

onecause® | WEBINAR



# Research *Revealed*

INSIDE THE MINDSET OF TODAY'S DONORS

*Key Findings from the 2023 Giving Experience Study*

 Wednesday, June 14, 2023



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# HOSTS



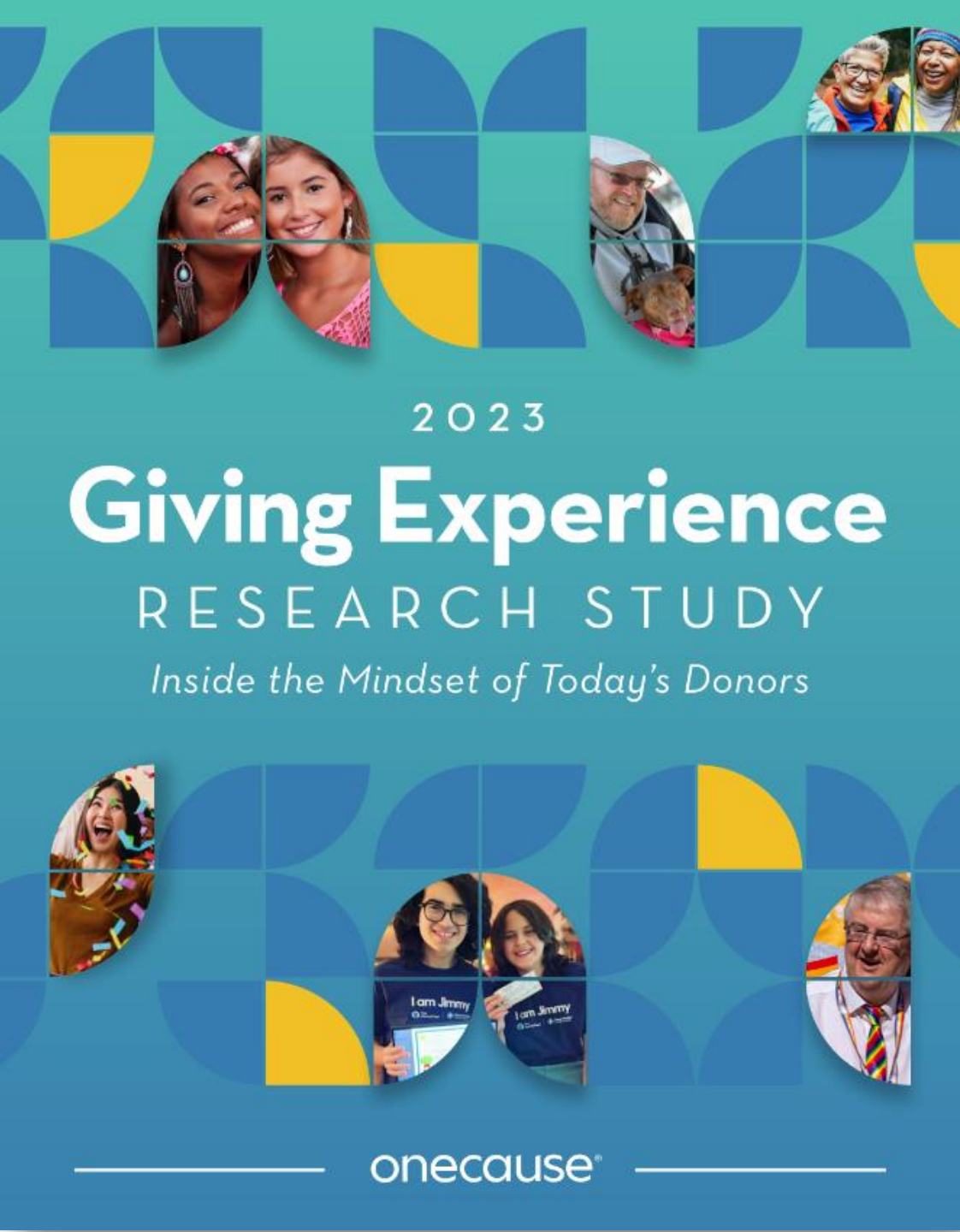
**Dawn Lego (she/her)**  
Director, Brand Engagement  
OneCause



**Sarah Sebastian (she/her)**  
Director, Corporate Communications  
OneCause



**Kelly Velasquez-Hague (she/her)**  
Vice President, Marketing  
OneCause



# Agenda

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- About the Study
- Social Giving Trends and Key Findings
- How to Use the Data



# Survey Methodology



## Sample Size

1,101 Social Donors  
Quotas set to ensure census representation



## Survey Approach

Online survey in April/May 2023  
Self-reporting questionnaire  
Conducted by Edge Research

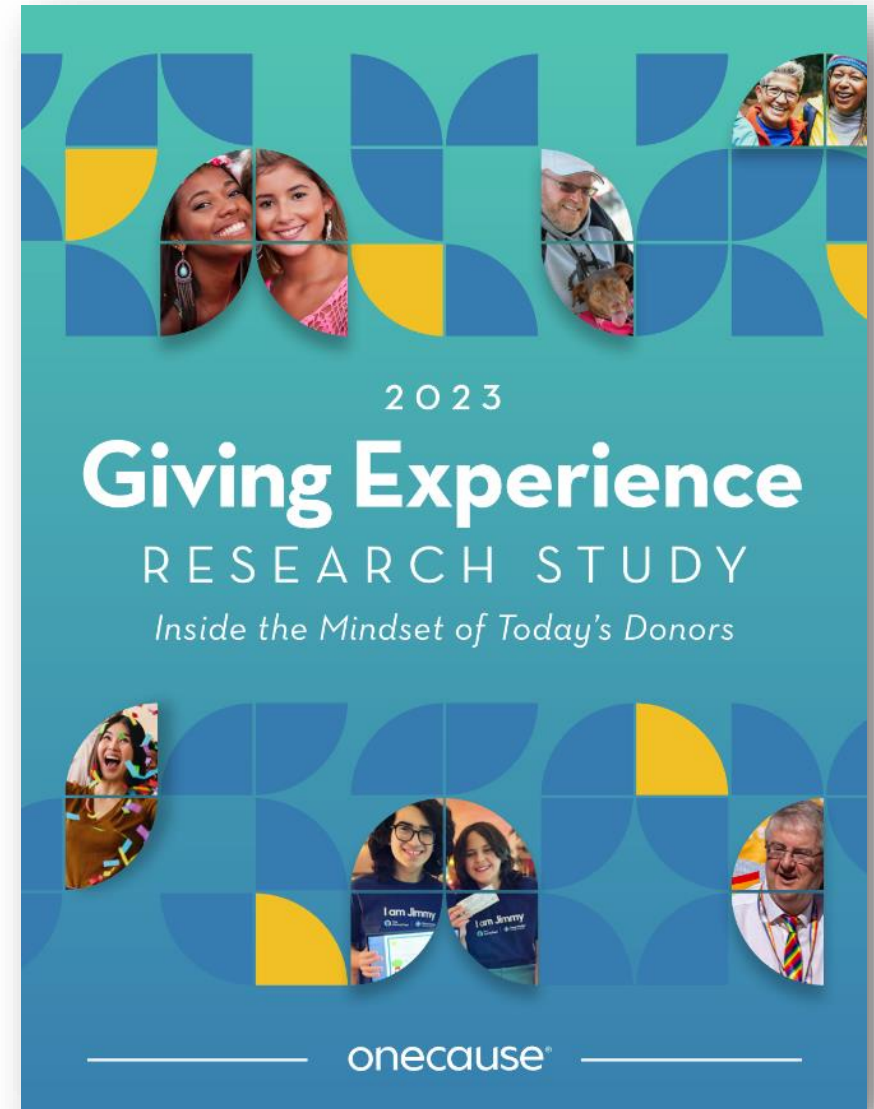


## Social Donor Definition

In the last 12 months

- Donated or attended a fundraising event,
- Sponsored someone or participated in a fundraising run, walk, ride
- Donated or requested donations as a part of a fundraising challenge, occasion, or giving day

Blog: <https://www.onecause.com/blog/who-are-social-donors/>



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# SOCIAL TRENDS & KEY FINDINGS

## POLL: What types of social giving do you currently employ?

- Fundraising events (gala, golf, ticketed event)
- Occasion campaigns (birthday, memorial, tribute)
- Run, walk, ride (peer-to-peer) events
- Challenge campaigns (ice bucket challenge, competition)
- All of the above

*Multiple choice*

# Social Giving Experiences

40%

RUNS/WALKS/RIDES



Sponsored someone or participated in a fundraising walk, run, ride

36%

OCCASIONS



Donated or requested donations for an occasion like a birthday or in memorial/tribute

31%

GIVING DAYS



Donated or requested donations for a specific day/month (like Giving Tuesday, Black History Month, etc.)

33%

EVENTS



Donated at or by attending a fundraising event like a gala, golf tournament, or similar event – either virtually or in-person

24%

CHALLENGES

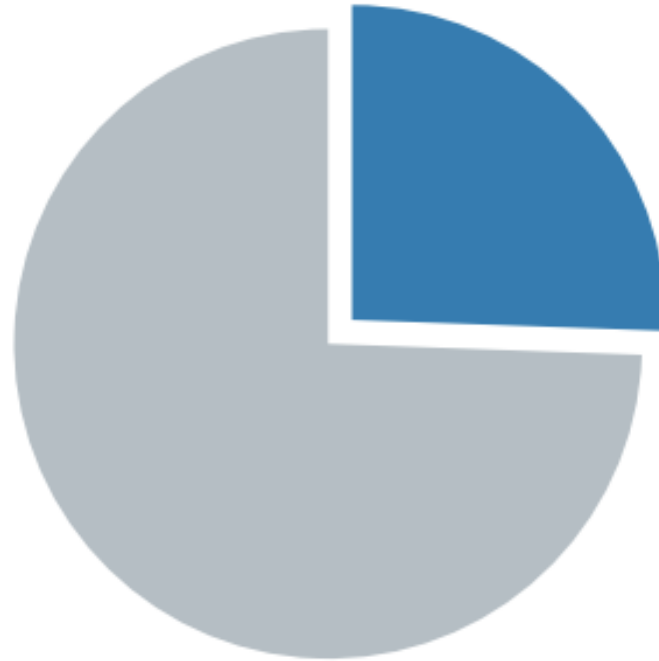


Donated to or participated in a fundraising challenge or virtual campaign (like the Ice Bucket Challenge)



# Social Giving: A Return to "Normal"

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



## Social Donors

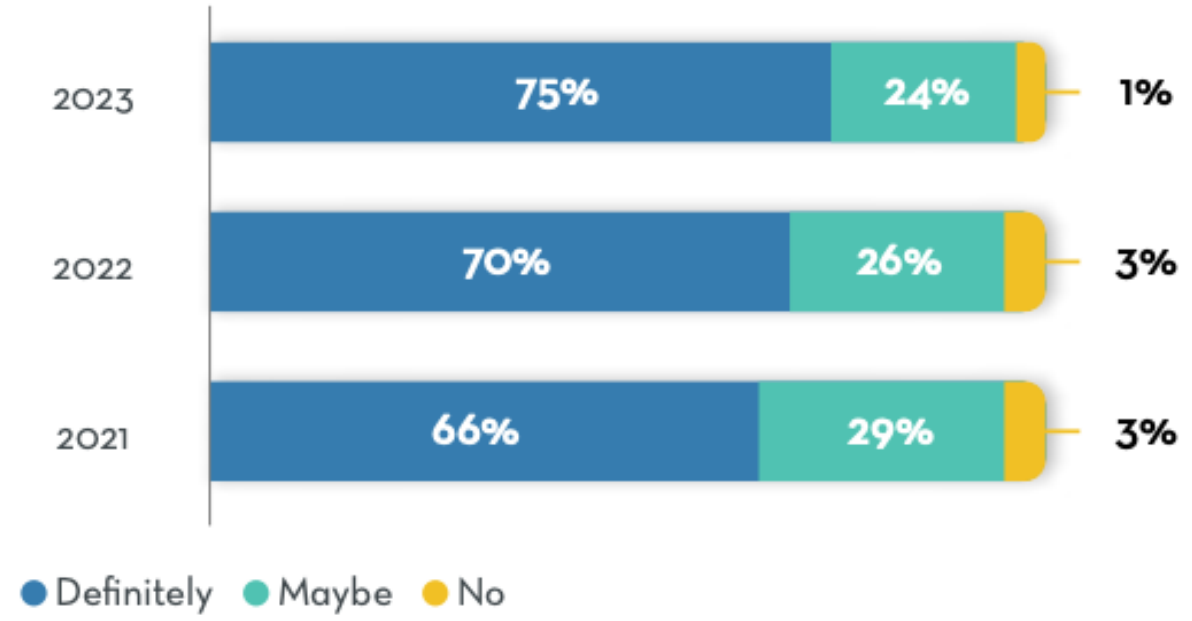
**23%** in 2023

(29% in 2022)

(27% in 2021)

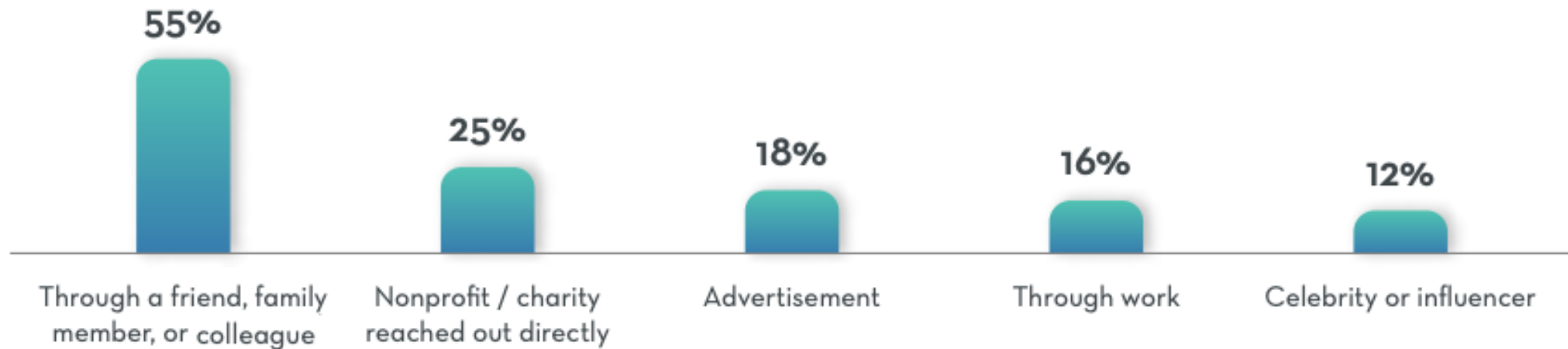
(23% in 2018)

# Social Donor Loyalty



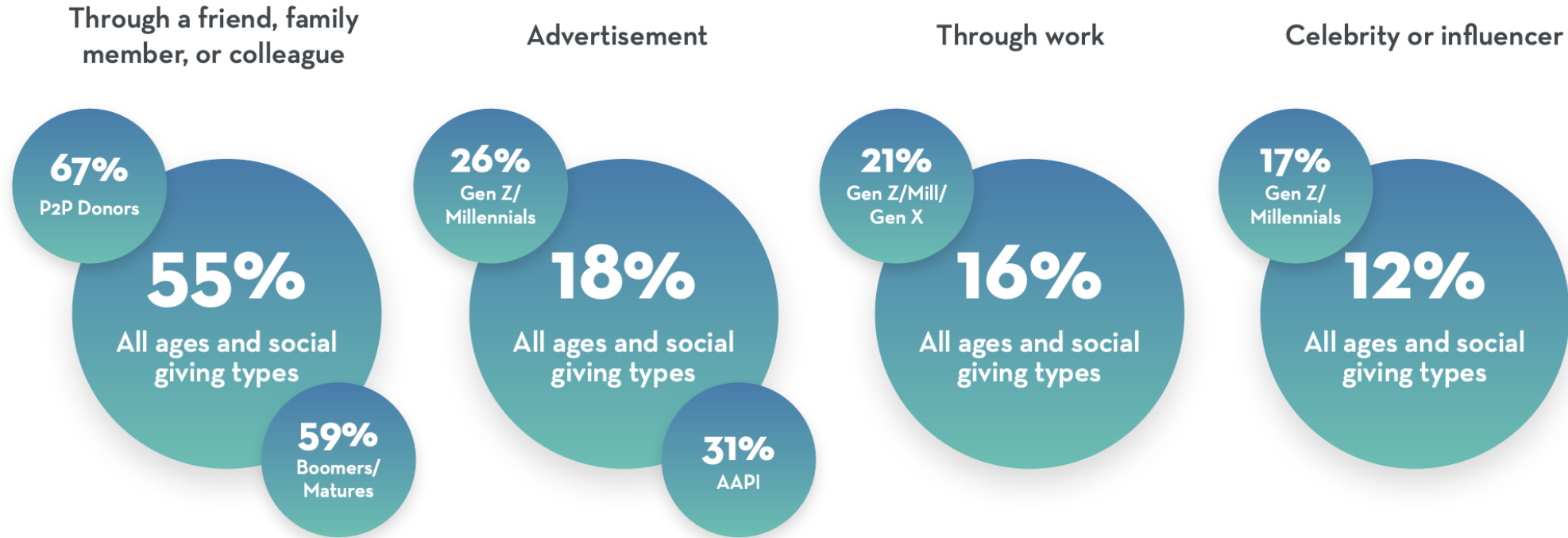
*Combined event peer-to-peer donor likelihood to continue support.*

# Giving Driven by Social Connections



*Thinking about the last social fundraising event or campaign you donated to, how did you hear about this donation opportunity? Please select all that apply.*

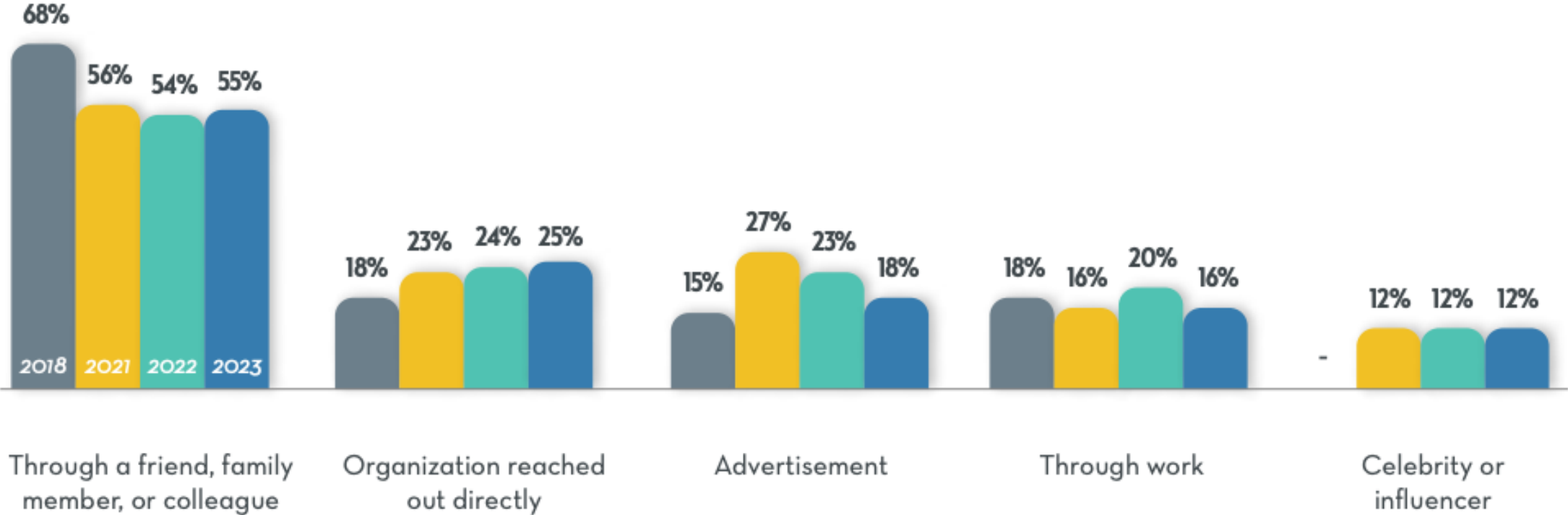
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# Donation Channels

# \$171

## Average Social Donation Amount

(how much was your last social donation)

- 2022: \$196
- 2021: \$220
- 2018: \$198

	2023	2022	2021	2018
In person	45%	44%	36%	55%
Website donation	38%	38%	48%	38%
Mobile donation	24%	26%	23%	8%
Social media donation	16%	20%	23%	NA
Through the mail	13%	15%	16%	7%
Text donation	7%	12%	12%	4%

*How did you make your donation?*

## POLL: Which is true?

- 30% of social donors surveyed were active donors
- 39% of social donors surveyed gave again after being lapsed for 1+ years
- 27% of social donors surveyed were first-time givers
- All of the above.

*Multiple choice*

# Reaching New & Lapsed Donors



**27%**

## First Time Donors

*Haven't ever donated to the organization.*



**30%**

## Active Donors

*Have previously donated to the organization in the last 12 months.*



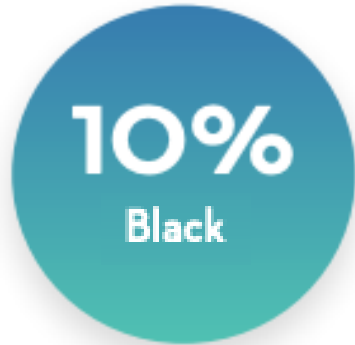
**39%**

## Lapsed Donors

*Had been more than 1-10+ years since their last donation.*

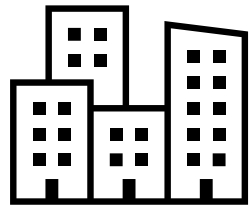


# Demographic Shifts



	Gen Z (1996-2003)	Millennials (1981-1995)	Gen X (1965-1980)	Boomers/ Matures (Before 1964)
Percent of sample	8%	36%	26%	29%
Donated more money	50%	43%	32%	27%
Gave to more orgs	47%	47%	38%	28%
Donated in response to a current issue or need	36%	38%	29%	20%

# Demographic Shifts



## Urban Donors

Donated more money	45%
Plan to give \$500+ over the next 12 months	45%

# Generosity Motivators

## MISSION

"I care about the mission of the organization."

## TRUST

"I trust the org to do the right thing / use the money wisely."

## EASE

"It was easy to do."

# Generosity Motivators





# What is Trust?

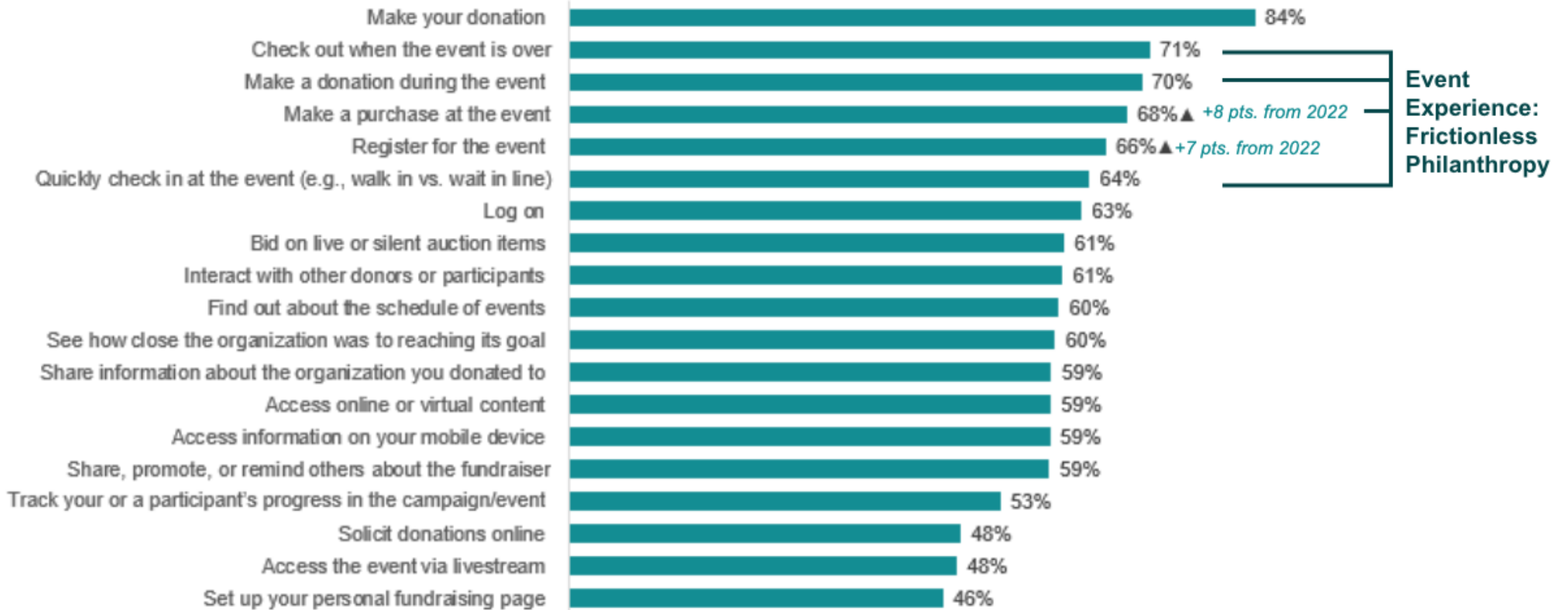
*I get a report that shows exactly where money goes.*

*I totally trust this organization because I volunteer there and see where the money goes.  
They provide free programming.*

*[Boomer] They have a good Charity Navigator score.*

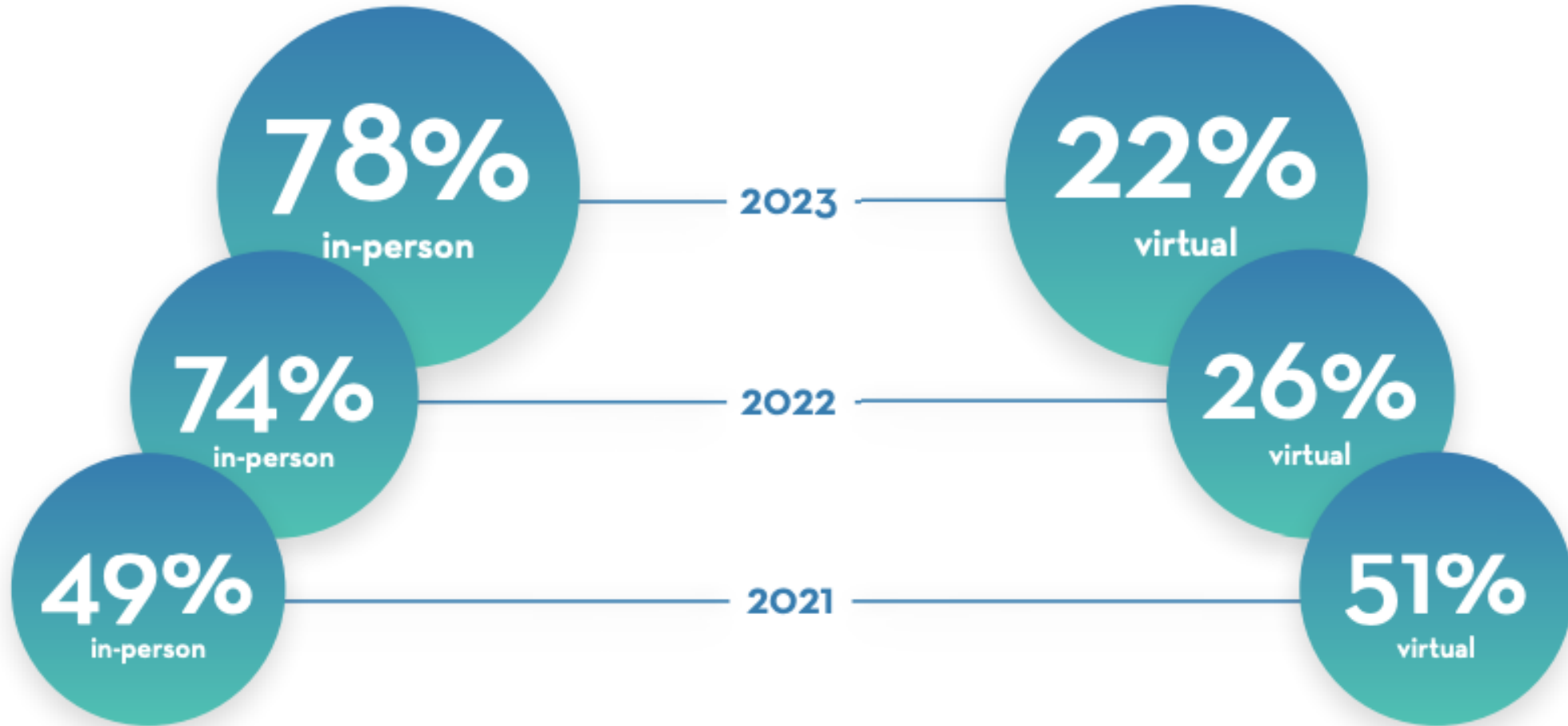
*[Gen Z] The way they organize things and market/campaign is very professional and that to mean means trustworthy as well.*

# Ranking Ease – Areas for Improvement

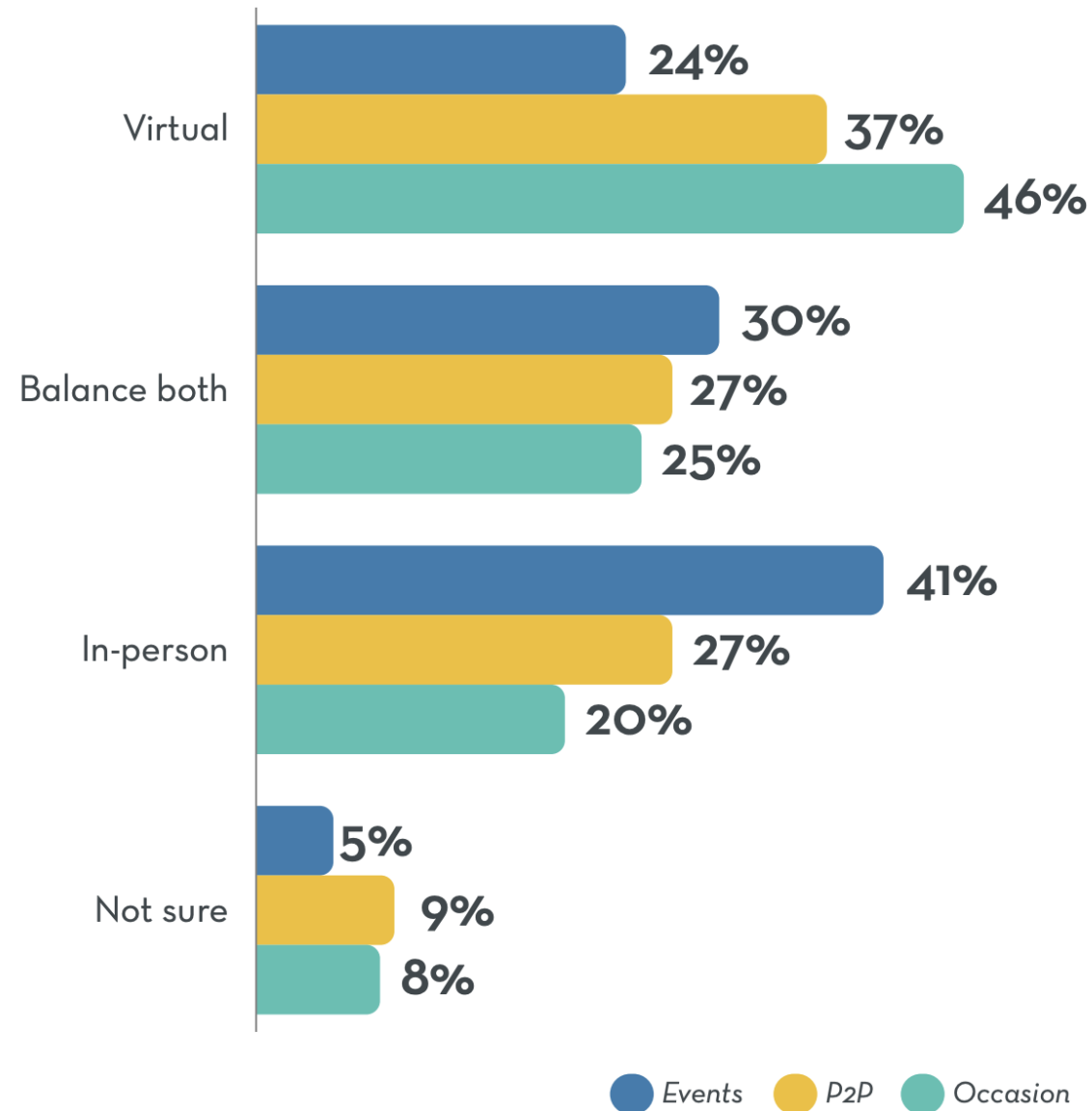


% very easy (excluding DK/NA)

# In-Person & Virtual



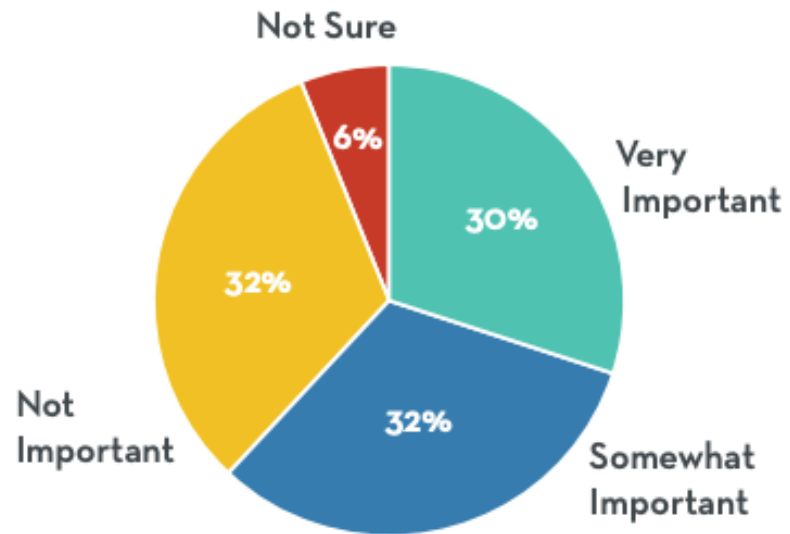
# Who Wants What?



*How do you prefer to engage with organizations you donate to?*

# Event Quality

*Percent of event donors who rated their experience as "excellent," a longitudinal look.*



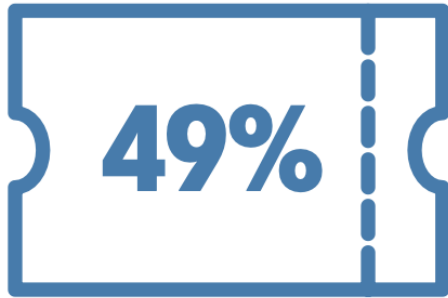
*When you are considering going to an event for a nonprofit or charitable organization, how important is it that there are different ticket options and packages (e.g., a standard or VIP experience)?*

# POLL: Do you offer VIP ticket options at your events?

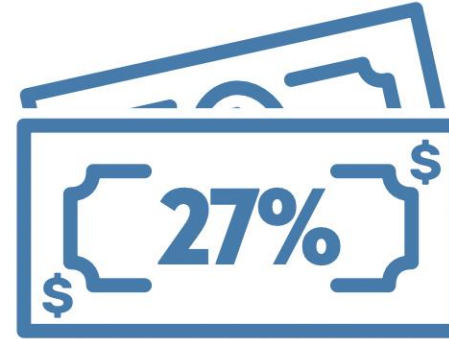
Yes

No

# Make Them Feel Like VIPs



of event donors said their last event offered a VIP ticket/experience



of event donors purchased a VIP ticket/experience

	Disabled	Income \$200k+/yr	Millennials	Urban	Men
Purchased a VIP option	49%	47%	42%	41%	34%

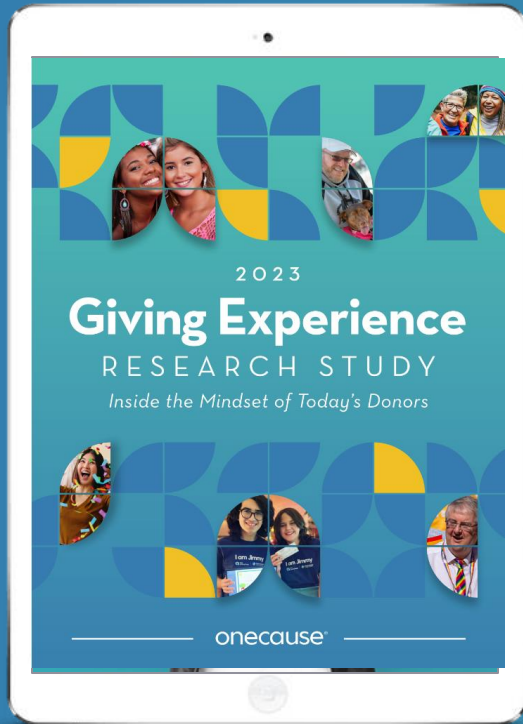


# Impacting Retention

*Which of the following impacts your decision to give to this organization or cause again? Select all that apply.*



# HOW TO USE THE DATA

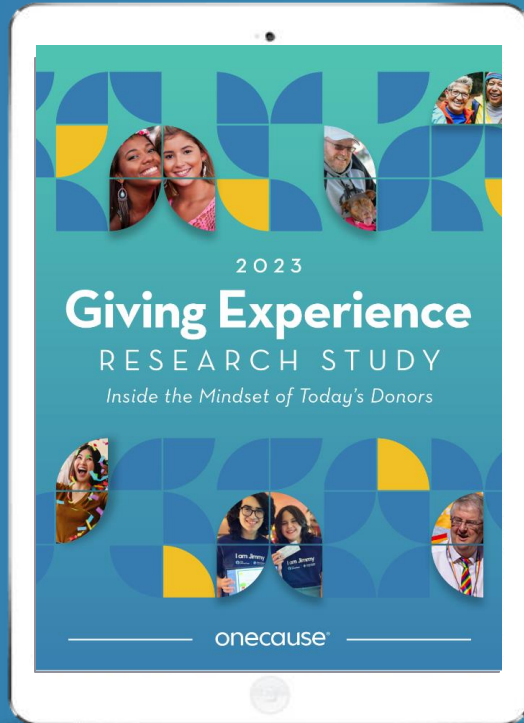


Review donor feedback and cross-reference generosity motivators to tailor outreach and comms.

Invest in quality venues and unique experiences.

Think about ways to be intentionally inclusive.

# Access to Full Findings



DOWNLOAD  
2023 GIVING EXPERIENCE RESEARCH

<https://www.onecause.com/ebook/2023-giving-experience-study/>

A photograph of three women smiling and laughing, overlaid with a semi-transparent blue filter. The women are positioned across the frame, with one on the left, one in the center, and one on the right. They appear to be in a social or professional setting.

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Q U E S T I O N S ?

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hear from you!

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TOP 5 BEST PRACTICES FOR

# Finding & Securing *New* Event Sponsors

IN 2023

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Wednesday, June 21, 2023



**Brittany Hill**

CEO & Founder  
Accelerist





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