

Facts That Matter: The Social Donor Study

The Social Donor Study explores the unique motivators, giving behaviors, and engagement preferences of 1,056 Social Donors, who gave through event-based and peer-to-peer fundraising in the last 12 months.

Who Are Social Donors?

Nearly a quarter of U.S. adults identify themselves as a Social Donor.



Estimated **58 Million** Potential Donors



Event Donors

Attended a ticketed fundraising event like a gala, golf tournament, etc.



Sponsor Donors

Sponsored someone in a fundraising walk, run, ride, etc.



Occasion / Challenge Donors

Donated to a virtual challenge or occasion like a birthday.

Key Findings:

Social Donors Aren't Deeply Familiar With A Nonprofit Before Giving.

Only

49%

very familiar prior to donating



38%

are first-time givers to a new nonprofit

How They Hear About A Giving Opportunity



68%

find out about giving opportunities from a friend, family member, or colleague.



Majority prefer additional donation requests come from social network.

Why They Give

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Ease

It was easy to do.



Mission

They care about the mission.



Impact

Their donation would make a difference.

Nearly 20% did not find giving "very easy."



Opportunity to Increase Retention and Conversion

Pre- and post-event communication impact conversion.



Social Donors care more about **impact** than recognition.



Biggest Factors Driving Conversion



Understand Impact



Enjoyable Event Experience



Easy Giving Experience

About the Study

The study for the first time explores the unique motivators, giving behaviors, and engagement preferences of Social Donors, those who give through event-based and peer-to-peer fundraising. The online survey of 1,056 Social Donors was conducted by Edge Research between October 11-22, 2018. Data is self-reported, not transactional and quotas were set to ensure census representative in terms of age and gender, region and race/ethnicity. To learn more on how you better engage with your Social Donors download the complete study at: <https://info.onecause.com/social-donor-report>