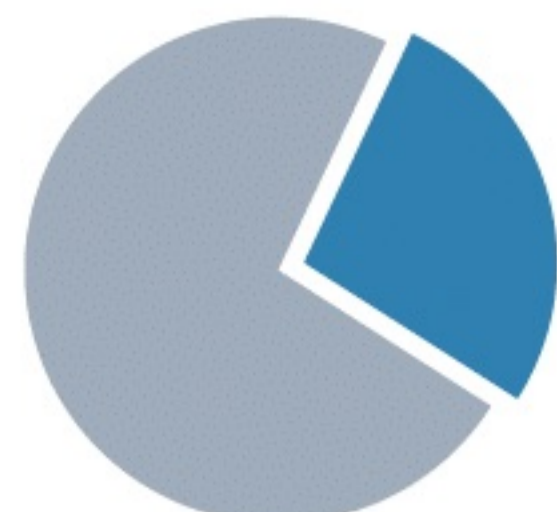


# What We Learned from Social Giving During a Time of Social Distance

**The 2021 Giving Experience Study** explores insights from 1,026 Social Donors who donated through event and peer-to-peer fundraising in the last 12 months.



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

## Social Giving is on the Rise

**27%** Social Donors (23% in 2018)

A Social Donor is someone who gave through event or peer-to-peer fundraising in the last 12 months.

**\$220** average donation

up 11% since 2018

## Social Giving Experiences

### Events



Participated in an event like a gala, golf tournament, or similar event – either virtually or in-person.

### Runs/Walks/Rides



Participated in a walk, run, ride, or similar activity.

### Challenges



Donated to or participated in a fundraising challenge or virtual campaign.

### Occasions



Requested donations for an occasion (e.g. birthday or memorial/tribute).

### Giving Days



Donated or requested donations for a specific day/month.

## Giving Driven by Social Connections

**2x**

as Likely to Hear About Giving Opportunities from Social Connections than the Nonprofit Directly

### Reaching New & Lapsed Donors



**31%** First Time Donors



**28%** Active Donors



**38%** Lapsed Donors

### Expanding Growth in Digital Donations



**3x**

Text Donations



**3x**

Mobile Donations

## Virtual Improving Access to Philanthropy

**59%** White (69% in 2018)

**22%** Hispanic (18% in 2018)

**19%** Black (7% in 2018)

	Gen Z (1996-2003)	Millennials (1981-1995)	Gen X (1965-1980)	Boomers/ Matures (Before 1964)
Social Donor Representation	18%	38%	23%	21%
Avg. Social Giving Donation	\$225	\$277	\$209	\$142
Annual Total Contributions	\$796	\$1,351	\$1,403	\$1,394

## Reasons Why Social Donors Give Remains Constant Through Pandemic

### EASE

"It was easy to do."

### MISSION

"I care about the mission of the organization."

### IMPACT

"The money raised would make a difference."

**81%** Found it Very Easy to Donate

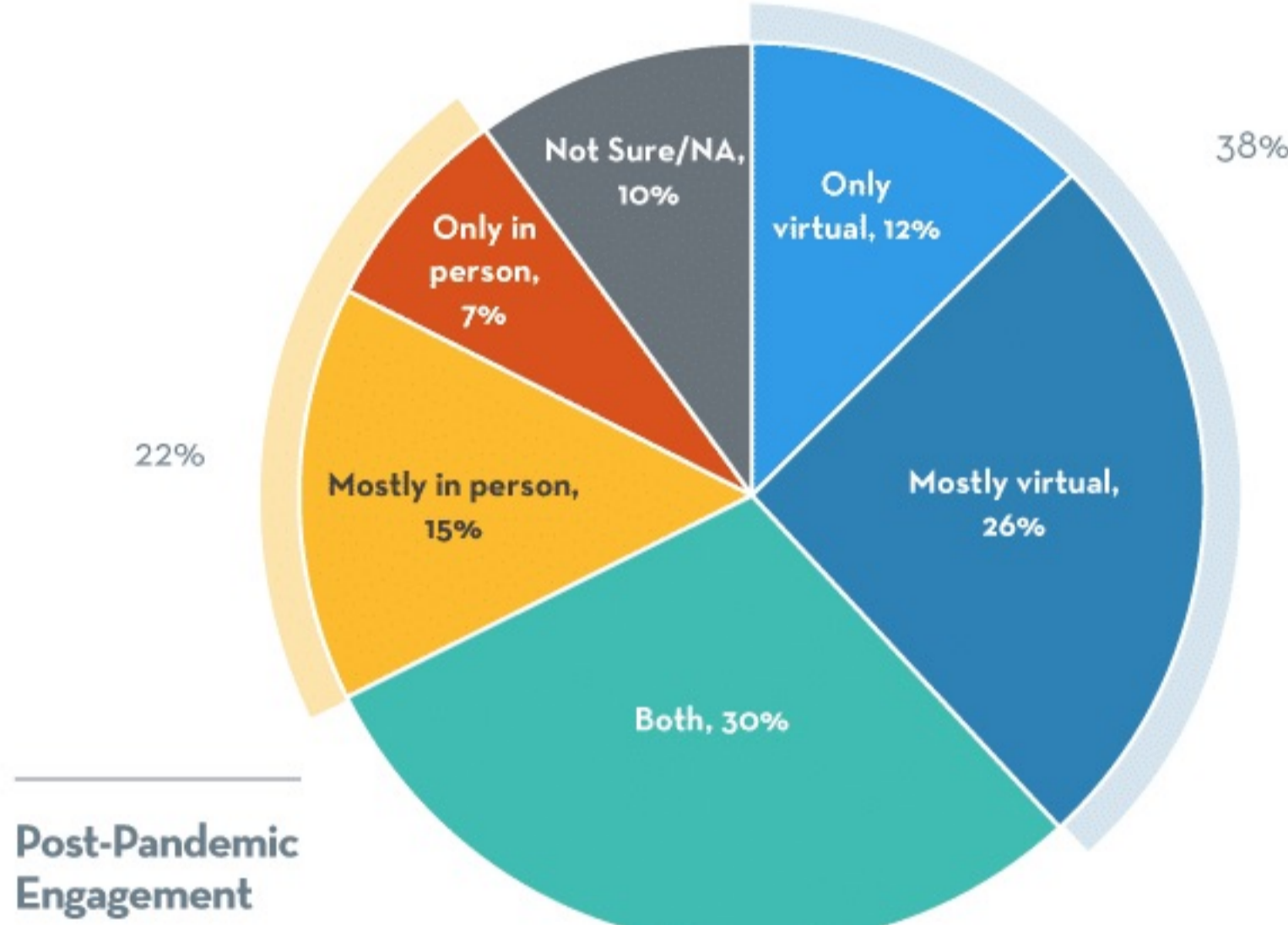
### Areas to improve the experience:

- Setting up personal fundraising pages
- Interacting with other donors
- Soliciting donations online
- Tracking progress
- Accessing livestream content
- Registration

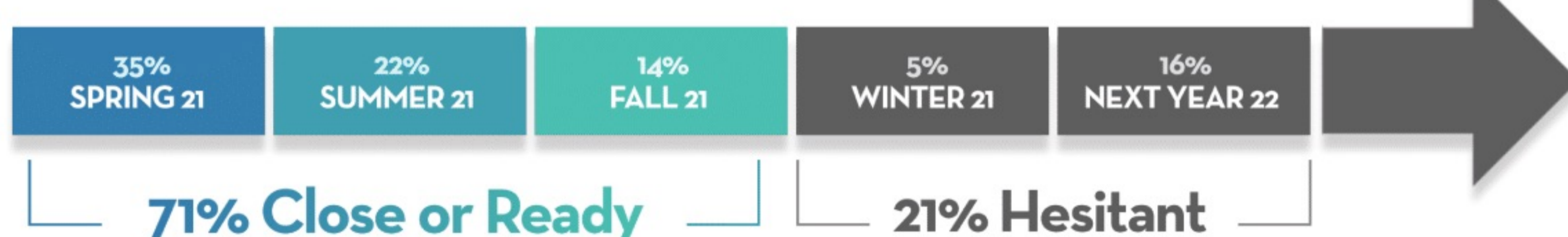
## Social Donors Open to Future Virtual Engagement

**71%**

anticipate a mix of in-person and virtual engagement



## Majority of Social Donors Ready for In-Person Events



## What Would Make Them Feel Comfortable Returning



**MOST IMPORTANT**  
"I would need to be vaccinated."

**55%** vaccinated at time of survey

### LEAST IMPORTANT

- Needing to personally know all attendees
- Limited capacity/ events with less than 50
- Local only attendees - no travel

## Opportunity to Improve Donor Conversion

**47%**

Likely to Become Monthly or Annual Donors

Feel like my donation makes a difference: 50%

Process of donating was positive and easy: 38%

Enjoyed the campaign or event: 35%

Organization informed me of the impact: 33%

Campaign or event inspired me: 30%

### About the Study

The online survey of 1,026 Social Donors was conducted by Edge Research between March 31-April 14, 2021. Social Donors are defined as anyone who self-reports giving to at least one charitable organization by attending a fundraising event, participating 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. Quotas were set to ensure incoming data was census representative in terms of age and gender, region and race/ethnicity.