

The background of the slide is a blue-tinted photograph of a city skyline, likely Chicago, featuring several prominent skyscrapers and a body of water with boats in the foreground. The text is overlaid on this background.

Raise[®]
2022

Evolving Donor Expectations

Key Findings from the
2022 Giving Experience Study

SARAH SEBASTIAN

Welcome!



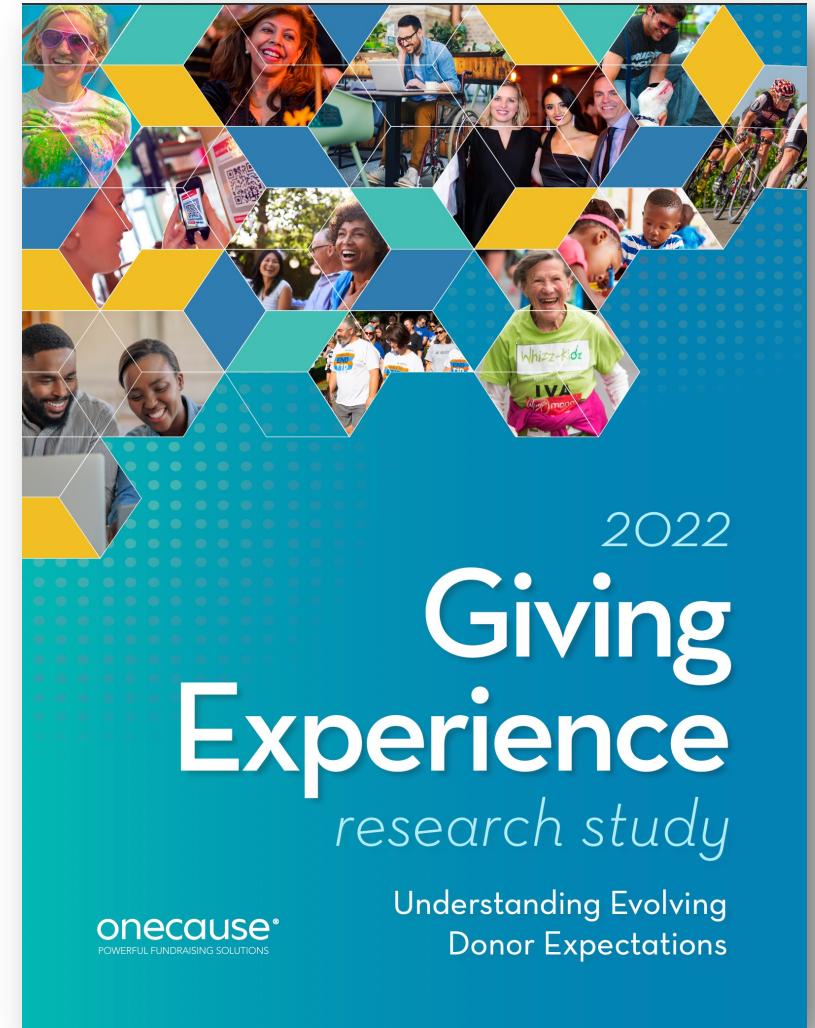
Sarah Sebastian

Director of Corporate Communications
OneCause

- 7.5 years in fundraising tech
- Love creating content to help nonprofits improve fundraising
- Volunteer fundraiser
- Known for wandering into the woods to take pictures of birds

Agenda

1. About the Study
2. Social Giving Trends and Key Findings
3. Improving the Giving Experience
4. How to Use the Data



Survey Methodology



SAMPLE SIZE

1,029 social donors
Quotas to ensure census representation



SURVEY APPROACH

Online survey April 26 – May 12, 2022
Self-reporting questionnaire
Conducted by Edge Research



SOCIAL DONOR DEFINITION

In 12 months prior to survey:

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

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2022

2022
Giving Experience
research study

Understanding Evolving Donor Expectations

onecause[®]
POWERFUL FUNDRAISING SOLUTIONS

Social Giving Experiences

39%

RUNS/WALKS/RIDES



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

38%

OCCASIONS



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

35%

GIVING DAYS



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

32%

EVENTS



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

25%

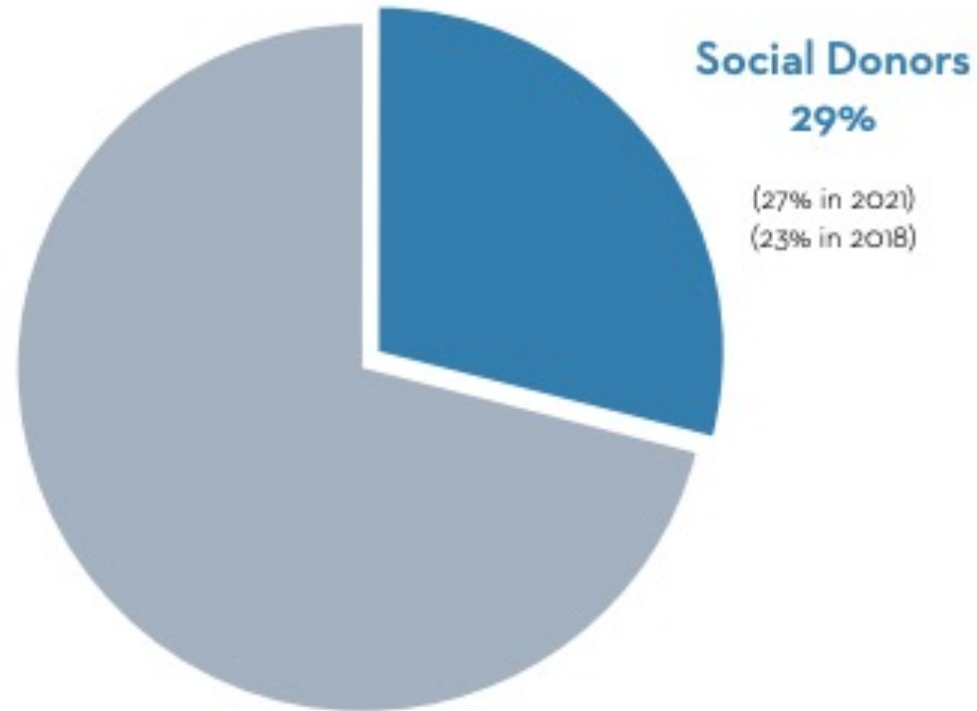
CHALLENGES



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

Social Giving Continues to Grow

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



↑ **6%**
since 2018

Giving Driven by Social Connections

2022

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.



Through a friend,
family member,
or colleague

Organization
reached out
directly

Advertisement

Through work

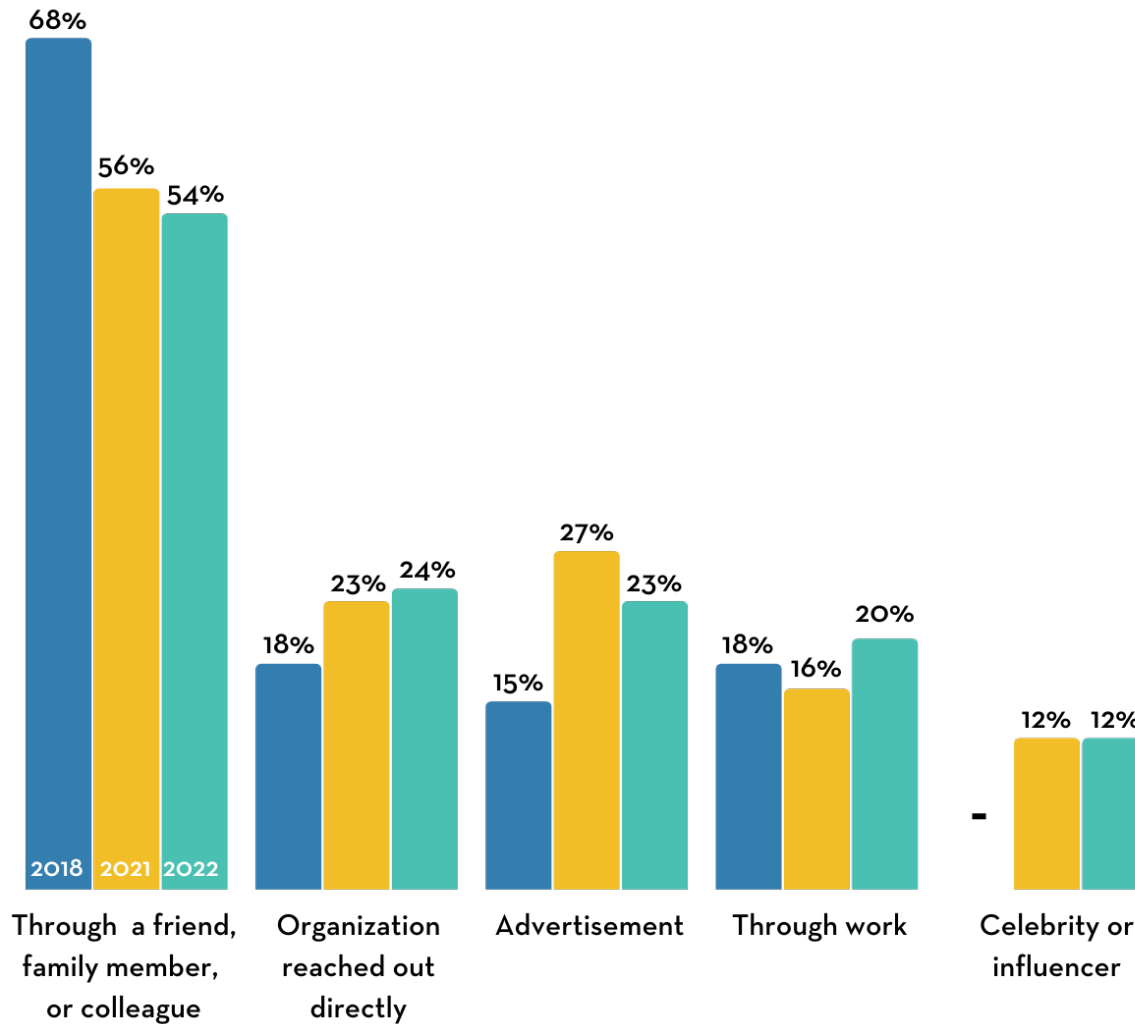
Celebrity or
influencer

Question

How did your organization budget for digital advertising in 2022 compared to 2021? (Includes display ads, paid social advertising, paid search)

- We budgeted more in 2022 than in 2021
- We budgeted less in 2022 than in 2021
- We budgeted about the same amount
- Not sure

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.

Expanding Mobile Donations

\$196

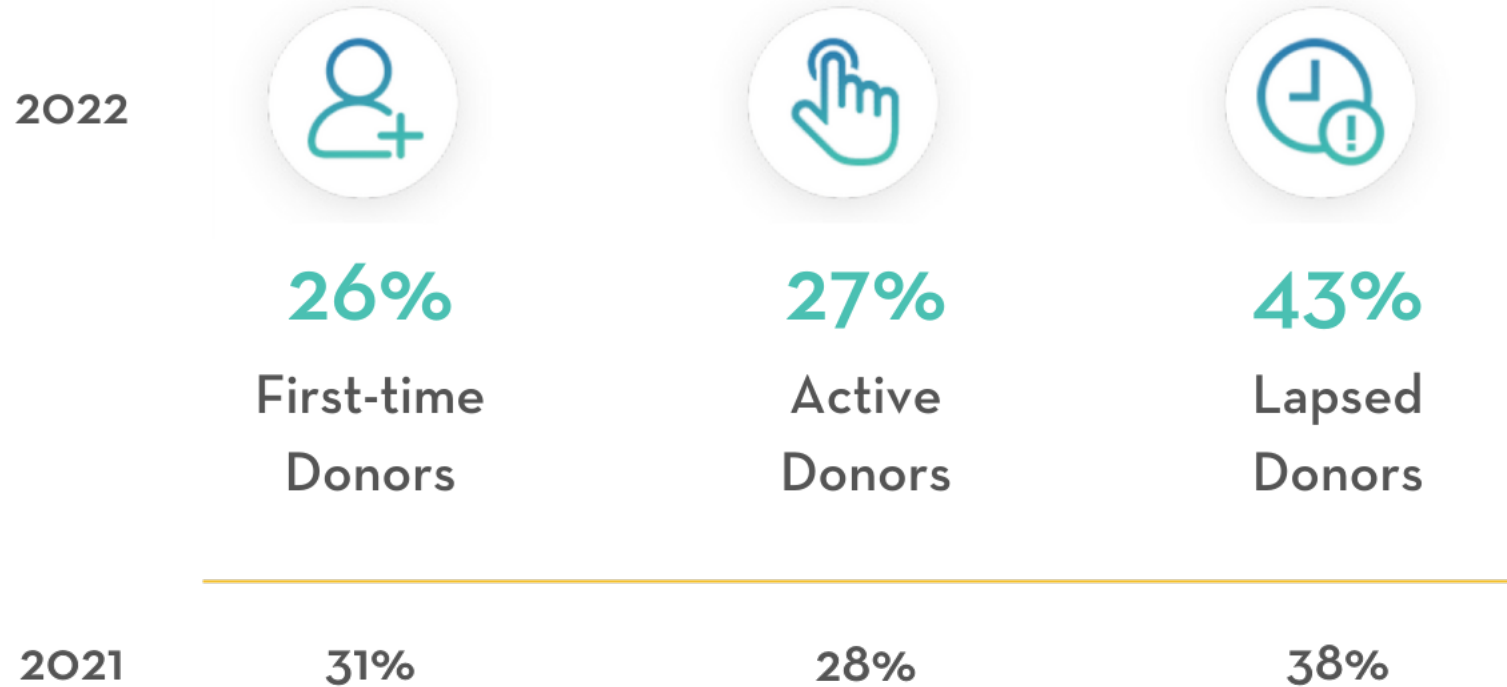
Average Social Donation Amount

2021: \$220
2018: \$198

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

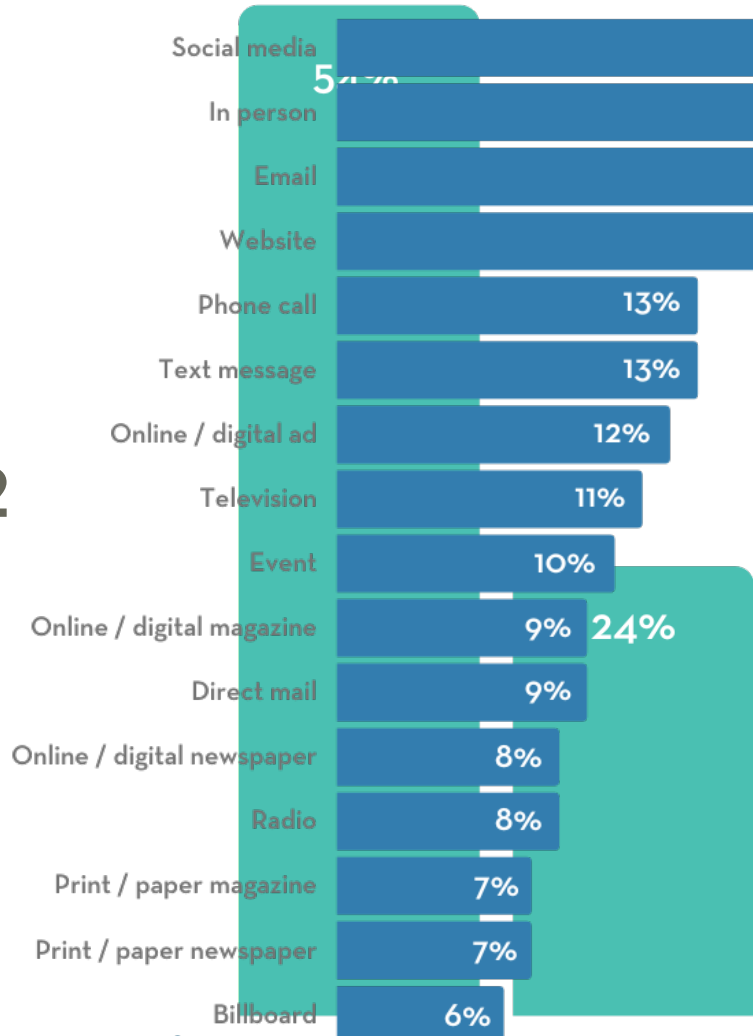


Reaching New and Lapsed Donors



Multi-Channel Marketing Is Key

2022



TOP 4



Through a friend, family member, or colleague

Organization reached out directly

Advertisement

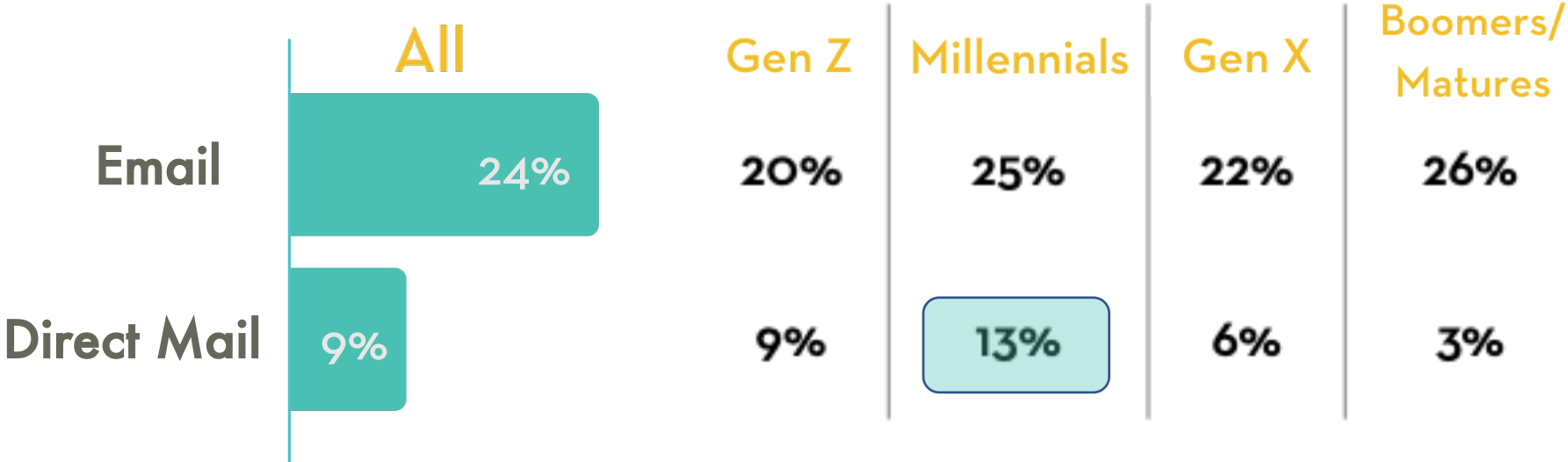
Through work

Celebrity or influencer

	2022	2021	2018
Social media	29%	37%	30%
In person	28%	26%	45%
Email	24%	26%	19%
Website	19%	24%	NA

Multi-Channel Marketing Is Key

What percentage of Millennials heard about a social giving opportunity through direct mail?



Younger, More Diverse Donors

	Gen Z	Millennials	Gen X	Boomers/Matures
Annual Total Donations	\$502	\$1096	\$863	\$1330
Social Giving Donation	\$169	\$284	\$170	\$112
Top 5 Nonprofit Types	Social Service Orgs	Social Service Orgs	Social Service Orgs	Faith-based
	Health	Children's Charities	Health	Health
	Children's Charities	Health	Animal Rescue	Social Service Orgs
	Human Rights	Human Rights	Children's Charities	Children's Charities
	Animal Rescue	Youth Development	Faith-based	Animal Rescue

Most likely to donate to a current issue or need (45%).

Remain strongest social givers.

19%
Black

17%
Hispanic

4%
Asian American
Pacific Islander

Rising Motivators

EASE

“It was easy to do.”

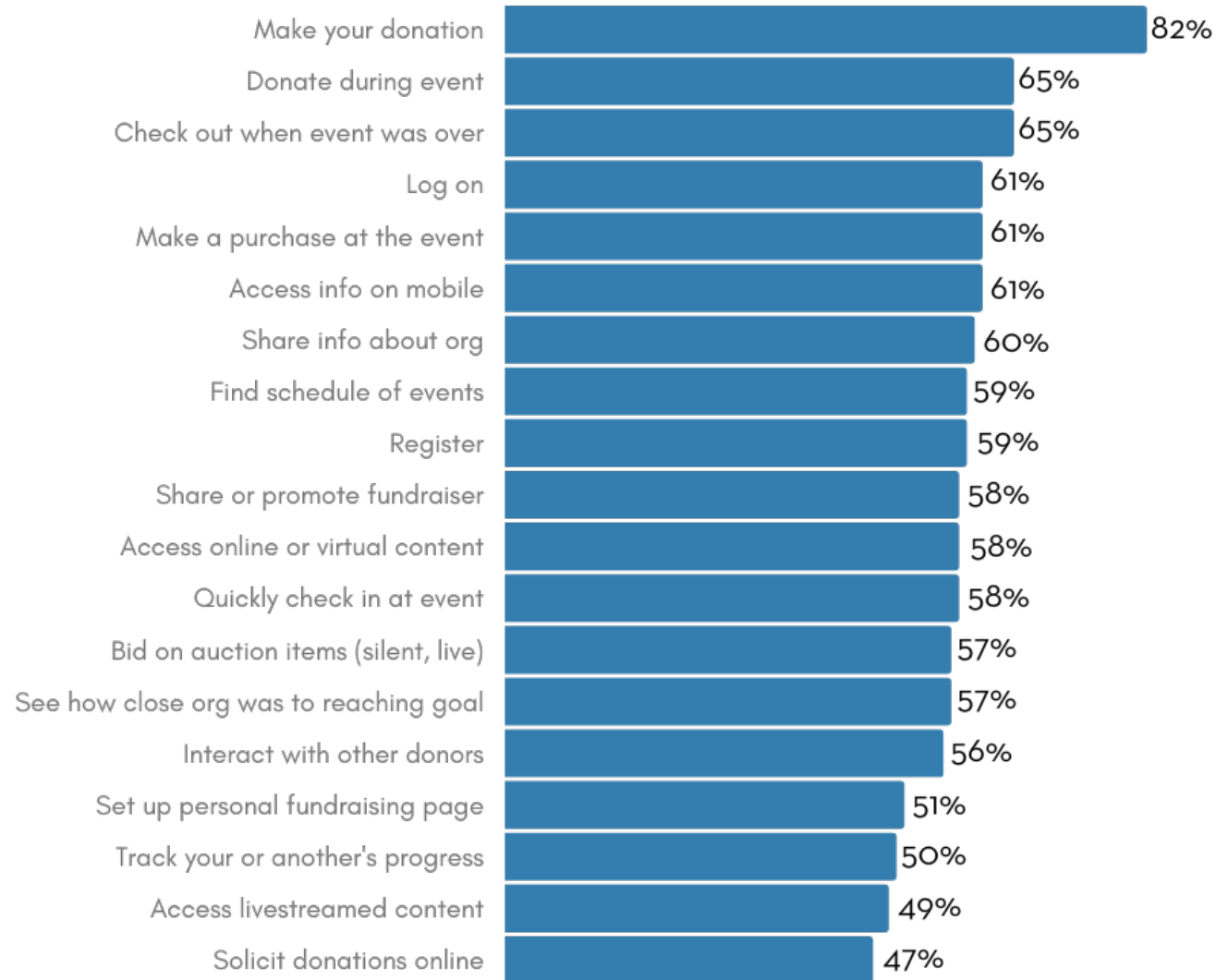
MISSION

“I care about the mission of the organization.”

IMPACT

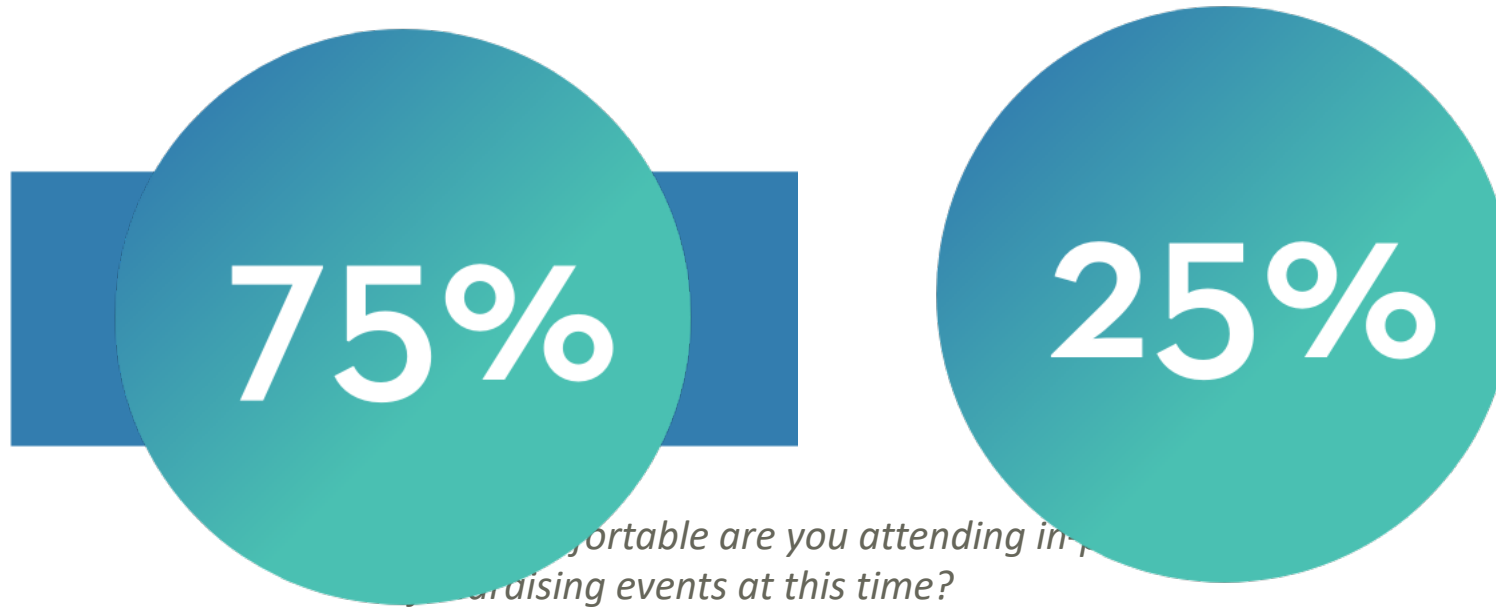
“The money raised would make a difference.”

Ranking Ease: Areas for Improvement



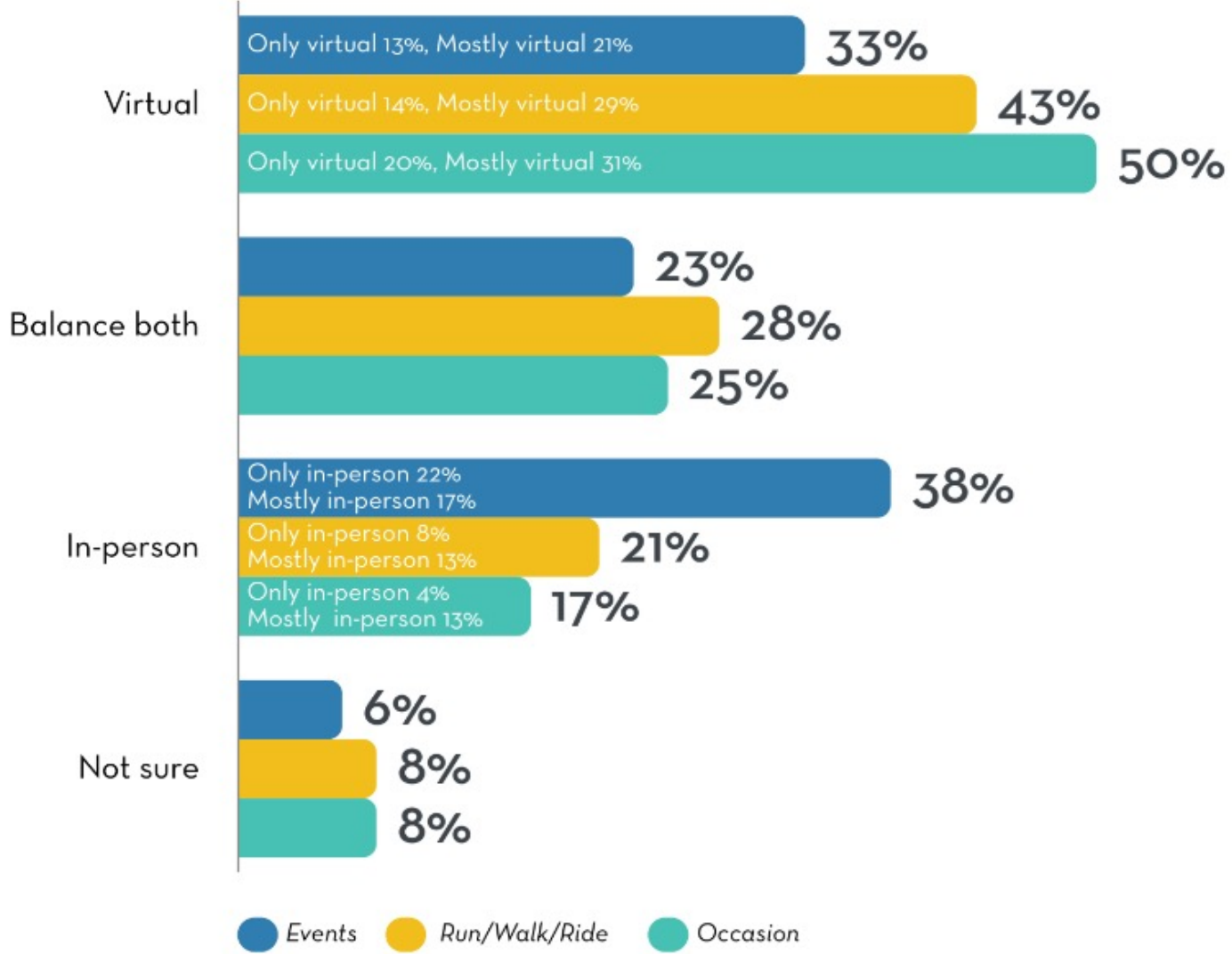
% very easy (excluding DK/NA)

Return to In-Person, but Don't Dismiss Virtual



How did you primarily participate in this fundraising event?

Return to In-Person, but Don't Dismiss Virtual



	Gen Z (1996-2003)	Millennials (1981-1995)	Gen X (1965-1980)	Boomers (Before 1964)
All event attendees need to show proof of vaccination	49% ▲	47% ▲	34%	23% ▼
The event is outside	28%	32% ▲	41% ▲	52% ▲
All attendees would need to show proof of negative COVID test	48%	37% ▲	30%	12% ▼
Org outlines health + safety policies, offers onsite supplies (sanitizer, wipes, extra masks, etc.)	26%	29%	25%	21%
All attendees have their temperature taken upon arrival	31%	28%	22%	10% ▼
The event has a limited capacity	18%	22%	23%	19% ▼
The event requires all attendees to wear masks	15%	19%	16%	10%
I am comfortable going now, no questions asked	8%	10% ▲	24% ▲	33% ▲

▲ ARROWS INDICATE STATISTICAL SIGNIFICANCE



Younger social donors
are looking for proof of vaccination

Older social donors
prefer events held outdoors



Impacting Retention

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

70%
Reported as very likely or somewhat likely to become regular annual donors

42% Feel like my donation makes a difference

36% Process of donating was positive and easy

27% If I am asked again by someone I know

26% Campaign or event inspired me

25% Organizations informed me of impact

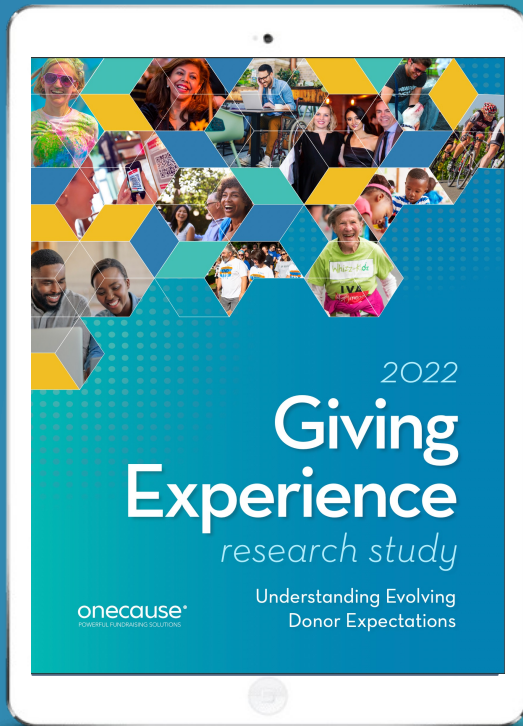
24% I enjoyed the campaign or event

How to Use the Data

Refresh messaging for various types of donors.

Map out your giving experience.

Offer a mix of participation options.



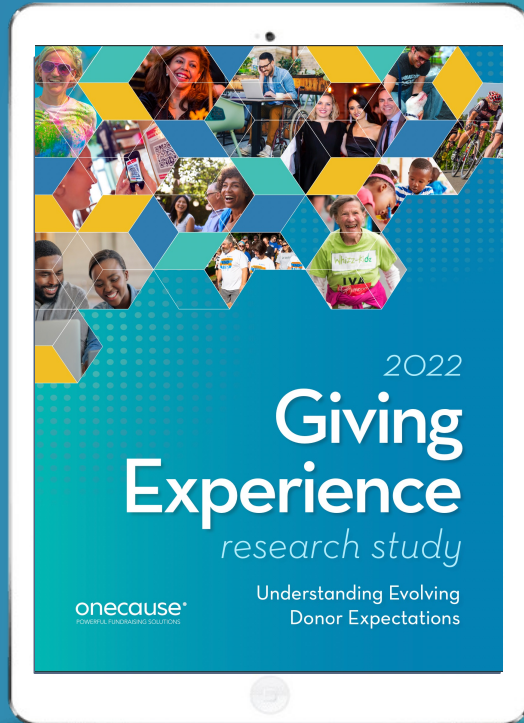
A blue-tinted photograph of three women smiling and laughing together. The woman on the left is wearing a light-colored sweater, the woman in the middle is wearing a dark sweater, and the woman on the right is wearing a dark polka-dot top. A thin yellow horizontal line is positioned above the text.

Q U E S T I O N S ?

Now's my time to
hear from you!

Raise[®]
2022

Access to Full Findings



DOWNLOAD
2022 GIVING EXPERIENCE RESEARCH

<https://www.onecause.com/ebook/the-2022-giving-experience-study/>



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