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## GLOBAL TRENDS IN GIVING

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## Partners

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About the Report

The Global Trends in Giving Report is a biennial 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 Funraise and produced by Nonprofit Tech for Good, the report examines the impact of technology upon individual giving.

Now in its third edition, this year’s report provides giving benchmarks for Africa, Asia, Australia and New Zealand, Canada and the United States, Europe, and Latin America and the Caribbean. A global average of the benchmark data is also provided.

The Global Trends in Giving Report is a sister report to the Global NGO Technology Report. The findings from both reports are meant to help NPOs, NGOs, and charities determine if they are effectively using technology to inspire philanthropy and achieve their mission and programs.

Methodology

The 2020 Global Trends in Giving Report is based upon the survey results of 13,468 donors worldwide. The survey was conducted and promoted entirely online from March 1 to May 31, 2020. To reach a diverse global audience, the survey was published in Arabic, English, French, Italian, Portuguese, Spanish, and Taiwanese Mandarin.

Due to the methodology used, it’s important to note that the results only represent the views of respondents that (1) read Arabic, English, French, Italian, Portuguese, Spanish, and Taiwanese Mandarin; (2) have access to the Internet; and (3) use email and/or social media.

Funraise provides innovative and friendly fundraising technology built on a foundation of nonprofit experience. Our platform was built for fundraisers by fundraisers, helping you raise the funds and the fun.

With 50,000+ 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.
Giving Trends in Africa

About the Survey Respondents

Top 5 Countries

- South Africa: 31%
- Nigeria: 30%
- Ghana: 6%
- Kenya: 6%
- Tunsia: 6%

Giving Level

- $100 USD or less: 61%
- $101-$999 USD: 29%
- $1,000-$4,999 USD: 5%
- $5,000-$9,999 USD: 2%
- $10,000 USD or more: 3%

Top 10 Causes

- Children & youth: 22%
- Community development: 11%
- Hunger & homelessness: 11%
- Education: 9%
- Animals & wildlife: 8%
- Health & wellness: 8%
- Arts & culture: 6%
- Faith & spirituality: 5%
- Human & social services: 4%
- Women & girls: 4%

Top 5 Key Findings

1. 30% of donors in Africa prefer to give online with a credit or debit card, up from 25% in 2018. 24% prefer to give cash and 9% prefer to give via mobile money—both rates are higher than any other region.

2. #GivingTuesday is growing in Africa. 12% of donors gave on #GivingTuesday 2019, up from 9% in 2017. Crowdfunding in Africa remains popular at 51%.

3. 80% of donors in Africa volunteer with NGOs—the highest rate in the world. Of those, 82% also donate to the NGOs that they volunteer for.

4. Social media has a significant impact on giving. 37% say social media is the communication tool most likely to inspire giving and 36% say it is also the tool most likely to inspire repeat donations.

5. WhatsApp has the most impact upon giving at 35%, higher than any other region. YouTube has the least impact at 2%, lower than any other region.

Gender

- Female: 50%
- Male: 50%

Generation

- Gen Z (1998 or after): 6%
- Millennial Generation (1981-1997): 50%
- Gen X (1965-1980): 26%
- Baby Boomers (1946-1964): 17%
- Matures (Before 1946): 1%
30% of donors in Africa prefer to give online with a credit or debit card.

**Other Preferred Methods of Giving**

- Bank/wire transfer: 24%
- Cash: 24%
- Mobile Money: 9%
- Direct/Post mail: 5%
- PayPal: 3%
- Text-to-give: 3%
- Digital Wallet: 2%

62% are enrolled in a recurring giving program.

- 8% Weekly
- 10% Quarterly
- 25% Annually
- 57% Monthly

51% donate to crowdfunding campaigns that benefit NGOs.

33% create online peer-to-peer fundraising campaigns to benefit NGOs.

12% are enrolled in a workplace giving program.

63% have donated to an NGO in response to the COVID-19 pandemic.

24% donate to NGOs located outside of their country of residence.

12% donated on #GivingTuesday 2019.
GIVING TRENDS IN AFRICA

Donors in Africa also donate to NGOs through:

- An online store that benefits an NGO: 56%
- Online auctions: 22%
- Online raffles or sweepstakes: 14%
- Giving through gaming: 10%
- Smart speaker giving: 6%

Fundraising concept most likely to use in the future:

- A mobile app that allows two-tap giving that earns badges and redeemable points: 53%
- Facial recognition giving through a smartphone: 23%
- Point-and-tap giving through an internet-connected TV: 10%
- Swipe-giving through a digital billboard on public transport: 8%
- Voice-command giving through a smart speaker or car radio: 6%

80% of donors in Africa volunteer with NGOs.
55% attend fundraising events, such as galas or luncheons.
99% of donors say NGOs are essential for creating social change.
91% say NGOs are ethical and can be trusted.
77% vote regularly in local and national elections.
79% sign online petitions.
21% participate in marches and protests.
10% donate to political campaigns.

82% donate to the NGOs they volunteer for.
22% participate in endurance fundraising events, such as marathons and bike-a-thons.
88% donate food and goods to NGOs.
37% of donors say that social media is the communication tool that most inspires them to give.

Email 20%
Website 11%
Phone call 8%
TV ad 7%
Text message 5%
Messaging app 4%
Print 4%
Radio ad 3%
Billboard 1%

Of those inspired to give by social media:

42% say Facebook has the most impact.

OTHER IMPACTFUL SOCIAL MEDIA SITES
WhatsApp 25%
Instagram 15%
Twitter 11%
LinkedIn 5%
YouTube 2%

17%
donate through Facebook Fundraising Tools.

Of those,
100% say they are likely to give through Facebook Fundraising Tools again.

Communication method most likely to inspire repeat donations:

<table>
<thead>
<tr>
<th>Communication method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular social media communication</td>
<td>36%</td>
</tr>
<tr>
<td>Regular email communication</td>
<td>33%</td>
</tr>
<tr>
<td>Regular print communication</td>
<td>13%</td>
</tr>
<tr>
<td>A personal phone call</td>
<td>12%</td>
</tr>
<tr>
<td>A handwritten note</td>
<td>6%</td>
</tr>
</tbody>
</table>

86% say that NGOs effectively express gratitude for their donations.

89% say that NGOs effectively keep them updated on their programs.

93% of donors say that NGOs must invest financial resources in digital communications in order to stay relevant.

Of those inspired to give by email:

32% say NGOs should email updates monthly.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>20%</td>
</tr>
<tr>
<td>Quarterly</td>
<td>18%</td>
</tr>
<tr>
<td>Daily</td>
<td>17%</td>
</tr>
<tr>
<td>Twice monthly</td>
<td>9%</td>
</tr>
<tr>
<td>Twice weekly</td>
<td>4%</td>
</tr>
</tbody>
</table>

DOWNLOAD & COMPARE
Africa NGO Technology Data
Africa Giving Trends Data

FOLLOW
Please share commentary and resources about the data for Africa using #GivingTrends20.
About the Survey Respondents

Top 5 Countries

- Singapore: 26%
- Taiwan: 11%
- Malaysia: 16%
- Pakistan: 8%
- Israel: 35%

Giving Level

- $100 USD or less: 37%
- $101-$999 USD: 39%
- $1,000-$4,999 USD: 16%
- $5,000-$9,999 USD: 5%
- $10,000 USD or more: 3%

Top 10 Causes

1. Children & youth: 14%
2. Animals & wildlife: 11%
3. Hunger & homelessness: 11%
4. Health & wellness: 10%
5. Human & social services: 10%
6. Disability rights: 6%
7. Education: 6%
8. Environment & conservation: 6%
9. Faith & spirituality: 6%
10. Human & civil rights: 3%

Gender

- Female: 61%
- Male: 38%
- Non-binary: 1%

Generation

- Gen Z (1998 or after): 5%
- Millennial Generation (1981-1997): 41%
- Gen X (1965-1980): 30%
- Baby Boomers (1946-1964): 21%
- Matures (Before 1946): 3%

Top 5 Key Findings

1. 52% of donors in Asia prefer to give online with a credit or debit card, up from 51% in 2018. 13% prefer bank/wire transfer, up from 9% in 2018. 8% prefer PayPal, down from 13% in 2018.

2. 49% are enrolled in a recurring giving program, up from 41% in 2018. 81% prefer to give monthly, 13% annually, 4% quarterly, and 2% weekly.

3. 61% donate to crowdfunding campaigns that benefit NGOs—the highest rate in the world. 10% create peer-to-peer fundraising campaigns to benefit NGOs—3% below the global average.

4. 16% of donors in Asia are enrolled in a workplace giving program—the highest rate in the world. 26% gave on #GivingTuesday 2019, up from 10% in 2017—the largest increase in the world.

5. At 20%, donors in Asia are the least likely to attend fundraising events, such as a gala or luncheon. Only 13% participate in endurance fundraising events, the second-lowest rate in the world.
52% of donors in Asia prefer to give online with a credit or debit card.

**Other Preferred Methods of Giving**

- Bank/wire transfer: 13%
- Cash: 13%
- PayPal: 8%
- Direct/Post mail: 6%
- Digital wallet: 5%
- Mobile money: 2%
- Text-to-give: 1%

49% are enrolled in a recurring giving program.

- 2% Weekly
- 4% Quarterly
- 13% Annually
- 81% Monthly

61% donate to crowdfunding campaigns that benefit NGOs.

10% create online peer-to-peer fundraising campaigns to benefit NGOs.

16% are enrolled in a workplace giving program.

47% have donated to an NGO in response to the COVID-19 pandemic.

32% donate to NGOs located outside of their country of residence.

26% donated on #GivingTuesday 2019.
GIVING TRENDS IN ASIA

Donors in Asia also donate to NGOs through:

- An online store that benefits an NGO: 62%
- Online auctions: 28%
- Online raffles or sweepstakes: 15%
- Giving through gaming: 5%
- Smart speaker giving: 1%

Fundraising concept most likely to use in the future:

- A mobile app that allows two-tap giving that earns badges and redeemable points: 50%
- Facial recognition giving through a smartphone: 20%
- Swipe-giving through a digital billboard on public transport: 15%
- Point-and-tap giving through an internet-connected TV: 9%
- Voice-command giving through a smart speaker or car radio: 6%

- 56% of donors in Asia volunteer with NGOs.
- 65% donate to the NGOs they volunteer for.
- 68% donate food and goods to NGOs.
- 20% attend fundraising events, such as galas or luncheons.
- 13% participate in endurance fundraising events, such as marathons and bike-a-thons.
- 7% donate stock or mutual funds to NGOs and 4% donate to Donor-Advised Funds (DAFs).
- 97% of donors in Asia say NGOs are essential for creating social change.
- 88% say NGOs are ethical and can be trusted.
- 83% vote regularly in local and national elections.
- 66% sign online petitions.
- 20% participate in marches and protests.
- 12% donate to political campaigns.
32% of donors in Asia say that social media is the communication tool that most inspires them to give.

Communication method most likely to inspire repeat donations:

- Regular email communication: 41%
- Regular social media communication: 31%
- Regular print communication: 11%
- A personal phone call: 9%
- A handwritten note: 8%

11% donate through Facebook Fundraising Tools. Of those, 86% say they are likely to give through Facebook Fundraising Tools again.

9% donate through Instagram Fundraising Tools. Of those, 83% say they are likely to give through Instagram Fundraising Tools again.

Communication method most likely to inspire repeat donations:

- Regular email communication: 41%
- Regular social media communication: 31%
- Regular print communication: 11%
- A personal phone call: 9%
- A handwritten note: 8% 

85% say that NGOs effectively express gratitude for their donations.

82% say that NGOs effectively keep them updated on their programs.

93% of donors in Asia say that NGOs must invest financial resources in digital communications in order to stay relevant.

Of those inspired to give by social media:

- Facebook: 47% say Facebook has the most impact.
- Instagram: 18%
- WhatsApp: 15%
- YouTube: 8%
- Twitter: 7%
- LinkedIn: 3%
- Line: 2%

Of those inspired to give by email:

- Monthly: 33%
- Twice monthly: 12%
- Weekly: 11%
- Daily: 4%
- Twice weekly: 4%

36% say NGOs should email updates quarterly.
Giving Trends in Australia & New Zealand

About the Survey Respondents

Giving Level

- $100 USD or less: 15%
- $101-$999 USD: 44%
- $1,000-$4,999 USD: 27%
- $5,000-$9,999 USD: 5%
- $10,000 USD or more: 9%

Top 10 Causes

- Children & youth: 16%
- Animals & wildlife: 12%
- Health & wellness: 12%
- Environment & conservation: 8%
- Human & social services: 7%
- International development & relief: 7%
- Hunger & homelessness: 6%
- Women & girls: 6%
- Arts & culture: 5%
- Education: 5%

Gender

- Female: 74%
- Male: 25%
- Non-binary: 1%

Generation

- Gen Z (1998 or after): 1%
- Gen X (1965-1980): 38%
- Baby Boomers (1946-1964): 34%
- Matures (Before 1946): 2%

Top 5 Key Findings

1. 64% of donors in Australia & New Zealand prefer to give online with a credit or debit card—the highest rate in the world and up from 51% in 2018.

2. 33% of donors say that email is the communication tool that most inspires them to give, up from 30% in 2018. 48% say email is also the most likely to inspire repeat donations. Both rates are higher than any other region.

3. Donors have embraced Facebook Fundraising Tools. In 2018, only 7% donated directly to an NPO using Facebook Fundraising Tools. In 2019, the number grew to 48%.

4. Only 7% gave on #GivingTuesday 2019—10% less than the global average and likely a result of NPOs in Australia & New Zealand also having the lowest adoption rate of #Giving Tuesday as a fundraising strategy.

5. Donors in Australia & New Zealand are the most likely to adopt new fundraising technology. 20% say they would use facial recognition to give, 18% an internet-connected TV, and 18% swipe-giving through digital billboards.
64% of donors prefer to give online with a credit or debit card.

**OTHER PREFERRED METHODS OF GIVING**

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>PayPal</td>
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<tr>
<td>Bank/wire transfer</td>
<td>10%</td>
</tr>
<tr>
<td>Direct/Post mail</td>
<td>5%</td>
</tr>
<tr>
<td>Cash</td>
<td>4%</td>
</tr>
<tr>
<td>Digital wallet</td>
<td>2%</td>
</tr>
</tbody>
</table>

51% are enrolled in a recurring giving program.

- 2% Quarterly
- 7% Weekly
- 11% Annually
- 80% Monthly

52% donate to crowdfunding campaigns that benefit NPOs.

21% create online peer-to-peer fundraising campaigns to benefit NPOs.

11% are enrolled in a workplace giving program.

44% have donated to an NPO in response to the COVID-19 pandemic.

31% donate to NPOs located outside of their country of residence.

7% donated on #GivingTuesday 2019.
GIVING TRENDS
IN AUSTRALIA & NEW ZEALAND

Donors also donate to NPOs through:

- An online store that benefits an NPO: 58%
- Online raffles or sweepstakes: 45%
- Online auctions: 26%
- Giving through gaming: 5%

Fundraising concept most likely to use in the future:

- A mobile app that allows two-tap giving that earns badges and redeemable points: 44%
- Facial recognition giving through a smartphone: 20%
- Point-and-tap giving through an internet-connected TV: 18%
- Swipe-giving through a digital billboard on public transport: 14%
- Voice-command giving through a smart speaker or car radio: 4%

- 75% of donors in Australia and New Zealand volunteer with NPOs.
- 69% attend fundraising events, such as galas or luncheons.
- 73% donate to the NPOs they volunteer for.
- 66% donate food and goods to NPOs.
- 23% participate in endurance fundraising events, such as marathons and bike-a-thons.
- 3% donate stock or mutual funds to NPOs and 5% donate to Donor-Advised Funds (DAFs).
- 98% of donors say NPOs are essential for creating social change.
- 92% say NPOs are ethical and can be trusted.
- 98% vote regularly in local and national elections.
- 77% sign online petitions.
- 23% participate in marches and protests.
- 11% donate to political campaigns.
GIVING TRENDS
IN AUSTRALIA & NEW ZEALAND

33% of donors say that email is the communication tool that most inspires them to give.

- Social media: 30%
- Website: 15%
- Print: 9%
- TV ad: 5%
- Phone call: 4%
- Radio ad: 2%
- Billboard: 1%
- Text message: 1%

48% of those inspired to give by social media:
- 48% say Facebook has the most impact.

Other impactful social media sites:
- Instagram: 28%
- LinkedIn: 17%
- Twitter: 3%
- YouTube: 3%
- WhatsApp: 1%

48% of those inspired to give by email:
- 37% say NPOs should email updates monthly.

Communication method most likely to inspire repeat donations:

- Regular email communication: 48%
- Regular social media communication: 28%
- Regular print communication: 9%
- A handwritten note: 9%
- A personal phone call: 6%

10% of those inspired to give by social media:
- 10% donate through Instagram Fundraising Tools. Of those, 100% say they are likely to give through Instagram Fundraising Tools again.

88% say that NPOs effectively express gratitude for their donations.

87% say that NPOs effectively keep them updated on their programs.

97% of donors say that NPOs must invest financial resources in digital communications in order to stay relevant.

DOWNLOAD & COMPARE
- Australia & New Zealand NGO Technology Data
- Australia & New Zealand Giving Trends Data

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Please share commentary and resources about the data for Africa using #GivingTrends20.
## Giving Trends in Canada & the United States

### About the Survey Respondents

<table>
<thead>
<tr>
<th>Giving Level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>$100 USD or less</td>
<td>9%</td>
</tr>
<tr>
<td>$101-$999 USD</td>
<td>38%</td>
</tr>
<tr>
<td>$1,000-$4,999 USD</td>
<td>35%</td>
</tr>
<tr>
<td>$5,000-$9,999 USD</td>
<td>11%</td>
</tr>
<tr>
<td>$10,000 USD or more</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Top 10 Causes

- Hunger & homelessness: 15%
- Health & wellness: 13%
- Faith & spirituality: 12%
- Animals & wildlife: 10%
- Children & youth: 9%
- Environment & conservation: 7%
- Human & social services: 7%
- International development: 7%
- Arts & culture: 6%
- Women & girls: 4%

### Top 5 Key Findings

1. 57% of donors in Canada & the United States are enrolled in a recurring giving program, up from 46% in 2018. 94% prefer to give monthly, 3% weekly, 2% annually, and 1% quarterly.

2. Email continues to grow in its power to impact donors in Canada & the United States. 33% say that email is the communication tool that most inspires them to give, up from 31% in 2018.

3. Only 18% say that social media is the most inspiring, down from 25% in 2018. However, Facebook and Instagram Fundraising Tools are increasingly powerful. 40% have donated through Facebook, 12% through Instagram.

4. 34% of donors in Canada & the United States give through crowdfunding and 10% create peer-to-peer-fundraising campaigns, down from 36% and 16%, respectively.

5. 33% donate to NPOs located outside of their country of residence. The top 5 countries are Australia (8%), India (7%), Israel (6%), United Kingdom (6%), and Kenya (5%).

### Gender

- Female: 67%
- Male: 32%
- Non-binary: 1%

### Generation

- Gen Z (1998 or after): 1%
- Gen X (1965-1980): 19%
- Baby Boomers (1946-1964): 51%
- Matures (Before 1946): 17%
63% of donors prefer to give online with a credit or debit card.

**Other Preferred Methods of Giving**

- Direct/Post mail: 16%
- PayPal: 10%
- Bank/wire transfer: 5%
- Cash: 4%
- Digital wallet: 1%
- Text-to-give: 1%

57% are enrolled in a recurring giving program.

- 1% Weekly
- 2% Quarterly
- 3% Annually
- 94% Monthly

34% donate to crowdfunding campaigns that benefit NPOs.

10% create online peer-to-peer fundraising campaigns to benefit NPOs.

9% are enrolled in a workplace giving program.

62% have donated to an NPO in response to the COVID-19 pandemic.

33% donate to NPOs located outside of their country of residence.

26% donated on #GivingTuesday 2019.
### GIVING TRENDS IN CANADA & THE UNITED STATES

**Donors also donate to NPOs through:**

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online raffles or sweepstakes</td>
<td>47%</td>
</tr>
<tr>
<td>An online store that benefits an NPO</td>
<td>45%</td>
</tr>
<tr>
<td>Online auctions</td>
<td>24%</td>
</tr>
<tr>
<td>Giving through gaming</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Fundraising concept most likely to use in the future:**

<table>
<thead>
<tr>
<th>Concept</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A mobile app that allows two-tap giving that earns badges and redeemable points</td>
<td>50%</td>
</tr>
<tr>
<td>Facial recognition giving through a smartphone</td>
<td>18%</td>
</tr>
<tr>
<td>Point-and-tap giving through an internet-connected TV</td>
<td>18%</td>
</tr>
<tr>
<td>Swipe–giving through a digital billboard on public transport</td>
<td>7%</td>
</tr>
<tr>
<td>Voice–command giving through a smart speaker or car radio</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Other Statistics:**

- **68%** of donors in Canada and the United States volunteer with NPOs.
- **76%** donate to the NPOs they volunteer for.
- **81%** donate food and goods to NPOs.
- **96%** of donors say NPOs are essential for creating social change.
- **91%** say NPOs are ethical and can be trusted.
- **97%** vote regularly in local and national elections.
- **65%** sign online petitions.
- **36%** participate in marches and protests.
- **16%** donate to political campaigns.
- **97%** participate in endurance fundraising events, such as marathons and bike-a-thons.
- **44%** attend fundraising events, such as galas or luncheons.
- **96%** of donors say NPOs are essential for creating social change.
- **91%** say NPOs are ethical and can be trusted.
- **97%** vote regularly in local and national elections.
### Communication method most likely to inspire repeat donations:

<table>
<thead>
<tr>
<th>Communication Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular email communication</td>
<td>48%</td>
</tr>
<tr>
<td>Regular social media communication</td>
<td>18%</td>
</tr>
<tr>
<td>Regular print communication</td>
<td>16%</td>
</tr>
<tr>
<td>A handwritten note</td>
<td>12%</td>
</tr>
<tr>
<td>A personal phone call</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Of those inspired to give by social media:

- **56%** say Facebook has the most impact.

### OTHER IMPACTFUL SOCIAL MEDIA SITES

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>21%</td>
</tr>
<tr>
<td>Twitter</td>
<td>13%</td>
</tr>
<tr>
<td>YouTube</td>
<td>5%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Of those inspired to give by email:

- **45%** say NPOs should email updates quarterly.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>29%</td>
</tr>
<tr>
<td>Weekly</td>
<td>10%</td>
</tr>
<tr>
<td>Twice monthly</td>
<td>9%</td>
</tr>
<tr>
<td>Daily</td>
<td>4%</td>
</tr>
<tr>
<td>Twice weekly</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Communication method most likely to inspire repeat donations:

- **94%** say that NPOs effectively express gratitude for their donations.

### Of those inspired to give by email:

- **93%** say that NPOs effectively keep them updated on their programs.

### 92% of donors say that NPOs must invest financial resources in digital communications in order to stay relevant.

### GIVING TRENDS IN CANADA & THE UNITED STATES

- **33%** of donors say that email is the communication tool that most inspires them to give.

- **40%** say they are likely to give through Facebook Fundraising Tools again.

- **12%** donate through Instagram Fundraising Tools. Of those, **93%** say they are likely to give through Instagram Fundraising Tools again.
GIVING TRENDS IN EUROPE

About the Survey Respondents

Top 5 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>47%</td>
</tr>
<tr>
<td>Romania</td>
<td>15%</td>
</tr>
<tr>
<td>North Macedonia</td>
<td>9%</td>
</tr>
<tr>
<td>Ireland</td>
<td>6%</td>
</tr>
<tr>
<td>France</td>
<td>7%</td>
</tr>
</tbody>
</table>

Giving Level

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 USD or less</td>
<td>41%</td>
</tr>
<tr>
<td>$101-$999 USD</td>
<td>49%</td>
</tr>
<tr>
<td>$1,000-$4,999 USD</td>
<td>8%</td>
</tr>
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<td>1%</td>
</tr>
<tr>
<td>$10,000 USD or more</td>
<td>1%</td>
</tr>
</tbody>
</table>

Top 10 Causes

<table>
<thead>
<tr>
<th>Cause</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children &amp; youth</td>
<td>15%</td>
</tr>
<tr>
<td>Health &amp; wellness</td>
<td>13%</td>
</tr>
<tr>
<td>Hunger &amp; homelessness</td>
<td>8%</td>
</tr>
<tr>
<td>International development &amp; relief</td>
<td>8%</td>
</tr>
<tr>
<td>Human &amp; civil rights</td>
<td>7%</td>
</tr>
<tr>
<td>Human &amp; social services</td>
<td>7%</td>
</tr>
<tr>
<td>Animals &amp; wildlife</td>
<td>6%</td>
</tr>
<tr>
<td>Environment &amp; conservation</td>
<td>6%</td>
</tr>
<tr>
<td>Education</td>
<td>5%</td>
</tr>
<tr>
<td>Arts &amp; culture</td>
<td>4%</td>
</tr>
</tbody>
</table>

Top 5 Key Findings

1. 34% of donors in Europe say that social media is the most inspiring communication tool. 44% have donated through Facebook Fundraising Tools, up from 16% in 2018. 12% have donated through Instagram Fundraising Tools.

2. Giving by bank/wire transfer (20%), PayPal (11%), and cash (10%) remained the same from 2018 to 2019. Text-to-give grew from 4% to 9%, credit/debit card giving dropped from 46% to 43%, and direct mail/post dropped from 5% to 3%.

3. 68% give by shopping at online stores that benefit NPOs—the highest rate in the world and 12% above the global average of 56%.

4. Donors in Europe are less likely to give through online auctions (19%), online raffles or sweepstakes (17%), and gaming (6%)—compared to the global averages of 32%, 22%, and 8%, respectively.

5. Donors in Europe are the least likely to participate in #GivingTuesday. Only 6% gave in 2019, 39% chose not to, and 55% have never heard of #GivingTuesday.

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>66%</td>
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<td>Male</td>
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<tr>
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Generation

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<th>Percentage</th>
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<td>Baby Boomers (1946-1964)</td>
<td>22%</td>
</tr>
<tr>
<td>Matures (Before 1946)</td>
<td>2%</td>
</tr>
</tbody>
</table>
43% of donors prefer to give online with a credit or debit card.

**Other Preferred Methods of Giving**
- Bank/wire transfer: 20%
- PayPal: 11%
- Cash: 10%
- Text-to-give: 9%
- Direct/Post mail: 3%
- Mobile money: 3%
- Digital wallet: 1%

43% are enrolled in a recurring giving program.
- 1% Weekly
- 5% Quarterly
- 22% Annually
- 72% Monthly

57% donate to crowdfunding campaigns that benefit NPOs.
17% create online peer-to-peer fundraising campaigns to benefit NPOs.
7% are enrolled in a workplace giving program.

60% have donated to an NPO in response to the COVID-19 pandemic.
30% donate to NPOs located outside of their country of residence.
6% donated on #GivingTuesday 2019.
GIVING TRENDS IN EUROPE

Donors in Europe also donate to NPOs through:

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>An online store that benefits an NPO</td>
<td>68%</td>
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<td>Online auctions</td>
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<td>6%</td>
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</table>

Fundraising concept most likely to use in the future:

<table>
<thead>
<tr>
<th>Concept</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A mobile app that allows two-tap giving that earns badges and redeemable points</td>
<td>48%</td>
</tr>
<tr>
<td>Swipe-giving through a digital billboard on public transport</td>
<td>17%</td>
</tr>
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<td>Facial recognition giving through a smartphone</td>
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<td>Point-and-tap giving through an internet-connected TV</td>
<td>11%</td>
</tr>
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<td>Voice-command giving through a smart speaker or car radio</td>
<td>8%</td>
</tr>
</tbody>
</table>

- 64% of donors in Europe volunteer with NPOs.
- 74% donate to the NPOs they volunteer for.
- 78% donate food and goods to NPOs.
- 43% attend fundraising events, such as galas or luncheons.
- 20% participate in endurance fundraising events, such as marathons and bike-a-thons.
- 78% donate food and goods to NPOs.
- 10% donate stock or mutual funds to NPOs and 3% donate to Donor-Advised Funds (DAFs).
- 41% participate in marches and protests.
- 94% vote regularly in local and national elections.
- 91% say NPOs are ethical and can be trusted.
- 98% of donors say NPOs are essential for creating social change.
- 80% sign online petitions.
- 10% donate to political campaigns.
34% of donors say that social media is the communication tool that most inspires them to give.

Website 20%
Email 19%
TV ad 9%
Print 7%
Radio ad 4%
Text message 3%
Phone call 2%
Billboard 1%
Messaging app 1%

Of those inspired to give by social media:
55% say Facebook has the most impact.

**OTHER IMPACTFUL SOCIAL MEDIA SITES**
Instagram 19%
Twitter 8%
LinkedIn 7%
WhatsApp 6%
YouTube 5%

44% donate through Facebook Fundraising Tools. Of those,
89% say they are likely to give through Facebook Fundraising Tools again.

12% donate through Instagram Fundraising Tools. Of those,
87% say they are likely to give through Instagram Fundraising Tools again.

86% say that NPOs effectively express gratitude for their donations.

87% say that NPOs effectively keep them updated on their programs.

94% of donors say that NPOs must invest financial resources in digital communications in order to stay relevant.

Communication method most likely to inspire repeat donations:

- Regular email communication 44%
- Regular social media communication 32%
- Regular print communication 10%
- A handwritten note 8%
- A personal phone call 6%

**GIVING TRENDS IN EUROPE**

DOWNLOAD & COMPARE Europe NGO Technology Data Europe Giving Trends Data

FOLLOW
Please share commentary and resources about the data for Africa using #GivingTrends20.
GIVING TRENDS IN LATIN AMERICA & THE CARIBBEAN

About the Survey Respondents

Top 5 Countries
- Brazil (75%)
- Mexico (15%)
- Dominican Republic (2%)
- Barbados (2%)
- Ecuador (1%)

Giving Level
- $100 USD or less (69%)
- $101-$999 USD (26%)
- $1,000-$4,999 USD (4%)
- $5,000-$9,999 USD (1%)

Top 10 Causes
- Children & youth (20%)
- Hunger & homelessness (16%)
- Animals & wildlife (12%)
- Human & social services (10%)
- Community development (6%)
- Education (6%)
- Health & wellness (6%)
- Environment & conservation (5%)
- Arts & culture (4%)
- Disability rights (4%)

Top 5 Key Findings

1. 31% of donors in Latin America & the Caribbean prefer to give by bank/wire transfer—19% above the global average and the highest rate in the world. 55% donate to crowdfunding campaigns, up from 45% in 2018.

2. 41% say that social media is the communication tool that most inspires them to give—the highest rate in the world. 40% say social media is the tool most likely to inspire repeat donations.

3. Latin America & the Caribbean is the only region where donors say Instagram is the social media that has the most impact on their giving. The top three are Instagram (43%), Facebook (26%), and WhatsApp (14%).

4. 72% have donated to an NPO in response to the COVID-19 pandemic—the highest rate in the world. 90% donate foods and goods—also the highest rate in the world.

5. Donors in Latin America & the Caribbean embrace online advocacy. 84% sign online petitions—the highest rate in the world. 99% say that NPOs are essential for creating social change.

Gender
- Female (78%)
- Male (21%)
- Non-binary (1%)

Generation
- Gen Z (1998 or after) (6%)
- Millennial Generation (1981-1997) (52%)
- Gen X (1965-1980) (24%)
- Baby Boomers (1946-1964) (17%)
- Matures (Before 1946) (1%)
GIVING TRENDS IN LATIN AMERICA & THE CARIBBEAN

44% of donors prefer to give online with a credit or debit card.

OTHER PREFERRED METHODS OF GIVING

- Bank/wire transfer: 31%
- Cash: 13%
- PayPal: 6%
- Digital wallet: 3%
- Direct/Postal mail: 2%
- Mobile money: 1%

42% are enrolled in a recurring giving program.

- Weekly: 2%
- Quarterly: 4%
- Annually: 7%
- Monthly: 87%

55% donate to crowdfunding campaigns that benefit NPOs.

17% create online peer-to-peer fundraising campaigns to benefit NPOs.

8% are enrolled in a workplace giving program.

72% have donated to an NPO in response to the COVID-19 pandemic.

15% donate to NPOs located outside of their country of residence.

9% donated on #GivingTuesday 2019.
### GIVING TRENDS
**IN LATIN AMERICA & THE CARIBBEAN**

#### Donors also donate to NPOs through:

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#### Key Statistics:

- **70%** of donors in Latin America & the Caribbean volunteer with NPOs.
- **32%** attend fundraising events, such as galas or luncheons.
- **65%** donate to the NPOs they volunteer for.
- **11%** participate in endurance fundraising events, such as marathons and bike-a-thons.
- **90%** donate food and goods to NPOs.
- **99%** of donors say NPOs are essential for creating social change.
- **89%** say NPOs are ethical and can be trusted.
- **94%** vote regularly in local and national elections.
- **84%** sign online petitions.
- **33%** participate in marches and protests.
- **5%** donate to political campaigns.
### GIVING TRENDS IN LATIN AMERICA & THE CARIBBEAN

#### 41%
- Of donors say that social media is the communication tool that most inspires them to give.
- Website: 17%
- Email: 16%
- TV ad: 9%
- Print: 7%
- Messaging app: 4%
- Text message: 2%
- Billboard: 2%
- Phone call: 1%
- Radio ad: 1%

**Of those inspired to give by social media:**
- 43% say Instagram has the most impact.

**OTHER IMPACTFUL SOCIAL MEDIA SITES**
- Facebook: 26%
- WhatsApp: 14%
- YouTube: 7%
- LinkedIn: 5%
- Twitter: 5%

#### 17%
- Donate through Facebook Fundraising Tools. Of those,
  - 99% say they are likely to give through Facebook Fundraising Tools again.

#### 9%
- Donate through Instagram Fundraising Tools. Of those,
  - 98% say they are likely to give through Instagram Fundraising Tools again.

**Communication method most likely to inspire repeat donations:**
- Regular email communication: 41%
- Regular social media communication: 40%
- Regular print communication: 10%
- A handwritten note: 5%
- A personal phone call: 4%

**Of those inspired to give by email:**
- 41% say NPOs should email updates monthly.
- Weekly: 22%
- Quarterly: 16%
- Twice monthly: 13%
- Twice weekly: 5%
- Daily: 3%

**Of those inspired to give by email:**
- 89% say that NPOs effectively express gratitude for their donations.

**83%** say that NPOs effectively keep them updated on their programs.

**90%** of donors say that NPOs must invest financial resources in digital communications in order to stay relevant.
Global Trends in Giving Benchmarks

About the Survey Respondents

Top 5 Countries

The top 10 causes supported by donors worldwide: hunger and homelessness (13%), children and youth (12%), health and wellness (12%), animals and wildlife (10%), faith and spirituality (8%), human and social services (8%), environment and conservation (6%), arts and culture (5%), international development and relief (5%), and education (4%).

55% of donors worldwide prefer to give online with a credit or debit card. 12% prefer to give by bank/wire transfer, 10% by direct/post mail, 10% via PayPal, 8% in cash, 2% via digital wallet, 2% by text-to-give, and 1% by mobile money.

51% are enrolled in a recurring giving program. Of those, 87% give monthly, 8% annually, 3% weekly, and 2% quarterly.

45% donate to crowdfunding campaigns that benefit NPOs.

13% create online peer-to-peer fundraising campaigns to benefit NPOs.

9% are enrolled in a workplace giving program.

60% have donated to an NPO in response to the COVID-19 pandemic.

Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (1998 or after)</td>
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Giving Level

<table>
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Gender

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<tbody>
<tr>
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<td>Male</td>
<td>32%</td>
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<tr>
<td>Non-binary</td>
<td>1%</td>
</tr>
</tbody>
</table>
30% donate to NPOs located outside of their country of residence. The top five countries donated to are the United States (24%), Canada (9%), Australia (5%), the United Kingdom (4%), and India (3%).

17% donated on #GivingTuesday 2019.

66% of donors worldwide volunteer with NPOs. Of those, 73% donate to the NPOs they volunteer for.

40% attend fundraising events, such as galas or luncheons.

16% participate in endurance fundraising events, such as marathons and bike-a-thons.

Donors worldwide also donate to NPOs through the following methods: an online store that benefits an NPO (56%), online raffle or sweepstakes (32%), online auction (22%), giving through gaming (8%), and smart speaker giving (1%).

Fundraising concept most likely to use in the future: a mobile app that allows two-tap giving that earns badges and redeemable points (49%), facial recognition giving through a smartphone (18%), point-and-tap giving through an internet-connected TV (15%), swipe-giving through a digital billboard on public transport (12%), and voice-command giving through a smart speaker or car radio (6%).

8% donate stock or mutual funds to NPOs and 4% donate to Donor-Advised Funds (DAFs).

79% donate food and goods to NPOs.

94% vote regularly in local and national elections. 71% sign online petitions, 23% donate to political campaigns, and 23% participate in marches and protests.

96% of donors worldwide say that NPOs are essential for creating social change and 90% say NPOs are ethical and can be trusted.

26% of donors worldwide say that email is the communication tool that most inspires them to give. 25% say social media, 17% website, 13% print, 8% TV ad, 4% phone call, 3% radio ad, 2% text message, 1% billboard, and 1% messaging app.

Of those inspired to give by email, 39% say NPOs should email updates quarterly. 32% say monthly, 11% twice monthly, 11% weekly, 4% daily, and 3% twice weekly.

Of those inspired to give by social media, 48% say Facebook has the most impact. 24% say Instagram, 9% Twitter, 8% WhatsApp, 6% YouTube, and 5% LinkedIn.

32% have donated through Facebook Fundraising Tools. Of those, 89% said they are likely to give through Facebook Fundraising Tools again.

10% have donated through Instagram Fundraising Tools. Of those, 93% said they are likely to give through Instagram Fundraising Tools again.

Communication method most likely to inspire repeat donations: regular email communication (45%), regular social media communication (25%), regular print communication (13%), a handwritten note (10%), and a personal phone call (7%).

90% say that NPOs effectively express gratitude for their donations.

89% say that NPOs effectively keep them updated on their programs.

92% of donors worldwide say that NPOs must invest financial resources in digital communications in order to stay relevant.
Global Trends in Giving Non-donors

42% of non-donors worldwide say the primary reason they do not give money to NPOs is because they do not have the financial resources.

OTHER REASONS FOR NOT GIVING MONEY

- Volunteer my time in lieu of making a donation: 22%
- Donate food or goods in lieu of making a donation: 18%
- Don’t trust organizations to spend their money well: 9%
- Prefer to spend their money on their family and friends: 7%
- Don’t believe that NPOs make a positive difference: 2%

52% of non-donors say it is unlikely they will give money to an NPO within the next 12 months.

22% attend fundraising events, such as galas or luncheons.

85% vote regularly in local and national elections.

70% sign online petitions.

29% participate in marches and protests.

13% participate in endurance fundraising events, such as marathons and bike-a-thons.

70% donate food and goods to NPOs.

4% donate to political campaigns.
Our Partnership Model

Our partnership model is simple and innovative: in exchange for promoting the Global Trends in Giving Survey to donors in their country, our partners receive the anonymized survey data for their country. By crowdsourcing our research, we’re able to increase the participation of donors throughout the globe thus providing a more accurate understanding of how they prefer to give and engage with their favorite causes and charitable organizations.
Build your movement.

POWER UP AT FUNRAISE.ORG

Smart fundraising tech for forward-thinking nonprofits.

**DONATIONS**
- Donation Forms
- In-Person Donations

**FUNDRAISING**
- Events & Ticketing
- Fundraising Websites
- Peer-to-Peer Fundraising
- Automated Emails
- Text Engagement

**NONPROFIT CRM**
- Supporters
- Donations
- Donation Tasks
- Subscriptions
- Wealth Screenings
- Reporting
Thank you to the 13,468 donors and 1,817 non-donors worldwide that participated in the 2020 Global Trends in Giving Survey.

Your contribution is greatly appreciated.