

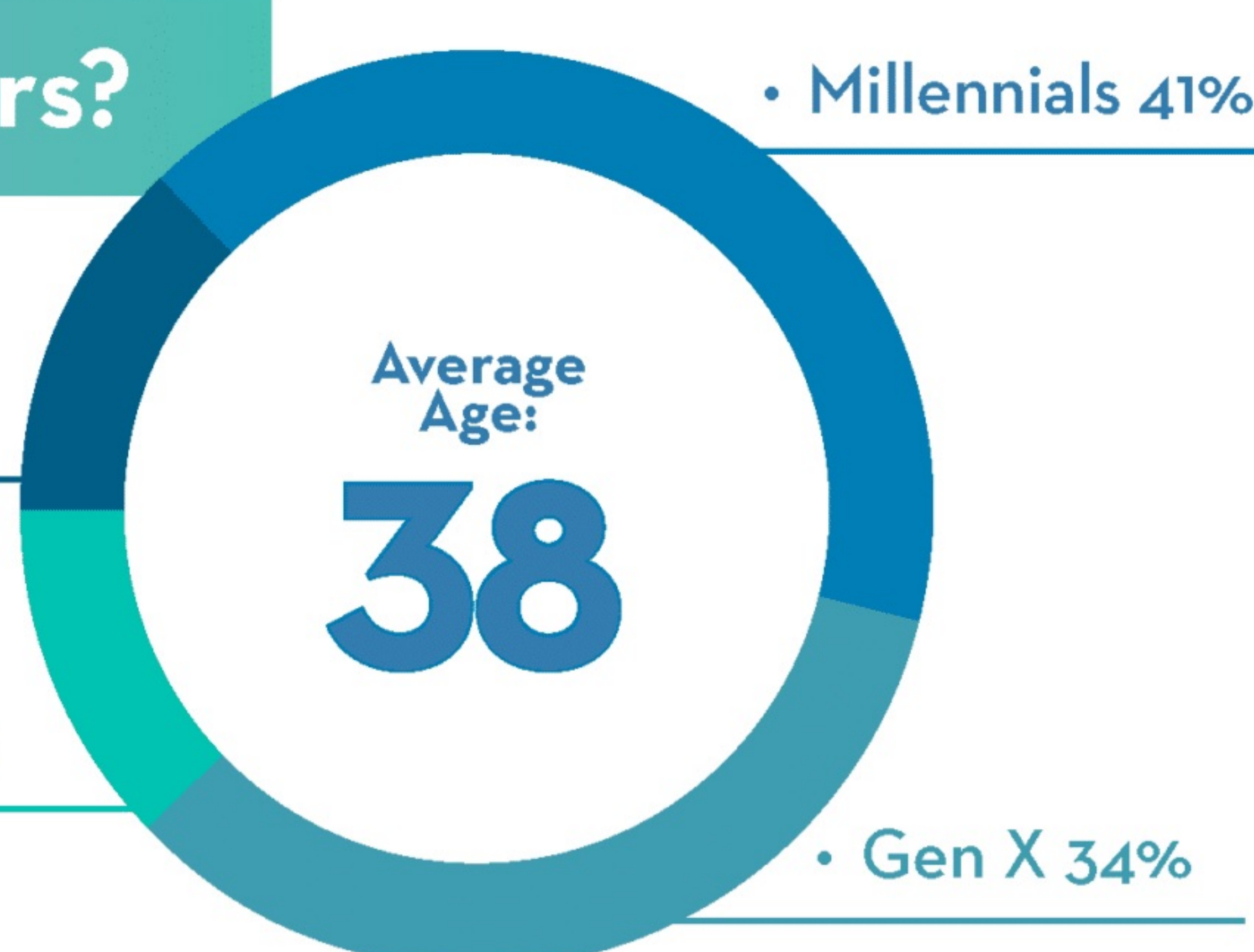
# Facts That Matter: The Social Fundraiser Study

The Social Fundraiser Study explores the unique motivators, challenges, and engagement preferences of 1,106 peer-to-peer fundraising participants.

## Who Are Social Fundraisers?

**Fundraised** on behalf of a nonprofit, charity, or cause during the last 12 months in one of the following ways:

- Gen Z 13%
- Boomers 12%



**Run/Walk/Ride:** Participated in a walk, run, ride, or similar activity



**Event:** Hosted, organized, or sponsored a fundraising event



**Occasion:** Requested donations for an occasion (e.g. birthday or memorial)



**Crowdfund:** Set up a crowdfunding campaign on behalf of an organization or cause



**Challenge:** Participated in a fundraising challenge or virtual campaign

## Those most likely to exceed fundraising goals:



Fundraised on a **team**



Were a **team captain**



Fundraise **more than once a year** (for any cause)



**Donate more than 10%** of their income

## Breaking Down the Participant Experience

### Recruitment

#### Top Recruitment Channels

- Social Media
- Email
- Website
- Events
- Advertising

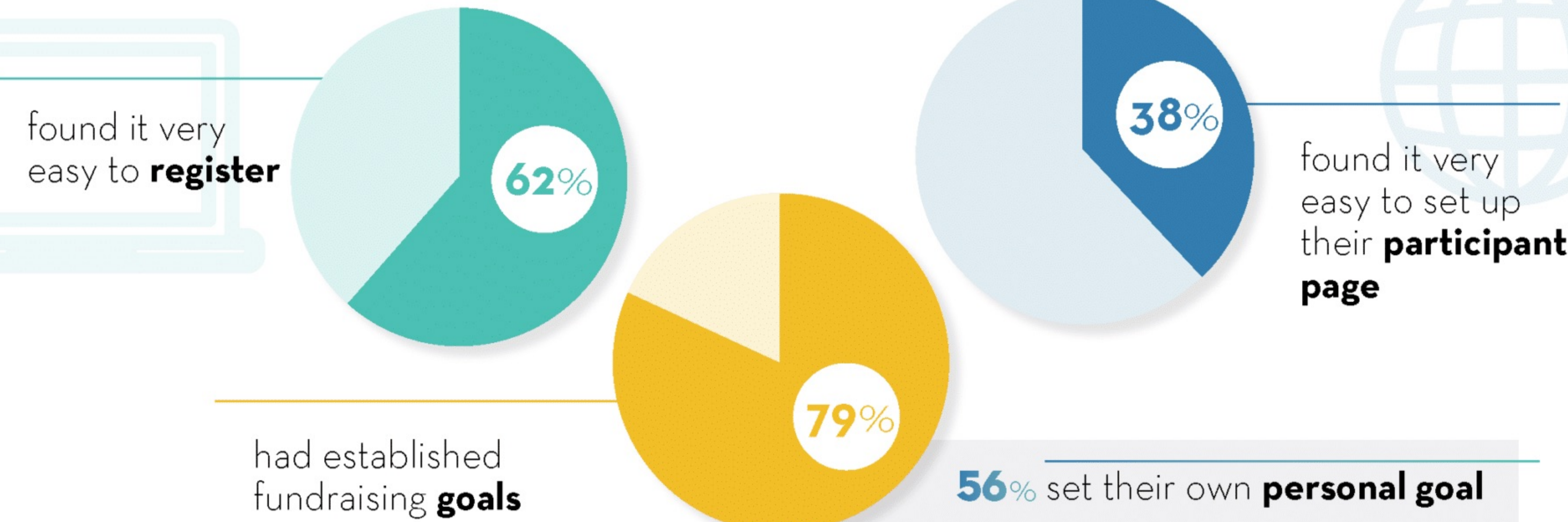
**2x**

as likely to be recruited by a **friend, family member or colleague** than nonprofit directly

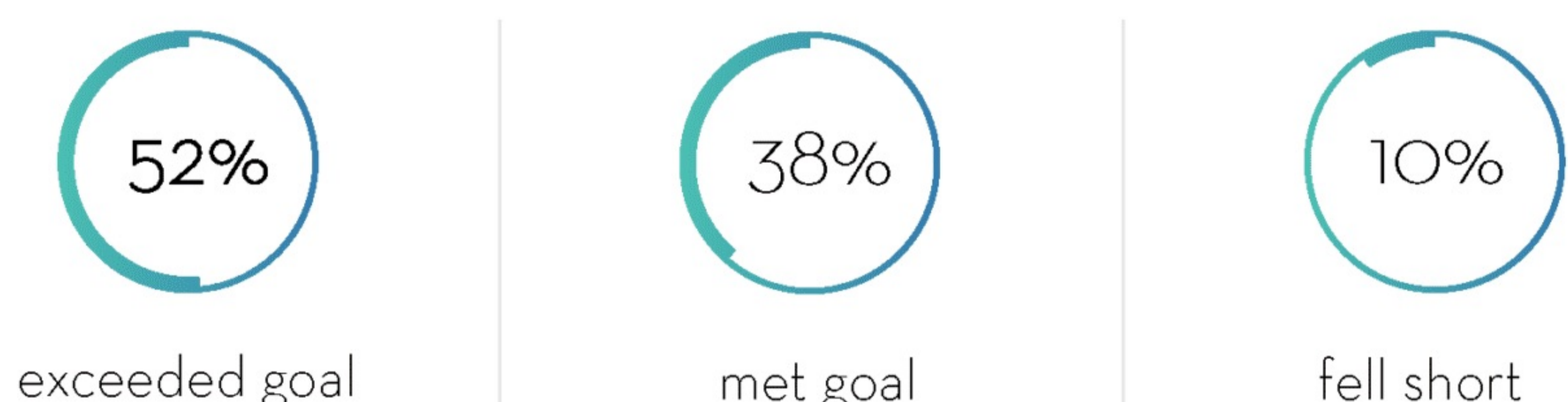
#### They Fundraise Because:



### Registration & Set-up



#### Those with Fundraising Goals:



### Fundraising Experience

#### Top Motivators

- Seeing Social Network Progress
- Being Part of a Team
- Donation Notifications
- Leaderboards
- Activities Generating Buzz

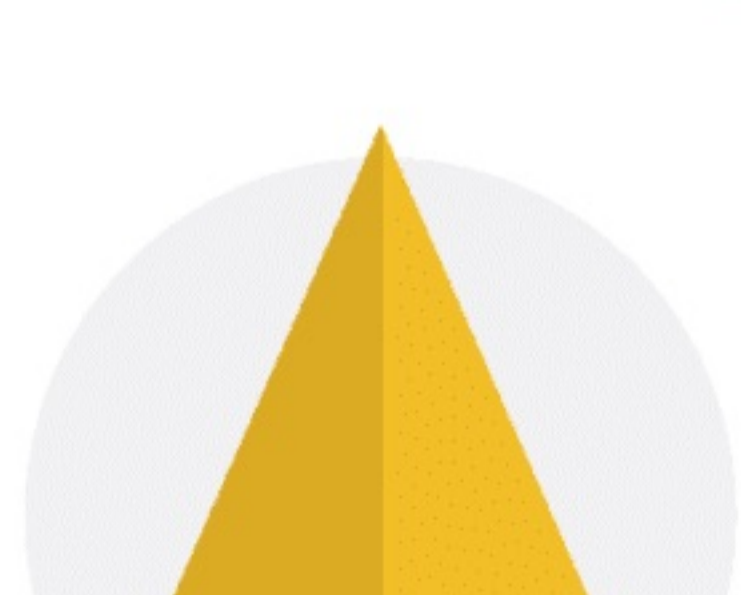
#### Top Challenges

- Uncomfortable Asking for Money
- Difficult to Motivate People to Give
- Lack of Resources and Templates
- Fundraising Software Difficult to Use
- Didn't Receive Adequate Support

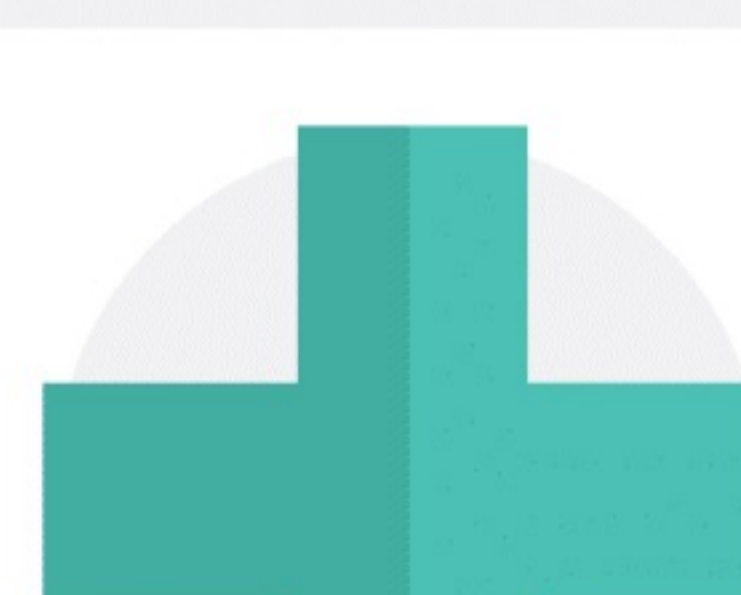
**69%** faced barriers in fundraising efforts

#### Those engaging multiple times per day:

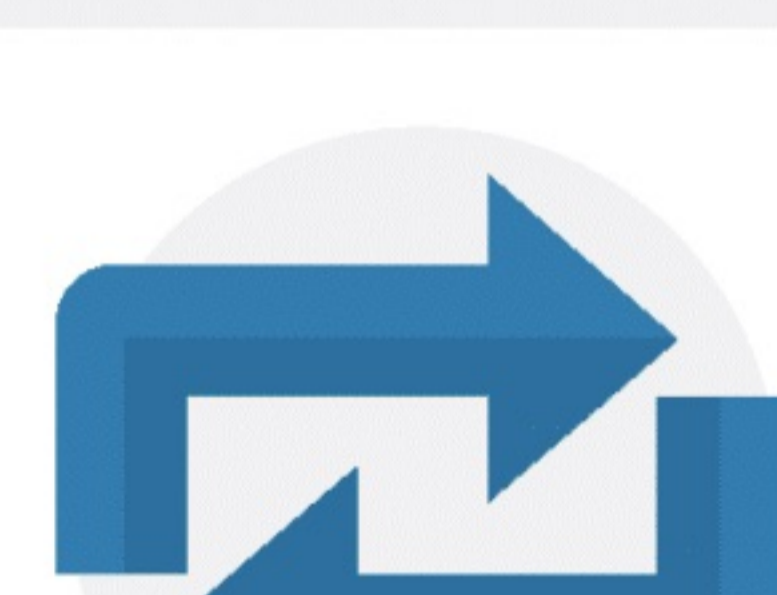
**59%** accessed their page **via mobile**



More likely to **exceed** fundraising goals



**Raise more** money



Plan to **fundraise again**

### Retention & Future Engagement

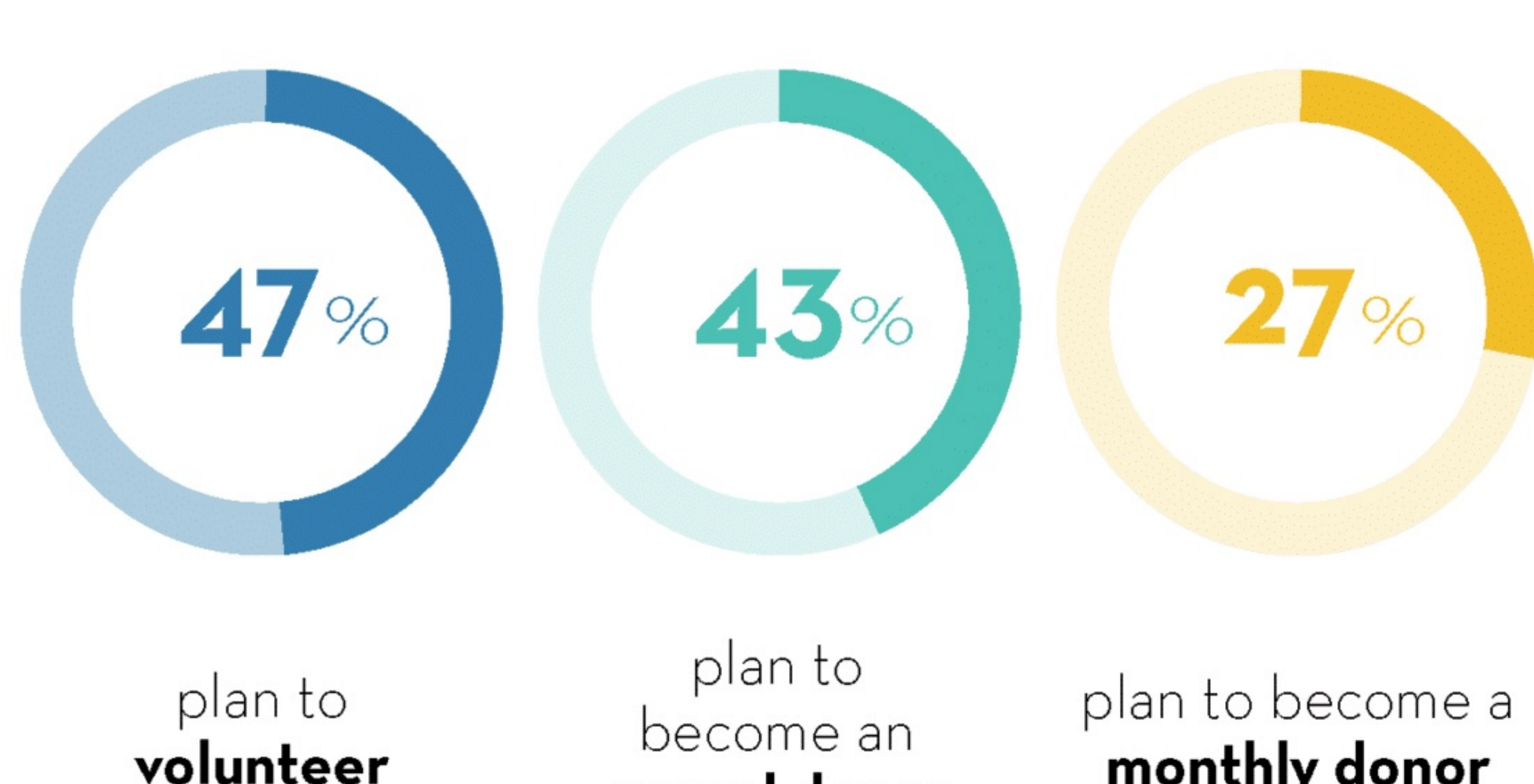
**7-IN-10**

say very likely to **fundraise again**

#### Impacting Retention

Participants want to receive information on **impact** of their raise

Only **19%** received impact information



#### About the Study

The online survey of 1,106 Social Fundraisers was conducted by Edge Research between July 11-26, 2019. Data is self-reported, not transactional and quotas were set to ensure census representation in terms of age, gender, region, and race/ethnicity. To learn more, download the full study report at [www.onecause.com/social-fundraiser-research-study/](http://www.onecause.com/social-fundraiser-research-study/)