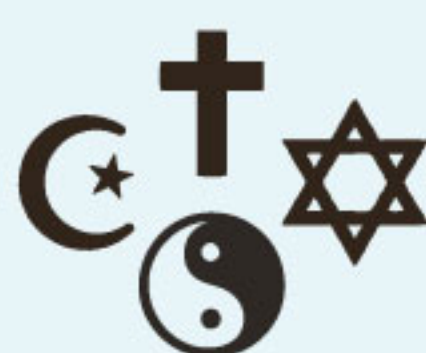


MOST POPULAR
CAUSESPlaces of
WorshipHealth or
Disease CharitiesSocial Service
OrganizationsHOW THEY LIKE
TO ENGAGE

67%

Donated goods
and services

56%

Donated through
a check in the mail

51%



Donated online

43%



Volunteered

31%

Attended or
participated in a
fundraising event

31%



Spread the word

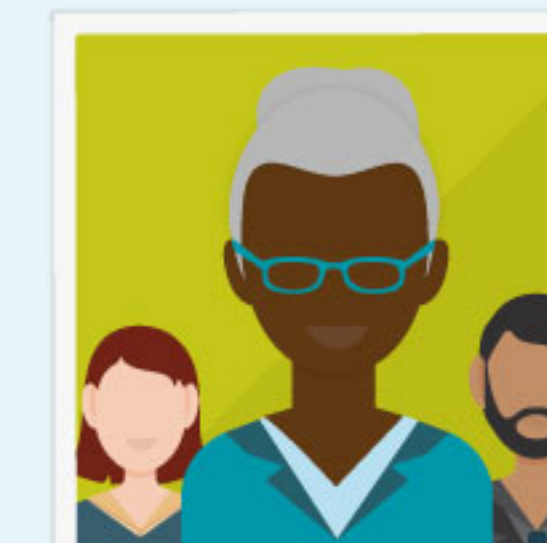
HIGH-WEALTH DONORS: BASED ON ANNUAL HOUSEHOLD INCOME AT OR ABOVE

\$200,000

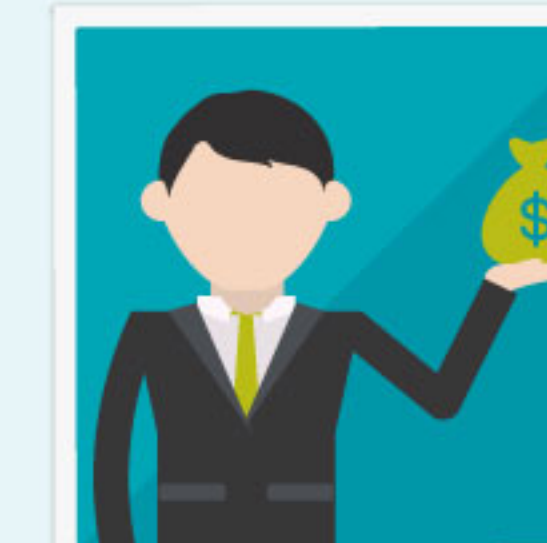
GENERATIONAL BREAKDOWN

10%
Millennials26%
Gen Xers55%
Boomers10%
Matures

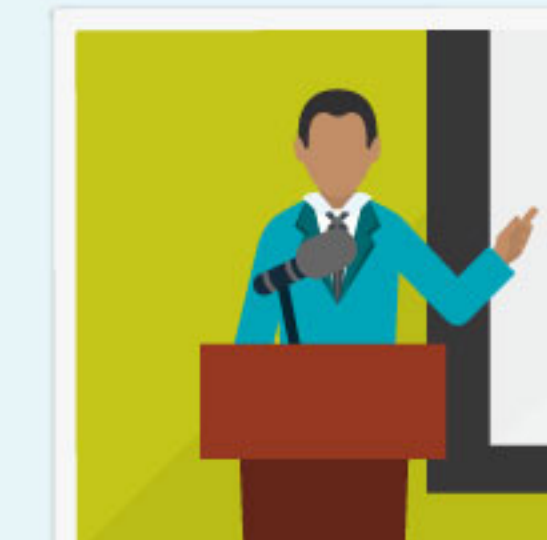
MOST LIKELY TO...

SERVE IN A VOLUNTEER
LEADERSHIP ROLE
(80% more likely)

HIGH-WEALTH DONORS

DONATE TO UNRESTRICTED FUNDS
(Only 38% say it's important to designate
their funds for a specific purpose)

HIGH-WEALTH DONORS

ATTEND AN EVENT OR VOLUNTEER
(31% attend events, 43% volunteer)

HIGH-WEALTH DONORS

5.7
NUMBER OF
NONPROFITS SUPPORTED
(AVERAGE)

\$2,252

AMOUNT DONATED IN THE PAST YEAR (MEDIAN)

HIGH-WEALTH DONORS CONSUME ALL TYPES OF CONTENT

A short,
self-contained
email
74%Short letter
or online article
2-3 paragraphs
70%Short
YouTube video
under 2 minutes
56%Email with
links to
other articles
52%Long-form
article
more than a page
51%Annual
report
via mail
50%