

Why America Gives: Insights from 1,000 Donors

Meet your Speakers



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Mission

Mobilize and Empower the World for Good



Agenda

01 | About Why America Gives

02 | State of Nonprofit Giving

03 | Why People Give

04 | Connecting with Passive Donors

05 | Cultivating Relationships with Loyal Donors

06 | Generational Differences

01

Introducing Why America Gives



We the People

What Is Why America Gives?

Donor Sentiment Survey

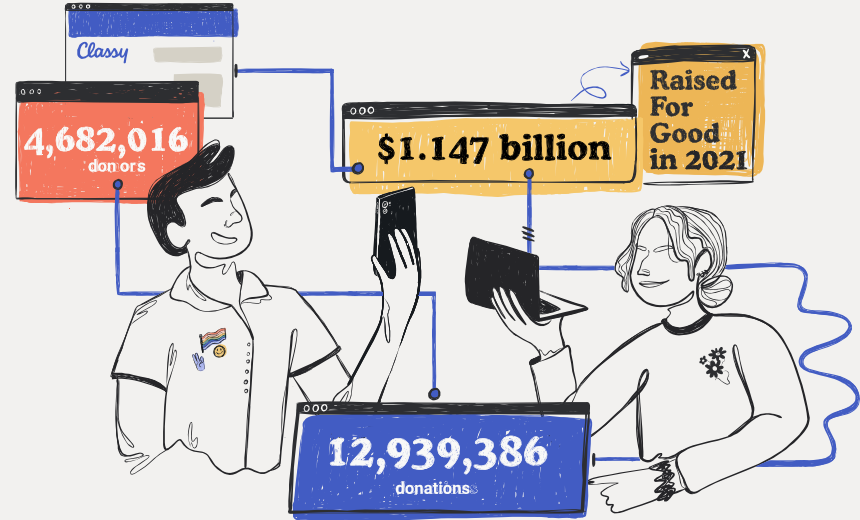
We surveyed American donors on their giving plans heading into 2023. Get insights on the state of donor loyalty and giving sentiment across the generational divide.

Boost Giving

Use this data to inform how you fundraise and better connect with supporters.

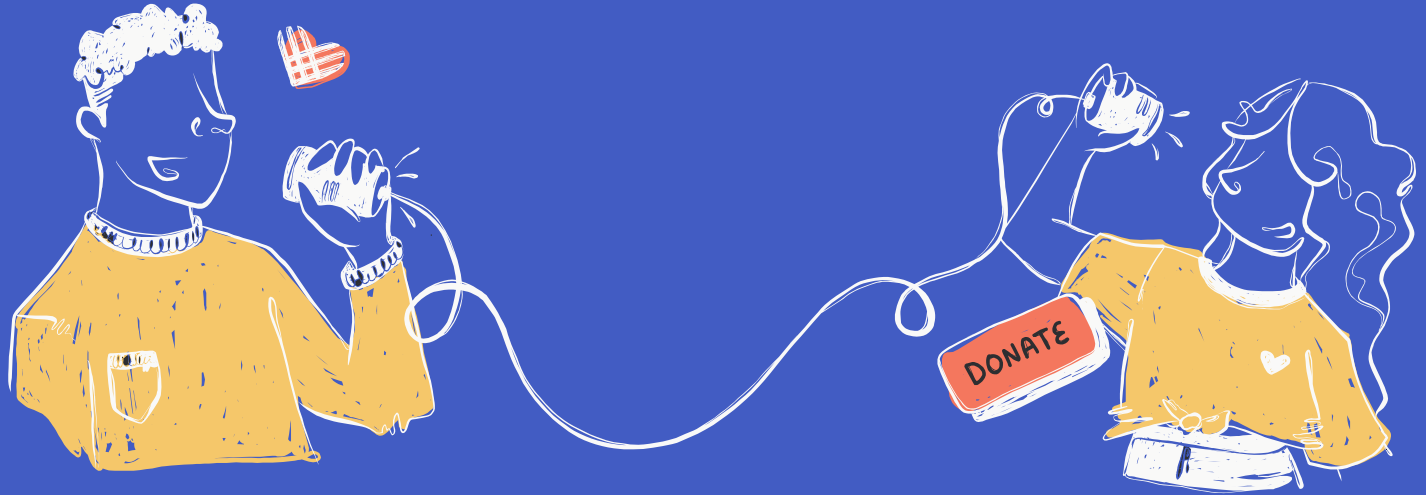
This Year's Theme

This year's theme is *Finding Resilience Through Donor Loyalty*. Americans are inspired to give like never before, so let's find out how nonprofits can best capture their loyalty.



02

The State of Nonprofit Giving



The philanthropic paradox: supporters are more activated than ever, but fewer are donating.

<50%

Number of households donating to charity

*Lily School of Philanthropy

8.5%

40-year high inflation

90%

Plan to give the same or more

Why This Disconnect?

- People can give in new and different ways, which presents **opportunities and challenges** to your organization.
- You have the opportunity to connect your organization to engaged individuals who are eager to contribute to the advancement of the world we live in.
- But you must cut through the clutter and truly connect with donors who care about your cause.

03 Why People Give



Top Reasons

- 1.** An increase in donor passion
- 2.** An increase in the need for donations
- 3.** An increase in the cause's relevance

News-worthy Events

60% of donors gave to new causes in response to a news-worthy event

- International human rights crises
- Climate change
- Reproductive rights and women's health
- Disability rights

Turn moments of generosity into relationships.

57%

of ALL donors say giving
through an organization's
website is how they prefer
to build relationships

60%

of ALL donors say website is
top place they go to get info
before donating

04

Connecting with Passive Donors

Timely Giving is a Doorway

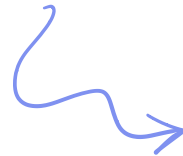
Over half of passive donors gave to new causes based on a timely appeal, such as being asked to give after a natural disaster or a relevant event in the news.

52%

Passive donors gave to new causes based on a timely appeal

Top Giving Motivations of Passive Donors

- An **easy and convenient donation experience** inclusive of the option to choose a donation amount
- **Over half** say the top emotional benefit of donating is feeling good about themselves
- Continuous updates on **where their money makes an impact**



53% of passive donors prefer to receive email communications from nonprofits at least monthly.

Passive Donors Give to Individuals

45%

more likely to give to an individual on GoFundMe

2/3

who give to an individual are likely to do their own research after giving to learn more about charitable organizations that support that cause

05

Cultivating Relationships with Loyal Donors

Who is a loyal donor?

3x5

Donated to the same organization at least 3 times in last 5 years

Recurring

Active recurring donor

Cultivate Relationships with Loyal Donors

Loyal donors are **2x as likely to increase donations** and give at **4x the donation amount** compared to a passive donor.

37% are open to giving to multiple organizations they're passionate about.

They are **1.5x as likely to donate** because they feel admiration and gratitude for the work your organization does.

The Repeat and Recurring Opportunity

1/3

of first
time-donors who
became a
recurring giver did
so within 90 days

9x

More value in
recurring donors
than one-time
donors

06

Generational Differences

Generational Differences

It will take a deeper understanding of the widening generational divide to create meaningful touchpoints with donors that show a high potential to become loyal.

Generational Differences

Traditional donors include Gen X and Baby Boomers.

Next-gen donors include Gen Z and Millennials.

Generational Opportunity

85%

of traditional donors are
loyal to specific causes or
organizations

62%

of next-gen donors are
loyal to specific causes or
organizations

Economic Circumstance Impact Differently

Next-gen donors more likely to have made changes to their lifestyle, but are more likely to account for charitable donations in their financial planning and make sacrifices in daily life to have funds for donation.

+38%

More likely to have made significant changes to their lifestyle

Meet Donors Where They Are

71%

of all donors are most likely to learn about new causes from friends and family

4x

Next-gen donors are 4x as likely to learn about causes from influencers & celebrities

Next-Gen Donors

69%

of next-gen donors prefer to hear from organizations on social media

1.6x

More next-gen donors are motivated to give to new causes in 2022 based on a timely appeal

Next-Gen Donors

3x

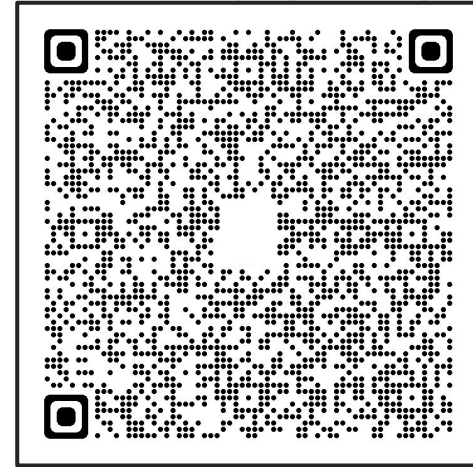
More next-gen donors will advocate on an organization's behalf than traditional donors

2.7x

More next-gen donors are likely to host an individual fundraising page on behalf of an org they support

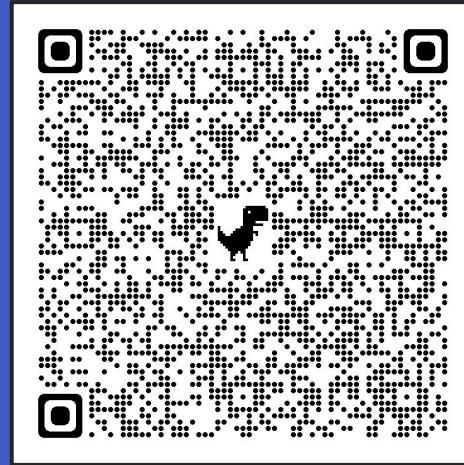
Insights Into Action

Why America Gives 2022



Questions?

Why America Gives 2022



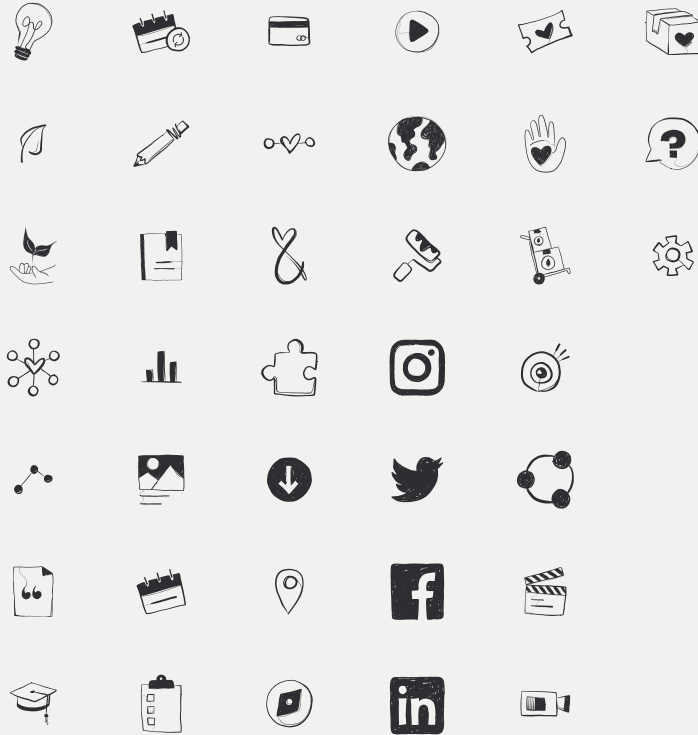
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Icons

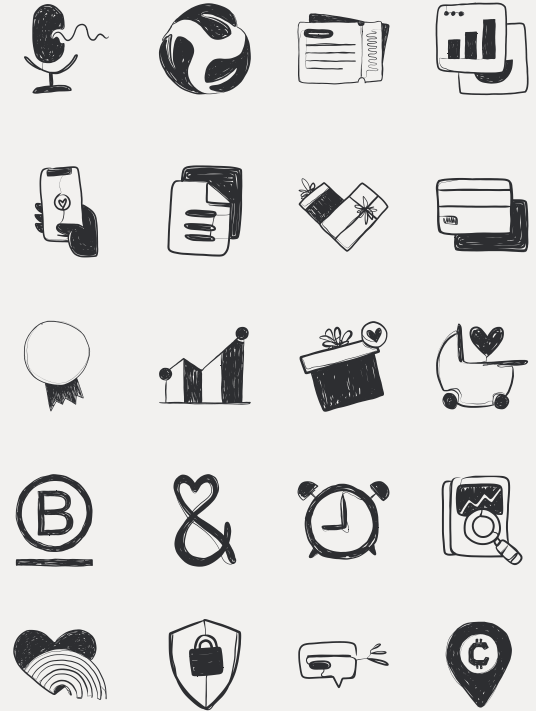
System icons



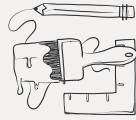
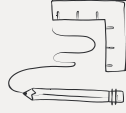
Small icons



Large icons



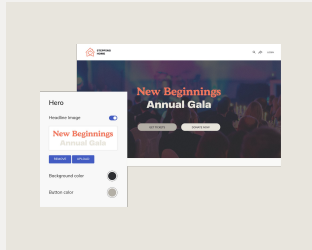
Illustration



Mobilize & empower
Each other

Product Shots

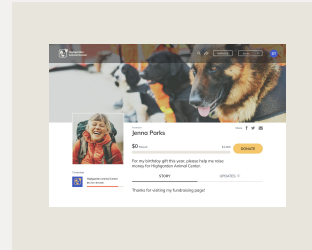
Customize campaign



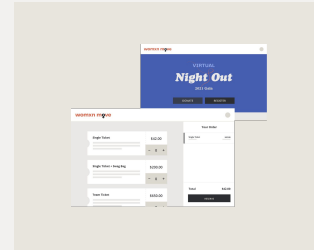
Crowdfunding



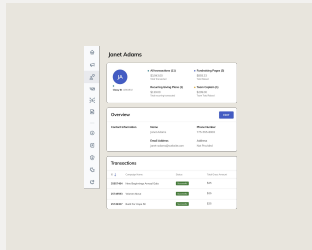
P2P



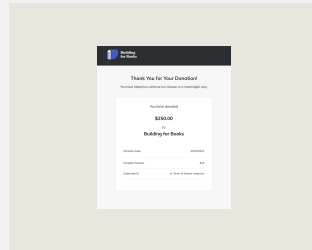
Reg with fundraising



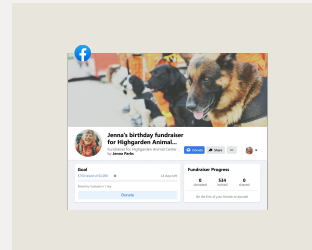
Classy manager



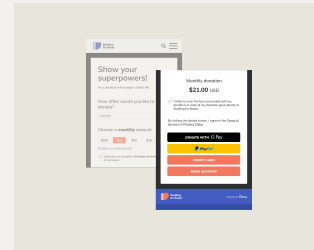
Email



Classy for Facebook

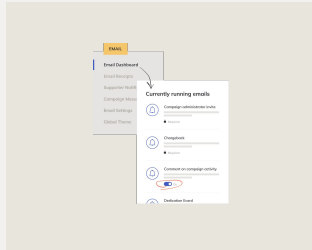


Donation page

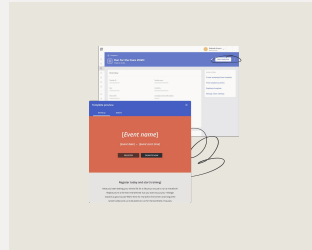


Product Shots

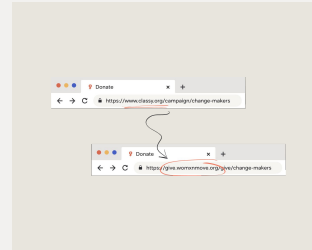
Automated Emails



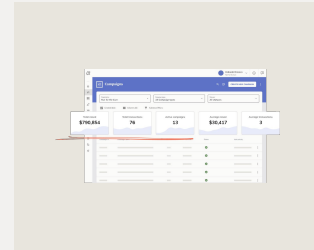
Campaign Templating



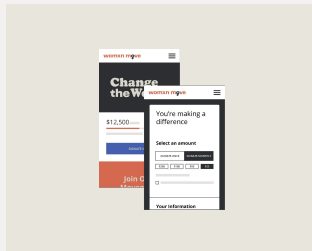
Custom Subdomain



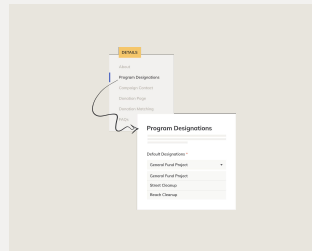
Data Insights



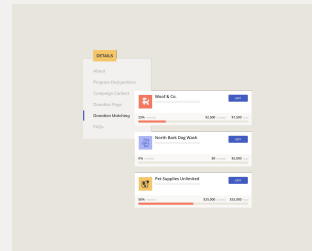
Direct Donations



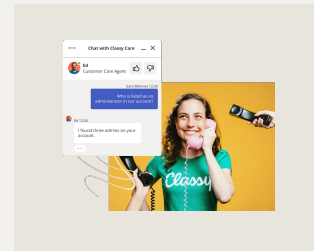
Program Designations



Sponsor Matching

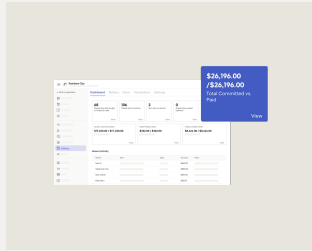


Support

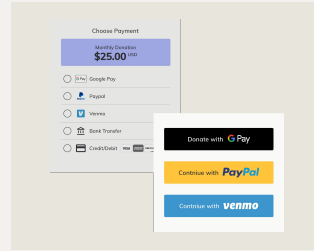


Product Shots

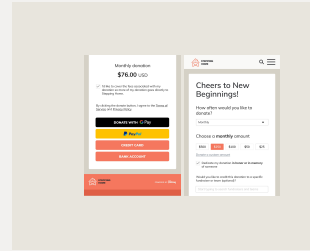
Classy Live Reporting



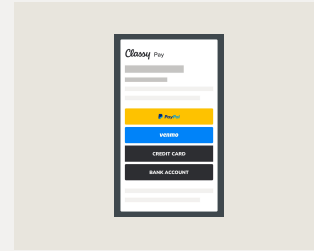
Modals Payment Options



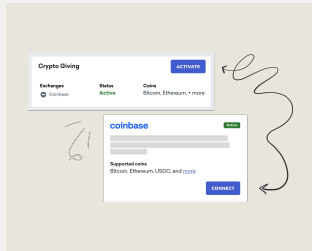
Mobile Donation Page



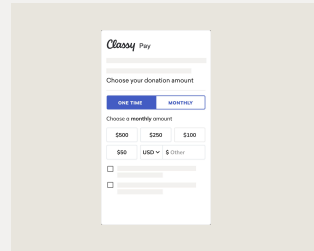
Classy Pay



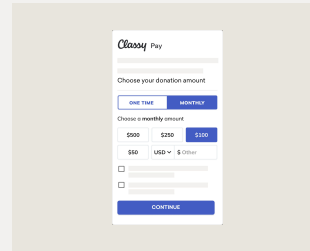
Crypto



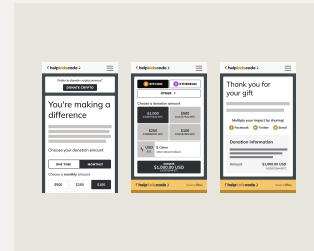
Checkout - One Time



Checkout - Monthly



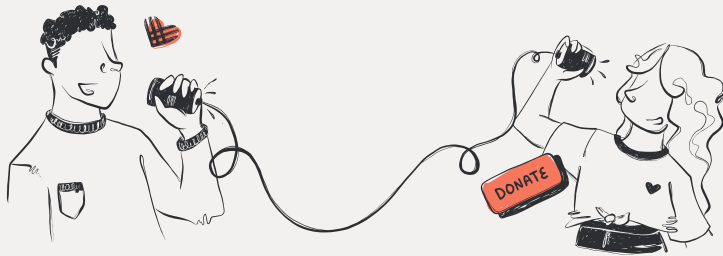
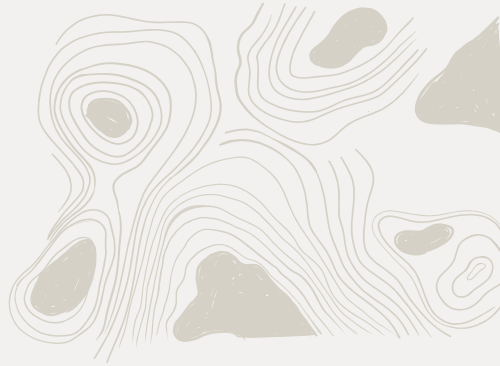
Crypto- Mobile



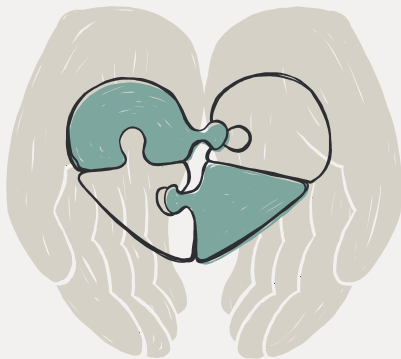
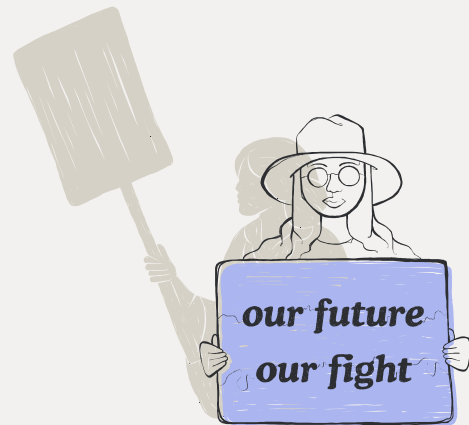
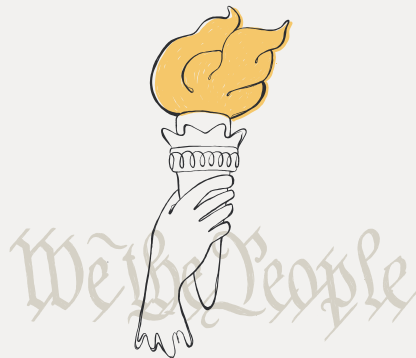
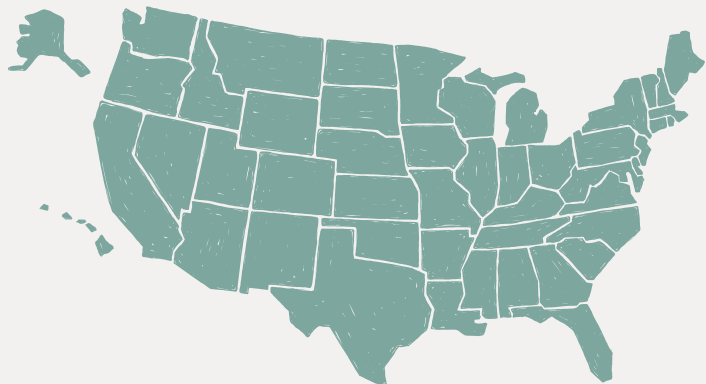
Giving Tuesday



Giving Tuesday - Illustrations



Why America Gives



Why America Gives

