

## DATA SHEET

# Giving Trends in North America

**60%** of donors in North America prefer to give online (credit/debit card), **17%** by direct mail/post, **8%** via PayPal, **6%** in cash, and **5%** by bank/wire transfer.

**46%** are enrolled in a monthly giving program.

**68%** prefer to be thanked for their donations by email, **20%** by print letter, **5%** by print postcard, **3%** by social media message, and **3%** via text message.

**22%** donated on #GivingTuesday 2017, **52%** did not. **26%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **56%** gave to one organization, **36%** to two or three, **5%** gave to four to six, **2%** to seven to nine, and **1%** to ten or more.

**43%** of donors in North America give tribute gifts. The top five occasions are memorials (**56%**), birthdays (**10%**), religious holidays (**10%**), weddings (**2%**), and a new baby (**1%**).

**36%** donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**25%**), family emergency expenses (**23%**), start-up costs for a social enterprise (**14%**), disaster relief (**13%**), and education costs (**10%**). Of those that give to crowdfunding campaigns, **10%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**15%** are more likely to donate if they are offered a free gift in exchange for their donation.

**16%** create online peer-to-peer fundraising campaigns to benefit organizations.

**31%** give to organizations located outside of their country of residence.

**50%** donate in response to natural disasters.

**20%** have charitable giving in their last will and testament.

**73%** of donors in North America are more likely to trust organizations that use the .org domain extension for website and email communications.

**56%** 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.

**31%** are most inspired to give by email, social media (**25%**), and by an organization's website (**17%**). Of those inspired by social media, Facebook (**51%**) has the largest impact, then Instagram (**15%**) and Twitter (**15%**). Messaging apps (**0.4%**), text messages (**1%**), and phone calls (**2%**) are the least inspiring.

**28%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **87%** said they are likely to donate through Facebook again.

**83%** do not want organizations to share their contact information with other organizations. **93%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.



### ABOUT THE DONORS

**2,605 donors whose top 5 causes are** health and wellness (12%), children and youth (11%), animals and wildlife (9%), faith and spirituality (9%), and human and social services (8%). **Top 3 countries:** Canada (53%), United States (40%), and Mexico (6%). 70% are female, 30% male. 41% are Baby Boomers, 25% Gen Xers, and 23% are Millennials. 55% are Christian, 33% non-religious, and 4% are Jewish. 45% are small donors, 35% mid-size, 15% micro, and 5% are major donors.