

7 DONOR PREFERENCES TO BOOST YEAR-END GIVING



How results from the Global Trends in Giving Report can help you better understand your donors and increase year-end gifts

Introduction

Gifts from individual donors have a huge impact on the nonprofit sector. In fact, they make up 72% of all philanthropic giving.* Do you want a better understanding of these donors? Do you want to know how and why they give?

We do too.

Network for Good partnered with Nonprofit Tech for Good, the Public Interest Registry, and other partners to launch a research endeavor called [The Global Trends in Giving Report](#), that seeks to gain a better understanding of how donors prefer to give and engage with their favorite causes and charitable organizations.

Inside this eGuide, you'll find the US-based donor** responses from the Global Trends in Giving Report, advice on how these insights can improve your donor outreach, and tips on how to improve your year-end fundraising campaign.

GLOBAL TRENDS IN GIVING REPORT PARTNERS



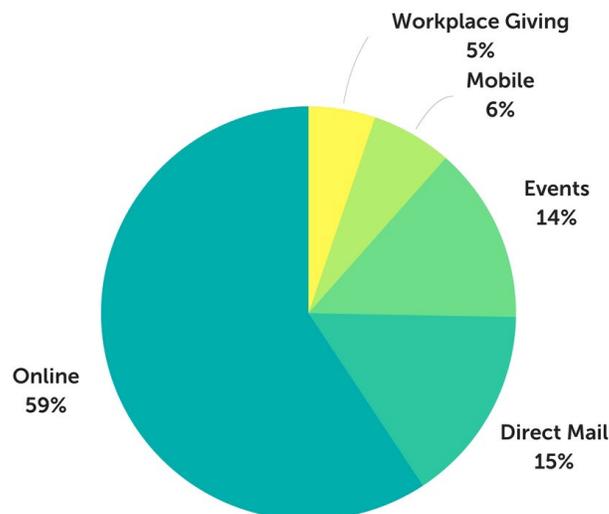
*2016 Giving USA: The Annual Report on Philanthropy

**1,924 donors in the US responded to the Global Trends in Giving Survey

Donors of All Ages Prefer Online Giving

We lead increasingly digital lives. From staying in touch with friends to shopping and banking, there's not much we don't do online. The way we give is no different. The responses from the [Global Trends in Giving Report](#) show that across generations, online giving is the preferred method of supporting nonprofits.

What is your preferred method of donating money to non-profit organizations?



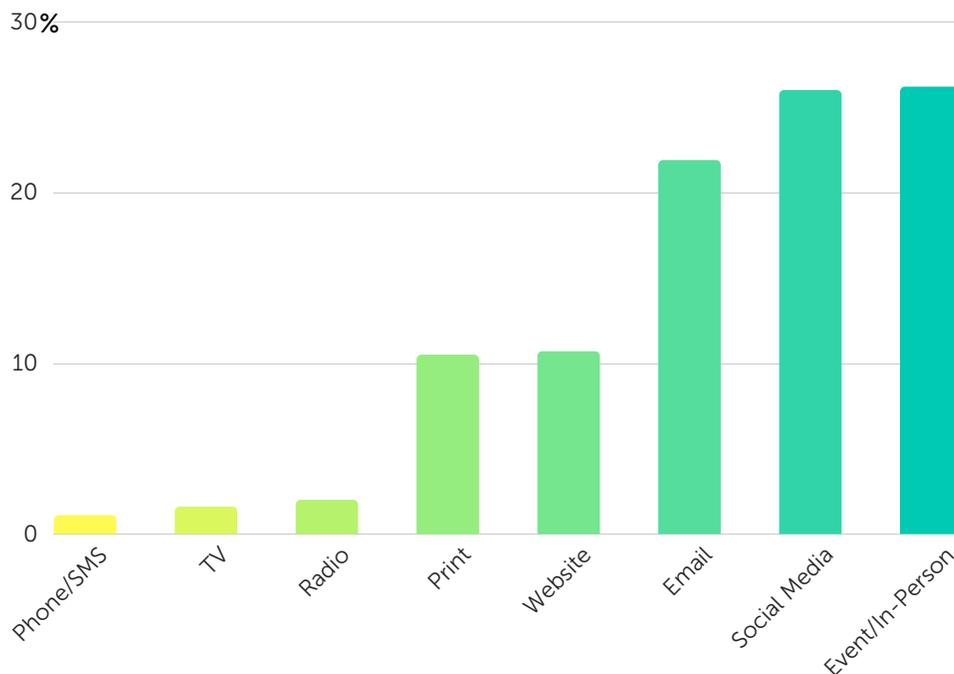
Key Takeaways:

- Ensure your online donation process is easy and convenient.
- Link your [donation page](#) in all your online channels so donors can find it quickly on your website, social media, and emails.
- Invest in a mobile-friendly donation page.
- Give donors the opportunity to set up a recurring gift through your donation page.

Donors Value Both In-Person and Digital Communication

We found that there is no one channel that dramatically stands out as donors' preferred method of communication.

What communication tool most often inspires you to donate?



Key Takeaways:

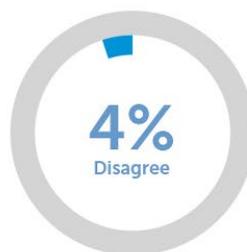
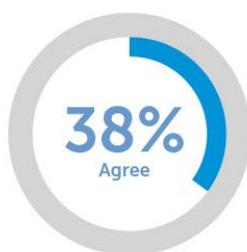
- Engage in multi-channel campaigns that reinforce the same message across all channels. Having a consistent voice on social media, in emails, in direct mail, and through in-person communication helps keep the message consistent and call to action (donate!) obvious.
- Track donor preferences. Survey your donor base and discover their preferred methods of outreach. Consider segmenting donors to determine communications among different demographics (e.g. Baby Boomer vs. Millennial donors).

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- Events, which inspire 26% of donors to give, should always feature an easy way to support your organization. For example, send a text message to attendees with a link to complete a pledge/donation.
 - Your social media accounts, which inspire 26% of donors to give, should always include a link to your organization's donation page in your bio or "About" section.

Refine Digital Outreach to Maintain Donor Relevancy

Donors have high expectations for how nonprofits communicate with them online. With so many channels, voices, and brands your organization needs to test and implement new ideas with new channels to rise above the noise.

Do you agree that NPOs and NGOs must invest in digital communications?



Key Takeaways:

If you haven't already invested in tool to help you manage digital communications. You should consider:

- A tool to help you send mass text messages to donors.
- A social media management tool like [Sprout Social](#), [Meet Edgar](#), or [Hootsuite](#)
- An email marketing tool that helps you easily segment messages to different groups of donors so you can target messages based on interests, past giving, and involvement.

Christmas is the Holiday that Inspires the Most Giving

Year-end giving cannot be ignored. Over [30% of donations](#) are made during the month of December. In addition, this time of year is also when we celebrate days that inspire generosity: Thanksgiving, #GivingTuesday, and Christmas. And of course, donors who have tax benefits in mind will give last-minute gifts before January 1. But 77% donors surveyed for this report noted that December 25 was the day that most inspired them to give.



On a related note, Network for Good customers who kicked off their year-end giving campaigns with a #GivingTuesday push [raised an average of 5x more](#) than customers who didn't launch their year-end campaign on #GivingTuesday.

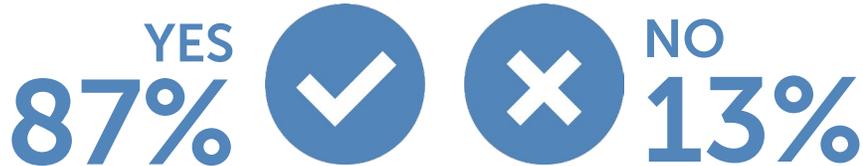
Key Takeaways:

- Year-end is definitely the most important time of year for fundraisers, so start putting your year-end/#GivingTuesday campaign together now.
- Make your campaign “surround sound.” Update all your communications channels with your year-end campaign messaging and branding. Your newsletter, appeals, staff signatures, donation pages, website, social media accounts, and all other external-facing channels should reinforce your campaign’s theme.
- [Download our Year-End Planner](#) to get started on your year-end campaign.

Donors Often Volunteer with Organizations in Addition to Donating

Some organizations assume volunteers and donors are two separate audiences. The Global Trends in Giving Report tells us otherwise. In fact, a majority (87%) of those surveyed reported donating to a nonprofit where they've also served as a volunteer.

Have you donated money to the NPO or NGO that you volunteered for?



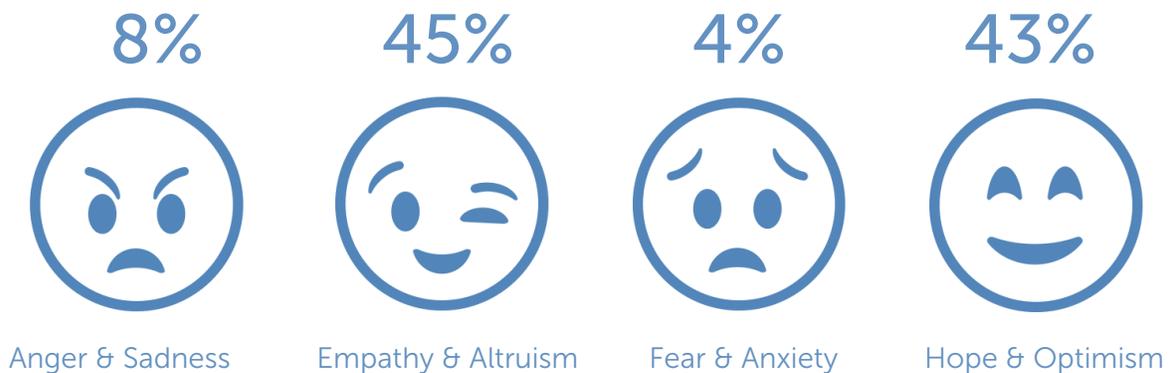
Key Takeaways:

- Don't assume a volunteer isn't interested in becoming a donor to your organization. Fundraisers who believe volunteers are only willing to donate their time are missing out on giving these supporters another way (a financial way) to make an impact.
- Invite donors to take part in special volunteer events. Give them a meaningful experience and an opportunity to connect with your cause and see your work through a service opportunity.

Donors are Not Motivated by Anger and Anxiety

Donors want to be inspired, not scared into supporting your cause. Especially with follow up or thank you pieces, be sure that you show and tell stories that demonstrate the positive impact of your donors' dollars. Hopeful donors are happy donors.

Here are the emotions that motivate donors to give:



Key Takeaways:

- In your upcoming year-end campaign, frame the donor as the hero of the story.
- Check the images and language you use in your nonprofit's marketing and fundraising pieces. Do the images inspire hope or despair? Are faces smiling or frowning?

Donors Believe Your Work is Essential

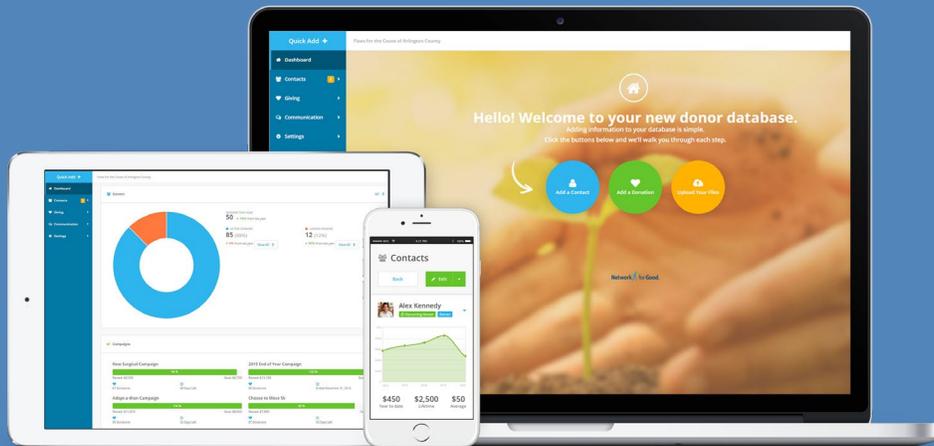
Donors know your work is impacting your community and the world. It's important to remind yourself and your staff that you are a part of making the world a better place for the clients you serve. Meetings, websites, and appeals can distract you from recognizing the overall mission of your organization and the important work you do to make it happen. You're doing great work!

Believe NPOs and NGOs are essential for creating social change. **70%** 

Key Takeaways:

- Share client success stories with your donors through as many channels as you can.
- If you aren't already, share your annual report with your entire database, not just major donors or foundations. This will ensure your entire supporter base sees the amazing outcomes they helped make happen.

RAISE MORE THIS YEAR-END



Network for Good is helping 6,000 emerging nonprofits create more successful fundraising campaigns; we want to help you, too.

Network for Good combines fundraising expertise with simple-to-use technology to provide smarter fundraising software with all the support and coaching you need to get the most out of your investment.



**FUNDRAISING
PAGES**



**DONOR
MANAGEMENT**



**FUNDRAISING
COACHING**

Our suite of tools includes everything you need to grow results, not expenses. Schedule a time to talk with us today!

SCHEDULE A DEMO NOW