

Social Donor Insights

Key Findings from the

Giving Experience Study



Meet Our Presenters



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onecause®



Giving Experience

RESEARCH STUDY

5TH EDITION

Social Donor Insights to Inspire Generosity

Agenda

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

Survey Methodology



Sample Size

1,036 Social Donors

Quotas set to ensure census representation



Survey Approach

Online survey completed July 2024

Self-reporting questionnaire

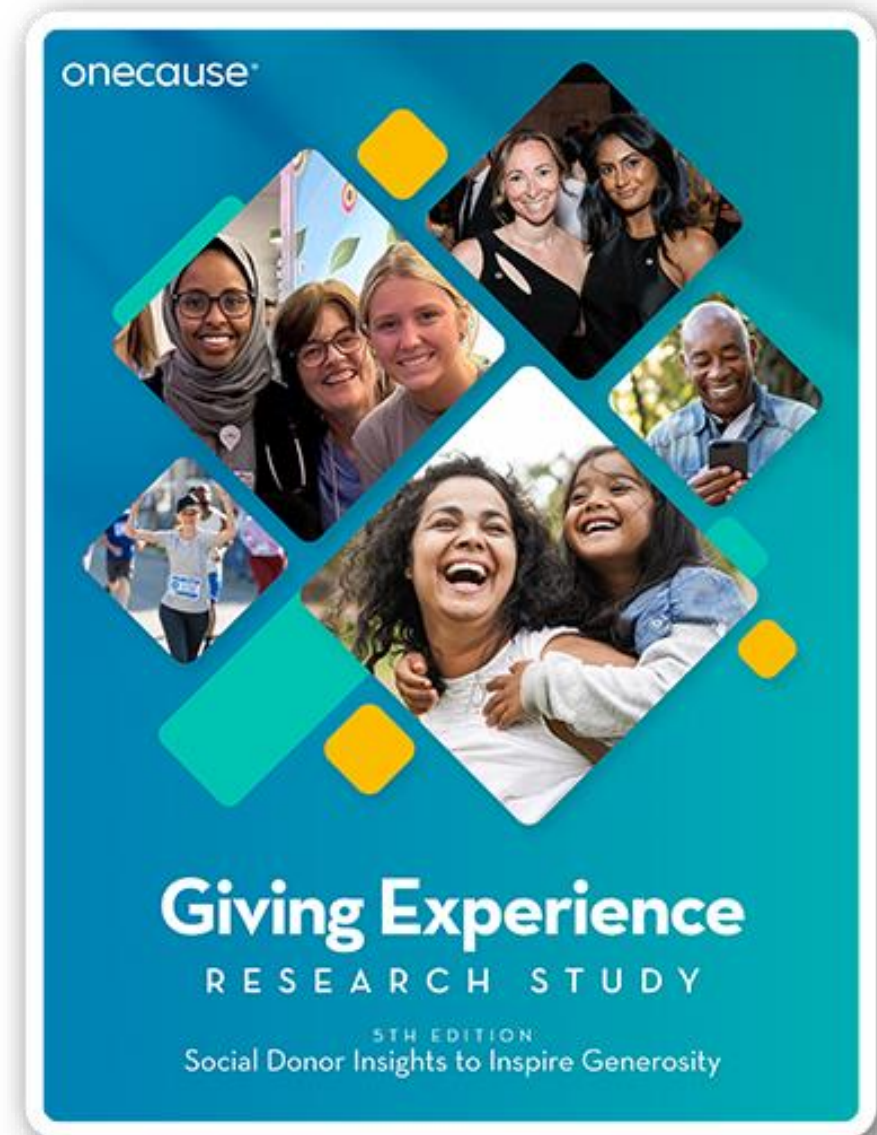
Conducted by Edge Research



Social Donor Definition

In the last 12 months

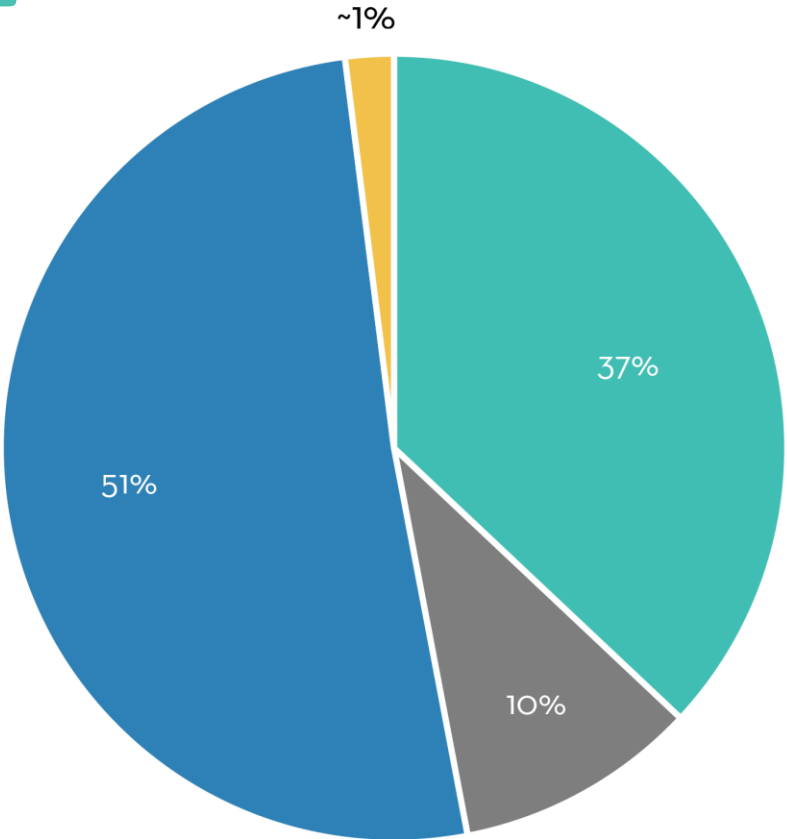
- Donated or attended a fundraising event,
- Donated to or bid during a nonprofit auction,
- Sponsored someone or participated in a fundraising run, walk, ride
- Donated or requested donations as a part of a fundraising challenge, occasion, or giving day



Social Giving Overview

1 in 5

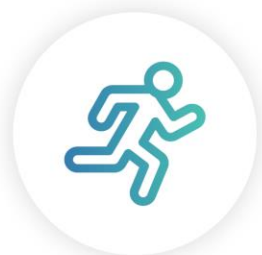
U.S. Adults Self-Identify
as Social Donors



■ Gave more ■ Gave less ■ Same amount ■ First year giving

Figure 2: In the last 12 months, did you donate more money than usual, less money than usual, the same amount as usual, or was it your first year giving?

Social Giving Experiences



40%

Runs/Walks/Rides

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



33%

Events

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



33%

Occasions

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



28%

Giving Days

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



22%

Challenges

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



19%

Auctions

Donated to, bid during, or attended a nonprofit auction

Which do you think is true? Answer in chat.

- A. 25% of social donors surveyed were first-time givers
- B. 35% of social donors surveyed were active donors
- C. 37% of social donors surveyed gave again after being lapsed for 1+ years
- D. All of the above

The Power of Social Giving

Attraction, Engagement & Retention



Figure 6: Combined event/peer-to-peer likelihood to continue support. In 2021, 2022, & 2024, 1% selected “Not Sure.”

Generosity Motivators



EASE

“It was easy to do.”

TRUST

“I trust the organization to do the right thing/use the money wisely.”

MISSION

“I care about the mission of the organization.”



Generosity Motivators



Top 10 Motivators



Give Them “TIME”

Trust



Impact



Ease

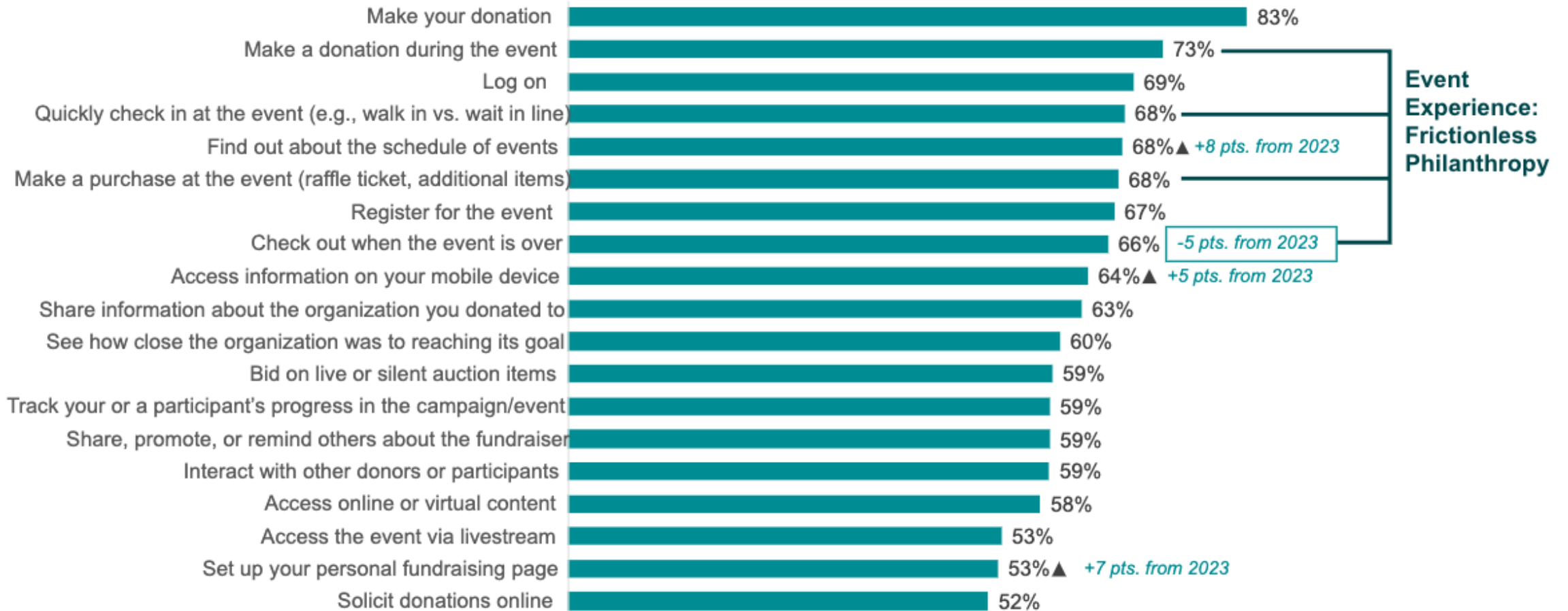


Mission



Ranking Ease – Areas for Improvement

Say Each Was 'Very Easy'
(excluding DK/NA)



% very easy (excluding DK/NA)

Rising Motivator



45%

of social donors reported being motivated to give by an organization's demonstration of innovation & adaptability.

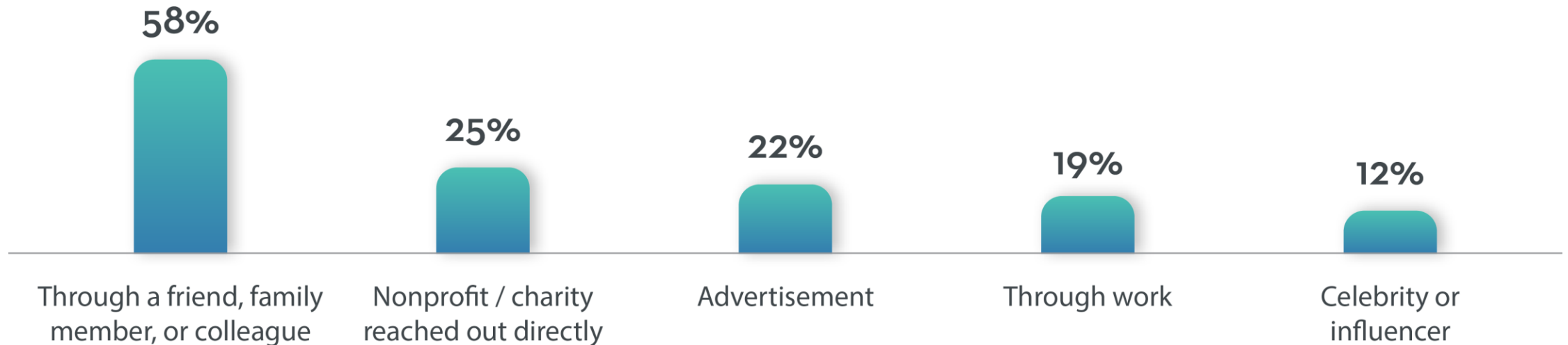


Generational Differences

TOP 10 MOTIVATORS

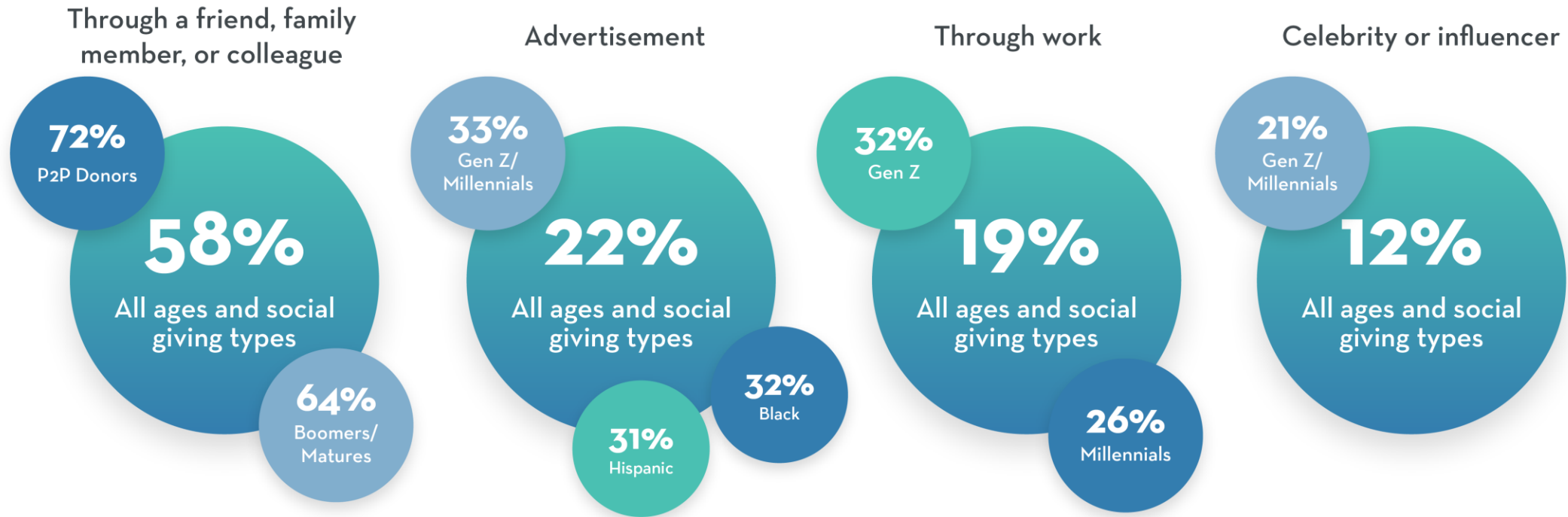
	GEN Z	MILLENNIALS	GEN X	BOOMERS/MATURES
1	It was easy to do	It was easy to do	Care about the mission	Trust org
2	Trust org	Care about the mission	Trust org	It was easy to do
3	Clear exactly how my donation would be used	Trust org	It was easy to do	Care about the mission
4	Care about the mission	Would make a difference	Would make a difference	Able to make a donation immediately
5	Demonstrated innovation and adaptability*	Able to make a donation immediately	Able to make a donation immediately	Would make a difference
6	Inclusive and welcoming	Inclusive and welcoming	Clear exactly how my donation would be used	Clear exactly how my donation would be used
7	Able to make a donation immediately	Clear exactly how my donation would be used	Inclusive and welcoming	Support the person who asked
8	Would make a difference	Demonstrated innovation and adaptability*	Support the person who asked	Inclusive and welcoming
9	Close to meeting their fundraising goal	Friends, colleagues, family participating	Directly impact my local community	Friends, colleagues, family participating
10	Thought would be fun	Support the person who asked	Close to meeting their fundraising goal	Directly impact my local community

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.*

Giving Driven by Social Connections



Groups that deviated from the norm in response to “how did you hear about this donation opportunity?”

What do you think this year's average social donation amount was?

A. \$108

B. \$74

C. \$191

D. \$123

Donation Channels

\$191
Average Social
Donation Amount
(how much was your last social donation)

2023: \$171
2022: \$196
2021: \$220
2018: \$198

	2024	2023	2022	2021	2018
In person	47%	45%	44%	36%	55%
Website	35%	38%	38%	48%	38%
Mobile	23%	24%	26%	23%	8%
Social media	17%	16%	20%	23%	NA
Through the mail	13%	13%	15%	16%	7%
Text	9%	7%	12%	12%	4%

How did you make your donation?

Donation Methods



47%

Credit or
debit card



36%

Cash



30%

Digital wallet
(PayPal, Venmo,
Apple Pay, etc.)



18%

Check or
money order



3%

Cryptocurrency



2%

Stock

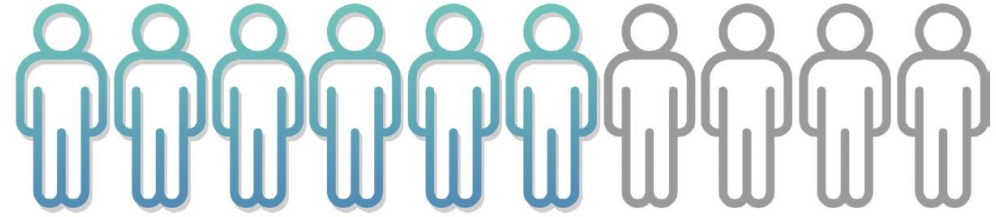


2%

Donor advised
fund

EVENT FAST FACTS

6 in 10



rated their last event experience as excellent



2 in 3

said ticket options like VIP versus a standard experience were very or somewhat important



15%

The average event donation has risen 15% since 2023

48%

said their last event offered a VIP ticket/ experience

64%

donated because they care about the organization's mission and work

66%

were motivated to give because the event was inclusive & welcoming

25%

purchased a VIP ticket/ experience



RECOMMENDATIONS

1. Enhance Event Quality by Fostering Social Connection

To continue the upward trend in event quality ratings, consider appealing to event attendees' desire to socialize with other participants. Event donors are much more likely to place importance on the ability to interact with other guests (48%) than peer-to-peer participants (28%), but they reported a 7-point drop in the ease of interacting with other attendees at events. To cater to event attendees' preferences and provide high-quality events, this could mean curating smaller events for a more intimate experience, networking opportunities, and one-to-one attention from staff and volunteers.

2. Offer Ticketing Options that Include Group Discounts

Social giving is called social giving for a reason! To appeal to a wide range of supporters, be sure to offer various ticket options, including group discounts. Gen Z/Millennials reported purchasing an event table at higher rates than other generations. Providing an incentive like a group discount will appeal to this group (and guests of all ages—everyone appreciates a deal).

3. Take a Fresh Look at Check-in and Checkout for a Seamless Experience

Event donors value ease in the event experience, with 84% of event attendees saying that giving was easy. With a 9-point drop in event donors reporting it was easy to check out after an event and no change in those reporting that check-in was easy, it's crucial to re-examine these processes and see where you can make tweaks, whether manually or by investing in technology that contributes to a frictionless event and giving experience.

4. Offer Interactive, Mission-Focused Experiences

Donors increasingly seek meaningful, immersive experiences that align with a nonprofit's mission. Incorporating interactive elements into your next event can significantly boost engagement. According to this year's data, nearly half of event donors (50%) cited hands-on activities or interactive lessons as a key engagement feature. By integrating activities like in-person or virtual demonstrations, workshops, or themed sessions tied to your cause, you can create deeper connections with your audience. For instance, a nonprofit focused on food security could host a hands-on cooking class showcasing local ingredients, while an environmental organization could lead a sustainability workshop. These mission-focused experiences give attendees a tangible way to connect with your cause, deepening their understanding of the impact their donations make.

5. Create an Inclusive and Welcoming Environment

Sixty-six percent (66%) of event donors cited inclusivity and a welcoming atmosphere as key motivators. Ensure your event is accessible to all attendees—both physically and culturally. This might include offering materials in multiple languages, providing accommodations for individuals with disabilities, and fostering a diverse lineup of speakers and activities reflecting the communities you serve. Additionally, inviting participants to share their stories and experiences can make the event feel more personal and inclusive, fostering a strong community connection and greater donor loyalty. Making your event space and messaging feel inclusive not only drives participation but strengthens your relationship with diverse donor groups, increasing the likelihood of continued engagement.

PEER-TO-PEER FAST FACTS

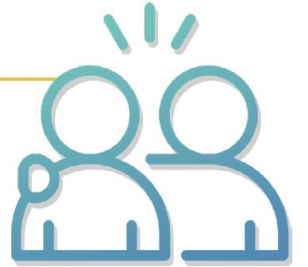
62%

donated because they wanted to support the person who asked them to donate

69%

would definitely participate in another event for the same organization

Most likely to hear about an event from a **friend or family member**



49%

were very familiar with org before donating - lowest of all social donor types

37%

reported that only in-person participation options were available



39%

said fundraising milestones or badges were very engaging



OCCASION & GIVING DAY FAST FACTS

75%

said they were likely to become regular annual donors

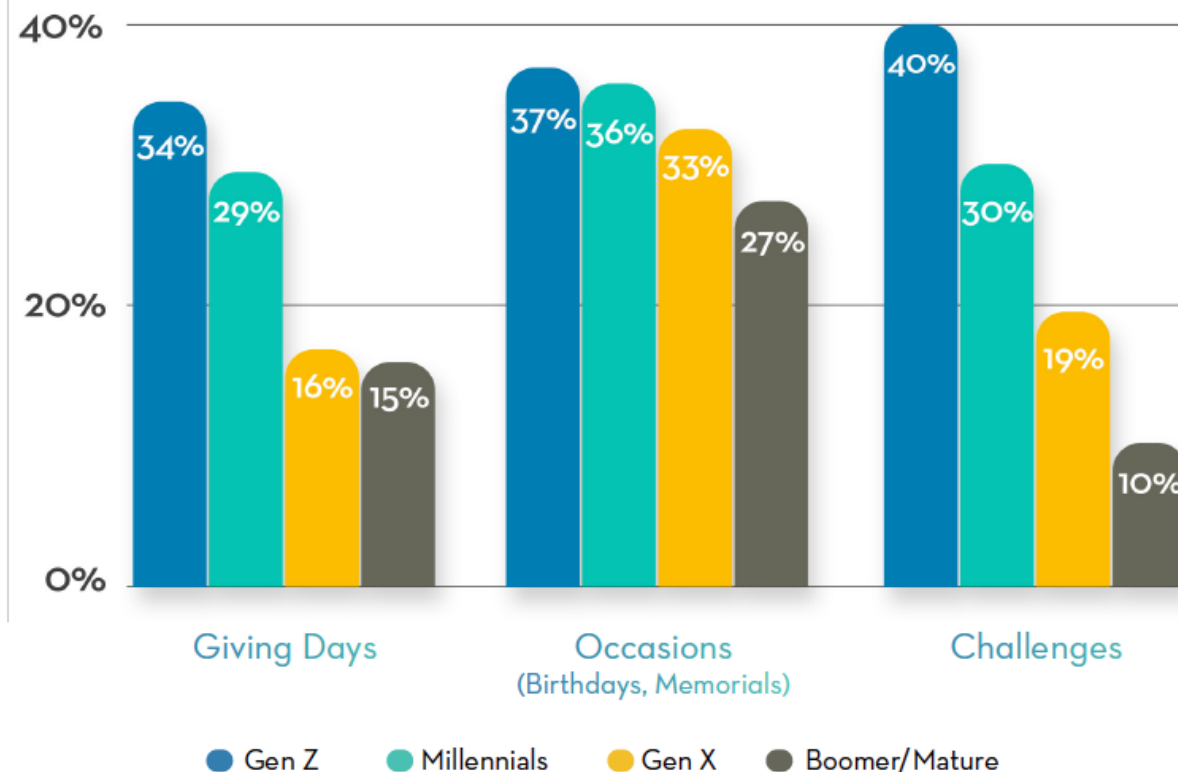
63%

said they were likely to become monthly donors

71%

said they were likely to volunteer for the organization

Generational Participation Breakdown



AUCTION FAST FACTS

How would you rate the last nonprofit auction in which you participated?



TOP 5

most effective marketing channels for promoting auctions

- 1 - Email 84%
- 2 - Organic social 56%
- 3 - Auction site 54%
- 4 - Printed mailer 43%
- 5 - Texts 37%

6 in 10



auction attendees said they responded to a donation appeal at their last event

\$529

average expected gift

49%

reported giving more this year

TOP 5

Most Popular Item Categories

- 1 - Gift cards 33%
- 2 - Dining & culinary 32%
- 3 - Travel packages 26%
- 4 - Experiences/activities 25%
- 5 - Sports & entertainment 25%

36%

of auction attendees say different ticket options and packages are "very important"

58%

said they were very likely to make a one-time donation in 12 months after auction

\$\$\$\$\$\$\$\$\$\$\$ **2 in 10** social donors report participating in an auction

AUCTION DATA

TO ARM YOURSELF WITH

82%

would attend another event in the future

83%

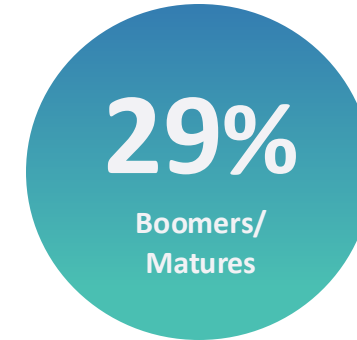
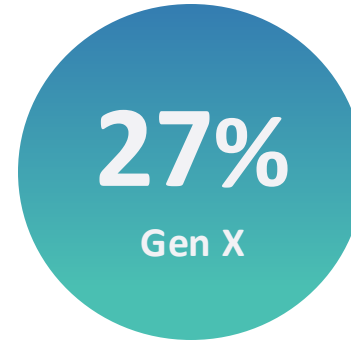
said they were likely to become an annual donor

64%

said they were likely to become a monthly donor

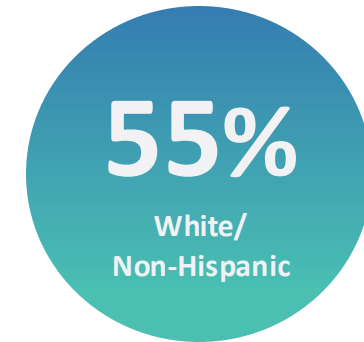
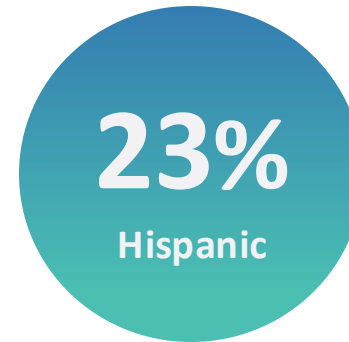
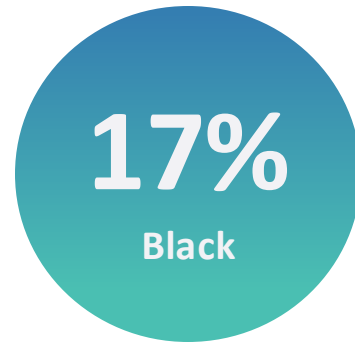


Demographic Shifts



	Gen Z	Millennials	Gen X	Boomers
Annual total donation average	\$1,155	\$1,164	\$1,022	\$1,317
Social giving donation average	\$197	\$248	\$167	\$151
Donated more money	52%	43%	30%	31%
Gave to more orgs	50%	49%	32%	27%
Donated in response to a current issue or need	46%	36%	31%	16%
Top 5 nonprofit types	#1 Health Charities	Health Charities	Children's Charities	Health Charities
	#2 Children's Charities	Children's Charities	Animal Rescue	Faith-Based
	#3 Human Rights	Social Services	Health Charities	Social Services
	#4 Animal Rescue	Animal Rescue	Social Services	Children's Charities
	#5 Social Service Orgs	Youth Development	Faith-Based	Animal Rescue

Demographic Shifts



	AANHPI	Black	Hispanic	White/Non-Hispanic
Annual total donation average	\$849	\$911	\$1,427	\$1,166
Social giving donation average	\$188	\$159	\$325	\$156
Donated more money	28%	43%	43%	33%
Gave to more orgs	31%	39%	49%	33%
Donated in response to a current issue or need	28%	34%	45%	22%

Inclusive & Welcoming

Social Giving Broadens Access to Philanthropy



	General Population	Social Donor Pool
Gen Z	8%	10%
Millennials	28%	35%
Black	13%	17%
Hispanic	16%	23%

Figure 16: Comparison of percentage of general population to segments who over index for social giving.



Thirty percent of social donors said they made their last donation using a digital wallet option.

What percent of Gen Z do you think reported using a digital wallet option?

A. 35%

B. 42%

C. 49%

D. 50%

Gen Z

130% 

Avg. annual donation total

17% 

Avg. social donation amount



43%

increased donations with the aim of impacting election outcomes



46%

gave to address a current issue or need



50%

used a digital wallet option to make a social donation



6 in 10 _____

gave because an organization demonstrated innovation and adaptability

Impacting Retention

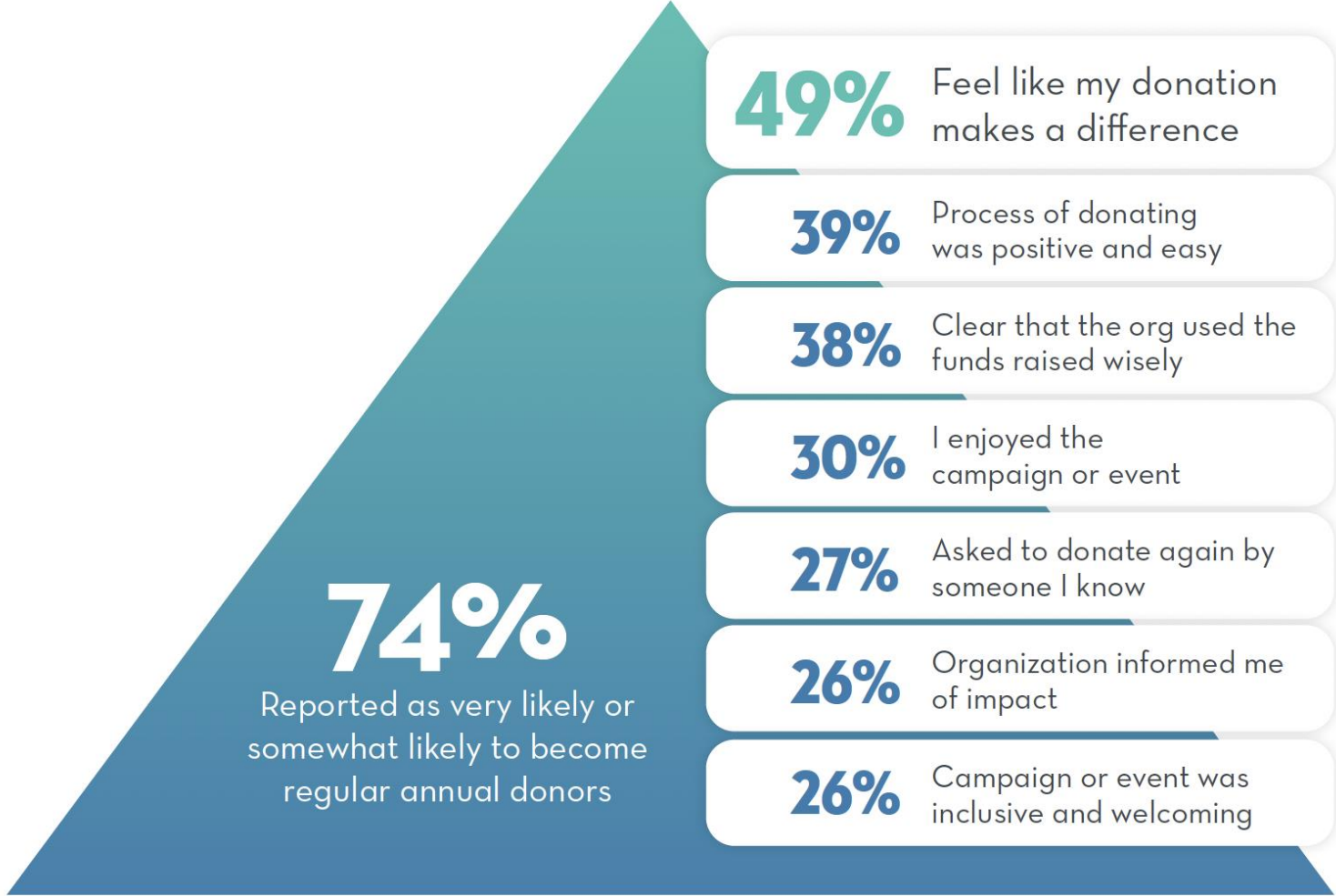


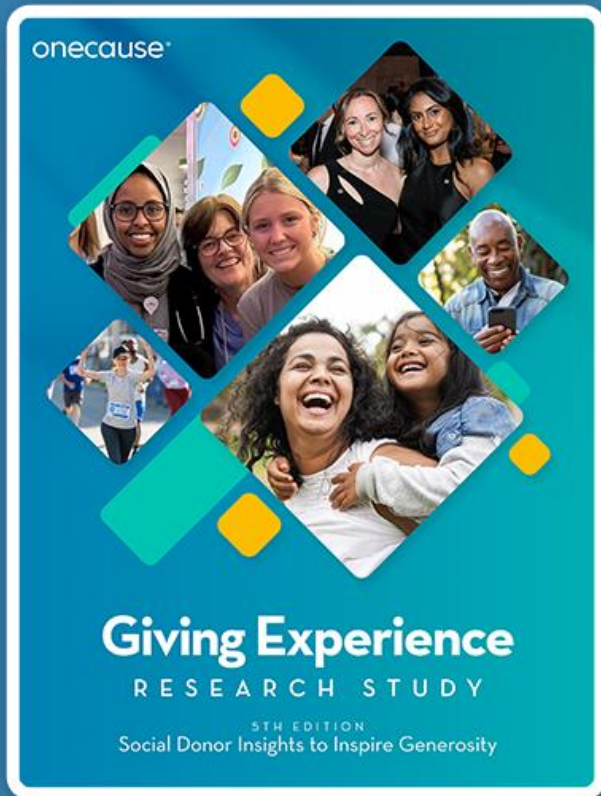
Figure 9: Which of the following impacts your decision to give to this organization or cause again? (Select all that apply.)

HOW TO USE THE DATA

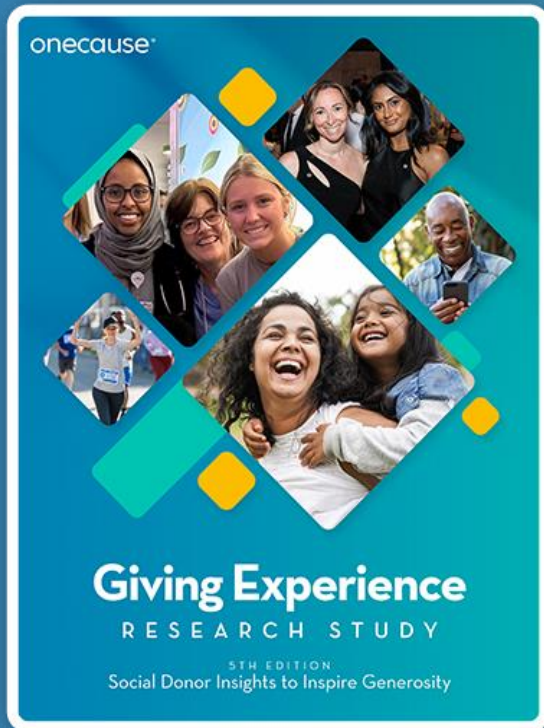
Review donor feedback and cross-reference generosity motivators to tailor outreach and comms.

Focus on long-term relationships, not just the first or a one-time social donation.

Inclusion is key to growing and sustaining generosity.



Access to Full Findings



DOWNLOAD
GIVING EXPERIENCE 5th EDITION

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

Enter to Win a Free Ticket to Raise 2025!

Post your favorite stat from the study on social media:
LinkedIn | Facebook | Twitter

Tag OneCause (@onecause) so we can find your post

1 entry per platform = 3 maximum entries
(even if you post multiple times on one)

Include link to download: <https://www.onecause.com/ebook/giving-experience-study-fifth-edition/>

Example:

I love this stat from the @onecause Giving Experience Study: '37% of social donors gave more this year!'

Check it out here: <https://www.onecause.com/ebook/giving-experience-study-fifth-edition/>



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Contest closes November 15, 2024. Winner will be announced in early December 2024.

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

Q U E S T I O N S ?

Now's our time to
hear from you!

Thank you!

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