



## Public Attitudes to Giving in the Pandemic Insights from national opinion poll 16-18 September 2020



The Professional Body for Australian Fundraising

## Snapshot

### Impact

For most the impact of Covid on finances, available money and personal wellbeing was as they expected. However, more people thought it worse than thought it better than expected. Donors were more likely to think it was worse than non-donors. Higher value donors were less likely to say it was as expected.

### Reflections

The pandemic has prompted most people to reflect on how others are coping, what is important in life and to appreciate family more. Most have felt fortunate and grateful. These are all stimulants to giving.

### Financial management

People have responded to the crisis through either relying on external support (government and accessing super etc) to cover costs or by reducing expenditure to match reduced income. Donors are more likely to have drawn down on their own savings and cut back on expenditure.

### Lifestage

Lifestage impacts the response to the crisis: younger people are more likely to have received government support, to have accessed super early and deferred mortgages; middle aged respondents were more likely to have reduced working hours, to have cut expenditure and reviewed their finances; those over 65 were least likely to have made changes to their finances.

### Optimism

Respondents exhibit “optimism bias” in their expectations of the impact on their finances, availability of money and personal wellbeing in the future, believing it will be better than the past. Whilst the majority think the future is uncertain, more people think it will get better than get worse. Younger and higher value donors were the most optimistic.

### Expenditure expectations

More people expect to spend more in the future than expect to spend less.

### Spending priorities

Cutting charity donations was the sixth most likely area to be cut from a list of 12 options. People were more likely to cut charity donations than reduce purchasing of chocolate. However, significant differences arise between those that actively donate and those that do not. Non-donors had charity giving as the second priority to cut, whereas donors contributing more than \$500 put cutting back charity giving as the next to least likely area to cut before food.

### **Giving expectations**

More people expect to reduce the amount they give to charity than expect to increase it. This is a reversal from when the same question was asked in January 2020. Higher value donors are more likely to say they will give more.

### **Charities in the pandemic**

The pandemic has prompted positive thoughts about charities, their essential role, the impact if they were to close down and the importance of continuing to fundraise. These were especially important for higher value donors. But, people think charities should consider mergers.

### **Pandemic giving**

Just under half the respondents claimed to have donated in some way to support charities through the pandemic. These split fairly evenly between funding research; helping the disadvantaged; helping those impacted overseas and covering shortfalls for non-pandemic activities.

### **Giving mechanisms**

The most commonly cited way to support charities was through online donations, but this was also one of the few giving mechanisms that people expected to give less through in the future. Looking at the net gain between those expecting to give more minus those expecting to give less shows increasing support for low engagement activities (petition signing, volunteering, op-shopping and cause marketing) and an expected decrease in event-based fundraising (sponsoring friends, organising events, buying merchandise) as well as lottery buying.

Higher value donors were more likely to say they would be giving more through each channel with the exception of mail appeals and telemarketing. The majority of regular donors expect to give the same amount, but encouragingly, slightly more expect to give more than give less.

### **Digital shift**

Whilst the majority of charities report a significant shift to online advertising and communications, this has not been noticed by most donors with very similar levels of digital engagement in 2018 and 2020.

## Implications

### Donor Love

In a time when donors feel financially uncertain but want to keep giving, it is our job to show the appreciation for, and impact of, their donations. It has never been more important to deeply understand your supporters needs, motivations and expectations. With one in five donors expecting to give to fewer organisations next year and a similar proportion expecting to give less money, supporter engagement is vital. Find out why they give to you.

Understand what giving to you does for them: their emotions, connections and identity. Show you not only know them and value them but respect them and the situation they may be in.

### Be Prepared for the dip

The study shows that 22% of donors expect to give less in the future. This is pretty close to the estimate of declining income of 18% made by over 100 fundraisers in our Fundraising Futures Study. There can be little doubt that fundraising will go down significantly for many organisations. Sound strategy, excellent supporter engagement and a clear case for support will help minimise the impact.

### We matter

The pandemic has prompted reflection on what matters to people and the vital role that charities play in society. Most people hope to sustain their giving. The underlying factors that emotionally support giving are strong – people just have reduced capacity, not intent. Respectfully nurture relationships for when capacity returns.

### Capture the Keen

Young people are more optimistic, are more likely to say they will give more and more likely to want to engage locally. We know from other studies though that they are less confident in the ability of charities to deliver – they want more information, more engagement, more reassurance (even though they may well ignore your communications). We need a new way to inspire, connect and captivate younger people.

### Get together

The majority of donors think there are too many charities. 57% think charities should merge. As resources become restricted and charities seek to tighten their belts, we must remain focussed on serving our mission. But we must also ask the tough questions: does this program really deliver the impact it should; is what we do unique and truly better than the way someone else does it; what matters most? Collaboration for impact will become increasingly important to funders. Put it on the agenda.

### Perceptions count

The response towards giving is driven more by perceptions than realities. How people feel will determine how they act. Those that think it was better than expected or will get better are much more likely to say they will give more. Whilst it is hard to manage overall consumer confidence, it is vital to understand how your supporters feel and where giving sits in their priorities. Try to boost feelings of competency and autonomy, help donors feel more in control of their situation and choices.

### Sustain Trust

Trust in charities is still high, with over half of donors scoring the sector 7/10 or more. Charities score more highly for being ethical and honest than for being well run. Only half of donors and 1/3<sup>rd</sup> of non-donors think charities are well run. We must shift the public assessment of charity effectiveness from one of **minimising costs** to one of **maximising impact**. This will be the subject of our workshop series at the FIA conference in 2021.

### Same-same but Different

Donors in different demographics and situations are responding to the crisis in different ways. Our core audience of supportive over 65's are most likely to carry on as is; they are OK but not financially optimistic. But we know from previous research they also feel the most overwhelmed by the volume of requests and impotent about their giving (it is never enough to satisfy the charity). Our family audiences are struggling most, they are more likely to be on Jobkeeper, to have reduced hours and have had to cut expenditure – they make up much of our regular giving and peer to peer supporters. We need to be prepared for donation pauses, increased reassurance and helping them to feel good. Younger respondents have (unrealistic?) optimism and enthusiasm but limited capacity. We need to welcome them in different ways.

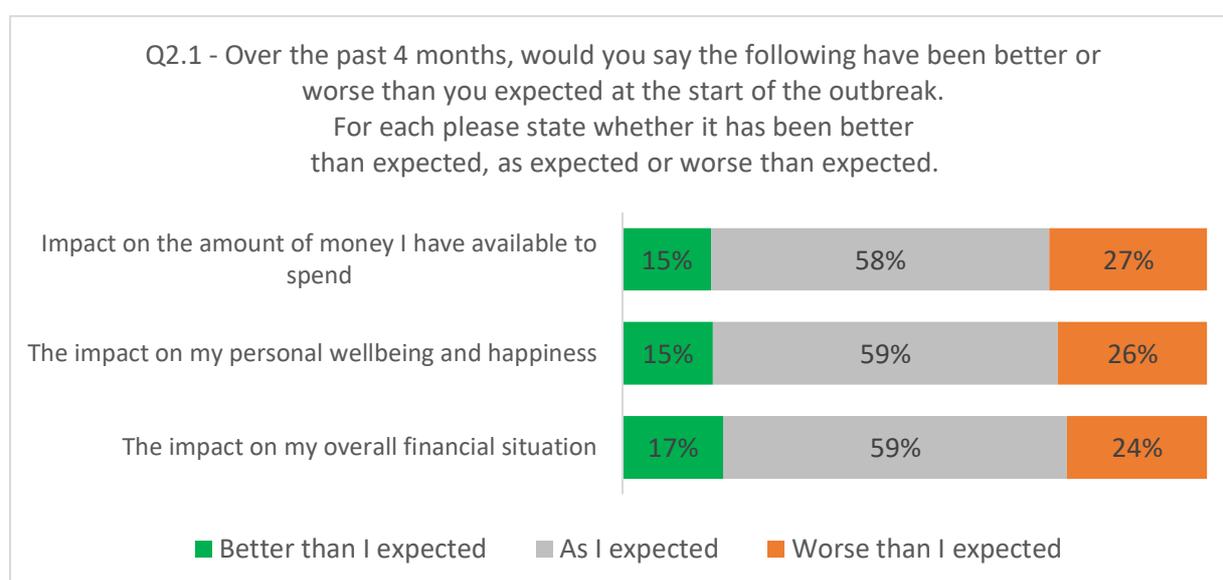
Of course, demographics plays only a small part in how people choose to support charities. Our segmentation suggests that the **Diligent Planners** (those who have a plan for giving, want reassurance on how funds are spent and immerse themselves in information) are more than twice as likely to give more than the **Trusting Delegators** (reactive giving, trust charities to do the right thing and happy for the charity to “get on with it”). The **Distracted Dormants** (who are unsure whether to trust charities and ambivalent around decision making ) are almost half as likely again to say they will give more.

Our **Mid Value** (financial comfort, optimism and willingness to give more) and **Bequest** (will have enough, family approval, support the idea) propensity scoring are also predictive of willingness to give more.

## Findings

### Their Experiences

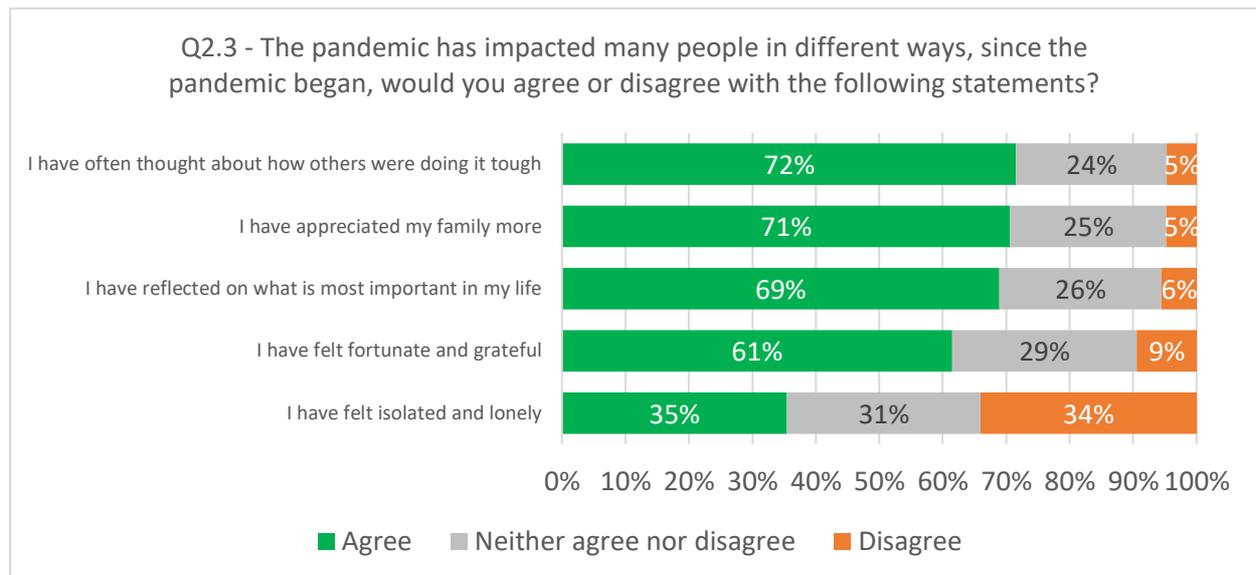
The majority of respondents felt the impact on their wellbeing, access to cash and their financial situation was as they expected. More people said it was worse than expected than said it was better. This somewhat contrasts our study of fundraisers, who largely said the impact was much better than expected, so we need to be careful that our own experience is not necessarily reflective of the broader population.



- Donors were more likely than non-donors to say it was worse than expected.
- Higher value donors were less likely to say it was “as expected” with higher scores for being better and worse in the financial measures.
- Higher value donors were much more likely than lower value donors to say the impact on their immediate access to funds and personal wellbeing were better than expected
- Those in the ACT were more likely to say it was better than expected
- There was no statistically significant difference between NSW and VIC despite the second lockdown
- Younger respondents reported the strongest sense that the impact on their personal wellbeing was better than expected
- Older donors over 65 were much less likely to say the impact on the money available to spend was worse than expected

## Reflections

The pandemic appears to have stimulated positive reflections which can be associated with more favourable attitudes to giving such as purpose, empathy and gratitude. These may mean people are more receptive to giving in the future. Relatively few felt lonely or isolated.



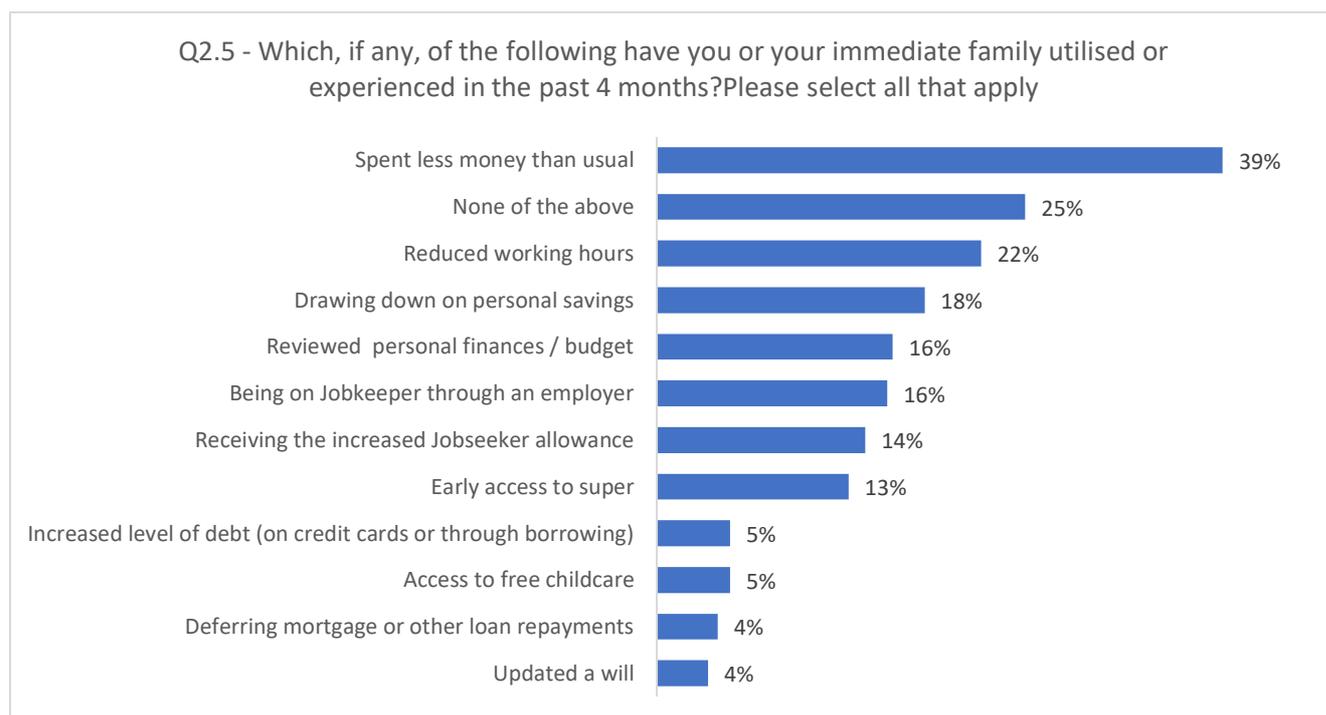
- Donors were much more likely to have positive reflections on empathy, gratitude and purpose than non-donors, though there were only very minor differences between lower and higher value donors.
- Higher value donors were slightly more likely to have felt lonely and isolated but have appreciated family a little more.
- Those in NSW have appreciated family more, and those in the ACT were least likely to do so
- Victorians were the most likely to have felt lonely and isolated and to be thinking of how tough others have it.
- Those over 45 were more likely to be thinking of how tough others have it, with this being highest for the over 65's
- The 35-44's were most likely to be reflecting on what is important in life – with the answer probably being family as they also scored highest for appreciating family more
- Younger people were far more likely to say they had felt lonely and isolated
- 65-74 year old's were most likely to say they have felt fortunate and grateful

*Our core audience were OK, supported, connected and reflective in ways associated with giving.*

*The younger audiences may want to come back to events for the social connection and will need reminding of the impact on others*

## Financial practicalities

Nearly 40% of people claim to have reduced expenditure and are many are managing their finances through savings and more careful budgeting. Around one in seven have accessed government support schemes or their super.



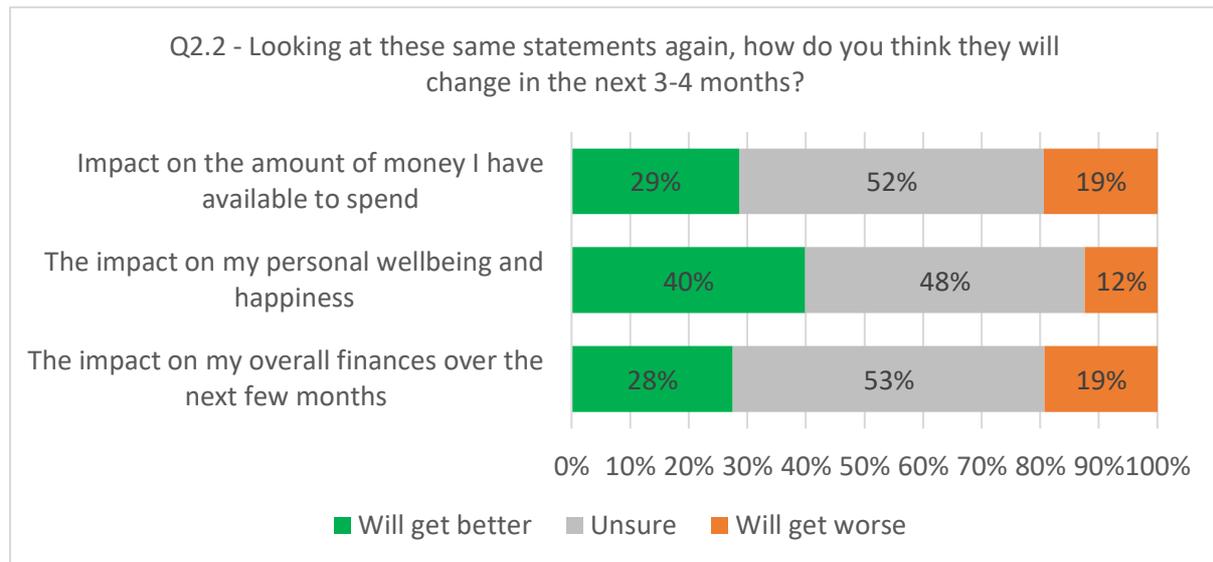
- Donors are much more likely to say they have cut back on expenditure, to have drawn upon savings and reviewed their financial plans, in part as a response to reduced working hours.
- Non-donors are more likely to have received support from external sources through JobKeeper, JobSeeker and early access to super or to have taken no action to address the situation.
- Higher value donors were more likely to have experienced reduced work hours, to have reviewed their finances and very slightly more likely to have cut down spending. They are very slightly more likely to have received JobKeeper
- Lower value donors were very slightly more likely to have accessed super early, drawn down on savings and received jobseeker.
- Younger people were much more likely to receive JobSeeker or JobKeeper
- 25-34 year olds were the most likely to have deferred their mortgage (9.5%)
- 25-44 years olds were more likely to have accessed early super (20%)
- Those under 35 were most likely to have reduced working hours (31%)
- 35-54 year olds were more likely to be reviewing their finances (20%)

- Will making was highest amongst 55-74 year olds (4.6%) and lowest amongst 35-54 year olds (2.7%)
- Those 65 and above were least likely to have experienced any of the changes listed (38%)
- ACT residents were most likely to have received jobseeker, Victorians were more likely to be on JobKeeper (20%)
- Victoria and NSW were the most likely to say they had cut back on expenditure

*Lifestage plays a significant factor in how people have managed during the crisis: government support and cash now versus reduce and manage carefully versus comfortable and relatively un-impacted.*

## Expectations

People are much more optimistic about the future than their experiences in the past suggest: this phenomenon is known as optimism bias in behavioural science. In most cases, twice the percentage of people think it will be better in the future than in the past. Financial confidence is vital to support giving.



- Non donors are somewhat more pessimistic and more likely to feel everything will get worse compared to donors.
- Donors feel confident their wellbeing will be better but are less sure about their financial situation, with 57% in the unsure category.
- Higher value donors are more confident things will get better in all three areas with the greatest difference in their finances over the next few months
- Younger respondents (under 45) were more likely to say their finances and amount of money will improve.
- Those 45-64 were the least confident, with the highest scores for 'get worse' in each category.
- The over 65's were most likely to say their personal wellbeing will improve but the most uncertain about the financial impact.
- Victorians were less confident across all three measures.

## Financial Expectations

Whilst the most common belief is that things won't change too much, there are more people who think it will improve (38%) than think it will get worse (24%)



- Donors are very slightly more likely to think things will get a little better. Overall, 39% of donors think things will get better compared to 36% of non-donors.
- Higher value donors are much more likely to think things will get better (48%) compared to lower value donors (37%)
- Younger respondents are much more likely to think things will get better (51%) than with the middle-aged, 45 to 64's, (29% or older, over 65's (17%)
- The 45-64's are much more likely to think things will get a lot worse (11%) compared to just 4% of younger and 2% of older respondents.
- South Australians and Victorians were most likely to think their financial situation will get worse

The results for their financial situation were closely matched by their views about their own personal expenditure, with the majority believing it will stay the same and a greater proportion (25%) thinking they will increase their expenditure than think they will reduce it (23%). Note that people's overall score for the financial situation is better than that for their personal expenditure, with fewer thinking they will increase expenditure.

People are planning to cope through reduced expenditure and careful management of budgets to protect their own financial situation.

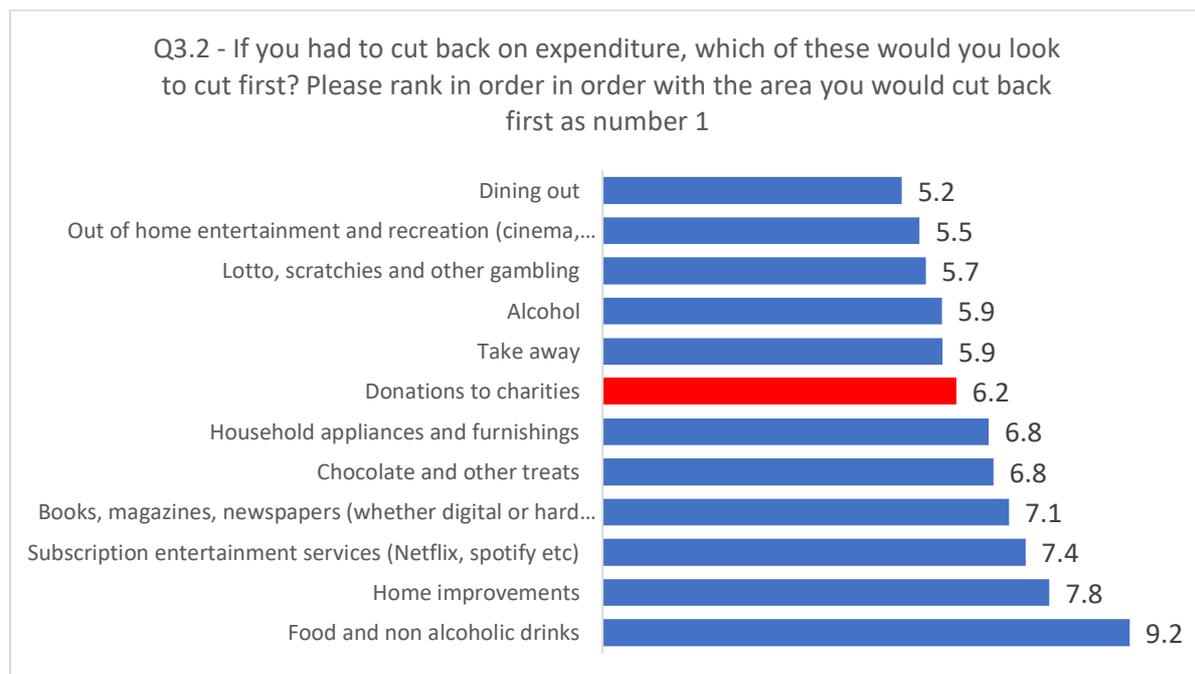
It is interesting to note that a very similar result was recorded in our research conducted shortly after the bushfires in January 2020. In that situation, 35% believed things would get better (compared to 38% for donors now) and 25% thought it would get worse compared to 22% now.

## Financial priorities

The survey did not mention charitable giving prior to asking people about their expenditure priorities as a way of trying to and minimise social conformity and reluctance to admit a desire to cut donations.

Two questions were randomised amongst respondents to ascertain both expected and relative importance of charitable giving.

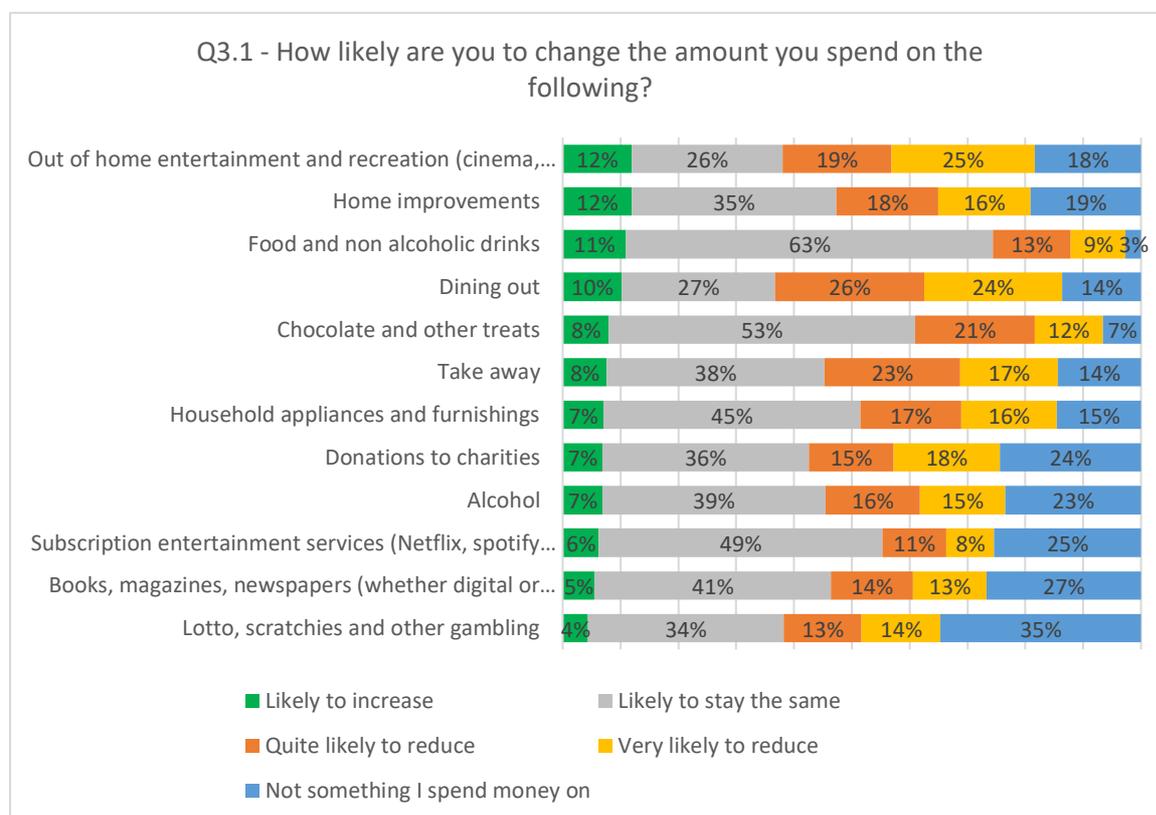
In the first condition, respondents were asked to rank in order the areas they would cut back on; a low score means it is more likely to be cut back. Unsurprisingly, the area least likely to be cut was food and drink and the most likely dining out. Cutting back on charitable giving was sixth out of the twelve potential areas to cut back on – worryingly, people are more likely to cut donations than chocolate!



There were significant differences between those categorised as donors and non-donors. Non-donors put charitable donations as the second most likely area to cut back on (remembering non-donors may have given under \$20). This may have implications for acquisition, suggesting it unlikely to activate non-donors at this time. They will cut back on donations before they stop spending on scratchies/lotto or take away.

- Lower value donors put cutting back on giving fifth on the list, they are more likely to cut donations than alcohol, chocolate or home entertainment.
- Higher value donors were much less likely to want to cut back on charitable giving, placing donations second to last in the list with a median score of 8.29

The question was also asked in a second condition, framed as their likelihood to increase or decrease expenditure in each of the listed areas.



In this framing of the question, we see that only 7% of people expect to increase charitable giving and very similar proportion expect it to stay the same (36%) as to reduce (33%).

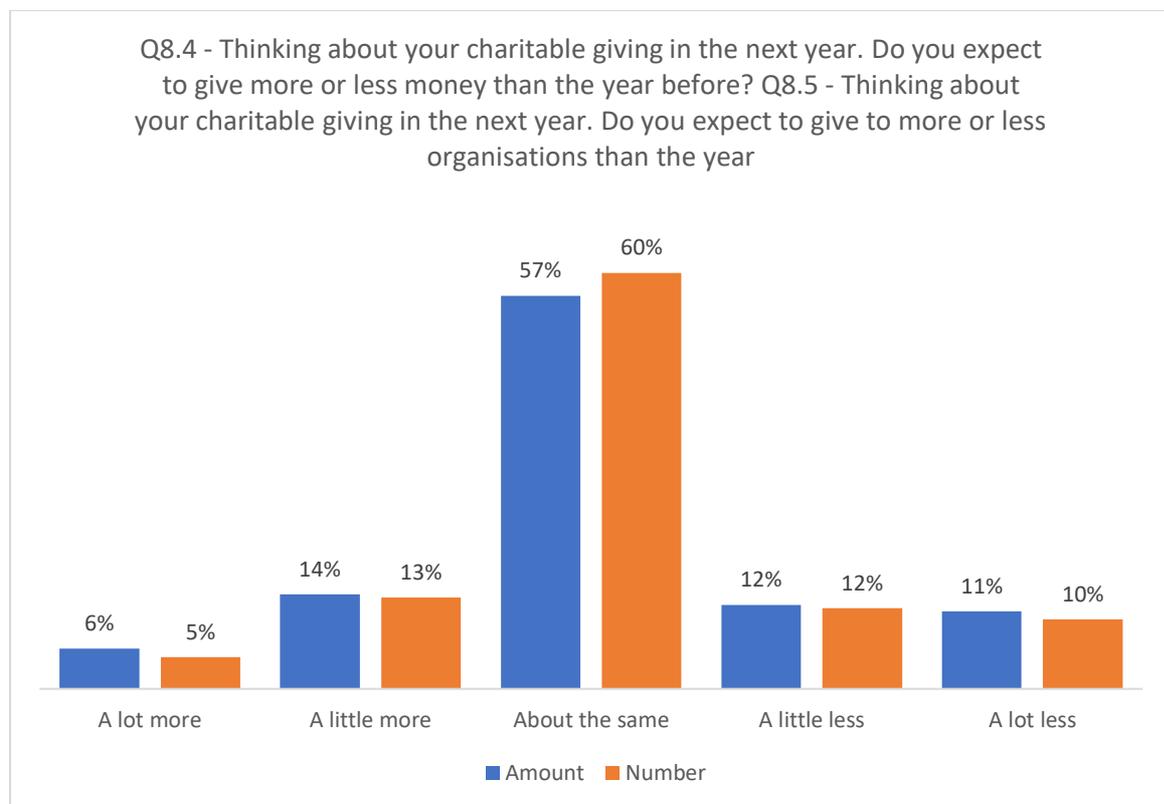
- Low value donors were more likely to say they would reduce the amount (39% than higher value donors (33%).
- Only 9% of higher value donors said they would increase giving with the majority (52%) saying it would remain the same.
- 25-34 year olds were the most likely to say they would increase charitable giving
- 35- 54 year olds were more likely to say they would be very likely to reduce charitable giving
- Over 65's were the most likely to say it would stay the same.
- WA respondents were more likely to stay the same, and NSW slightly higher on reducing giving.

What is the offering for the slightly more optimistic younger supporters who have a willingness to give?

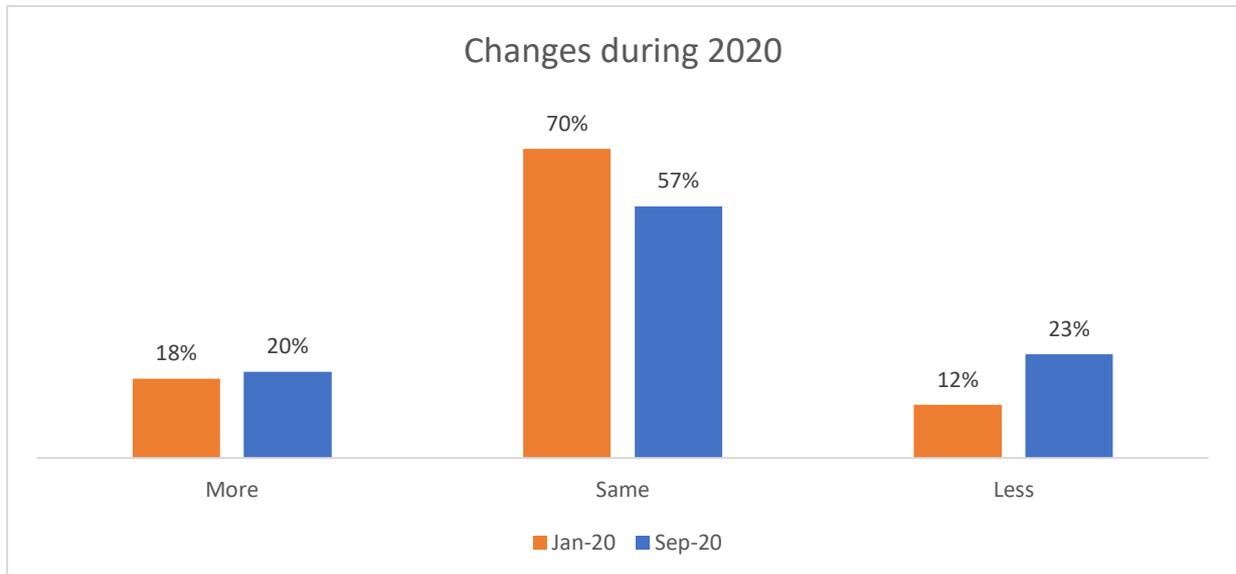
## Giving intentions

Following a series of questions about their attitudes to charities, respondents were asked whether they think they will give more or less in terms of money and numbers of charities they support.

We see a consistent pattern between the amounts and numbers of charities, with slightly more people expecting to give less in the future than they have in the past. This contrasts with previous studies, where generally people have expected to give more than to give less.



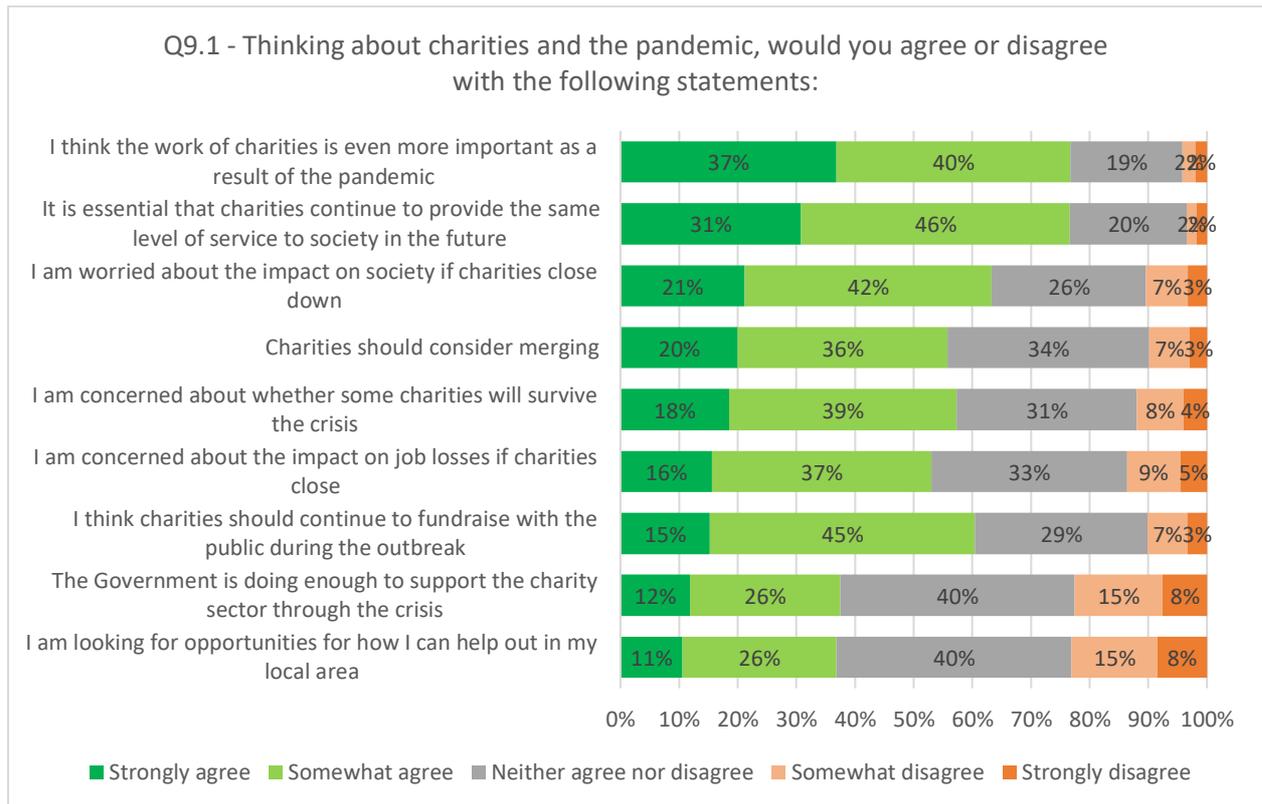
These results can also be viewed in the context of the Bushfire Study conducted in January 2020, where although the question was framed slightly differently, we saw 18% say they would give more and 12% less. This suggests that there has been a significant shift from giving the same (down from 70% to 57%) towards giving less (up from 12% to 23%).



- Encouragingly, higher-value donors are more likely to give more (28%) than give less (23%) and lower-value donors are more likely to stay the same. However, overall people are more likely to say they will give less
- In keeping with previous questions, younger people under 45 were most likely to say they would increase giving, the middle-aged group to be most likely to cut back, and the older audience over 65 will remain the same.
- ACT and NSW respondents were more likely to say they would give more

## Impact of COVID on Charities

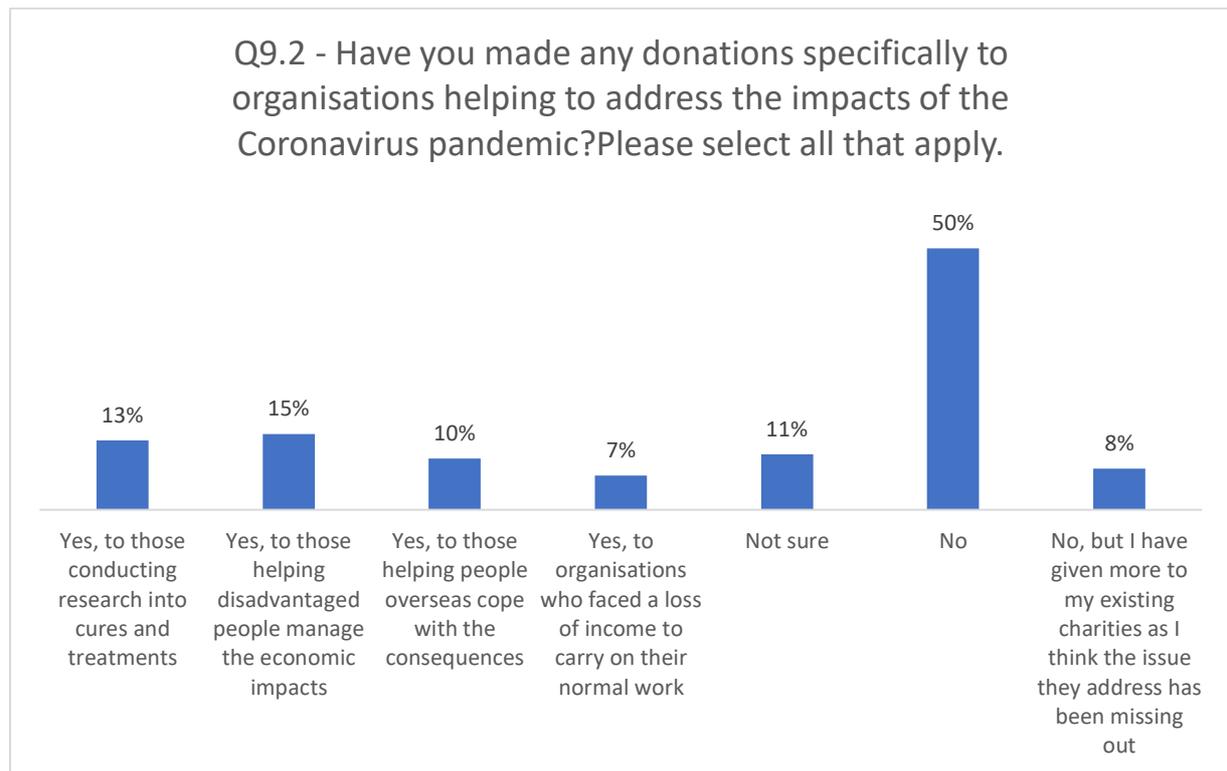
Most people see the vital role that charities play and worry about the impact on jobs and society. They are unsure if the Government is doing enough to help and they would like to see mergers.



- Donors had far higher levels of concern about the impact of COVID on charities with strong support for their role, impact and survival.
- In every instance, higher-value donors were more likely to agree with each statement.
- Charity impact (essential and more important) was of greatest concern to the 45-64 age group (perhaps because they are less able to provide support themselves)
- Younger people were more likely to worry about the potential for job losses and to be looking for opportunities in their local area to help out (45%) suggesting an untapped source of support with the right offer.
- Older respondents were most supportive of the need to continue fundraising.
- NSW respondents had slightly higher levels of concern about charity impact and survival. South Australians were most likely to disagree that the Government was doing enough.

## COVID Giving

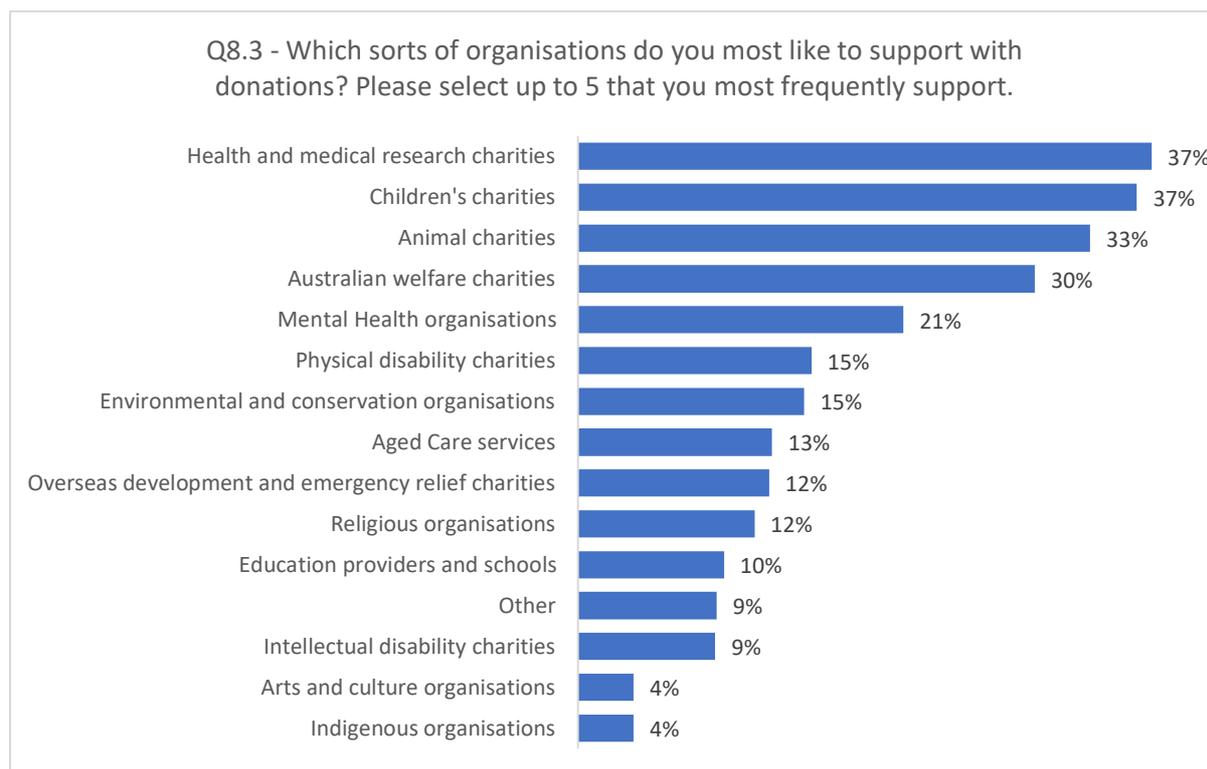
Just under half the respondents had made a donation to support charities and their activities related to the pandemic.



As expected, those who are donors are far more likely to have made donations to COVID-related causes, as are higher value donors.

## Cause Areas

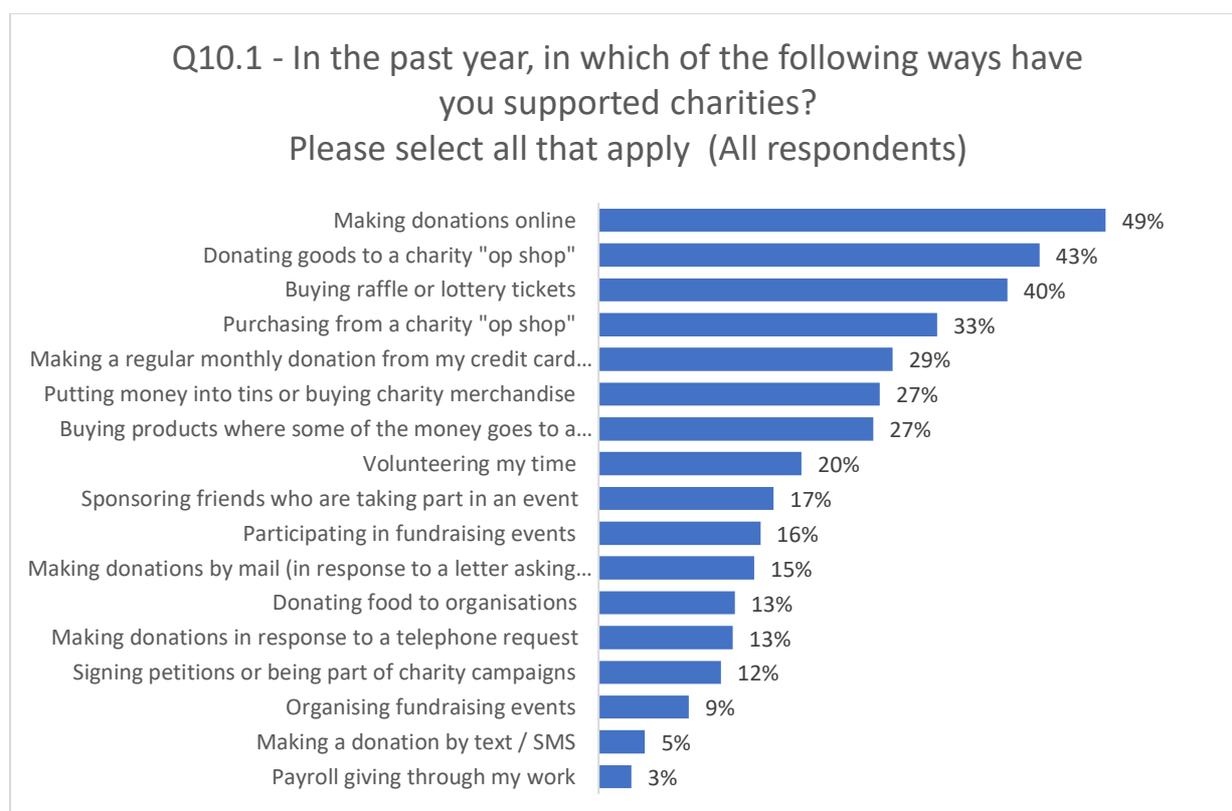
The most popular causes amongst respondents were health and medical research, children’s and animal welfare. However, the causes where people had the highest total annual giving (across all causes) were religious, overseas development and education.



- Children’s, overseas development, religious and environmental charities tended to have the highest proportion of higher value (over \$500) donors
- Health and Medical research and Australian welfare charities were slightly more likely to have a greater proportion of lower value donors
- Younger donors (under 45) were more likely than others to support aged care, education and mental health organisations. They were less likely to support welfare or health and medical research
- Middle-aged supporters were similar to younger supporters in their preference for environmental, animal and physical disabilities, but closer to the older supporters when looking at children’s, health and welfare.
- Older supporters were more likely to be supporting welfare, health, religious and overseas development and less likely to support environment, education or animals.
- Those in the ACT were more likely than others to support arts and culture and education
- South Australians were the most likely to support Australian welfare organisations, intellectual disability and overseas development

## Giving Channels

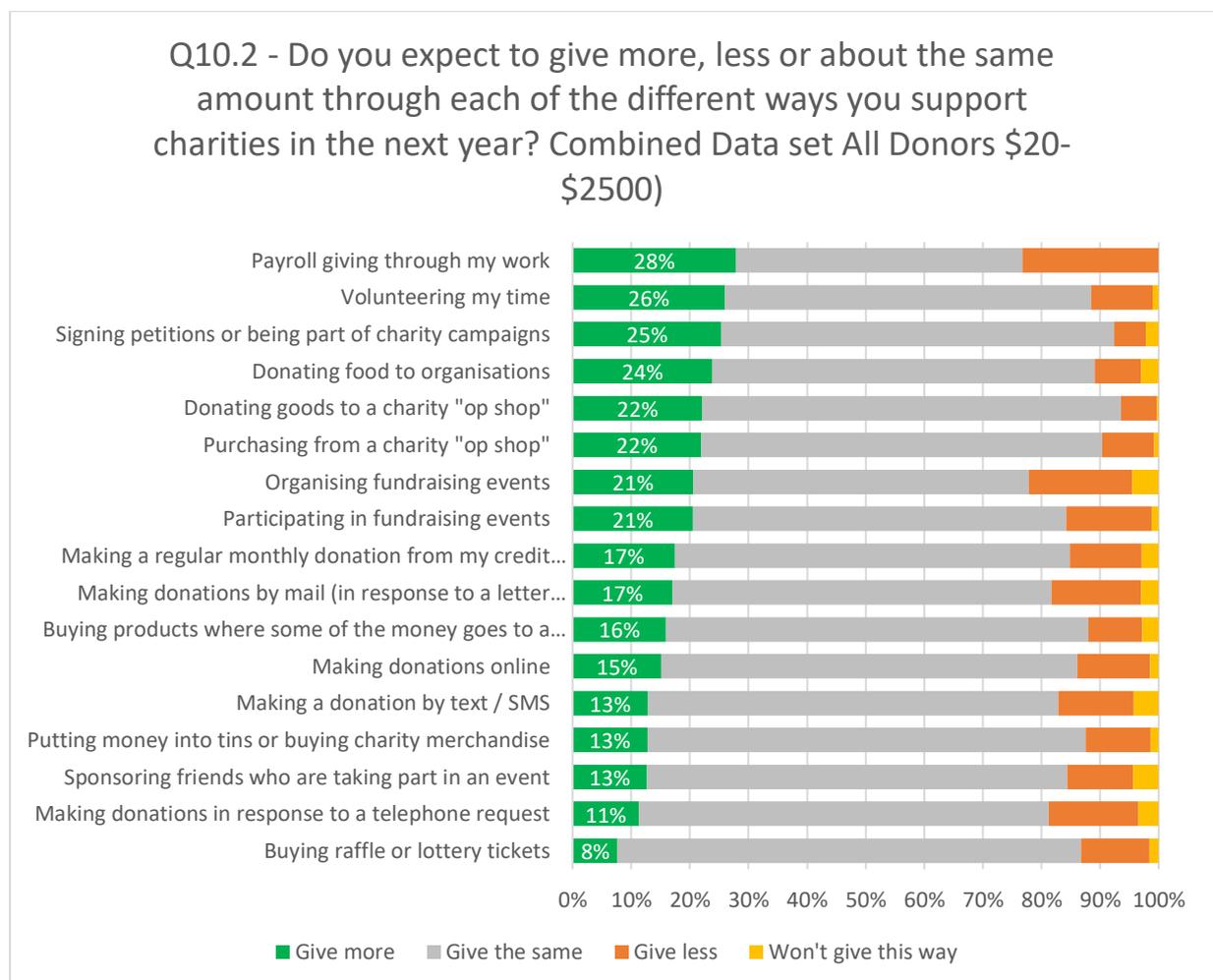
The favoured channels are generally low involvement: low value, however, it is encouraging to see online donations as the most popular way to support charities, with 49% of people supporting in this way. Those that gave through payroll or regular giving had the highest total contributions over the year. Unsurprisingly, those that supported through petitions, tins or merchandise had the lowest contributions.



- Younger respondents were more likely to make online donations, participate in fundraising events and though small numbers, to donate through payroll or text.
- The differences between the middle and older group were smaller with both being more likely to buy lottery tickets, contribute through collections.
- The older respondents were the most likely to be making mail donations, volunteering and engaging with op shops.
- South and West Australians were the most likely to be taking part in lotteries
- NSW and WA were more likely to be responding to appeals
- NSW respondents were more likely to be organising events and less likely to be sponsoring friends
- ACT respondents were highest for payroll giving (small numbers)
- Tasmanians were the most likely to be volunteering and op shopping
- WA ha the highest proportion of online donors

## Giving Intentions by Channel

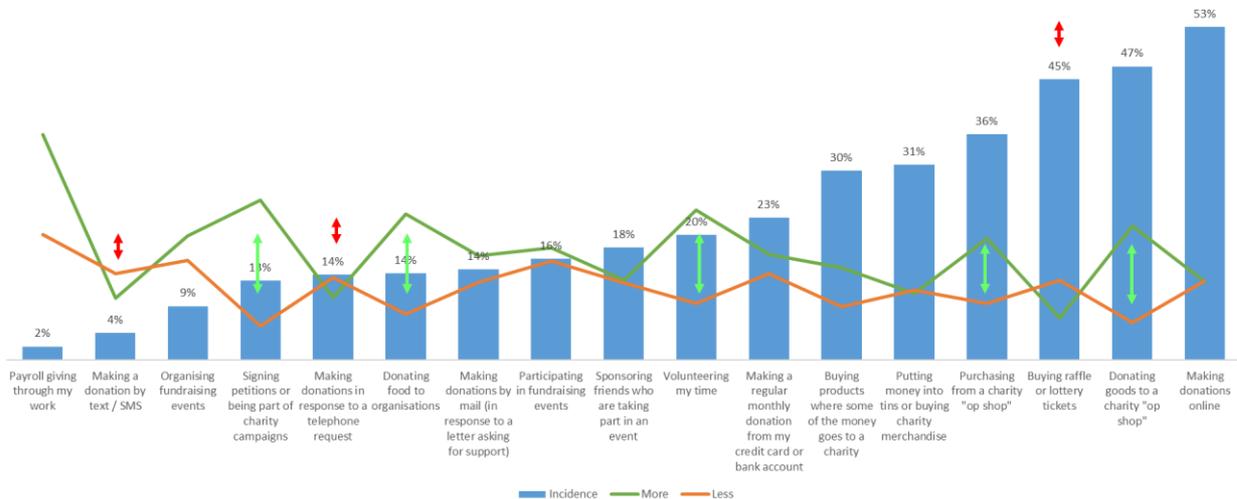
Those that said they gave through each of the specified channels were asked if they thought they would give differently in the future. In 11 of the 17 categories there is a net gain (the increases more than offset the decreases or cessations). The greatest net gains are however, in non financial support: volunteering, petition signing and donating goods to op shops. The areas of greatest net decline were in sponsoring friends, lotteries and organising events.



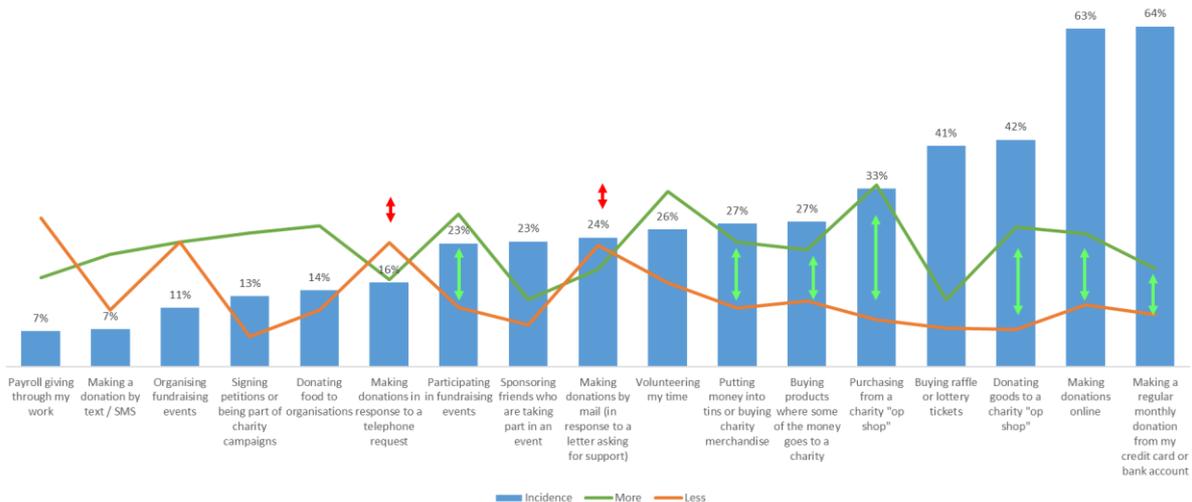
- Higher value donors were more likely than lower value donors to say they would give more in the future, though the majority expect to stay the same.
- Higher value were however very slightly more likely to say they would reduce mail and phone giving
- Younger supporters under 45 are generally more optimistic across all channels, the middle group are most likely to cut back and the older audience expect to remain the same.

- Younger supporters were somewhat polarised on regular giving, being both more likely to give more and to give less. Within this group it appears the 35-44 are most polarised, and therefore other circumstances are dictating their ability to increase or decrease their giving.
- The Middle group (45-64) are most likely the most likely to reduce mail giving with older expecting to remain the same and younger intending to increase (even though they rarely give this way)
- Older supporters are much more likely to reduce phone gifts.
- People in NSW were somewhat more likely to say they would increase compared to those in other states, especially Victoria

Lower Value (Combined data sets)



Higher Value (Combined Data sets)



## Giving Drivers

### Demographics:

Younger donors were much more likely to say they would give more

Middle-aged (45-64) were more likely to give less

Older donors were more likely to stay the same

Males were more likely to say they would give more (net gain 2%) compared to females at a net loss of 9.5%)

### COVID Context

Those who say the impact on their overall financial situation was better than expected were far more likely to say they would give more (net gain 30 points: the difference between those that say they would give more 40% and those that would give less 10%) whereas those that said it was worse were much more likely to reduce their giving (net loss 28 points). The same applied to their available amount of money and to their personal wellbeing (though the net changes were slightly less)

The same pattern also existed for their future expectations, with a net gain of 24 points for those expecting it to get better and a net loss of 37 points for those expecting worse outcomes, with very similar patterns across availability of funds, financial situation and personal wellbeing.

Those who have not felt fortunate and grateful expected to give less (net change 27 points)

There is a clear and expected correlation between future giving intentions and how people think their financial situation will change in the next 12 months. Those who expect it to get much better have a net gain of 61 points, and those that expect it to get a lot worse have almost exactly the reverse, with a net loss of 69 points. The same is also true for how they expect to change their personal expenditure, with a consistent correlation between increases / decreases for personal expenditure and giving intentions.

The same pattern is repeated across expectations of changes in all expenditure categories, suggesting that changes in donations will be in line with other expenditure (i.e. people are unlikely to make sacrifices to uphold donations).

### By Donor Motivations and Situations

Financially comfortable, optimistic donors who say they could give more for the right cause (middle-value prospects) are more likely to say they will give more.

Those who have:

- high trust in charities to do the right thing (rather than need reassurance),
- who support the vision of the charity (rather than specific projects),
- who like to understand the work of the charity (rather than let them get on with it),
- see their giving as an investment in a better world (rather than donating with their heart), give when prompted (rather than have a plan),
- prioritise donation (rather than donate from money to spare),
- like to spread their giving around (rather than loyal to a few),
- give to different charities each year (rather than give to the same charities each year)
- are all more likely to say they will give more

#### Respondent identities

- People who describe themselves as generous, grateful, happy, loving, loyal and trusting were more likely to say they will give more.
- People who feel part of a team or movement, are upholding rights, are bringing joy, creating opportunities and following their faith are more likely to say they will give more.
- People who scored at the extreme high end of the Briggs Aspects of Identity Questionnaire (AIQ-IV) tended to be more likely to say they would give more across the dimensions of collective, social and superficial identity but less so for relational and personal identity.

Initial analysis suggests that those with lower scores on Ryffs Psychological Wellbeing scores in the areas of relational, purpose in life and autonomy may give less, but those with lower self-acceptance, competency and personal growth may give less. Deeper analysis will be undertaken of these identify drivers.

#### Trust

Those who say their trust in charities has increased (17% of respondents) are more likely to give more.

A higher trust score is strongly associated with a willingness to give more

Agreeing that charities are ethical and honest, considering a gift in a will, believing charities are well run, feeling respected by the charities they support, feeling well informed about where the money goes, believing your privacy is respected and feeling good about giving are all (in order) associated with willingness to give more. Conversely, those that feel overwhelmed by the number of requests, think there are too many charities and don't think charities make a real difference are all expecting to give less.

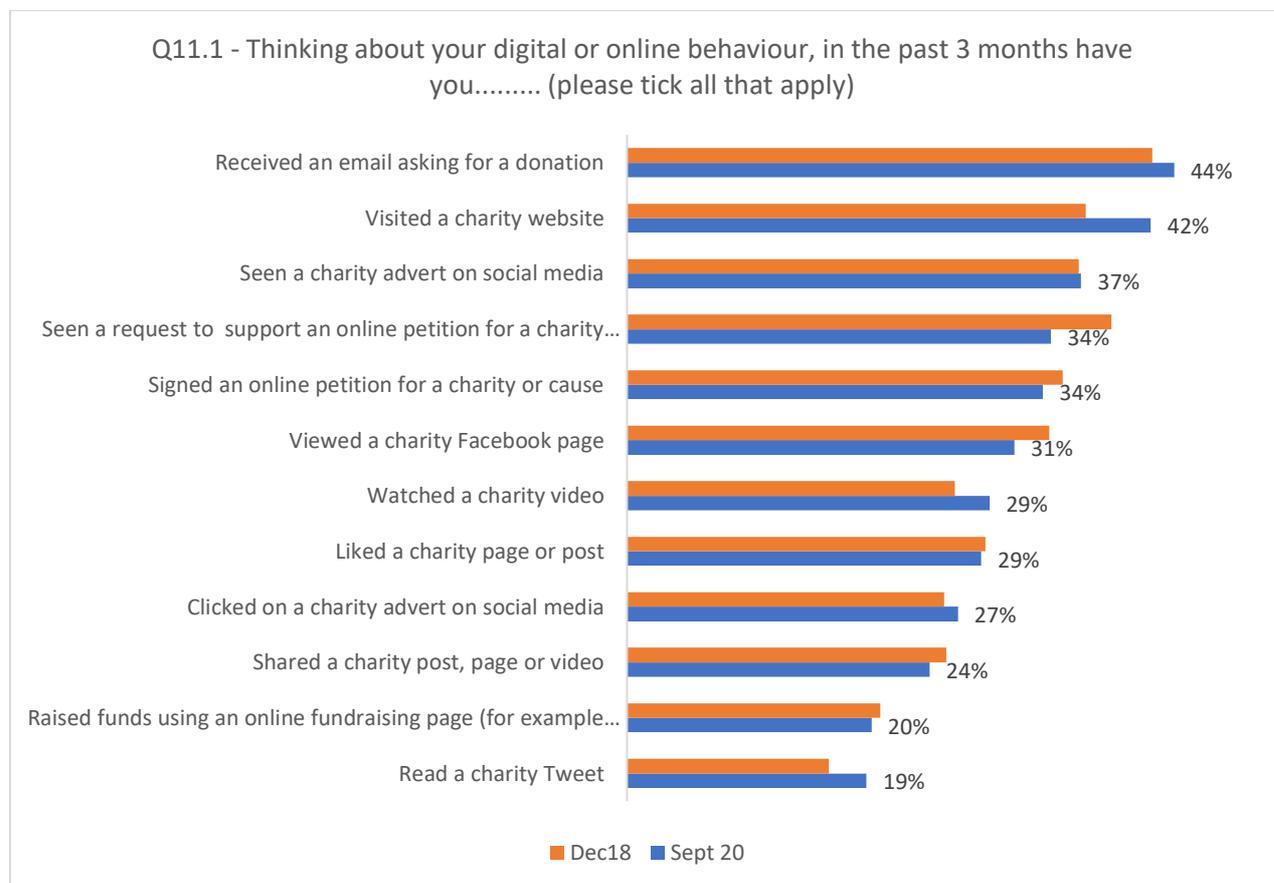
### Factor analysis

When we put all 272 factors into our stats package the strongest correlations with a likelihood to say they will give more, are, in order:

1. Increased trust in charities over the past three years (17% say increased 20% say decreased)
2. Expecting their financial situation to improve (38% expect it to do so)
3. Expecting to increase personal expenditure (25% expect to do so)
4. Level of trust in charities (15% score 9 or 10 out of 10)
5. Being kept informed as to how bushfire donations have been used (42% agree)
6. Multiple sharing of charity posts (though only 9% of people do this)
7. Having raised funds through a P2P platform (19% have done so)
8. That their bushfire giving increased trust in charities (42% agree), happy with how funds were used (56% agree) and treated me well as a donor (48% agree)
9. Clicked on a social media advert (24% have done so)
10. Charities are ethical and honest (56% agree)
11. Online engagement factors (tweets, videos, petitions)
12. Being very likely to increase spending on books, magazines and newspapers (6%)
13. Believing charities are well run (47% agree)
14. Looking for opportunities to help out locally (36%)
15. Being a kids-at-home Gen x or Gen Y

## Online Visibility

From the Fundraising Futures Survey, there was a significant shift towards digital advertising and marketing during the pandemic. Replicating a question asked to the donating public in 2018, we see only minor changes in recall of online engagement with charities. Compared to 2018 there was a higher level of recall of email requests, and people were more likely to have visited a charity website, watched a video and read a tweet. There were negligible changes in social media channels.

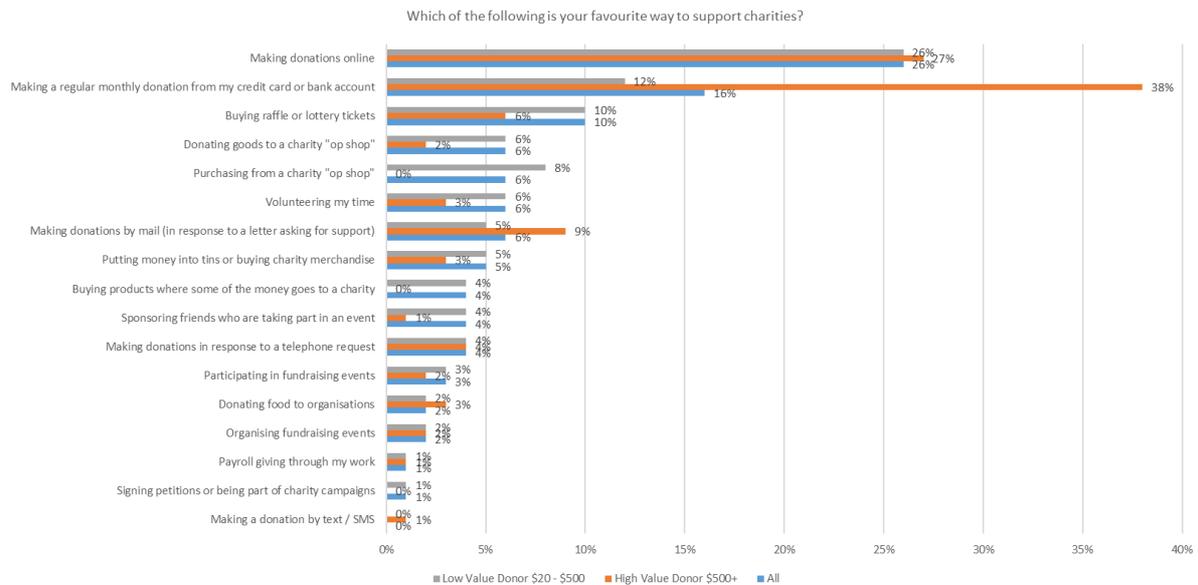


As one would expect, there was a significantly higher level of engagement amongst younger supporters.

Higher value supporters were more likely to have engaged online

## Favourite channel to give

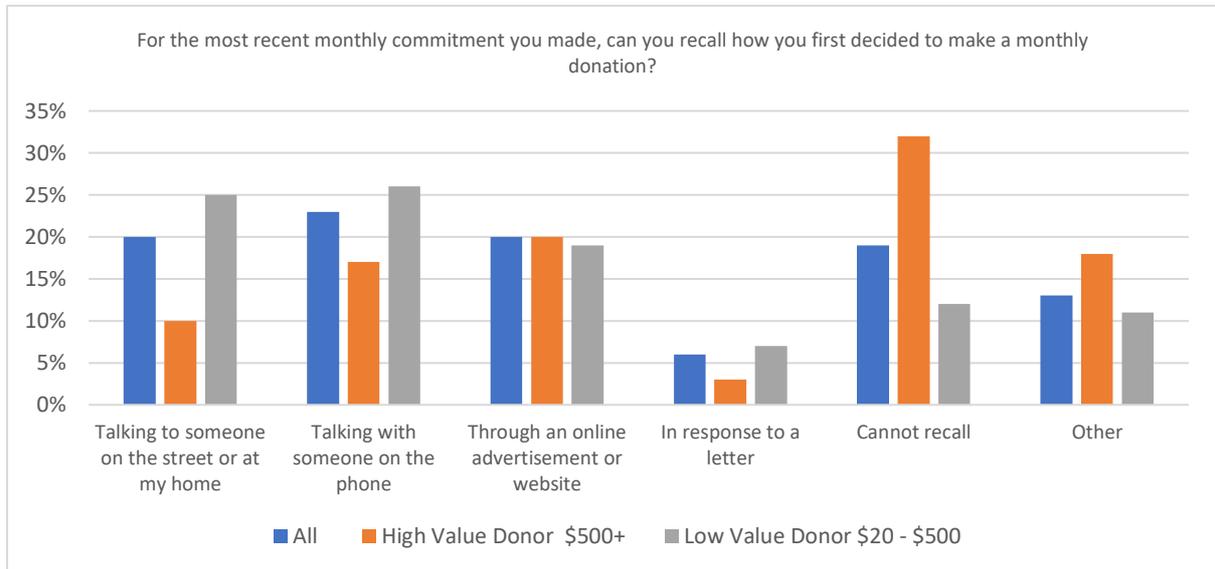
Those that said they had given through each of the specified channels were then asked their favourite way to give.



- High value donors are more likely to say their favourite way to support is regular monthly donations and online donation and statistically more significant than low value to select mail (3<sup>rd</sup>).
- Low value donors have similar order of preference but much greater mix and more likely to select sponsoring a friend, cause related marketing, and donating and purchasing from op shops.
- Men more likely to select mail (7.4% vs 4.4%), women more likely to select fundraising events (4.2% vs 2%) and CRMs (5.6% vs 1.8%)

## Regular giving

This analysis is on those who said they give through regular giving.



High value donor are more likely acquired online, can't recall or other. Examples of other: "After a presentation" "Via a personal health scare" "Know the person and organisation", "through my church"



- Our lower value donors are more likely to consider pausing their donations.
- Our higher value donors are extremely likely to increase their monthly donations, however, they are also likely to stop giving rather than pausing or decreasing donation value.
- Telemarketing teams will need to be prepared to advise on options to pause or reduce one's regular gift, especially for high value donors.

## Regular Giving – Future Intent by Age:



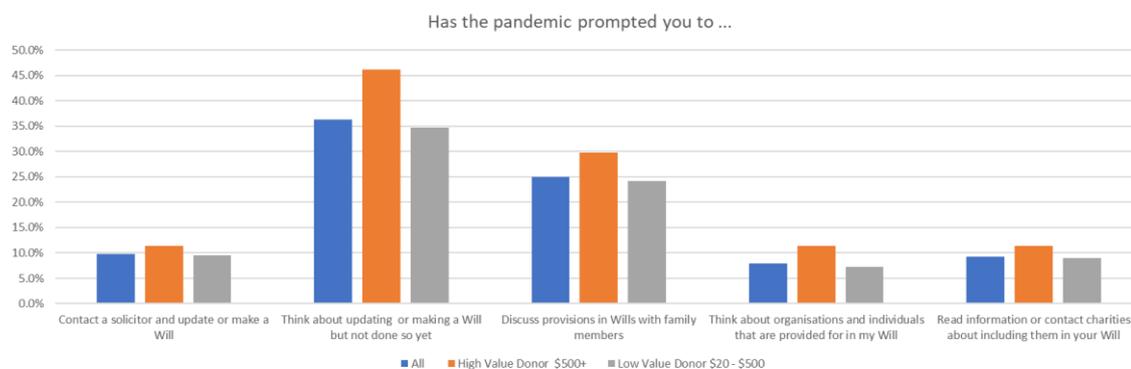
- Donors under 44 years are more optimistic about increasing their donations but another group under 44 yrs are more likely to stop/ pause
- 25 – 44 yrs more likely to start giving to another organisation

## Gifts in Wills

All participants were asked about the status of their Will. High Value donors are more likely to say they have updated it in the past year 20.3% versus 10.6%. Low Value donors are more likely to say they “don’t have a Will” 45.9% vs 32.9% .



- Women more likely to say they don’t have a Will (47.1% vs 40.8%)
- There is not significant difference by age in having updated it over the past 12 months.

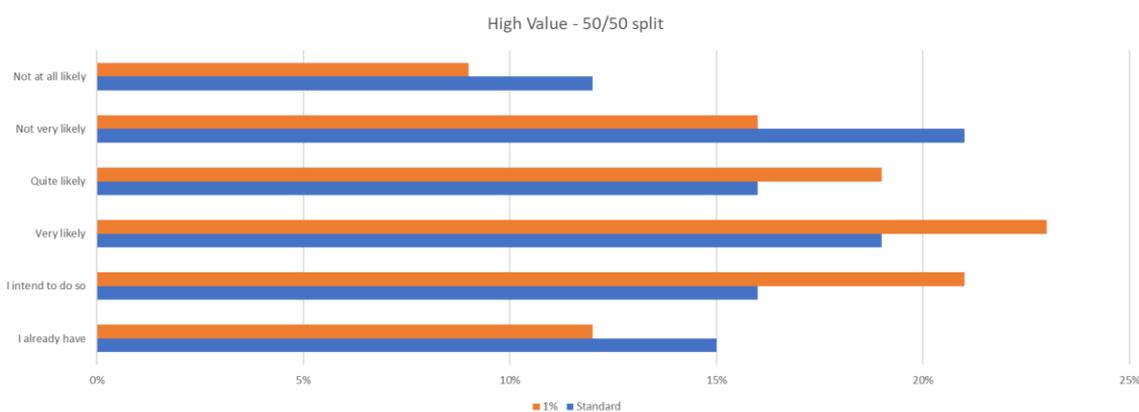


	Total	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over
Read information or contact charities about including them in your Will	9.3%	13.7%	14.7%	11.5%	9.4%	4.5%	3.0%	0.0%

- 36% of people have thought about updating or making their Will but not done so yet. Of these high value donors are more likely to have considered this (46% vs 35%)
- Men more likely to say the pandemic has prompted family discussion on their Wills (28.4% vs 21.8%)
- There is a higher skew towards the under 54 years considering gifts in Wills (see table above)

## Gifts in Wills – Nudge:

We conducted a 50/50 split test on wording to identify gifts in Wills supporters. The first question was written “How likely would you be to include a gift to a charity in your Will?” the second was “Leaving just 1% of your estate to a charity means those closest to you receive 99% but the causes you care about benefit too. How likely would you be to include a gift to a charity in your Will?”. The latter resulted in a higher group of intenders and very likely to consider in the high value donor group.



It’s significant at 80% confidence interval to increase “intenders + very likely” group when provided the statement: Leaving just 1% of your estate to a charity means those closest to you receive 99% but the causes you care about benefit too.

It’s also worth noting:

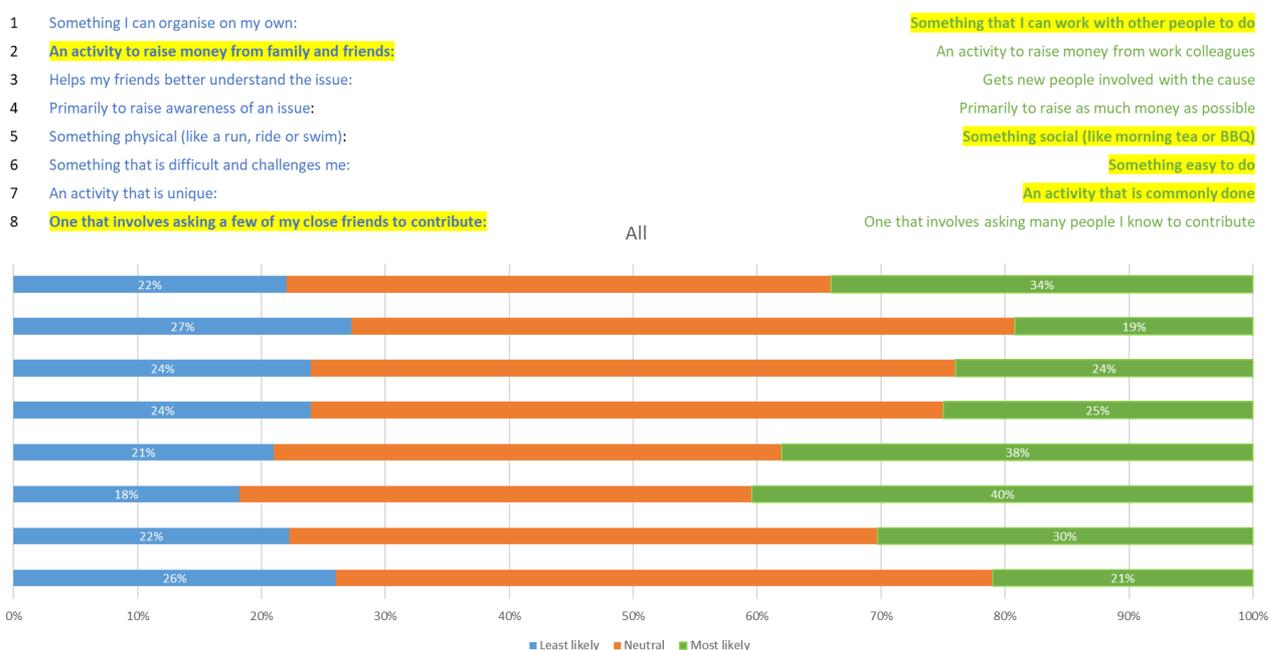
- High value donors are more likely to have already included a charity, intend or very likely to include
- Men are statistically more likely to select “very likely” compared to women (10.5% vs 6.3%)
- There is a much higher skew to people under 45 yrs being likely and intending to include charities in their Will

## Events

Type of fundraising events people are interested in.

Designing for mass participation then the following are most important to consider:

- Participate with others
- Raise money from family and friends
- Easy to do
- Something social
- Commonly done and
- Prefer to ask a few close friends



However, it is worth considering the differences for the following segments and who your event is targeting and how you'll drive the most value from your fundraisers.

### High value donors:

- ✓ Primarily to raise as much money as possible (34.8% vs 22.6%)
- ✓ Gets new people involved with the cause (29.2% vs 22.0%)
- ✓ Something that I can work with other people to do (40.5% vs 31.7%)

### Men more likely to say than women:

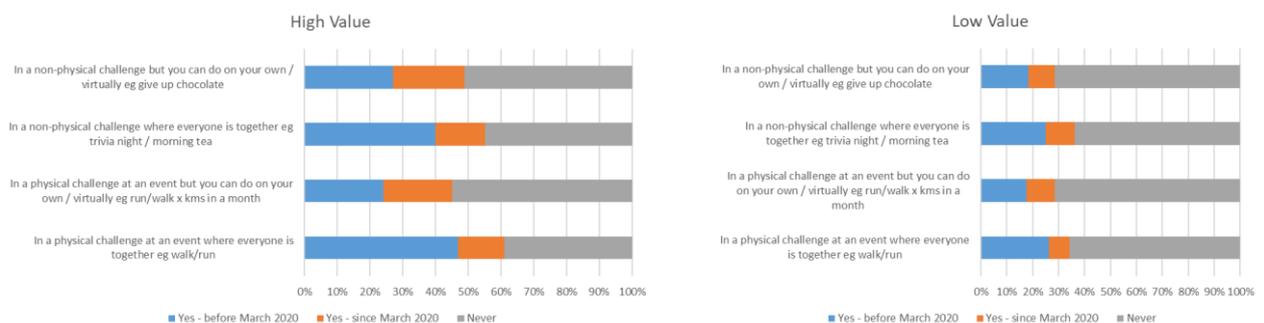
- ✓ Participate in an event that asks many other people to contribute over a few close friends (25.3% vs 15.4%) and asks family and friends versus work colleagues (29.3% vs 23.2%)

- ✓ Participate in an event primarily to raise as much money as possible (27.3% vs 21.3%)

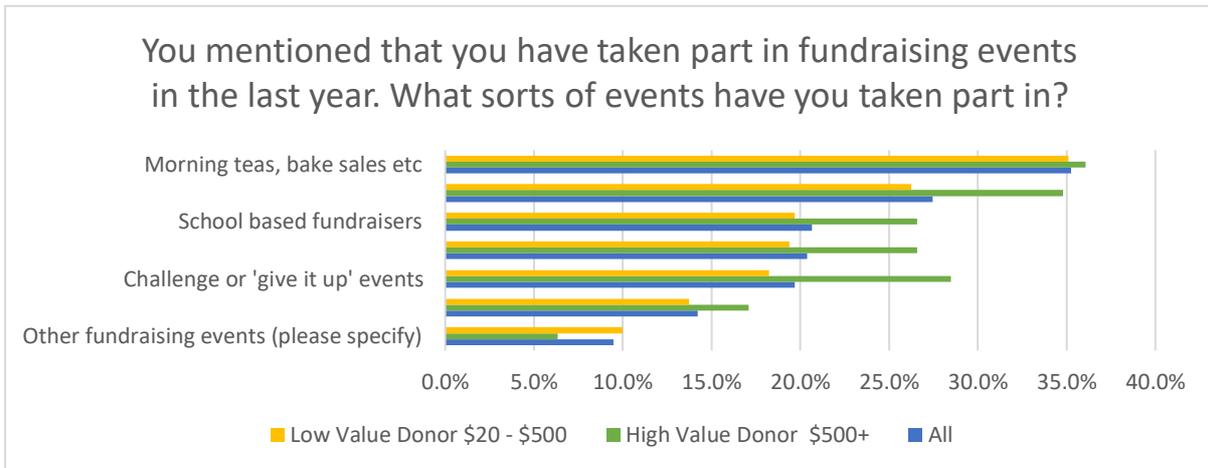
### Age:

- ✓ 19-24 are most looking for “An activity that is unique” (31.5%) and overall skews towards under 44 years while 35years and over more likely to be looking for something easy (40 – 45%)
- ✓ 35 – 44 years are more likely than others to say they are willing to ask many other people to contribute over a few close friends (28%) and generally skews younger.
- ✓ Workplace fundraisers “An activity to raise money from work colleagues” are 25 – 44 years (25-34 28.9% and 35 – 44 25.8% vs 18.8%)
- ✓ 35 – 44 years are also more likely to say “Raise as much money as possible” (30.2% vs 23%)

### Past Event Behaviour:

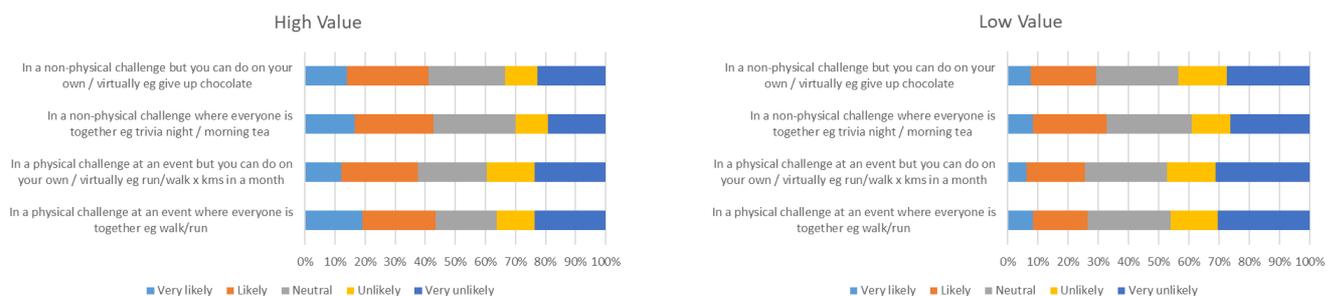


- High Value donors more likely to have participated in all event types before Covid and since Covid all types except social get togethers such as Trivia nights
- Men are statistically more likely to have participated in a virtual event (14.6% vs 10.3%) and social fundraiser (14.6% vs 9.2%) since March
- Event fundraising skews younger under 54 years.

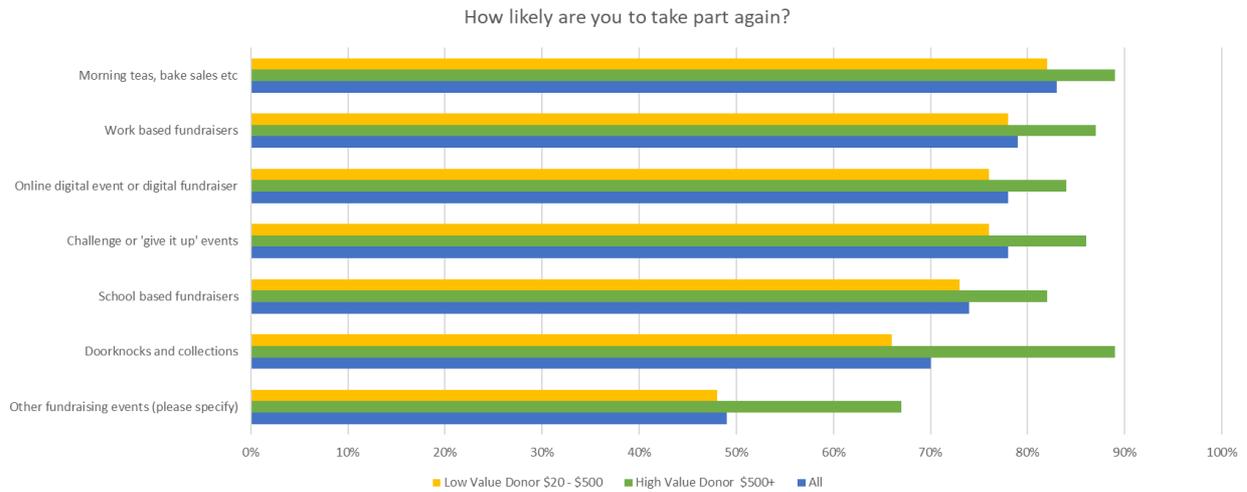


- High value donors are statistically significant to participate in “challenge” events, school & work based fundraisers & online events
- Men more likely doorknockers/collections (16.6% vs 11.7%) and school based fundraisers (24% vs 17.5%)
- Women morning teas/bakes sales (40.3 vs 29.9%) and online fundraising (23.2% vs 17.2%)
- Challenge events / give it up skew younger (under 44)

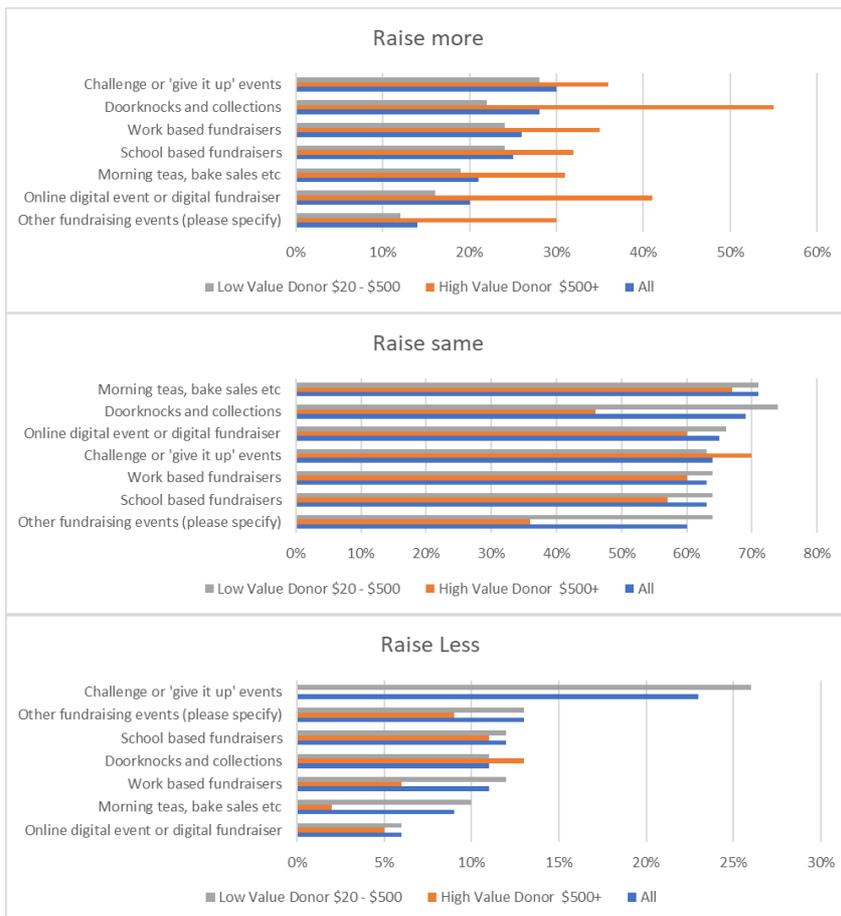
**Future Event Behaviour:**



- High value donors are statistically significant in their over representation as “very likely” to participate in all event types in the coming 12 months.
- Men are more likely to state they are ‘very likely’ (11.8% vs 7.9%) to participate in a physical challenge and women ‘unlikely’ (17.5% vs 12.9%)
- Women are unlikely to participate in a virtual challenge (18.2% vs 13.8%)
- Men (11.4% vs 7.7%) ‘very likely’ to participate in a social fundraiser.
- Virtual events appeal to the 19 – 44 year bracket.

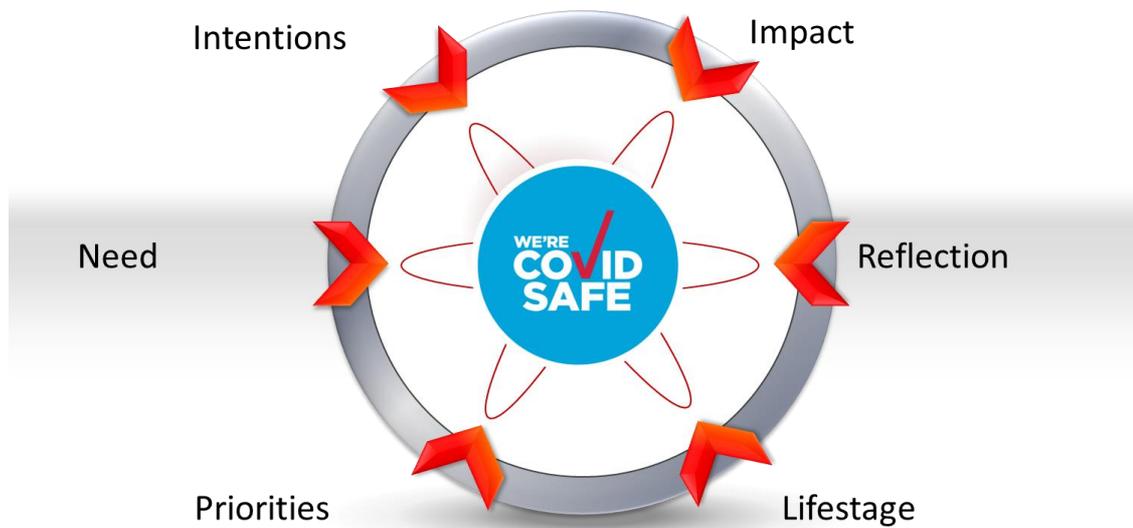


- High value donors are statistically significant to be more likely to participate again in all events except social events which are most popular for all.
- The same skews exist as have participated by event in the past for men and women.



- High value donors are also more likely to say they can raise more for doorknocks/collections, challenges, work fundraisers and online fundraisers
- Younger fundraisers (19 – 44yrs) are more optimistic about raising more

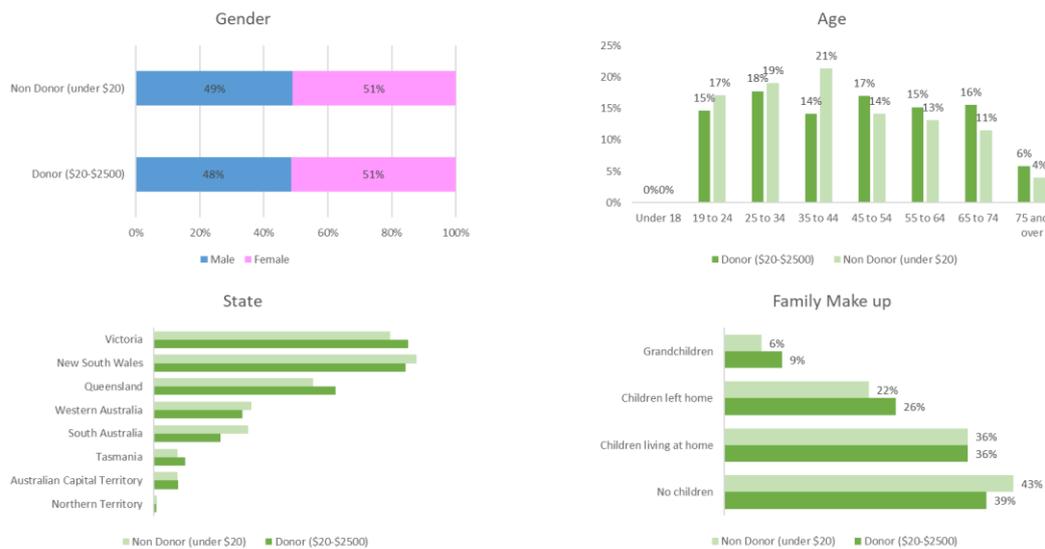
If you are a member of the FIA – Remember to login and listen to the recording our webinar



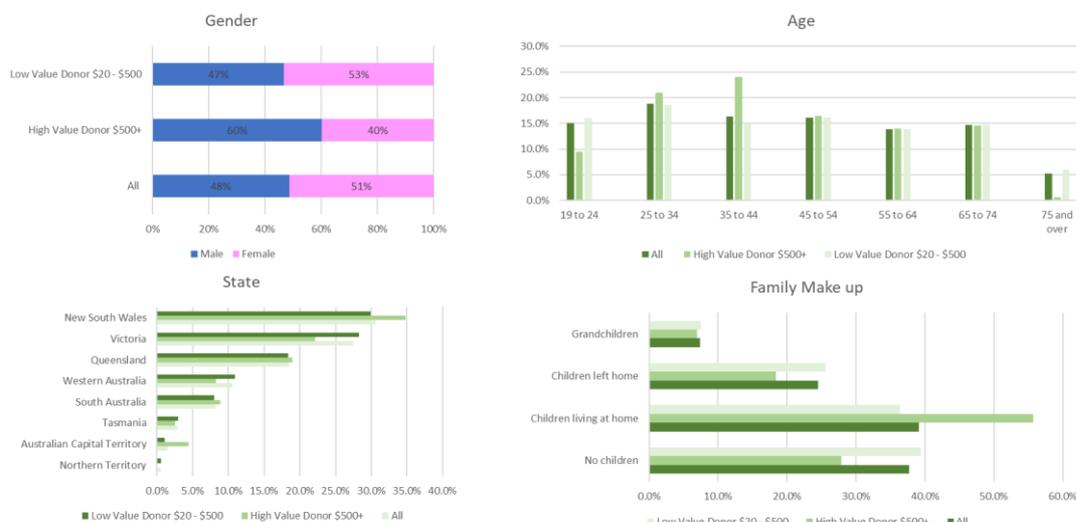
## About the Study

Surveys were completed online using a panel recruited by Qualtrics between 11<sup>th</sup> and 23<sup>rd</sup> September 2020.

The public panel 1 was of 1049 respondents being nationally representative across states, age and gender.



The public panel 2 was of 1188 respondents being nationally representative across states, age and gender.



Analysis was conducted using cross-tabulations and StatsIQ packages.

Data was managed in the following ways for analytical purposes:

Donors: defined as those that said they gave between \$20 and \$2500 in the previous year

Non Donors: defined as those that said they gave \$0 to \$19 in the previous year

Low value donors: those that said they gave between \$20 and \$499

Higher value donors: those that gave \$500 or more

Giving outliers: for average contribution analysis, 29 donors that said they gave more than \$2,500 were removed from analysis to minimise variances in average donations by category area.

The survey consisted of 39 questions with 292 response options, and on average, took respondents 14 minutes to complete. Responses were reviewed to remove any inattentive respondents. Scoring was applied to categorise identities and psychological wellbeing in accordance with the relative academic studies.

Analysis of results was completed between the 5<sup>th</sup> and 8<sup>th</sup> October 2020.

## More Strategic

More Strategic is Australia's leading fundraising, research and experience management consultancy specialising in insight-driven strategies for not-for-profits.

More Strategic has conducted research on behalf of many of Australia's largest and most respected charities. We have a particular passion for collaborative research that is beneficial to the whole charity sector.



## The Authors



Martin Paul is one of Australia's most experienced and respected fundraisers. He has a passion for evidence-based decision making in the not for profit sector and always wants to understand why people do what they do. With a background in economics and marketing, Martin led fundraising teams at WWF, The Heart Foundation and Cancer Council before co-founding More Strategic in 2008. Martin is a popular presenter at fundraising conferences in Australia, Europe and Asia.



Karen is a marketing expert with over 15 years experience across FMCG and NFP marketing. She is the Director, More Impact and was previously Director, Marketing and Fundraising at Cancer Council Australia. Commercially she worked in the UK and Australia with Kraft Foods and was recognized internationally for the best integrated sales & marketing campaign. She presents frequently at FIA, FINZ, IFC and commercially at X4 the largest experience management summit. She was a founding board member of Include a Charity and FIA Conference Chair 2017.

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