

DATA SHEET

Giving Trends in South America



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

50% are enrolled in a monthly giving program.

72% prefer to be thanked for their donations by email, **8%** via text message, **7%** by print letter, **6%** by social media message, and **5%** by a print postcard.

4% donated on #GivingTuesday 2017, **21%** did not. **75%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **56%** gave to one organization, **34%** to two or three, **5%** to four to six, **3%** to seven to nine, and **2%** gave to ten or more.

13% of donors in South America give tribute gifts. The top five occasions are birthdays (**39%**), religious holidays (**9%**), weddings (**7%**), memorials (**6%**), and a new baby (**5%**).

45% donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**31%**), education costs (**18%**), veterinary expenses (**15%**), start-up costs for a social enterprise (**12%**), and family emergency expenses (**11%**). Of those that give to crowdfunding campaigns, **17%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

20% are more likely to donate if they are offered a free gift in exchange for their donation.

6% create online peer-to-peer fundraising campaigns to benefit organizations.

16% give to organizations located outside of their country of residence.

27% donate in response to natural disasters.

6% have charitable giving in their last will and testament.

63% of donors in South America are more likely to trust organizations that use the .org domain extension for website and email communications.

60% 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.

41% are most inspired to give by social media, an organization's website (**19%**), and email (**18%**). Of those inspired by social media, Facebook (**50%**) has the largest impact, then Instagram (**30%**) and YouTube (**8%**). Radio ads (**2%**), text messages (**2%**), and phone calls (**5%**) are the least inspiring.

10% have donated directly to an organization using Facebook Fundraising Tools. Of those, **85%** said they are likely to donate through Facebook again.

80% 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

1,033 donors whose top 5 causes are children and youth (19%), animals and wildlife (17%), human and social services (9%), education and literacy (7%), and hunger and homelessness (7%). **Top 3 countries:** Brazil (70%), Argentina (23%), and Chile (4%). 71% are female, 29% male. 43% are Millennials, 34% Gen Xers, and 19% are Baby Boomers. 63% are Christian, 22% non-religious, and 1% are Jewish. 59% are micro-donors, 35% small, 5% mid-size, and 1% are major donors.