onecause

# **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.

#### Top Factors that Influence Event Giving:



## Be Sure to Include:

- ✓ Time to socialize with other guests.
- ✓ Include matching gift options.
- Share live results of fundraising progress.
- 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).

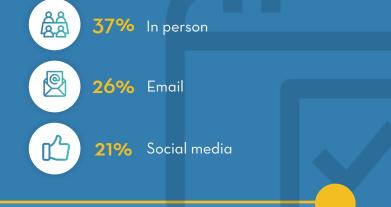
#### **AVERAGE DONATION AMOUNT**

SI 37

### AVERAGE DONATION AMOUNT

**\$218** 

#### How They Hear About Events:



#### **Top Factors that Influence Peer-to-Peer Giving:**



#### How They Hear About Events:



## 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

challenges, giving days, and occasion campaigns (birthdays, weddings, memorial/

# \$163

AVERAGE DONATION AMOUNT

#### Top Factors that Influence Event Giving:



Donating is easy

- Clear how donation makes a difference
- Ora highlights mission

#### How They Hear About Events:

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**38%** Social media

## <u>ළීබ</u>ී

28% In person

16% Email





## Be Sure to Include:

- $\checkmark$  Easy giving experience.
- Mobile-friendly campaigns.
- ✓ Personalized giving options.
- Multi-channel marketing to
- 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.



