

DATA SHEET

Giving Trends in Europe

46% of donors in Europe prefer to give online (credit/debit card), **20%** by bank/wire transfer, **11%** via PayPal, **10%** in cash, and **5%** by direct mail/post.

52% are enrolled in a monthly giving program.

68% prefer to be thanked for their donations by email, **10%** by print letter, **8%** via text message, **6%** by social media message, and **5%** by print postcard.

10% donated on #GivingTuesday 2017, **48%** did not. **42%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **64%** gave to one organization, **32%** to two or three, and **4%** gave to four or more.

28% of donors in Europe give tribute gifts. The top five occasions are birthdays (**30%**), memorials (**22%**), religious holidays (**13%**), a new baby (**4%**), and weddings (**12%**).

47% donate to crowdfunding campaigns that benefit individuals. The top five causes are start-up costs for a social enterprise (**39%**), medical expenses (**16%**), volunteer expenses (**15%**), education costs (**11%**), and disaster relief (**10%**). Of those that give to crowdfunding campaigns, **16%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

21% are more likely to donate if they are offered a free gift in exchange for their donation.

20% create online peer-to-peer fundraising campaigns to benefit organizations.

44% give to organizations located outside of their country of residence.

37% donate in response to natural disasters.

10% have charitable giving in their last will and testament.

64% of donors in Europe are more likely to trust organizations that use the .org domain extension for website and email communications.

58% say they are most likely to give repeatedly to an organization if they receive regular communication about the work the organization is doing and the impact that their donation is making.

32% are most inspired to give by social media, email (**25%**), and by an organization's website (**20%**). Of those inspired by social media, Facebook (**53%**) has the largest impact, then Twitter (**21%**) and Instagram (**16%**). Messaging apps (**1%**), text messages (**1%**), and phone calls (**2%**) are the least inspiring.

16% have donated directly to an organization using Facebook Fundraising Tools. Of those, **94%** said they are likely to donate through Facebook again.

82% do not want organizations to share their contact information with other organizations. **91%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.



ABOUT THE DONORS

579 donors whose top 5 causes are children and youth (15%), international development (12%), animals and wildlife (9%), health and wellness (9%), and human and civil rights (9%). **Top 5 countries:** United Kingdom (28%), Spain (23%), France (9%), Germany (6%), and Ireland (5%). 61% are female, 39% male. 39% are Gen Xers, 34% Millennials, and 24% are Baby Boomers. 47% are non-religious, 41% Christian, and 3% are Jewish. 51% are small donors, 34% micro, 12% mid-size, and 3% are major donors.