

## DATA SHEET

# Giving Trends in Africa

**32%** of donors in Africa prefer to give cash, **25%** online (credit/debit card), **15%** through a mobile app/wallet, **14%** by bank/wire transfer, and **7%** via text message.

**27%** are enrolled in a monthly giving program.

**61%** prefer to be thanked for their donations by email, **17%** via text message, **8%** by print letter, **7%** by phone call, and **6%** by social media message.

**9%** donated on #GivingTuesday 2017, **28%** did not. **62%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **62%** gave to one organization, **35%** to two or three, and **3%** gave to four or more.

**38%** of donors in Africa give tribute gifts. The top five occasions are birthdays (**23%**), memorials (**17%**), weddings (**12%**), a new baby (**9%**), and religious holidays (**7%**).

**50%** donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**39%**), education costs (**14%**), volunteer expenses (**13%**), start-up costs for a social enterprise (**10%**), and disaster relief (**9%**). Of those that give to crowdfunding campaigns, **28%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**45%** are more likely to donate if they are offered a free gift in exchange for their donation.

**18%** create online peer-to-peer fundraising campaigns to benefit organizations.

**20%** give to organizations located outside of their country of residence.

**40%** donate in response to natural disasters.

**14%** have charitable giving in their last will and testament.

**60%** of donors in Africa are more likely to trust organizations that use the .org domain extension for website and email communications.

**63%** 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.

**40%** are most inspired to give by social media, email (**20%**), and TV ads (**9%**). Of those inspired by social media, Facebook (**51%**) has the largest impact, then Instagram (**23%**) and Twitter (**12%**). Messaging apps (**3%**), text messages (**4%**), and print (**4%**) are the least inspiring.

**10%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **100%** said they are likely to donate through Facebook again.

**87%** do not want organizations to share their contact information with other organizations. **95%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.



## ABOUT THE DONORS

**352 donors whose top 5 causes are** children and youth (22%), hunger and homelessness (11%), animals and wildlife (10%), education and literacy (9%), and community development (8%). **Top 5 countries:** South Africa (36%), Kenya (29%), Nigeria (20%), Tanzania (5%), and Uganda (3%). 63% are female, 37% male. 58% are Millennials, 26% Gen Xers, and 10% are Baby Boomers. 70% are Christian, 13% non-religious, and 12% are Muslim. 61% are micro-donors, 32% small, 6% mid-size, and 1% are major donors.