

The ABER Group

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Understanding Fundraising Trends During COVID-19

May 7th, 2020

Identify US & Canadian Donor Trends

- Google Survey methodology
- Targeted Google traffic aged 35+
- Ran in late March/early April 2020
- Partnered with [Blakely](#) – a leading fundraising consultancy & agency
- 1,000 respondents per question in USA & 825 in Canada
- Used responses/total responders as basis for “choose all that apply”
- Similar results across segments unless we highlighted them
- Second wave in-field now

The screenshot displays the homepage of The Daily Globe. At the top, there is a navigation bar with links for 'Top Stories', 'World', 'US', 'Business', 'Entertainment', and 'Sports', along with a search bar. The main content area features an article titled 'Fair Use Digital Circulation Strategy Information Overload' by Matthew Dodd, dated January 16, 2013. The article text discusses Jurgen Habermas R&D Android cops, The Weekender mathewi Tim Carmody, attracting young readers, tweets, collaboration tags, the medium is the message blog, plagiarism horse-race coverage, advertising the other longer Book Review.... To the right of the article is a photograph of a busy city street with cars and pedestrians. Below the photo, a small caption reads: 'Privacy put the paper to bed Fuego news.me photo source: proimos/flickr'. On the right side of the page, there is a 'Popular on The Daily Globe' sidebar with categories: 'MOST EMAILED' and 'MOST VIEWED'. Under 'MOST EMAILED', there are links for 'OPINION: A Line in the Sand Against Rate Hikes', 'ENTERTAINMENT: A-List Guide to Oscar Parties', 'THE BUZZ: Memorable Quotes from 2012', 'SPORTS VIDEO: LeBron James Youngest to Score 20000', and 'HOME & GARDEN: How to Plant a Winter Garden'. A blue survey overlay is positioned in the lower half of the page, containing the text: 'Please complete the following survey to access this premium content.' Below this, it says 'Question 1 of 10 or fewer:' and asks 'When did you last make a charitable donation?'. The survey options are: 'Don't recall', 'Haven't donated in a long time', 'Last year', 'Never', 'Some time this year', and 'Within the last month'.

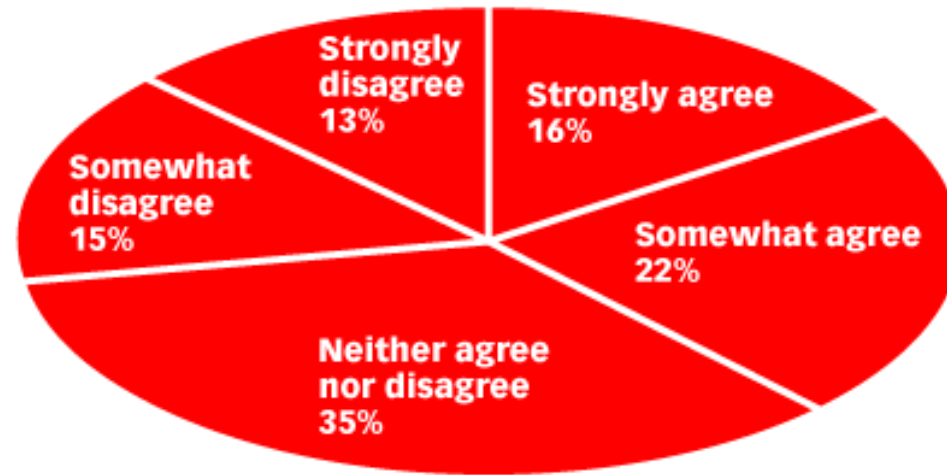
Understand Donor Sentiment During COVID-19

- Should charities fund-raise during Covid 19?
- Have attitudes toward donating changed?
- What causes do people want to support?
- Will donors and non-donors donate and get involved more?
- What can charities do to raise awareness and promote their causes?

83% Think Brands Should Continue to Advertise

US Internet Users Who Agree that Brands Should Advertise as Normal During the Coronavirus Outbreak, March 2020

% of respondents



Note: ages 16-64; numbers may not add up to 100% due to rounding
Source: GlobalWebIndex, "Coronavirus Research Release 3: Multi-Market Research," March 23, 2020

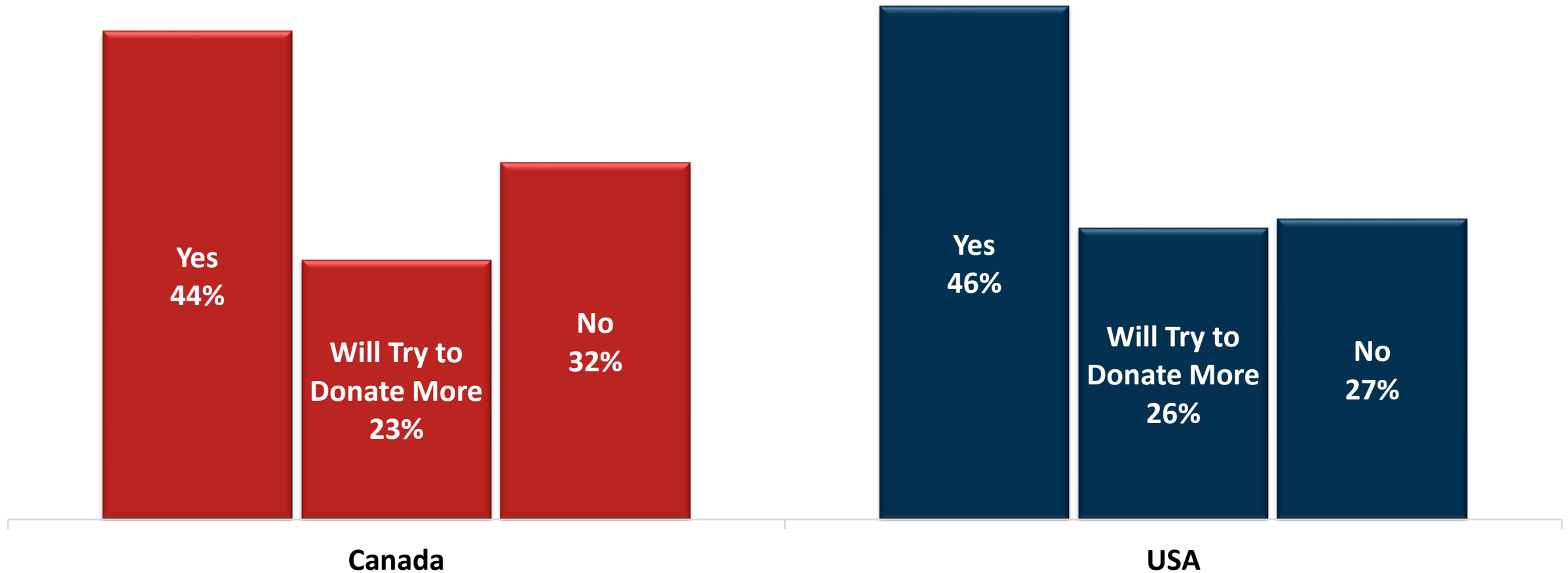
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www.eMarketer.com

Donation Intention Levels Remain Steady/Up



Do you plan to make the same level of donations in 2020 as you did in 2019? (Choose one)

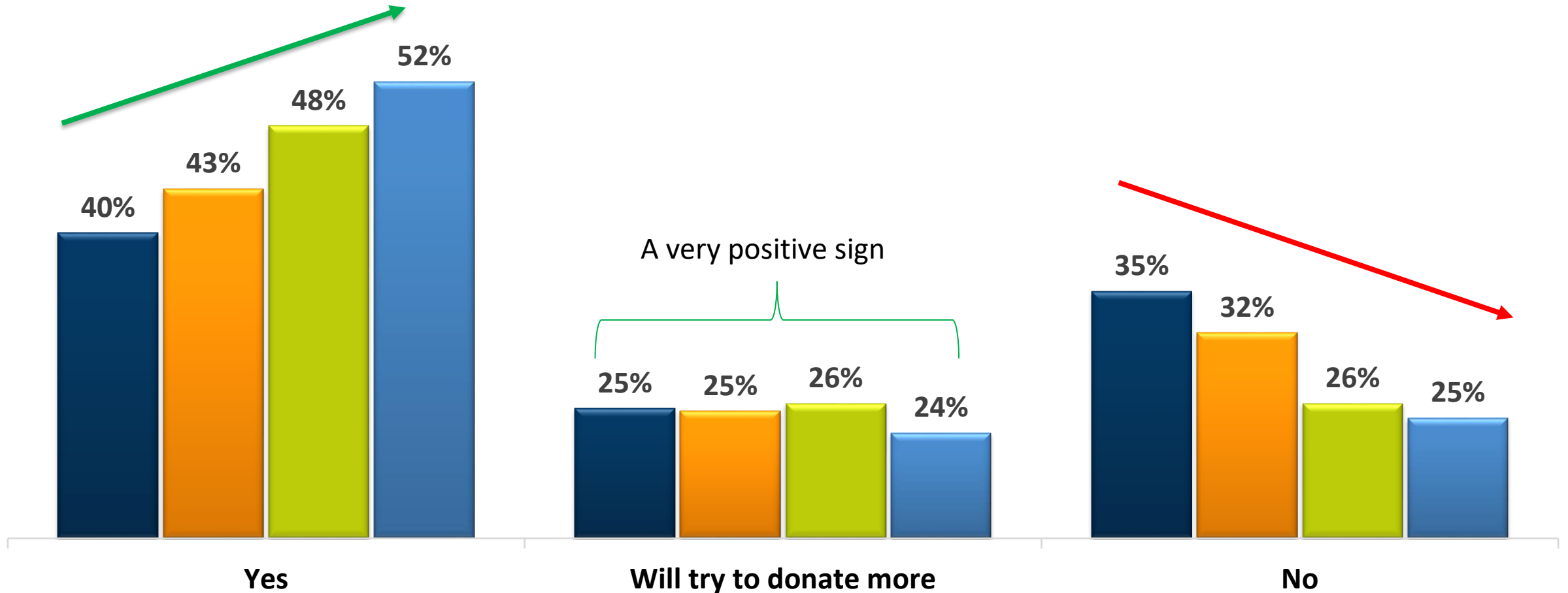


Donation Intention Correlates with Age



Do you plan to make the same level of donations in 2020 as you did in 2019? (Choose one)

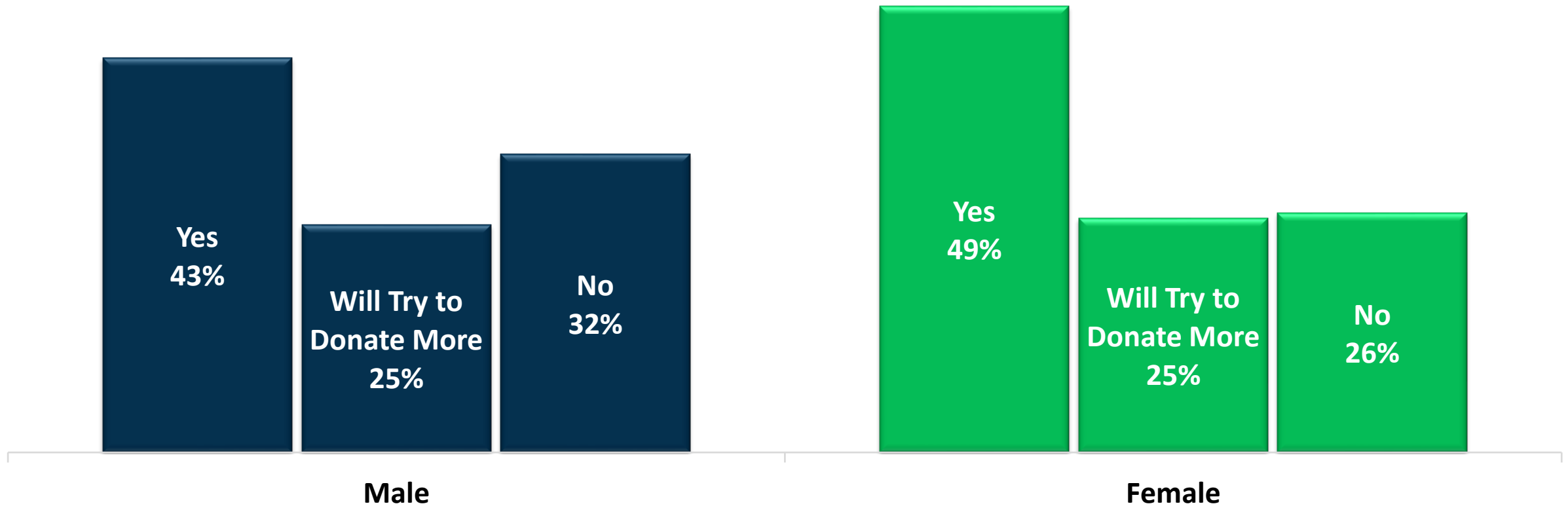
■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



With Minor Differences By Gender



Do you plan to make the same level of donations in 2020 as you did in 2019? (Choose one)

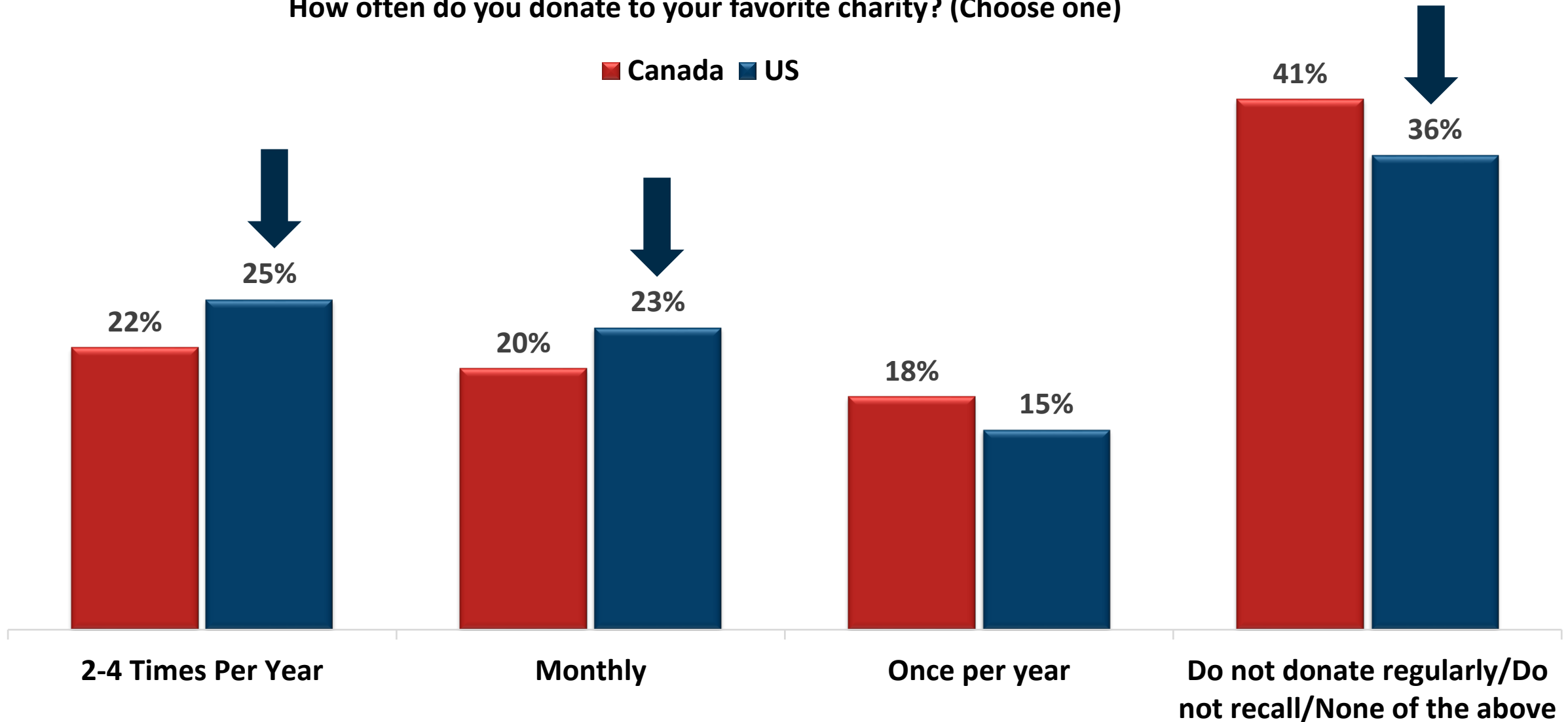


Americans Donate More Frequently



How often do you donate to your favorite charity? (Choose one)

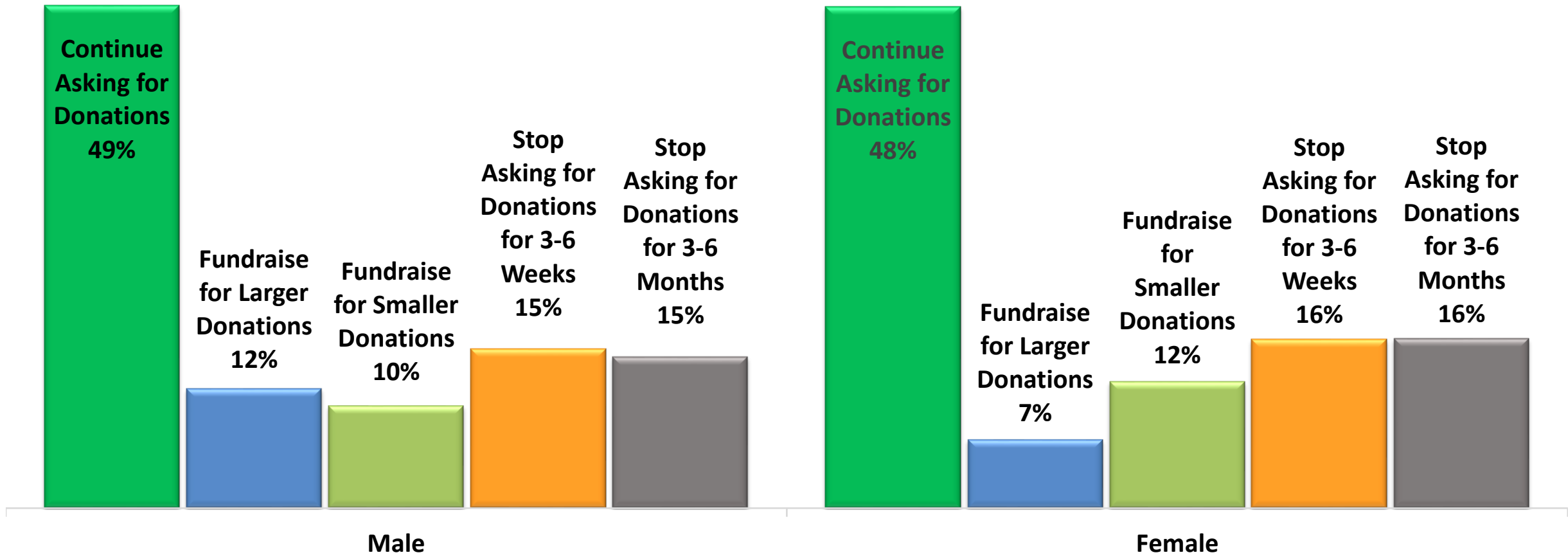
■ Canada ■ US



Most Think Charities Should Continue Fundraising



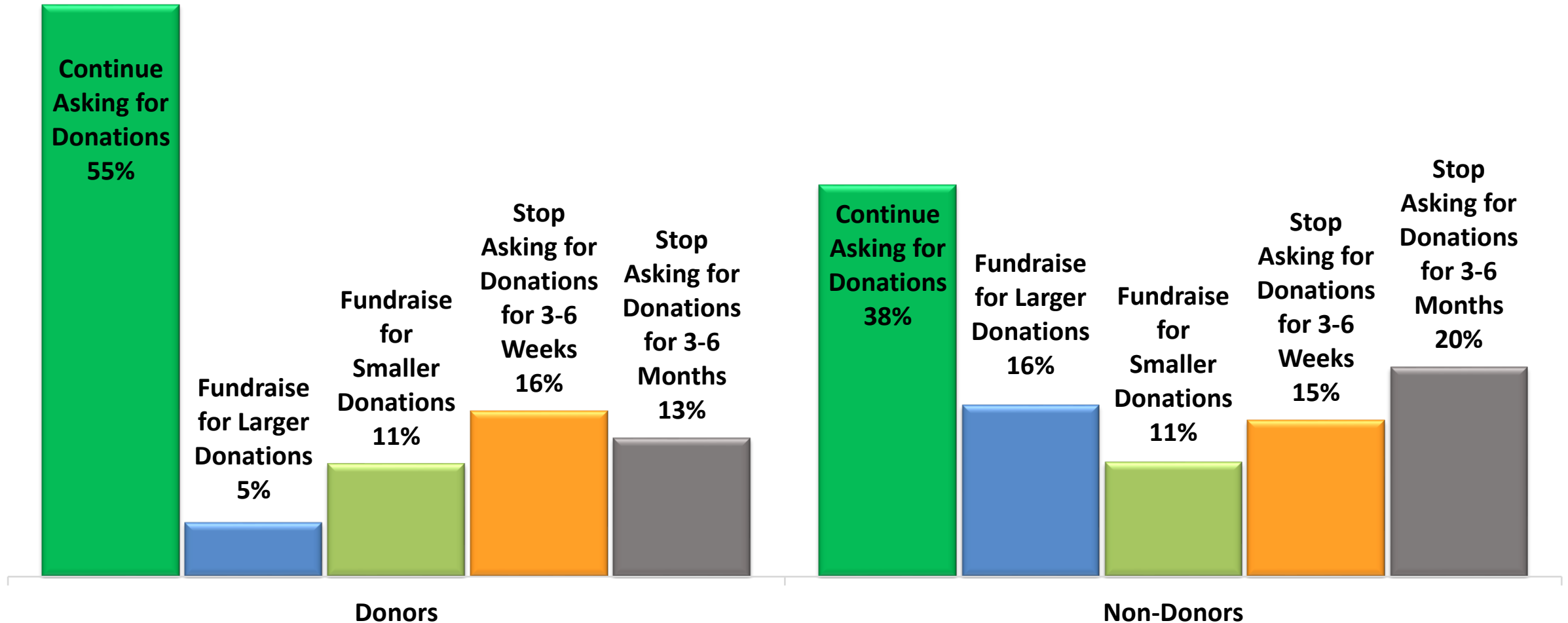
Thinking about charities that do not deal directly with COVID-19, do you think they should:
(choose one)



Donors Support More Fundraising



Thinking about charities that do not deal directly with COVID-19, do you think they should:
(choose one)



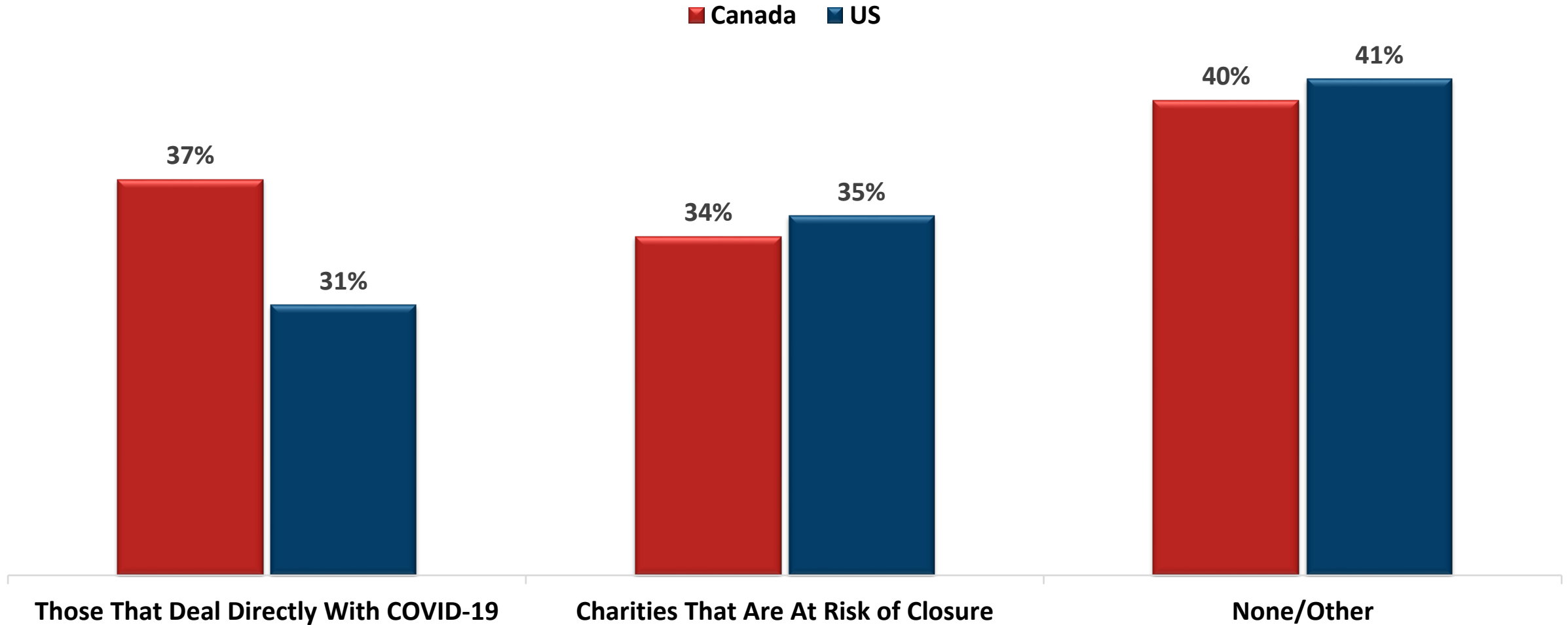


Attitudes Toward At-Risk Charities

Some Want To Hear From At-Risk NFPs



What types of charities are you most open to hearing from over the next 3 - 6 months? (select all answers that apply)

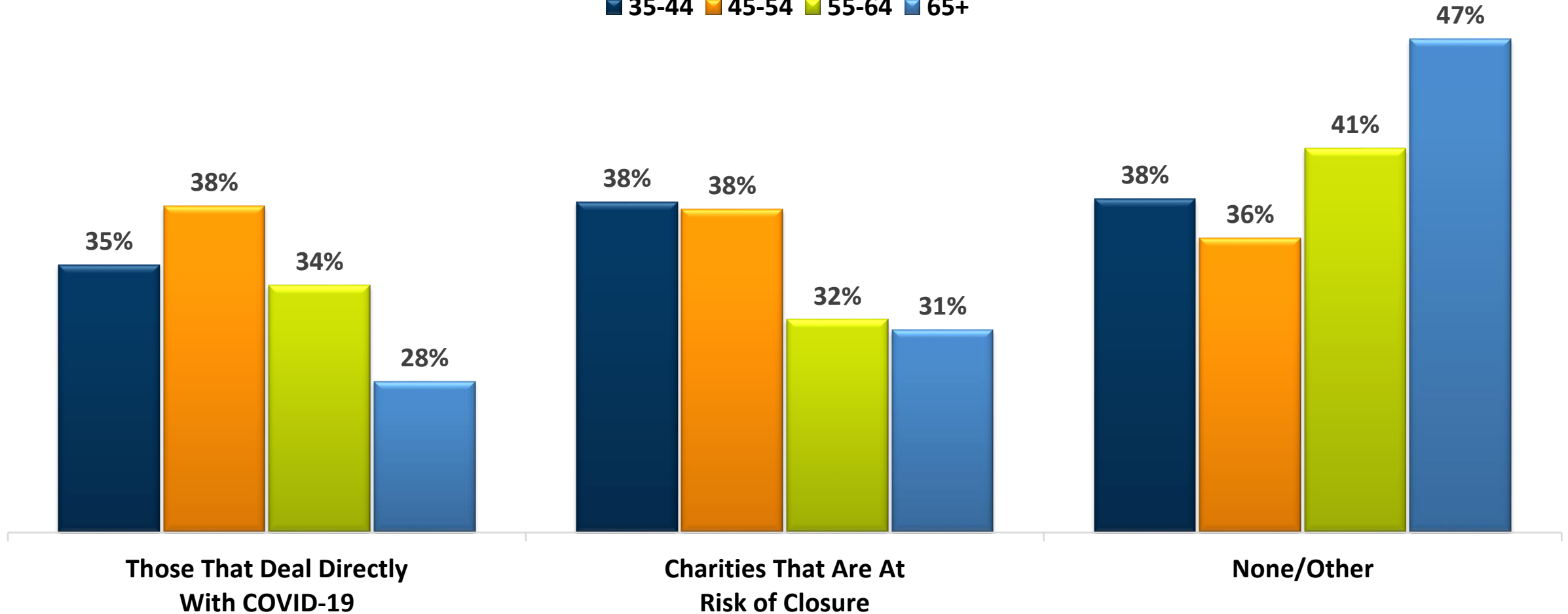


Under 55 Most Open To Hearing From Charities



What types of charities are you most open to hearing from over the next 3 - 6 months? (select all answers that apply)

■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

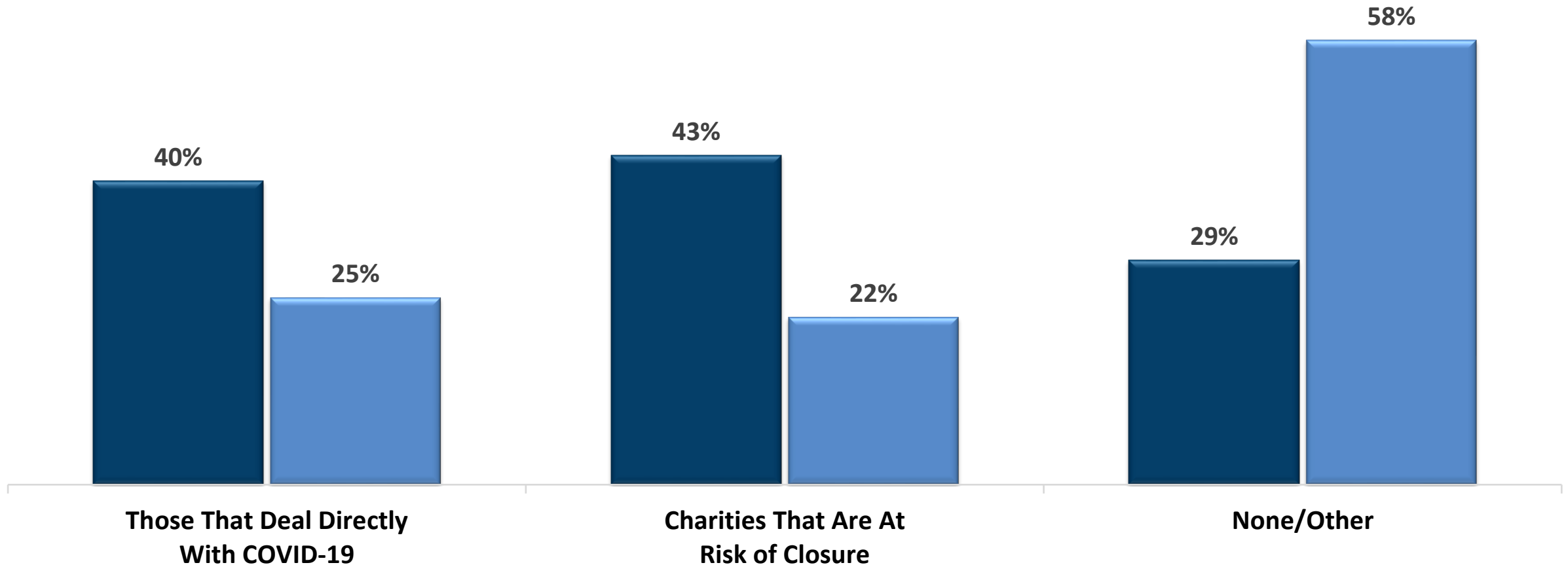


Existing Donors Want to Hear From At-Risk NFPs



What types of charities are you most open to hearing from over the next 3 - 6 months? (select all answers that apply)

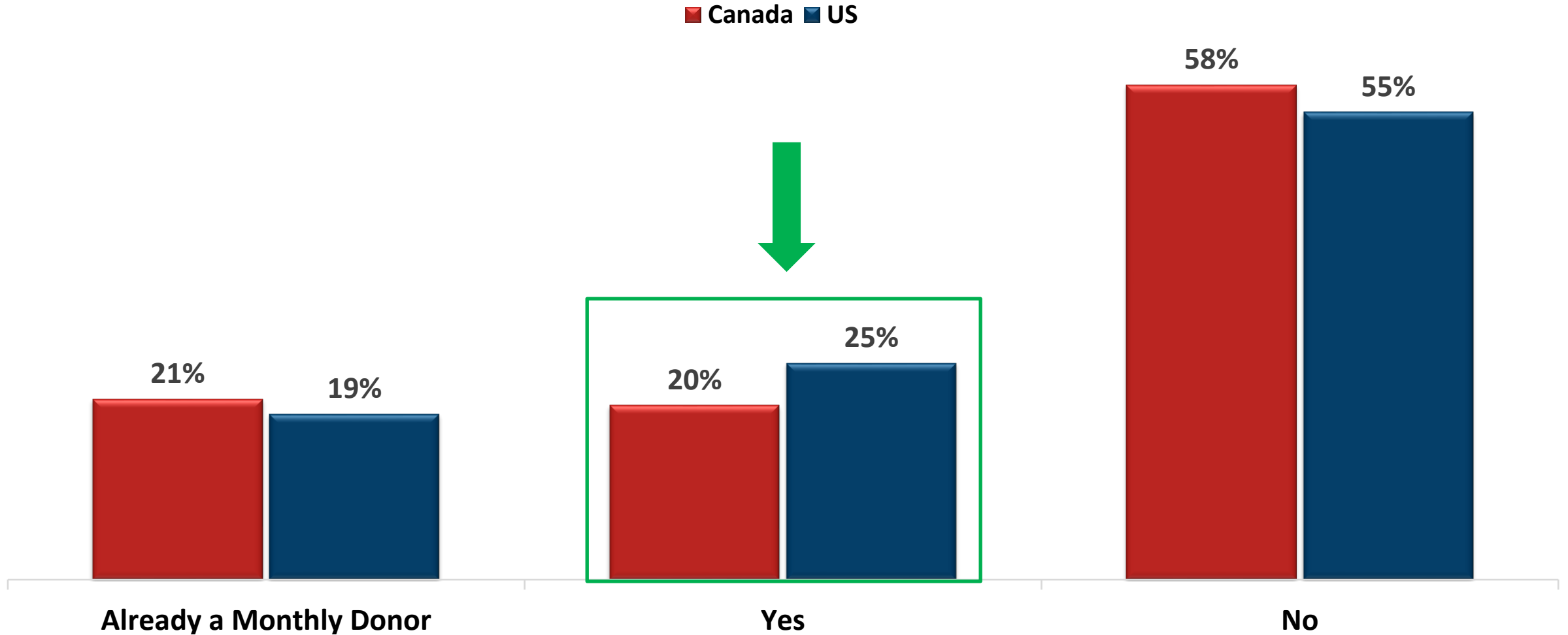
■ Donors ■ Non-Donors



Some Interest In Becoming A Monthly Donor



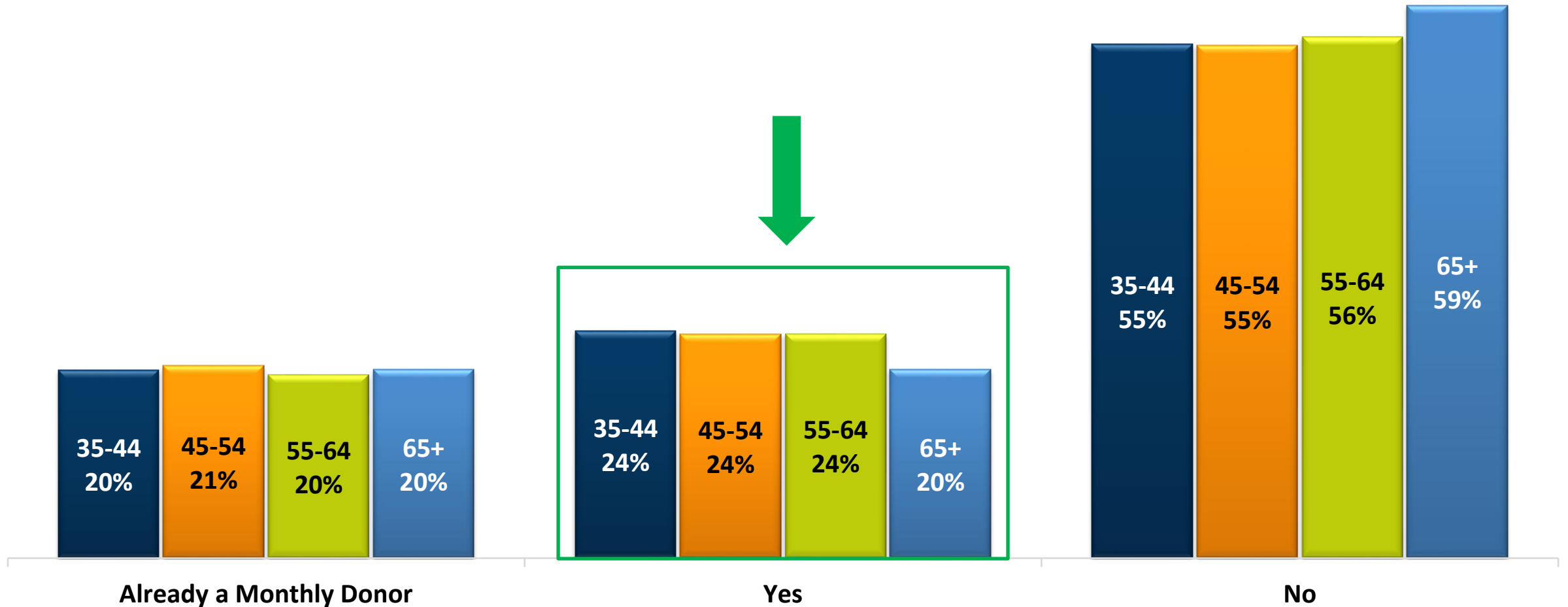
If a charity you normally support requires more financial stability this year, would you consider becoming a monthly donor? (Choose one)



Might Be Right Time For Monthly Donor Pitch



If a charity you normally support requires more financial stability this year, would you consider becoming a monthly donor? (Choose one)





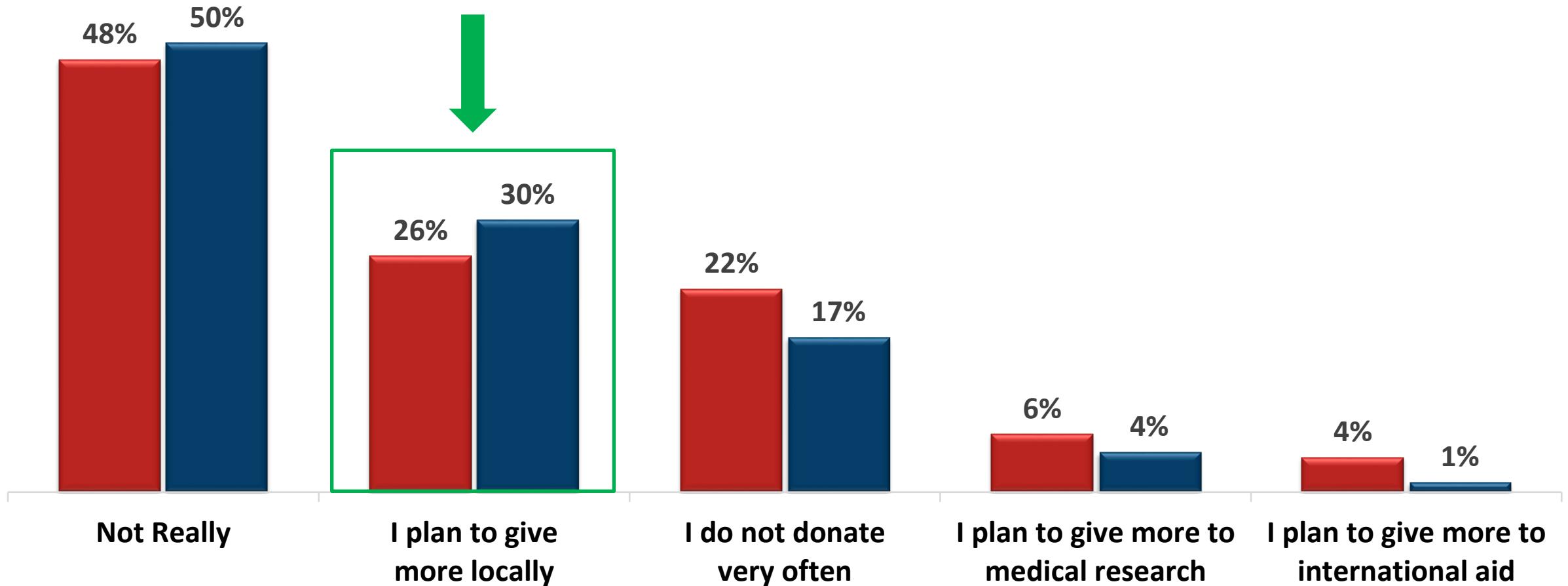
Increased Focus on Local Giving

Many Plan to Donate More & “Locally”



Have your attitudes changed towards charitable giving because of the current pandemic? (select all answers that apply)

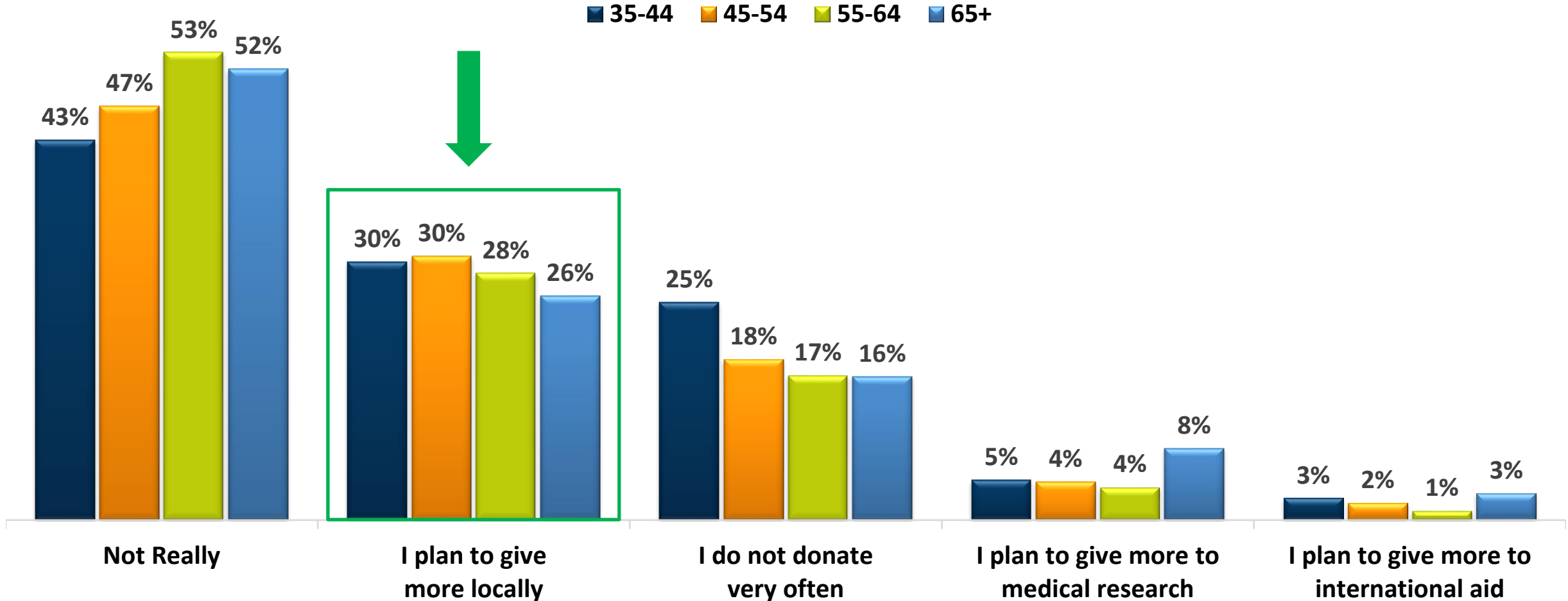
■ Canada ■ USA



Giving Locally Trend Strong Across All Ages



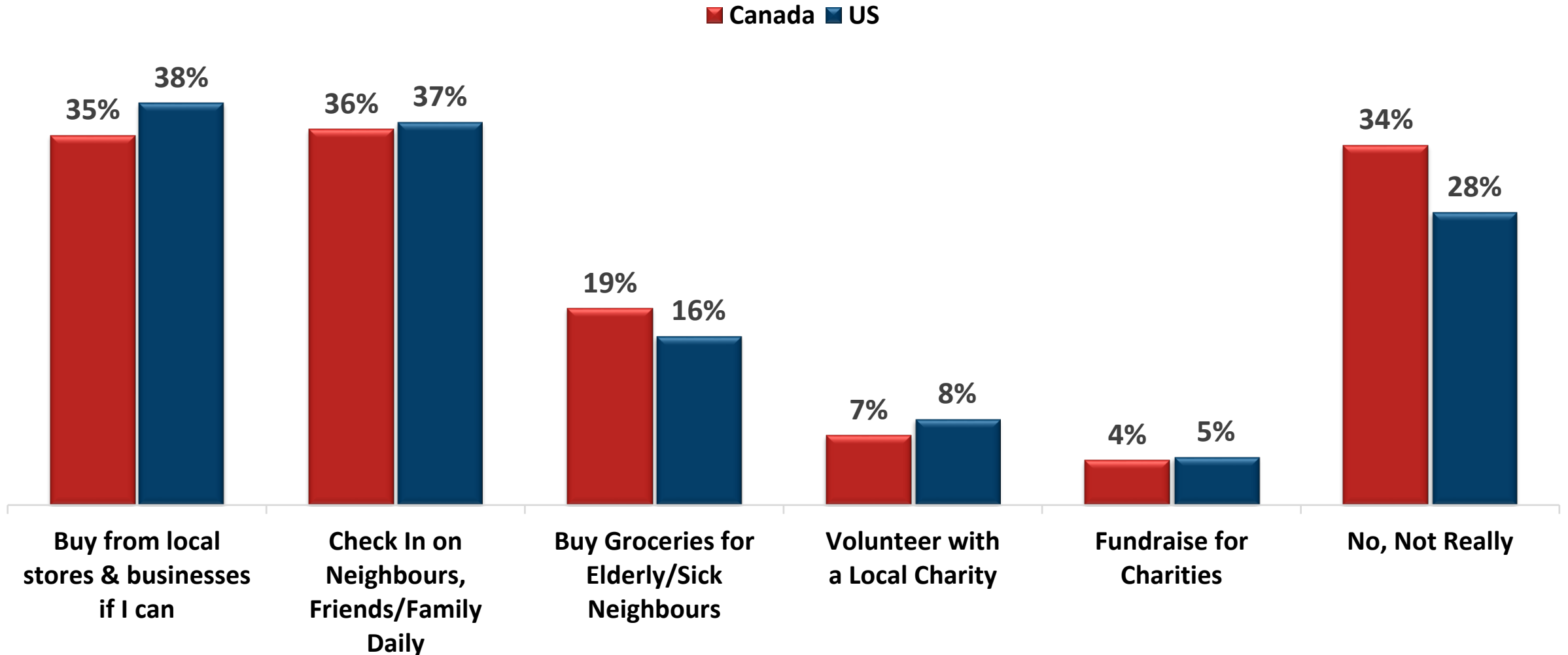
Have your attitudes changed towards charitable giving because of the current pandemic? (select all answers that apply)



Local Support Can Mean Many Different Things



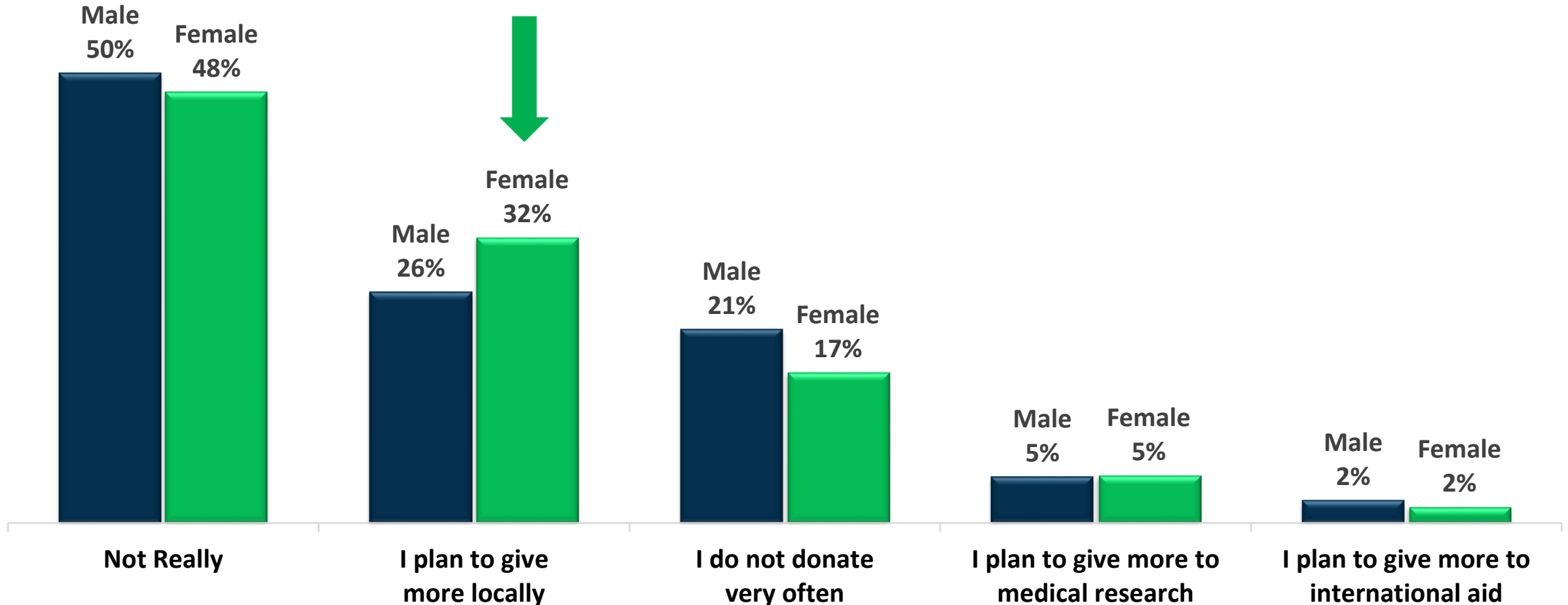
Are you spending time helping others during this pandemic? (Select all answers that apply)



Giving Locally Trend Driven Primarily By Women



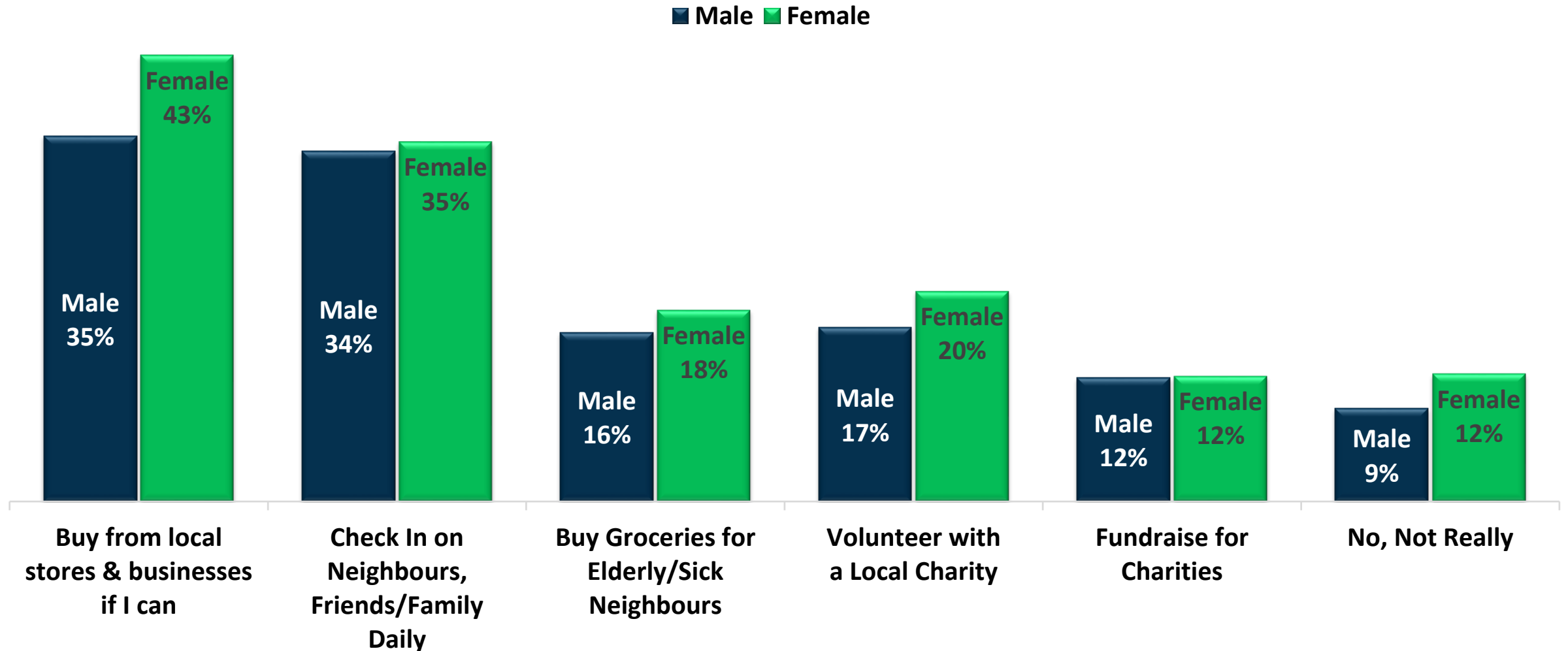
Have your attitudes changed towards charitable giving because of the current pandemic? (select all answers that apply)



Women Driving “Local” Support



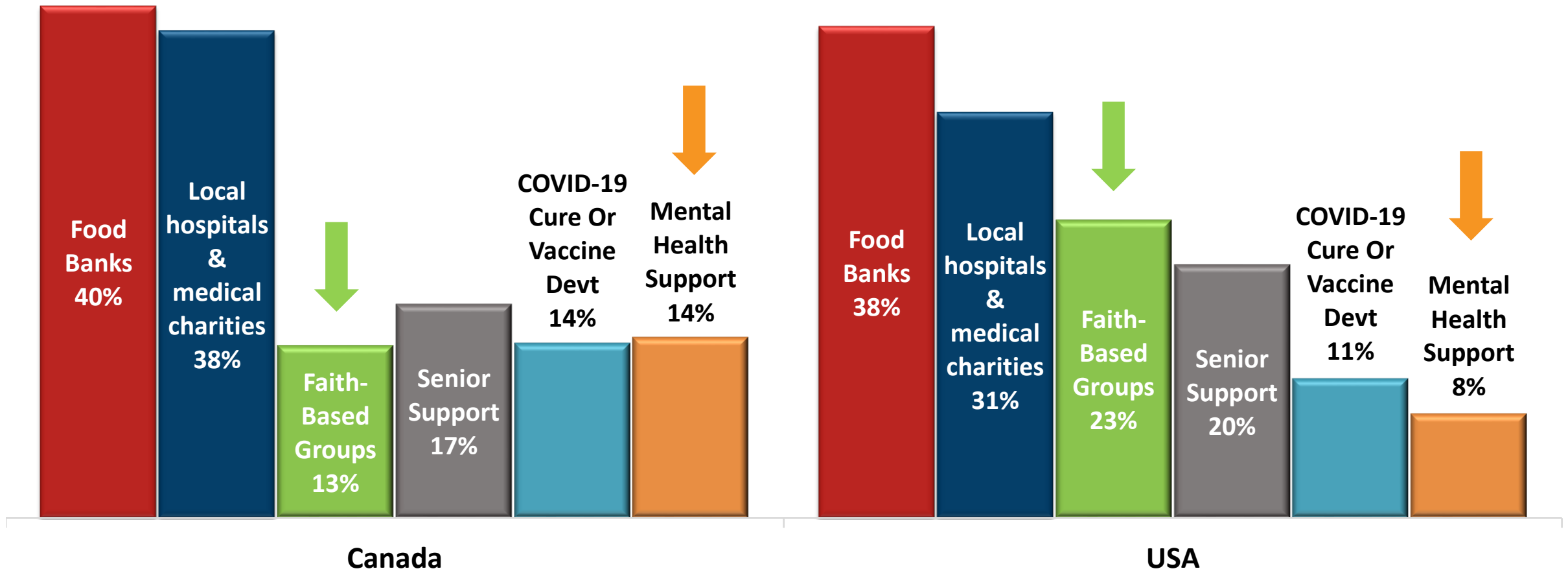
Are you spending time helping others during this pandemic? (Select all answers that apply)



Food Banks & Hospitals Should See More Support



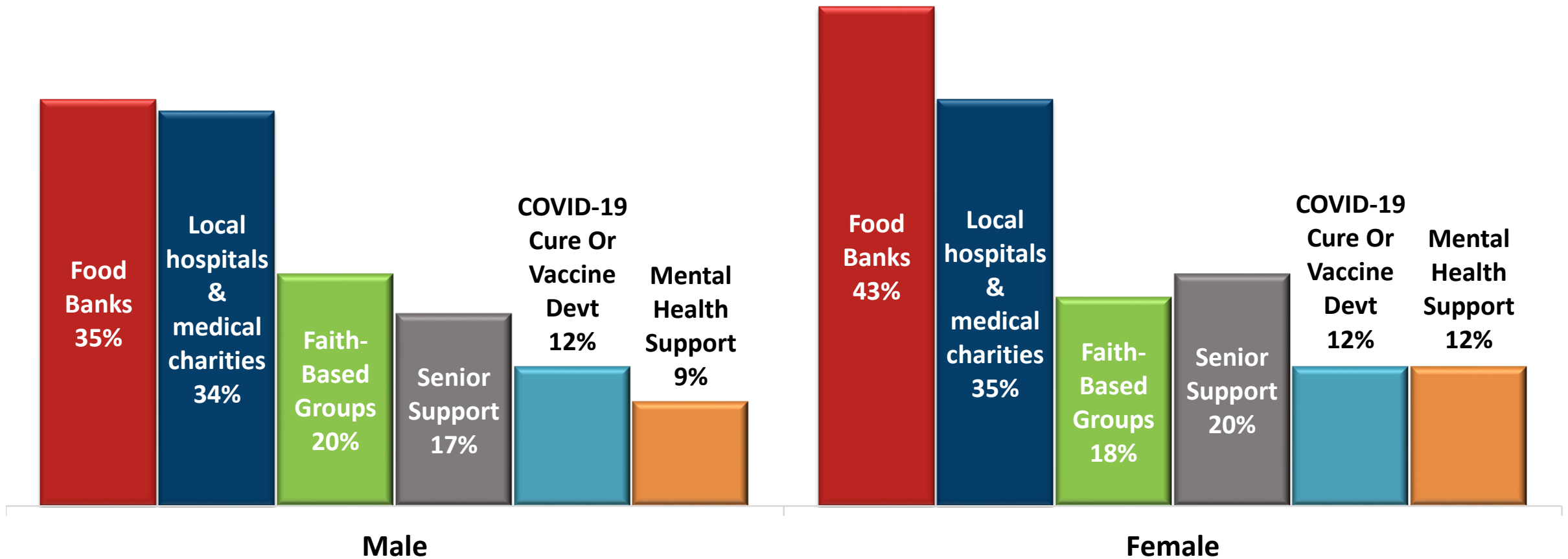
As a result of the COVID-19 pandemic, which organizations are most likely to receive a donation from you? (select all answers that apply)



Women Support Food Banks



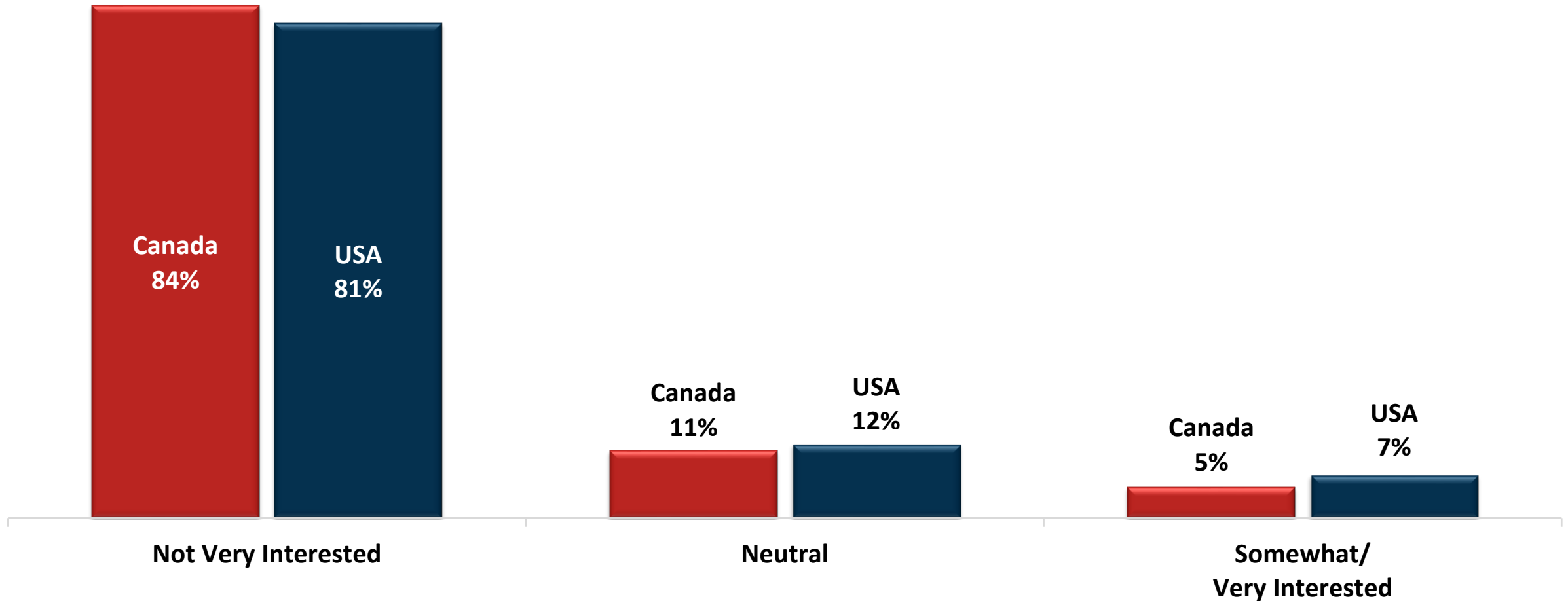
As a result of the COVID-19 pandemic, which organizations are most likely to receive a donation from you? (select all answers that apply)



Some Are Interested in Virtual Fundraising Events



How interested are you in taking part in a virtual fundraising opportunity like a step challenge or a virtual run? (five-star scale from not interested to extremely interested)



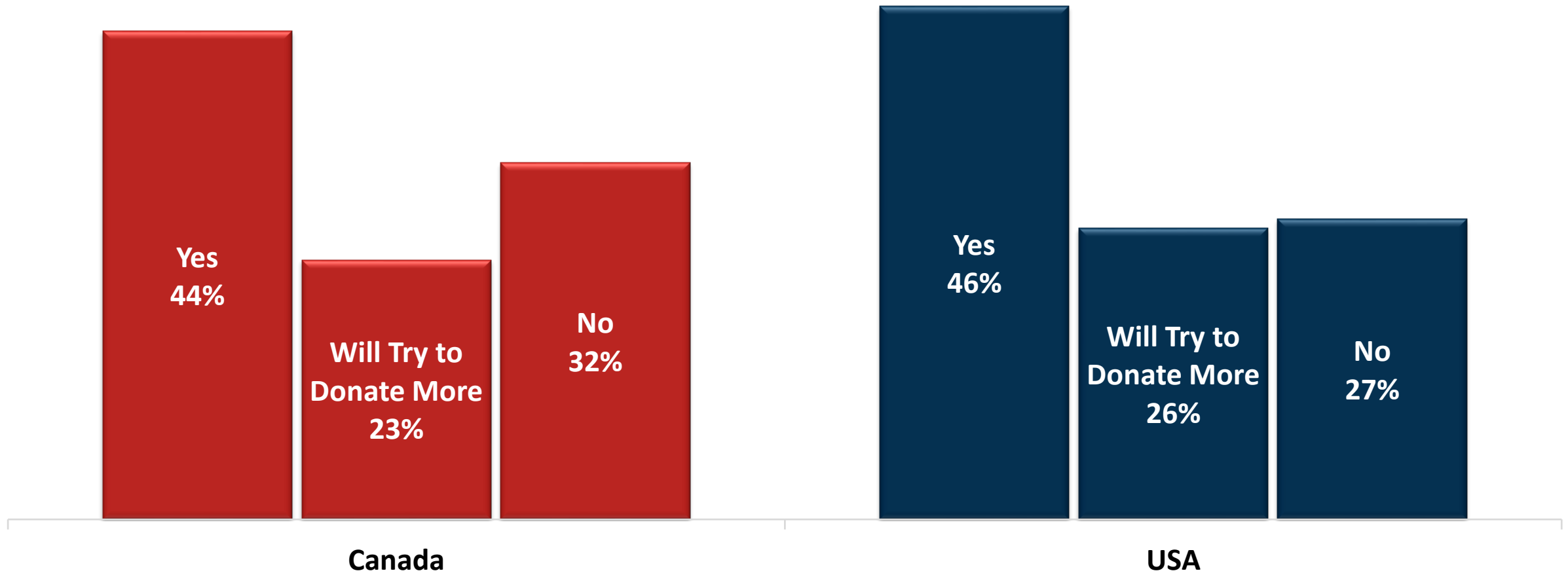


So What Did We Learn . . .

Donation Intention Levels Remain Steady/Up



Do you plan to make the same level of donations in 2020 as you did in 2019? (Choose one)



So What Did We Learn . . .

- People want charities & not for profits to continue to fundraise AND most plan on giving at the same levels or higher than last year
- There are few meaningful differences in attitudes towards charitable giving between men and women, Americans and Canadians
- Most people are focusing on their local areas: supporting businesses, neighbours, friends/family . . .
- People are in a serious mood; they don't seem to be too excited by participating in virtual fundraisers – although the right kind of event tailored to your donors – might have more appeal
- Stay tuned for second wave research results, in early June



Thank You!

For More Information
Please Contact: jay@abergroup.com