

DONOR loyalty

The Donor Loyalty Study surveyed 1,136 donors in the U.S. to better understand donor behavior and what drives donor loyalty.

IT'S ALL ABOUT ME!

HOW THEY GIVE

56% donated goods and services

sent check in the mail **44%**

40% donated online

WHY THEY GIVE

"I'M PASSIONATE ABOUT THE CAUSE"

"I KNOW THE ORGANIZATION DEPENDS ON MY DONATION"

"I KNOW SOMEONE AFFECTED BY THE CAUSE"

WHERE THEY GIVE



VOLUNTEERING AND EVENTS LEAD TO MORE DONATIONS

73% of those who volunteer ARE MORE LIKELY TO DONATE AGAIN.

74% of those who attend an event ARE MORE LIKELY TO DONATE AGAIN.

CONTENT IS MONEY

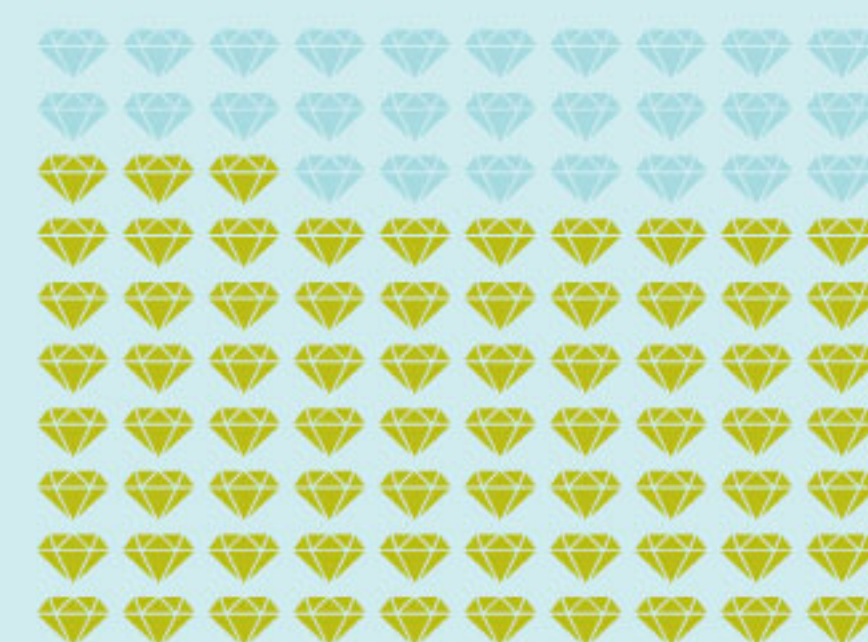
72% OF DONORS MAY STOP DONATING BECAUSE OF UNSATISFACTORY CONTENT

CONTENT DANGER ZONE

MOST FRUSTRATING AND COMMON OFFENSES

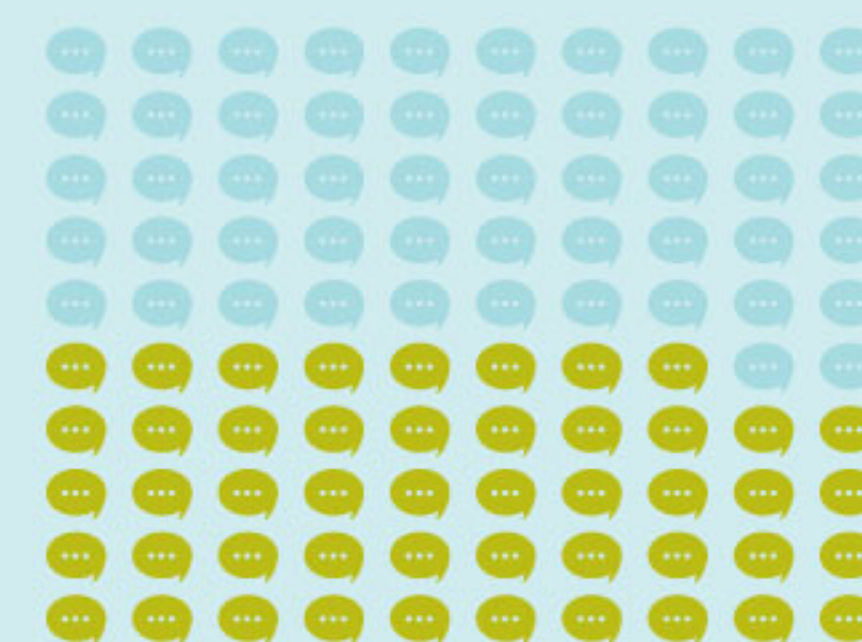


QUALITY MATTERS



72% of donors say receiving thought-out, polished content matters.
34% say it matters very much!

FREQUENCY MATTERS



57% of donors would like communication at least monthly.

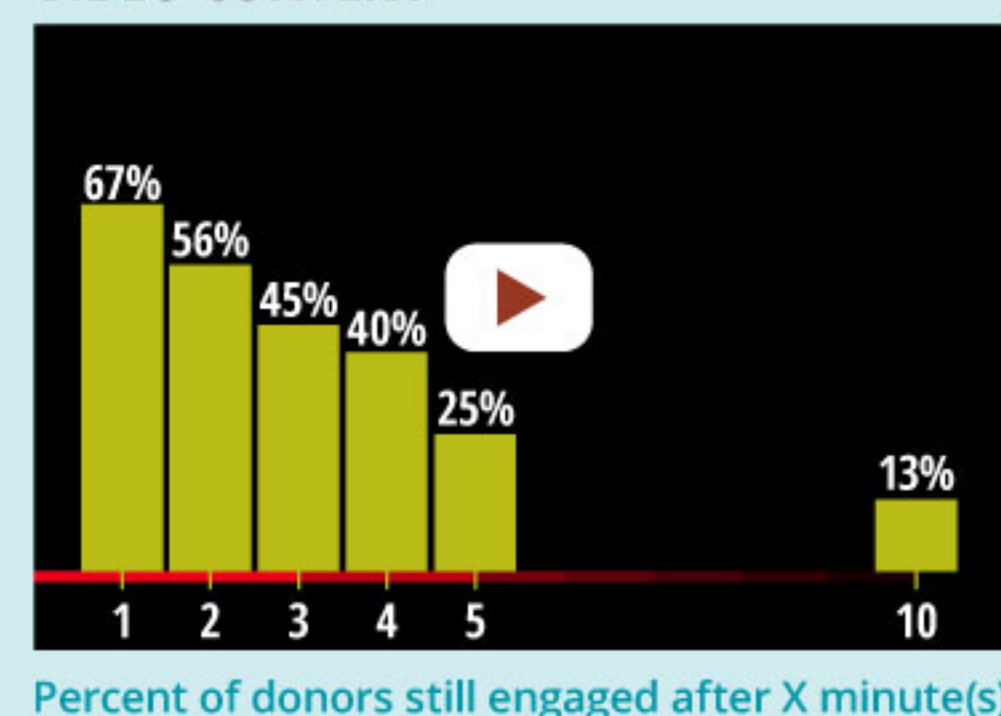
PERSONALIZATION MATTERS

71% of donors say personalized messages make them feel more engaged.

of donors say personalized messages make them feel a little creeped out. **15%**

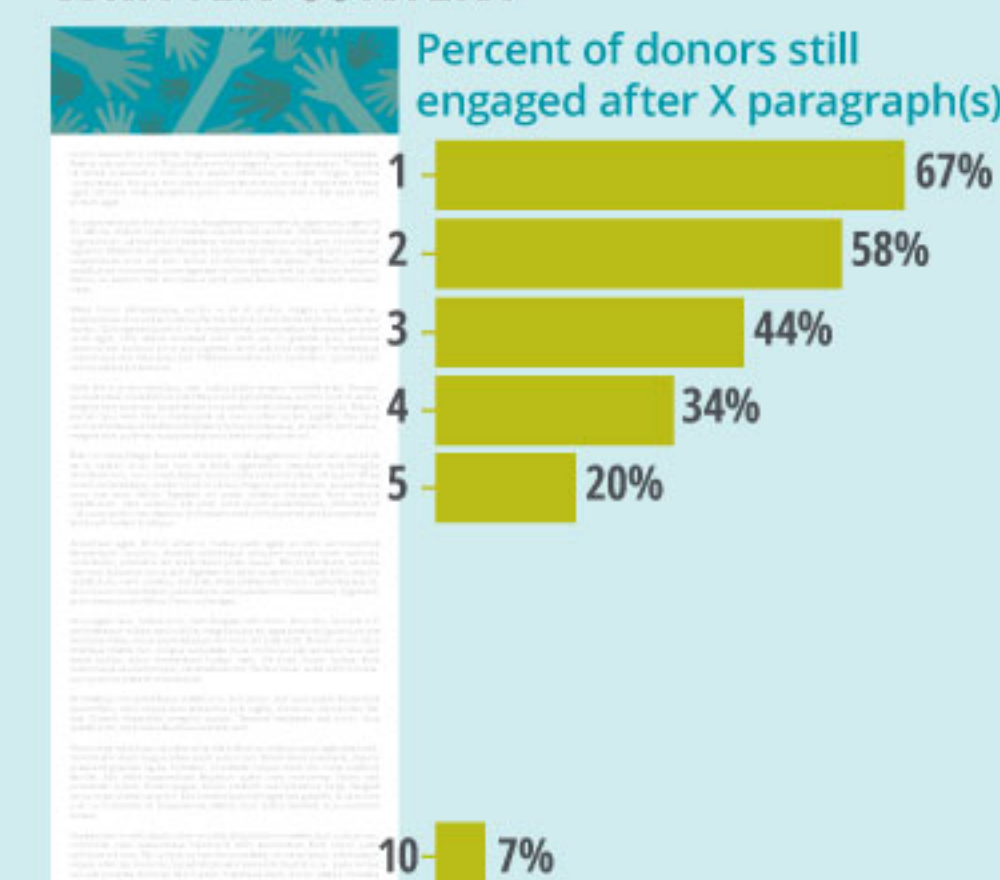
LENGTH MATTERS

VIDEO CONTENT



Percent of donors still engaged after X minute(s)

WRITTEN CONTENT



CONTENT IN CONTEXT

INSPIRING ME TO ACTION

Short YouTube video under 2 minutes

Short letter or online article 2-3 paragraphs

Post on Facebook

Post on Facebook

MOST POWERFUL FOR TELLING THE ORGANIZATION'S STORY

Short YouTube video under 2 minutes

Medium-length YouTube video 2-10 minutes

Long-form article more than a page

LIKELIEST TO KEEP ME ENGAGED WITH THE ORGANIZATION

Short letter or online article 2-3 paragraphs

Post on Facebook

A short, self-contained email

EASIEST TO CONSUME AND UNDERSTAND

Short YouTube video under 2 minutes

Short letter or online article 2-3 paragraphs

A short, self-contained email

GENERATIONAL BREAKDOWN

	MILLENNIALS 1981-1997	GEN Xers 1965-1980	BOOMERS 1946-1964	MATURES 1945 or earlier
Number of nonprofits supported (average)	3.7	3.4	4.1	5.5
Total \$ donations in past year (median)	\$238	\$465	\$478	\$683
Preferred donation method	Online	Online	Check in the mail	Check in the mail
Preferred communication frequency	2X MONTH OR MORE	MONTHLY OR MORE	MONTHLY OR MORE	QUARTERLY OR LESS
Preferred causes to support	36% 34% 33%	39% 38% 31%	42% 41% 39%	48% 43% 39%

Learn more about this Study at Abila.com/DonorLoyaltyStudy

abila