

2025 GIVING SEASON REPORT

How the Creator Economy
Is Reshaping Charitable Giving

EXECUTIVE SUMMARY

Despite American charitable giving reaching a record high of \$592.5 billion in 2024, the troubling trend of declining participation among everyday donors continues.

Fewer people are giving more dollars, leaving nonprofits increasingly reliant on a shrinking circle of older, wealthier supporters.

The challenge isn't generosity—it's engagement.

At the same time, a new movement is rewriting the rules of philanthropy.

Across Twitch streams, YouTube channels, and social feeds, a generation of creators is proving that generosity can be social, spontaneous, and scalable.

What traditional fundraising has lost in participation, the creator economy is rebuilding through connection.

To understand this shift, **Tiltify commissioned two national surveys in October 2025**: One of **1,000 donors** who gave to a charity within the past year, and another of **1,000 creators** who have fundraised on Tiltify Catalyst.

Together, these perspectives illuminate the two sides of today's giving economy: those who inspire donations and those who make them – and inform Tiltify's 2025 Giving Season Report.

KEY INSIGHTS

1. Some pullback in overall Holiday giving, but creator campaigns are expanding the base of donors.

While the findings reveal that one in three American donors plans to give less this giving season, digital-first giving is growing fast, led by the youngest donors. 67% of Gen Z has increased their giving since the pandemic, and nearly a third have donated through creator-led charity fundraisers. In addition, 44% of creators say they increased their fundraising totals in the past year and Tiltify platform data confirms a similar 46% overall rise across tens of thousands of campaigns. Meanwhile, 88% of Americans say creator-led fundraising might or will become more common than traditional fundraising methods in the next five years. Creators share this conviction. Sixty percent of surveyed creators expect to increase their fundraising in 2026

2. Younger generations are redefining generosity.

Despite controlling just 6–7% of U.S. household wealth, Gen Z donors are punching above their weight in philanthropy: nearly one-third (31%) give between \$50 and \$249 annually, a range that is also the most common across older generations. In short, Gen Z gives nearly as much as their grandparents while earning far less. These younger donors give because they care deeply about causes and because those causes are increasingly surfaced through the creators and online personalities they trust. If prompted by their favorite creator, 85% of Gen Z and 77% of Millennials say they'd likely donate, compared to just 57% of Gen X and 34% of Boomers.

3. Engagement outperforms audience size.

Creator surveying and behavioral analysis identify the two strongest predictors of fundraising success: campaign frequency ($r = 0.64$) and audience engagement ($r = 0.59$).

Smaller, tightly knit communities routinely achieve 5–10% donor conversion, compared with 1–2% among large, passive followings.

The future of fundraising isn't about scale—it's about connection.

4. Transparency and authenticity build trust.

Campaigns featuring live dashboards, visible donation tracking, and progress tools raise approximately 41% more than those without them.

Creators whose causes align closely with their content also raise substantially higher totals.

These results highlight a broader cultural shift—from transactional giving toward relationship-based generosity, where donors want to see their impact unfold and trust messengers who share their values.

5. Creator fundraising is becoming a sustainable engine for participation.

Creators who host three or more campaigns per year report donor retention rates 36% higher than one-time fundraisers.

Consistency builds trust, and trust creates habit-forming generosity.

Each campaign strengthens a feedback loop: engagement builds trust, trust drives giving, and giving deepens engagement.

The result is a modern participation ecosystem—where generosity circulates continuously rather than episodically.

WHAT THIS MEANS

The creator economy is not a replacement for traditional fundraising, but a revitalization. By meeting donors where they already spend their time, creators are transforming giving into a shared, visible, and participatory experience, inspiring and motivating both donors and nonprofits alike.

They deliver what traditional philanthropy often cannot: **immediacy, transparency, and authentic connection.**

For nonprofits, the implications are clear. The future of fundraising will depend less on cultivating a handful of major donors and more on empowering networks of digital storytellers who can mobilize thousands of small ones, ushering in an exciting and empowering new era of generosity.

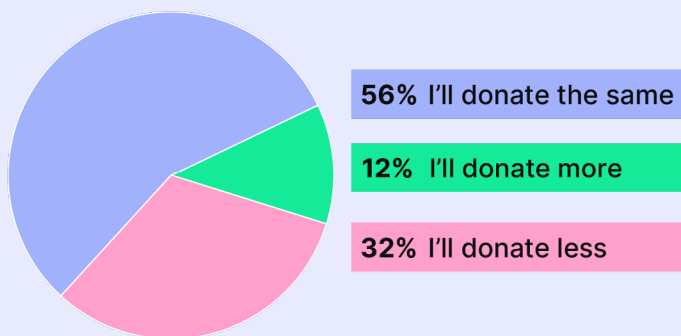
The next era of generosity will be social, transparent, and participatory—and it's already underway.

THE DEMOGRAPHICS OF DECLINE

American generosity has never been higher in total dollars, yet it has now spread across fewer people. The record-setting amount donated in 2024 conceals a deeper structural problem: the number of donors is shrinking even as total giving grows.

For the first time in modern history, fewer than half of U.S. households report making a charitable contribution each year. Wealthier donors are giving more, but small and mid-sized givers—the traditional foundation of nonprofit support—are steadily disappearing. This imbalance has created a widening gap between revenue concentration and community participation.

Given current economic uncertainty, how do you think you'll donate to charities in the upcoming holiday giving period versus last holiday season?



A Concentration of Giving

Donor surveying reveals this contraction clearly. **Nearly one in three donors plans to give less this year, while more than half will give about the same amount, and only a small minority intends to increase their donations.** The decline is most pronounced among older generations: over a quarter of Baby Boomers have reduced their giving in the past five years, while only a small share have increased it, most citing personal financial strain as the reason. Gen X shows similar stagnation, with the majority reporting no change in their giving since before the pandemic.

This pattern represents more than temporary caution—it signals a structural contraction in the donor pipeline. The average nonprofit now depends on a narrower segment of high-net-worth contributors. A majority of small donors collectively account for only a sliver of total revenue, yet their importance is disproportionate: these givers often represent the future base of major contributors. Their disappearance today jeopardizes the sustainability of tomorrow.

Why Traditional Participation Is Fading

The problem isn't donor fatigue—it's disconnection. Traditional fundraising channels are designed for an era of direct mail, galas, and one-way appeals. Today's audiences, especially younger donors, expect interaction, transparency, and shared experience.

Philanthropy's older infrastructure hasn't evolved quickly enough to meet these expectations. Donors live in social ecosystems that reward immediacy and participation, not silent checks and tax receipts. Giving has become a social behavior—but many institutions still treat it as a financial transaction.

When donors withdraw, it's rarely due to lack of compassion; it's because they feel disconnected from the cause or uncertain about the impact of their contributions. These are not motivational failures—they are engagement design failures.

Consistency Builds Success: Fundraising Growth by Campaign Frequency

The first and strongest behavioral predictor of creator fundraising success is frequency. Creators who engage their audiences repeatedly throughout the year outperform those who treat fundraising as a one-off event. Repetition doesn't just raise more—it builds reliability, familiarity, and long-term donor trust.

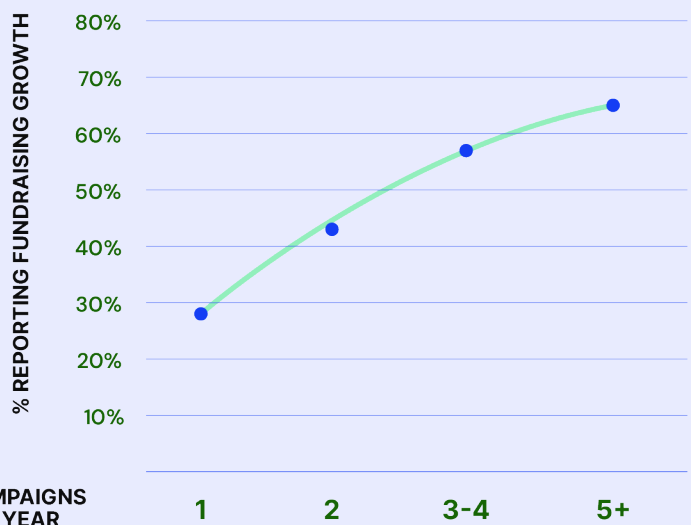
The Countertrend: Digital Participation Rises

Even as traditional participation shrinks, creator-led giving is expanding. In 2025, a large share of creators surveyed increased their fundraising totals, and nearly one in five saw growth exceeding 50%. Platform-wide, average campaign totals rose sharply from 2024 to 2025, alongside significant increases in average donation size, which bolstered this data.

Survey analysis reveals why: creators who host multiple campaigns per year retain donors substantially more effectively than those who host only one-time fundraisers.

Authentic alignment also matters—those who support causes consistent with their content raise markedly more. And when transparency tools like live dashboards are used, total funds raised increase dramatically.

These patterns map a clear behavioral shift: where traditional fundraising loses participation, creators are rebuilding it through consistency, authenticity, and visibility.



From Decline to Redistribution

This is not simply a crisis of giving but a redistribution of generosity. Participation isn't vanishing; it's migrating. The same audiences disengaging from institutional philanthropy are re-engaging through creators, livestreams, and social campaigns that feel personal, transparent, and community-driven.

Younger donors are giving differently, not less. Their generosity is distributed, digitally native, and socially embedded. They are more likely to give smaller amounts across multiple creator campaigns than to make a single large donation to an institution.

Traditional fundraising still matters, but it's losing its monopoly on meaning. The future belongs to hybrid ecosystems—where nonprofits pair their credibility and infrastructure with creators' authenticity and reach.

What It Means for Nonprofits

The sector's challenge is no longer just about how much people give, but how they participate. Nonprofits must now compete not only for attention but for belonging. Creator-led models show that participation thrives when generosity feels interactive, social, and story-driven.

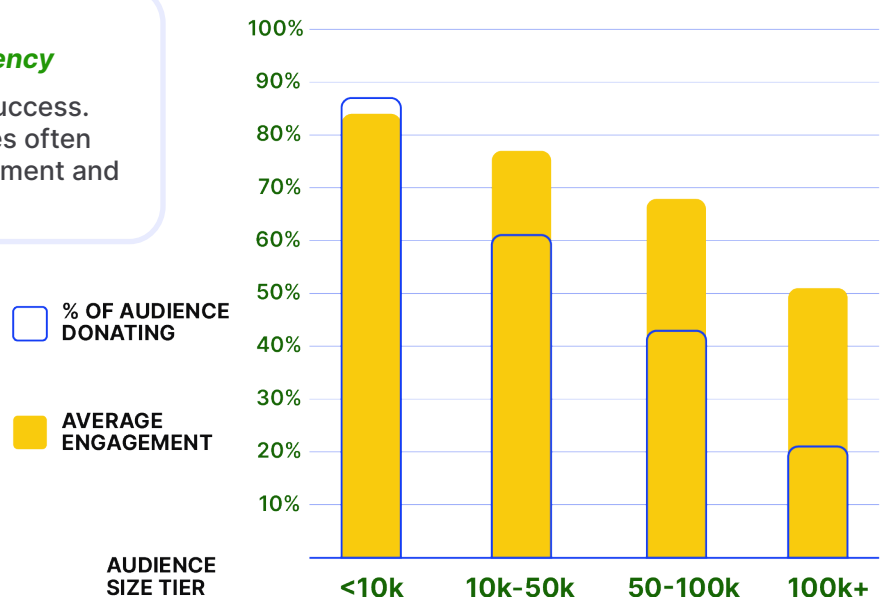
Organizations that adapt by embracing transparency, shared experiences, and authentic partnerships can reverse decline and rebuild engagement from the ground up. Those that do not risk being left with a shrinking donor class and diminishing relevance.

The future of giving won't be driven by wealth alone, but by connection.

Generosity isn't dying—it's moving.

Smaller Communities, Bigger Impact: Audience Size vs. Engagement Efficiency

Scale is no longer synonymous with success. Smaller, tightly connected communities often outperform large audiences in engagement and donor response.



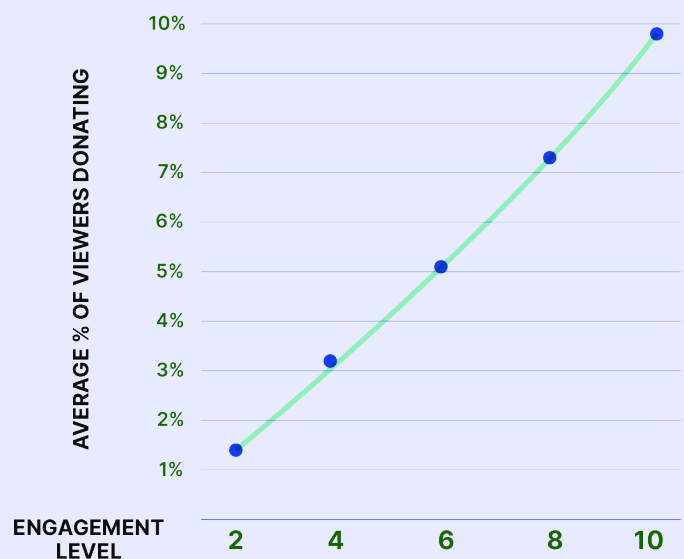
BUILDING A NEW DONOR BASE

While traditional fundraising participation continues to decline, a new generation of donors is emerging, and they are giving in different ways. Gen Z is not only contributing more frequently than older generations at comparable ages but also redefining what generosity looks like in the digital era.

Among Gen Z donors, a majority have increased their charitable activity in the past few years, even while holding far less wealth. Americans under 35 control less than 10% of total U.S. household wealth, yet their participation rates in this area rival those of their parents and grandparents. This points to a profound shift: giving is no longer driven solely by financial capacity but by awareness, identity, and shared values.

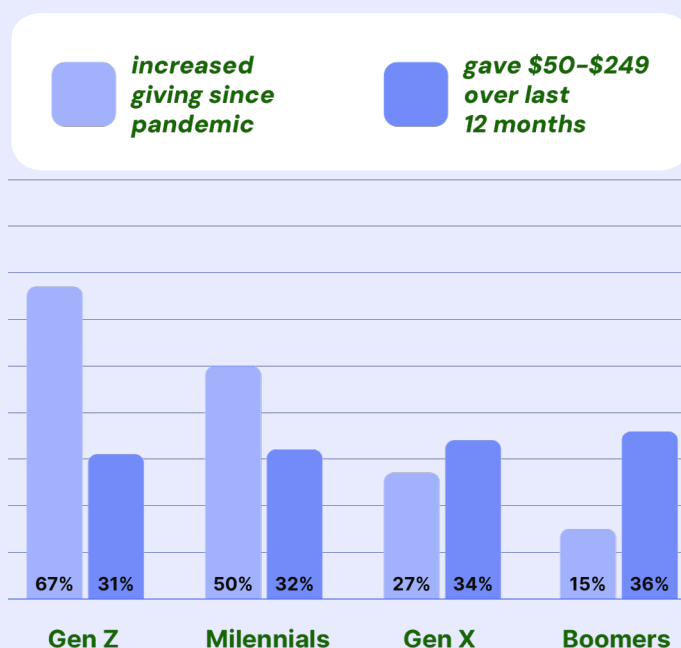
The Power of Engagement: Viewer Interaction vs. Donation Rate

Stronger audience interaction leads directly to higher donor participation.



Younger donors tend to give smaller amounts across multiple causes, particularly through creator-led fundraisers. In fact, they donate through creator-led fundraisers at 31x the rate of Boomers. When asked by their favorite creator, 85% say they'd give—response rates 40–80x higher than traditional appeals.

Their philanthropy is participatory and value-driven—less about large, one-time gifts and more about repeated, visible engagement. For instance, **many report giving between \$50 and \$249 annually, a range that remains consistent across income levels**, suggesting that intention and affinity matter more than wealth.



This behavioral transformation is mirrored among creators. Two-thirds report that their audiences are more engaged during charity campaigns than during standard content streams or videos, and many see measurable conversion rates from viewership to donation participation. Frequent campaigners who run three or more events annually report nearly double the donor conversion of one-off fundraisers, underscoring how consistency builds trust and habit-forming generosity.

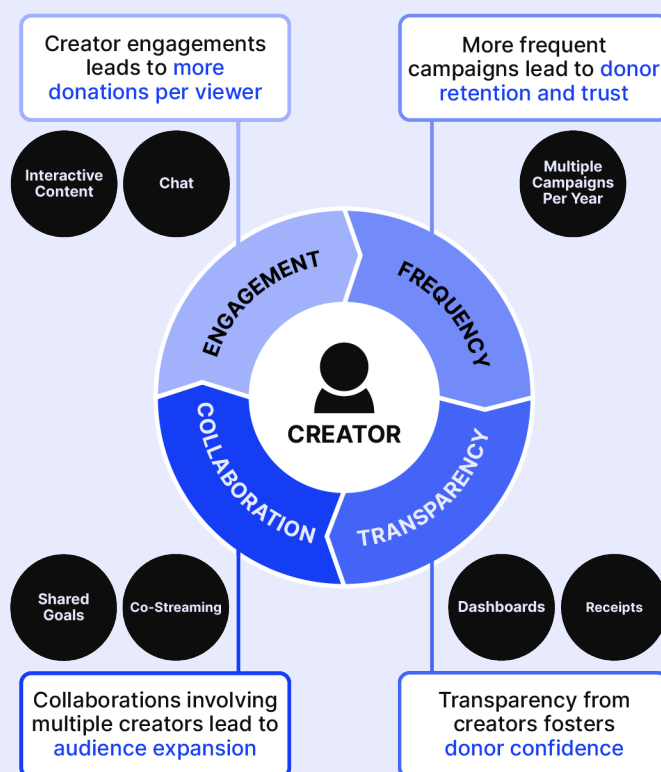
Authenticity amplifies this effect. Creators who align campaigns with their personal mission or the themes of their content raise substantially more than those who treat charity as an occasional add-on. Cause alignment strengthens credibility, demonstrating that purpose, not prominence, drives participation.

Motivation among young donors follows a similar pattern. Nearly half of Gen Z respondents cite “greater awareness of causes that matter to me” as the reason they increased their giving—more than double the share who attribute it to personal finances. This indicates that social awareness, rather than disposable income, is driving engagement.

Generational differences in cause preferences reinforce this shift in values. Mental health and medical research rank near the top among younger donors, reflecting their lived experiences and empathy for issues of well-being. Older generations, by contrast, emphasize legacy causes such as veterans’ affairs and animal welfare. For nonprofits, this means the next generation of donors will engage not through tradition, but through shared values and authentic storytelling.

The Creator Fundraising Flywheel: How Engagement Fuels Growth

A repeating cycle of engagement, transparency, and collaboration sustains generosity.



Recurring donations also signal structural change. Gen Z is twice as likely as Boomers to give monthly—showing a preference for sustained, planned giving despite having fewer financial resources. Their philanthropy is less transactional and more embedded into their identity and digital routine.

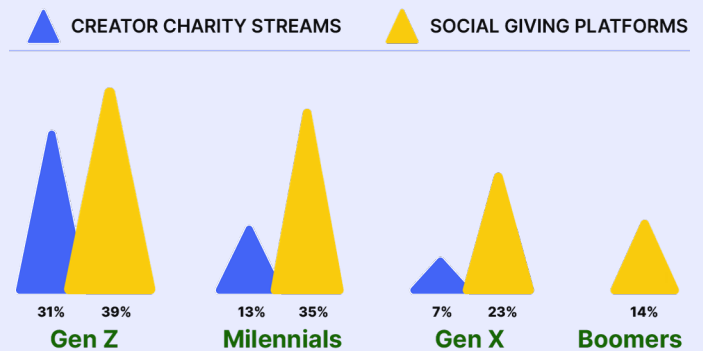
In this emerging model, the small donor returns not as a bystander but as a builder of community. These donors don’t simply write checks; they participate. And through creators, they’re proving that engagement, authenticity, and visibility can re-energize the grassroots of giving. Case in point, this holiday season 33% of Gen Z say they’re likely to donate to a creator’s charity stream on YouTube or Twitch, while 8% say they’re likely to donate to a TV telethon featuring celebrity actors or musicians.

THE GROWING POWER OF CREATOR CHANNELS

As traditional philanthropy struggles with engagement, creator channels are rising as one of the most effective engines for participation and growth. Creators are not only fundraising more often—they are raising more money, attracting new donors, and retaining them for more extended periods.

Individual creator campaigns now raise sums that rival entire nonprofit budgets. MrBeast's recent Tiltify charity fundraiser raised \$40M, while Jacksepticeye has raised \$30 million over time, and Ryan Trahan's campaigns have generated \$11M. But this isn't just a celebrity phenomenon. Among creators surveyed, 28% have raised over \$10,000 in a single campaign, and 14% have raised over \$50,000—demonstrating that substantial fundraising isn't limited to top-tier influencers. Thousands of creators across audience sizes collectively raise over \$500 million on the platform.

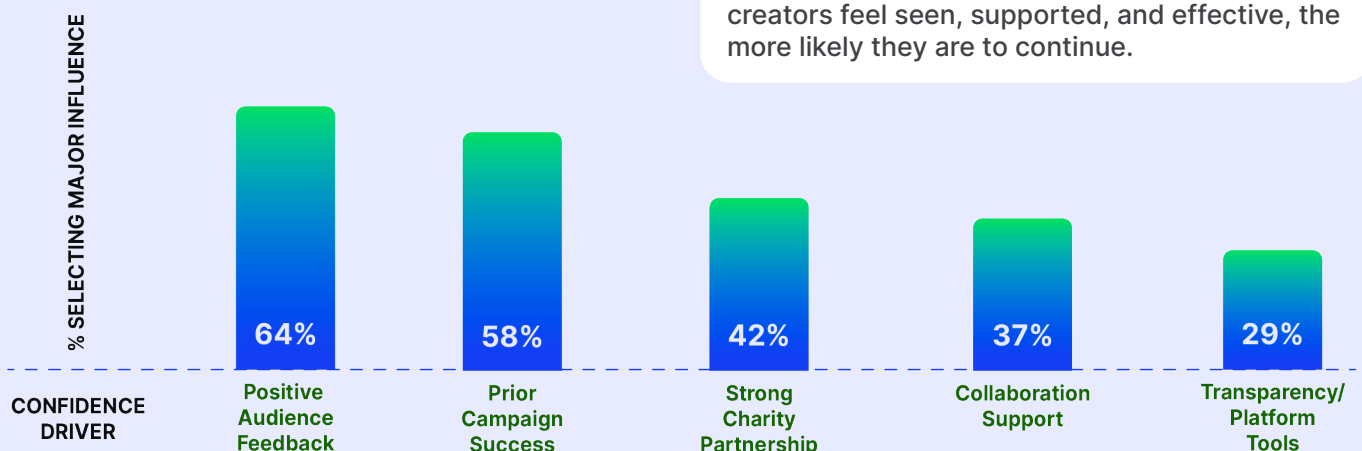
Ways givers have donated to charities online over the last twelve months:



Overall, on Tiltify, the average campaign total grew sharply between 2024 and 2025, while the average donation size nearly doubled. But beyond these numbers, the deeper story lies in behavior. Creators who run multiple campaigns annually retain donors 36% more effectively than those who run single campaigns. Regular participation fosters reliability and emotional connection, transforming viewers into stakeholders.

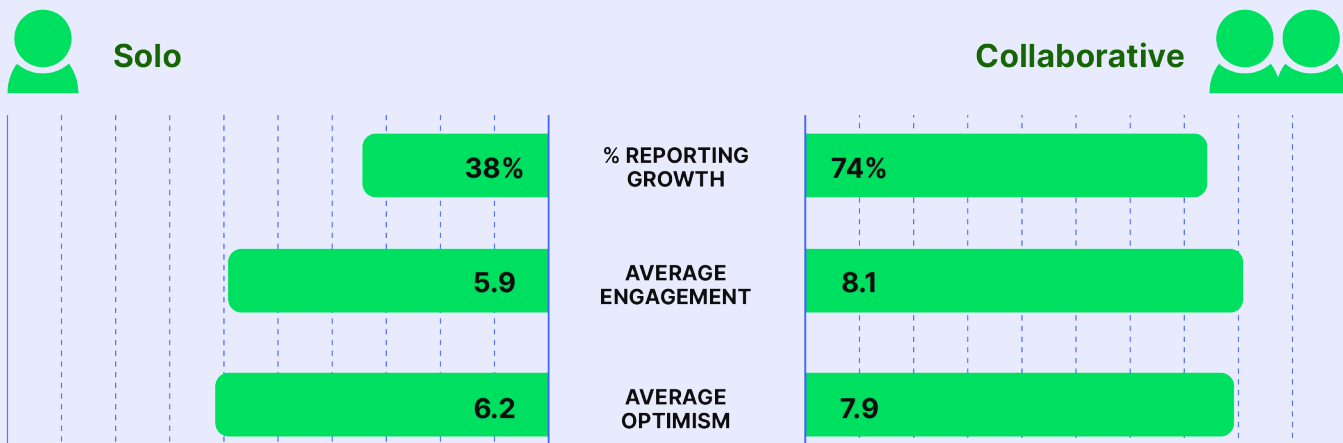
The Psychology of Giving: What Builds Creator Confidence

Confidence stems from connection. The more creators feel seen, supported, and effective, the more likely they are to continue.



Collaboration Amplifies Impact: Solo vs. Group Campaigns

Collaboration multiplies momentum. When creators team up, they combine communities and expand reach. This not only grows funds raised but also raises morale.



Creators who host collaborative events or “co-streams” see amplified results. Sharing audiences multiplies reach while reinforcing community energy. Similarly, campaigns that utilize transparency features, such as live dashboards and progress updates, consistently outperform those without them. Real-time feedback transforms giving into a shared moment, turning generosity into content and community into motivation.

Authenticity continues to drive the most significant outcomes. When a creator’s chosen cause aligns naturally with their voice and content, fundraising performance rises significantly. In contrast, campaigns that feel disconnected from a creator’s purpose often underperform, regardless of audience size. The strongest correlation across all data is between creator authenticity and donor trust.

What Fuels Optimism: Behavioral Correlations with Creator Confidence

Active and transparent creators show measurably higher confidence in the future of giving.

Authenticity Wins: Cause Alignment and Engagement

Active and transparent creators show measurably higher confidence in the future of giving.

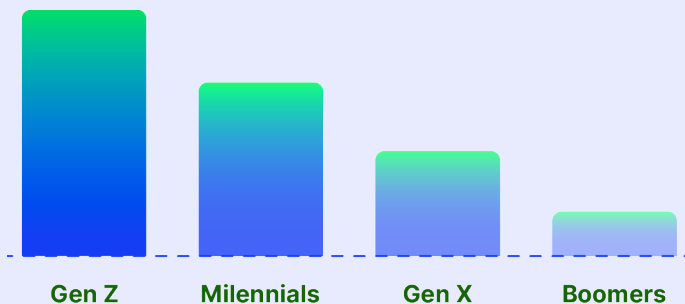
CAUSE ALIGNMENT	AVERAGE ENGAGEMENT	% REPORTING GROWTH
Weak	5.2	34%
Moderate	6.9	48%
Strong	8.3	61%

In this way, creators are not just broadcasters—they are facilitators of shared purpose. Their audiences give because the experience feels personal, immediate, and meaningful. This model doesn’t replace institutional fundraising—it complements and revitalizes it by rebuilding participation from the ground up.

Campaign Frequency	More Campaigns	→	More Confidence
Audience Engagement	Interactive Audiences	→	Positivity
Collaboration	Shared Projects	→	Stronger Morale
Transparency	Visible Results	→	Higher Optimism

A major internet influencer/creator's involvement (sponsorship, donation matching, etc.) makes you more likely to donate to a charitable campaign.

61% 43% 26% 11%



Trust Has Shifted

The philanthropic landscape has undergone significant changes. Traditional institutions have long relied on legacy reputation and Creators occupy that new trust space. For many younger donors, a favorite streamer or YouTuber feels more relatable and accountable than an organization's annual report. When creators share their own story of why a cause matters, donors perceive authenticity rather than abstraction.

This does not mean traditional charities are distrusted—only that trust must now be earned through transparency and shared experience. The creator economy's success offers a blueprint for rebuilding trust: show impact in real-time, engage audiences in the process, and make generosity participatory rather than performative.

The Generosity Myth

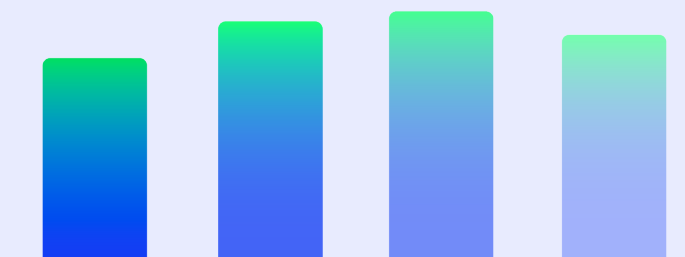
For decades, philanthropy has measured generosity by dollars raised. But the creator economy challenges that assumption. It shows that generosity is better understood as a participatory act—expressed through time, attention, and amplification as much as through money.

In creator-led campaigns, the boundaries between giving, sharing, and creating blur. A viewer who donates \$5, another who volunteers design work, and a third who shares a campaign link all contribute to the same ecosystem of generosity. Each act builds momentum.

This distributed model reveals a more sustainable truth: generosity scales through community, not wealth. When giving becomes social, participation replaces dependency on large donors. For nonprofits, cultivating active, engaged communities may matter more to long-term sustainability than chasing singular, high-value gifts.

Believe "Young people today are less generous than previous generations."

Gen Z Millennials Gen X Boomers
61% 72% 75% 68%



THE TRANSPARENCY DEMAND

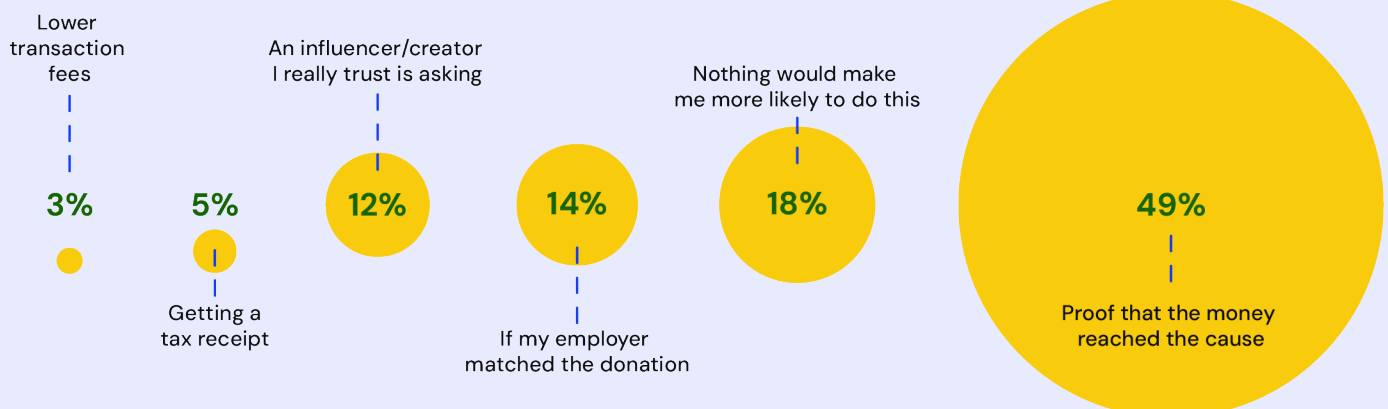
Transparency has become a non-negotiable expectation among donors, especially younger ones. Both the donor and creator surveys highlight this shift: a majority of participants say that seeing the real-time impact of their donations increases their likelihood of giving again.

For creators, transparency isn't just a moral principle; it's a content strategy. Live dashboards, campaign milestones, and shared donation feeds transform fundraising into a powerful storytelling experience. Viewers see their contribution move the needle in real time, and that visibility drives both satisfaction and retention.

For nonprofits, this expectation presents both a challenge and an opportunity. Many traditional organizations have struggled to communicate impact in accessible, dynamic ways. Yet, creator-led fundraising shows that transparency doesn't have to be complicated—it must be visible. Donors want to know how their contributions make a difference and to experience that difference as it happens.

As transparency tools become standard, they also reshape behavior. Campaigns that showcase progress and outcomes consistently outperform those that don't. Visibility builds trust; trust builds momentum. In this environment, honesty isn't just ethical, it's strategic.

What would make you MOST likely to donate to a cause promoted or supported by an internet creator or influencer?



Engagement Sustains Giving: Retention by Interaction Level

Engagement doesn't just drive donations—it sustains participation. High-engagement creators are significantly more likely to re-fundraise, and their donors are more likely to return.

ENGAGEMENT LEVEL	% OF DONORS RETURNING	% OF CREATORS REPEATING CAMPAIGNS
1 - 3 (Low)	15%	42%
4 - 6 (Moderate)	27%	55%
7 - 10 (High)	41%	71%

Transparency Drives Retention: Visibility vs. Donor Trust

Engagement, not reach, defines impact. When creators focus on interaction and community rather than raw follower counts, donations follow. The data shows that audience activity correlates far more strongly with conversion rates than audience size.

TRANSPARENCY USE	% REPORTING HIGHER ENGAGEMENT	% REPORTING DONOR RETENTION
No Tools	34%	29%
Basic (Progress Bars)	52%	41%
Full (Dashboard/ Receipts)	68%	58%

CONCLUSIONS & IMPLICATIONS FOR 2025 AND BEYOND

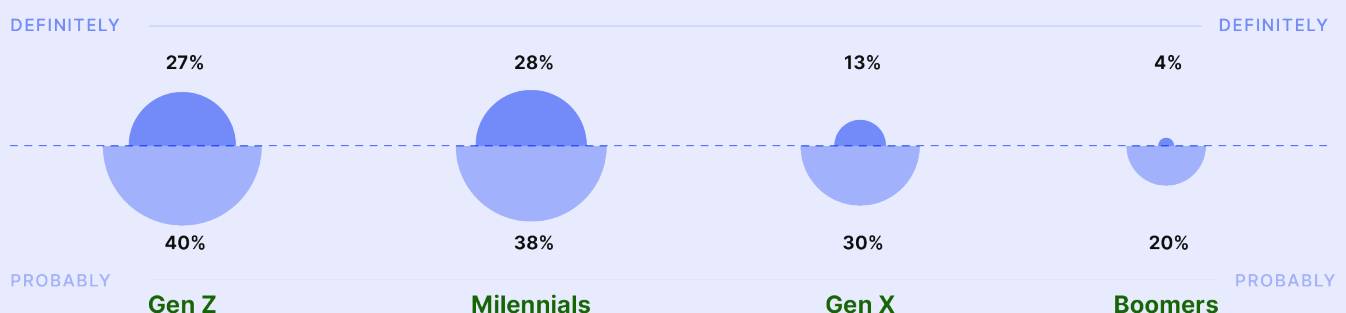
The data tells a story of divergence and of convergence. Traditional philanthropy is experiencing a decline in participation, yet it still commands institutional credibility. The creator economy, meanwhile, is gaining participation and driving new donor growth but depends on authenticity and trust rather than legacy.

When asked if creator-led fundraising will become more common than traditional methods in the next five years, 88% of Americans say yes or maybe. Creators share this conviction. Sixty percent of surveyed creators expect to increase their fundraising in 2026, compared to just six percent planning to decrease or stop. That 10-to-1 ratio suggests the infrastructure and enthusiasm to support this shift are already in place.

The next generation of donors, **Gen Z and Millennials, are once again leading this belief, with 67% and 66% respectively saying that creator-led fundraising will either definitely or probably surpass traditional fundraising methods over the next five years.** This expectation reflects more than hope; it mirrors the evolution of how people engage with causes—socially, publicly, and digitally.

This kind of technology shift has precedent within the philanthropic sector. Mobile giving went mainstream within a few short years in the 2010s. The Red Cross raised \$43 million via text after the 2010 Haiti earthquake. GoFundMe launched that same year and had processed more than \$20 billion by 2022.

Do you think creator-led fundraising will become more common than traditional fundraising (direct asks, telethons, workplace giving, run/walks) for the majority of givers over the next 5 years?



Creator-driven giving may also claim a larger share of the charitable economy in the years ahead as tax changes encourage more participation. Nearly seventy percent of donors were unaware that starting in 2026, they will be able to take a tax deduction of up to \$1,000 for charitable cash donations, even if they do not itemize. Once informed, 65% said it will probably or definitely encourage them to donate more. That incentive aligns perfectly with digital giving platforms, which make compliance, proof of donation, and instant receipts easy and accessible.

The next phase of growth will not belong to institutions or creators alone but to partnerships between them. Nonprofits that embrace creator-led engagement through collaboration, transparency, and shared storytelling will capture the energy and enthusiasm driving modern generosity.

Several key implications emerge:

- 1. **Participation is the new currency of giving.**
- 2. **Engagement, not just dollars, now defines success.** Organizations that measure participation rates alongside revenue will gain a better understanding of their long-term health.
- 3. **Trust must be demonstrated, not declared.**
- 4. **Donors expect to see proof of impact in real-time.** Transparent reporting and visible results drive repeat giving far more effectively than reputation alone.
- 5. **Authenticity outperforms scale.**
- 6. **Creator campaigns succeed because they feel genuine and aligned.** Nonprofits that partner with authentic messengers rather than the most prominent names will achieve deeper engagement.
- 7. **Generosity is social.**
- 8. **The future of giving is built on networks, not hierarchies.** Shared participation turns giving into a culture, sustaining itself through community rather than wealth concentration.

Participation Momentum: How Behavior Compounds Success

The behaviors that drive success compound over time. Active creators not only raise more—they build sustained momentum across campaigns.

BEHAVIOR COMPOSITE	AVG OPTIMISM SCORE	% REPORTING GROWTH	TREND
Low (Bottom 30%)	5.2	29%	Flat
Medium	7.1	46%	Rising
High (Top 30%)	8.8	71%	Accelerating

Looking forward, the most resilient fundraising ecosystems will merge the best of both worlds: the credibility and scale of institutional philanthropy with the energy and connection of creator-led engagement.

This shift isn't the end of traditional giving—it's its evolution. The next generation is not rejecting generosity; they are rewriting how it's expressed.

Philanthropy's future will be defined not by who gives the most, but by who brings the most people along.

APPENDIX

The following table summarizes key behavioral correlations identified in the Tiltify Creator Survey (October 2025), illustrating the relative influence of each factor on overall fundraising performance.

Key Predictors of Success: Correlation Map of Creator Behaviors

Consistency, engagement, and authenticity are the strongest predictors of success.

FACTOR	CORRELATION (r)	INTERPRETATION	
Campaign Frequency	.64	Consistency	→ Trust
Audience Engagement	.59	Interaction	→ Giving
Cause Alignment	.52	Authenticity	→ Support
Audience Size	.48	Scale	→ Reach (plateaus)
Collaboration	.44	Shared Reach	→ Amplification
Transparency	.41	Visibility	→ Trust

Page	Visual	Metric/Term	Plain-Language Meaning	How It Was Calculated
6	Consistency Builds Success	Optimism Score (1–10)	Reflects how positive creators feel about their future fundraising success.	Average of survey answers on optimism and intention to keep fundraising; normalized to 1–10.
7	Smaller Communities, Bigger Impact	Average Engagement / % Donating	Indicates efficiency: smaller communities drive more participation per viewer.	Audience size bins (<10 K, 10–50 K, etc.) with mean engagement and donor % responses.
8	The Power of Engagement	Engagement Level (1–10)	Measures how actively creators interact with their audiences during campaigns.	Composite of audience engagement and interaction frequency answers, rescaled to 1–10.
8	The Power of Engagement	% of Viewers Donating	The share of live viewers who contribute financially.	Direct average of ‘% of viewers donating’ per engagement tier.

Page	Visual	Metric/Term	Plain-Language Meaning	How It Was Calculated
9	The Creator Fundraising Flywheel	r-Values (Correlations)	Show how strongly behaviors like engagement, frequency, or transparency relate to fundraising growth.	Pearson correlation between each behavior's index and reported growth score.
10	The Psychology of Giving	% Selecting "Major Influence"	Shows which factors most affect creators' confidence levels.	Share of respondents marking each listed factor as "major influence" in multi-select questions.
11	Collaboration Amplifies Impact	Collaboration Type	Whether a creator fundraises solo or jointly with others. Pearson correlation of each behavior's composite score with self-reported 'growth vs prior year'.	Binary variable from yes/no item on co-streaming; compared to engagement and optimism metrics.
11	Authenticity Wins	Cause Alignment	How closely a creator's usual content fits with their chosen charitable cause.	Self-rating (1 = weak, 2 = moderate, 3 = strong) averaged across respondents; correlated with engagement and growth.
11	What Fuels Optimism	Correlation to Optimism (r)	Quantifies how strongly each behavior predicts a creator's confidence in future fundraising.	Pearson correlation between behavior variables (frequency, engagement, etc.) and optimism score.
14	Engagement Sustains Giving	Donor Retention / % Returning	Portion of donors who give again in future campaigns.	Average of '% donors returning' grouped by campaign frequency and engagement tier.
14	Engagement Sustains Giving	Creator Repeat Rate	Portion of creators running multiple campaigns annually.	Derived from # of campaigns run per year.
14	Transparency Drives Retention	Transparency Level	Degree of visibility offered to donors (none, progress bar, full dashboard).	Based on use-of-tool checklist; linked with donor retention and engagement responses.
16	Participation Momentum Index	Behavior Composite	Combined measure of frequency, engagement, and transparency behaviors.	Normalized average of engagement, frequency, and transparency question responses.
16	Participation Momentum Index	Optimism Score (1–10)	Confidence about future performance; see Visual 1.	Same as Visual 1 but used here to compare behavior tiers.
18	Key Predictors of Success	Correlation (r)	Strength of link between each behavior and fundraising growth.	Pearson correlation of each behavior's composite score with self-reported 'growth vs prior year'.