Why should you reach out to your donors on GivingTuesday?

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

Data Source: 2022 Global Awareness Survey, GivingTuesday
GivingTuesday Generates Giving Over the Longer Term.

Why should your organization engage with GivingTuesday?
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). In 2021, GivingTuesday donors gave 3x more than those not donating on the day.

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.

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

Source: Fundraising Effectiveness Project, 2012-2021
GivingTuesday is a Moment to Start a Relationship with Young Donors.

How should you engage with younger people on GivingTuesday?
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.\(^7\)

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\(^5\) 2022 US Annual Survey, GivingTuesday, \(^6\) Giving Pulse 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.

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

Source: GivingTuesday 2022 Annual Survey, GivingTuesday
Generosity is About More Than Giving Money to Formal Organizations.

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

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.

Source: GivingPulse 2022-2023, GivingTuesday
Contributing Partners

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