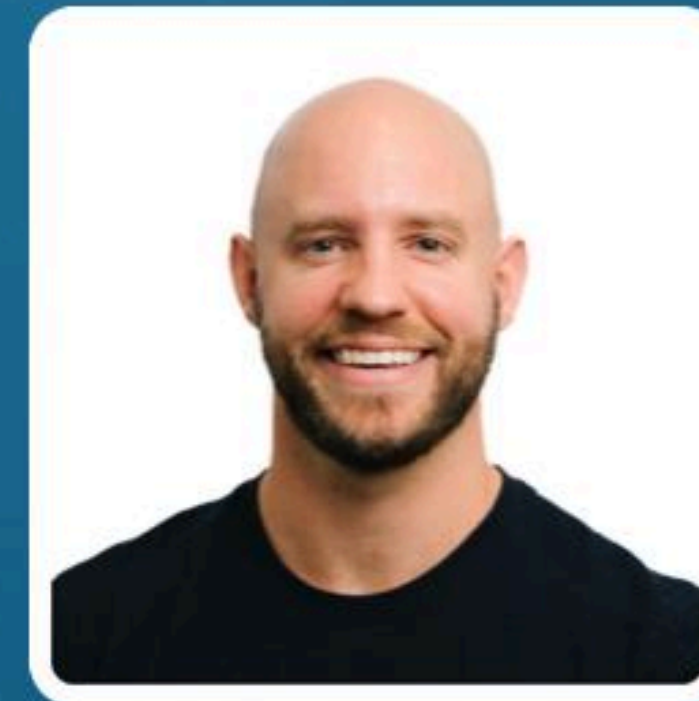


**Raise**<sup>®</sup>  
2025

## **The Missing Link: Integrating DAF Gifts in Peer-to-Peer & Event Fundraising**

Mitch Stein, Head of Strategy at Chariot



**Chariot**



# On a mission to accelerate philanthropy

## Education

### Research

DAF Fundraising Report

### Conferences









### Workshops & Trainings















## Promotion


### DAFday


DAFday


### Press








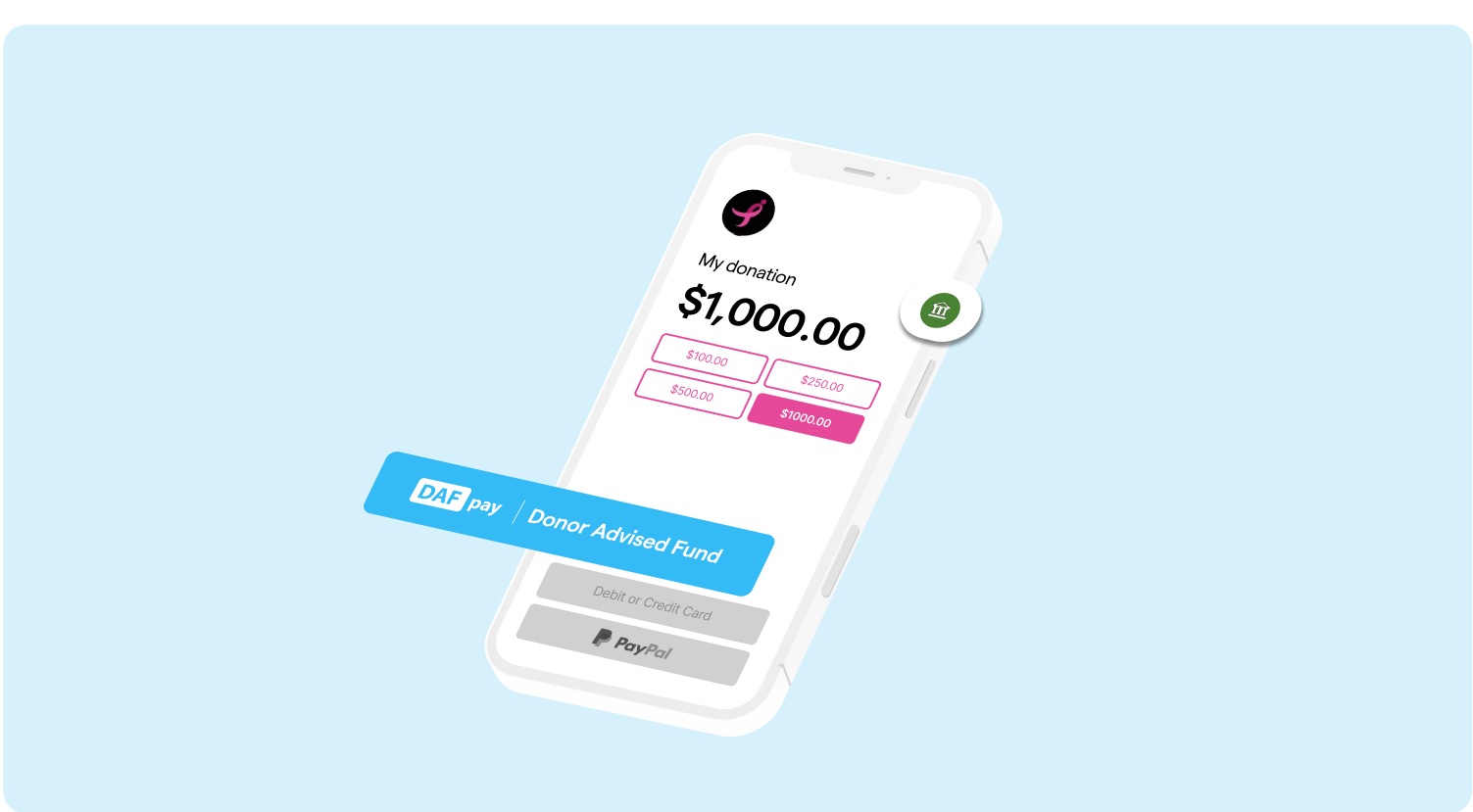







## Technology


### DAFpay




### Disbursements











# Learning about DAFs & P2P 10 year Ago

Goldman  
Sachs

The Northeast AIDS Ride  
CYCLE  
FOR  
THE  
CAUSE



Joined C4C 10yrs Ago

I began fundraising in honor of  
my late Uncle Marlin

One of my first gifts was a **\$10k  
DAF Gift** from a GS Partner

Then I started **DAF Fundraising...**



# It took 10+ steps & several weeks to get a DAF gift

1

## 1x1 Email

Included 9-step instructions to submit a gift correctly in the DAF portal.

2

## Forward Response

to C4C team

3

## Ask How Much

They'd reply seeking more detail

4

## Check with Donor

To confirm how much they gave

5

## FU with Assistant

To see if they knew

6

## C4C Gets Check

Gift processor adds to the database

7

## C4C Reaches Out

For any GS DAF checks to see if it's mine

8

## Email Donor

To confirm if it was them & for me

9

## Follow Up

Would have to check with FA or Assistant

10

## Forward Response

To the C4C team to confirm

11

## Added to Page

C4C team manually put gift in the backend



# The Power & Problems with DAFs in P2P

**DAFs were the secret** to how I **raised over \$500,000** on Cycle for the Cause over 10 rides, but what was everyone else missing out on? The potential was held back by:

1

**Length & complexity** of process for donors AND fundraisers

2

**Unknowns** or misunderstandings

3

Time **delay** (follow ups, mailing & processing)

4

**Data Gaps**





# Agenda

- ① Changes in the DAF Market
- ② DAF Donor Dynamics
- ③ DAF Opportunity in P2P
- ④ DAF Fundraising in Action
- ⑤ Top Tips & Next Steps



***Do you know what a DAF is?***



***Would you feel comfortable  
explaining what a DAF is to a P2P  
participant or donor?***



***Who has experienced some part of  
my story in your fundraising?***



## 1. Changes in the DAF Market



# DAFs: A Tax-Advantaged Account for Giving



## Comparisons

- DAF : Philanthropy
- 401(k) : Retirement
- HSA : Healthcare Expenses

## Key Features

- Invested account, tax benefits
- Restricted Use
- Irrevocable



# The Dramatic Rise of DAFs

DAFs have become a large portion of philanthropy - and are still growing fast.

## DAF Market Data

	2013	2023	10yr Change
Assets	\$53.7	\$251.52	5x
Grants	\$9.6	\$54.77	6x
Number of Accounts	217,367	1,782,120	8x
Average Account Size	\$247,217	\$141,120	0.6x

## First 2024 Results | Grant Volume



FIDELITY  
Charitable<sup>s</sup>

\$15B | +25%



\$8B | +25%

:Daffy

\$40M | +311%



June 2025

DAF



# DAF Fundraising Report 2025

**Chariot**  
K2D STRATEGIES

Critical Gap

Only DAF research on nonprofit data

Large Scale

100M+ Transactions \$12B+ Revenue

Unique Insights

DAF donor behavior, demographics & key trends

Practical Use

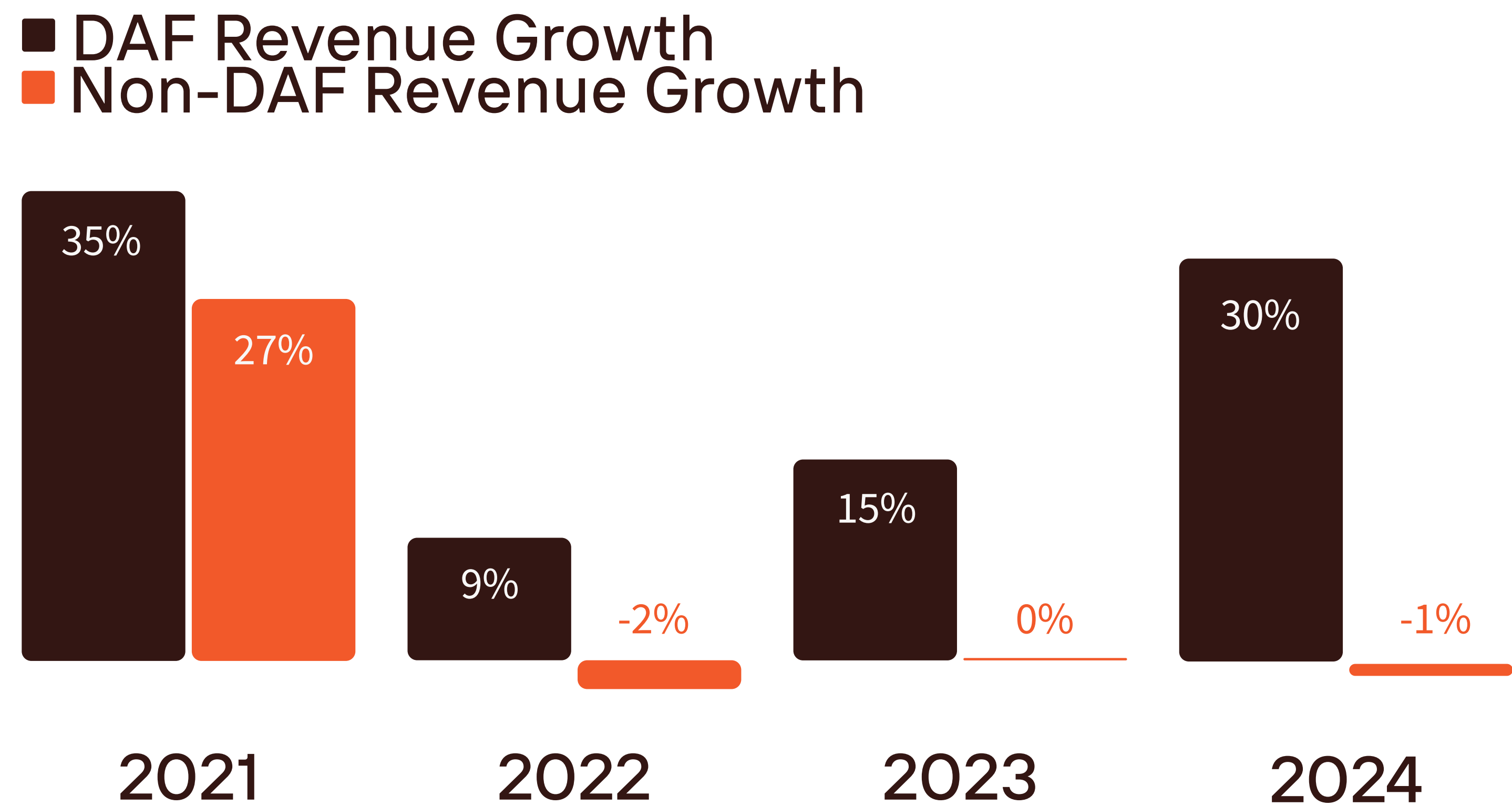
Case studies, peer advice & actionable resources throughout





# DAFs Play a Huge Role in Nonprofit Sustainability


In 2024, >80% of Participants saw DAF Revenue Growth & >50% saw non-DAF revenue decline.



Source: 2025 DAF Fundraising Report



# What Has Changed Most in the DAF Market?

Who uses a DAF	When DAFs are used	How DAFs are used
All donor levels are using DAFs	DAF Giving is growing at every donor level	
69% of DAF gifts below \$1k	Penetration for >\$25k donors: +62% from 2020	DAFs can now be a core payment option
92% of DAF gifts below \$5k	Penetration for <\$100 donors: +43% from 2020	Brings DAF giving into all channels

Source: 2025 DAF Fundraising Report



## 2. DAF Donor Dynamics



# DAF Donor Archetypes

DAF Donors come in all shapes and sizes, but there are 3 buckets that capture most of them:

## Organizer

Streamline &  
maximize giving

Funding & using most  
of DAF annually

Often individuals,  
employee benefit

## Optimizer

Getting most tax  
benefit

Lump sum, spend  
down over a few years

Often couple, stock  
comp or private co

## Builder

Alternative to private  
foundation

Windfall financial  
event, long term use

Whole family,  
planned giving



# Getting to Know DAF Donors

The 3 million people using DAFs are not a monolith, but have some common shared characteristics we've learned in hundreds of interviews:

## Smart

They're making the smart choice with their giving



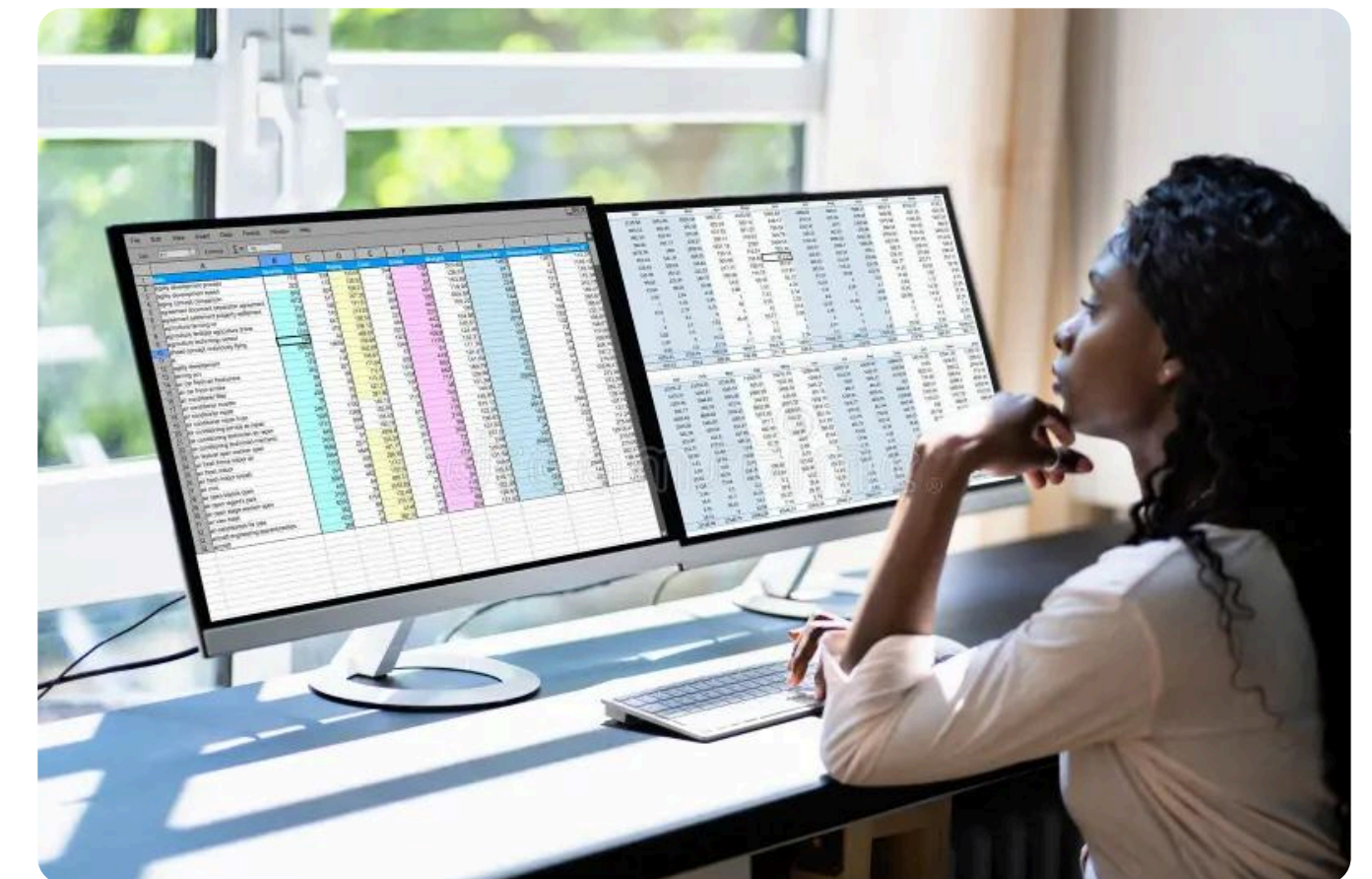
## Intentional

They went out of their way to set up a special account for giving



## Data-Driven

They are focused on impact and ways to maximize it





# DAF Usage Results in Drastically Higher Giving

In 2024, donors who changed to giving with a DAF to the same organization showed a:

**10x**

**Average**

**+888% was the average net impact  
vs. prior non-DAF gift.**

**2x**

**Median**

**+100% was the median impact  
vs. prior non-DAF gift**



# DAF Donors Regularly Give outside their DAF

93%

Give Outside their DAF

In a DAFRC DAF Donor Survey, 93% of active DAF users still make “direct gifts” outside their DAF

*Heist, H. D., Vance-McMullen, D., Sumsion, R. M., Williams, J. (2025). The national survey of DAF donors. DAF Research Collaborative (DAFRC).*

37%

Didn't Use a DAF for their last gift

In a Giving Compass DAF Donor survey, 37% didn't use their DAF on most recent gift.

*Giving Compass Philanthropy, (2024). Donor Satisfaction and Unlocking Public Sector Funding from DAFs [https://publish.givingcompass.org/final\\_donor-satisfaction-and-unlocking-public-sector-fundingfrom-dafs/](https://publish.givingcompass.org/final_donor-satisfaction-and-unlocking-public-sector-fundingfrom-dafs/)*



# The Top Reasons People Don't Use their DAF

*Top reasons include:*

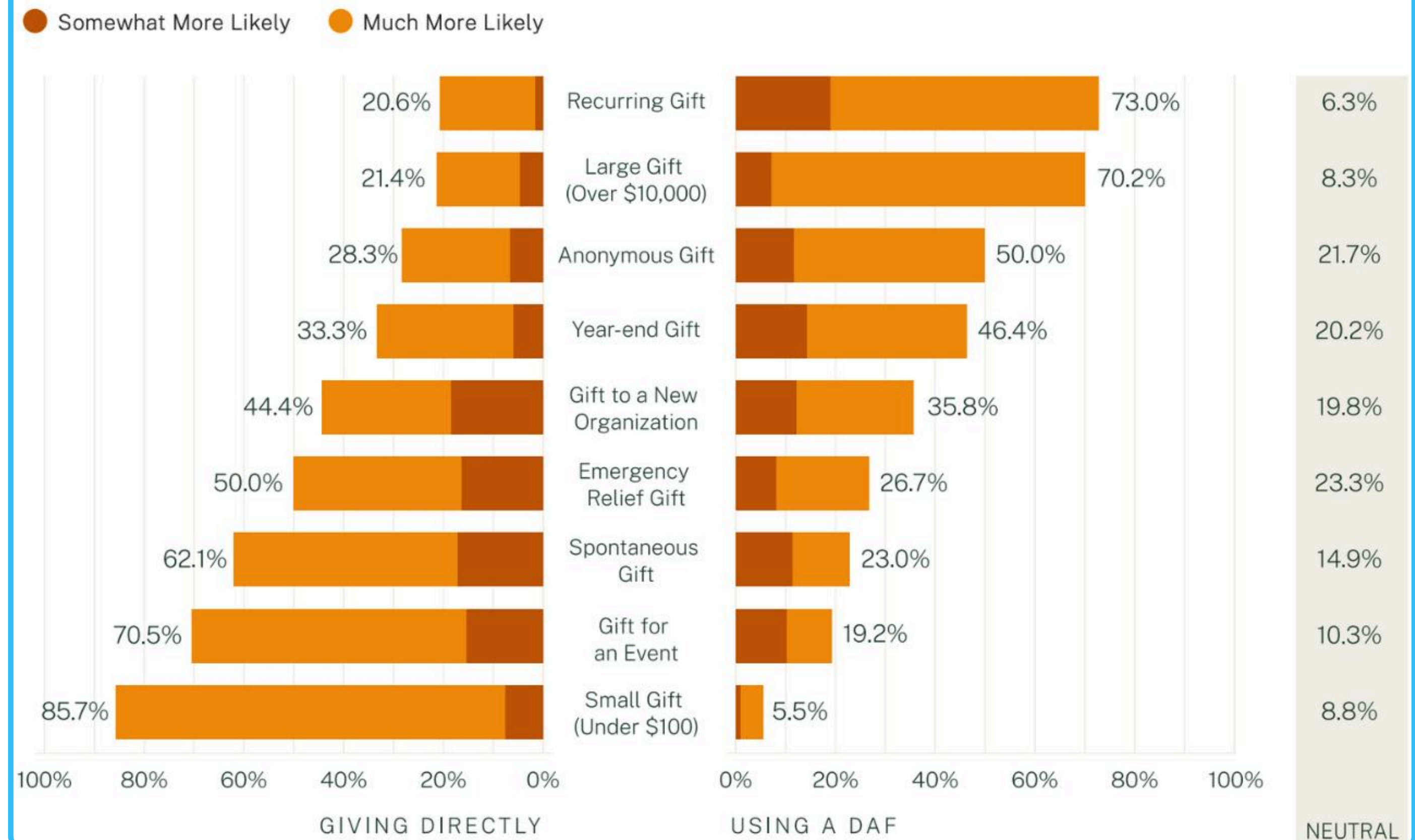
- *Spontaneity*
- *Events*
- *Time-sensitivity*
- *New Organizations*

*Friction is the enemy of inspiration-based giving.*

Heist, H. D., Vance-McMullen, D., Sumsion, R. M., Williams, J. (2025). The national survey of DAF donors. DAF Research Collaborative (DAFRC).

Circumstances for Direct Giving Versus Using a DAF

FIGURE 3.1C





# Why Do People Not Use a DAF in These Moments?

“I didn't use my donor advised fund because **there are just many more steps with the donor advised funds**, and frankly, I **often forget that it's there**.

So when I'm asked in the moment to donate or if something comes up, **it's so easy just to start the process and put my information**, and by the time I'm finished, I have forgotten that, oh, yes, I have a donor advised fund to pull from.”

*Report Participant – Anonymous Female Donor, Age 52*

*Giving Compass Philanthropy, (2024).*

*Donor Satisfaction and Unlocking Public Sector Funding from DAFs*

*[https://publish.givingcompass.org/final\\_donor-satisfaction-and-unlocking-public-sector-fundingfrom-dafs/](https://publish.givingcompass.org/final_donor-satisfaction-and-unlocking-public-sector-fundingfrom-dafs/)*



### **3. The P2P & Event DAF Opportunity**



# Events Bring So Much Value to an Organization

1

**Community** engagement

2

Significant brand **reach** & cause **awareness**

3

Turns passionate supporters into **volunteer fundraising staff**

4

Introduces networks of **new supporters**

5

Deepens **local ties** for national organizations



# But, We're Also Facing Industry Headwinds

Rising Event Costs

Post-Pandemic Fatigue

Economic Uncertainty

So Much Urgent Need



# DAFs Have Been Largely Untapped in this channel

The single biggest opportunity for net-new DAF giving is in the Peer-to-Peer & Event setting.

1

Most P2P events **weren't incorporating DAF giving** into comms, training or UX.

2

It historically took **so many extra steps** for donors, which reduced usage

3

It **wasn't a payment option** - not an embedded part of event tech

4

**Awareness has been low** among participants and even staff has been low



# It's Just so Easy for a DAF Donor to use a Credit Card



Jen Risher

Co-Founder of #HalfMyDAF  
& prolific DAF donor



# DAF Usage is Incredibly Impactful

## Larger Gifts

**Average** is **26x larger**.  
\$2,751 DAF vs. \$105 Non-DAF

**Median** is **12x larger**.  
\$300 DAF vs. \$25 Non-DAF

## Higher Retention

**13pt Higher** Retention Rate  
59% for DAF vs. 46% Non-DAF

## Wealth Indicator

DAF usage is your best indicator  
to **do further donor research**.



# There is a DAF Payment Option Now

**DAF** pay | Donor Advised Fund

**PayPal**

**venmo**

Debit or Credit Card

1

Intuitive

Doesn't require explanation & easy to use.

2

Connected

Right on a specific participant's campaign page.

3

Builds Momentum

Reflected in fundraising total in real time.

4

Instant Stewardship

Get donor email instantly, they're thanked rapidly



### 3. DAF Fundraising in Action



# PMC Paved the Way as a P2P & DAF Powerhouse

The Pan-Mass Challenge has been innovating on DAF giving for 13+ years, building up to a record-breaking 2024 with DAFpay:



## Scale

**\$13M+**

Revenue from DAFs

**10k+**

DAF Gifts

## Digital

**\$4.2M**

Digital DAF Giving

**11%**

of total Digital Revenue

## Growth

**+24%**

YoY DAF Revenue Growth

**+83**

New DAF Providers

**Tracking +30% YoY in 2025**



## Case Study: Walk to End Alzheimer's





# About the Walk to End Alzheimer's

The world's largest event to raise awareness & funds for Alzheimer's care, support & research.

## Community

---

**600**

Events

**350,000+**

Participants

## Results

---

**\$100M+**

Annual Raise

## Impact

---

**1/3**

Seniors dies with Alzheimer's  
or another dementia

**7M**

Americans are living  
with Alzheimer's



# Experience with DAFs

ALZ has long received DAF support, but weren't historically focused on it strategically.

## Passive

Historically had passive approach to DAFs - sporadically received gifts.

## Confusion

A common gap in knowledge or source of misunderstanding among staff.

## Difficulty

Crediting DAF gifts to the right local event or participant, when they all arrive at HQ with limited info has been a significant challenge.





# Decided to lead a revamped DAF strategy, led by P2P

1

Saw huge potential with DAFs in P2P, seeing market growth & peer success.

2

Introduction of a new integrated DAF payment option made it compelling timing.

3

Wendy (P2P lead) partnered with Eric (Digital Lead) to develop & roll out strategy.

**Wendy Vizek**

SVP, Community  
Engagement &  
Field Ops



**Eric Oyler**

Director,  
Digital  
Fundraising



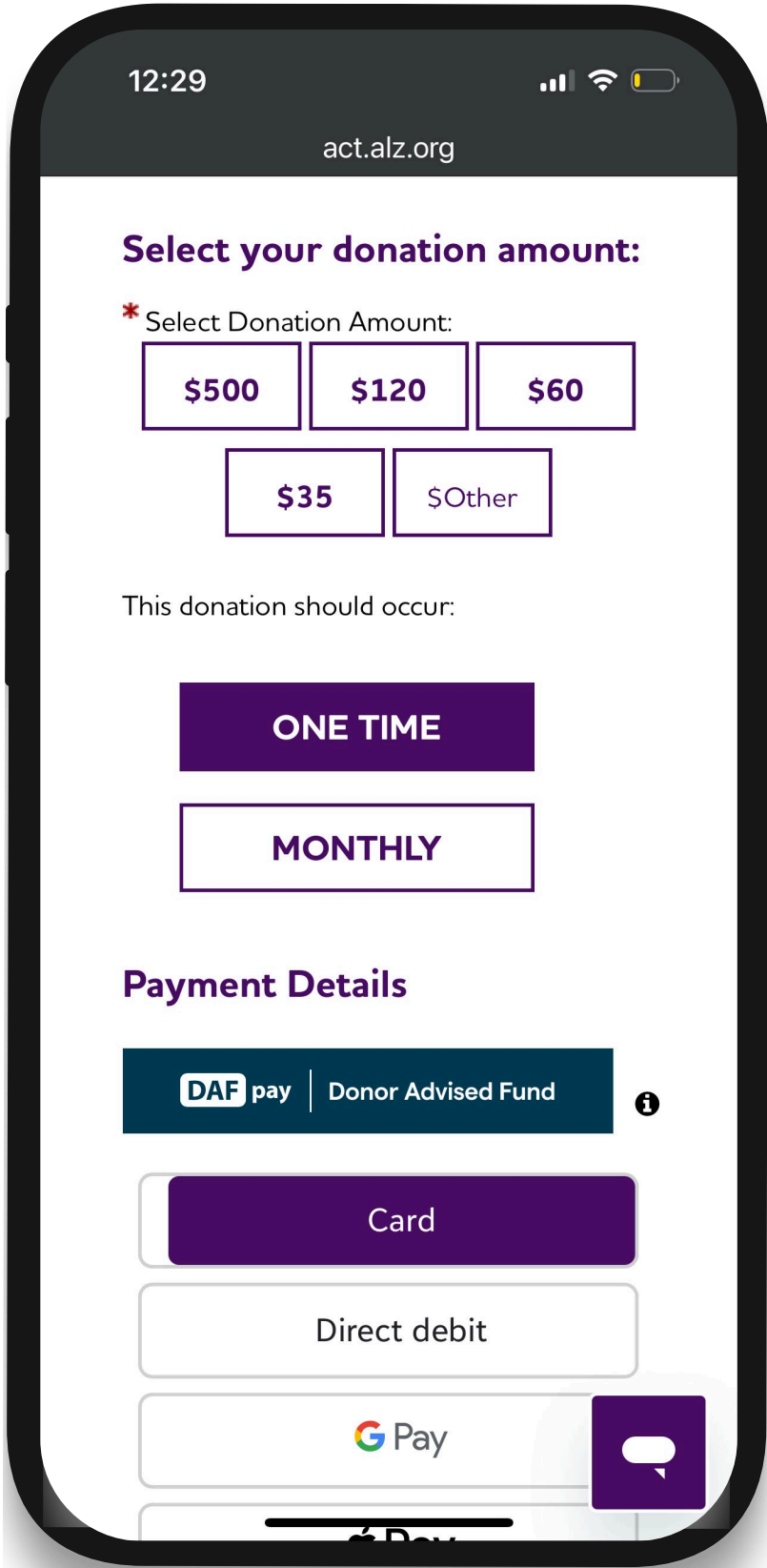


# DAF Strategy Roll Out

Technology

Internal Alignment

Participant Education



Leadership Buy-In

Staff Training

ALZHEIMER'S ASSOCIATION®

Support the Alzheimer's Association® using your Donor Advised Fund

A grant from your donor-advised fund (DAF) to the Alzheimer's Association can support everything from research to chapter progress to care and support initiatives.

Benefits of using a donor-advised fund (DAF)

Immediate Tax Deduction

Tax-free growth of investment

Easy and most tax-advantageous way to give

Donate to the Alzheimer's Association® fundraising events such as Walk to End Alzheimer's®, Ride to End ALZ® or The Longest Day® using your Donor Advised Fund.

DAFpay by Chariot is DAF payment option that's seamlessly integrated across the Association's fundraising platforms that allows for donors to select from hundreds of available DAF providers, such as Fidelity, Schwab, BNY Mellon, and many more. Using DAFpay provides immediate recognition, accurate automatic crediting to the event and participant/team and the ability to track the status of the payment of your gift request.

How to donate with DAFpay:

1. Search for the event, participant or team

2. Navigate to the donation form

3. Choose an amount and then click the DAFpay button

4. Select your DAF provider

5. Log in and confirm your gift

DAF pay | Donor Advised Fund

For DAF Providers not compatible with DAFpay, please allow up to six weeks for your donation to be received and processed to appear on our fundraising pages. The Federal tax ID number for the Alzheimer's Association is **13-3039601**.

If you request the gift directly from your DAF Provider and not through the online DAFpay payment option, please be sure to indicate the event and participant or team that should receive credit in the designation of your request. This ensures we can properly credit the fundraiser and their event. Otherwise, the gift will be considered a general donation to the Alzheimer's Association and not attributed to a specific program.

Make a difference with your DAF contribution.

For questions or support please contact your local chapter at [alz.org/chapter](https://www.alz.org/chapter).

24/7 Helpline: 800.272.3900

alz.org



# Year 1 Results: A Million Dollar New Channel

ALZ introduced Digital DAF Giving to all P2P forms in Sep-2024

## DAFpay Usage at Scale

**\$1.4M**

Raised

**2,120**

Gifts

## High-Impact Gifts

**\$647**

Average DAFpay Gift

**\$250**

Median DAFpay Gift

## Donor Detail

**Net New**

**1st Time DAF**



# Qualitative Results

## Leadership Thrilled

**ROI is clear**, pushing for broader roll out and deeper engagement with DAF Strategy.

## Staff Engagement

Across the board, **internal teams are excited** about DAFs and wanting to learn more.

## Collaboration

An exciting amount of **cross-department collaboration** has been spurred on by this work.



## Blood Cancer United (f.k.a. LLS)





# New DAF Strategy exploded with Events

1

Advancement led, but coordinated closely with events teams.

2

Helped educate fundraisers & participants, new DAF donors closely stewarded.

3

Started with Ways to Give Page, then integrated DAFpay universally on campaigns.

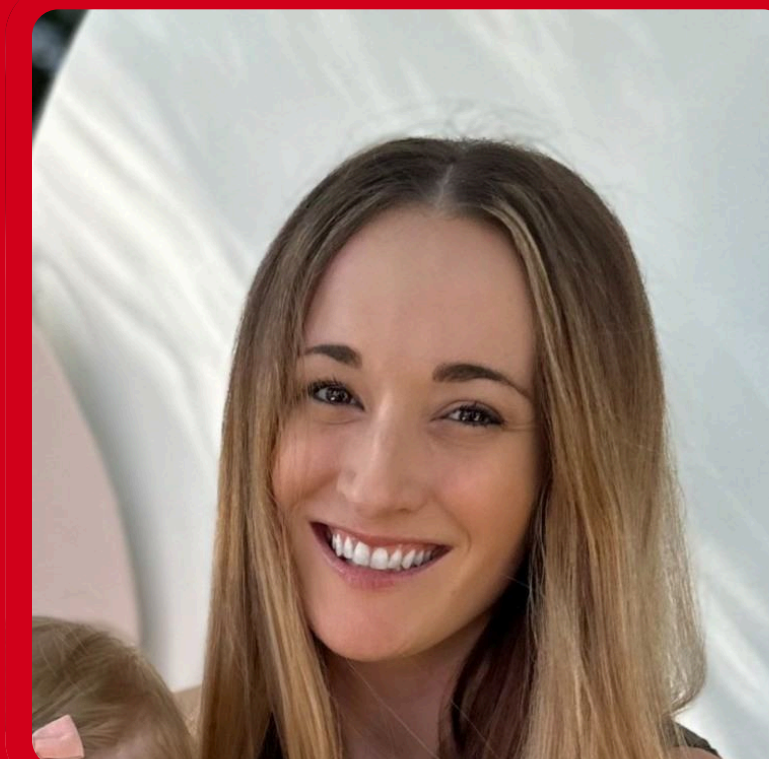
**Michael Crisona**

SVP  
Advancement



**Tristan Piggott**

Senior Director,  
Revenue  
Innovation





# Year 1 Results: A Million Dollar New Channel

LLS introduced Digital DAF Giving to all Campaign forms in February-2025

## DAFpay Usage at Scale

**\$2.8M**  
Raised

**2,032**  
Gifts

## High-Impact Gifts

**\$1,400**  
Average DAFpay Gift

**\$500**  
Median DAFpay Gift

## Donor Detail

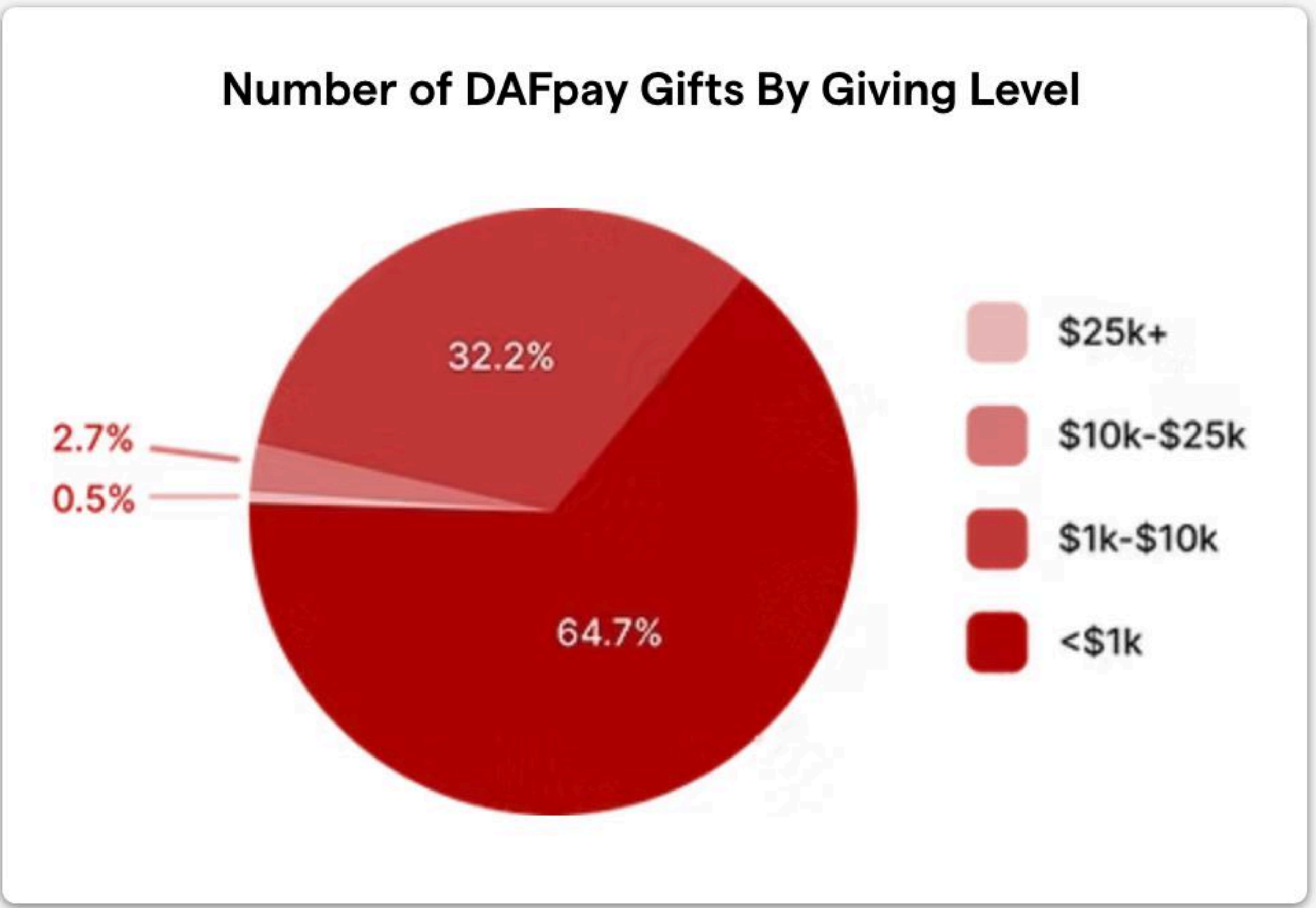
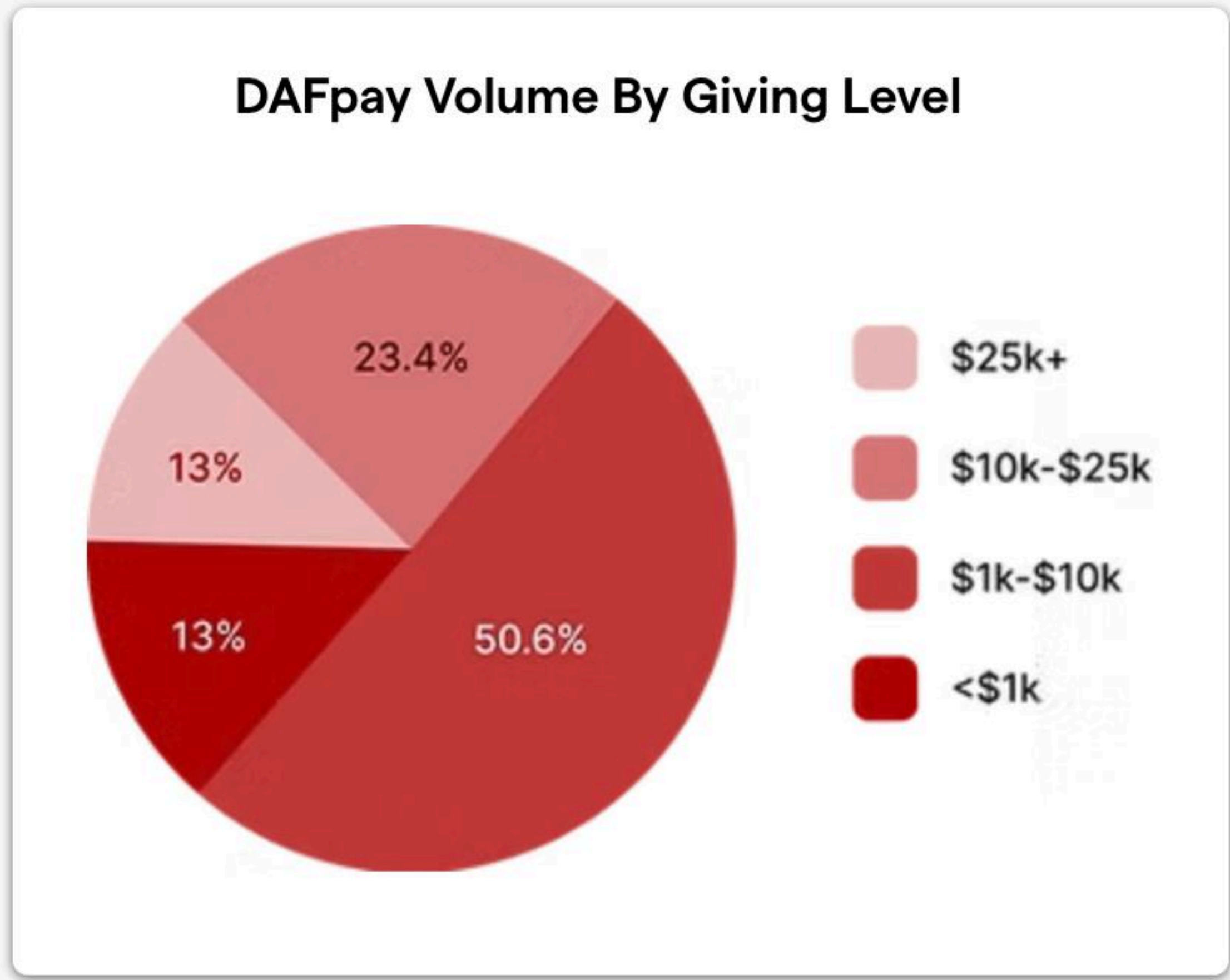
**Net New**

**1st Time DAF**



# Digital DAF Giving by Giving Level

The majority of the revenue & activity is <\$10k





# Diving into the Numbers

LLS introduced Digital DAF Giving to all Campaign forms in February-2025

## Donor Engagement

9%

Used DAFpay 2+ times

11

Max gift by one donor

## Broad Reach

81

Unique DAF Providers

61

Gifts over \$10k

## Behavior Insights

95%

Gifts at Checkout

37%

Gifts on Mobile



# Qualitative Results

## Relationship Building

Donor giving UX, rapid thank  
yous, **cultivation & stewardship**  
massively improved.

## Data Quality

Get DAF Donor **name & email**  
**instantly every** time!

## Wealth Indicator

Collaboration with major gifts &  
events led to new **revenue &**  
**future opportunities.**



## 5. Key Takeaways & Next Steps



# Key Takeaways for Fundraisers

1

P2P is the **biggest opportunity for DAF giving**, especially digital payments.

2

P2P donors are more **motivated by the participant** than the cause, so it's even more important to make DAF giving **obvious & easier**

3

**Collaboration** is key - DAF giving belongs to everyone.

4

Don't overlook the need for **education** - staff & participants.



# Next Steps + Q&A

## Read the Report

### 2025 DAF Fundraising Report

- Has guides to audit comms & tech for DAF mentions.



## Get Ready for DAF Day

### DAF Day is on October 9th

- Great timing to engage folks internally on DAFs.



## Take advantage of DAFpay

### DAFpay on P2P Forms

- Enable DAFpay if available, request it if not





## Appendix



# Rules Around DAFs

1

**Organization Eligibility:** Generally, only tax-exempt charities qualify for grants.

2

**Gift eligibility:** Can't create private benefit (tickets, auctions, gala tables).

3

**DAF approval:** Funds legally controlled by the DAF sponsor, approve each gift.

4

**Not tax-deductible:** Contributions into DAFs incur tax benefit, not gifts out of one.

5

**Partial Payment:** DAFs can't cover the tax-deductible portion of an event purchase.

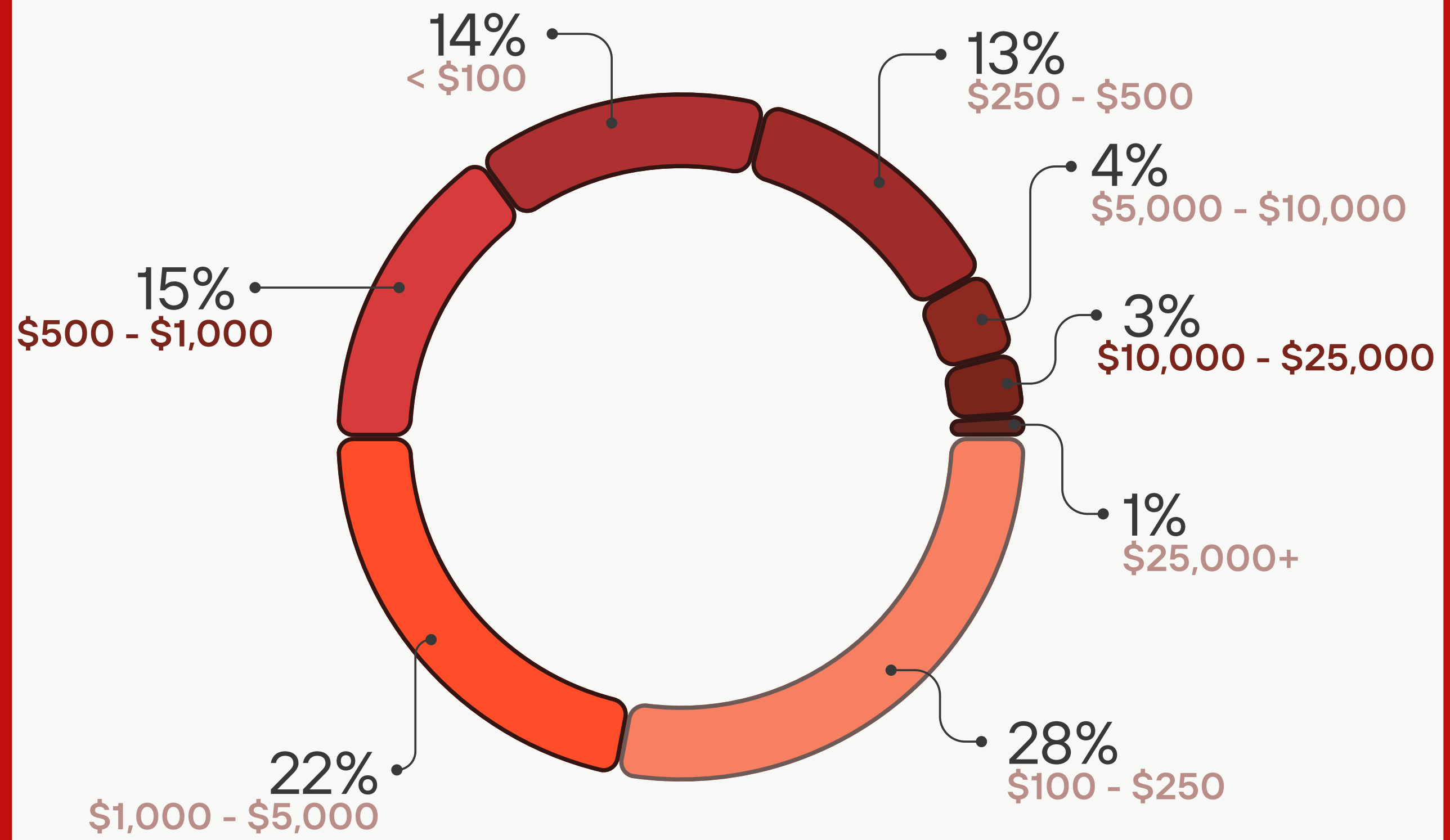


# Vast majority of DAF gifts are not “major” gifts

Distribution of DAF Gift Sizes

## Key Takeaway

- 69% of DAF gifts were <\$1,000
- 92% <\$5,000
- 1% >\$25,000





# A large portion of mid-level donors use DAFs

DAF giving penetration at each donor level, 2020 vs. 2024

## Key Takeaway

More than **15%** of donors that make **\$1,000+ gifts** are using DAFs by 2024.

