



Why America Gives: Insights from 1,000 Donors

Krista Lamp

Sr. Director, Brand, Events & Communication
Classy



The State of Nonprofit Giving

- According to the Lilly Family School of Philanthropy, the percentage of American households that donate to charity fell to under **50%** for the first time since the Philanthropy Panel Study began tracking charitable giving.
- Last year, inflation reached a 40-year high, hitting **8.5%**.
- Still, **90%** of *Why America Gives* survey respondents said they planned to give the same or more in 2022 as they did the year prior.





Why This Disconnect?

- People can give in new and different ways, which presents opportunities and challenges to your organization.
- You have the opportunity to connect your organization to engaged individuals who are eager to contribute to the advancement of the world we live in.
- But you must cut through the clutter and truly connect with donors who care about your cause
- To do this, **you must build a holistic fundraising strategy that allows you to deepen relationships with your supporters.**





How?

Let's look at data points from over 1,000 donors to understand their behaviors and motivations so your organization can tap into these insights to create meaningful, long-term relationships.





Why do People Give?

Top reasons included:

- An increase in donor passion
- An increase in the need for donations
- An increase in the cause's relevance

60% of donors gave to new causes in response to a newsworthy event

- International human rights crises
- Climate change
- Reproductive rights and women's health
- Disability rights



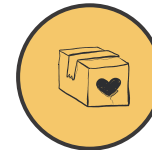
Cultivate Relationships With Loyal Donors



Loyal donors are **2x as likely to increase donations** and give at **4x the donation amount** compared to a passive donor.



37% are open to giving to multiple organizations they're passionate about.



They are **1.5x as likely to donate** because they feel admiration and gratitude for the work your organization does.



Turn Transactions Into Relationships

- The #1 way loyal donors say they build relationships is donating on the organization's website
- **57% of ALL donors** say giving through an organization's website is how they prefer to build relationships
- **60% of ALL donors** say website is top place they go to get info before donating



What About Passive Donors?

- **70% donate** to just one organization or cause
- Passive donors are **45% more likely to give** to an individual on GFM
- Almost $\frac{2}{3}$ of passive donors who give to an individual are likely to do their own research after giving to learn more about charitable organizations that support that cause



Capturing the Interest of Passive Donors



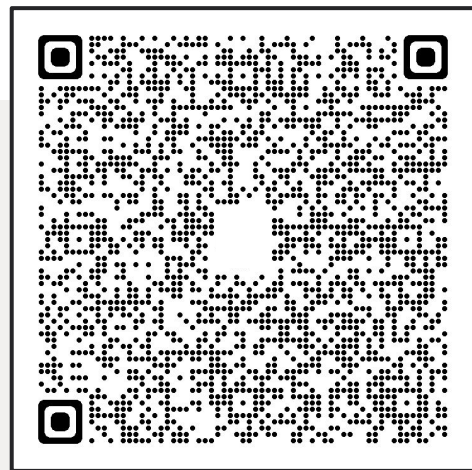
Meet Donors Where They Are

- Next-gen donors are **2.5x as likely** to prefer email updates at least bimonthly (traditional donors prefer quarterly or less frequent cadence)
- Traditional donors have established relationships with organizations
- **71% of all donors** are most likely to learn about new causes from friends and family
- Next-gen donors are **4x as likely** to learn about causes from influencers and celebrities
- **69% of next-gen donors** prefer to hear from organizations on social media



Insights Into Action

Why America Gives 2022



Classy