

2018 GLOBAL

# Trends in Giving Report

SPONSORED BY PIR.ORG



RESEARCH BY NPTECHFORGOOD.COM



#GIVINGTRENDS18

GIVINGREPORT.NGO

# Table of Contents

**3** About the Report

**5** About the Survey Respondents

## **GLOBAL TRENDS IN GIVING**

**6** Donors Worldwide

**10** Giving Trends by Gender

**11** Giving Trends by Generation

**12** Giving Trends by Ideology

**13** Giving Trends by Religion

**15** Giving Trends by Donor Size

## **DATA SHEETS**

**17** Giving Trends in Africa

**18** Giving Trends in Asia

**19** Giving Trends in Australia & Oceania

**20** Giving Trends in Europe

**21** Giving Trends in North America

**22** Giving Trends in South America

**23** **2018 Global Trends in Giving Report: 25 Key Findings**

**27** **2018 Global Trends in Giving Report: Non-donors**



# About the Report

6,057 DONORS · 119 COUNTRIES

The **Global Trends in Giving Report (givingreport.ngo)** is a research project that seeks to gain a better understanding of how donors prefer to give and engage with their favorite causes and charitable organizations. **Sponsored by the Public Interest Registry** and **researched by Nonprofit Tech for Good**, the report summarizes donor data across six continents about how online and mobile technology effects giving. The report also examines the impact of gender, generation, ideology, religion, and donor size upon giving and volunteerism.

The 2018 Global Trends in Giving Report is unique in that it is the only annual study dedicated to analyzing the giving habits of donors worldwide and is a sister report to the **Global NGO Technology Report (techreport.ngo)**. The data from both reports is meant to help non-governmental organizations (NGOs), non-profit organizations (NPOs), and charities worldwide better understand if they are using technology in the ways that their donors prefer and where they need to improve.

## METHODOLOGY

The 2018 Global Trends in Giving Report is the second edition and based upon the survey results of 6,057 donors worldwide. The survey was conducted and promoted entirely online from April 23 through June 30, 2018. To reach a diverse global audience, the survey was published in Arabic, English, French, Portuguese, and Spanish.

Due to the methodology used, it's important to note that the results only represent the views of respondents that (1) read Arabic, English, French, Portuguese, or Spanish; (2) have access to the Internet; and (3) use email and/or social media. Each year as more NGOs worldwide participate in the survey, the report becomes more accurate in its findings and useful to the NGO community.

### SPONSORED BY



#### Public Interest Registry

PIR.ORG

Based in Reston, VA, the Public Interest Registry is a non-profit organization created by the Internet Society in 2003 to manage the .ORG domain. In 2015, PIR launched the .NGO and .ONG domains to better serve the NGO sector.

### RESEARCH BY



#### Nonprofit Tech for Good

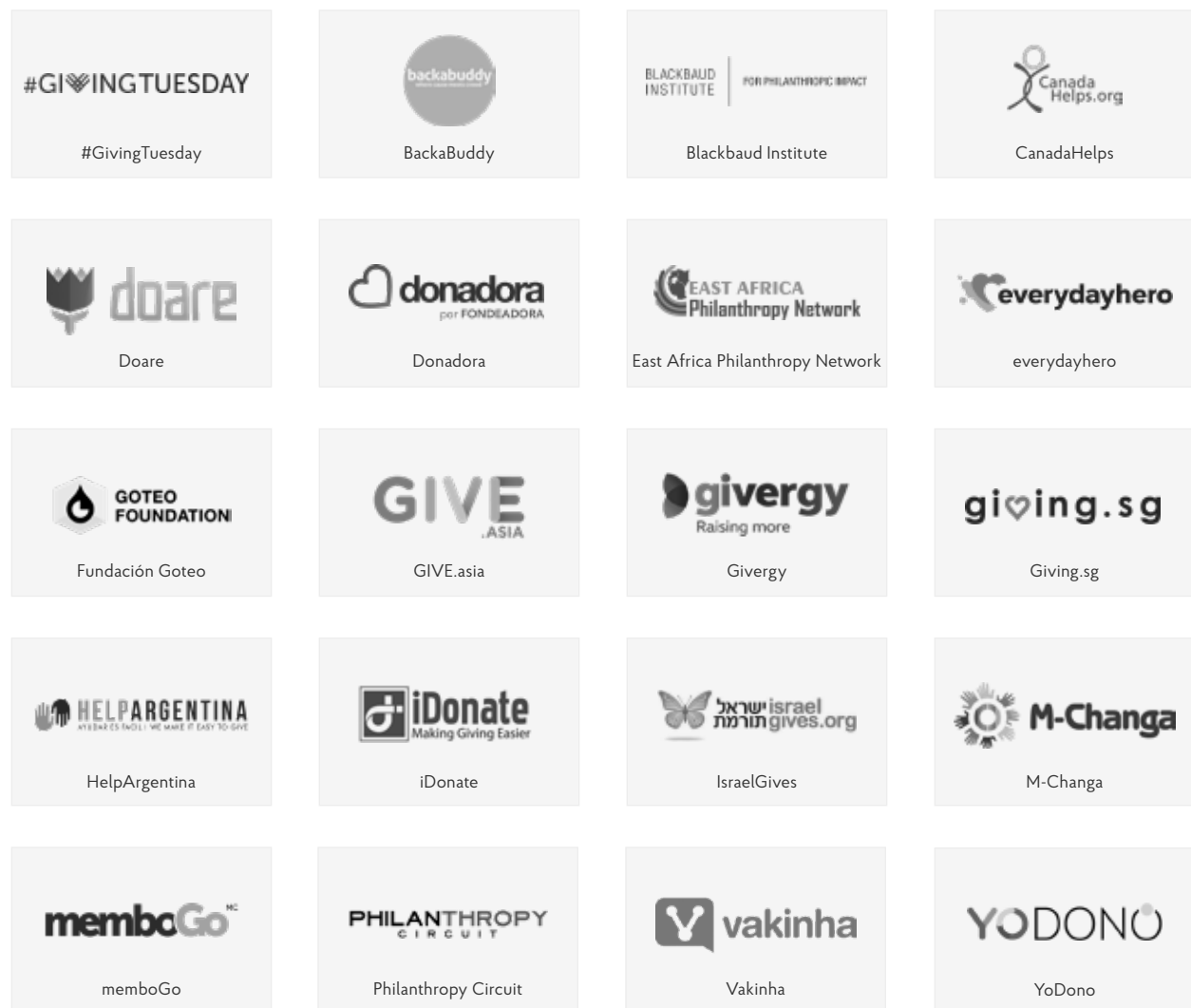
NPTECHFORGOOD.COM

With nearly 100,000 monthly visitors and more than one million followers on social networks, Nonprofit Tech for Good is a leading online fundraising and social media blog for nonprofit professionals worldwide.

## OUR PARTNERSHIP MODEL

Our partnership model is simple and innovative: in exchange for promoting the survey to donors in their country or region, our partners receive the anonymized data and a corresponding infographic for their country or region. Thus far, the majority of donor research conducted has been based on data from donors located in developed countries. Through partnerships, we're able to increase the participation of donors also located in developing and emerging nations thus providing a more diverse, balanced understanding of how donors prefer to give and engage with their favorite causes and charitable organizations.

## 2018 PARTNERS



# About the Survey Respondents

6,057 DONORS · 119 COUNTRIES

## CAUSES DONATED TO

Animals and wildlife **10.5%**  
Arts and culture **4%**  
Children and youth **15%**  
Community development **4.4%**  
Corporate accountability **0.2%**  
Disability rights **3.3%**  
Education and literacy **6.4%**  
Environment and conservation **5.6%**  
Faith and spirituality **6.6%**  
Health and wellness **10.8%**  
Human and civil rights **4.5%**  
Human and social services **8.1%**  
Hunger and homelessness **7.6%**  
International development and relief **6.4%**  
Peace and nonviolence **0.8%**  
Public media and communications **1%**  
Research and public policy **0.7%**  
Women and girls **4.1%**

## COUNTRIES

Canada **23.5%**  
United States **17.9%**  
Brazil **12.3%**  
Singapore **7.1%**  
Israel **6.8%**  
Argentina **4.1%**  
United Kingdom **2.7%**  
Mexico **2.5%**  
Spain **2.3%**  
South Africa **2.1%**  
Other **18.7%**

## CONTINENTS

Africa **6%**  
Asia **20%**  
Australia & Oceania **3%**  
Europe **10%**  
North America **43%**  
South America **18%**

## GENDER

Female **64.7%**  
Male **34.8%**  
Non-binary **0.4%**

## GENERATION

Generation Z (Born 1998 or after) **2.7%**  
Millennials (1981-1997) **32%**  
Generation X (1965-1980) **29.8%**  
Baby Boomers (1946-1964) **29.3%**  
Matures (Before 1946) **6.2%**

## RELIGION

Buddhist **3.6%**  
Christian **47%**  
Hindu **2.1%**  
Jewish **8.5%**  
Muslim **4.2%**  
Nonreligious/Secular **27.8%**  
Sikh **0.2%**  
Other **6.7%**

## IDEOLOGY

Very liberal **23.2%**  
Somewhat liberal **29.5%**  
Moderate **32.8%**  
Somewhat conservative **10.4%**  
Conservative **4%**

## DONOR SIZE

Micro (\$100 USD or less) **30.7%**  
Small (\$101-\$1,000 USD) **43%**  
Mid-size (\$1,001-\$10,000 USD) **22.6%**  
Major (\$10,000 USD or more) **3.7%**



# GLOBAL TRENDS IN GIVING

54%

OF DONORS WORLDWIDE PREFER TO GIVE ONLINE WITH A CREDIT OR DEBIT CARD



45%

ARE ENROLLED IN A MONTHLY GIVING PROGRAM



14%

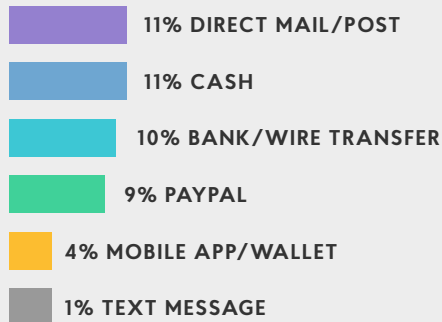
GAVE ON #GIVINGTUESDAY 2017  
-40% DID NOT



46%

OF DONORS WORLDWIDE HAVE NOT HEARD OF #GIVINGTUESDAY

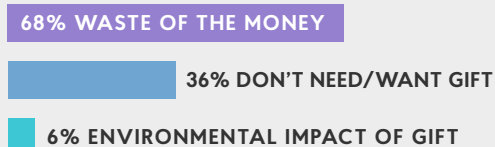
## OTHER PREFERRED METHODS OF GIVING



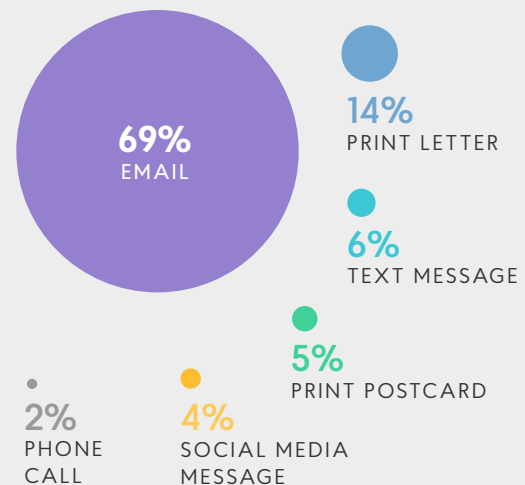
20%

OF DONORS ARE MORE LIKELY TO GIVE IF THEY ARE OFFERED A FREE GIFT  
-80% ARE NOT

## WHY FREE GIFTS DO NOT INSPIRE GIVING



## HOW DONORS PREFER TO BE THANKED FOR THEIR DONATIONS



# GLOBAL TRENDS IN GIVING

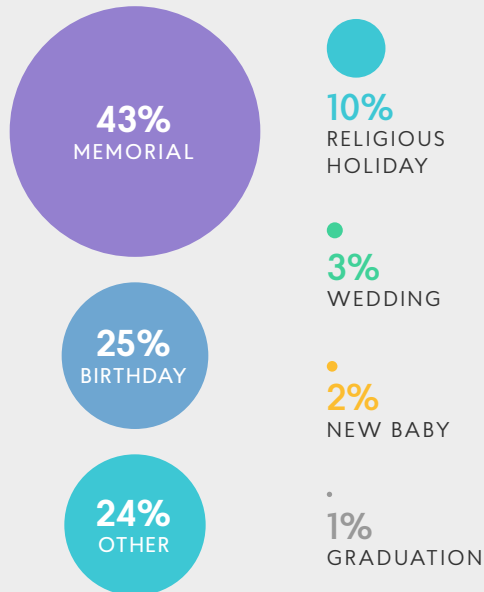
33%

OF DONORS WORLDWIDE GIVE TRIBUTE GIFTS TO FAMILY & FRIENDS

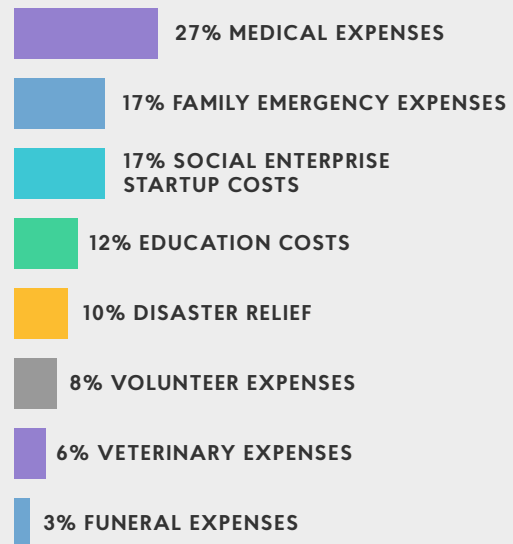
41%

HAVE DONATED TO CROWDFUNDING CAMPAIGNS THAT BENEFIT INDIVIDUALS

## OCCASION OF TRIBUTE GIFTS



## TYPE OF CROWDFUNDING CAMPAIGN



14%

OF DONORS WORLDWIDE HAVE CREATED AN ONLINE PEER-TO-PEER FUNDRAISING CAMPAIGN



16%

OF CROWDFUNDERS DONATE LESS MONEY TO NGOs, NPOs & CHARITIES DUE TO THEIR FINANCIAL SUPPORT OF CROWDFUNDING CAMPAIGNS

# GLOBAL TRENDS IN GIVING

31%

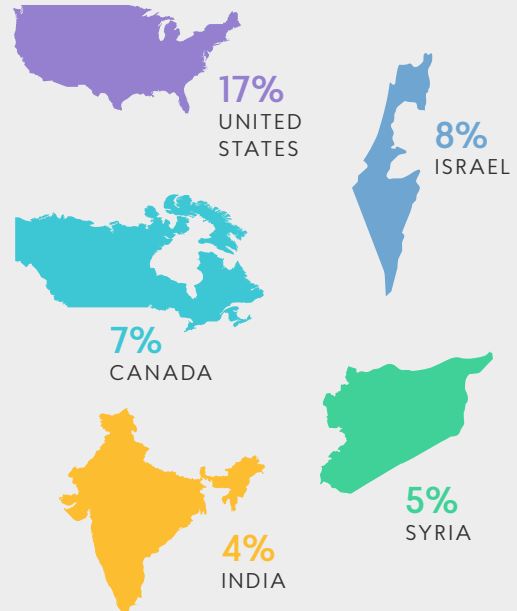
OF DONORS WORLDWIDE GIVE TO NGOs,  
NPOs & CHARITIES LOCATED OUTSIDE OF  
THEIR COUNTRY OF RESIDENCE

41%

GIVE IN RESPONSE TO NATURAL  
DISASTERS



## TOP 5 COUNTRIES GIVEN TO



## LIFESTYLE CHOICES OF DONORS WORLDWIDE

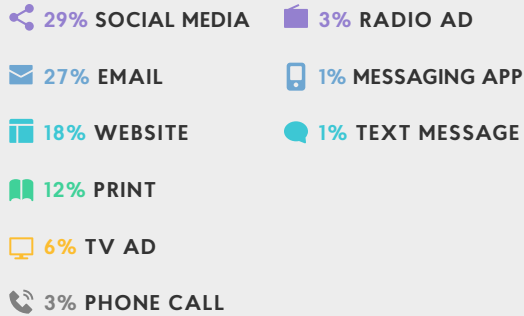
- 67% VOLUNTEER LOCALLY
- 9% VOLUNTEER INTERNATIONALLY
- 56% ATTEND FUNDRAISING EVENTS
- 27% ATTEND MARCHES & PROTESTS
- 91% VOTE REGULARLY
- 72% SIGN ONLINE PETITIONS
- 15% HAVE CHARITABLE GIVING IN THEIR LAST WILL & TESTAMENT

- 92% RECYCLE
- 13% ARE VEGETARIANS
- 56% BUY HUMANELY-RAISED MEAT & DAIRY PRODUCTS
- 39% DONATE FOOD TO FOOD BANKS
- 49% DONATE TOYS TO LOW-INCOME FAMILIES DURING THE HOLIDAYS
- 33% HAVE ADOPTED A PET FROM AN ANIMAL SHELTER

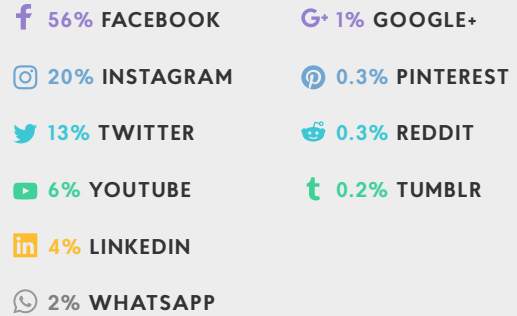


# GLOBAL TRENDS IN GIVING

## COMMUNICATION TOOL THAT MOST INSPIRES GIVING



## SOCIAL MEDIA THAT MOST INSPIRES GIVING



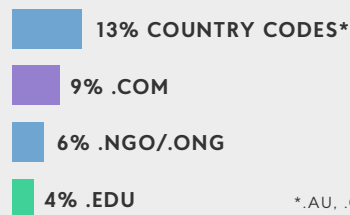
92%

OF DONORS SAY IT IS IMPORTANT THAT NGOs, NPOs & CHARITIES MAKE A CONCERTED EFFORT TO PROTECT THEIR CONTACT & FINANCIAL INFORMATION FROM DATA BREACHES

68%

OF DONORS WORLDWIDE MOST TRUST WEBSITES & EMAIL ADDRESSES THAT USE THE .ORG DOMAIN EXTENSION

## COMPARED TO OTHER DOMAIN EXTENSIONS



\*.AU, .CA, .DE, .UK, ETC.

18%

OF DONORS WORLDWIDE HAVE GIVEN THROUGH FACEBOOK FUNDRAISING TOOLS







OF THOSE,





88%

SAY THEY ARE LIKELY TO GIVE THROUGH FACEBOOK FUNDRAISING TOOLS IN THE FUTURE





# GLOBAL TRENDS IN GIVING **BY GENDER**





## FEMALE DONORS WORLDWIDE

PREFER TO GIVE	
 Online (credit/debit card)	54%
 Direct Mail/Post	11%
 Bank/Wire Transfer	11%
 Cash	10%

MOST INSPIRED TO GIVE BY	
 Social Media	32%
 Email	26%
 Website	17%
 Direct Mail/Post	11%

## MALE DONORS WORLDWIDE

PREFER TO GIVE	
 Online (credit/debit card)	52%
 Cash	12%
 Bank/Wire Transfer	10%
 Direct Mail/Post	10%

MOST INSPIRED TO GIVE BY	
 Email	30%
 Social Media	24%
 Website	19%
 Direct Mail/Post	13%

- 45%** of female donors are enrolled in a monthly giving program
- 35%** give tribute gifts
- 42%** donate to crowdfunding campaigns
- 15%** gave on #GivingTuesday 2017
- 14%** create peer-to-peer fundraising campaigns
- 19%** give through Facebook Fundraising Tools
- 67%** volunteer locally, **8%** internationally
- 59%** attend fundraising events
- 92%** regularly vote, **28%** attend marches and protests, **74%** sign online petitions

- 46%** of male donors are enrolled in a monthly giving program
- 21%** give tribute gifts
- 39%** donate to crowdfunding campaigns
- 12%** gave on #GivingTuesday 2017
- 13%** create peer-to-peer fundraising campaigns
- 14%** give through Facebook Fundraising Tools
- 66%** volunteer locally, **10%** internationally
- 50%** attend fundraising events
- 91%** regularly vote, **24%** attend marches and protests, **69%** sign online petitions

### ABOUT THE DONORS

**3,782 female donors whose top 5 causes are** children and youth (15%), animals and wildlife (13%), health and wellness (10%), human and social services (8%), and hunger and homelessness (8%). **2,033 male donors whose top 5 causes are** children and youth (15%), health and wellness (11%), human and social services (9%), faith and spirituality (8%), and hunger and homelessness (8%).

# GLOBAL TRENDS IN GIVING BY GENERATION

## MILLENNIAL DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	55%
Cash	14%
Bank/Wire Transfer	11%
PayPal	9%

MOST INSPIRED TO GIVE BY	
Social Media	39%
Email	23%
Website	20%
Direct Mail/Post	6%

- 40%** of Millennial donors are enrolled in a monthly giving program
- 26%** give tribute gifts
- 46%** donate to crowdfunding campaigns
- 15%** gave on #GivingTuesday 2017
- 16%** give through Facebook Fundraising Tools
- 64%** volunteer locally, **9%** internationally
- 55%** attend fundraising events
- 87%** regularly vote, **32%** attend marches and protests, **73%** sign online petitions

## GEN X DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	55%
Bank/Wire Transfer	12%
Cash	10%
PayPal	10%

MOST INSPIRED TO GIVE BY	
Social Media	33%
Email	26%
Website	19%
Direct Mail/Post	9%

- 49%** of Gen X donors are enrolled in a monthly giving program
- 31%** give tribute gifts
- 45%** donate to crowdfunding campaigns
- 14%** gave on #GivingTuesday 2017
- 19%** give through Facebook Fundraising Tools
- 64%** volunteer locally, **8%** internationally
- 56%** attend fundraising events
- 91%** regularly vote, **26%** attend marches and protests, **72%** sign online petitions

## BABY BOOMER DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	54%
Direct Mail/Post	19%
Bank/Wire Transfer	10%
PayPal	8%

MOST INSPIRED TO GIVE BY	
Email	33%
Social Media	19%
Direct Mail/Post	18%
Website	16%

- 49%** of Baby Boomer donors are enrolled in a monthly giving program
- 41%** give tribute gifts
- 35%** donate to crowdfunding campaigns
- 15%** gave on #GivingTuesday 2017
- 21%** give through Facebook Fundraising Tools
- 71%** volunteer locally, **9%** internationally
- 58%** attend fundraising events
- 96%** regularly vote, **24%** attend marches and protests, **71%** sign online petitions

## ABOUT THE DONORS

**1,868 Millennial donors whose top 5 causes are** children and youth (16%), animals and wildlife (13%), health and wellness (9%), hunger and homelessness (8%), and education (7%). **1,741 Gen X donors whose top 5 causes are** children and youth (17%), animals and wildlife (11%), health and wellness (10%), human and social services (8%), and hunger and homelessness (7%). **1,708 Baby Boomer donors whose top 5 causes are** health and wellness (13%), children and youth (12%), human and social services (10%), animals and wildlife (9%), and faith and spirituality (9%).

# GLOBAL TRENDS IN GIVING BY IDEOLOGY

## LIBERAL DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	56%
Direct Mail/Post	11%
Bank/Wire Transfer	10%
PayPal	10%

MOST INSPIRED TO GIVE BY	
Social Media	31%
Email	29%
Website	17%
Direct Mail/Post	11%

## MODERATE DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	53%
Cash	13%
Bank/Wire Transfer	12%
PayPal	8%

MOST INSPIRED TO GIVE BY	
Social Media	30%
Email	24%
Website	19%
Direct Mail/Post	11%

## CONSERVATIVE DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	53%
Direct Mail/Post	15%
Cash	11%
Bank/Wire Transfer	10%

MOST INSPIRED TO GIVE BY	
Email	28%
Social Media	24%
Website	17%
Direct Mail/Post	16%

**48%** of liberal donors are enrolled in a monthly giving program

**36%** give tribute gifts

**45%** donate to crowdfunding campaigns

**18%** gave on #GivingTuesday 2017

**20%** give through Facebook Fundraising Tools

**68%** volunteer locally, **9%** internationally

**59%** attend fundraising events

**93%** regularly vote, **37%** attend marches and protests, **79%** sign online petitions

**41%** of moderate donors are enrolled in a monthly giving program

**30%** give tribute gifts

**38%** donate to crowdfunding campaigns

**10%** gave on #GivingTuesday 2017

**16%** give through Facebook Fundraising Tools

**64%** volunteer locally, **8%** internationally

**52%** attend fundraising events

**90%** regularly vote, **16%** attend marches and protests, **67%** sign online petitions

**50%** of conservative donors are enrolled in a monthly giving program

**34%** give tribute gifts

**35%** donate to crowdfunding campaigns

**15%** gave on #GivingTuesday 2017

**16%** give through Facebook Fundraising Tools

**71%** volunteer locally, **10%** internationally

**58%** attend fundraising events

**92%** regularly vote, **12%** attend marches and protests, **62%** sign online petitions

## ABOUT THE DONORS

**2,501 liberal donors whose top 5 causes are** children and youth (13%), animals and wildlife (11%), health and wellness (10%), human and social services (8%), and international development (8%). **1,556 moderate donors whose top 5 causes are** children and youth (17%), health and wellness (13%), animals and wildlife (11%), human and social services (8%), and hunger and homelessness (8%). **684 conservative donors whose top 5 causes are** faith and spirituality (19%), children and youth (15%), human and social services (10%), hunger and homelessness (10%), and animals and wildlife (9%).

# GLOBAL TRENDS IN GIVING BY RELIGION

## BUDDHIST DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	69%
Bank/Wire Transfer	12%
Cash	10%
PayPal	9%

MOST INSPIRED TO GIVE BY	
Email	30%
Social Media	25%
Website	24%
TV Ad	8%

## CHRISTIAN DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	52%
Direct Mail/Post	13%
Cash	12%
Bank/Wire Transfer	11%

MOST INSPIRED TO GIVE BY	
Social Media	29%
Email	27%
Website	16%
Direct Mail/Post	8%

## HINDU DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	45%
Cash	28%
Bank/Wire Transfer	12%
Direct Mail/Post	7%

MOST INSPIRED TO GIVE BY	
Email	33%
Social Media	27%
Website	17%
Text Message	6%

**39%** of Buddhist donors are enrolled in a monthly giving program

**24%** give tribute gifts

**34%** donate to crowdfunding campaigns

**8%** gave on #GivingTuesday 2017

**15%** give through Facebook Fundraising Tools

**51%** volunteer locally, **9%** internationally

**29%** attend fundraising events

**72%** regularly vote, **10%** attend marches and protests, **43%** sign online petitions

**45%** of Christian donors are enrolled in a monthly giving program

**33%** give tribute gifts

**37%** donate to crowdfunding campaigns

**14%** gave on #GivingTuesday 2017

**20%** give through Facebook Fundraising Tools

**70%** volunteer locally, **8%** internationally

**62%** attend fundraising events

**94%** regularly vote, **21%** attend marches and protests, **70%** sign online petitions

**36%** of Hindu donors are enrolled in a monthly giving program

**36%** give tribute gifts

**38%** donate to crowdfunding campaigns

**13%** gave on #GivingTuesday 2017

**16%** give through Facebook Fundraising Tools

**73%** volunteer locally, **19%** internationally

**36%** attend fundraising events

**68%** regularly vote, **32%** attend marches and protests, **54%** sign online petitions

## ABOUT THE DONORS

**210 Buddhist donors whose top 5 causes are** children and youth (21%), health and wellness (17%), animals and wildlife (12%), disability rights (10%), and human and social services (10%). **2,744 Christian donors whose top 5 causes are** children and youth (17%), faith and spirituality (11%), health and wellness (11%), animals and wildlife (10%), and human and social services (8%). **122 Hindu donors whose top 5 causes are** children and youth (16%), health and wellness (12%), animals and wildlife (10%), education (10%), and women and girls (10%).

# GLOBAL TRENDS IN GIVING BY RELIGION

## JEWISH DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	53%
PayPal	17%
Direct Mail/Post	15%
Bank/Wire Transfer	7%

MOST INSPIRED TO GIVE BY	
Email	33%
Social Media	22%
Website	15%
Direct Mail/Post	14%

## MUSLIM DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	35%
Cash	28%
Mobile App/Wallet	11%
Bank/Wire Transfer	10%

MOST INSPIRED TO GIVE BY	
Social Media	36%
Email	24%
Website	12%
Phone Call	8%

## NON-RELIGIOUS DONORS WORLDWIDE

PREFER TO GIVE	
Online (credit/debit card)	59%
PayPal	11%
Bank/Wire Transfer	10%
Direct Mail/Post	8%

MOST INSPIRED TO GIVE BY	
Social Media	32%
Email	27%
Website	20%
Direct Mail/Post	10%

**50%** of Jewish donors are enrolled in a monthly giving program

**47%** give tribute gifts

**55%** donate to crowdfunding campaigns

**14%** gave on #GivingTuesday 2017

**11%** give through Facebook Fundraising Tools

**71%** volunteer locally, **8%** internationally

**50%** attend fundraising events

**96%** regularly vote, **27%** attend marches and protests, **76%** sign online petitions

**45%** of Muslim donors are enrolled in a monthly giving program

**37%** give tribute gifts

**52%** donate to crowdfunding campaigns

**14%** gave on #GivingTuesday 2017

**11%** give through Facebook Fundraising Tools

**70%** volunteer locally, **24%** internationally

**52%** attend fundraising events

**78%** regularly vote, **34%** attend marches and protests, **69%** sign online petitions

**48%** of non-religious donors are enrolled in a monthly giving program

**30%** give tribute gifts

**43%** donate to crowdfunding campaigns

**16%** gave on #GivingTuesday 2017

**17%** give through Facebook Fundraising Tools

**61%** volunteer locally, **7%** internationally

**54%** attend fundraising events

**92%** regularly vote, **36%** attend marches and protests, **78%** sign online petitions





## ABOUT THE DONORS





**493 Jewish donors whose top 5 causes are** children and youth (19%), hunger and homelessness (12%), health and wellness (11%), human and social services (11%), and faith and spirituality (8%). **246 Muslim donors whose top 5 causes are** children and youth (18%), hunger and homelessness (13%), community development (9%), women and girls (9%), and education (8%). **1,624 non-religious donors whose top 5 causes are** animals and wildlife (13%), children and youth (11%), health and wellness (10%), human and civil rights (8%), and international development (8%).

# GLOBAL TRENDS IN GIVING BY DONOR SIZE

## MICRO-DONORS WORLDWIDE





\$100 USD OR LESS





PREFER TO GIVE	
 Online (credit/debit card)	49%
 Cash	18%
 Bank/Wire Transfer	11%
 PayPal	9%

MOST INSPIRED TO GIVE BY	
 Social Media	40%
 Email	18%
 Website	18%
 TV Ads	7%

## SMALL DONORS WORLDWIDE

\$101-\$1,000 USD

PREFER TO GIVE	
 Online (credit/debit card)	57%
 Bank/Wire Transfer	10%
 Direct Mail/Post	10%
 PayPal	9%

MOST INSPIRED TO GIVE BY	
 Social Media	29%
 Email	28%
 Website	19%
 Direct Mail/Post	11%

- 28%** of micro-donors are enrolled in a monthly giving program
- 22%** give tribute gifts
- 41%** donate to crowdfunding campaigns
- 9%** gave on #GivingTuesday 2017
- 14%** give through Facebook Fundraising Tools
- 56%** volunteer locally, **8%** internationally
- 48%** attend fundraising events
- 87%** regularly vote, **30%** attend marches and protests, **75%** sign online petitions

- 50%** of small donors are enrolled in a monthly giving program
- 31%** give tribute gifts
- 42%** donate to crowdfunding campaigns
- 15%** gave on #GivingTuesday 2017
- 18%** give through Facebook Fundraising Tools
- 67%** volunteer locally, **7%** internationally
- 57%** attend fundraising events
- 92%** regularly vote, **27%** attend marches and protests, **73%** sign online petitions





### ABOUT THE DONORS





**1,677 micro-donors whose top 5 causes are** children and youth (18%), animals and wildlife (14%), health and wellness (9%), hunger and homelessness (8%), and education (7%). **2,351 small donors whose top 5 causes are** children and youth (14%), health and wellness (12%), human and social services (8%), women and girls (9%), and hunger and homelessness (7%).

# GLOBAL TRENDS IN GIVING BY DONOR SIZE

## MID-SIZE DONORS WORLDWIDE





\$1,001-\$10,000 USD





PREFER TO GIVE	
 Online (credit/debit card)	55%
 Direct Mail/Post	19%
 Bank/Wire Transfer	9%
 PayPal	8%

MOST INSPIRED TO GIVE BY	
 Email	33%
 Social Media	20%
 Direct Mail/Post	19%
 Website	16%

## MAJOR DONORS WORLDWIDE

\$10,000 USD OR MORE

PREFER TO GIVE	
 Online (credit/debit card)	45%
 Direct Mail/Post	25%
 Bank/Wire Transfer	16%
 PayPal	6%

MOST INSPIRED TO GIVE BY	
 Email	33%
 Direct Mail/Post	22%
 Website	17%
 Social Media	13%

- 58%** of mid-size donors are enrolled in a monthly giving program
- 49%** give tribute gifts
- 40%** donate to crowdfunding campaigns
- 19%** gave on #GivingTuesday 2017
- 24%** give through Facebook Fundraising Tools
- 77%** volunteer locally, **10%** internationally
- 63%** attend fundraising events
- 95%** regularly vote, **23%** attend marches and protests, **67%** sign online petitions

- 53%** of major donors are enrolled in a monthly giving program
- 57%** give tribute gifts
- 37%** donate to crowdfunding campaigns
- 22%** gave on #GivingTuesday 2017
- 33%** give through Facebook Fundraising Tools
- 81%** volunteer locally, **19%** internationally
- 69%** attend fundraising events
- 95%** regularly vote, **19%** attend marches and protests, **62%** sign online petitions

### ABOUT THE DONORS

**1,235 mid-size donors whose top 5 causes are** faith and spirituality (13%), children and youth (12%), health and wellness (11%), human and social services (10%), and international development (9%). **204 major donors whose top 5 causes are** faith and spirituality (18%), human and social services (11%), international development (10%), children and youth (9%), and health and wellness (8%).



## DATA SHEET

# Giving Trends in Africa

**32%** of donors in Africa prefer to give cash, **25%** online (credit/debit card), **15%** through a mobile app/wallet, **14%** by bank/wire transfer, and **7%** via text message.

**27%** are enrolled in a monthly giving program.

**61%** prefer to be thanked for their donations by email, **17%** via text message, **8%** by print letter, **7%** by phone call, and **6%** by social media message.

**9%** donated on #GivingTuesday 2017, **28%** did not. **62%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **62%** gave to one organization, **35%** to two or three, and **3%** gave to four or more.

**38%** of donors in Africa give tribute gifts. The top five occasions are birthdays (**23%**), memorials (**17%**), weddings (**12%**), a new baby (**9%**), and religious holidays (**7%**).

**50%** donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**39%**), education costs (**14%**), volunteer expenses (**13%**), start-up costs for a social enterprise (**10%**), and disaster relief (**9%**). Of those that give to crowdfunding campaigns, **28%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**45%** are more likely to donate if they are offered a free gift in exchange for their donation.

**18%** create online peer-to-peer fundraising campaigns to benefit organizations.

**20%** give to organizations located outside of their country of residence.

**40%** donate in response to natural disasters.

**14%** have charitable giving in their last will and testament.

**60%** of donors in Africa are more likely to trust organizations that use the .org domain extension for website and email communications.

**63%** say they are most likely to give repeatedly to an organization if they receive regular communication about the work the organization is doing and the impact that their donation is making.

**40%** are most inspired to give by social media, email (**20%**), and TV ads (**9%**). Of those inspired by social media, Facebook (**51%**) has the largest impact, then Instagram (**23%**) and Twitter (**12%**). Messaging apps (**3%**), text messages (**4%**), and print (**4%**) are the least inspiring.

**10%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **100%** said they are likely to donate through Facebook again.

**87%** do not want organizations to share their contact information with other organizations. **95%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.

**73%** of donors in Africa volunteer. **68%** attend fundraising events. **30%** attend marches or protests. **83%** regularly vote. **72%** sign online petitions.



## ABOUT THE DONORS

**352 donors whose top 5 causes are** children and youth (22%), hunger and homelessness (11%), animals and wildlife (10%), education and literacy (9%), and community development (8%). **Top 5 countries:** South Africa (36%), Kenya (29%), Nigeria (20%), Tanzania (5%), and Uganda (3%). 63% are female, 37% male. 58% are Millennials, 26% Gen Xers, and 10% are Baby Boomers. 70% are Christian, 13% non-religious, and 12% are Muslim. 61% are micro-donors, 32% small, 6% mid-size, and 1% are major donors.

## DATA SHEET

# Giving Trends in Asia

**51%** of donors in Asia prefer to give online (credit/debit card), **13%** via PayPal, **12%** in cash, **10%** through direct mail/post, and **9%** by bank/wire transfer.

**41%** are enrolled in a monthly giving program.

**71%** prefer to be thanked for their donations by email, **11%** by print letter, **6%** via text message, **5%** by phone call, and **6%** by print postcard.

**10%** donated on #GivingTuesday 2017, **27%** did not. **63%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **51%** gave to one organization, **34%** to two or three, **13%** gave to four to six, and **2%** gave to seven or more.

**28%** of donors in Asia give tribute gifts. The top five occasions are memorials (**31%**), birthdays (**25%**), religious holidays (**12%**), weddings (**4%**), and a new baby (**2%**).

**44%** donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**29%**), family emergency expenses (**18%**), start-up costs for a social enterprise (**18%**), disaster relief (**11%**), and education costs (**11%**). Of those that give to crowdfunding campaigns, **22%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**25%** are more likely to donate if they are offered a free gift in exchange for their donation.

**10%** create online peer-to-peer fundraising campaigns to benefit organizations.

**44%** give to organizations located outside of their country of residence.

**34%** donate in response to natural disasters.

**15%** have charitable giving in their last will and testament.

**65%** of donors in Asia are more likely to trust organizations that use the .org domain extension for website and email communications.

**69%** say they are most likely to give repeatedly to an organization if they receive regular communication about the work the organization is doing and the impact that their donation is making.

**29%** are most inspired to give by email, social media (**26%**), and by an organization's website (**21%**). Of those inspired by social media, Facebook (**63%**) has the largest impact, then Instagram (**13%**) and YouTube (**9%**). Messaging apps (**1%**), radio ads (**2%**), and text messages (**2%**) are the least inspiring.

**9%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **90%** said they are likely to donate through Facebook again.

**81%** do not want organizations to share their contact information with other organizations. **90%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.

**60%** of donors in Asia volunteer. **32%** attend fundraising events. **18%** attend marches or protests. **80%** regularly vote. **61%** sign online petitions.



### ABOUT THE DONORS

**1,145 donors whose top 5 causes are** children and youth (18%), health and wellness (12%), human and social services (11%), hunger and homelessness (9%), and animals and wildlife (8%). **Top 5 countries:** Singapore (37%), Israel (35%), India (11%), Bangladesh (6%), and Pakistan (5%). 51% are female, 49% male. 35% are Gen Xers, 34% Millennials, and 20% are Baby Boomers. 30% are Jewish, 16% Muslim, and 14% are Buddhist. 42% are small donors, 31% micro, 21% mid-size, and 6% are major donors.

## DATA SHEET

# Giving Trends in Australia & Oceania

**59%** of donors in Australia & Oceania prefer to give online (credit/debit card), **13%** in cash, **9%** by direct mail/post, **8%** by bank/wire transfer, and **8%** via PayPal.

**51%** are enrolled in a monthly giving program.

**74%** prefer to be thanked for their donations by email, **10%** by print letter, **7%** via text message, **4%** by print postcard, and **4%** by social media message.

**1%** donated on #GivingTuesday 2017, **49%** did not. **50%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **100%** gave to one organization.

**37%** of donors in Australia & Oceania give tribute gifts. The top five occasions are memorials (**34%**), religious holidays (**21%**), birthdays (**9%**), weddings (**4%**), and a new baby (**2%**).

**42%** donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**24%**), start-up costs for a social enterprise (**24%**), family emergency expenses (**16%**), volunteer expenses (**16%**), and disaster relief (**7%**). Of those that give to crowdfunding campaigns, **10%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**14%** are more likely to donate if they are offered a free gift in exchange for their donation.

**21%** create online peer-to-peer fundraising campaigns to benefit organizations.

**39%** give to organizations located outside of their country of residence.

**31%** donate in response to natural disasters.

**13%** have charitable giving in their last will and testament.

**65%** of donors in Australia & Oceania are more likely to trust organizations that use the .org domain extension for website and email communications.

**54%** say they are most likely to give repeatedly to an organization if they receive regular communication about the work the organization is doing and the impact that their donation is making.

**31%** are most inspired to give by social media, email (**30%**), and by an organization's website (17%). Of those inspired by social media, Facebook (54%) has the largest impact, then Instagram (**21%**) and LinkedIn (10%). Messaging apps (**0.2%**), text messages (**1%**), and radio ads (**2%**) are the least inspiring.

**7%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **100%** said they are likely to donate through Facebook again.

**85%** do not want organizations to share their contact information with other organizations. **95%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.

**79%** of donors in Australia & Oceania volunteer. **75%** attend fundraising events. **15%** attend marches or protests. **92%** regularly vote. **79%** sign online petitions.



## ABOUT THE DONORS

**161 donors whose top 5 causes are** children and youth (15%), international development (12%), animals and wildlife (10%), health and wellness (9%), and hunger and homelessness (9%). **Top 4 countries:** Australia (64%), New Zealand (33%), American Samoa (2%), and Fiji (1%). 76% are female, 24% male. 37% are Millennials, 32% Gen Xers, and 27% are Baby Boomers. 48% are non-religious, 37% Christian, and 4% are Jewish. 60% are small donors, 22% micro, 15% mid-size, and 3% are major donors.

## DATA SHEET

# Giving Trends in Europe

**46%** of donors in Europe prefer to give online (credit/debit card), **20%** by bank/wire transfer, **11%** via PayPal, **10%** in cash, and **5%** by direct mail/post.

**52%** are enrolled in a monthly giving program.

**68%** prefer to be thanked for their donations by email, **10%** by print letter, **8%** via text message, **6%** by social media message, and **5%** by print postcard.

**10%** donated on #GivingTuesday 2017, **48%** did not. **42%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **64%** gave to one organization, **32%** to two or three, and **4%** gave to four or more.

**28%** of donors in Europe give tribute gifts. The top five occasions are birthdays (**30%**), memorials (**22%**), religious holidays (**13%**), a new baby (**4%**), and weddings (**12%**).

**47%** donate to crowdfunding campaigns that benefit individuals. The top five causes are start-up costs for a social enterprise (**39%**), medical expenses (**16%**), volunteer expenses (**15%**), education costs (**11%**), and disaster relief (**10%**). Of those that give to crowdfunding campaigns, **16%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**21%** are more likely to donate if they are offered a free gift in exchange for their donation.

**20%** create online peer-to-peer fundraising campaigns to benefit organizations.

**44%** give to organizations located outside of their country of residence.

**37%** donate in response to natural disasters.

**10%** have charitable giving in their last will and testament.

**64%** of donors in Europe are more likely to trust organizations that use the .org domain extension for website and email communications.

**58%** say they are most likely to give repeatedly to an organization if they receive regular communication about the work the organization is doing and the impact that their donation is making.

**32%** are most inspired to give by social media, email (**25%**), and by an organization's website (**20%**). Of those inspired by social media, Facebook (**53%**) has the largest impact, then Twitter (**21%**) and Instagram (**16%**). Messaging apps (**1%**), text messages (**1%**), and phone calls (**2%**) are the least inspiring.

**16%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **94%** said they are likely to donate through Facebook again.

**82%** do not want organizations to share their contact information with other organizations. **91%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.

**61%** of donors in Europe volunteer. **57%** attend fundraising events. **42%** attend marches or protests. **92%** regularly vote. **84%** sign online petitions.



### ABOUT THE DONORS

**579 donors whose top 5 causes are** children and youth (15%), international development (12%), animals and wildlife (9%), health and wellness (9%), and human and civil rights (9%). **Top 5 countries:** United Kingdom (28%), Spain (23%), France (9%), Germany (6%), and Ireland (5%). 61% are female, 39% male. 39% are Gen Xers, 34% Millennials, and 24% are Baby Boomers. 47% are non-religious, 41% Christian, and 3% are Jewish. 51% are small donors, 34% micro, 12% mid-size, and 3% are major donors.

## DATA SHEET

# Giving Trends in North America

**60%** of donors in North America prefer to give online (credit/debit card), **17%** by direct mail/post, **8%** via PayPal, **6%** in cash, and **5%** by bank/wire transfer.

**46%** are enrolled in a monthly giving program.

**68%** prefer to be thanked for their donations by email, **20%** by print letter, **5%** by print postcard, **3%** by social media message, and **3%** via text message.

**22%** donated on #GivingTuesday 2017, **52%** did not. **26%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **56%** gave to one organization, **36%** to two or three, **5%** gave to four to six, **2%** to seven to nine, and **1%** to ten or more.

**43%** of donors in North America give tribute gifts. The top five occasions are memorials (**56%**), birthdays (**10%**), religious holidays (**10%**), weddings (**2%**), and a new baby (**1%**).

**36%** donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**25%**), family emergency expenses (**23%**), start-up costs for a social enterprise (**14%**), disaster relief (**13%**), and education costs (**10%**). Of those that give to crowdfunding campaigns, **10%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**15%** are more likely to donate if they are offered a free gift in exchange for their donation.

**16%** create online peer-to-peer fundraising campaigns to benefit organizations.

**31%** give to organizations located outside of their country of residence.

**50%** donate in response to natural disasters.

**20%** have charitable giving in their last will and testament.

**73%** of donors in North America are more likely to trust organizations that use the .org domain extension for website and email communications.

**56%** say they are most likely to give repeatedly to an organization if they receive regular communication about the work the organization is doing and the impact that their donation is making.

**31%** are most inspired to give by email, social media (**25%**), and by an organization's website (**17%**). Of those inspired by social media, Facebook (**51%**) has the largest impact, then Instagram (**15%**) and Twitter (**15%**). Messaging apps (**0.4%**), text messages (**1%**), and phone calls (**2%**) are the least inspiring.

**28%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **87%** said they are likely to donate through Facebook again.

**83%** do not want organizations to share their contact information with other organizations. **93%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.

**76%** of donors in North America volunteer. **66%** attend fundraising events. **25%** attend marches or protests. **95%** regularly vote. **69%** sign online petitions.



## ABOUT THE DONORS

**2,605 donors whose top 5 causes are** health and wellness (12%), children and youth (11%), animals and wildlife (9%), faith and spirituality (9%), and human and social services (8%). **Top 3 countries:** Canada (53%), United States (40%), and Mexico (6%). 70% are female, 30% male. 41% are Baby Boomers, 25% Gen Xers, and 23% are Millennials. 55% are Christian, 33% non-religious, and 4% are Jewish. 45% are small donors, 35% mid-size, 15% micro, and 5% are major donors.

## DATA SHEET

# Giving Trends in South America



**46%** of donors in South America prefer to give online (credit/debit card), **20%** by bank/wire transfer, **11%** via PayPal, **10%** in cash, and **5%** by direct mail/post.

**50%** are enrolled in a monthly giving program.

**72%** prefer to be thanked for their donations by email, **8%** via text message, **7%** by print letter, **6%** by social media message, and **5%** by a print postcard.

**4%** donated on #GivingTuesday 2017, **21%** did not. **75%** have never heard of #GivingTuesday. Of those who gave on #GivingTuesday 2017, **56%** gave to one organization, **34%** to two or three, **5%** to four to six, **3%** to seven to nine, and **2%** gave to ten or more.

**13%** of donors in South America give tribute gifts. The top five occasions are birthdays (**39%**), religious holidays (**9%**), weddings (**7%**), memorials (**6%**), and a new baby (**5%**).

**45%** donate to crowdfunding campaigns that benefit individuals. The top five causes are medical expenses (**31%**), education costs (**18%**), veterinary expenses (**15%**), start-up costs for a social enterprise (**12%**), and family emergency expenses (**11%**). Of those that give to crowdfunding campaigns, **17%** say that they give less to organizations due to their financial support of crowdfunding campaigns.

**20%** are more likely to donate if they are offered a free gift in exchange for their donation.

**6%** create online peer-to-peer fundraising campaigns to benefit organizations.

**16%** give to organizations located outside of their country of residence.

**27%** donate in response to natural disasters.

**6%** have charitable giving in their last will and testament.

**63%** of donors in South America are more likely to trust organizations that use the .org domain extension for website and email communications.

**60%** say they are most likely to give repeatedly to an organization if they receive regular communication about the work the organization is doing and the impact that their donation is making.

**41%** are most inspired to give by social media, an organization's website (**19%**), and email (**18%**). Of those inspired by social media, Facebook (**50%**) has the largest impact, then Instagram (**30%**) and YouTube (**8%**). Radio ads (**2%**), text messages (**2%**), and phone calls (**5%**) are the least inspiring.

**10%** have donated directly to an organization using Facebook Fundraising Tools. Of those, **85%** said they are likely to donate through Facebook again.

**80%** do not want organizations to share their contact information with other organizations. **93%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.

**76%** of donors in North America volunteer. **66%** attend fundraising events. **25%** attend marches or protests. **95%** regularly vote. **69%** sign online petitions.



### ABOUT THE DONORS

**1,033 donors whose top 5 causes are** children and youth (19%), animals and wildlife (17%), human and social services (9%), education and literacy (7%), and hunger and homelessness (7%). **Top 3 countries:** Brazil (70%), Argentina (23%), and Chile (4%). 71% are female, 29% male. 43% are Millennials, 34% Gen Xers, and 19% are Baby Boomers. 63% are Christian, 22% non-religious, and 1% are Jewish. 59% are micro-donors, 35% small, 5% mid-size, and 1% are major donors.

# 25 Key Findings

Six thousand fifty-seven donors completed the 2018 Global Trends in Giving Survey and based on their responses, the donor community worldwide is made up of primarily women (**65%**) who have a liberal ideology (**53%**), characterize themselves as religious (**72%**), and give between (\$101-\$1,000 USD) annually (**43%**). These donors are most likely to support the causes of children and youth (**15%**), health and wellness (**11%**), and animals and wildlife (**11%**).

1

**54%** of donors worldwide prefer to give online with a credit or debit card and **9%** through PayPal. Donors are much less likely to give through mobile apps/wallets (**4%**) and through text message (**1%**). Increased access to online and mobile giving technology in Africa, Asia, and South America will likely grow these numbers significantly in coming years.

2

**29%** of donors worldwide say that social media is the tool that most inspires them to give, however, email is a close second at **27%**. In third place is an organization's website at **18%**. Together, digital communications inspire **74%** of donors to give. Organizations must invest in technology to stay relevant.

3

Of those donors inspired by social media, **56%** say that Facebook inspires them the most. **20%** say Instagram, and **13%** say Twitter. **18%** of donors worldwide have donated to a charitable organization directly through Facebook. Of those, **88%** say they are likely to give again through Facebook. Of all social media worldwide, Facebook dominates and its new fundraising tools will likely transform global giving.

4

Traditional TV and radio only inspire **9%** of donors to give, but that number could increase if internet-based TV and radios apps, such as Netflix and Pandora, tailored their programming and advertising services to cater to organizations. Smart-home voice assistants, such as the Amazon Echo and Google Home, could also provide new ways of giving.

5

Messaging apps have very little impact on donors. Only **1%** of donors worldwide say that they are inspired to give by messaging apps. Of those, **59%** named WhatsApp as the most inspirational. **30%** said Facebook Messenger and **5%** said Snapchat. If Facebook extended their fundraising tools to WhatsApp (owned by Facebook) and Facebook Messenger, messaging apps would likely become much more powerful in their ability to raise money for charitable organizations.

6

Crowdfunding campaigns that benefit individuals are growing in popularity worldwide. **41%** of donors to charitable organizations also donate to online crowdfunding campaigns that benefit individuals. Worrisome to some organizations, but not surprising, **16%** of these donors say that they give less money to organizations due to their crowdfunding. Peer-to-peer fundraising campaigns to benefit their favorite NPO or NGO.

7

**33%** of donors worldwide give tribute gifts and the top three occasions are memorials (**43%**), birthdays (**25%**), and religious holidays (**10%**). That said, very few organizations actively promote tribute giving and doing so would likely result in a steady revenue stream. Baby Boomers are most likely to give tribute gifts at **41%**. **31%** of Gen Xers give tribute gifts as do **26%** of Millennials. Inspiring giving while peace and non-violence is the least likely to inspire giving.

8

Generational differences are lessening due to technological advances. Millennials, Gen Xers, and Baby Boomers all prefer to give online and digital communications significantly influence their giving. Baby Boomers are the generation most likely to give as a result of direct mail/post (**18%**), but overall, all generations are becoming more homogeneous and tech-based in their giving habits.

9

Religious donors are more likely to give to charitable organizations that provide basic needs and support the causes of children and youth, health and wellness, and hunger and homelessness. Non-religious donors are more likely to give to the causes of animals and wildlife, human and civil rights, and international development and relief. Older and mid-size major donors are the most likely to be religious while younger micro and small donors are the most likely to be non-religious.

10

Donors of all sizes prefer to give online, however, micro-donors are the most likely to give cash while major donors are the most likely to give through direct mail/post. That said, no matter how they give, the vast majority of donors (**69%**) prefer to be thanked for their donations via email.

11

Donors are very involved with their favorite causes and charitable organizations offline. **67%** volunteer locally, **9%** volunteer internationally, and **56%** attend fundraising events. Individuals that give money are also willing to give their time. Donors are also highly engaged in civic life. **91%** vote regularly, **72%** sign online petitions, and **27%** attend marches and protests.

12

**31%** of donors worldwide give to organizations outside of their country of residence. Online giving technology—combined with access to a 24/7 global news cycle and more affordable international travel—has led to an increase in donors with an empathic worldview.

13

Privacy rights are a growing concern for donors. **80%** do not want organizations to share their contact information with other organizations and **92%** want organizations to make a concerted effort to protect their contact and financial information from data breaches.





## AFRICA

14

**32%** of donors in Africa prefer to give cash which is the highest of any region. Charitable organizations in Africa have limited access to traditional online fundraising technology, however, as the sector evolves over the next decade, much of that cash giving will likely transition to online and mobile giving.

15

In Africa, newly launched crowdfunding services that enable individuals to create online fundraising campaigns to raise money for personal expenses, such as medical bills and education costs, are pioneering online giving. As a result, at **50%** African donors have the highest rate of donating to personal crowdfunding campaigns in the world.



## ASIA

16

Asian donors are primarily driven by digital communications. **51%** prefer to give online and **41%** are enrolled in a monthly giving program. Email (**29%**), social media (**26%**), and an organization's website (**21%**) inspire the most giving. Rapid advancement in technology across the Asian continent over the last decade has laid a foundation for the Asian donor community to emerge as a tremendous force for good worldwide.

17

Tied with European donors, at **44%** Asian donors are also most likely to give to organizations located outside of their country of residence. At **12%**, Asian donors also have a high rate of volunteering internationally compared to the global average of **9%**.



## AUSTRALIA & OCEANIA

18

Only **1%** of donors in Australia & Oceania gave on #GivingTuesday 2017, the lowest of any region. They also are the least likely to give through Facebook (**7%**). With more awareness, both #GivingTuesday and Facebook Fundraising Tools could provide significant new funding for charitable organizations in Australia & Oceania.

19

At **75%**, donors in Australia & Oceania attend fundraising events more than any other region, and at **21%**, they are also the most likely to create peer-to-peer fundraising campaigns to benefit organizations. It's also worth noting that, at **60%**, donors in Australia & Oceania are most likely to be small donors.



## EUROPE

20

At **39%**, Europe has more Gen X donors than any other region. **61%** are female and **47%** are non-religious. Also, tied with donors in Australia & Oceania, European donors are the most likely to give to international development and relief (**12%**). Finally, European donors are unique in that they give more to human and civil rights (**9%**) than other any region.

21

Tied with donors in South America, European donors are the most likely to give through bank/wire transfer at **20%**. **52%** are enrolled in a monthly giving program, the highest of any region. Finally, at **16%**, European donors are the most likely to volunteer internationally.



## NORTH AMERICA

22

**60%** of donors in North America prefer to give online with a credit or debit card, the highest of any region. Only **6%** prefer to give cash, the lowest of any region. **22%** gave on #GivingTuesday 2017 and **28%** have donated through Facebook—the highest rates worldwide and likely due to the fact that #GivingTuesday originated in North America and Facebook Fundraising Tools were first launched in the United States.

23

North American donors are also the most likely to be inspired to give by email (**31%**) and consequently, the most likely to trust websites and email addresses that come from a .org domain extension (**73%**). North America also has the highest rate of Baby Boomer donors (**41%**) and donors who have charitable giving in their last will and testament (**20%**).



## SOUTH AMERICA

24

Donors in South America are the least likely to have heard of #GivingTuesday (**75%**) and only **6%** have created a peer-to-peer fundraising campaign. With more awareness, both #GivingTuesday and peer-to-peer fundraising technology could provide significant new funding for charitable organizations in South America

25

Donors in South America are unique from other regions in that they are more likely to be inspired to give by Instagram (**30%**), give the most to support the cause of animals and wildlife (**17%**), and characterize themselves as religious (**78%**).

# About the Survey Respondents

1,049 NON-DONORS • 83 COUNTRIES

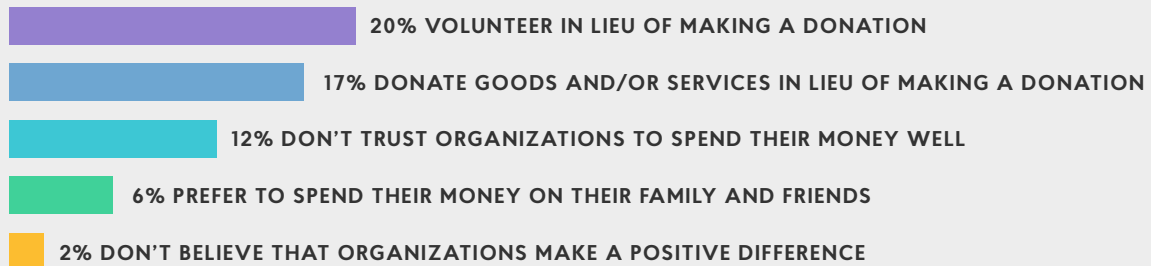
43%

OF NON-DONORS SAY THE PRIMARY REASON THEY DO NOT GIVE MONEY TO NGOs, NPOs, AND CHARITIES IS BECAUSE THEY DO NOT HAVE THE FINANCIAL RESOURCES

52%

OF NON-DONORS SAY IT IS UNLIKELY THEY WILL GIVE MONEY TO AN NPO, NGO, OR CHARITY WITHIN THE NEXT 12 MONTHS

## OTHER REASONS FOR NOT GIVING MONEY



## LIFESTYLE CHOICES OF NON-DONORS WORLDWIDE



**Thank you** to the 6,057 donors and 1,049 non-donors worldwide that participated in the 2018 Global Trends in Giving Survey.

**Your contribution is greatly appreciated.**

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