

Why should you reach out to your donors on GivingTuesday?

GivingTuesday Encourages People to “Top Up” on Their Existing Support

GIVING
TUESDAY



GivingTuesday Inspires People to be More Generous



Insights

GivingTuesday inspires people to give more by participating in a collective giving moment. This, in turn, creates a halo effect of increased giving before and after the shared giving.



Data

53% of people we surveyed are aware of GivingTuesday and report that the initiative inspired them to be more giving.¹



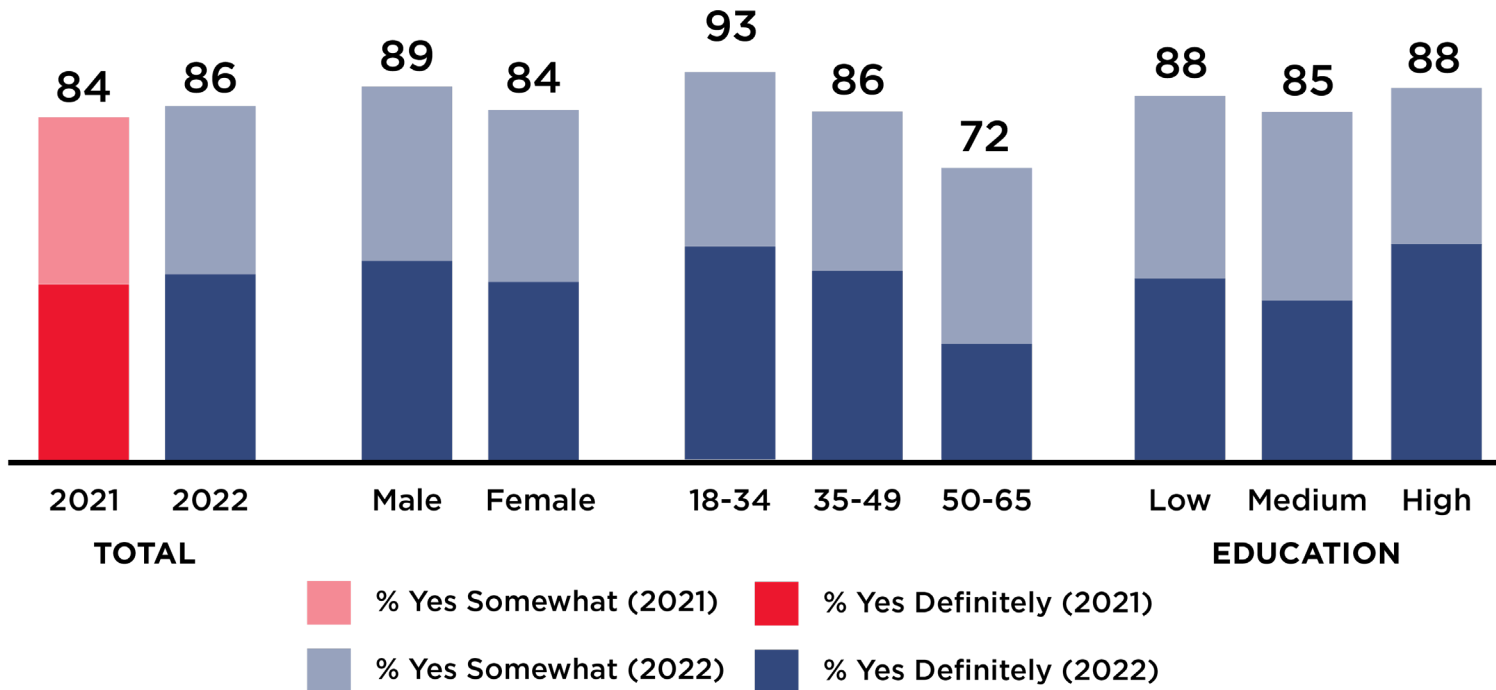
¹ 2022 Global Awareness Survey, GivingTuesday



Implications

Linking your campaigns to GivingTuesday creates a powerful rallying moment that can drive increased giving.

#GIVINGTUESDAY Inspired Me To Be More Giving % Who Agree, Among Those Aware of GivingTuesday



Embracing the halo effect of an opportunity like GivingTuesday is more likely to drive more generous behavior.

GivingTuesday Generates Giving Over the Longer Term.

Why should your organization engage
with GivingTuesday?

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GivingTuesday Donors Give More and Have Higher Lifetime Values



Insights

GivingTuesday is about more than moments of generosity in November. It's about encouraging and celebrating those who already give as they give more – throughout the year and over their lifetime.



Data

The average annual contribution of donors who do not give on GivingTuesday is \$900, whereas the average annual contribution of donors who give on GivingTuesday is \$1,124 (25% more).² In 2021, GivingTuesday donors gave 3x more than those not donating on the day.³

Donors who give on GivingTuesday give more throughout the rest of the year when compared to donors who do not give on GivingTuesday.⁴

² Fundraising Effectiveness Project, 2012-2021, ^{3, 4} Fundraising Effectiveness Project, 2021

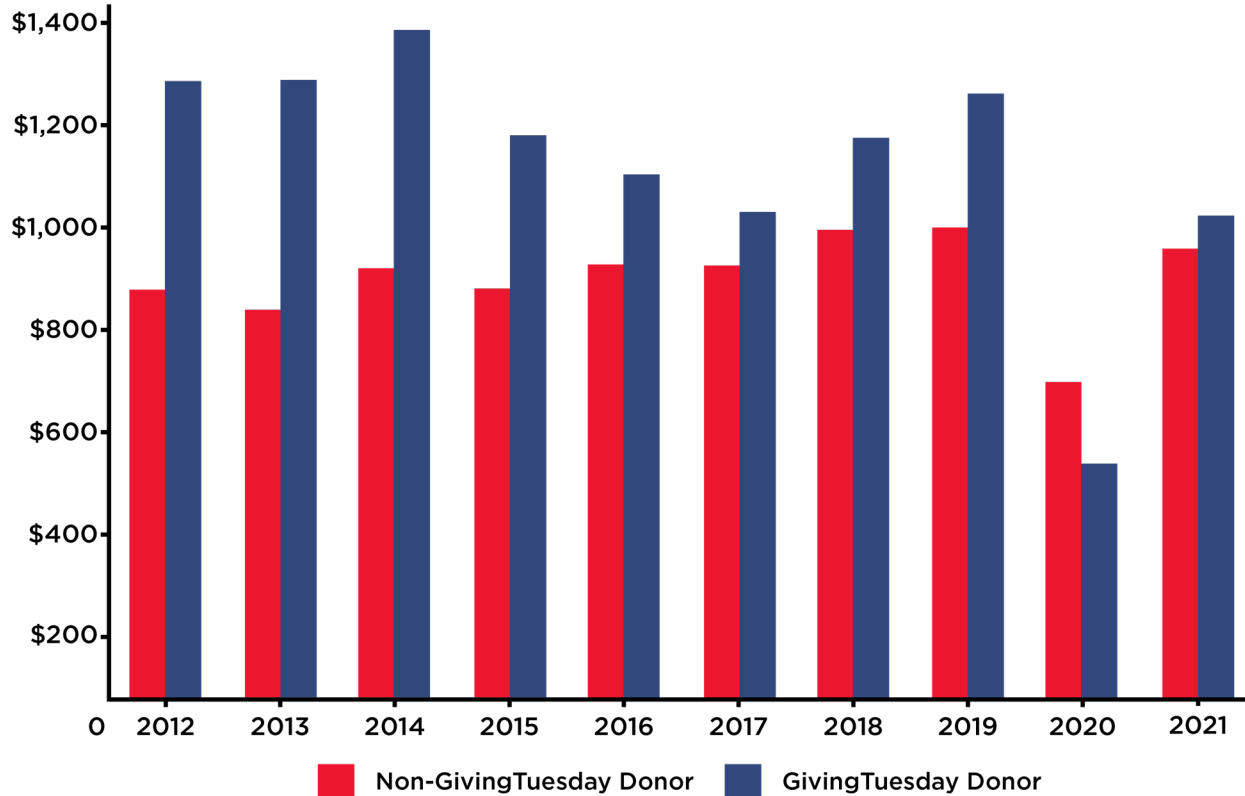


Implications

Seek opportunities to encourage recurring donations among donors participating in GivingTuesday campaigns by cultivating relationships throughout the year.



Average Dollars per Year of Donors by Acquired Year



Source: Fundraising Effectiveness Project, 2012-2021



Building relationships helps donors learn more about your work and supports their inclination to give.



GivingTuesday is a Moment to Start a Relationship with Young Donors.

How should you engage with younger people on GivingTuesday?

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Develop a Long-term Strategy for Younger Supporters



Insights

Younger supporters become bigger donors later in life, so engage them in non-financial giving to build relationships early on.



Data

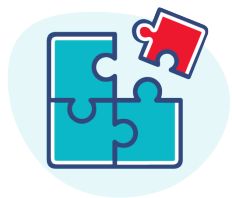
Younger supporters tend to feel less financially stable.⁵

Younger supporters are more likely than average to give items, time, and voice to both formal and informal organizations.⁶



The most generous donors are usually engaged for 11-40 years before making their biggest gift. The average \$25k donor takes nearly 12 years from 1st gift to reach this level.⁷

⁵ 2022 US Annual Survey, GivingTuesday, ⁶ GivingPulse 2022-2023, GivingTuesday, ⁷ Ruffalo NL, Page 3-4

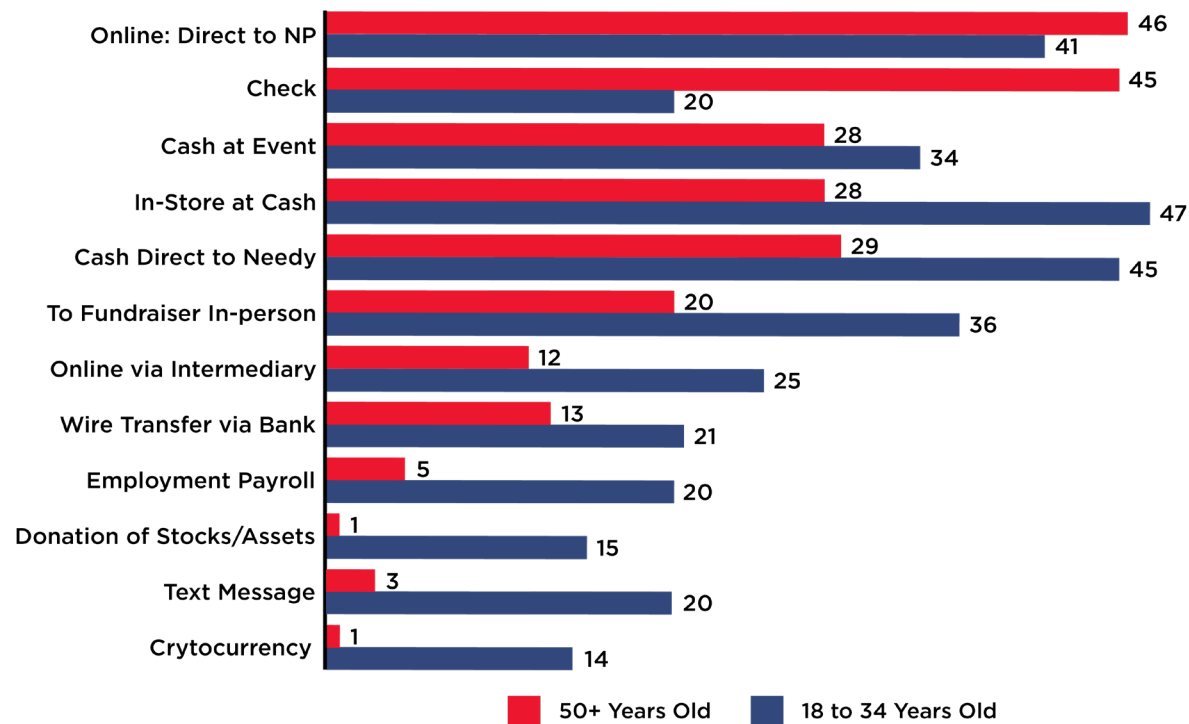


Implications



Younger supporters are crucial for longer-term growth. Acquiring supporters when they're young helps you build longer-term trust and connections when they have the means to give more later in life. Foster relationships with young donors by creating opportunities that don't feel financially overwhelming.

**Modes of Financial Giving to Registered Charities in the Past 12 Months
(Base: Donated Money to Reg Charity in the Past 12 Months)**



Source: GivingTuesday 2022 Annual Survey, GivingTuesday

**Celebrating
non-monetary
contributions (such
as volunteering or
amplifying key messages
in social networks)
creates more ways to
build connections to
younger people.**



Generosity is About More Than Giving Money to Formal Organizations.

What pathways into your mission do you offer to your supporters?

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Invest in Learning More About Informal and Grassroots Giving Behaviors



Insights

People are generous and often give in many different ways and to many different groups, including non-traditional community groups and support networks.

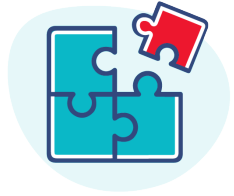


Data

During 2022-2023, 15% of people said they gave money and 21% donated items to informal groups. Another 3% said they donated time.⁸



⁸ GivingPulse 2023, *GivingTuesday*

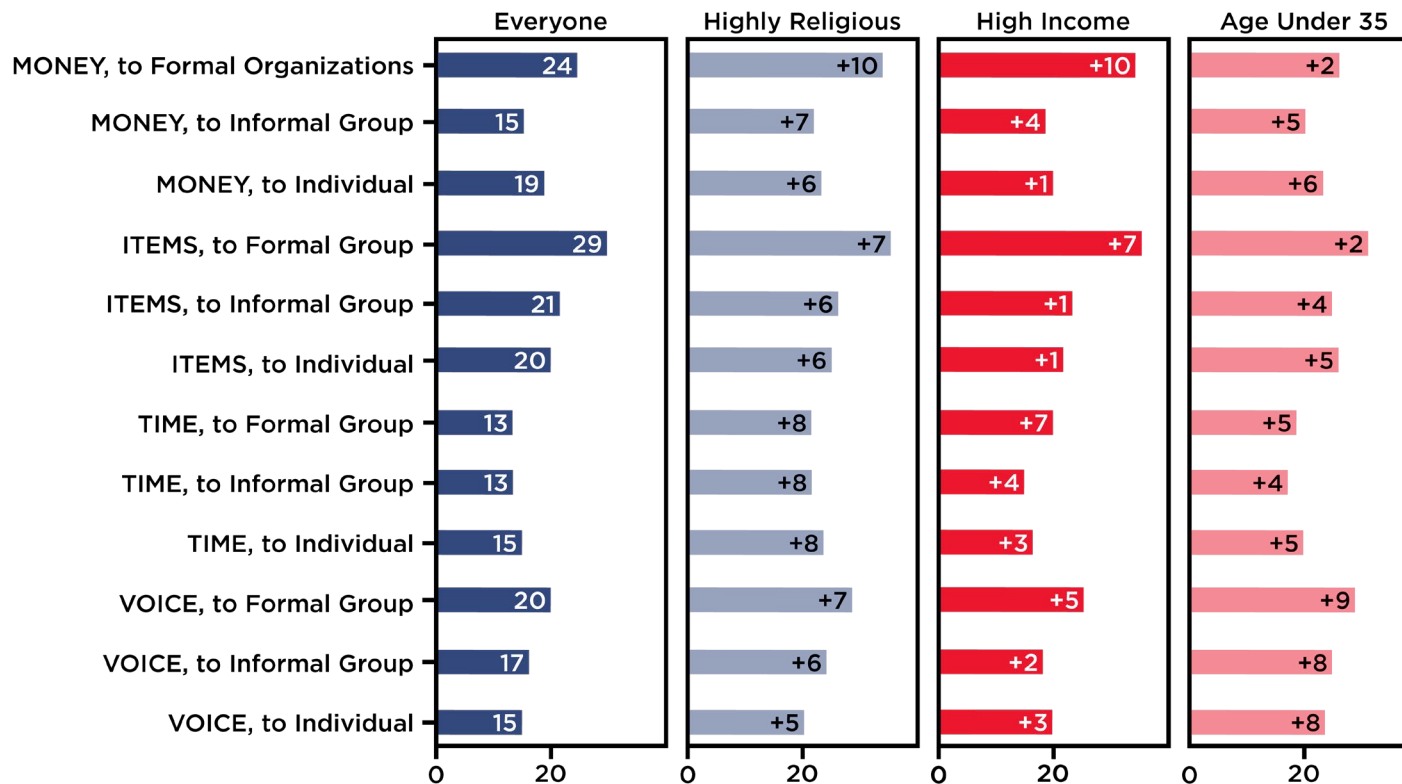


Implications

The sector needs to learn how to support and amplify the work of local, grassroots, and community groups working in various cause areas, including through collaborations and partnerships.



GivingPulse: Key Demographics
(% of Respondents)



Source: GivingPulse 2022-2023, GivingTuesday

There is a need for charities to explore how to better collaborate with grassroots groups. Creating space for meaningful engagement and power sharing can help drive positive collaborations that help the causes you serve.





Contributing Partners

