

#GIVINGTRENDS17

2017 Global Trends in
**GIVING
REPORT**

givingreport.ngo



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About the Public Interest Registry
PIR.ORG

Based in Reston, VA, the Public Interest Registry is a nonprofit organization created by the Internet Society in 2003 to manage the .ORG domain. In 2015, PIR launched the .NGO and .ONG domains to better serve the NGO sector.



About Nonprofit Tech for Good
NPTECHFORGOOD.COM

With nearly 100,000 monthly visitors and more than one million followers on social networks, Nonprofit Tech for Good is a leading online fundraising and social media blog for nonprofit professionals worldwide.

ABOUT THE REPORT

The 2017 Global Trends in Giving Report (givingreport.ngo) is a research project that seeks to gain a better understanding of how donors prefer to give and engage with their favorite causes and charitable organizations. Sponsored by the Public Interest Registry (pir.org) and researched by Nonprofit Tech for Good (nptechforgood.com), the report summarizes donor data across six continents about how online and mobile technology effects giving. The report also examines the impact of gender, generation, and ideology upon giving and volunteerism.

The 2017 Global Trends in Giving Report is unique in that it is the only annual study dedicated to analyzing the giving habits of donors worldwide and is a sister report to the Global NGO Technology Report (techreport.ngo). The data from both reports is meant to help non-governmental organizations (NGOs), nonprofit organizations (NPOs), and charities worldwide better understand if they are using technology in the ways that their donors prefer and where they need to improve.

METHODOLOGY

The 2017 Global Trends in Giving Report is the inaugural edition and based upon the survey results of 4,084 donors worldwide. The survey was conducted and promoted entirely online from May 1 through June 30, 2017. To reach a diverse global audience, the survey was published in English, French, and Spanish. We also partnered with three organizations that helped promote the survey to their donor communities: CanadaHelps (canadahelps.org), everydayhero (everydayhero.com), and Network for Good (networkforgood.com). For the 2018 report, we plan to grow that list to include ten or more fundraising service providers worldwide. Finally, it's worth noting that due to the methodology used, the results represent the views of respondents that (1) read English, French or Spanish; (2) have access to the Internet; and (3) use email and/or social media.

OUTCOMES

The primary goal of the 2017 Global Trends Giving Report is to provide a better understanding of donors worldwide and their giving habits and preferences. Despite having the survey in English, French and Spanish, the vast majority of the donors participated in English and were based in the United States, Canada, Australia, and the United Kingdom. In 2018, the survey will again be published in English, French, and Spanish, but also in Arabic and Portuguese to increase its reach into the Middle East and Latin America. For the project to succeed in its primary goal, increasing the diversity of survey respondents in 2018 is essential. That said, the following pages illuminate some fascinating key findings that NGOs, NPOs, and charities worldwide can apply to their fundraising strategies to raise more funds and improve their use of technology to effectively reach donors and supporters worldwide.

ABOUT THE PARTICIPANTS

4,084 donors from 95 countries across 6 continents

NPOs and NGOs located in developing nations often have limited access – or no access at all – to online and mobile fundraising tools and this lack of access to technology is reflected in the 2017 data. The majority of donors are based in wealthy countries where fundraising technology has been widely available, used, and trusted for nearly two decades, yet as the digital revolution and economic prosperity spreads worldwide, we will begin to see more donors emerge from all corners of the globe. This year’s data set indicates that most donors are women of all ages who lean liberal on the ideological spectrum. In time, future reports will reveal whether this trend is true of donor communities based in developing nations.

4,541 SURVEY RESPONDENTS

Donated in the last year 91.4%

Did not donate in the last year 8.6%

CAUSES DONATED TO

Animals 9.2%

Arts & culture 5.7%

Children & youth 13%

Community development 5.1%

Education 7.8%

Environment 7.2%

Health & safety 8.7%

Human & civil rights 8.3%

Human services 9.5%

International development 5.6%

Peace & nonviolence 1%

Religious services & faith 10.4%

Research & public policy 1.5%

Women & girls 7%

CONTINENTS

Africa 1.7%

Asia 3.5%

Australia & Oceania 10%

Europe 9.6%

North America 73.3%

South America 1.9%

GENDER

Female 73%

Male 26.5%

Non-binary .5%

GENERATION

Generation Z (Born 1998 or after) 1.6%

Millennials (1981-1997) 25.7%

Generation X (1965-1980) 30%

Baby Boomers (1946-1964) 36.7%

Matures (1928 or before) 6%

IDEOLOGY

Very liberal 28.1%

Somewhat liberal 33.8%

Moderate 24.6%

Somewhat conservative 9.9%

Conservative 3.6%

COUNTRIES

United States 47.1%

Canada 25.5%

Australia 9.2%

United Kingdom 3.8%

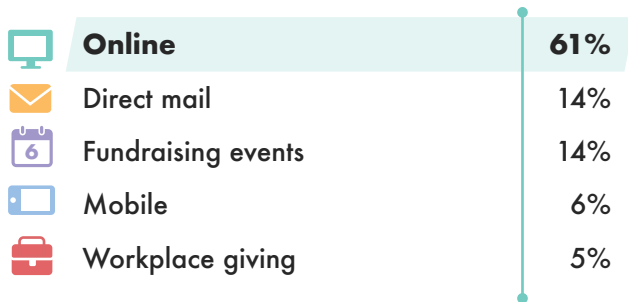
India 1.5%

Other 12.9%

GLOBAL TRENDS IN GIVING

The first online fundraising tools were released in the late 1990's. Since then individual donors have slowly migrated from giving through direct mail to giving online – and not just to NPOs and NGOs based in their country of residence, but also to organizations worldwide.

DONORS WORLDWIDE PREFER TO GIVE:



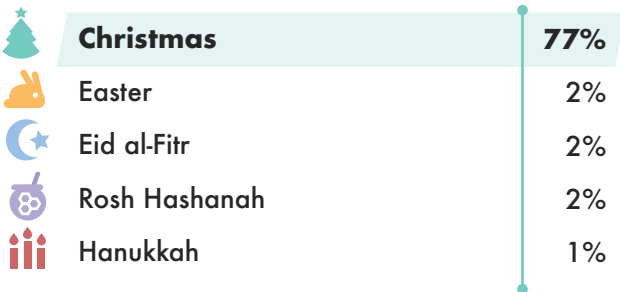
54% OF DONORS PARTICIPATE IN A SUSTAINER PROGRAM.

Of Those, Sustainers Give:



61% OF DONORS ARE INSPIRED TO GIVE DURING THE HOLIDAYS.

Top 5 Holidays



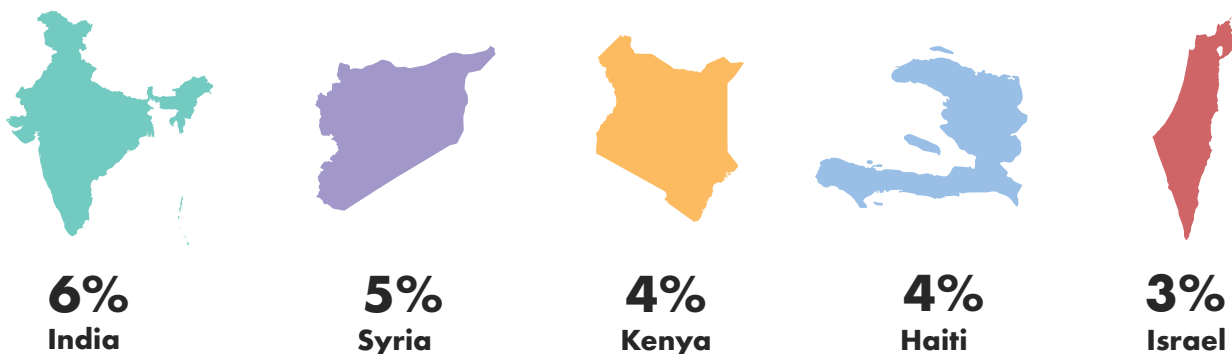
91% OF HOLIDAY DONORS SAY HOPE AND EMPATHY INSPIRE THEIR GIVING.

Top 5 Holiday Causes



45% OF DONORS GIVE TO NPOS AND NGOS LOCATED OUTSIDE OF THEIR COUNTRY OF RESIDENCE.

Top 5 Countries



GLOBAL TRENDS IN GIVING

Many NPOs and NGOs are skeptical that social media is useful for fundraising, yet 75% of donors agree that social media is a primary news source for staying current on the work of their favorite organizations and 25% say that social media inspires them most often to give.

DONORS MOST INSPIRED TO GIVE BY:

Social media	25%
Fundraising events	25%
Email	21%
Website	12%
Print	10%
TV	3%
Radio	2%
Phone	.8%
Text message	.6%

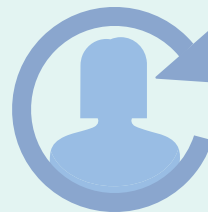
SOCIAL MEDIA THAT MOST INSPIRES GIVING:

Facebook	62%
Twitter	15%
Instagram	10%
YouTube	6%
LinkedIn	3%
WhatsApp	2%
Google+	.4%
Medium	.4%
Tumblr	.4%
Pinterest	.2%
Snapchat	.1%



91%

of donors agree that NPOs and NGOs effectively express gratitude for their donation(s).



90%

of donors agree that NPOs and NGOs effectively keep them updated about their organization and programs.

WHEN ASKED WHICH NEW FUNDRAISING CONCEPT DONORS WOULD BE MOST LIKELY TO USE, DONORS RESPONDED:



66%

A mobile app that allows two-tap giving that earns badges and redeemable points.



19%

Smartphone near-field giving through a digital billboard on public transport or at an airport.



9%

Voice-command giving through your home personal assistant or car radio.



4%

Fingerprint giving through a touch screen on your refrigerator.



2%

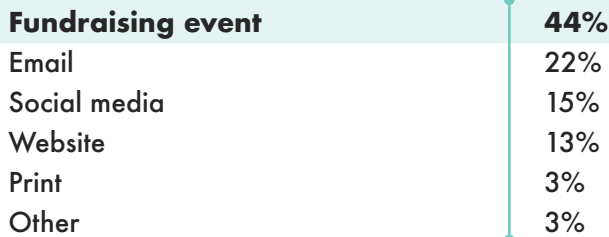
Swipe-giving through an internet connected mirror in your bathroom.

GLOBAL TRENDS IN GIVING

Donors worldwide highly value in-person connections with their favorite NPOS and NGOs as witnessed in the high number of those who attend fundraising events and volunteer. Even still, technology plays a crucial role in their event attendance and volunteer participation.

66% OF DONORS HAVE VOLUNTEERED WITH AN NPO OR NGO WITHIN THE LAST 12 MONTHS.

Volunteers first inspired to get involved by:



97% felt that their volunteer work made a difference.



85% also donated money to the NPO or NGO that they volunteered for.

59% OF DONORS HAVE ATTENDED A FUNDRAISING EVENT WITHIN THE LAST 12 MONTHS.

Event attendees first inspired to attend by:



38%
Email



28%
Social Media



23%
Events



6%
Print



5%
Other

44% have donated to a crowdfunding campaign within the last 12 months.

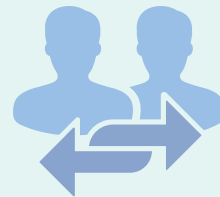
16% of donors have fundraised for a crowdfunding campaign within the last 12 months.

33% have donated to a peer-to-peer fundraising campaign.

18% of donors have created a peer-to-peer fundraising campaign within the last 12 months.



A crowdfunding campaign is when an NPO or NGO uses a website or app to raise a specific amount of money to fund a specific project or program.



A peer-to-peer fundraising campaign is when a person uses a website or app to create their own online fundraising campaign in order to raise money for an NPO or NGO.

GLOBAL TRENDS IN GIVING

Visually-compelling, effective online campaigns require a financial investment. The good news is that 94% of donors worldwide agree that in order to stay relevant in a digital age NPOs and NGOs must invest financial and staff resources into digital communications.

DOMAIN EXTENSIONS CAN REINFORCE OR DIMINISH TRUST IN AN ORGANIZATION'S ONLINE BRAND.

Donors are *more likely* to trust websites and email addresses that use:

.org	72%
.edu	7%
.ngo	6%

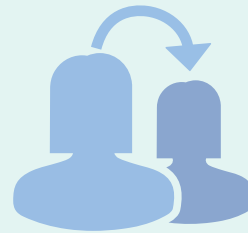
Donors are *least likely* to trust websites and email addresses that use:

.net	30%
.com	29%
Country-codes (.ca, .uk, .au, etc.)	13%



92%

of donors agree that NPOs and NGOs are ethical and can be trusted.



97%

of donors agree that NPOs and NGOs are essential for creating social change.

.ORG

- Released in 1985
- Abbreviation for "organization"
- An open domain extension, any person, organization, or brand can use .org
- Most popular in North America
- Widely sold by domain registrars worldwide

.NGO

- Released in 2015
 - Abbreviation for "non-governmental organization"
 - Only available to NPOs, NGOs, and charities and requires verification to use
 - Most popular in Asia
 - Only available through a select number of domain registrars worldwide.
- For a complete list, visit: registrar.ngo

.ONG

- Released in 2015
 - Abbreviation for "non-governmental organization" in a Latin-based language
 - Only available to NPOs, ONGs, and charities and requires verification to use
 - Most popular in Latin America and Europe
 - Only available through a select number of domain registrars worldwide.
- For a complete list, visit: registrar.org

GLOBAL TRENDS IN GIVING BY GENDER

The high number of female donors in comparison to male donors is striking, but likely not surprising to most professional fundraisers. Women worldwide tend to manage household finances and in philanthropy, women are generous and are active participants.

2,954 FEMALE DONORS

Top 3 Causes

Children & youth	13%
Animals	11%
Religious services & faith	10%

Women Prefer to Give

Online	59%
Fundraising events	16%
Direct mail	13%

Most Inspired to Give By

Social media	27%
Fundraising events	25%
Email	21%

45% of women donate to NPOs and NGOs outside their country of residence.

53% participate in a sustaining donor program.

35% have donated to a peer-to-peer fundraising campaign within the last 12 months.

62% regularly attend fundraising events.

68% of female donors also volunteer.

1,074 MALE DONORS

Top 3 Causes

Children & youth	13%
Religious services & faith	12%
Health & safety	10%

Men Prefer to Give

Online	61%
Direct mail	16%
Fundraising events	11%

Most Inspired to Give By

Fundraising events	23%
Email	23%
Social media	19%

43% of men donate to NPOs and NGOs outside their country of residence.

57% participate in a sustaining donor program.

26% have donated to a peer-to-peer fundraising campaign within the last 12 months.

53% regularly attend fundraising events.

63% of male donors also volunteer.

GLOBAL TRENDS IN GIVING BY GENERATION

Millennials, Gen Xers, and Baby Boomers all prefer to give to and engage with NPOs and NGOs online and while the causes they support may vary slightly, there are more similarities than differences in the giving habits and preferences among generations of donors.

1,042 MILLENNIAL DONORS

Top 3 Causes

Children & youth	14%
Human & civil rights	11%
Women & girls	9%

Millennials Prefer to Give

Online	62%
Fundraising events	16%
Mobile	9%

Most Inspired to Give By

Social media	33%
Fundraising events	26%
Email	20%

42% of Millennials donate to NPOs and NGOs outside their country of residence.

46% participate in a sustaining donor program.

33% have donated to a peer-to-peer fundraising campaign within the last 12 months.

61% regularly attend fundraising events.

69% of Millennial donors also volunteer.

1,216 GENERATION X DONORS

Top 3 Causes

Children & youth	14%
Animals	11%
Human services	10%

Generation Xers Prefer to Give

Online	59%
Fundraising events	16%
Direct mail	11%

Most Inspired to Give By

Social media	28%
Fundraising events	24%
Email	20%

46% of Gen Xers donate to NPOs and NGOs outside their country of residence.

46% participate in a sustaining donor program.

37% have donated to a peer-to-peer fundraising campaign within the last 12 months.

63% regularly attend fundraising events.

67% of Gen X donors also volunteer.

1,490 BABY BOOMER DONORS

Top 3 Causes

Religious services & faith	12%
Human services	11%
Children & youth	11%

Baby Boomers Prefer to Give

Online	59%
Direct mail	19%
Fundraising events	12%

Most Inspired to Give By

Fundraising events	24%
Email	23%
Social media	19%

45% of Baby Boomers donate to NPOs and NGOs outside their country of residence.

57% participate in a sustaining donor program.

33% have donated to a peer-to-peer fundraising campaign within the last 12 months.

58% regularly attend fundraising events.

68% of Baby Boomer donors also volunteer.

GLOBAL TRENDS IN GIVING BY IDEOLOGY

The impact of ideology has a profound impact upon a donor's giving habits and preferences. Conservatives are older and more traditional while liberals are younger and more diverse. Giving to children and youth, however, is a cause that unites all donors regardless of ideology.

2,485 LIBERAL DONORS

Top 3 Causes

Human & civil rights	12%
Children & youth	11%
Animals	9%

Liberals Prefer to Give

Online	63%
Fundraising events	13%
Direct mail	11%

Most Inspired to Give By

Social media	26%
Email	24%
Fundraising events	22%

46% of liberals donate to NPOs and NGOs outside their country of residence.

55% participate in a sustaining donor program.

35% have donated to a peer-to-peer fundraising campaign within the last 12 months.

59% regularly attend fundraising events.

68% of liberal donors also volunteer.

985 MODERATE DONORS

Top 3 Causes

Children & youth	18%
Religious services & faith	14%
Health & safety	11%

Moderates Prefer to Give

Online	54%
Fundraising events	18%
Direct mail	15%

Most Inspired to Give By

Fundraising events	28%
Social media	25%
Email	17%

41% of moderates donate to NPOs and NGOs outside their country of residence.

49% participate in a sustaining donor program.

28% have donated to a peer-to-peer fundraising campaign within the last 12 months.

60% regularly attend fundraising events.

64% of moderate donors also volunteer.

542 CONSERVATIVE DONORS

Top 3 Causes

Religious services & faith	29%
Children & youth	15%
Human services	11%

Conservatives Prefer to Give

Online	55%
Direct mail	22%
Fundraising events	15%

Most Inspired to Give By

Fundraising events	33%
Email	20%
Social media	18%

42% of conservatives donate to NPOs and NGOs outside their country of residence.

59% participate in a sustaining donor program.

45% have donated to a peer-to-peer fundraising campaign within the last 12 months.

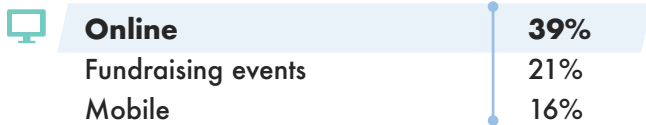
59% regularly attend fundraising events.

65% of conservative donors also volunteer.

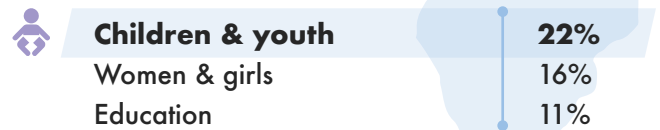
TRENDS IN GIVING: AFRICA

Most NPOs and NGOs in Africa do not have access to basic nonprofit technology. As a result, the donor community is small compared to other regions of the world. According to the 2017 Global NGO Technology Report (techreport.ngo), less than half of the organizations in Africa that have websites also have the capability to accept online donations. However, income growth and advances in technology will reveal a growing donor base over the coming decades.

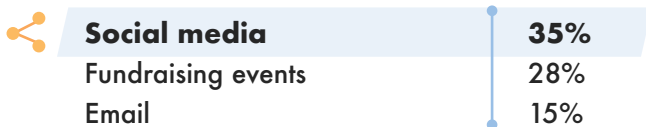
AFRICAN DONORS PREFER TO GIVE



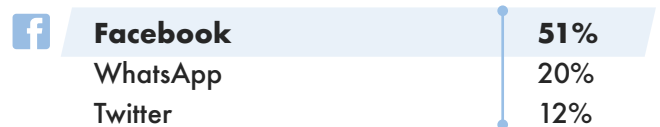
TOP 3 CAUSES DONATED TO



DONORS MOST INSPIRED TO GIVE BY



SOCIAL MEDIA THAT MOST INSPIRES GIVING



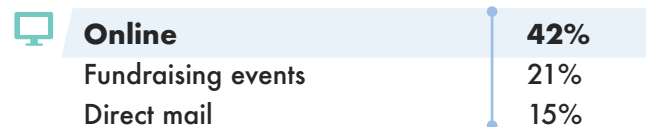
73% OF AFRICAN DONORS VOLUNTEER. 52% ATTEND FUNDRAISING EVENTS.

* 68 donors in Africa participated in 2017 Global Trends in Giving Survey: 59% were Female. 53% defined themselves as politically liberal. 38% as moderate. 9% as conservative. The majority of donors were Gen Xers at 42%. The top three countries represented were South Africa (31), Nigeria (11), and Kenya (6).

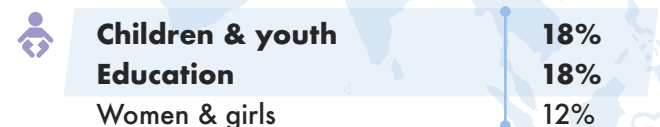
TRENDS IN GIVING: ASIA

Giving to charity is an integral part of cultural norms and religious practice throughout Asia. Much of that giving is in micro-amounts and has not yet transitioned to the Internet, but the rise of social media, messaging apps, and mobile technology in Asia is laying a foundation for the largest, most tech-savvy donor community in history to emerge as a force for good worldwide.

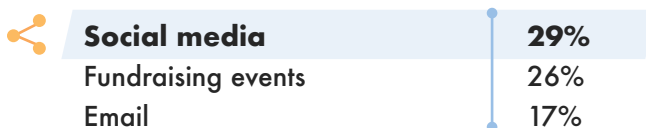
ASIAN DONORS PREFER TO GIVE



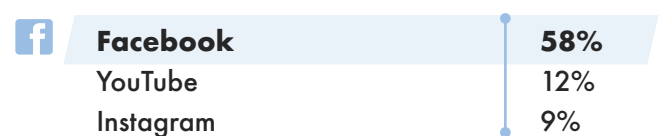
TOP 3 CAUSES DONATED TO



DONORS MOST INSPIRED TO GIVE BY



SOCIAL MEDIA THAT MOST INSPIRES GIVING



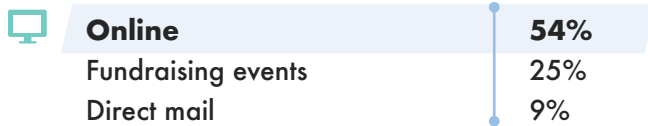
76% OF ASIAN DONORS VOLUNTEER. 49% ATTEND FUNDRAISING EVENTS.

* 144 donors in Asia participated in 2017 Global Trends in Giving Survey: 51% were Female. 63% defined themselves as politically liberal. 32% as moderate. 5% as conservative. The majority of donors were Millennials at 40%. The top three countries represented were India (60), Pakistan (14), and the United Arab Emirates (6).

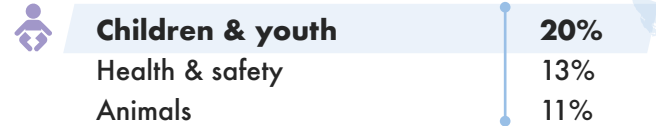
TRENDS IN GIVING: AUSTRALIA & OCEANIA

Donors in Australia and New Zealand have embraced online giving as new fundraising services have become widely available to NPOs and NGOs over the last decade. Organizations in the Pacific Islands, however, struggle to utilize the Internet as a fundraising tool because Internet access can be unreliable and fundraising services are limited. That said, Australian and Kiwi donors are well-known for being generous.

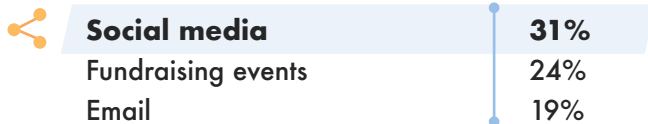
AUSTRALASIAN DONORS PREFER TO GIVE



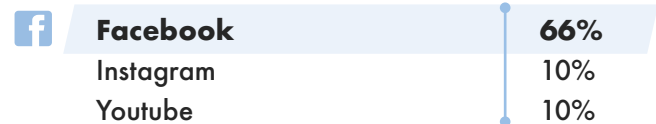
TOP 3 CAUSES DONATED TO



DONORS MOST INSPIRED TO GIVE BY



SOCIAL MEDIA THAT MOST INSPIRES GIVING



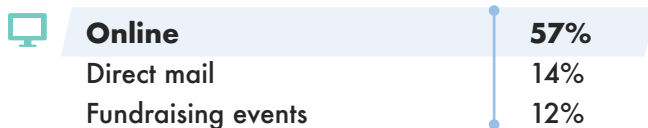
61% OF AUSTRALASIAN DONORS VOLUNTEER. 70% ATTEND FUNDRAISING EVENTS.

* 410 donors in Australia & Oceania participated in 2017 Global Trends in Giving Survey: 75% were Female. 49% defined themselves as politically liberal. 39% as moderate. 12% as conservative. The majority of donors were Gen Xers at 34%. The top three countries represented were Australia (356), New Zealand (51), and American Samoa (1).

TRENDS IN GIVING: EUROPE

62% of European donors give to NPOs and NGOs located outside of their country of residence. Europe's diversity in culture combined with its proximity to Africa and Asia has made the European donor community the most internationally generous in the world. That generosity is reflected in the fact that European donors give the most to international development organizations – especially those with programs in India, Syria, and Uganda.

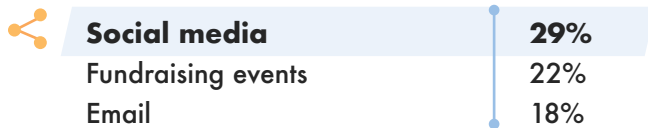
EUROPEAN DONORS PREFER TO GIVE



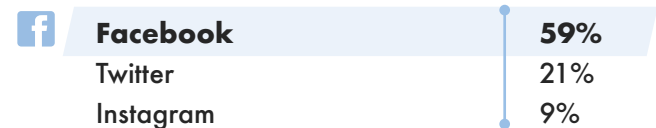
TOP 3 CAUSES DONATED TO



DONORS MOST INSPIRED TO GIVE BY



SOCIAL MEDIA THAT MOST INSPIRES GIVING



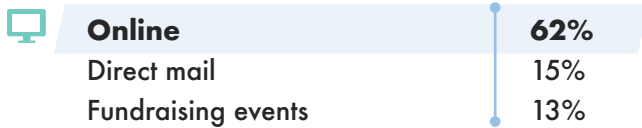
64% OF EUROPEAN DONORS VOLUNTEER. 38% ATTEND FUNDRAISING EVENTS.

* 390 donors in Europe participated in 2017 Global Trends in Giving Survey: 66% were Female. 70% defined themselves as politically liberal. 24% as moderate. 6% as conservative. The majority of donors were Gen Xers at 39%. The top three countries represented were the United Kingdom (157), Spain (28), and Italy (25).

TRENDS IN GIVING: NORTH AMERICA

NPOs and NGOs in North America have an advantage in online fundraising because online fundraising technology and social media originated in North America. Donors, especially those in Canada and the United States, have had two decades to acclimate themselves to giving online and using technology to engage with their favorite organizations. In 2016, U.S. donors gave \$390bn (givingusa.org) and each year a greater portion is being donated online.

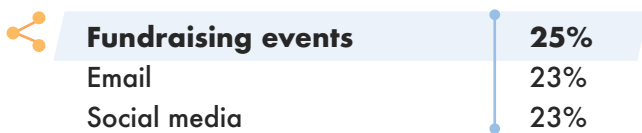
NORTH AMERICAN DONORS PREFER TO GIVE



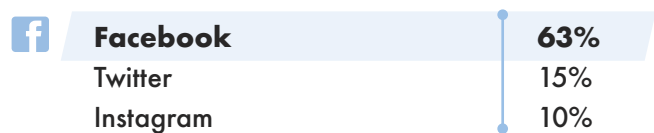
TOP 3 CAUSES DONATED TO



DONORS MOST INSPIRED TO GIVE BY



SOCIAL MEDIA THAT MOST INSPIRES GIVING



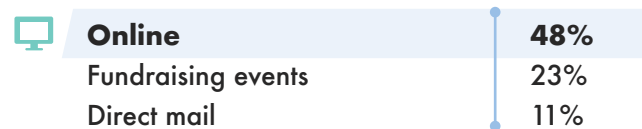
67% OF NORTH AMERICAN DONORS VOLUNTEER. 61% ATTEND FUNDRAISING EVENTS.

* 2,997 donors in North America participated in 2017 Global Trends in Giving Survey: 75% were Female. 63% defined themselves as politically liberal. 21% as moderate. 16% as conservative. The majority of donors were Baby Boomers at 42%. The top three countries represented were the United States (1,924), Canada (1,023), and Mexico (22).

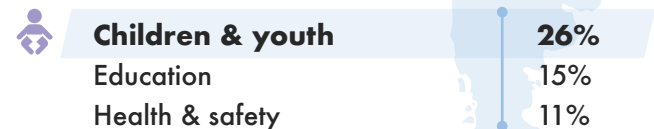
TRENDS IN GIVING: SOUTH AMERICA

Donors in South America are concentrated in Argentina, Brazil, and Chile where NPOs and NGOs are active in large numbers, but throughout the continent there is a concerted effort being made by civil society to organize and empower the charitable sector. Recent economic and political instability is a challenge, but more than any other region in the world, 99% of South American donors agree that NPOs and NGOs are essential for creating social change.

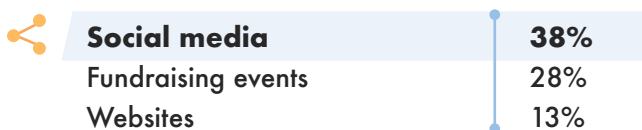
SOUTH AMERICAN DONORS PREFER TO GIVE



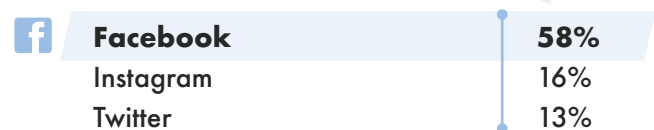
TOP 3 CAUSES DONATED TO



DONORS MOST INSPIRED TO GIVE BY



SOCIAL MEDIA THAT MOST INSPIRES GIVING



68% OF SOUTH AMERICAN DONORS VOLUNTEER. 47% ATTEND FUNDRAISING EVENTS.

* 75 donors in South America participated in 2017 Global Trends in Giving Survey: 71% were Female. 53% defined themselves as politically liberal. 43% as moderate. 4% as conservative. The majority of donors were Gen Xers at 47%. The top three countries represented were Argentina (28), Brazil (18), and Chile (14).

GLOBAL TRENDS IN GIVING: *KEY FINDINGS*

Based upon the survey responses of the 2017 Global Trends in Giving Survey, the donor community worldwide is made up of primarily women (**73%**) who have a liberal ideology (**61%**) and are 37 years old or older (**73%**). These donors overwhelmingly prefer to give online (**59%**) and reside predominantly in developed, wealthy nations (**93%**).

- 1** **45%** of donors worldwide give to NPOs and NGOs outside of their country of residence. Online giving technology – combined with access to a 24/7 global news cycle and more affordable international travel – has led to an increase in donors with an empathetic worldview.
- 2** The rise in online giving is directly correlated to the rise in social media. **42%** of online donors worldwide cite social media as the tool that inspires them most often to give. Of these donors, **62%** say that Facebook inspires them the most. **15%** say Twitter. **10%** say Instagram.
- 3** LinkedIn inspires more online donations at **3%** than WhatsApp (**1.4%**), Google+ (**.4%**), Tumblr (**.4%**), Medium (**.4%**), Pinterest (**.2%**), and Snapchat (**.1%**) combined. LinkedIn and WhatsApp have potential as fundraising tools. Google+, Tumblr, Medium, and Pinterest are stagnant. Snapchat is yet to be known.
- 4** **38%** of online donors worldwide say that email most often inspires them to give and **57%** say that email is how they first learned about a fundraising event that they recently attended. Email is a crucial fundraising tool that NPOs and NGOs worldwide should invest in and prioritize.
- 5** Traditional TV and radio only inspire **5%** of donors to give, but that number could increase if live streaming apps such as Netflix and Pandora tailored their programming and advertising services to cater to NPOs and NGOs. Smart-home assistants such as the Amazon Echo also have promise.
- 6** Only **6%** of donors worldwide prefer to give through mobile technology, yet **66%** say they would use a mobile app that allows two-tap giving and earns badges and redeemable points. Despite a decade of improvements in mobile giving, the app that donors want doesn't yet exist.
- 7** Within the last 12 months, **51%** of donors worldwide have participated in a peer-to-peer fundraising campaign. Specifically, **33%** donated to a peer-to-peer fundraising campaign while **18%** created their own peer-to-peer fundraising campaign to benefit their favorite NPO or NGO.
- 8** Liberal donors are most likely to give to human and civil rights while conservative donors are more likely to give to religious services and faith. Across the ideological spectrum, children and youth is the cause most likely to inspire giving while peace and nonviolence is the least likely to inspire giving.
- 9** Religious services and faith is the number one cause donated to by Baby Boomers, however, religion is much less of a factor in giving for Gen Xers and Millennials who are more inspired to give to causes related to animals, human and civil rights, and women and girls.
- 10** Millennials, Gen Xers, and Baby Boomers all prefer to give online – **62%**, **59%**, and **59%** respectively. In fact, the generations are almost identical in their giving preferences with one exception: Direct mail is popular with Baby Boomers (**19%**), less popular with Gen Xers (**11%**) and the least popular with Millennials (**10%**).
- 11** **67%** of donors worldwide have volunteered with an NPO or NGO within the last 12 months. Of those volunteers, **97%** felt that their volunteer work made a positive impact and consequently, **97%** of these volunteers also donated money to the organization that they volunteered for.
- 12** **91%** of donors say that positive emotions, such as hope and empathy, are the motivating factors behind their giving. Only **9%** say anger and sadness. With a 24/7 news cycle that often focuses on the negative, NPOs and NGOs can stand out by sharing positive stories and calls-to-action.

13 Donors worldwide are very supportive of NPOs and NGOs. **92%** believe that NPOs and NGOs are ethical and can be trusted and **96%** believe that NPOs and NGOs are essential for creating social change. Furthermore, **94%** of donors support NPOs and NGOs investing more financial resources into digital communications in order to stay relevant.

AFRICA

14 **16%** of donors in Africa prefer to give through mobile devices which is the highest of any region. In Africa, mobile technology is how most people first get access to the Internet and giving to and engaging with NPOs and NGOs on mobile devices is a fast-growing trend.

15 WhatsApp is more influential in inspiring giving in Africa than anywhere else in the world and as messaging app payments become more widely available worldwide, odds are that in the future African donors will give regularly through messaging apps. Currently, WhatsApp inspires **20%** of giving in Africa.

ASIA

16 In Asia, religious giving is more diverse than any other region in the world. **32%** of donors give at Christmas, **25%** on Eid al-Fitr (a holiday that marks the end of the Islamic month of Ramadan), and **17%** on Diwali (the Hindu festival of lights). **57%** of religious giving in Asia is online.

17 Asian donors give most often to children and youth (**18%**), Education (**18%**), and women and girls (**12%**) which reflects a sense of social responsibility to provide services to their poorest citizens. Arts and culture (**2%**), peace and nonviolence (**1%**), and research and public policy (**1%**) are the least donated to causes.

AUSTRALIA & OCEANIA

18 Donors in Australia and Oceania are unique. First, they are younger. Gen Xers make up the largest group of donors, but Gen Zers give more often than any other region in the world. Second, they are less ideologically polarized with **39%** defining themselves as moderate. Third, **75%** are female.

19 Also unique to donors in Australia and Oceania is that they attend fundraising events the most often (**70%**), give the most to the cause of health and safety (**13%**), and finally,

Facebook is more influential in their giving than other donors worldwide (**66%**).

EUROPE

20 **39%** of European donors are Gen Xers. **67%** are female and **70%** are ideologically liberal. Also, European Gen Xers give more to human and civil rights (**23%**), animals and the environment (**20%**), and international development (**19%**) than any other Gen X donors worldwide.

21 European donors are the least likely to attend fundraising events at only **38%** and they have a low volunteer participation rate relative to other regions at **64%**. They are generous financially and as volunteers, but less inclined to prioritize in-person interaction with their favorite NPOs and NGOs.

NORTH AMERICA

22 Donors in North America are unique in that they are predominately women (**75%**), ideologically liberal (**63%**), and Baby Boomers (**42%**). Of all donors worldwide, North American donors give the most to the cause of religious services and faith. **62%** prefer to give online which is also the highest rate in the world.

23 In the United States, the causes most donated to reflect a generational and ideological divide indicative of recent political and social upheaval. Millennials give the most to support human and civil rights. Baby Boomers are most supportive of religious services and faith. And in the middle is Gen X giving the most to help animals.

SOUTH AMERICA

24 **38%** of South America donors are inspired to give by social media. Specifically, Facebook (**58%**), Instagram (**16%**), and Twitter (**13%**). Like in Africa, WhatsApp is also popular and inspires **9%** of giving. Unique to South America is that email is the least impactful on giving at only **8%**.

25 In South America, religious giving is the least diverse in the world with **96%** of religious giving occurring on Christian holidays. Ironically, however, donors in South America give the least to the cause of religious services and faith during Christian holidays at only **4%**.

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SAVE THE DATES

The 2018 Global Trends in Giving Survey
will be released May 1, 2018.

The 2018 Global NGO Technology Report
will be released January 29, 2018
at **techreport.ngo**.