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

**How They Give**
- 56% donated goods and services
- 44% sent checks in the mail
- 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**
- Social Services Organizations
- Health or Disease Charities
- Children and Youth Development
- Animal Welfare or Shelters

**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:
  - Too vague
  - Inconvenient format
  - Dull and boring
  - Irrelevant programs

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

**Length Matters**
- Percent of donors still engaged after X minutes:

**Content in Context**
- Inspiring me to action:
- Most powerful for telling the organization's story:
- Likeliest to keep me engaged with the organization:
- Easiest to consume and understand:

**Generational Breakdown**
- Gen Xers: 1965-1980
- Boomers: 1946-1964
- Matures: 1945 or older

- Number of nonprofits supported (average):
  - Millennials: 3.7
  - Gen Xers: 3.4
  - Boomers: 4.1
  - Matures: 5.5

- Total donations in past year (median):
  - Millennials: $238
  - Gen Xers: $465
  - Boomers: $478
  - Matures: $683

- Preferred donation method:
  - Online
  - In the mail

- Preferred communication frequency:
  - Monthly or more
  - Quarterly or less

- Preferred causes to support:
  - Dollars
  - Dollars

Learn more about this study at Abila.com/DonorLoyaltyStudy