deeper.

In the nonprofit organization, identification is the factor which influence whether the member have willing to maintain the long term relationship and the degree of satisfaction. The factor of influence identification will change the degree of identification of member on organization. Therefore, this study will use the view of the emotion of volunteers on nonprofit organization to discuss the influential outcome and the factor with the moderate of identification.

The study shows that the degree of involvement, the frequency of contact, and the tenure of participant have positive effects on identification in the facet of "the interaction between member and organization"; in the facet of "characteristic of organization", the warmth, organizational reputation, and organization competition have significant and positive influence on identification. Finally, the influence of identification on commitment and perceived performance has been supported as well.

According to the conclusion, this study suggest that non-profit organization should give volunteer more channels to realize the information of organization's activities and enhance the participation of volunteers through holding meeting routinely. Besides, making good working atmosphere and positive evaluation of organization will benefit the cognition of volunteers. If organization can use the cognition of volunteers and combine the cognition of volunteers and the development of organization, they will help the organization to establish the mission and vision, and then create the high performance of organization.
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