**High-Wealth Donors**

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

### How 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

### Generational Breakdown

- **10%** Millennials
- **26%** Gen Xers
- **55%** Boomers
- **10%** Matures

### Amount Donated in the Past Year (Median)

- **$2,252**

### Number of Nonprofits Supported (Average)

- **5.7**

### Most Likely to...

- Serve in a Volunteer Leadership Role (80% more likely)
- Donate to Unrestricted Funds (38% say it’s important to designate their funds for a specific purpose)
- Attend an Event or Volunteer (31% attend events, 43% volunteer)

### High-Wealth Donors Consume All Types of Content

- A short, self-contained email: 74%
- Short letter or online article: 70%
- Short YouTube video under 2 minutes: 56%
- Email with links to other articles: 52%
- Long-form article: 51%
- Annual report: 50%