



2022

# Giving Experience

*research study*

Understanding Evolving Donor Expectations

**onecause**<sup>®</sup>  
POWERFUL FUNDRAISING SOLUTIONS

# Introduction



**As we emerge from the global COVID-19 pandemic, donor expectations and patterns of generosity continue to evolve in an inexorably altered fundraising landscape.**

After a rapid shift to virtual fundraising events to keep vital funds flowing, nonprofits must now analyze which of their experiments turned into successful, sustainable tactics, what no longer serves their donors, and what new ideas or changes they can implement to exceed donor expectations.

Five years ago, OneCause released its first social donor study that examined the giving experience of social donors who participate in auction events, peer-to-peer fundraising, occasions/challenges, and giving/awareness days. The second iteration of the study was released in 2021 and focused on social donor behavior during the pandemic.

**This year's study was designed to capture the evolving expectations, generosity motivators, giving patterns, and future intentions of over 1,000 social donors – and this year, we looked back across five years of social donor data to examine how these have changed.**

The goal of these longitudinal findings is to help nonprofits and fundraisers like you navigate and understand what makes today's donors tick, stick, and stay.

The 2022 Giving Experience Study contains self-reported feedback and input directly from social donors who shared what they think of and want to see in the nonprofit giving experience. In the following pages, you'll find practical strategies any nonprofit can leverage to attract, engage, and retain supporters. As the nonprofit world moves toward recovery, it's imperative to understand how to unlock generosity, create opportunities for frictionless philanthropy, and grow your impact with today's donors.

**Join us on a five-year journey into the mindset and behaviors of today's donors.**

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# Key Findings



## Social giving continues to grow.

Social donors say organizations who demonstrate impact well are those who show who is helped, give concrete and specific examples of where money is going, are transparent, and regularly communicate results. In the last 12 months, 3 in 10 U.S. adults gave through fundraising events, peer-to-peer fundraising, or occasion/giving day campaigns. Social giving has exhibited growth each year we've surveyed donors for our social donor research.

## Trust emerges as a key motivator; personal connection grows in importance.

Like many things in life, donor motivators continue to evolve. This year's research revealed new rising motivators influencing the attention and behavior of today's donors. While ease, mission, and impact remain key drivers of social giving, trust, personal connection, and immediacy emerged as key motivators for the first time in 2022. After a turbulent couple of years, social donors are looking to nonprofits for reassurance that donations are being put to good use and that organizations are acting with integrity.

## Donors are excited about the return to in-person events but want nonprofits to offer virtual options.

A quarter of social donors said they prefer to engage with organizations they donate to only in person or mostly in person with some virtual engagement. In-person events are perceived as higher quality than virtual events, and attendees are more likely to want to participate again next year. However, it's all about offering options – and

a plurality of donors still prefer to engage virtually. Choice is powerful – offering multiple modes of engagement personalizes the giving experience. Donors get to decide when, where, and how they give. Virtual options also converge with ease and immediacy motivators by offering a way for donors to participate with the click of a button.

## Social giving continues to unlock generosity in younger, more diverse donors through expanded access to philanthropy.

Social giving and virtual engagement continue to boost access for donors who have historically been underrepresented in or excluded from philanthropy. Gen Z social donors said they donated more money than last year, and more than half said they gave to more organizations. Donors of color, particularly Black donors, are giving more money to the organizations they support, and half of Black and Hispanic donors surveyed said they gave to more organizations over the past 12 months than in 2021.

## There are opportunities to steward social donors for retention and recurring giving.

A social donor's first gift shows they value your nonprofit's work. But how can you retain them? Nonprofits have a great opportunity to cultivate lasting relationships and convert more social donors to recurring givers. Feeling like a donation makes a difference continues to be the number one reason that social donors across all generations decide to give again. Social donors say organizations who demonstrate impact well show who is helped, give concrete and specific examples of where money is going, are transparent, and regularly communicate results.



# Social Giving Trends



Approximately 29% of U.S. adults surveyed self-identified as a social donor in 2022 (**Figure 1**). This continues an upward trend in social giving, which was at 23% in 2018 and 27% in 2021. From 2018 to 2022, social giving has grown a total of 6%.

This study focuses on the giving experiences of social 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.

How donors engaged in social giving remained almost identical to 2021 (**Figure 2**), with around a third of those surveyed reporting they participated in events, 39% in runs/walks/rides, 35% in giving days, 38% occasions, and 25% in challenges. There was no statistically significant rise or drop in any category.

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

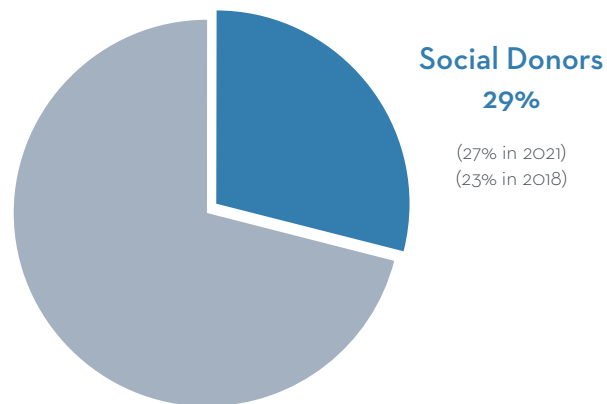


Figure 1: Survey respondents that self-identify as a social donor in relation to U.S. Census Representation



## Runs/Walks/Rides

39%

Sponsored someone or participated in a fundraising ride or similar activity



## Occasions

38%

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



## Giving Days

35%

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



## Events

32%

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



## Challenges

25%

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 non-profit organizations, charities and/or causes? (Select all that apply.)

# Expanded Access: More Diversity, More Giving

Data from 2021 indicated that social giving is improving access to philanthropy for a set of younger, more diverse donors. While Gen Z made up less of the donor sample in 2022 (12% compared to 18% in 2021), 48% reported giving more money and 55% said they donated to more organizations than usual (**Figure 3**). That's up from 43% and 50% in 2021, respectively.

Millennials were 38% of the sample in 2021 and 2022. There was a slight drop in those reporting they gave more money, down from 59% in 2021. Those who gave to more organizations stayed relatively steady at 57% in 2022 compared to 60% in 2021.

Forty-five percent of Gen Z and 42% of Millennial donors reported giving in response to a current need or issue, surpassing older generations in this area as they have in past years. However, overall giving in response to a current issue or need dropped overall by 9% for Gen Z and 8% for Millennials, perhaps due to time passing since the initial surge of donations surrounding the racial justice movement and the highest need during the pandemic.

	Gen Z (1996-2003)	Millennials (1981-1995)	Gen X (1965-1980)	Boomers/ Matures (Before 1964)
Percent of sample	12%	38%	27%	23%
Donated more money	48%	52%	37%	35%
Gave to more orgs	55%	57%	41%	29%
Donated in response to a current issue or need	45%	42%	35%	21%

Figure 3: Giving behavior over the last 12 months (by generation)

After a 2021 surge in COVID-relief giving, the 2022 total average annual donation amounts across all age groups appear to be returning to pre-pandemic levels (**Figure 4**).

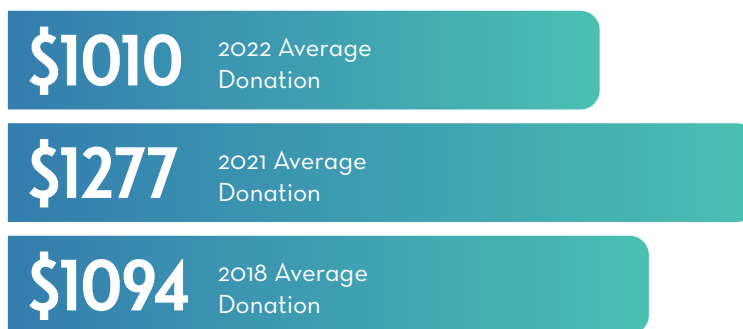


Figure 4: Average annual total donations each year of study (all generations)\*

\*\* 2018 averages contain outlier donations that may have driven that year's average amounts higher in comparison to 2021 and 2022. Outliers were removed in both of those studies.

Millennials continue to give higher average social giving donations compared to other generations **(Figure 5)**. In fact, their average social giving donation amount went up \$7 from 2021 – all other generations saw a drop of \$30 or more in their annual social donations.

Except for Boomers/Matures, social service organizations were the top recipient of donations across generations in 2022. In 2021, health-related organizations topped the list of nonprofit types for Boomers/Matures and Gen X, and children’s charities were a favorite for Millennials.

As previously stated, Gen Z reported a drop in giving related to an immediate need. In 2021, many young donors gave in response to the social justice movement, which brought human rights organizations to the top of Gen Z’s list that year. While still important, social giving to human rights orgs by Gen Z dropped 13 points in 2022. In 2018, health charities topped the list for each generation, though there was a tie with animal rescues for Gen X.

		Gen Z	Millennials	Gen X	Boomers/ Matures
Annual total donations		\$502	\$1096	\$863	\$1330
Social giving donations		\$169	\$284	\$170	\$112
Top 5 nonprofit types	#1	Social service orgs	Social service orgs	Social service orgs	Faith-based
	#2	Health charities	Children’s charities	Health charities	Health charities
	#3	Children’s charities	Health charities	Animal rescue	Social service orgs
	#4	Human rights	Human rights	Children’s charities	Children’s charities
	#5	Animal rescue	Youth development	Faith-based	Animal rescue

Figure 5: Giving behavior over the last 12 months (by generation)

With respect to race, donor diversity remained relatively steady, with a 5 point bump in the number of Black donors and a 5 point drop in the number of Hispanic donors (**Figure 6**).

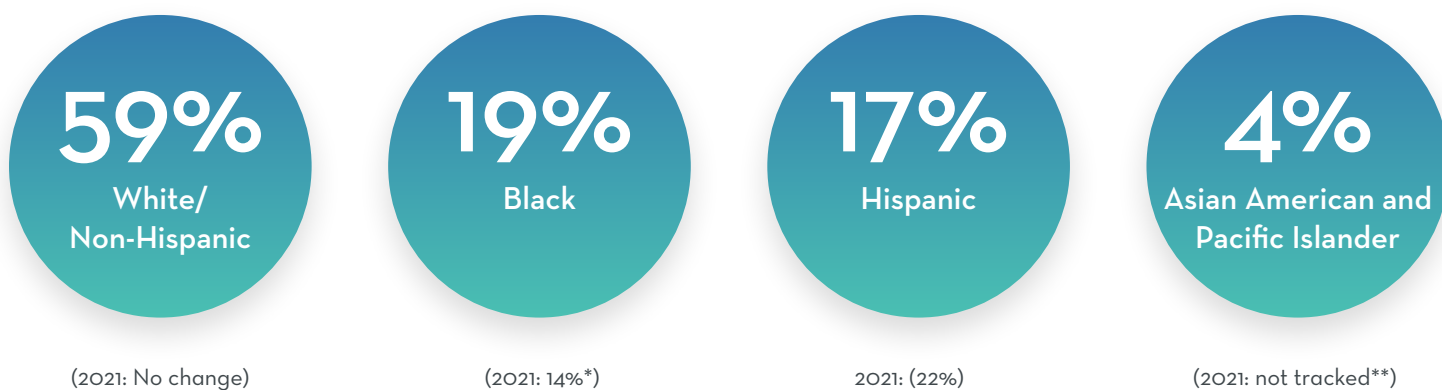


Figure 6: Demographic breakdown of survey sample (by race)

Fifty-three percent of Black donors reported giving more money in the past 12 months than they usually do, which is an 8 point increase from 2021 (**Figure 7**). Nearly half of all Hispanic donors gave more money and gave to more organizations than they usually do. Around a third of AAPI donors reported giving in response to a current issue or need.

	White/Non-Hispanic	Black	Hispanic	AAPI
Donated more money	40%	53%	47%	40%
Gave to more orgs	42%	52%	53%	41%
Donated in response to a current issue or need	42%	43%	42%	31%

Figure 7: Giving behavior over the last 12 months (by race)

\* In 2021, we reported Black donors at 19%. This included donors who identified as Black and Hispanic. This year's data does not include Black donors who also reported as Hispanic. We've updated the 2021 data according to the same parameters to show growth more accurately.

\*\* In past reports, AAPI donors were not represented because sample sizes were not statistically significant. In 2022, we changed our survey methodology for AAPI donors and weighted responses to ensure more precise estimates.



# Social Donor Loyalty is Growing

When asked to consider their most recent social donation, more than half of social donors reported being very familiar with the organization they supported. With many donors already knowing about the mission of organizations receiving their donations, the percentage of social donors who researched before giving dropped 7 points from 2021 (**Figure 8**). Event donors were the most likely to research an organization before giving. Run/walk/ride donors were least likely to be familiar with an organization before donating; they were also the least likely to research an organization before giving.

The number of repeat social donors giving to the same organization was up 5 points over 2021, with 71% of social donors saying they had given to the org before. 26% of social donors said their most recent donation was their first time giving to a particular organization.

Nearly half of all social donors gave to more organizations than usual, revealing opportunities for nonprofits to convert and retain social donors looking to expand their generosity.

	Total	Event	Peer-to-Peer	Occasion
Very familiar with org before donating	55%	64%	48%	54%
Donated to org before	71%	78%	71%	65%
If yes, donated less than a year ago	38%	37%	28%	48%
Researched before donating	61%	66%	52%	63%
Would have donated if not asked by someone they know	43%	NA	40%	47%
Number of new orgs donated to	1.45	1.59	1.33	1.43
Gave to more orgs than usual	46%	51%	42%	44%
Gave more money than usual	43%	49%	37%	44%

Figure 8: How familiar were you with the organization and its mission before you donated?

# Trust: The Center of the Generosity Motivator Ecosystem

Since our first social donor study in 2018, the top motivators driving social giving have consistently been ease, mission, and impact. This year, trust moved into the number one spot with 59% of donors indicating it's the most important factor when donating, closely followed by a tie at 58% between connection, ease, and immediacy (**Figure 9**).

Mission is still just as important, with 57% of social donors reporting that caring about an organization's mission is a top motivator for giving. Over half of social donors also reported impact as a major motivator for giving. A rising motivator over the last 12 months was that the event, challenge, or campaign was inclusive and welcoming, with 50% of social donors reporting this as a reason behind giving.

I trust the organization to do the right things/use the money wisely.	59%
I care about the person who asked me to donate, versus the organization/cause.	58%
It was easy to do.	58%
I was able to make the donation immediately, in the moment.	58%
I care about the mission of the organization.	57%
I wanted to support the person who asked me to donate.	53%
The money raised would make a difference.	53%
The organization made it clear exactly how my donation would be used.	51%
The event/challenge/campaign was inclusive and welcoming.	50%
My friends, colleagues, and/or family were participating in the event/challenge/campaign.	45%

Figure 9: 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)

With such a range of motivators driving social givers, it's helpful to view them as an ecosystem. **Figure 10** below illustrates that building an easy, frictionless giving process, creating a community of donors that's welcoming and inclusive, effectively sharing your organization's mission, and consistently conveying impact are all part of creating the ultimate generosity motivator: trust.



Figure 10: Generosity motivator ecosystem



Figure 11: 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.)

For first-time donors, the ease and immediacy of the social giving experience slightly edged out trust as the top giving motivators.

Connection, mission, and impact closely follow the top three. Caring about the person who asked someone to donate versus caring about the mission of an organization were tied at 55% (Figure 11). Supporting someone who asked for a donation (such as a coworker, acquaintance, etc.) was a motivator for 53% of first-time donors, and 50% liked that the organization made it clear exactly how donations would be used.

Social donors supporting various types of campaigns are likely to prioritize different things, as shown in Figure 12 below.



### Event Donors

More likely to prioritize impacting their local community



### Run/Walk/Ride Donors

More likely to prioritize personal connections



### Occasion Donors

More likely to prioritize giving in the moment

Figure 12: Comparison of giving motivators by participation type

Across all generations, trust is present as a top 5 motivator along with immediacy (**Figure 13**). Gen X and Boomers/Matures all rated ease as their top motivator, while Gen Z and Millennials rated caring about the person who asked for donations as more important. This could indicate that ease is seen as a given for younger generations who grew up with technology at their fingertips and see online giving as a standard part of their generosity.

For nonprofits looking to cater to Gen Z donors, it's important to note that fun made its way into the top 10 motivators for that generation. Planning engaging activities that appeal to a younger audience is important to converting Gen Z donors.

Across every generation aside from Gen Z, an inclusive and welcoming event was important. Again, this could be because Gen Z donors view inclusivity as the standard, not the exception.

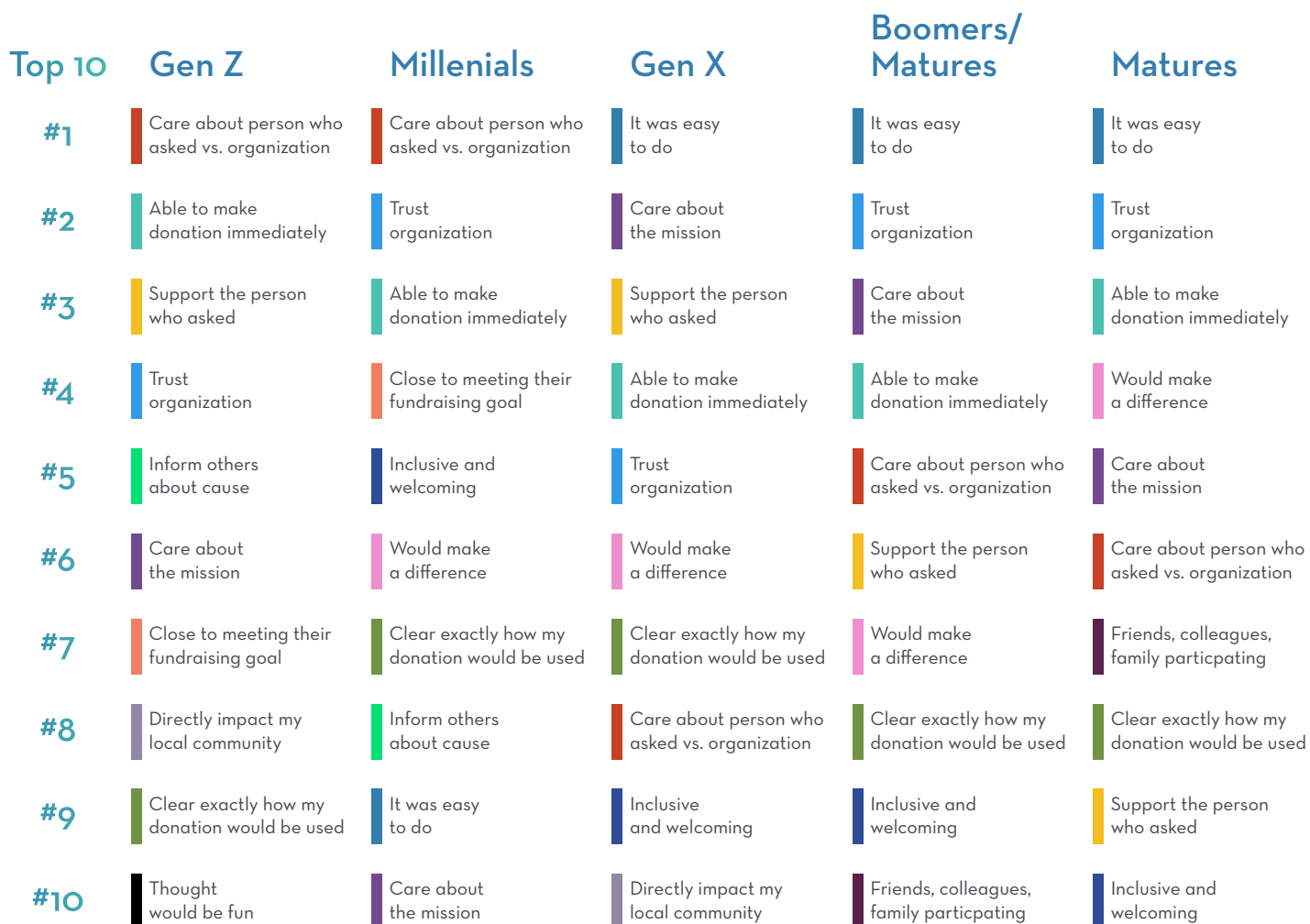


Figure 13: Top 10 ranking across generations for: Thinking about the last time you donated through social fundraising, how well do each of the following describe why you donated?



# Multichannel Marketing Is Key

More than half of social donors heard about their most recent social giving opportunity through a friend, family member, or colleague (**Figure 14**).



Figure 14: 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)

Since the 2018 study, direct outreach and advertising by organizations has grown, while word of mouth has dropped from 68% in 2018 to 54% in 2022, likely due to increased efforts to reach donors digitally during social distancing (**Figure 15**). We started tracking celebrities and influencers as a source in 2021. There was no change this year, with 12% of social donors reporting they heard about a social giving opportunity from a celebrity or influencer.

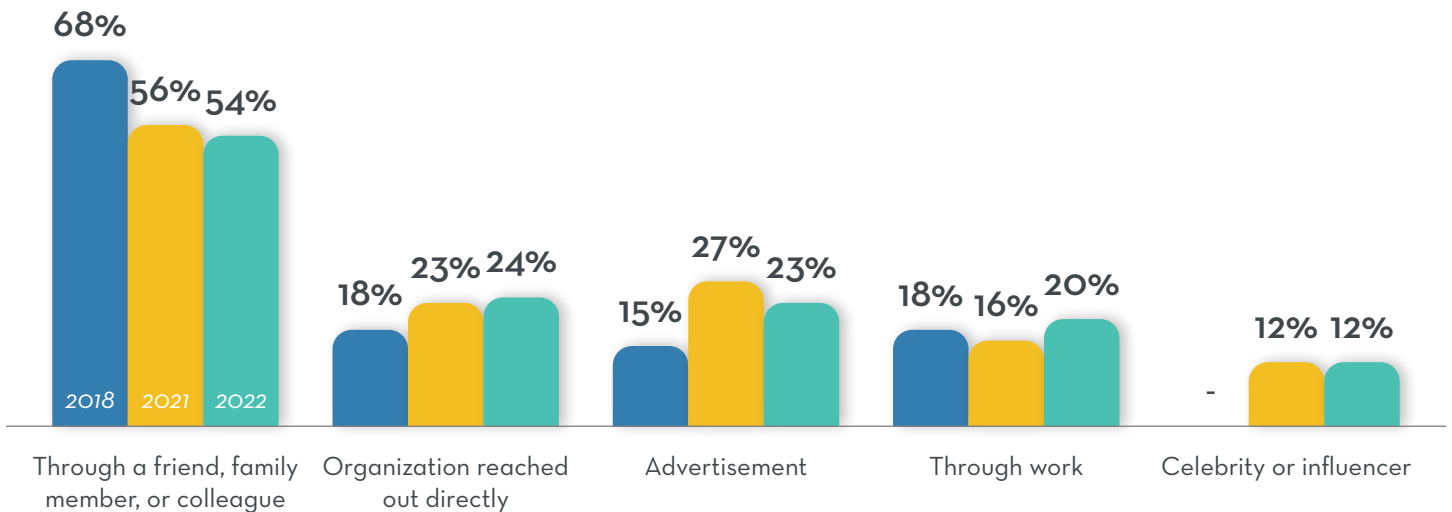


Figure 15: Thinking about the last social fundraising event or campaign you donated to, how did you hear about this donation opportunity? Please select all that apply.

The top four channels through which donors learned about their last giving opportunity were social media, in person, email, and a nonprofit's website (**Figure 16**). Multiple lockdowns during the pandemic caused a surge in social media usage, which can be seen in 2021 social donor data. This year, as more people ease into engaging in person and start returning to work in the office, social media saw an 8 point drop as the channel where donors learned about a social giving opportunity.

A full look at all channels for 2022 shows that phone call, text message, digital ads, television, at an event, and direct mail are also in the top 10 (**Figure 17**).

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

Figure 16: And where did you find out about this donation opportunity? Please select all that apply.

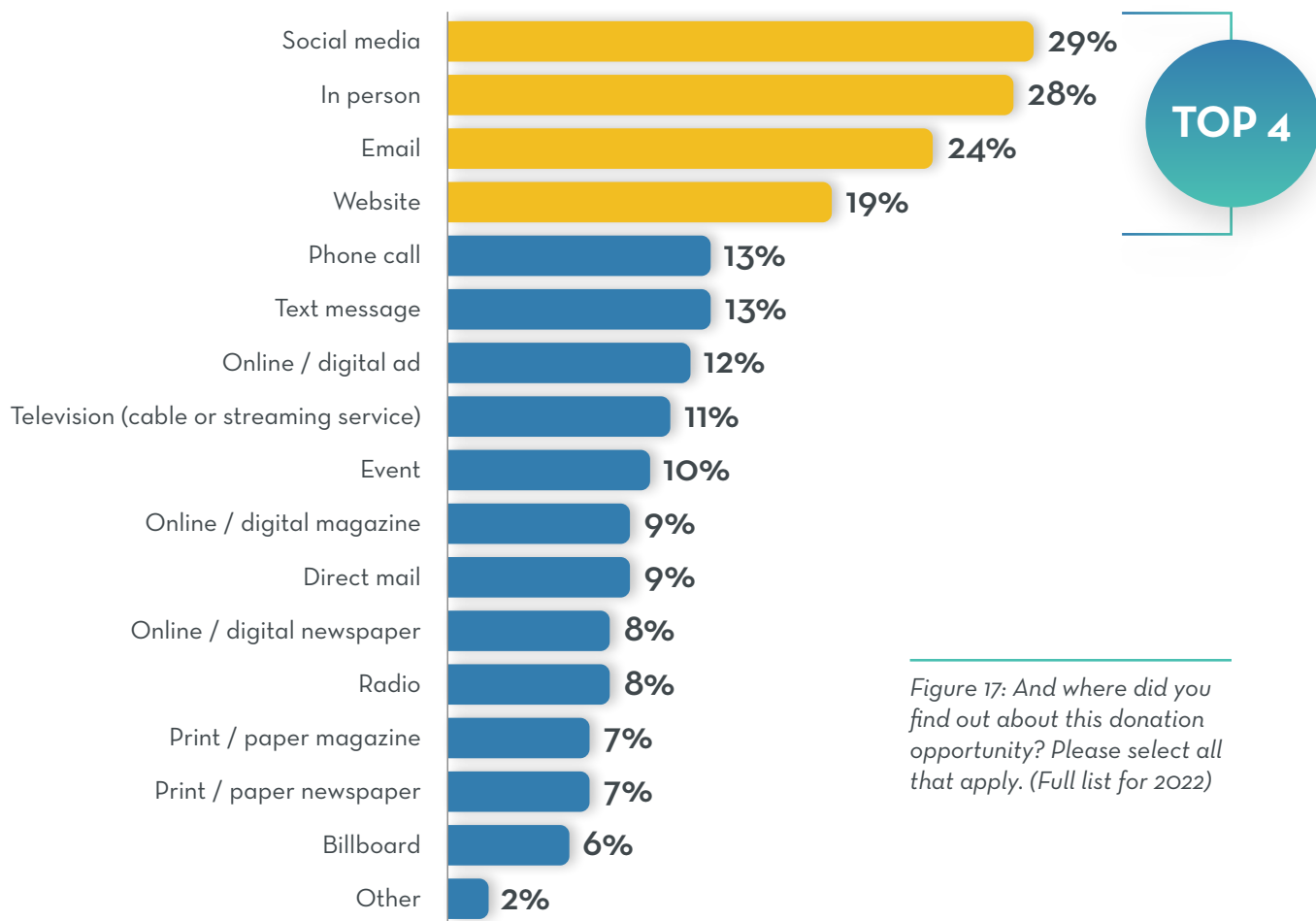


Figure 17: And where did you find out about this donation opportunity? Please select all that apply. (Full list for 2022)

The age-old question of direct mail versus email is a bit different for social donation opportunities. Twenty-four percent of all respondents learned about a social giving opportunity through email, and 9% reported learning of an opportunity through direct mail (**Figure 18**). It's interesting to note that 13% of Millennial social donors learned about a giving opportunity through direct mail, which is more than any other generation.

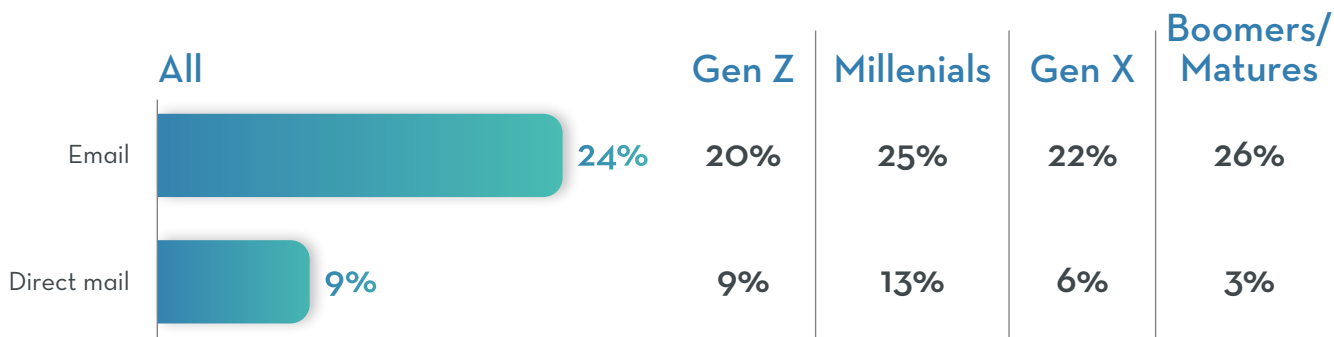
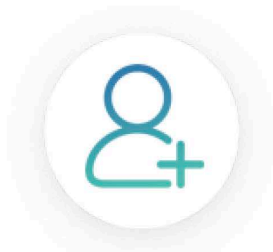


Figure 18: Comparison by generation of donors who heard about a donation opportunity through email or direct mail

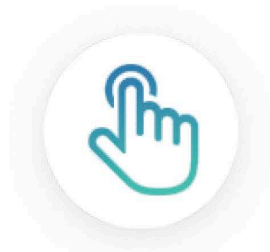
Social giving experiences over the past year have been an opportunity for nonprofits to not only connect with their active donor base, but also reach first-time donors and re-engage lapsed donors. The number of lapsed donors who reported giving to an organization again after one or more years of being lapsed rose 5 points this year, demonstrating how important it is to target donors of varying demographics and giving statuses with the appropriate messaging on channels of their preference (**Figure 18**).



26%

**First Time Donors**

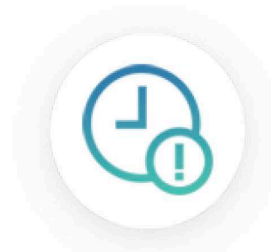
Hadn't ever donated to the organization.



27%

**Active Donors**

Had previously donated to the organization in the last 12 months.



43%

**Lapsed Donors**

Had been more than 1 - 10+ years since their last donation.

Figure 18b: Excluding your most recent donation, when was the last time you donated to that organization?

# Return to In-person Events, but Don't Dismiss Virtual

Social donors are heading back to the ballroom, with 74% saying their last social giving experience took place in person and 26% reporting they participated virtually (**Figure 19**). In 2021, only 49% of donors reported that their last event experience took place in person, with 51% saying it was virtual.

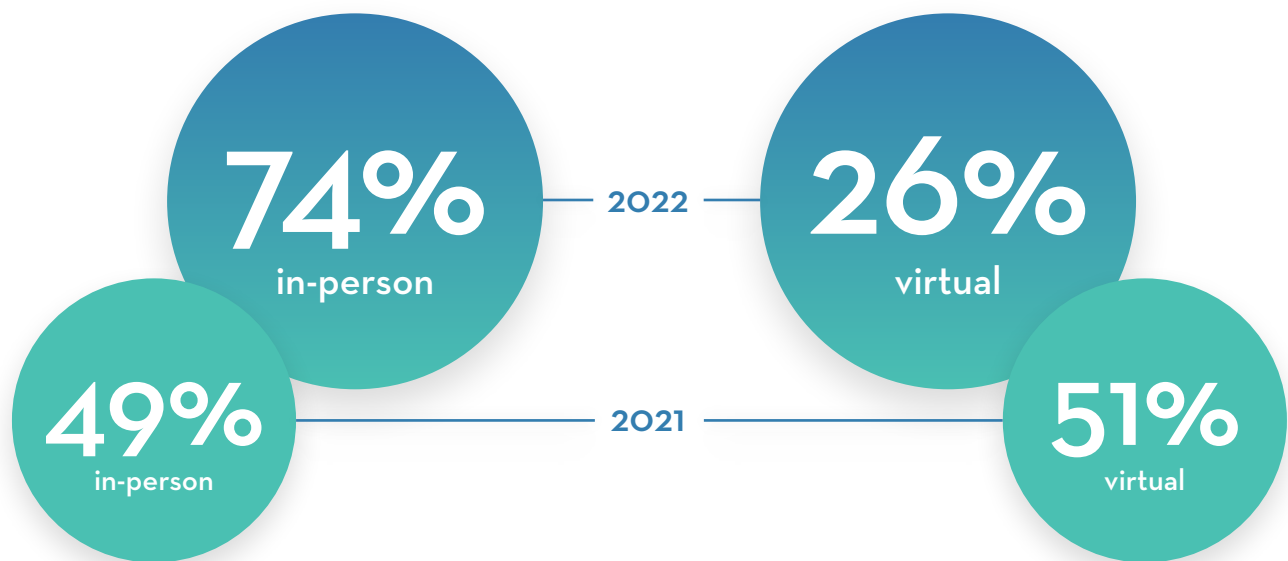
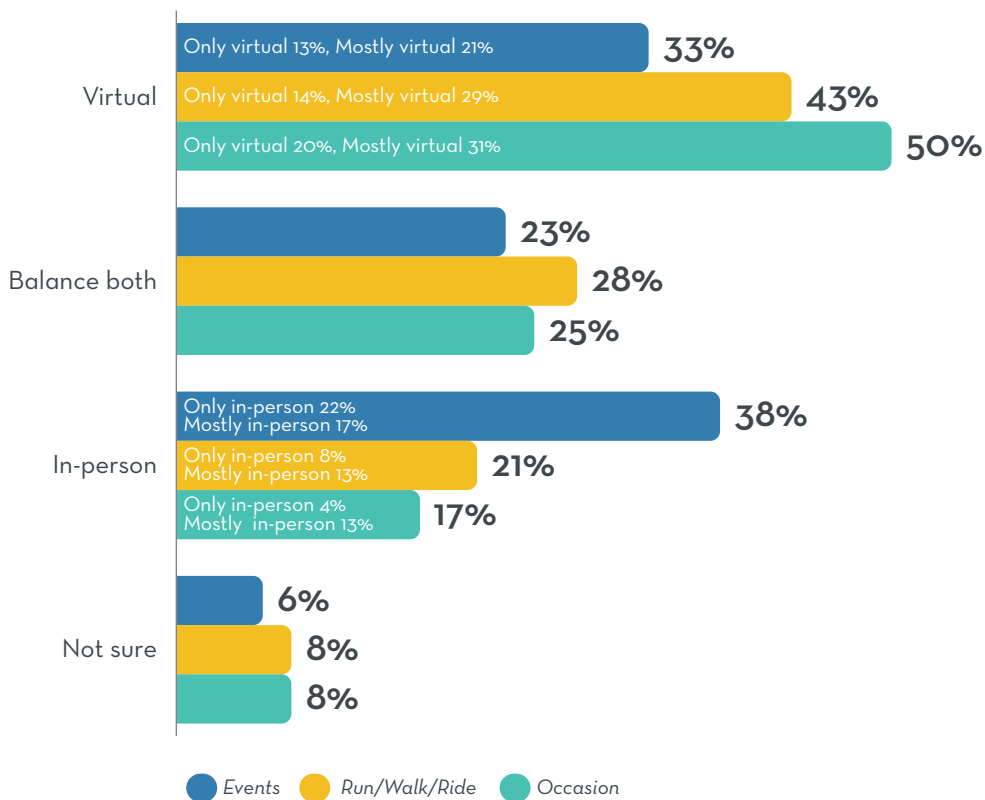


Figure 19: How did you primarily participate in this fundraising event?

Donor comfort levels with in-person fundraising are on the rise, with 85% of donors rating themselves as very comfortable or somewhat comfortable with attending in-person fundraising events (**Figure 20**). In 2021, only 22% of donors stated they were comfortable attending an in-person event at the time of being surveyed.



Figure 20: How comfortable are you attending in-person fundraising events at this time?



Don't take virtual off your calendar just yet! It's important to note that social donors still want virtual options. Across all types of social giving opportunities, donors had varying preferences for amounts of in-person and virtual engagement with the organizations they support (Figure 21). Peer-to-peer and occasion donors are more likely to prefer virtual options, while event donors show a preference for in-person engagement. Varied and flexible participation options mean donors are free to participate from wherever they feel most comfortable.

Figure 21: How do you prefer to engage with organizations you donate to?

Donation channels reflect the higher number of in-person social donors, with 44% saying they gave cash or check in person this year (Figure 22). This is up 8 points from 2021, indicating a growing return to normal as more people begin to give in person as they did pre-pandemic. Thirty-eight percent of social donors made a website donation in 2022—the same percentage who reported giving this way in 2018. Text donations remained steady at 12% from 2021 to 2022 after jumping from 4% in 2018, indicating donors who enjoy the ease and immediacy of giving via text are continuing to offer support through that channel. Giving through the mail has also remained level after a 9 point increase from 2018 to 2021.

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

Figure 22: How did you make your donation?

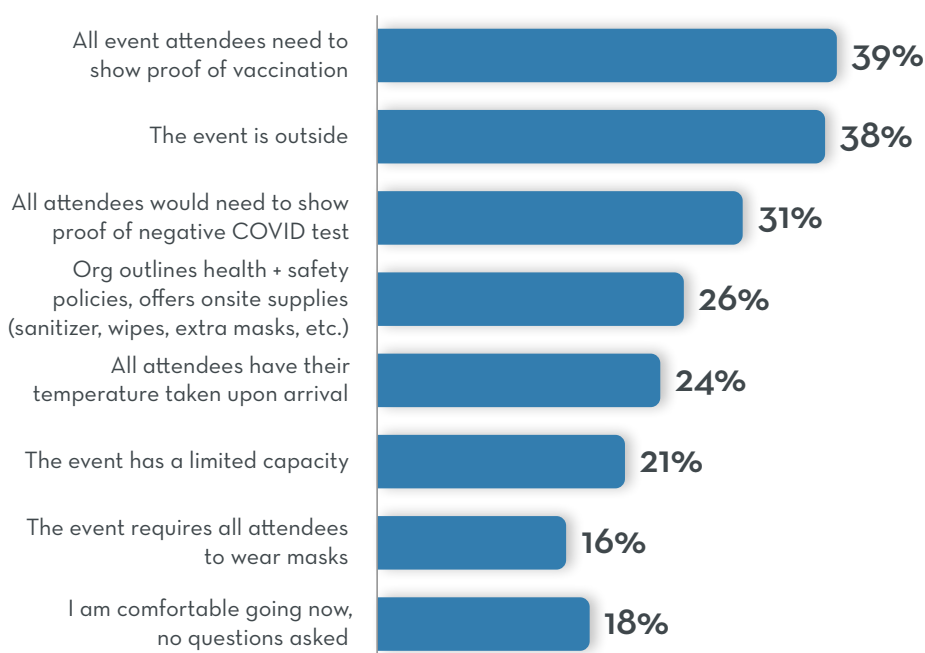


By generation, Boomers/Matures favored in-person and website donations over using a mobile device, text giving, social media, or mail. It's interesting to see a larger percentage of younger donors reporting they made their donation through the mail, with 21% of Gen Z saying they used that channel **(Figure 23)**.

The generational breakdown of text donations reminds us that it's important to segment donors according to preference. Only 2% of Boomers/Matures reported giving via text, while 10% of Gen X, 17% of Millennials, and 18% of Gen Z say they gave through text. In any case, text donations are not retreating as a giving channel.

	Gen Z	Millennials	Gen X	Boomers/ Matures
In person	49%	49%	39%	37%
Website donation	34%	42%	37%	37%
Mobile donation	30%	31%	31%	9%
Social media donation	18%	28%	20%	7%
Through the mail	21%	18%	13%	7%
Text donation	18%	17%	10%	2%

Figure 23: Top donation channels by generation



What makes social donors comfortable with returning to in-person events? Overall, social donors reported proof of vaccination from attendees, outdoor events, and proof of negative COVID tests as the top three factors contributing to comfort levels at in-person events **(Figure 24)**.

Figure 24: What makes you feel comfortable attending a fundraising event in person?

But what makes donors comfortable attending in-person events varies from generation to generation? Nearly half of Gen Z and Millennial donors said proof of vaccination increases their comfort level, which is up from around a third in 2021. Forty-one percent of Gen X and 52% of Boomers/Matures said they're more comfortable attending events that occur outdoors (**Figure 25**).

It's interesting to note that a small percentage of younger donors are comfortable attending an in-person event, no questions asked. Only 8% of Gen Z and 10% of Millennials said they would attend without any requirements, while 24% of Gen X and a third of Boomers/Matures reported they're comfortable with in-person events without COVID requirements.

	Gen Z	Millennials	Gen X	Boomers/ Matures
All event attendees need to show proof of vaccination	49% ▲	47% ▲	34%	23% ▼
The event is outside	28%	32% ▲	41% ▲	52% ▲
All attendees would need to show proof of negative COVID test	48%	37% ▲	30%	12% ▼
Org outlines health + safety policies, offers onsite supplies (sanitizer, wipes, extra masks, etc.)	26%	29%	25%	21%
All attendees have their temperature taken upon arrival	31%	28%	22%	10% ▼
The event has a limited capacity	18%	22%	23%	19% ▼
The event requires all attendees to wear masks	15%	19%	16%	10%
I am comfortable going now, no questions asked	8%	10% ▲	24% ▲	33% ▲

▲ ARROWS INDICATE STATISTICAL SIGNIFICANCE

Figure 25: What makes you feel comfortable attending a fundraising event in person? (By generation)

# THE Fundraising Event EXPERIENCE

**Defined as:** Donating to a nonprofit through attending a fundraising event like a gala, golf tournament, or similar event—virtually or in person.

## MOST IMPORTANT FACTORS FOR EVENTS: A LONGITUDINAL LOOK

In 2018 and 2021, ease, mission, and impact were the top three factors social donors consider when planning to give at an event like a gala and/or auction. In this year's study, impact and mission are still in the top three, but how inclusive and welcoming an event is now holding the fourth spot, just above how easy it is to donate. Event donors are mostly likely to be comfortable with returning to in-person engagement, and half reported that prioritizing health and safety of guests was very important to them.

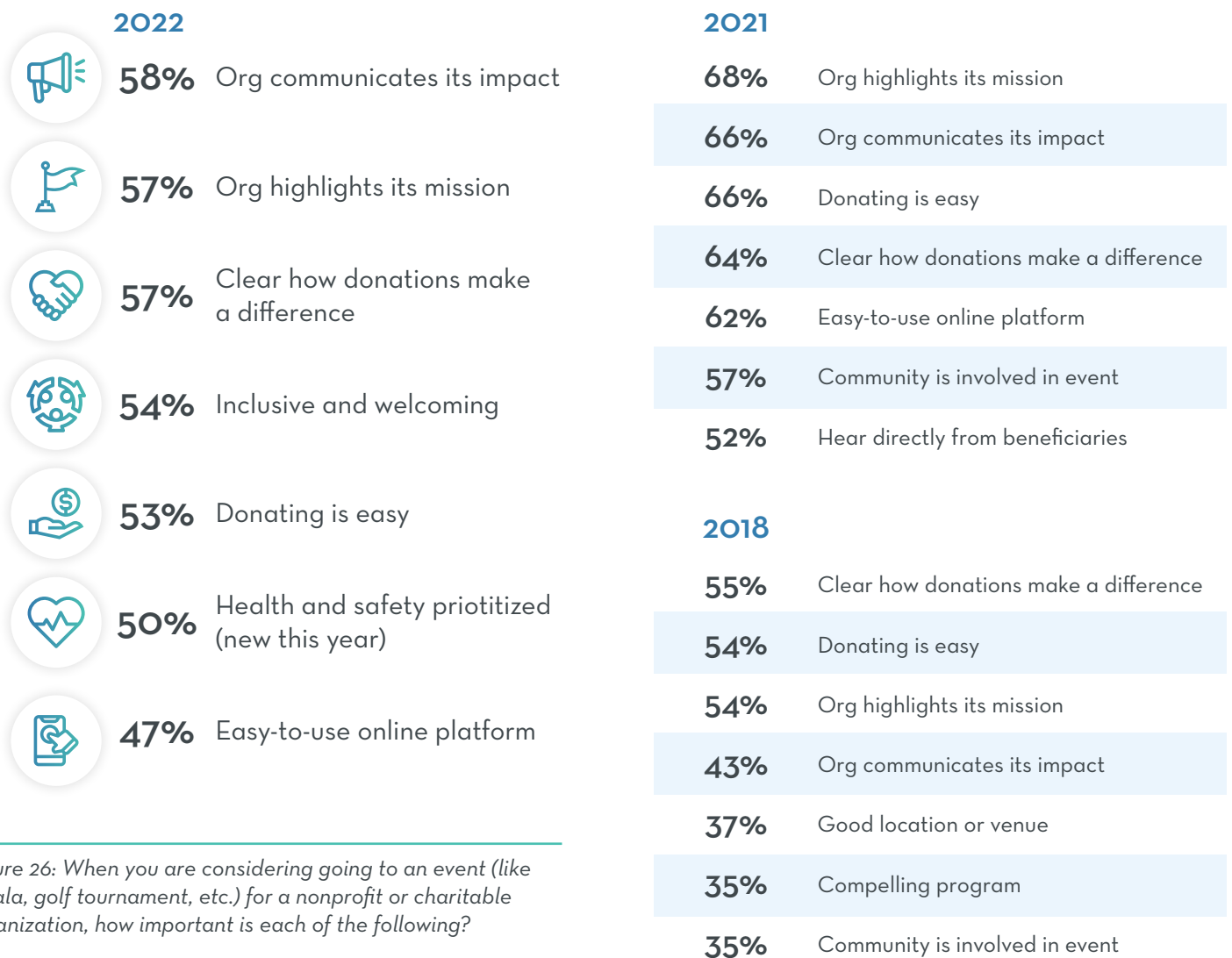


Figure 26: When you are considering going to an event (like a gala, golf tournament, etc.) for a nonprofit or charitable organization, how important is each of the following?

In the last 12 months, most event social donors rated their experience as excellent (61%) or good (36%). Two percent rated it as fair, and 1% reported having a poor experience. 2021's ratings were very similar (Figure 27).

Overall, it's encouraging to see that, combined, 96% of donors reported their event experience as excellent or good in the last 12 months. This is only a 1% difference from 2018, when a combined total of 97% reported their event experience as being excellent or good.

### HOW DONORS RATE THE EVENT EXPERIENCE

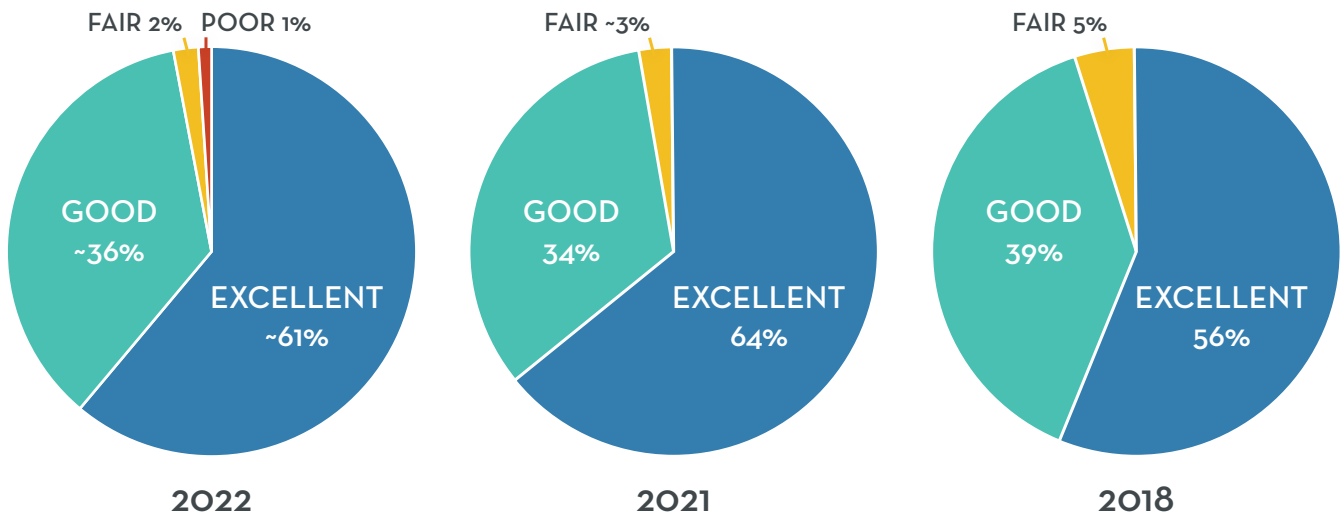


Figure 27: Overall, how would you rate the last nonprofit or charity event or campaign you attended/ sponsored or participated in, either in person or virtually?

## HOW DONORS LEARN ABOUT GIVING OPPORTUNITIES: A LONGITUDINAL LOOK

In the past 12 months, just under half of event donors said they heard about their last giving opportunity through a friend, family, or colleague. That's a slight drop from 2021 (**Figure 28**).

Nonprofits continue to rely heavily on direct outreach, with a third of event donors reporting they were contacted by an organization in 2022.

Event donors reporting they learned of a giving opportunity through work has remained relatively steady in each study.

Figure 28: 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

- 46% Through a friend, family member, or colleague
- 31% The nonprofit or charity reached out to me directly
- 23% I saw or heard an advertisement
- 21% Through my work
- 16% From a celebrity or influencer

### 2021

- 50% Through a friend, family member, or colleague
- 28% The nonprofit or charity reached out to me directly
- 25% I saw or heard an advertisement
- 20% Through my work
- 12% From a celebrity or influencer

### 2018

- 56% Through a friend, family member, or colleague
- 26% The nonprofit or charity reached out to me directly
- 22% I saw or heard an advertisement
- 19% Through my work
- From a celebrity or influencer

In person has returned as the top channel where event donors learned of their last giving opportunity (**Figure 29**). In the last 12 months, nearly a third of donors reported learning of a donation opportunity in person. Two channels that have fallen out of the top five since 2018 are direct mail and through other events.



Figure 29: And where did you find out about this donation opportunity? Please select all that apply.



# THE EVENT EXPERIENCE: EASE

An easy donation experience ranks as the most important factor for most event donors, with no change in the percentage of donors rating donating as very easy.

Multiple new factors were measured this year, including donating during an event, which is rated significantly lower than donating to an event in general.

Compared to 2021, there were no improvements in ease in 2022 in any measured areas. In the last 12 months, fewer donors found it easy to access online or virtual content and livestreamed content during events.

## 2022

Make your donation	83%
Log on*	67%
Make donation during the event	66%
Check out when the event is over*	66%
Make a purchase at the event*	64%
Register for the event	61%
Quickly check in at the event*	60%
Interact with other donors or participants	60%
Find out about schedule of events	59%
Share information about the org you donated to	59%
Share, promote, or remind others about the fundraiser	59%
See how close the org was to reaching its goal	58%
Access information on your mobile device	58%
Access online or virtual content*	57%
Bid on live or silent auction items	54%
Access livestreamed content	47%
Solicit donations online	46%

\*Indicates a new addition to the survey for 2022

Figure 30: How easy was it to do each of the following? (% rated as very easy)

**Figure 31** shows how survey respondents donated at their most recent fundraising event. Those who purchased a ticket dropped to 28% from 38% in 2021 and 57% in 2018.

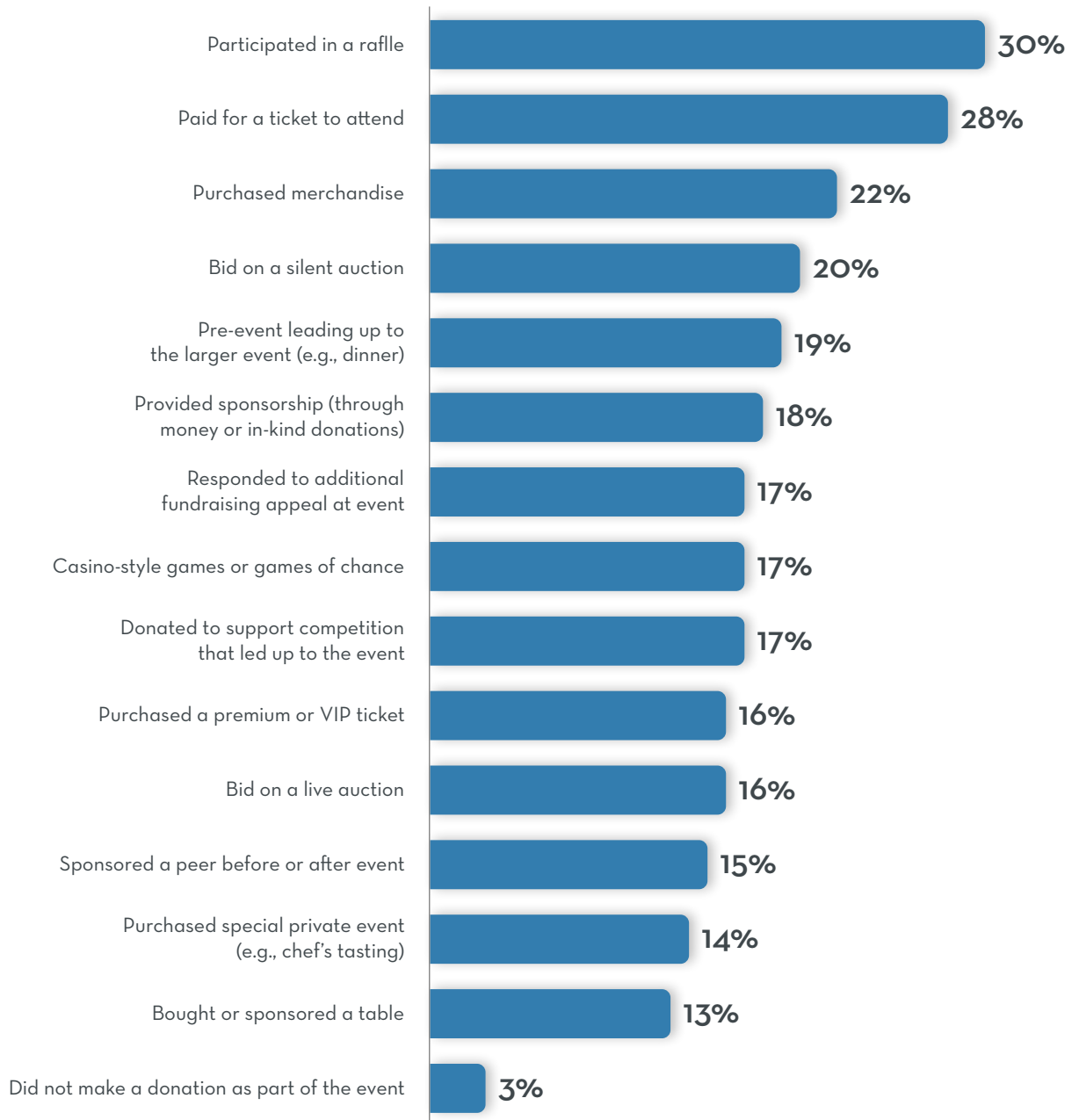


Figure 31: Through which method(s) did you make donations as part of the event? (Select all that apply.)

# THE EVENT EXPERIENCE: ENGAGEMENT

When it comes to keeping donors engaged at an event, viewing results of a live competition comes in as the most engaging factor.

Impact, being able to track the organization’s progress toward its fundraising goal, and the ability to direct donations to specific projects or people were other important engagement factors.

It may be surprising to see live and silent auctions rated around the 40% mark (**Figure 32**). The move to virtual and introduction of many of the social fundraising elements from peer-to-peer and online giving blurred the lines during the pandemic and have changed event experience expectations, moving more traditional elements down as table stakes.

## 2022

Viewing live results of a competition*	58%
Testimonials from people directly benefitting from org’s work	56%
Ability to track the org’s progress toward goal	51%
Hearing about the impact of your donation	51%
Ability to socialize with other guests	49%
Event package delivered to your home	48%
Lessons where you could follow along (like cooking class or wine tasting)*	48%
Matching gifts program	48%
Interactive challenges or contests to join	46%
Custom hashtag to share	45%
The theme of the event	44%
Live viewing of a relevant documentary film	44%
One-click donations	44%
Live entertainment	43%
Online posts leading up to the event	42%
The speakers	42%
Live comment/message feed*	41%
The live auction	41%
Instant live recognition of donors	40%
Happy hour	40%
Casino-style games or games of chance*	39%
The silent auction	37%
Raffles	36%
Pre-recorded content/videos	34%

\*Indicates a new addition to the survey for 2022

Figure 32: How engaging were each of the following features of this event? Please think about which features of the event captured your interest or made you excited about the event. (% very engaging, excluding “don’t know” or “not applicable”)

# WHAT DONORS WANT: VIRTUAL VS. IN PERSON

In 2021, 67% of donors said they strongly or somewhat agreed they were tired of doing things virtually (**Figure 33**). However, it's important to remember that virtual options were plentiful during the pandemic, and remained a major part of nonprofits' event calendars in 2021. The desire to return to in-person events (and/or the novelty of attending an in-person event for the first time in a year or more) was still very strong.

In 2022, event donors are looking for options. Thirteen percent said they will only engage virtually, 21% said they will mostly engage virtually with some in-person engagement, and 23% are looking for a balance. Twenty-two percent of event donors are ready to only engage in person, and 17% said they prefer to mostly engage in person with some virtual engagement.

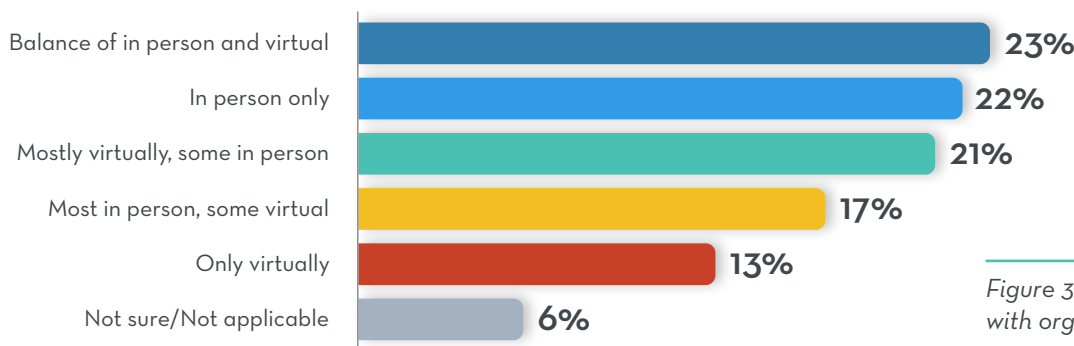
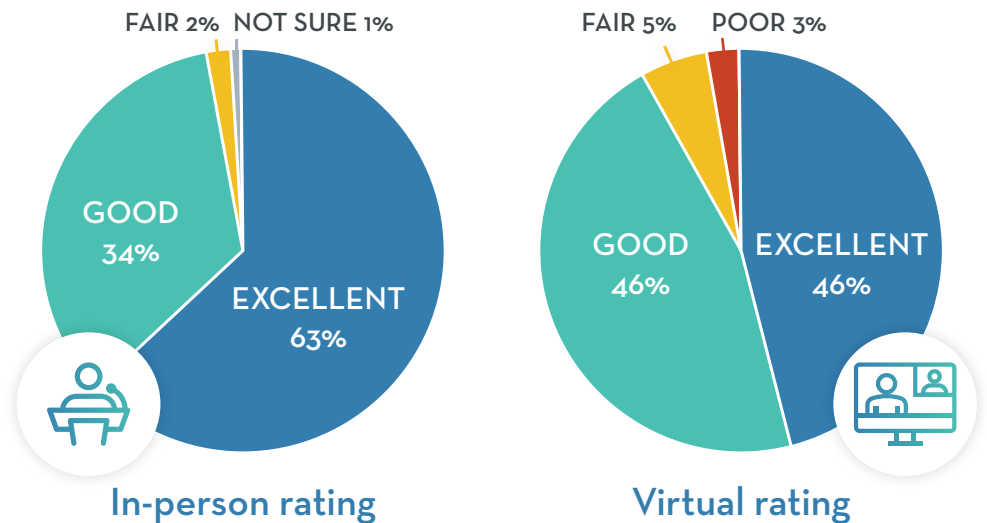


Figure 33: How do you prefer to engage with organizations you donate to?

As nonprofits plan their fundraising events, it's important to analyze what in-person and virtual audiences find most engaging. If you're hosting a solely in-person event, it may not make sense to include or heavily focus on some of the areas that virtual supporters find engaging, and vice versa. If you're hosting a hybrid event, tailoring the event experience for each audience is a good way to boost loyalty and retention. There's a lot of room for improvement, with just 46% of virtual supporters rating the last event they attended as "excellent" compared to 63% of in-person social donors (**Figure 34**).

Figure 34: Overall, how would you rate the last nonprofit charity event or campaign you attended, either in person or virtually?



For both in-person and virtual audiences, the top two factors social donors found most engaging were hearing about the impact of their donations and hearing testimonials from people directly benefitting from the work of the nonprofit hosting the event (**Figure 35**).

For virtual supporters, it's all about engaging activities, being able to easily support a nonprofit, and tracking progress. They reported higher engagement rates than in-person donors for interactive and exciting opportunities, like following along with lessons or classes and playing games. They also rated being able to track a nonprofit's progress toward a fundraising goal higher than in-person audiences. Forty-eight percent of virtual social donors rated receiving a package of supplies or goodies related to the event as a very engaging factor.

In-person social donors found socializing with other guests (53%), being able to direct their donations to specific projects or people (54%), and a matching gifts program (49%) as more engaging than virtual donors did. They also saw online posts leading up to the event as more engaging than virtual donors did, perhaps due to the build-up of excitement before attending an in-person event as opposed to tuning in from home.

	In person	Virtual
Hearing about the impact of your donation	51%	49%
Testimonials from people directly benefitting from org's work	57%	51%
Ability to socialize with other guests	53%	28%
Viewing live results of a competition	58%	60%
Ability to track the org's progress toward fulfilling its fundraising goal	50%	60%
Ability to direct donation toward specific projects or people	54%	42%
The theme of the event	45%	41%
Matching gifts program	49%	42%
The event speakers	43%	39%
Package delivered to your home with goodies or supplies for eve	Virtual only	48%
Interactive challenges or contests to join	46%	48%
Online posts leading up to the event	44%	32%
Lessons where you could follow along (like cooking class or wine tasting)	46%	58%
One-click donations	44%	43%
Live entertainment (comedy, music, etc.)	44%	38%
Live viewing of a relevant documentary film	46%	36%
A custom hashtag you could share	45%	40%
Live comment/message feed	41%	41%
Instant live recognition of donors	42%	30%
Raffles	39%	18%
The live auction	41%	38%
Happy hour	40%	37%
The silent auction	38%	35%
Casino-style games or games of chance	37%	49%
Pre-recorded content/videos	35%	26%

Figure 35: Comparison of engagement factors between virtual and in-person event social donors



# Recommendations For Improving the Event Experience

## 1) Save a seat for virtual options.

Event donors show the most readiness for a return to in-person events, but 33% still prefer to engage all virtually or mostly virtually. As you're building or reviewing your annual event calendar, make sure you include virtual-only events or add virtual options to existing in-person events so donors have a choice in how to participate in giving. Closely examine how you're handling virtual aspects of events—virtual event donors rated their experience lower than in-person donors. Review the engagement chart that compares virtual and in-person engagement levels and map that against your own event experience. Are there any areas you can improve upon to boost engagement for virtual supporters? For example, virtual attendees want to interact in some way, so you could look for ways to build in text polls or Q&A with beneficiaries/speakers to pull in virtual attendees.

## 2) Host an event competition to boost engagement.

Viewing live results of a competition was rated as highly engaging across in-person and virtual audiences. Consider hosting a competition or challenge leading up to your event or gala, during which a mini-event and the big reveal occurs. Recruit ambassadors to participate in the challenge, spread the word on your fundraising, and increase reach by tapping into their personal social donor networks. Making giving fun, leveraging social networks via Ambassador Fundraising, sharing testimonials, and leveraging social media are ways to tap into an important combination of motivators and giving channels that can increase the effectiveness of your event experiences and boost engagement for event focused social donors.

## 3) Look for small ways to make incremental improvements in ease.

Map out your event experience for in-person and virtual donors and identify any points of friction at which you can make small adjustments to improve the guest experience. Small changes add up! For today's event-focused social donors, ease and the overall event experience can be streamlined dramatically at key touchpoints throughout your event. Look at ways to implement contactless check-in, multiple ticket options, and rework your checkout process to include things like self-service checkout, shopping carts, delivery options, and self-selected item pick-up windows. Make sure your event software makes it easy to register, bid, send messages to guests, and elevate the overall event experience to increase engagement for your donors.

## 4) Use a multichannel approach for giving, not just marketing.

Event donors reported that hearing about the impact of their donations was very important. Plan on using a multichannel approach not just for getting the word out about your event, but for following up with the impact created by event donors' gifts. You can instill trust across generations by appealing to their communication and giving preferences. Refer to the data in Figure 22 and compare to your event demographics. Have you created access to giving that's preferred by your main or top donor age segments?

# THE Run/Walk/Ride EXPERIENCE



**Defined as:** Donating to a nonprofit by sponsoring someone or participating in a fundraising event (like a walk, run, or ride).

## MOST IMPORTANT FACTORS FOR WALK/RUN/RIDE: A LONGITUDINAL LOOK

Since the first study in 2018, ease, mission, and impact have been the top three factors run/walk/ride donors consider when planning to participate in or sponsor someone participating in a peer-to-peer event. For the past two years, the ease of donating has been the number one most important consideration for donors, highlighting the need for a frictionless giving experience. This aligns with the typical run/walk/ride format where most of the fundraising takes place online prior to an activity such as a race, making ease critical to these donors.

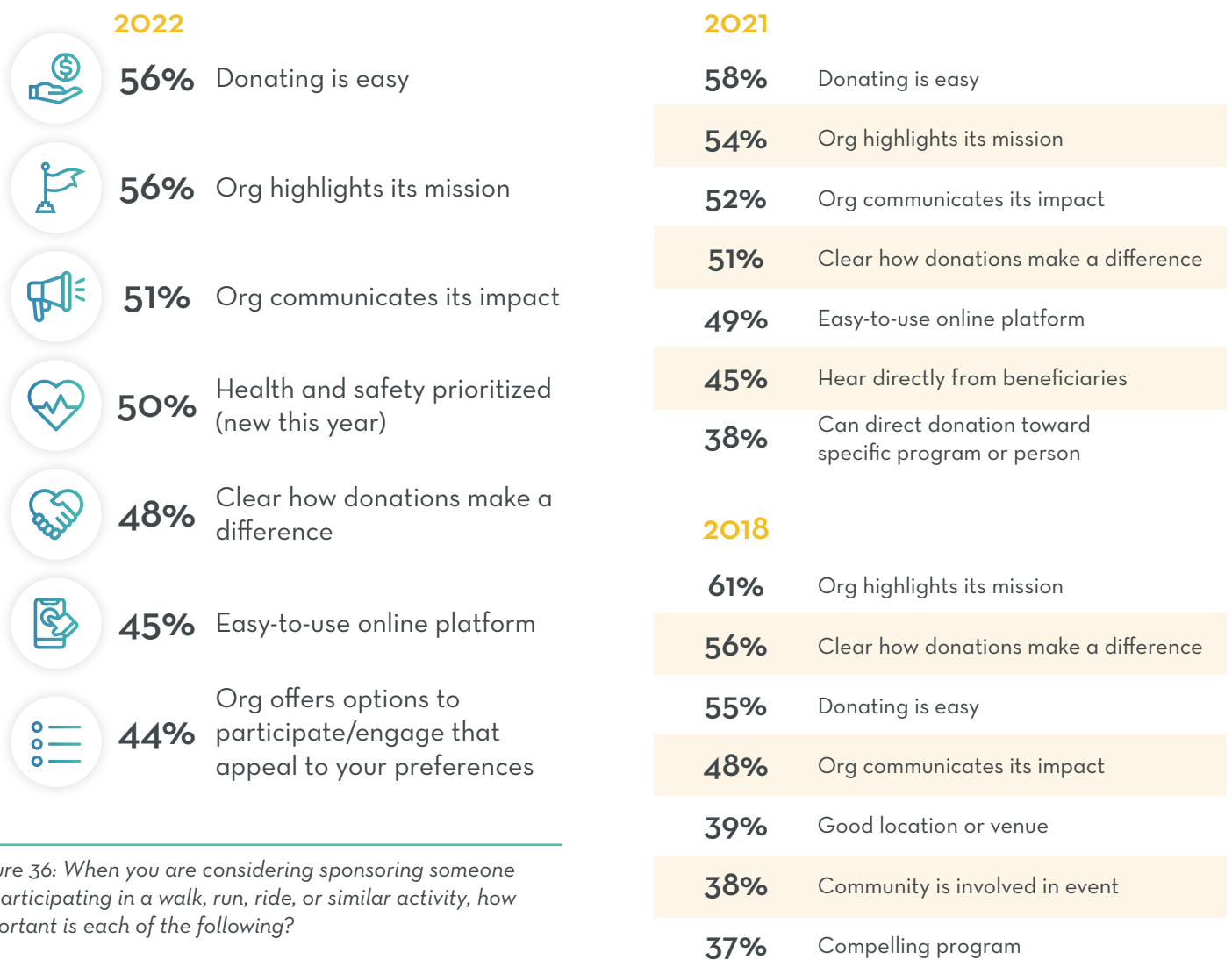


Figure 36: When you are considering sponsoring someone or participating in a walk, run, ride, or similar activity, how important is each of the following?

In the last 12 months, most peer-to-peer social donors rated their run/walk/ride experience as excellent or good (**Figure 37**). Five percent rated it as fair, and 1% reported having a poor experience. 2021's ratings were very similar. There's a noticeable difference in the 2018 data, when 59% of donors reported having an excellent experience.

Overall, it's encouraging to see that, combined, 93% of donors reported their event experience as excellent or good in the last 12 months. This is only a 5% difference from 2018, with a combined total of 98% reporting their event experience as being excellent or good.

## HOW DONORS RATE THE RUN/WALK/RIDE EXPERIENCE

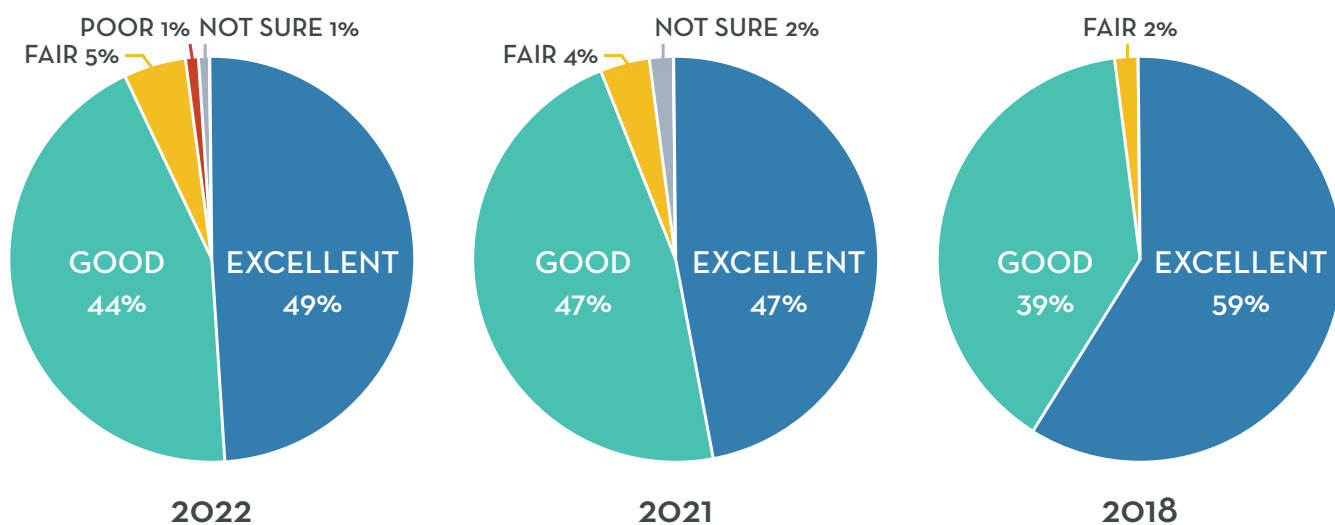


Figure 37: Peer-to-peer event rating experience comparison for 2022, 2021, and 2018

Since 2018, the average donation made by peer-to-peer donors has fallen from \$205 to \$166 (**Figure 38**). This could be because peer-to-peer events are becoming more common, and as donors participate in more fundraisers, they're making smaller donations each time. From 2018 to 2022, there was a 15% increase in the number of survey respondents reporting they had sponsored someone or participated in a run/walk/ride event during the 12 months prior to the survey, and a 3% uptick in the number of donors reporting that they gave to 4-10 organizations.

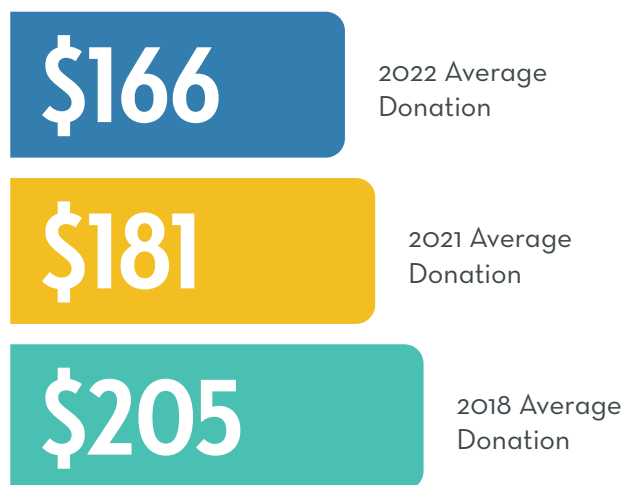


Figure 38: Average peer-to-peer donation comparison, by year

## HOW DONORS LEARN ABOUT GIVING OPPORTUNITIES: A LONGITUDINAL LOOK

In the past 12 months, 67% of peer-to-peer donors said they heard about their last giving opportunity through a friend, family, or colleague (**Figure 39**). That's nearly identical to 2021, but slightly lower than in 2018.

As the pandemic began, nonprofits relied heavily on direct outreach and advertising to spread the word about their events. While direct outreach numbers have dipped since 2021, advertising remains strong with 20% of donors reporting they learned of a giving opportunity from an advertisement in 2022.

Donors who reported they learned of a giving opportunity through work has remained relatively steady, with a slight drop in 2021.

In person has regained its title as the number one channel where peer-to-peer donors learned of their last giving opportunity (**Figure 40**). In the last 12 months, nearly a third of donors reported learning of a donation opportunity in person. While hearing about an opportunity in person hasn't returned to pre-pandemic levels, 2022's order of the top three channels is identical to 2018.

During the pandemic, many nonprofits increased their number of email sends to make up for the drop in word-of-mouth, in-person opportunities for supporters to learn about events. The number of donors learning about a giving opportunity via email dropped 8% from 2021 to 2022.

### 2022

- 67%** Through a friend, family member, or colleague
- 20%** The nonprofit or charity reached out to me directly
- 16%** I saw or heard an advertisement
- 16%** Through my work
- 9%** From a celebrity or influencer

### 2021

- 68%** Through a friend, family member, or colleague
- 21%** The nonprofit or charity reached out to me directly
- 19%** I saw or heard an advertisement
- 14%** Through my work
- 8%** From a celebrity or influencer

### 2018

- 74%** Through a friend, family member, or colleague
- 18%** The nonprofit or charity reached out to me directly
- 17%** I saw or heard an advertisement
- 12%** Through my work
- From a celebrity or influencer

Figure 39: 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.

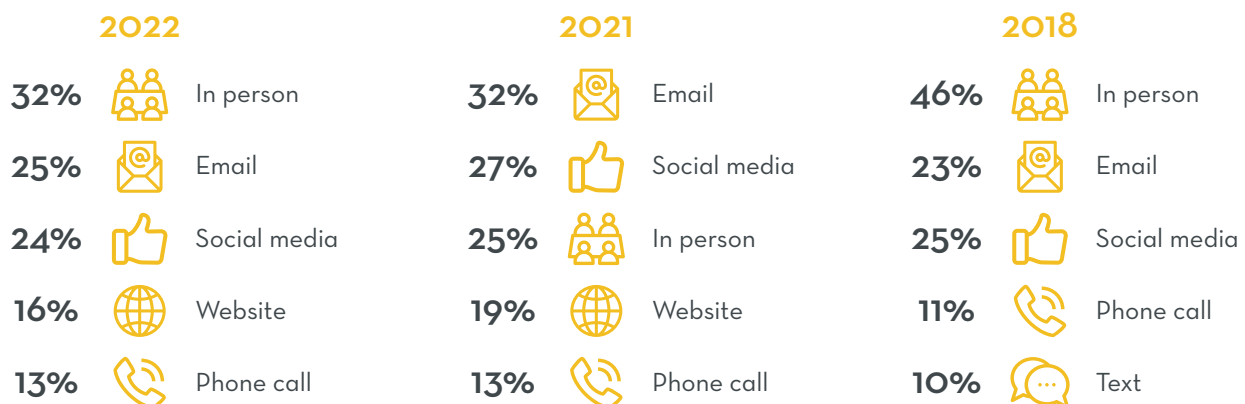


Figure 29: And where did you find out about this donation opportunity? Please select all that apply.

# THE RUN/WALK/RIDE EXPERIENCE: EASE

The ease of donating to a run/walk/ride event has remained relatively consistent (**Figure 41**). In 2022, 80% of donors who gave to or participated in a run/walk/ride event reported that donating was easy, up three points from 2021. In 2018, 81% of donors rated donating as very easy. Picking up any items or giveaways and donating during an event are two new ease factors that made their way into the top five.

The number of donors reporting that setting up their personal fundraising was easy saw significant improvement, rising 13 points since 2021. Whether that's due to supporters becoming used to participating in more events, organizations providing more tutorials to help donors of all ages, or to nonprofit tech providers improving their offerings remains to be seen.

There are still quite a few opportunities for improvement when it comes to ease and walk/run/ride events, most notably making it easier for supporters to ask others for donations online.

## 2022

Make your donation	80%
Check out when the event is over (pick up items or giveaways)*	64%
Make donation during the event*	61%
Log on	59%
Access online or virtual content	59%
Share information about the org you donated to	58%
Register for the event	57%
Make a purchase at the event*	56%
See how close the org was to reaching its goal	55%
Access information on your mobile device	55%
Share, promote, or remind others about the fundraiser	54%
Quickly check in at the event*	53%
Access livestreamed content	50%
Set up your personal fundraising page	50%
Interact with other donors or participants	50%
Track your own or a participant's progress toward goal	50%
Solicit donations online	46%

\*Indicates a new addition to the survey for 2022.

Figure 41: 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

The most engaging features of a run/walk/ride include matching gifts, being able to direct donations toward specific projects or people, tracking progress of participants and the nonprofit, and hearing testimonials from beneficiaries. Interestingly, hearing about the impact of one's donation dropped 13 points from 2021 (**Figure 42**).

Having a team captain, online posts leading up to the event, using a custom hashtag, and fundraising milestones or badges all saw a drop in ratings and were viewed as less engaging by run/walk/ride donors.

## 2022

Matching gifts program	52%
Ability to direct donation toward specific projects or people	50%
Seeing fundraising progress of friend group or network	47%
Ability to track the org's progress toward fulfilling its fundraising goal	47%
Testimonials from people directly benefitting from org's work	46%
A way to track your progress/progress of person you sponsored	44%
Leader boards	43%
Being part of a team	42%
One-click donations*	41%
Hearing about the impact of your donation	41%
Ability to socialize with other donors or participants	39%
Fundraising milestones or badges	37%
A custom hashtag you could share	35%
Online posts leading up to the event	35%
Having a team captain	34%

\*For virtual peer-to-peer donors only

Figure 42: 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")

# WHAT DONORS WANT: IN-PERSON VS. VIRTUAL

In 2021, 55% of run/walk/ride donors said they preferred in-person fundraising (**Figure 43**). Nonprofits have done a good job of adjusting peer-to-peer events to virtual formats and coming up with new ways to use peer-to-peer platforms.

As a result, run/walk/ride donors don't want to say goodbye to virtual options just yet. Fourteen percent said they will only engage virtually, one in three social donors said they will mostly engage virtually with some in-person engagement, and another third are looking for a balance. Thirteen percent want to engage mostly in person, and only 8% of run/walk/ride donors prefer to only engage in person.

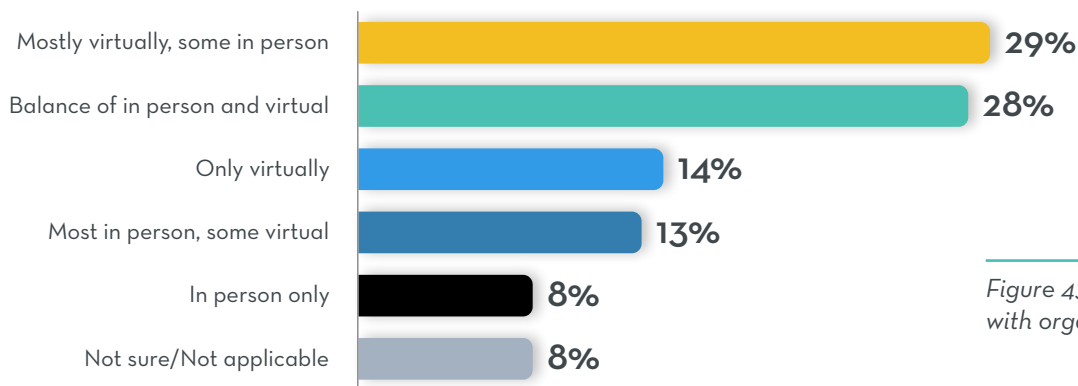
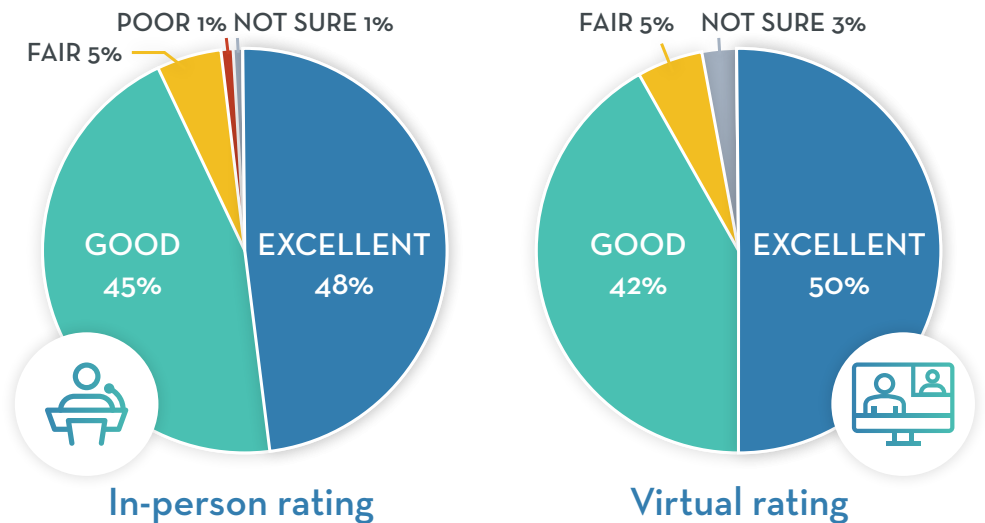


Figure 43: How do you prefer to engage with organizations you donate to?

Fifty percent of run/walk/ride donors rated their virtual experience as excellent, and none rated their virtual experience as poor. (**Figure 44**). In 2021, only 39% of run/walk/ride donors rated their virtual experience as excellent, which speaks to the work organizations have put in to provide engaging virtual options for their donors. Ratings are similar to those of in-person run/walk/ride donors, with just under half saying excellent and very few saying poor.

Figure 44: Overall, how would you rate the last nonprofit charity event or campaign you attended, either in person or virtually?





For both in-person and virtual run/walk/ride supporters, the top two most engaging factors were matching gifts and the ability to direct donations toward a specific person **(Figure 45)**.

It makes sense that in-person supporters more heavily favor the team and social aspects of walk/run/rides since those types of events easily lend themselves to groups of friends, colleagues, etc. joining together in person to run a 5K, ride in a bike race, etc. These activities are, by nature, social fundraising activities at their core. Many nonprofits have turned their traditional in-person races that take place on one day into virtual events with longer fundraising windows and donors completing activities at their own pace, increasing the likelihood of individual activities instead of team-based experiences.

	In person	Virtual
Matching gifts program	54%	50%
Ability to direct donation toward specific projects or people	51%	49%
Seeing fundraising progress of friend group or network	46%	49%
Ability to track the org's progress toward fulfilling its fundraising goal	47%	47%
Testimonials from people directly benefitting from org's work	50%	39%
A way to track your progress/progress of person you sponsored	43%	44%
Leader boards	42%	45%
Being part of a team	47%	35%
One-click donations	Virtual only	41%
Hearing about the impact of your donation	41%	41%
Ability to socialize with other donors or participants	43%	31%
Fundraising milestones or badges	37%	36%
A custom hashtag you could share	41%	26%
Online posts leading up to the event	36%	32%
Having a team captain	38%	27%

Figure 45: Comparison of engagement factors between virtual and in-person run/walk/ride social donors



# Recommendations For Improving the Run/Walk/Ride Experience

## 1) Add a go-at-your-own-pace option to runs/walks/rides.

For donors who want to participate in a run/walk/ride virtually, consider adding a 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. This way, you're appealing to supporters who are more engaged by the in-person and team aspects of a run/walk/ride while offering engaging options for virtual participants.

## 2) Plan your matching gifts strategy.

Matching gifts were rated as highly engaging by run/walk/ride donors. And yet many on-the-ground events don't effectively leverage them. Use them to your advantage! Use matching gift strategies to create energy and increase momentum during lull periods that happen in any campaign. Use historical data and your fundraising software to target where your "lulls" typically occur and then find a matching gift opportunity to place there. Add the matching opportunity to your website, event page, email updates, and social media posts to re-engage participants and get fundraising back on track. Create incentives and bonus opportunities for participants during matching gift timeframes to amp the fun and competitive spirit that fuel today's social donors. Be sure to provide tangible statements and messaging that showcase how gifts are not only multiplied, but also the impact they drive for your mission and those you serve.

## 3) Make it easier to ask for donations.

Run/walk/ride donors continue to report that soliciting donations online is not as easy as it could be. Sometimes pre-event fundraising can feel like an afterthought when there's a heavy focus on race day. Invest time into creating a robust participant tool kit to give participants the resources they need to fundraise. Include items like an information sheet about your organization and mission; promotional materials like posters, graphics, and sponsor forms; social templates that break down impact by gift size; and helpful items like logos and video links.

## 4) Share examples of successful personal fundraising pages.

Sure, you can have a walkthrough that shows supporters how to set up their fundraising page... but what does a good personal fundraising page look like? With permission, share fundraising pages from past supporters who included vivid storytelling, clear images, relevant links, etc. A great personal fundraising page has a compelling personal message explaining the participant's "why." It also needs a good profile photo and donation buttons in several places. It should be mobile-friendly, and the donation process needs to be easy and simple. Consider adding a link to great examples in your registration confirmation email so supporters can get started right away.

# THE Occasion & Challenge EXPERIENCE

**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)

## MOST IMPORTANT FACTORS FOR OCCASIONS, CHALLENGES, AND GIVING DAYS

Ease, mission, and impact were in the top three spots across all studies, with the ease of the donation process becoming the most important factor in 2021 (**Figure 46**).

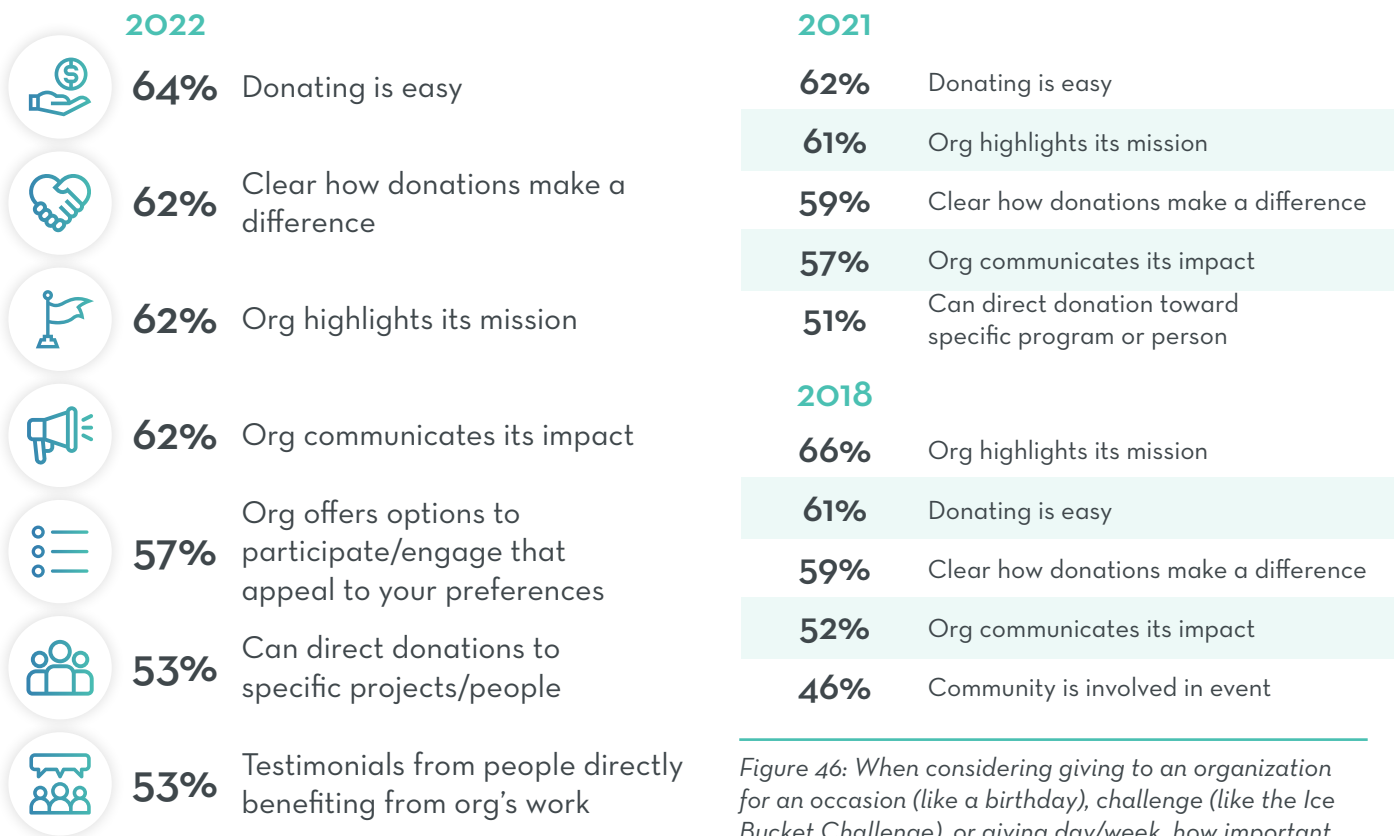


Figure 46: When considering giving to an organization for an occasion (like a birthday), challenge (like the Ice Bucket Challenge), or giving day/week, how important is each of the following?

Average donation amounts for occasions, giving days, and challenges seem to be returning to pre-pandemic levels.



Figure 47: Average occasion/challenge donation amounts in 2022, 2021, 2018

# 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 48**). Easily accessing and sharing information is very important to occasion donors. While 82% of donors found it easy to donate, far fewer reported that creating a fundraising page and soliciting donations online were very easy.

## 2022

Make your donation	82%
Access information on your mobile device	67%
Share information about the org you donated to	62%
Share, promote, or remind others about the fundraiser	62%
Access online or virtual content	61%
See how close the org was to reaching its goal	58%
Interact with other donors or participants	58%
Set up your personal fundraising page	52%
Solicit donations online	48%

Figure 48: How easy was it to do each of the following? (% rated as very easy, excluding “don’t know” or “not applicable”)

Most occasion donors are likely to give again, with 8 in 10 reporting they’re very or somewhat likely to make another donation.

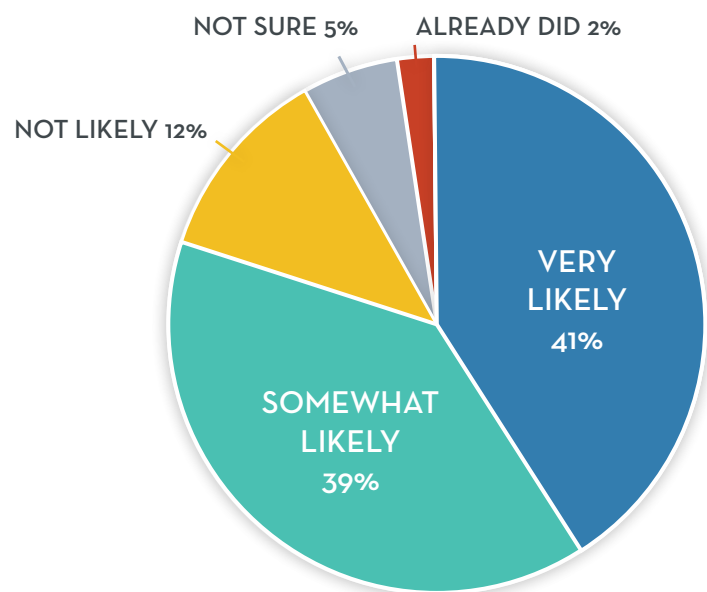


Figure 49: How likely are you to donate or fundraise for an occasion, challenge, or giving day/month again?

# THE OCCASION EXPERIENCE: ENGAGEMENT

For the last two years, social networks/family, advertising, and outreach have been the top three ways occasion donors have heard about giving opportunities (**Figure 50**).

As folks begin returning to the office, an increase in workplace giving around occasions and giving days may be responsible for the 7 point growth in donors hearing about a giving opportunity through work.

Figure 50: 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

- 51% Through a friend, family member, or colleague
- 25% The nonprofit or charity reached out to me directly
- 24% I saw or heard an advertisement
- 22% Through my work
- 13% From a celebrity or influencer

## 2021

- 53% Through a friend, family member, or colleague
- 32% I saw or heard an advertisement
- 23% The nonprofit or charity reached out to me directly
- 15% Through my work
- 13% From a celebrity or influencer

## 2018

- 71% Through a friend, family member, or colleague
- 18% Through my work
- 16% The nonprofit or charity reached out to me directly
- 16% I saw or heard an advertisement
- From a celebrity or influencer

Social media has dominated the last two years as the number one channel where donors learned about an occasion giving opportunity (**Figure 51**). Online/digital advertising moved into the fifth position in 2022 with 16% of occasion donors saying they heard about a giving opportunity in an online or digital ad.

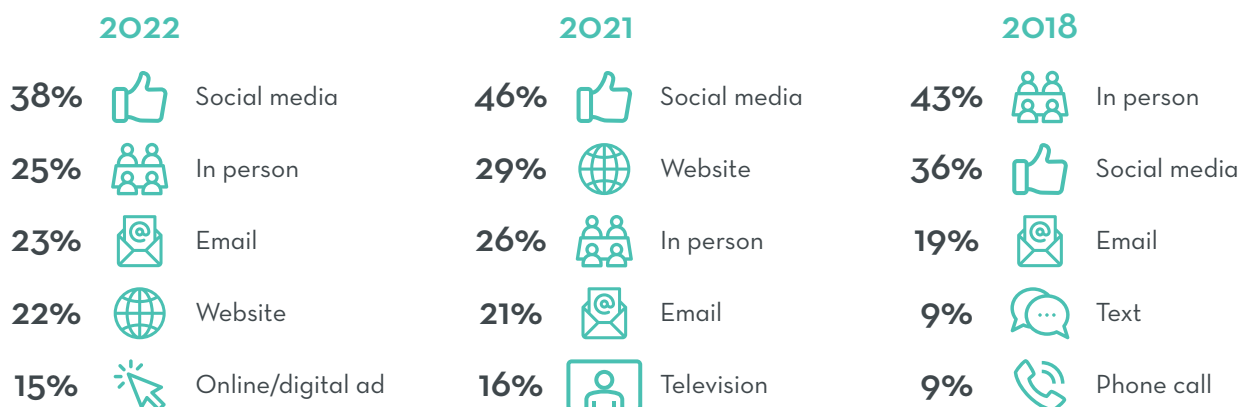


Figure 51: And where did you find out about this donation opportunity? Please select all that apply.

Three quarters of occasion/challenge/giving day donors said they prefer all, mostly, or a balance of virtual engagement (**Figure 52**). The remaining quarter prefer mostly in person or all in-person engagement, or they were undecided.

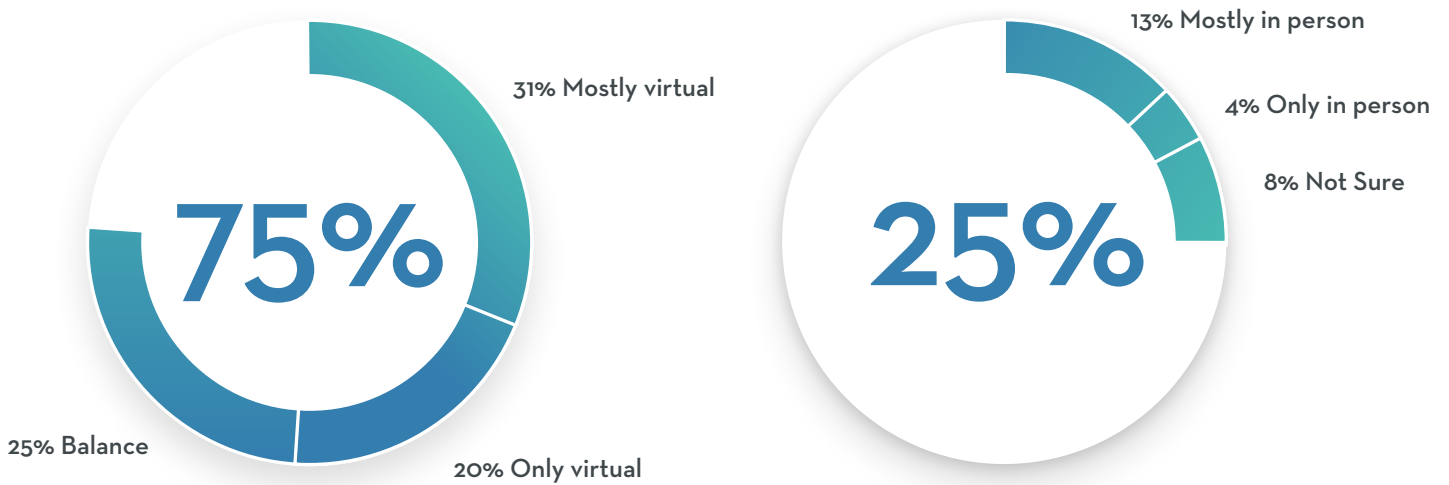


Figure 52: How do you prefer to engage with organizations you donate to?

# Recommendations For Improving the Occasion/Challenge Experience

## 1) Invest in digital advertising.

If you haven't already tried digital advertising, consider setting aside a portion of your budget to experiment. Digital advertising moved into the top four channels where donors heard about an occasion, challenge, or giving day in this year's study. If you're already using digital ads, consider implementing an A/B testing strategy for language and imagery to find out how to get the most bang for your buck.

## 2) Make it easy to share your mission.

Occasion, challenge, and giving day donors value the ability to share information about your organization and fundraiser. Make it easy for them by setting up a "supporter kit" for your organization. Add resources into categories like social media images for various platforms, videos, logos, etc.

## 3) Partner with local businesses to take advantage of workplace giving.

More occasion donors are starting to hear about giving opportunities through their employer. Consider setting up a visit to local businesses ahead of giving days like Giving Tuesday or community giving days to share your organization's mission and encourage employees to donate. Many companies offer matching gift programs for employee giving campaigns, so it's a worthwhile effort to build local relationships.

## 4) Build community on social media.

For the last two years, social media was the number one channel where donors learned about an occasion giving opportunity. Invest in building a community on your social media pages through interaction with followers, interactive elements like polls, and unique interactive opportunities like livestreamed tours of your facilities. The more engaged your social media followers are, the more likely they are to see your giving opportunities.

# Building Trust to Improve Retention and Conversion



Trust emerged in 2022 as a core motivator and expectation for today's social donors. Building trust in your organization doesn't happen during the course of a single event or during a one-time giving transaction. There's an entire ecosystem of generosity motivators that contribute to building a solid and lasting foundation of trust in your organization. The list below can help you grow public confidence and credence in your mission, increasing the likelihood of a first donation from a brand-new supporter and boosting retention and recurring giving amongst your current supporter base.

## 1) Regularly share impact of donations.

Social donors say organizations that demonstrate impact well do so by showing who is helped (through videos, pictures, and testimonials), giving concrete examples of how their money is helping you achieve your mission (e.g. your \$40 feeds one person for a week), are transparent about finances and operations (services vs. overhead), and regularly communicate results. Make sure you review your own communication strategies, channels, and messaging tactics.

## 2) Create an easy, secure giving process.

Ease breeds trust for today's donors. Confidence is created through frictionless philanthropy, and making generosity easy not only creates a positive giving experience, it engenders trust. So what do you need to do to ensure your giving process builds your nonprofit brand and deepens your donor connections?

Take a look at your event donation page. Is it easy to understand? Does it match your organization's branding? Is there information about secure processing? Do you offer alternative payment methods from trusted platforms? A quick, easy giving process and an aesthetically pleasing giving page with security indicators makes donors feel at ease, increasing the likelihood they'll convert and come back.

## 3) Foster inclusion

Ever felt left out in a social situation? Don't do that to your donors! Examine communication and participation preferences across generations and plan accordingly, consider accessibility requirements for in-person and virtual events to create a more welcoming environment, and provide affordable or free ticket options (whether in-person or virtual) for supporters who may not have the means to purchase expensive VIP packages or pricey admission tickets.

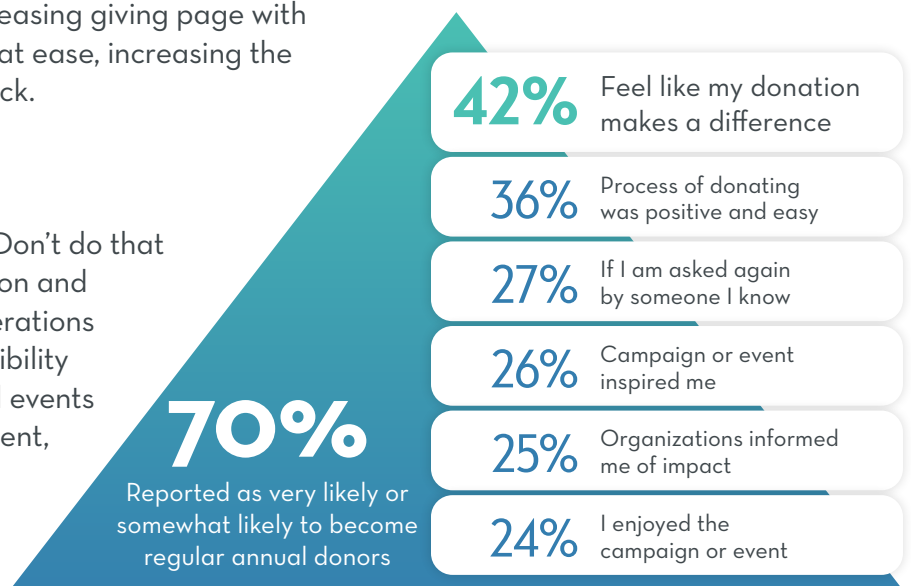


Figure 53: Which of the following impacts your decision to give to this organization or cause again? Select all that apply.



# How To Use The Findings

The pandemic changed giving experiences and expectations. Today's donors want choice, optionality, ease, and trust in their philanthropy. From fundraising events to online campaigns, generosity must join forces with easy-to-use technology to create flexible and trustworthy options that foster giving and meet social donor expectations.

The future of fundraising is an altered landscape. But there's hope if we embrace what today's donors are looking for. Seventy percent of social donors said they're very or somewhat likely to become regular annual donors, and 59% said they're very or somewhat likely to become monthly donors. The key lies in tapping into the unique motivators driving generosity for traditional and emerging demographic segments. For donors to stick around, nonprofits must design giving experiences that meet donors where they are, account for their evolving preferences, and build choice into the donor journey.

As you plan future events and campaigns, look at what each audience favors and build those engagement strategies into in-person and virtual experiences wherever you can.

Next, get to know your donors! Social giving, especially in a virtual format, expands access to philanthropy across generations, ethnicities, and income and ability levels. While we've provided insight into what makes different demographics tick, dig deeper and find out more about your unique set of supporters. Take the time to ask your supporters and uncover what they want – what makes them tick and stick to your cause. Mapping your donors' top motivators is critical to deliver personalized and more targeted experiences that show your supporters you understand their needs, passions, and expectations.

Finally, view every aspect of your giving experience through the lens of the generosity motivators ecosystem. Analyze this year's findings to identify ways you can build ease, immediacy, your mission, impact, and connection into your events and campaigns. Together, those elements build the foundation of your relationship with social donors: trust.



# Survey Methodology

The online survey of 1,029 social donors was conducted by Edge Research between April 26-May 12, 2022. 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 event and online 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 raise more than \$4 billion for their missions. OneCause has been recognized by Inc. Best in Business, is a TechPoint MIRA award winner for Pandemic Pivot of the Year and Mobile Technology Excellent & Innovation, and a Stevie® Award winner for excellence and innovation in Customer Service.



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