Know Your Donors



Your donor is going to be unique to you. You know that. I know that. That doesn't mean we can't make some generalizations, though. Let's look at what science tells us about the average donor.

Studies tend to show that females give more than males. In fact, one survey found that, while women in every category give more than men in the same category, Baby Boomers and older women gave 89% more than similarly aged men and, of those in the top 25% of permanent income, women gave 156% more than men in that same category.



A 2013 survey suggests that, Baby Boomers (age 49-67) not only represent the largest group, but also donate the most. In fact, they were credited with donating \$61.9 billion, equaling about 43% of the donations of the studied year. The other groups fell in line as follows:



68 and older: 26% 33-48: 20%

18-32: 11%

generation.

A study suggests that 65% of people who align to a religious affiliation donate to charities - even charities that aren't the religious organization. Whereas 56% of people with no religious affiliation donate to charities. About 60% of those who regularly attend church give to non-affiliated charities. That number is less than 50% for those who don't regularly attend.

But wait! Don't just assume millennials aren't that giving. When it comes to crowdfunding campaigns, millenials make up about 30% of the funds raised. They are 3x as likely as a baby boomer to donate through crowdfunding and 70x more likely than the oldest

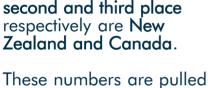


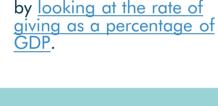
Guess what? A good group of your potential donors are probably already right under your nose. <u>That is</u> because studies suggest about 2/3 of all

volunteers donate to the organization where they volunteer. Plus, they are likely to give even more than donors who don't volunteer.

are the country that donates the most to charity. Following behind in

Congratulations, **USA**, you





The **most giving states** in



<u>Top 5:</u>

me.)

1. Utah 2. Arkansas 3. Minnesota

the nation might surprise

you. (At least, they did

4. Alabama 5. Alaska

to rank high on the list than blue states. States that tended to be red had an average 24.33 ranking on the list,

study, red states were more likely

same

According to the





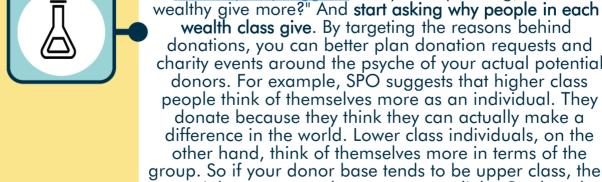
recorded in 2015, \$264.58 BILLION of that came from individuals, making up 71% of the total. Foundations followed at\$58.46 billion (6.5%) and corporations at \$18.45 billion (3.9%).

Of the \$373.25 billion in charitable giving

Is it true that you give more when you have more? Do the wealthy donate a larger portion of the money? There are lots of theories on that. Some studies say the lower and middle classes gives more, or at least higher proportions of total income to donating rates. However other studies

suggest that the wealthy do give more.





wealth class give. By targeting the reasons behind donations, you can better plan donation requests and charity events around the psyche of your actual potential donors. For example, SPO suggests that higher class people think of themselves more as an individual. They donate because they think they can actually make a difference in the world. Lower class individuals, on the other hand, think of themselves more in terms of the group. So if your donor base tends to be upper class, then you might want to stroke some egos a little. On the other hand, if their mid- to lower, then you might want to play up how they fit into your overall dream of making a difference.

Because of the inconsistency in data here, <u>Social Psych</u> Online (SPO) suggests that you stop asking, "Do the



I'm going to say this again: your volunteers are unique to you. After all, I don't care how much more religiously-affiliated people, in general, give to charities, if you are running an Atheist Awareness not-for-profit, then you should still stick to targeting those who have no religious affiliation - you'll probably do better.

Similarly, you should take some surveys with a grain of salt. Women may really give more than men, but I do have to take into account that the survey discussed above was

conducted by a women's rights group. What I am saying is this: use this information to help decide how you are going to form your plan to ask for donations and conduct your charity events. However, don't rely on it.

Make sure you do your own research too.