



2023

Giving Experience

RESEARCH STUDY

Inside the Mindset of Today's Donors



onecause®

Introduction

As nonprofits regain momentum and re-establish fundraising equilibrium with supporters, one thing is certain: donor expectations continue to shift.

The last few years brought a steady drumbeat of change. New trends in giving emerged, and donor behaviors evolved to meet a changed fundraising landscape. As we put the pandemic behind us, donors enthusiastically returned to in-person formats and reconnected with the causes they so passionately care about.

In the 2023 Giving Experience Study, we examine further how generosity has changed and where it's stayed the same. We asked 1,101 “social donors” what they expect from their giving experience, what motivates them to trust and engage with a nonprofit, and what influences their repeat giving behaviors.

The study contains self-reported feedback and input directly from “social donors” 18 years of age or older. Before reading further, it's helpful to understand how we're defining “social donors.” This study focuses on donors who:

- Donated to or attended a fundraising event like a gala or auction,
- Sponsored someone or participated in a peer-to-peer fundraising event like a walk, run, or ride, or
- Donated or requested donations as part of a fundraising challenge, occasion, or giving day.

We're excited to share these findings. They represent a collective view into the mindset of today's social donors and what it takes to deepen their loyalty. In this report, we'll showcase both the findings and practical strategies any nonprofit can leverage to attract, engage, and retain these donors.

Let's explore today's social donors!

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Key Findings

Things are getting back to “normal.”

During the pandemic, the number of social donors grew. As more people and households dramatically increased their average screentime, so did their access and participation in online giving opportunities. Flash forward to 2023, and the number of social donors has returned to 2018 pre-pandemic levels. Approximately 23% of consumers 18 years of age and older reported having made some type of social donation. The most notable decrease was in occasion giving, which takes place predominantly online and was an easy form of giving during pandemic lockdowns.

In-person events are back in a big way, but donors want more than cold chicken in an event venue.

Eight-in-ten social donors reported that their last event or peer-to-peer fundraising experience was in-person. Among event-goers who attended functions like galas and golf tournaments, that number is even higher. Donor expectations of quality are changing. Fewer event-goers rated their experience as excellent this year, signaling a continued need for improvement on behalf of nonprofits in perfecting their event experiences. The majority of donors say it is important to offer choice and options at an event, like VIP experiences and different ticket packages.

Mission, trust, and ease share the podium as top motivators.

Donors seem to be returning to their passions when it comes to philanthropy, with mission being the top motivator in this year's study. Ease has been a top three motivator in each social donor study

since 2018 and remains a core motivator for today's donors. This year, eight-in-ten of those surveyed described their social giving experiences as “very easy.” Donors reported that trust remains a vital connection and contributor to their giving.

Social donor loyalty is trending upward.

This year, donors who participated in events or run/walk/rides reported they were more likely to continue supporting an organization. Three quarters of these donors said they would “definitely sponsor or participate” in a similar format in the future. This represents a bright spot for nonprofits trying not only to attract donors but also sustain their giving.

Social donor demographics indicate narrowing access.

During the pandemic, social giving opened doors for younger, more diverse donors. However, in this year's data, demographics are shifting back to pre-pandemic levels. Younger donors, and especially Black donors, were less likely to report participating in social giving.

There are new opportunities for social donor retention and recurring giving.

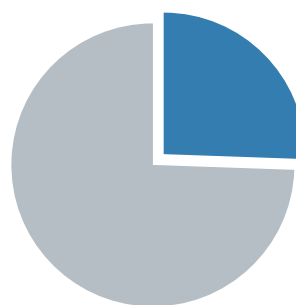
Certain groups of social donors, such as event donors, Gen Z, Millennials, Gen X, men, donors who gave \$500 or more, and urban donors reported being more likely to become regular annual or monthly donors. Even as donors ponder economic uncertainty, nonprofits have an opportunity to segment their messaging and develop campaigns for donor groups who are more likely to become regular supporters.

Social Giving Trends

Approximately 23% of U.S. adults surveyed self-identified as a social donor in 2023 (**Figure 1**). After an upward trend in social giving during the pandemic, this number came down 6 points from 29% to 23% — back to the same percentage seen during the first year of the study (2018).

This change can likely be attributed to the fact that people are spending less time in front of their screens, large or small. During the pandemic, people faced limited in-person options and spent much more time connecting digitally. Nonprofits offered up virtual events and opportunities to meet donors where they were and connect them to giving in new ways. This return to pre-pandemic social donor levels reflects a “return to normal” in giving participation.

Survey Sample: U.S. Adults
Controlled to be Census
Representative



Social Donors

23% in 2023

(29% in 2022)
(27% in 2021)
(23% in 2018)

Figure 1: Survey respondents who self-identify as social donors (among U.S. Census representative sample of adults)

How donors engaged in social giving remained similar to 2022 for events, run/walk/rides, and occasions, with 33% reporting they participated in events, 40% in run/walk/ride events, 36% occasions, and 24% fundraising challenges (**Figure 2**). The biggest change was in supporting giving days, which decreased from 35% in last year’s study to 31% this year. This could be tied to fewer younger donors participating in social giving this year. They’re the most likely to respond to a current need or make spontaneous gifts, behaviors often associated with giving and awareness day opportunities.



Runs/Walks/Rides

40%

Sponsored someone or participated in a fundraising ride or similar activity



Giving Days

31%

Donated or requested donations for a specific day/month (like Giving Tuesday, Black History Month, Childhood Cancer Awareness Month, etc.)



Occasions

36%

Donated or requested donations for an occasion (like a birthday) or memorial/tribute



Events

33%

Donated at or attended a fundraising event (like a gala, golf tournament, or similar event) either virtually or in-person



Challenges

24%

Donated to or participated in a fundraising challenge or virtual campaign (like the Ice Bucket Challenge)

Figure 2: In the last 12 months, in which of the following ways have you supported nonprofit organizations, charities and/or causes? (Select all that apply.)

The Generosity Motivator Ecosystem

In 2018 and 2021, the top motivators driving social giving were ease, mission, and impact. In 2022, trust moved into the number one spot, closely followed by a tie at 58% between connection, ease, and immediacy. This year, the top three generosity motivators were: mission, trust, and ease (**Figure 3**).

While ease remains at the center of top giving motivators for today's donors, the movement of mission and trust into the top two spots in 2023 suggests a return to mission-focused giving and the need for today's donors to have confidence and faith in the causes they support.



Figure 3: Top generosity motivators for 2023

Social donors seemed to be more deliberate about their giving this year. Passions for missions and causes seem to be regaining importance and weighing more heavily in donation decisions as in-person events and increased social connection once again become the norm. This year, there was a directional 4 point increase in the number of donors who said caring about the mission of an organization was their top generosity motivator, while there was a 7 point decrease in the number of people who reported they cared about the person who asked them to donate versus the organization.

It's also interesting to note that fewer people said they were motivated by being able to donate immediately, in the moment, which saw a drop of 7 points from 2022. This may be tied to the smaller number of Gen Z donors who responded to this year's survey. Past data shows that younger donors tend to be more likely to make spontaneous contributions and prioritize immediacy as a top motivator.

An area to keep an eye on is the number of donors who reported they were motivated to give because an event/challenge/campaign was inclusive and welcoming. This measured 45% in 2023, a loss of 5 points from last year. As stated earlier, the abundance of virtual options during the pandemic created increased access to giving opportunities for social donors of all types and demographics. This drop in being motivated by inclusive and welcoming campaigns should serve as a red flag for nonprofits that access to philanthropy for diverse audiences could be losing some of the important ground it gained during the pandemic.

Top 10 Motivators

★	I care about the mission of the organization.	61%
★	I trust the organization to do the right thing/use the money wisely.	60%
★ ★	It was easy to do.	60%
★	The money raised would make a difference.	56%
	The organization made it clear exactly how my donation would be used.	54%
★	I care about the person who asked me to donate, versus the organization/cause.	51%
	I was able to make the donation immediately, in the moment.	50%
	I wanted to support the person who asked me to donate.	49%
	The money raised would directly impact my local community.	48%
	The event/challenge/campaign was inclusive and welcoming.	45%

Figure 4: Thinking about the last time you donated through social fundraising, how well do each of the following describe WHY you donated? (% reported as describes perfectly)

★ Top 3 motivators in 2022 ★ Top 3 motivators in 2018 and 2021

Last year, we developed the generosity motivator ecosystem (**Figure 5**). With 6 in 10 donors reporting that trust is their top motivation for giving this year, it bears repeating. Building trust with donors is a critical part of the giving experience for today's donors and can serve as a roadmap for long-term nonprofit success. Trust is foundational to social giving; it solidifies connections between causes and donors, working in tandem with each motivator to encourage generosity.



Figure 5: Generosity motivator ecosystem

In **Figure 6** below, it's clear that social donors prioritize different motivators based on the type of giving event or campaign. Using this data, nonprofits can tap into specific donor needs and customize messaging to resonate with specific giving segments.

Top Motivators Rank Ordered By Type of Giving

Event	Peer-to-Peer	Occasion
I care about the mission of the organization.	I wanted to support the person who asked me to donate.	I care about the mission of the organization.
I trust the org to do the right thing/ use money wisely.	I care about the person who asked me to donate, versus the org or cause.	The money raised would make a difference.
It was easy to do.	It was easy to do.	I trust the org to do the right thing/ use money wisely.
The money raised would make a difference.	I trust the org to do the right thing/ use money wisely.	The organization made it clear exactly how my donation would be used.
The organization made it clear exactly how my donation would be used.	I care about the mission of the organization.	It was easy to do.
The money raised would directly impact my local community.	The money raised would make a difference.	I was able to make the donation immediately, in the moment.
I was able to make the donation immediately, in the moment.	I was able to make the donation immediately, in the moment.	The money raised would directly impact my local community.
I care about the person who asked me to donate, versus the org or cause.	The organization made it clear exactly how my donation would be used.	I wanted to support the person who asked me to donate.
The event/challenge/campaign was inclusive and welcoming.	The event/challenge/campaign was inclusive and welcoming.	I care about the person who asked me to donate, versus the org or cause.
I wanted to support the person who asked me to donate.	The money raised would directly impact my local community.	The event/challenge/campaign was inclusive and welcoming.

Figure 6: Thinking about the last time you donated through social fundraising, how well do each of the following describe WHY you donated?

What Donors Say About Building Trust

In 2022, trust emerged as a core motivator and expectation for today's social donors. Building trust can help you retain and upgrade more donors. In 2023, it remains a top motivator for social donors. Let us say that again — trust is a top motivator for today's donors! There are many factors that go into building confidence with donors and, when done in the right combination, can help influence donations and repeat engagement.

In **Figure 7** to the right, donors shared which factors influence their decision to give to an organization on a repeat basis. Feeling like their donation made a difference rose 6 points this year, making it clear that sharing impact is vital.



Figure 7: Which of the following impacts your decision to give to this organization or cause again? (Select all that apply.)

But what builds trust between an organization and these donors? This year, we asked social donors what makes them trust the nonprofit they most recently gave to. Let's jump into what they had to say:

They send a magazine each month and tell how or where donations are used.

I get a report that shows exactly where money goes.

They have a long track record of spending the money wisely and efficiently.

The organization has been around for a long time and has a good reputation.

Overwhelmingly, the responses related to impact.

Building trust is a long game, which also appeared in many answers with a theme of an organization's reputation and history.

It's imperative that nonprofits demonstrate their impact early in donor relationships, often, and consistently if they want to build loyalty and trust with donors.

It gives me an update on where the money is being used and how it benefits my community and stays there.

The words “local” and “community” appeared frequently in responses about trust.

For smaller nonprofits, this provides a great opportunity to create community impact statements and collect testimonials from local beneficiaries to share with donors.

For larger organizations, segmenting impact communication by location could prove very beneficial.

I can see the results and how the organization operates within my community.

I have personally seen the works of the organization and how they help people in my community.

They were talking about how they wanted to do good in the community and help those who need it, and I am all about building community.

I know the people who lead the organization and have seen the impact that they’ve had in my community.

It is an organization with a great reputation – I’ve donated in the past – and it is affiliated with a children’s hospital. Plus, the chairperson is related to a good, honest, close friend.

I have been involved with the organization for nearly 6 years as a volunteer and know the CEO and several board members. I personally see what the organization does, how effective it is in fulfilling its mission.

I totally trust this organization because I volunteer there and see where the money goes. They provide free programming.

Many answers included personal connections to local organizations, emphasizing the importance of being present in and promoting your mission to the local community.

Consider recruiting volunteers to help build trust in the community, as they have firsthand experience working with your organization and have a great amount of trust themselves.

Trust: Generational Differences

[Millennial] I research the organization before donating.

Researching nonprofits factored into many responses. Making your annual report easy to find could be a great way to strengthen trust with a large number of donors.

Boomers were most likely to mention they researched using Charity Navigator and nonprofit rating sites, so keeping tabs on your Charity Navigator profiles and using trust indicator badges across your materials can be particularly effective with older donors.

[Millennial] I select the organizations I donate to very carefully, and that includes scrutinizing their financial reports regarding how and where they use the donations.

[Gen X] I know the organization very well and I did my research before.

[Boomer] They have a good Charity Navigator score.

Cross-reference the section of the report that shares where different generations heard about giving opportunities and provide appropriate materials via those channels. For example, you could share a link to your annual report on social media to get it front of younger donors, while at the same time sending an email campaign containing your report to your older donors that links them to your Charity Navigator profile.

[Gen Z] The way they organize things and market/campaign is very professional and that, to me, means trustworthy as well.

[Gen Z] Their website is very descriptive in their mission and their mission is something I believe in as well.

[Gen Z] It feels official.

Gen Z was more likely to trust an organization if they presented themselves well in marketing materials and on their website.

Maintaining your social media channels and website and investing in high-quality design could be beneficial with younger donors.

With younger donors accessing content predominantly on their mobile devices, it's also important to ensure your website is mobile-responsive.

Demographic Shifts & Continued Access to Philanthropy

Data from 2021 and 2022 indicated that social giving improved access to philanthropy for a set of younger, more diverse donors. This year, we saw fewer Gen Z and Black donors participate, explained below.

Looking at social giving by generation, Gen Z made up 8% of the sample compared to 12% last year. And while social donors tend to skew younger than the general population, the percentage of older donors is catching up. In 2022, we saw Boomers/Matures make up 23% of the sample, while this year they rose 6 points to 29% (**Figure 8**).

While Gen Z and Millennials are still most likely to give in response to a current issue or need, fewer reported doing so this year: Gen Z was down 9 points and Millennials were down 4 points. Many of the current needs and issues that motivated younger donors in the past few years to give (pandemic, social justice) seems to have abated for the younger generation of social donors.

However, Gen Z was the group most likely to say they gave more money vs. last year (50% said they gave more). All other generations saw a decrease in the number of social donors reporting they gave more than they usually do: Millennials were down 9 points, Gen X lost 5 points, and Boomers/Matures decreased by 8 points.

Boomers/Matures remained steady when it came to the number of organizations to which they donated, while fewer donors in other generations reported giving to more organizations this year.

	Gen Z (1996-2003)	Millennials (1981-1995)	Gen X (1965-1980)	Boomers/ Matures (Before 1964)
Percent of sample	8%	36%	26%	29%
Donated more money	50%	43%	32%	27%
Gave to more orgs	47%	47%	38%	28%
Donated in response to a current issue or need	36%	38%	29%	20%

Figure 8: Giving behavior over the last 12 months (by generation)

There is some promising news for social giving. The average total annual donation amount reported across all age groups went up from last year, increasing to \$1,184 in 2023 from \$1,010 in 2022 – about a \$93-dollar difference from the pandemic high of \$1,277 (**Figure 9**). While it did go down compared to 2021, this year’s average amount is higher than pre-pandemic giving by nearly \$100 when compared to 2018.

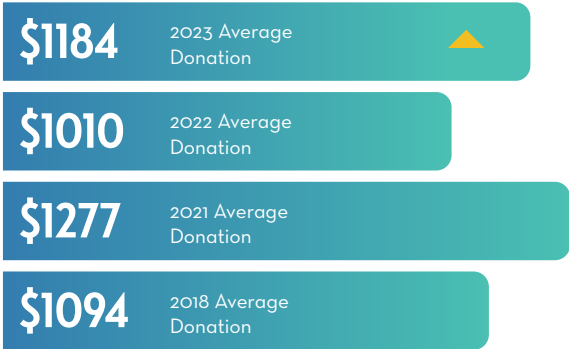


Figure 9: Average annual total donations each year of study (all generations)*

While Boomers/Matures top the charts when it comes to average annual total donation amount by generation, Millennials continue to give higher average social giving donations compared to other generations (**Figure 10**). However, there was a decrease this year in Millennials' average social donation amounts of \$75. The only age group that saw a slight increase in social donations was the Boomers/Matures group, which saw a boost from \$112 in 2022 to \$128 in 2023. This may be due to a return to in-person events like galas, which have historically attracted older, wealthier donors.

Children's charities were the top recipient of donations for Millennials and Gen X, health charities topped the list for Gen Z, followed closely by social service organizations, and faith-based organizations were a favorite for Boomers/Matures.

It's interesting to note that human rights organizations are absent from the top 5 for Gen Z this year. In 2021, human rights organizations topped the charts for this group as they gave in response to the social justice movement and other global initiatives, and in 2022 human rights orgs were in the fourth position.

	Gen Z	Millennials	Gen X	Boomers/ Matures
Annual total donations	\$864	\$1219	\$1036	\$1374
Social giving donations	\$179	\$210	\$168	\$128
Top 5 nonprofit types	#1 Health Charities #2 Social Service Orgs #3 Children's Charities #4 Animal Rescue #5 Youth Development	Children's Charities Health Charities Social Service Orgs Animal Rescue Youth Development	Children's Charities Health Charities Social Service Orgs Animal Rescue Faith-Based	Faith-Based Social Service Orgs Health Charities Animal Rescue Children's Charities

Figure 10: Giving behavior over the last 12 months (by generation)

With data going back five years, we can also see longitudinal changes in annual total donation amounts amongst social donors. Boomers/Matures have remained relatively steady, with average total donation amounts in the range of \$1,300-\$1,400, peaking during the pandemic (**Figure 11**).

Since 2018, Millennial social donors' total average donation amount has gone up 38% from \$884 in 2018 to \$1,219 in 2023. While Gen Z may represent the lowest annual total donation amount, their giving has gone up an incredible 106% since 2018. These trends represent the growing generational wealth transfer and continued increase of younger generations' impact on generosity. As Millennials and Gen Z become older, their giving trends establish their clear role in charitable giving. It's also important to point out that Boomers/Matures social donors remain steady and active in giving.

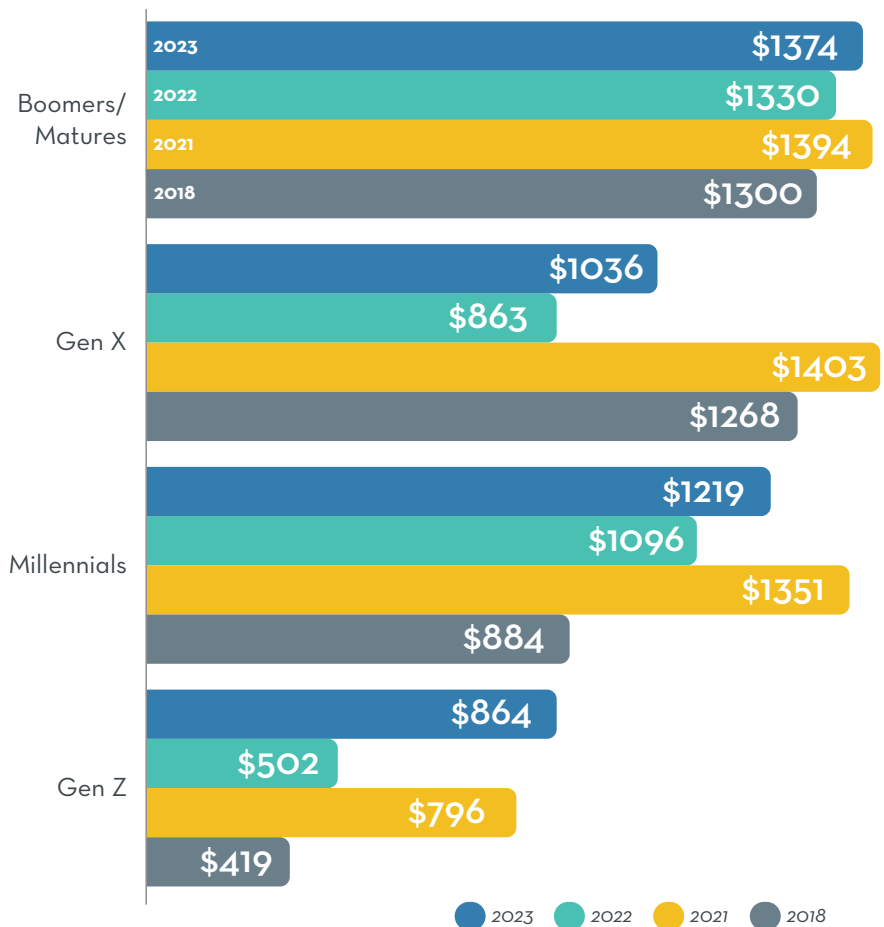


Figure 11: Annual total donation amounts each year of study, by generation

As more and more events are moving to in-person participation, it's important to remember that the ample virtual opportunities available during the pandemic created increased access to giving for populations that previously had been under-represented in or excluded from much of philanthropy.

The post-pandemic world has given up some of its gains when it comes to inclusivity in social giving. With respect to race, donor diversity saw a shift in the number of Black donors, with a 9-point drop to 10% from last year's study (**Figure 12**). Hispanic donors saw a slight uptick to 20% from 17%, as did AAPI donors – up to 6% from 4%. White, non-Hispanic donors remained steady at 60%. These numbers more accurately reflect the general population, but they do perhaps indicate a decreased level of access for certain groups, which we'll touch on later in the study.

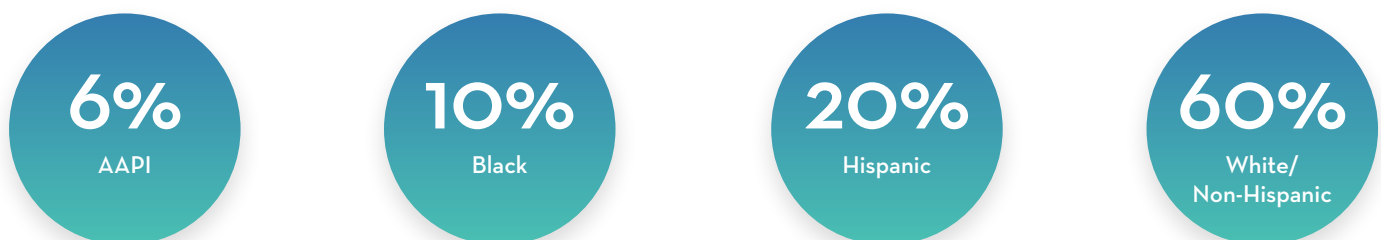


Figure 12: Demographic breakdown of survey sample (by race)

Except for AAPI donors, there was a drop in the number of donors who reported donating more money in 2023 (**Figure 13**). White donors saw a 5-point drop since last year’s study, Black donors were down 16 points, and Hispanic donors were down 8 points.

The only group who reported an increase in the rate at which they donated in response to a current issue or need were AAPI donors, who saw a 9-point increase to 40% in this year’s data.

	White/ Non-Hispanic	Black	Hispanic	AAPI
Donated more money	35%	37%	39%	44%
Gave to more orgs	38%	34%	43%	33%
Donated in response to a current issue or need	27%	38%	33%	40%

Figure 13: Giving behavior over the last 12 months (by race)

One group that stands out this year is urban donors, who are more likely to report that they gave more this year. Forty-five percent (45%) reported giving more money, and 45% said they planned on giving \$500 or more in the next 12 months to the last organization they supported via social giving (**Figure 14**).

Urban Donors	
Donated more money	45%
Plan to give \$500+ over next 12 months	45%

Figure 14: Urban donor giving behavior and future intentions

Social Donor Loyalty Continues to Trend Upward

Social donor loyalty is growing amongst event and peer-to-peer donors in particular. This group reported a higher likelihood of continuing their support this year, with 75% of event and peer-to-peer donors saying they would “definitely sponsor or participate in” another event at the same organization in the future (**Figure 15**). This is up 5 points from 2022, and 9 points from 2021, a promising upward trend in deepening engagement amongst social donors.

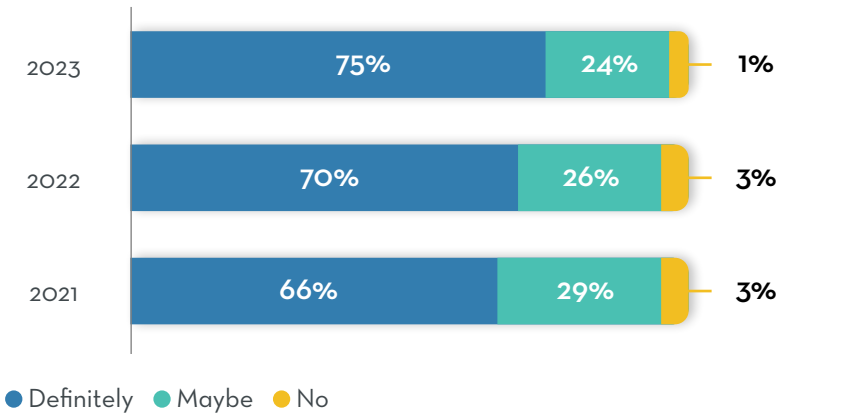


Figure 15: Combined event/peer-to-peer donor likelihood to continue support

When asked to consider their most recent social donation, 55% of social donors reported being very familiar with the organization they supported, which is identical to last year (**Figure 16**). The number of donors who researched an organization before giving remained steady at 60%. Event and occasion donors were the most likely to research an organization before giving.

Donors who said they had given to an organization less than a year ago went up 5 points from 2022.

	Total	Event	Peer-to-Peer	Occasion
Very familiar with org before donating	55%	65%	50%	51%
Donated to org before	70%	74%	68%	67%
If yes, donated less than a year ago	43%	44%	30%	52%
Researched before donating	60%	63%	55%	63%
Would have donated if not asked by someone they know	39%	NA	35%	42%
Number of new orgs donated to	1.25	1.34	1.13	1.28
Gave to more orgs than usual	39%	41%	35%	40%
Gave more money than usual	36%	41%	30%	38%

Figure 16: How familiar were you with the organization and its mission before you donated?

Fostering Loyalty: First-Time Donor & Generational Insights

Social giving experiences over the past year have been an opportunity for nonprofits to not only connect with their active donor base, but also reach first-time donors and re-engage lapsed donors. Four in ten donors (just over 39%) were lapsed donors who gave again after one or more years of being lapsed, and nearly a third were first-time donors (**Figure 17**). Thirty percent (30%) were active donors who reported donating to an organization in the last 12 months.



Figure 17: Excluding your most recent donation, when was the last time you donated to the organization? Had you ever donated to that organization before?

For first-time donors, 62% reported they were motivated by the ease of donation – a full 5 points higher than any other motivator. This highlights just how important it is to prioritize frictionless giving and a seamless supporter experience when trying to attract new donors to your mission (**Figure 18**).

Connection, trust, mission, and impact rounded out the top five motivators for first-time social donors. Caring about the person who asked someone to donate versus caring about the org (57%), trusting the organization (56%), caring about the mission (55%), and knowing the money would make a difference (55%) were all ranked very closely.



Figure 18: Thinking about the last time you donated through social fundraising, how well do each of the following describe WHY you donated? (% reported as describes perfectly/among those who had not previously donated to the org.)

At the generational level, there's another opportunity for nonprofits to differentiate messaging and engagement tactics. For Gen X and Boomers/Matures, trust, ease, and mission took top billing, so focusing on maintaining strong relationships through demonstrating impact, mission clarity, and through providing a seamless and trustworthy giving experience is of the utmost importance (**Figure 19** on next page).

Gen Z and Millennials are mission-driven givers, so offering opportunities for younger donors to engage with your mission outside of donating – such as in-person and virtual volunteer opportunities – could help cultivate loyalty in younger donors and help deepen the connection needed for sustained giving. Younger donors are also more motivated by finding out that an organization is close to meeting its goal, while older donors are motivated by ease.

Fewer donors overall reported an event being inclusive and welcoming as a motivator, but it did move into the Top 10 for Gen Z this year.

Top 10	Gen Z	Millennials	Gen X	Boomers/Matures
#1	Care about the mission	Care about the mission	It was easy to do	Trust organization
#2	Trust organization	Clear exactly how my donation would be used	Care about the mission	It was easy to do
#3	It was easy to do	Would make a difference	Trust organization	Care about the mission
#4	Clear exactly how my donation would be used	Trust organization	Would make a difference	Would make a difference
#5	Would make a difference	Care about person who asked vs. organization	Care about person who asked vs. organization	Clear exactly how my donation would be used
#6	Close to meeting their fundraising goal	It was easy to do	Clear exactly how my donation would be used	Able to make donation immediately
#7	Care about person who asked vs. organization	Support the person who asked	Able to make donation immediately	Support the person who asked
#8	Inclusive and welcoming	Able to make donation immediately	Support the person who asked	Care about person who asked vs. organization
#9	Thought it would be fun	Directly impact my local community	Directly impact my local community	Inclusive and welcoming
#10	Directly impact my local community	Close to meeting their fundraising goal	Inclusive and welcoming	Friends/colleagues/family were participating

Figure 19: Thinking about the last time you donated through social fundraising, how well do each of the following describe WHY you donated? (% reported as describes perfectly) (By generation) Items in **bold** indicate significantly higher percentages than other generations.

It's interesting to note that when Gen Z and Millennials are considered together, the importance of fun has a clear correlation with age (**Figure 20**). Four in 10 donors in the combined Gen Z and Millennial group said they were motivated by an event/challenge/campaign seeming like it would be fun vs 31% for Boomers/Matures.



Figure 20: Donors who selected “describes perfectly” in relation to thinking the event would be fun.

How They Heard, How They Gave

Word of mouth continues to be the number one channel through which social donors heard about a giving opportunity, with 55% of social donors saying they heard about their last social giving opportunity through a friend, family member, or colleague (**Figure 21**). A quarter of donors said they were contacted directly by a nonprofit about their last social giving opportunity.

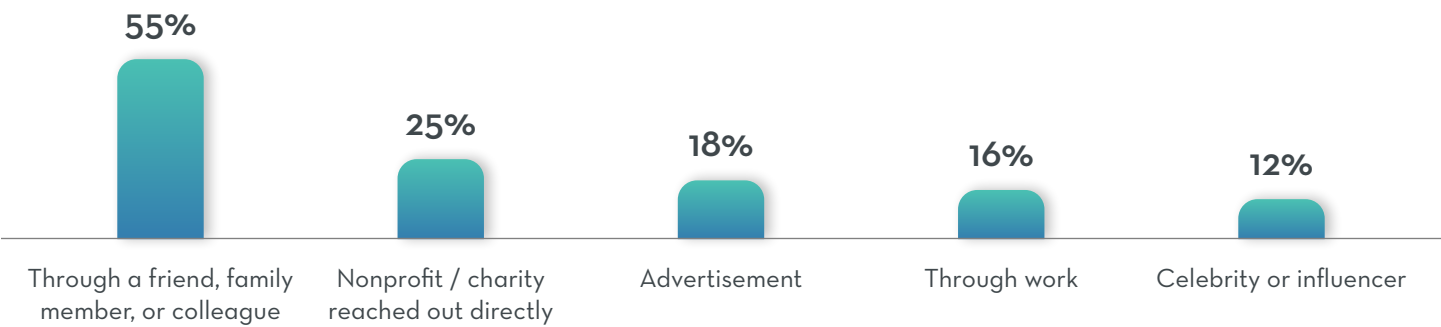


Figure 21: Thinking about the last social fundraising event or campaign you donated to, how did you hear about this donation opportunity? Please select all that apply. (2022 only)

When we look at how donors heard about their last social giving opportunities, certain groups deviated from the norm (**Figure 22**). Peer-to-peer donors (67%) and Boomers/Matures (59%) are even more likely to have heard about a giving opportunity through a friend, family member, or colleague. Gen Z and Millennial donors (26%) and AAPI donors (31%) over-index on learning about these opportunities through advertisements.

In a roll-up of Gen Z (27%) and Millennials (23%), who will soon make up the majority of the workforce, are more likely to report hearing about a giving opportunity at their work. While hearing about an opportunity from a celebrity or influencer has remained steady at 12% for all donors since 2021, a roll-up of Gen Z and Millennials shows they are 5 points more, at 17%, to hear about a social giving opportunity through third-party personalities.

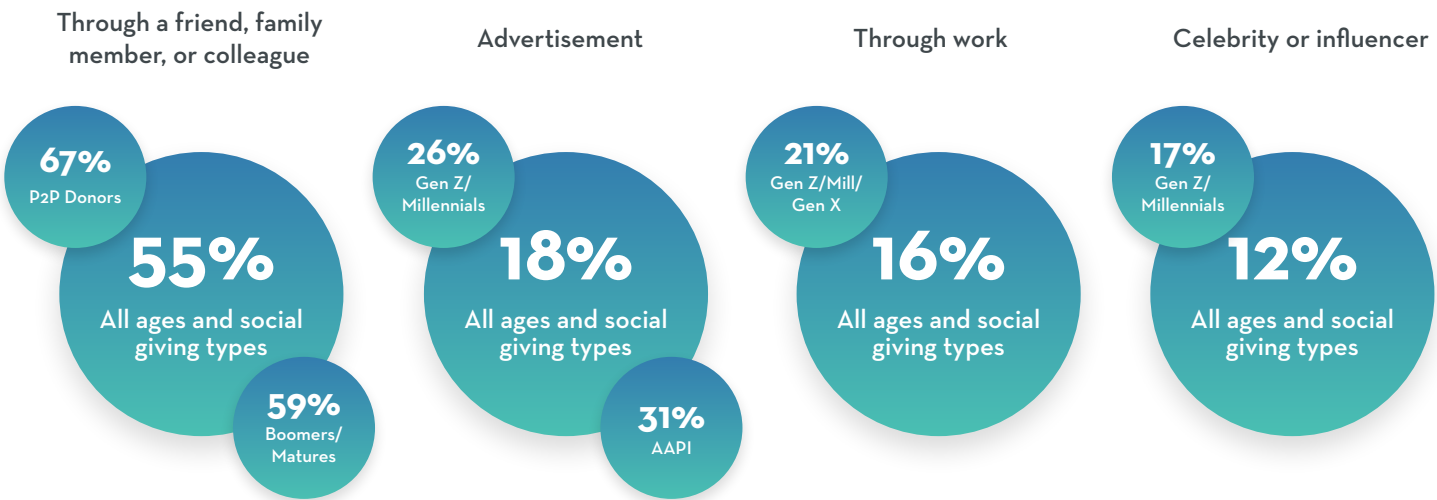


Figure 22: Groups that deviated from the norm in response to “how did you hear about this donation opportunity?”

Looking back over the past five years, direct outreach to donors by nonprofits has become an increasingly important way to engage social donors of all generations. When donors were isolated during lockdowns, nonprofits stepped up direct contact and have been seeing returns in years since (**Figure 23**).

The number of donors who heard about a social giving opportunity through advertising saw a 12-point jump from 2018 to 2021, likely due to efforts by organizations investing in more digital advertising to reach donors during lockdowns. In 2022 and 2023, as donors began spending less time in front of screens, the number of donors reporting they heard about their last social giving opportunity through an advertisement dipped a few points.

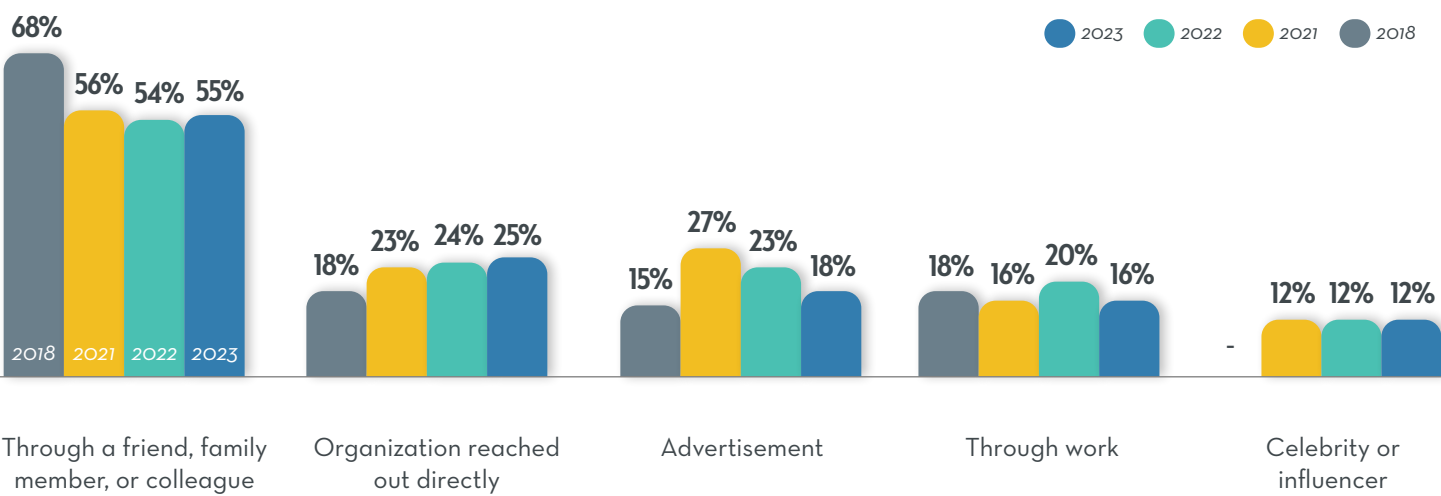


Figure 23: Thinking about the last social fundraising event or campaign you donated to, how did you hear about this donation opportunity? Please select all that apply. (A longitudinal look)

The top four channels through which donors learned about their last giving opportunity were in person, social media, email, and a nonprofit’s website (**Figure 24**).

Multiple lockdowns during the pandemic caused a surge in social media usage and a corresponding drop in in-person channels, which can be seen in 2021 social donor data. As more people began returning to work and social events, in-person is once again on the rise and social media remained steady year over year.

	2018	2021	2022	2023
In person	45%	26%	28%	31%
Social media	30%	37%	29%	29%
Email	19%	26%	24%	21%
Website	NA	24%	19%	15%

Figure 24: And where did you find out about this donation opportunity? Please select all that apply.

A look at all channels shows that text message, phone call, and at another event are also in the top 10 (Figure 25).

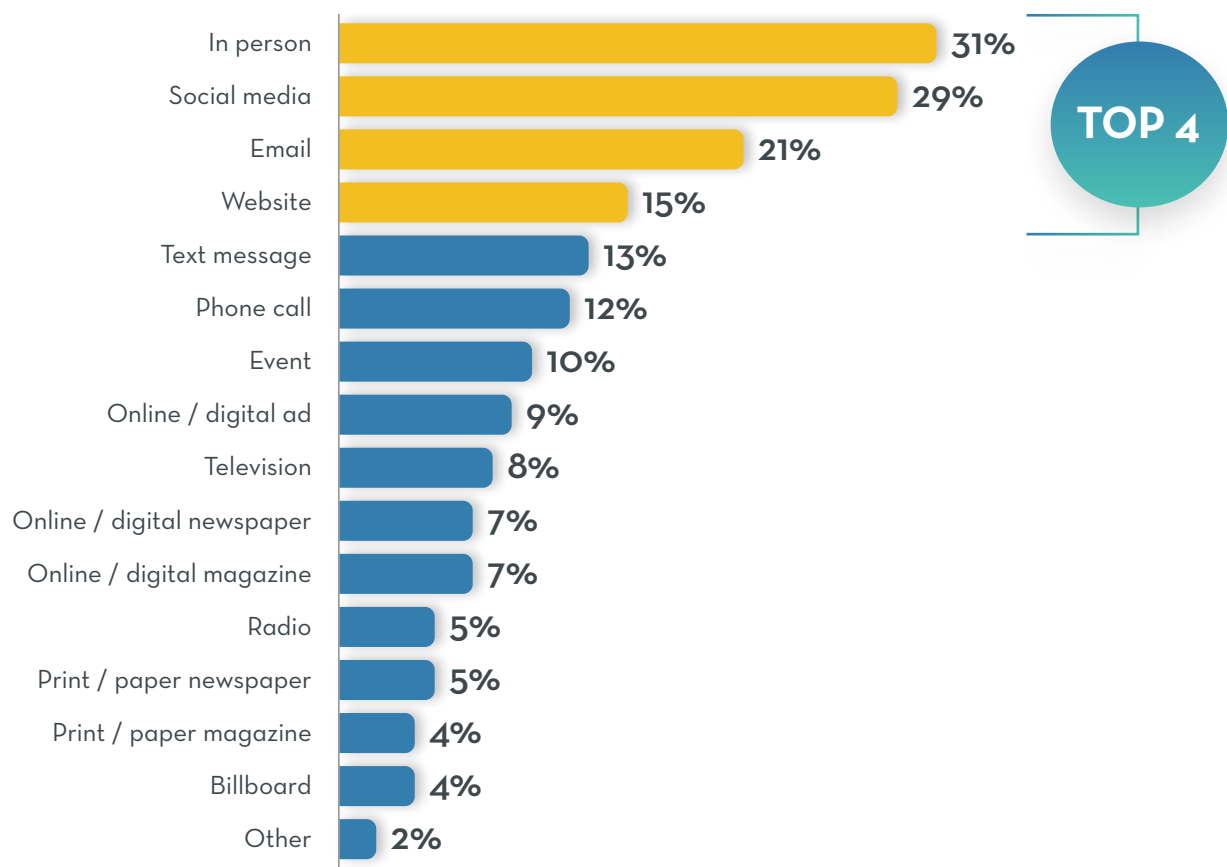


Figure 25: And where did you find out about this donation opportunity? Please select all that apply. (Full list for 2023)

	2018	2021	2022	2023
In person	55%	36%	44%	45%
Website donation	38%	48%	38%	38%
Mobile donation	8%	23%	26%	24%
Social media donation	NA	23%	20%	16%
Through the mail	7%	16%	15%	13%
Text donation	4%	12%	12%	7%

Figure 26: How did you make your donation?

Donation channels continue to reflect the increase of in-person social donors, with 45% saying they gave in person this year (Figure 26). This has risen 9 points since 2021 but is still 10 points shy of 2018. Donors who reported they donated via website stayed the same at 38%.

There was a slight drop of 4 points to 16% in the number of donors reporting they made their donation via social media. Thirteen percent (13%) of donors said they made their donation through mail, similar to last year (15%). When it comes to giving via text, there was a 5-point drop to 7% this year. Overall, mobile giving has risen in popularity since 2018 as donors look for easy, convenient ways to give on the go.

	Gen Z	Millennials	Gen X	Boomers/ Matures
In person	48%	52%	45%	35%
Website donation	49%	39%	35%	36%
Mobile donation	32%	31%	26%	11%
Social media donation	18%	23%	15%	7%
Through the mail	14%	13%	10%	14%
Text donation	11%	10%	8%	3%

As expected, there are big differences between younger generations vs. Boomers/Matures. They are more likely to make donations in person, via social media, and through mobile and text (**Figure 27**).

Figure 27: How did you make your donation? (By generation)

Payment methods for social donors show that, unsurprisingly, credit or debit card is the most popular way to give – 52% of social donors used this method (**Figure 28**). Digital wallets are popular, and occasion donors (35%) are the most likely to give via this method. Giving via cryptocurrency has remained relatively low, perhaps signaling a need for continued awareness and education as a viable option for today's donors.

	All Types	Event	Peer-to-peer	Occasion
Credit or debit card	52%	45%	55%	54%
Cash	34%	40%	34%	28%
Digital wallet (PayPal, Apple Pay, Venmo, etc.)	29%	27%	24%	35%
Check or money order	17%	24%	16%	12%
Cryptocurrency	3%	3%	3%	4%

Figure 28: How did you make your donation? (By event type)

In-Person Events Are Back and Supporters Expect Quality

Social donors continue to flock to in-person experiences, with 78% saying their last social giving experience took place in person – an increase of 29 points since 2021. Twenty-two percent (22%) reported participating virtually this year (**Figure 29**).

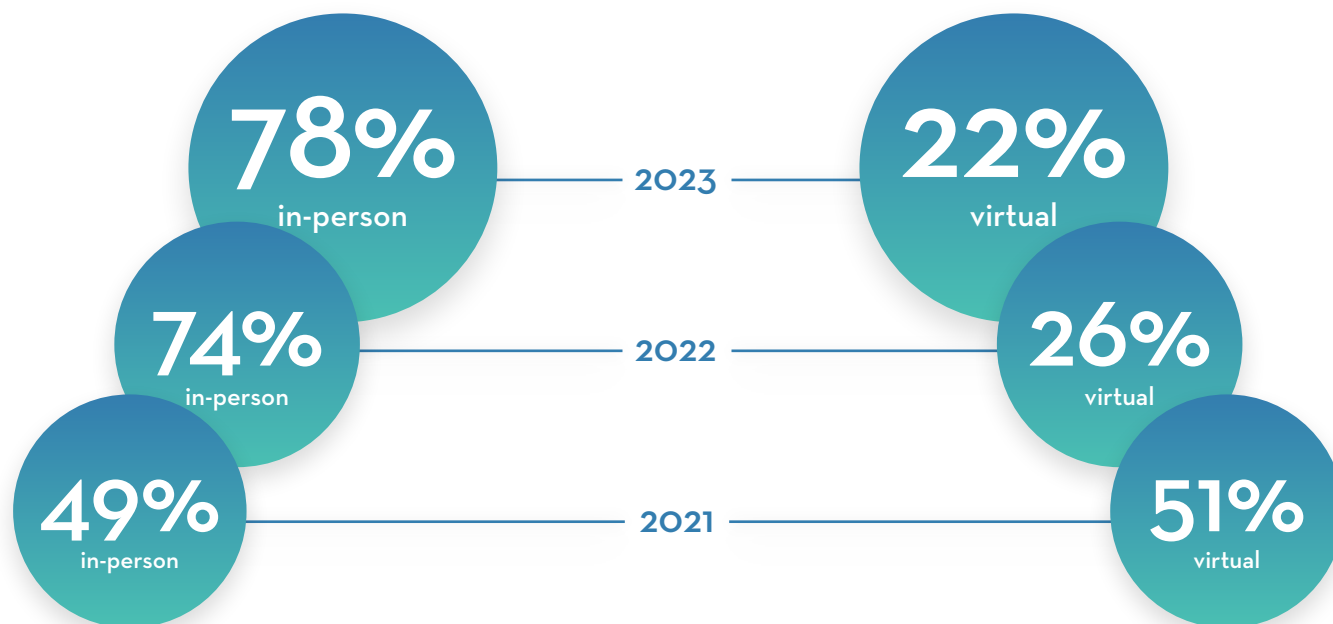


Figure 29: How did you primarily participate in this fundraising event?

When looking at preferred modes of engagement, it's clear that donors are eager to attend in-person experiences, with 41% of event donors saying they prefer only or mostly in-person engagement (**Figure 30**). An additional 30% of event donors said they prefer a mix of in-person and virtual engagement.

While it's clear that in-person engagement continues to increase in popularity, it's important to note that 24% of event donors and 37% of peer-to-peer donors said they prefer all virtual or mostly virtual events. While a virtual option may not be possible for every event, it's worth examining programming to see where your organization can offer virtual options to widen your base of potential donors. It's also important to note that peer-to-peer donors can be sponsors, not participants, and that type of engagement is typically virtual.

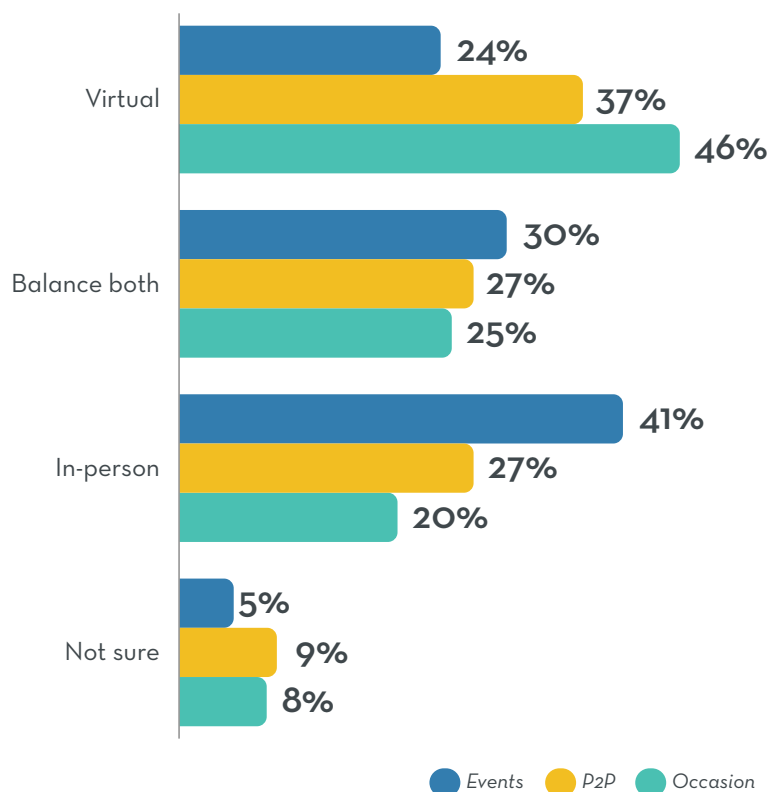


Figure 30: How do you prefer to engage with organizations you donate to?

When looking specifically at fundraising events like galas, auctions, golf tournaments, and similar ticketed fundraising events, 87% of event donors reported that their last social giving experience was in-person. For peer-to-peer donors, this number was 69% (**Figure 31**).



Figure 31: Percentage of event (gala, golf tournament, etc.) and peer-to-peer donors who reported their last social giving experience was in person in the 12 months before the survey.

Along with this return to in-person events comes an increasing desire from donors for high-quality, unique experiences. For event (gala, etc.) donors in particular, the standards for events are becoming higher and the expectations are evolving. Since the 2022 study, the number of event donors who rated their event experience as “excellent” decreased 8 points (**Figure 32**).

We believe a couple of factors could be at play here: when donors began returning to in-person events, they were grateful simply for social connection and being together. High-quality experiences and one-of-a-kind venues weren’t top priority – people just wanted to see people! As social donors settle back in to in-person interactions, nonprofits should know their expectations have continued to evolve, and they are looking for more from their event-based giving opportunities.



Figure 32: Percent of event donors who rated their experience as “excellent,” a longitudinal look.

Guests are now looking for in-person events that offer unique and memorable experiences. They want events that are well-curated and provide activities that feel special and aren’t easily replicated.

Additionally, donors want VIP ticket options at events they're attending. Over half (62%) of event donors said it was very or somewhat important that there are different ticket options and packages available (e.g., a standard or VIP experience) (**Figure 33**).

Those who rated VIP options as "very important" were more highly concentrated among Gen Z/Millennials donors, men, Hispanic donors, and those who gave \$500 or more.

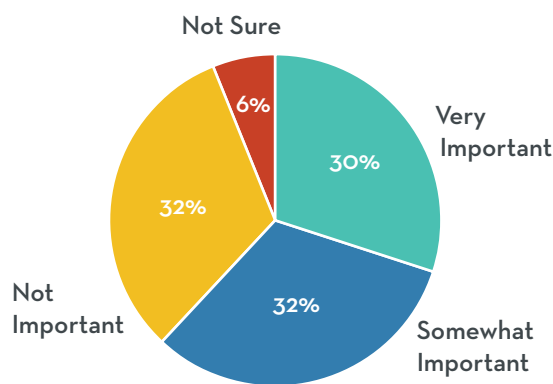
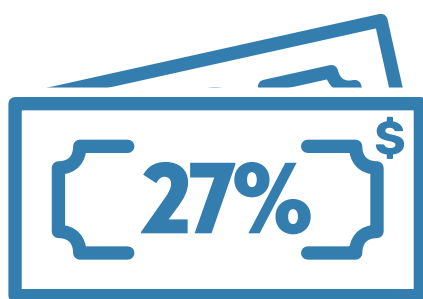


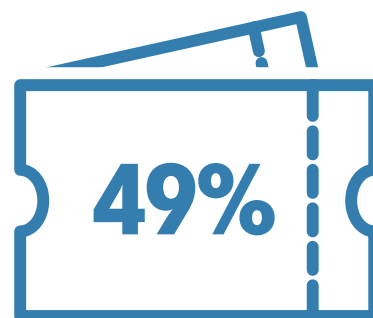
Figure 33: When you are considering going to an event for a nonprofit or charitable organization, how important is it that there are different ticket options and packages (e.g., a standard or VIP experience)?

Beyond the desire for enhanced ticket packages, social donors are using them. Event donors took advantage of VIP tickets and experiences at events. Nearly half (49%) of event donors said their event offered a VIP ticket experience, and 27% said they purchased a VIP ticket/experience (**Figure 34**). This signals for nonprofits the opportunity for increased revenue and engagement options through event ticketing.

Figure 34: Percent of events that offered VIP tickets/experiences and percent of event donors who purchased them.



of event donors purchased
VIP tickets/experiences



of event donors said VIP
tickets/experiences were offered

Even more impactful is to see who amongst event donors is purchasing VIP experiences. Nearly half (49%) of disabled donors purchased VIP tickets (**Figure 35**), signaling a need and expectation to ensure events are accessible and enjoyable for people of all abilities. Other groups that were more likely to purchase VIP tickets compared to other donors include: men, urban donors, Millennials, and high-income donors (earning \$200k+/yr), as shown in the chart to the right.

Disabled	49%
Urban	41%
\$200k+/yr income	47%
Men	34%
Millennials	42%

Figure 35: Breakout of event groups who purchased VIP tickets at a high rate

THE Fundraising Event EXPERIENCE

MOST IMPORTANT FACTORS FOR EVENTS: A LONGITUDINAL LOOK

Events defined as: Donating to a nonprofit through attending a fundraising event like a gala, golf tournament, or similar event – virtually or in person.

As more and more people return to in-person events, an increasing number of donors want giving to be seamless. This year, the importance of an easy event giving experience rose 10 points to 63% and moved from fifth to first in the list. It's also clear that more donors want to hear about how their donations are impacting beneficiaries and helping nonprofits achieve their mission. Making it clear how a donation makes a difference rose 6 points, and communication of impact and orgs highlighting their missions each rose 4 points. Hearing from people directly benefiting from an organization's work moved into the top 7 this year, with 48% of event donors saying this is important (**Figure 36**).

Quality is becoming increasingly important to eventgoers. This year, half of the event donors said a good location or venue for an event was very important to their experience. In 2021, expectations were lower as people sought out in-person connections after lockdowns – the last time a good location or venue appeared in the top 7 was in 2018, before the pandemic.

2023



Figure 36: When you are considering going to an event (like a gala, golf tournament, etc.) for a nonprofit or charitable organization, how important is each of the following?

\$218

2023 Average
Donation

\$231

2022 Average
Donation

Figure 37: Average event donation amount in 2023 and 2022

While there was an overall decline in the average social donation amount, event donations saw the smallest decrease with a slight drop of \$13 since last year (**Figure 37**).

In the 12 months before the 2023 survey, event donors were a bit more focused on the quality of these events than in 2022. There was 8-point decrease in the number of donors who rated their experience as excellent—53% (**Figure 38**). And 43% of event donors rated their experience as good, which is up 7 points from 2022. The remaining 4% of donors rated their experience as fair.

As mentioned in the social giving trends section, this could be due to donors looking for increased quality as they once again become more accustomed to in-person events.

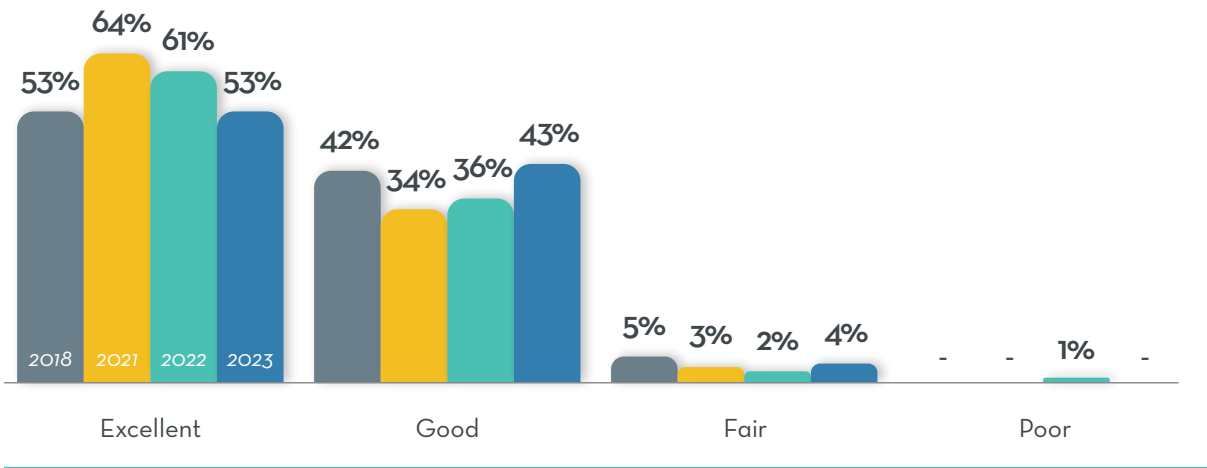


Figure 38: Ratings of last nonprofit or charity event or campaign attended/sponsored or participated in.

Excellent event experiences appear to correlate strongly with loyalty, likelihood of becoming an annual donor, and likelihood of becoming a recurring donor. The graphic below shows sentiments among event donors who rated their event experience as excellent (**Figure 39**).



Figure 39: Event donors who rated their event experience as “excellent”: likelihood to attend similar event, become an annual donor, and/or become a monthly donor

THE EVENT EXPERIENCE: EASE

The good news for the event giving experience continues. When asked how easy it was to complete certain actions during an event, 87% of donors said it was easy to make their donation (**Figure 40**).

There was significant improvement in several areas vital to a frictionless philanthropy experience. The ease of registering for an event rose 9 points to 70%, quick check-in rose 9 points to 69%, and checkout when the event is over saw a large jump of 10 points to 77%. This may be attributed to the adoption of fundraising software and renewed focus by fundraisers on creating more seamless and holistic event experiences.

2023

Make your donation	87%
Check out when the event is over	77%
Make donation during the event	75%
Make a purchase at the event	73%
Log on	73%
Register for the event	70%
Interact with other donors or participants	70%
Quickly check in at the event	69%
Share, promote, or remind others about the fundraiser	65%
Share information about the org you donated to	65%
See how close the org was to reaching its goal	65%
Bid on live or silent auction items	61%
Find out about the schedule of events	60%
Access information on your mobile device	59%
Access online or virtual content	56%
Access the event via livestream	55%
Solicit donations online	50%

Figure 40: How easy was it to do each of the following? (% rated as very easy, excluding don't know or not applicable)

Figure 41 shows how survey respondents donated at their most recent fundraising event. Those who purchased a ticket rose to 41% from 28% in 2022. In 2021, this number was at 38%, while in 2018 it was at a high of 52%. Another area that saw significant growth was the number of donors who participated in a raffle, which rose 8 points this year to 38%.

Donation methods more popular among high-dollar donors include sponsored events, bidding in a live auction, or participating in pre-event fundraising such as a dinner and casino-style games, thus indicating these high-profile donors are interested in participating in multiple revenue generating fundraising activities.

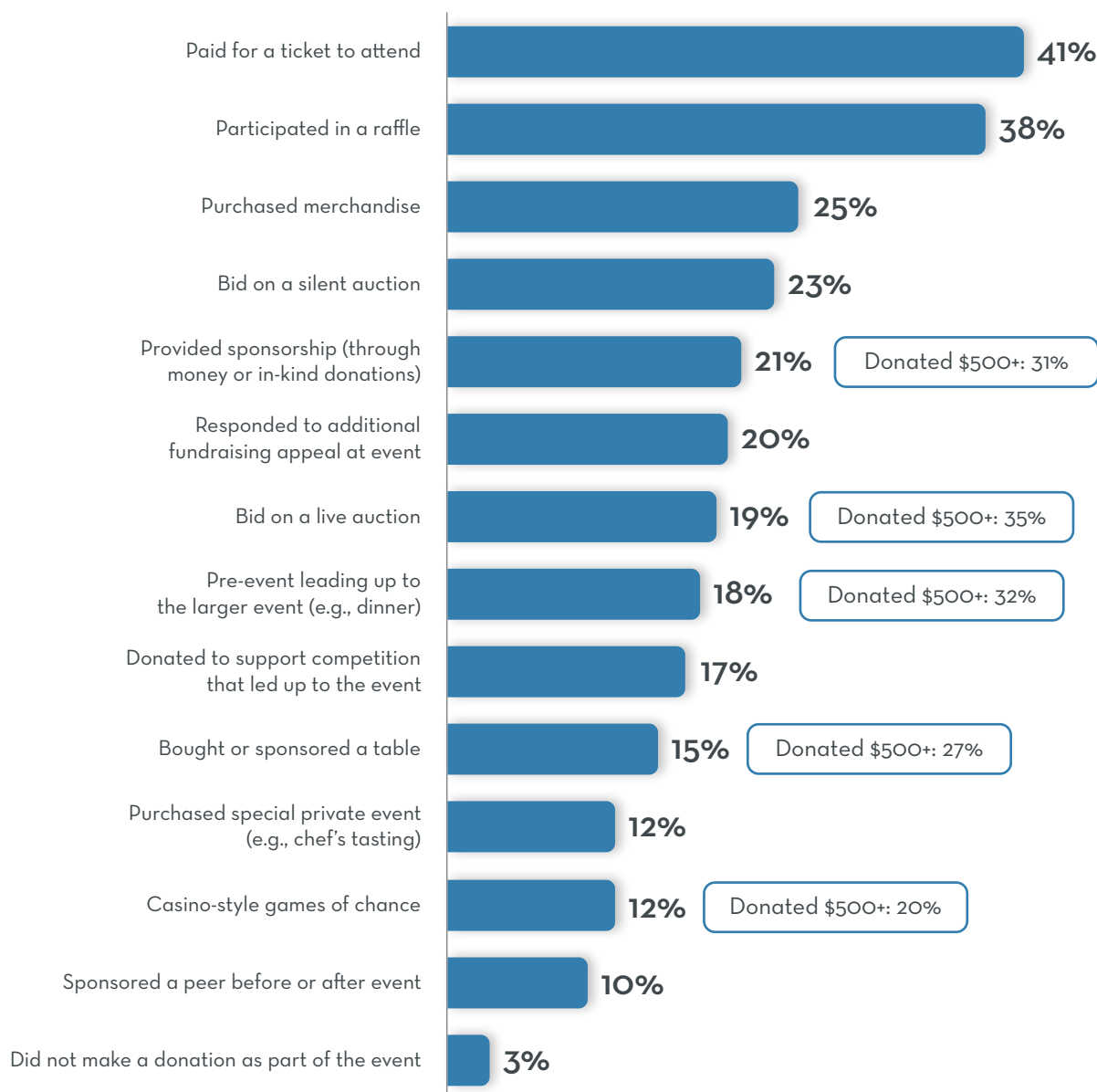


Figure 41: Through which method(s) did you make donations as part of the event? (Select all that apply.)

THE EVENT EXPERIENCE: ENGAGEMENT

When it comes to keeping donors engaged at an event, 61% of event donors said they found socializing with other guests to be very engaging – that’s up 12 points over last year, moving this feature into the first spot in the list (**Figure 42**), another indication that the social nature of in-person fundraising helps foster social donor engagement.

Another area that saw growth this year was the number of donors who reported the silent auction was very engaging, which rose 11 points to 48%.

Viewing the live results of a competition moved from the top spot to second, with 56% of event donors reporting this as engaging.

The top four most engaging event features for virtual donors are shown below in comparison to in-person donors (**Figure 43**). Virtual donors were even more likely to find matching gifts engaging, with 58% reporting they found matching gifts “very engaging.” Take these into account when planning a virtual element to your event experience.

	Virtual	In person
Live comment/ message feed	58%	34%
Matching gifts	58%	52%
Ability to socialize with other guests	57%	62%
Tracking org’s progress toward goal	56%	49%

Figure 43: Top five most engaging features for virtual event donors with a comparison to in-person donors

2023

Ability to socialize with other guests	61%
Viewing live results of a competition	56%
Matching gifts program	53%
Testimonials	52%
Hearing about the impact of your donation	51%
Track the org’s progress toward goal	50%
Direct donations to specific projects or people	50%
The speakers	49%
The theme of the event	49%
The silent auction	48%
The live auction	48%
Live entertainment	48%
Happy hour	41%
Live recognition of donors	41%
Live viewing	41%
Lessons where you could follow along	41%
Interactive challenges or contests to join	41%
A custom hashtag you could share	40%
One-click donations	40%
Casino-style games	39%
Raffles	39%
Online posts leading up	38%
Live comment/message feed	37%
Pre-recorded content/videos	34%

Figure 42: How engaging were each of the following features of this event? (excluding don’t know or not applicable)

Recommendations For Improving the Event Experience

1) Offer unique options to wow guests.

As in-person events grow in number, guests are beginning to look for higher-quality experiences. If your organization normally holds multiple smaller events each year, consider investing in unique experiences and VIP options. Take time to research one-of-a-kind venues and/or consider partnering with local restaurants or artisans to provide an exceptional dining experience, like a farm-to-table meal. Adding touches that aren't easily replicated will have guests talking about your event and eagerly anticipating a repeat visit – given the social nature of today's event donors, they'll probably invite some friends next time, too!

2) Be intentionally inclusive.

The prevalence of virtual events during the pandemic brought expanded access to philanthropy in a way never seen before. Disabled donors, immunocompromised donors, and donors of color, who are often marginalized by in-person events, were met with an easy way to attend and support their favorite nonprofits' events without barriers to entry. To continue being inclusive and to engage a broader base of donors, nonprofits can remain intentional in planning their events to be welcoming and accessible to those who can attend in person and available to those who would like to or have to attend an event virtually. For in-person events, partner with local organizations and/or consultants who can help you find accessible venues and add touches to make your event welcoming to all guests at every touchpoint. From initial marketing all the way to securing an accessible venue, you should have inclusivity at top of mind at every stage of engagement.

3) Provide opportunities for connection, whether in-person or virtual.

Both in-person and virtual donors reported valuing aspects of events related to connection and socializing. Look for activities and technology that can help you offer event guests a way to connect with each other, whether through in-person interaction, live comment feeds, or a chat tool that both on-site and virtual guests can use to socialize.

4) Get the most out of matching gifts.

Over one third of in-person donors and an amazing 58% of virtual event donors said they found matching gifts engaging. Be sure to incorporate matching opportunities into your event and create a sense of urgency and excitement around them. For virtual event donors, it's important to use a fundraising platform that makes it simple to set up a matching gift with an integrated option to collect donations and see the amplified results in real-time.

5) Tailor your activities to your audience.

When planning activities at your event, look at who will be there and custom-tailor activities. Use **Figure 41** as a reference point. For example, if your audience has more donors with a larger giving capacity, consider incorporating activities like casino-style games or games of chance and appealing sponsorship options.

Peer-to-Peer

THE RUN/WALK/RIDE EXPERIENCE

MOST IMPORTANT FACTORS FOR RUN/WALK/RIDE

Run/walk/ride defined as: Donating to a nonprofit by sponsoring someone or participating in a fundraising event like a walk, run, or ride.

For the last two years, ease, mission, and impact were the top three factors run/walk/ride donors considered when planning to participate in or sponsor someone participating in a peer-to-peer event. This year, ease remained in the top spot, but various methods of sharing impact gained importance and took the second and third places in the list (**Figure 44**).

This is the third year in a row that the ease of donating has been the number one most important consideration for run/walk/ride donors, highlighting the need for a frictionless giving experience. This makes sense since most of the fundraising for run/walk/ride events takes place online prior to an activity such as a race, making ease a non-negotiable for these donors.

With over half of run/walk/ride donors citing the importance of clarity in how donations make a difference and organizations communicating impact, the rise of connecting run/walk/ride donors to mission-based giving opportunities and storytelling are critical to engaging this segment of social donors.

This year, the average donation run/walk/ride donors reported decreased from \$166 to \$137 (**Figure 45**). This could be linked to the shrinking number of virtual peer-to-peer options such as “ride along at home” or “virtual walk” opportunities, that were popular during the pandemic.



Figure 44: When you are considering sponsoring someone or participating in a walk, run, ride, or similar activity, how important is each of the following?

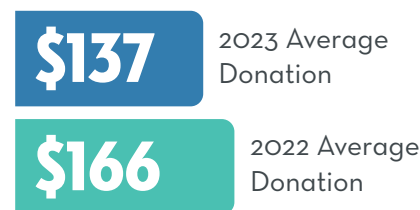


Figure 45: Average peer-to-peer donation amount in 2023 and 2022

THE RUN/WALK/RIDE EXPERIENCE: EASE

The ease of donating to a run/walk/ride event remained very similar to last year, with 81% of donors saying it was very easy to make their last donation (**Figure 46**).

There are still quite a few opportunities for improvement when it comes to ease and walk/run/ride events, most notably with setting up a personal fundraising page and making it easier for supporters to ask others for donations online. Because of the social focus on these peer-to-peer type events, and the power of giving amplification from peer networks, these improvement areas are well worth investing in.

2023

Make your donation	81%
Check out when the event is over	63%
Make donation during the event	62%
Register for the event	61%
Make a purchase at the event	60%
Log on	58%
Quickly check in at the event	56%
Access information on your mobile device	55%
Access online or virtual content	55%
See how close the org was to reaching its goal	54%
Share information about the organization you donated to	54%
Track your own or a participant's progress toward a goal	53%
Interact with other donors/participants	53%
Share, promote, or remind others about the fundraiser	50%
Set up your personal fundraising page	44%
Access the event via livestream	43%
Solicit donations online	43%

Figure 46: How easy was it to do each of the following? (% reported as very easy, excluding don't know or not applicable)

THE RUN/WALK/RIDE EXPERIENCE: ENGAGEMENT

In this year's survey, 48% of donors ranked the ability to track an org's progress toward fulfilling its fundraising goal as very engaging, which is almost identical to last year (**Figure 47**).

Hearing about the impact of one's donation was seen as very engaging among run/walk/ride donors, rising 5 points to 46%, up to second in the list from tenth last year. Again, this could indicate the more deliberate giving by social donors this year as they return to supporting nonprofits based on their values and passions as opposed to supporting people as a way to connect during times of social distancing.

Matching gifts, which held the number one spot last year, dropped 11 points to 41%.

2023

Tracking the org's progress	48%
Hearing about the impact of your donation	46%
A way to track progress	44%
Direct towards specific projects or people	42%
Leader boards	41%
One-click donations*	41%
Matching gifts program	41%
Testimonials	41%
Seeing progress	40%
Ability to chat	39%
Being part of a team	39%
Online posts leading up to event	38%
Fundraising milestones or badges	35%
Having a team leader/captain	33%
A custom hashtag	32%

**For virtual peer-to-peer donors only*

Figure 47: How engaging were each of the following features of the event or campaign you sponsored or participated in? (% very engaging, excluding "don't know" or "not applicable")

Recommendations For Improving the Run/Walk/Ride Experience

1) Make fundraising progress and donor impact clear.

Run/walk/ride donors want to see how close you are to your fundraising progress, and they want to know how their donations will make a difference. We know from the data that these are key motivators for this sub-set of social donors. On your event homepage, consider adding a fundraising progress thermometer. In your “about the event” copy, be sure to include how many years the event has taken place, plus cumulative giving totals, and share tangible impact with language like, “Last year’s event helped fund...” You should also look for a fundraising platform that makes it easy to associate impact statements with donation amounts to increase giving.

2) Make it easier to share information and ask for donations.

Run/walk/ride donors continue to report that soliciting donations online is not as easy as it could be. First and foremost, use language that makes it clear that the goal of the event is fundraising. Then, invest time into creating robust resources to help your participants raise more for your mission. Include items like an information sheet about your organization and mission; promotional materials like posters, graphics, and sponsor forms; sample text messages and social templates that break down impact by gift size; and helpful items like logos and links to videos.

3) Create a welcoming, inclusive experience.

Peer-to-peer donors continue to be motivated by an event being inclusive and welcoming. Consider making a virtual or hybrid option available for participants who may not be able to attend. You can add a go-at-your-own-pace registration option for folks to track their activity for a period leading up to the in-person event. This opens your event to younger donors or those who face barriers to attendance. For in-person participants, adding options like staggered starts and accessibility friendly options for runs/walk/rides broadens access for donors of all ability levels.

4) Show donors you take health and safety seriously.

Run/walk/ride donors were the only group to rank the prioritization of health and safety as one of their top motivators. Show donors you’re putting their well-being first by clearly communicating your health and safety protocols in advance of the event. This information should be easy to find and understand, and it should be regularly updated as needed. You’ll also want to provide adequate resources and support, which may include providing masks and hand sanitizer for participants who choose to use them. Your nonprofit should have a plan in place to deal with any health or safety concerns that may arise during events. It’s also important to encourage participants to take care of themselves during the event, which may include reminding them to drink plenty of fluids and eat healthy snacks during the event.

THE Occasion & Challenge EXPERIENCE

MOST IMPORTANT FACTORS FOR OCCASIONS, CHALLENGES, AND GIVING DAYS

Occasion & Challenge defined as: Donating/requesting donations online with a personal page including...



Challenges

(like the Ice Bucket Challenge)



Giving Days

(like Giving Tuesday, Black History Month)



Occasions

(like a birthday or memorial/tribute)

Ease, mission, and impact have been in the top three motivators for Occasion/Challenge donors in every study since 2018 (**Figure 48**). The ease of donating continues to tick up over time, from 61% in 2018.

As in other segments of social giving, being clear on how a donation makes a difference and highlighting the mission are important to those participating in challenges, giving days, or occasion opportunities.

Occasion donors also find it important to be able to direct their donations to specific people and projects (46%), hear directly from nonprofit beneficiaries (45%), and track an organization's fundraising progress (44%).

The average donation for occasion givers saw a decline this year, reflecting wider trends in giving (**Figure 49**). The average occasion donation dropped to \$163 – down \$30 from 2022's average of \$193.

2023



67% Donating is easy



63% Clear how donations make a difference



63% Org highlights its mission



62% Org communicates its impact



46% Direct donations to specific projects/people



45% Hear directly from beneficiaries



44% Track the org's fundraising progress

\$163

2023 Average
Donation

\$193

2022 Average
Donation

Figure 49: Average occasion/challenge donation amounts in 2023, 2022

Figure 48: When considering giving to an organization for an occasion (like a birthday), challenge (like the Ice Bucket Challenge), or giving day/week, how important is each of the following?

THE OCCASION EXPERIENCE: EASE

As with other giving experiences, ease is the most important factor when deciding to donate to an occasion, challenge, or giving day (**Figure 50**).

One area for improvement is providing personal fundraising pages that are easy to set up, which fewer than half rate as “very easy.”

2023

Make your donation	84%
Access online or virtual content	64%
Access information on your mobile device	62%
Share, promote, or remind others about the fundraiser	61%
See how close the org was to reaching its goal	60%
Share information about the org you donated to	58%
Interact with other donors or participants	57%
Solicit donations online	50%
Set up your personal fundraising page	47%

Figure 50: How easy was it to do each of the following?
(% reported as very easy, excluding don't know or not applicable)

Occasion donors are likely to be repeat donors, with 84% reporting they’re very or somewhat likely to make another donation (**Figure 51**).

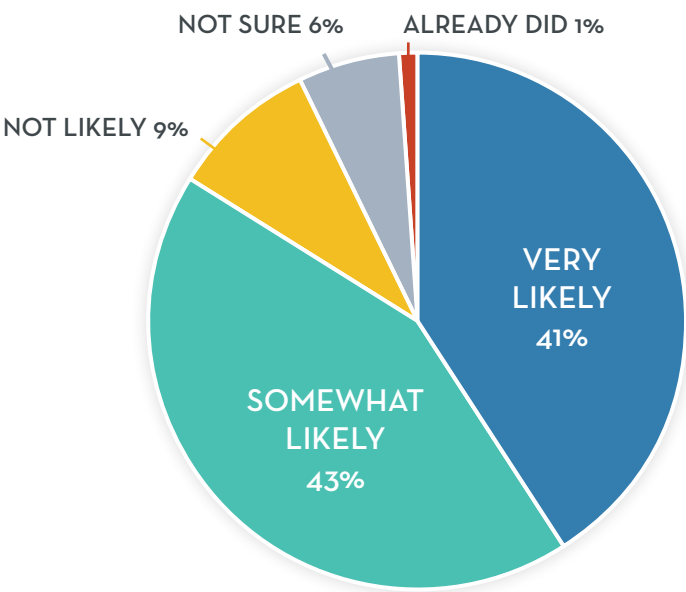


Figure 51: How likely are you to donate or fundraise for an occasion, challenge, or giving day/month again?

Recommendations For Improving the Occasion/Challenge Experience

1) Invest in technology that provides easy, personalized giving options.

Occasion donors are the most likely to give spontaneously, which means they need technology that makes the giving experience easy, mobile, and full of options that appeal to this subset of social donors. Occasion donors were the most likely to donate via digital wallet, so investing in a platform that offers options to pay via Apple Pay, Google Pay, etc. is important.

2) Make sure you follow up.

Once an occasion donor gives to your organization, make sure you thank them promptly and stay in touch with them throughout the year to let them know about your work, their impact, and how they can continue to support your mission. These are often donors who are giving in the moment, so building loyalty with them through follow-up and cultivation is important.

3) Utilize social media.

Four-in-ten occasion donors said the channel through which they learned of a giving opportunity was social media, higher than other social donors. Make sure your organization not only shares occasion, giving day, and challenge opportunities on social media, but also be sure to post a wide variety of content on a regular basis. You should share impact stories, volunteer opportunities, news relevant to your supporter base, and visual content to engage your audience and build a community.

4) Make fundraising seamless for donors.

When donors want to support you through DIY fundraising, a giving day, or challenge, reducing barriers to participation is important. Consider using a fundraising platform that offers donors a way to set up their own personal fundraising pages quickly and easily so they can share your campaign with their personal networks.

5) Leverage multichannel marketing.

Each donor engages with your campaign and cause differently. To reach a wider pool of social donors, omni-channel marketing is key to boosting engagement. Since occasion donors are more likely to give in the moment than other types of social donors, consider sending a text appeal if you're participating in a giving day.

How To Use The Findings

As donors begin to return to behavior patterns that feel more “normal” than the ups and downs of the pandemic, they’re increasingly giving to organizations that are working on issues that are important to them personally. Building a strong foundation of trust and providing an easy, seamless giving experience is vital to nonprofit success as today’s donors become more deliberate with their giving.

It’s important to remember that donor expectations continue to evolve post-pandemic, and even as we return to more familiar patterns, donors expect choice, optionality, and personalization in their giving experience.

By reviewing the direct and self-reported feedback from donors on what they are looking for in the giving experience and what they need from nonprofits, along with cross-referencing the generosity motivators, your organization can tailor your outreach, engagement activities, and impact messaging for today’s donors in a way that creates a more personalized experience while fostering loyalty and trust in donors of all demographics.

As you plan future events and campaigns, it’s also important to think about ways you can be intentionally inclusive for donors who gained access to philanthropy during the pandemic due to increased virtual and hybrid options. Adding fundraising technology that makes a virtual option easy on your organization can help expand your reach and increase access.

This year, aspects of frictionless philanthropy such as registering for an event, checking in at the event, and the checkout process saw increases in markers of ease. As investments in technology that bolster seamless giving experiences pay off, it’s important for nonprofits to focus on how they can help donors spread the word about their cause and ask for donations. Through a combination of technology like personal fundraising pages and content such as fundraising toolkits, nonprofits can boost their revenue by making it easy for supporters to share their passion for the causes they love.

Survey Methodology

The online survey of 1,101 social donors aged 18 or older was conducted by Edge Research between March 28-April 12, 2023. Social donors are defined as anyone who self-reports giving to at least one charitable organization by attending a fundraising event; participating or sponsoring someone in a fundraising activity like a run, walk or ride; or donating or requesting donations for an occasion, challenge, or giving month or day within in the last 12 months. Data is self-reported, not transactional. Edge Research worked with an established industry sampling partner, consisting of opt-in research participants. This is a non-probability/convenience sample. Quotas were set to ensure incoming data (prior to screening for charitable donations) was census representative in terms of age, gender, region, and race/ethnicity.

About OneCause

OneCause is driving the future of fundraising with easy-to-use digital fundraising solutions that help nonprofits improve the giving experience and raise more money. OneCause builds technology that optimizes everyday generosity, making it easier for nonprofit organizations to fundraise and for nonprofit supporters to give. Since 2008, OneCause has helped over 10,000 nonprofits in the United States and Canada raise more than \$5 billion for their missions.

To learn more about how OneCause can help your nonprofit succeed, visit our website or take a test drive of our Fundraising Platform.



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