

Today's Donors by Giving Type

Facts to Grow Generosity

Today's donors have different wants and needs - depending on type of fundraiser they are supporting. Use these facts from the 2023 Giving Experience and watch your giving grow!


TODAY'S EVENT DONORS

Donated to a nonprofit through attending a fundraising event like a gala, golf tournament, or similar event – virtually or in person.



AVERAGE DONATION AMOUNT

\$218

Top Factors that Influence Event Giving:

-  **#1** Donating is easy
-  **#2** Clear how donation makes a difference
-  **#3** Org communicates impact post-event

How They Hear About Events:

-  **37%** In person
-  **26%** Email
-  **21%** Social media

Be Sure to Include:

- ✓ Time to socialize with other guests.
- ✓ Share live results of fundraising progress.
- ✓ Include matching gift options.
- ✓ Share testimonials and impact stories!

TODAY'S RUN, WALK, RIDE DONORS

Donated by sponsoring someone or participating in a peer-to-peer fundraising event (like a walk, run, or ride).

AVERAGE DONATION AMOUNT

\$137

Top Factors that Influence Peer-to-Peer Giving:

-  **#1** Donating is easy
-  **#2** Clear how donation makes a difference
-  **#3** Org communicates impact post-event

How They Hear About Events:

-  **28%** In person
-  **25%** Social media
-  **23%** Email

Be Sure to Include:

- ✓ Visibility into your campaign's fundraising progress.
- ✓ Share the impact of their donation.
- ✓ Ways to track & see individual & team fundraising progress.
- ✓ Gamification with leaderboards on your campaign page.
- ✓ Clearly communicate where the funds go (specific projects or people).

TODAY'S OCCASION, CHALLENGE, & GIVING DAY DONORS

Donated/requested donations online for challenges, giving days, and occasion campaigns (birthdays, weddings, memorial/tributes).



AVERAGE DONATION AMOUNT

\$163

Top Factors that Influence Event Giving:

-  **#1** Donating is easy
-  **#2** Clear how donation makes a difference
-  **#3** Org highlights mission

How They Hear About Events:

-  **38%** Social media
-  **28%** In person
-  **16%** Email

Be Sure to Include:

- ✓ Easy giving experience.
- ✓ Personalized giving options.
- ✓ Mobile-friendly campaigns.
- ✓ Multi-channel marketing to boost engagement.
- ✓ Easy to share information about your nonprofit with their friends/networks.

2023 Giving Experience Research

The 2023 Giving Experience Study explores insights and trends from 1,100+ social donors. We've got the inside scoop on what drives event, peer-to-peer, or campaign donors to give.

GET THE STUDY