

# UNDERSTANDING GIVING

BELIEFS AND BEHAVIORS OF COLORADO'S DONORS



A REPORT OF THE  
**COLORADO**  
GENEROSITY PROJECT



Colorado  
**NONPROFIT**  
Association

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## INTRODUCTION

## Colorado's nonprofit organizations are essential to strong and vibrant communities.

Financial support from individuals is important for many nonprofits. According to Giving USA's 2013 national survey, individual donations account for 72 percent of all private charitable contributions with bequests making up eight percent. Nonprofits spend considerable time, resources and energy seeking, activating, and stewarding individual donors.

In 2007, Colorado Nonprofit Association's Board of Directors launched the Colorado Generosity Project with the goal of increasing the dollar amount of charitable contributions. To provide useful data to nonprofits, and to inform the public about donor's charitable giving beliefs and behaviors, Colorado Nonprofit Association commissioned its first statewide survey in 2008 and published the results in *Generous Colorado: Why Donors Give*. In 2011, Colorado Nonprofit Association repeated the survey and added information gained from focus groups held in five communities across the state. We published the findings in *Understanding Giving: Beliefs and Behaviors of Colorado's Donors*.

While most Coloradans continue to believe in the importance of giving to charities, how Coloradans act on their beliefs is changing, driven by changes in technology, social networks, and the entry of the Millennial generation into philanthropy.

**“... how Coloradans act on their beliefs is changing, driven by changes in technology, social networks, and the entry of the Millennial generation into philanthropy.”**

To obtain current data on these trends, the Colorado Nonprofit Association commissioned Corona Insights to conduct a new statewide survey in 2014. We are grateful for the generous financial support of CoBiz, The Colorado Health Foundation, Community First Foundation, The Denver Foundation, Mile High United Way, and our members.



## INTRODUCTION

To identify any changes in donor beliefs or behaviors, we repeated many questions from previous surveys. However, we introduced new questions aimed at identifying attributes of donor decision making that would help us to build a profile of certain types of donors. To keep the telephone survey length manageable, we also eliminated some previously asked questions.

We collected a significant amount of data. In this first report, we provide the overall key survey findings and also describe the characteristics of four donor profiles which we call the Faithful Friends, Free

Spirits, Mavericks, and Occasional Donors. Because we intend for this report to inform nonprofits and the public about the study's overall findings and highlights, we did not include supporting statistical data for every observation noted in the text.

We plan to release future reports based on certain demographic characteristics such as age, income, and gender, which will contain a greater amount of supporting statistics. In the meantime, we are happy to provide more detailed supporting data to anyone requesting it.

## METHODOLOGY

The research consisted of 743 surveys conducted via telephone between May and June 2014 through a random sample of landline and cell telephone numbers, targeting adults over the age of 18 who live in Colorado. The proportion of cell phone to landline surveys was determined based on National Health Interview Survey

(NHIS) data for "cell only" and "cell mostly" households. Telephone surveys have limitations, and Corona Insights developed a final unique weighting factor for every single respondent that adjusted that person's representation in the survey data.

**Through this survey, the Colorado Nonprofit Association sought information about:**

- 1) Coloradans beliefs about charitable giving;
- 2) How Coloradans connect with charitable organizations, and what factors influence a donor's decision to give;
- 3) The various ways in which Coloradans make donations; and
- 4) What charitable causes Coloradans support.

METHODOLOGY

# generations

The report describes the 2014 findings by generation, which we define as:

## silent

- Born between 1928 and 1945
- Between the ages of 69 and 86
- 12% of adult population of the U.S.
- 10% of Colorado population

## boomers

- Born between 1946 and 1964
- Between the ages of 50 and 68
- 32% of adult population of the U.S.
- 30.3% of Colorado population

## generation x

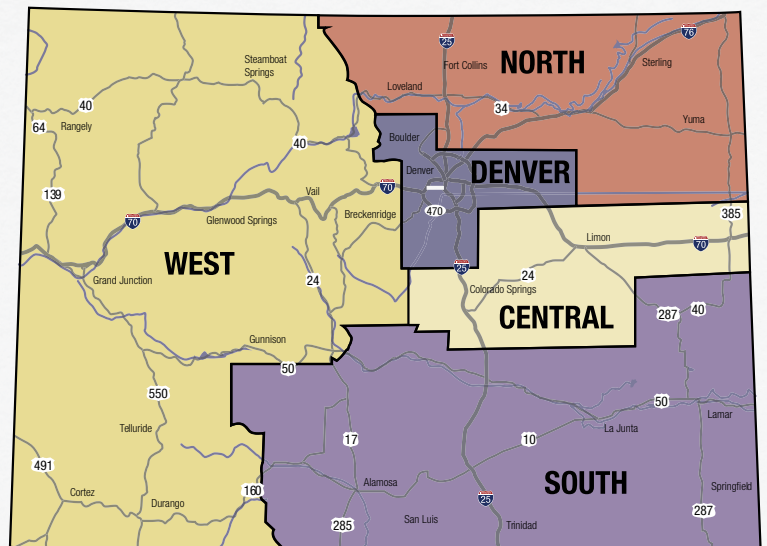
- Born between 1965 and 1980
- Between the ages of 34 and 49
- 27% of adult population of the U.S.
- 27.8% of Colorado population

## millennial

- Born between 1981 and 1996
- Between the ages of 18 and 33
- 27% of adult population of the U.S.
- 28.7% of Colorado population

# five regions of Colorado

Finally, to compare charitable giving beliefs and behaviors among different parts of Colorado, we divided the state into five regions.





OVERALL STATEWIDE FINDINGS

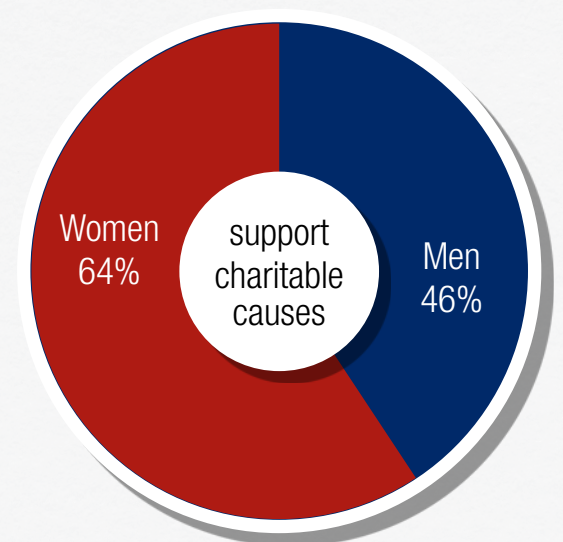
# generous spirit

Charitable giving often begins with a generous spirit or philosophy that charitable giving is a good thing to do. Most Coloradans (92 percent) think of themselves as someone who supports charitable causes, with 55 percent strongly agreeing. Women were more likely to believe strongly they were a charitable person than men (64 percent versus 46 percent, respectively), as were people who donated larger amounts over the past 12 months. However, individuals with lower

household income were less likely to believe this strongly (42 percent), as were younger individuals. Most Coloradans (75 percent) also feel they have a responsibility to support charitable causes. This is especially true for older respondents, respondents with household incomes over \$100,000, and respondents who have donated more than \$1,000 in the past 12 months.



Religious beliefs appear to motivate charitable giving. Those who report that giving is a part of their religious beliefs tend to donate more, even beyond their religious giving (tithing). Giving to religious causes does not necessarily compete with charitable giving, but runs parallel, and perhaps even enhances additional charitable giving. Overall, respondents were almost evenly split on whether giving to charity was part of their religious beliefs. Republicans were more likely to believe strongly that giving was a part of their religious beliefs (49 percent) than both Democrats (35 percent) and Independents/Other (26 percent) as were people who donated more than \$1,000 over the past 12 months. Millennials were the least likely to report that giving was a part of their religious beliefs.





GENEROSITY ENVIRONMENT

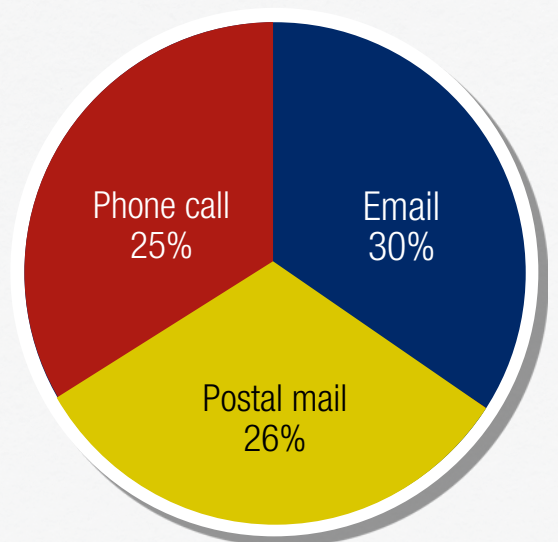
## personal connections and social networks

Requests from friends or family or surrounding social norms often prompt a charitable donation. Overall, the majority of respondents reported their friends and families support charitable causes (84 percent). People who donated more in the past 12 months were even more likely to report this (97 percent). Almost two-thirds of respondents (60 percent) tell their friends and family about the charitable causes they support. More than half of respondents (56 percent) made a donation in the last year after being asked in person by someone they knew, and 48 percent learned about the organization that received their most recent donation from a family member or friend. About one-third donated based on an email from someone they knew (30 percent). Because personal connections predominantly motivate donations, a nonprofit's strongest allies are likely existing supporters, donors, or constituents.



## prompts to give

In addition to developing personal support networks, nonprofits also appeal for donations in many ways. Coloradans also gave when prompted by a request they received in the mail (26 percent), a phone call they received from an organization (25 percent) or an email from the organization (14 percent). Although less effective, donors also respond to broad-based appeals by nonprofits such as news stories (20 percent), advertising campaigns (18 percent), and social media (15 percent).



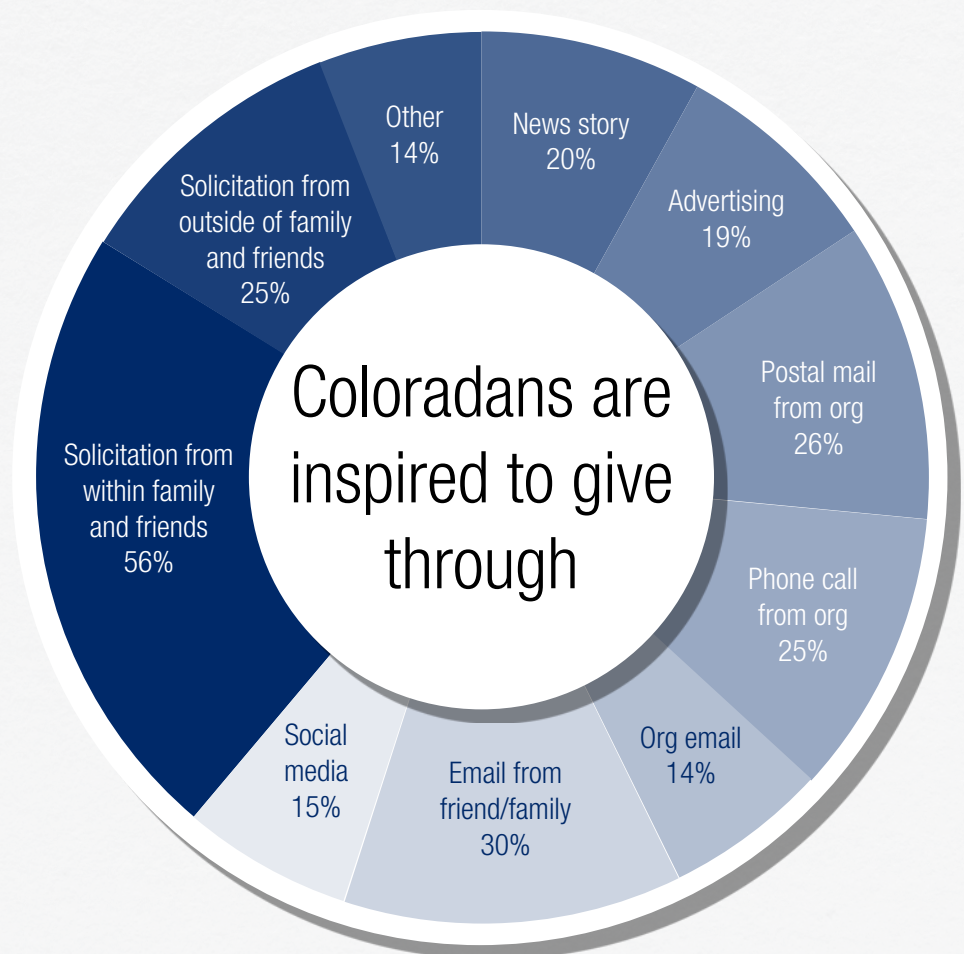


GENEROSITY ENVIRONMENT

# inspiration

Millennials (26 percent) were more likely than Generation X, Boomers, and the Silent Generation to donate as a result of radio, television, or other advertising campaigns. Millennials (15 percent) were much less likely than Silents (54 percent) to donate in response to a mail solicitation or a phone call from the organization (12 percent versus 38 percent, respectively). Women were more likely to donate in response to a mail request, a phone request, an email from someone they know, and a social media post. People with lower household incomes were more likely to donate in response to a phone call from the organization, and individuals with higher household incomes were more likely to donate in response to an email from the organization or from someone they know. Democrats, compared to Republicans, were more likely to donate in

response to a mail request, a phone request, an email from the organization, an email from someone they know, and being asked in person by someone they do not know. People who donated more in the past 12 months were more likely to donate after being asked in person by someone they know.



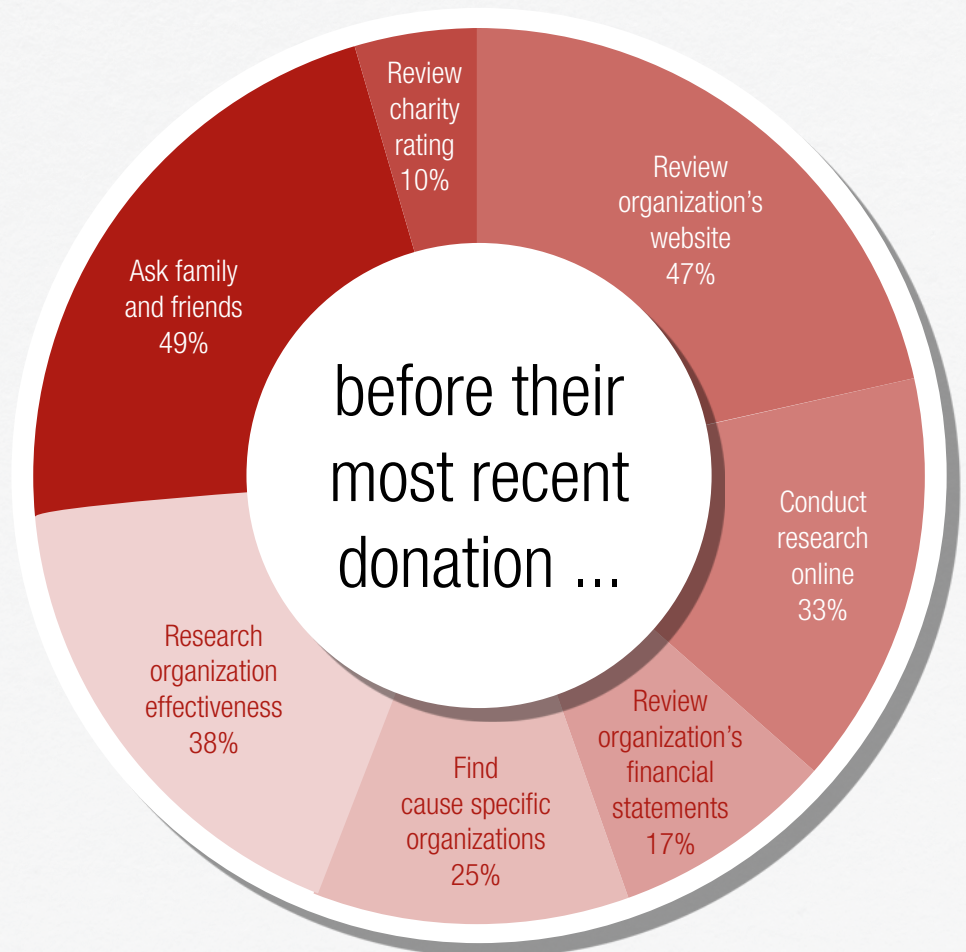
GENEROSITY ENVIRONMENT

# research habits

Before making their most recent donation, Coloradans most likely learned about the organization from a friend or family member (49 percent), had visited the organization's website (47 percent), or researched organizational effectiveness (38 percent). People with higher household incomes were more likely to view an organization's website (54 percent), as well as search online for information about the organization (43 percent). Millennials and Generation X were more likely to visit organizational websites, but also were more likely to learn about the organization from a friend or family member. People who donated more in the past 12 months were more likely to look at the organization's website, search online for information about the organization, and look at the organization's financials.

Additionally, before making their most recent donation, individuals gave previously to the same organization (72 percent), personally had a good experience or knew someone who had a good experience with that organization (65

percent), or knew someone who could benefit from the organization's services (54 percent). Only a quarter of individuals surveyed reported volunteering for the organization before donating to it. Millennials were less likely to have donated to the organization previously and more likely to have had or known someone who had a good experience with the organization. People with higher household incomes were also more likely to have donated to the organization previously.





## GENEROSITY ENVIRONMENT

# planned and spontaneous decisions to give

Individuals were almost evenly split between those who say that most of their charitable giving is planned and those who say their charitable giving is spontaneous.

Millennials were more likely to indicate most of their charitable giving was spontaneous, as were individuals with household incomes less than \$50,000. More Republicans reported that most of their charitable giving was planned (60 percent) compared to Democrats (39 percent) and Independents/Other (35 percent). The more money individuals donated in the past 12 months, the more likely they were to report planning their charitable giving.

**“Overall, most people (59 percent) reported that their charitable spending went to organizations that did not contact them.”**

The survey asked whether the respondents gave most of their charitable gifts to organizations that contacted them or did not contact them. Overall, most people (59 percent)

reported that their charitable spending went to organizations that did not contact them.

This was especially true for Millennials (77 percent) and men (65 percent), which could indicate that these groups are seeking out charities and do not have patterns of giving to the same charities. On the other hand, most Silents (53 percent)

said they gave to charities that did contact them. Silents also indicated that they give to the same charities each year (72 percent) and perhaps respond to regular appeals from these charities.

## tax incentives for giving

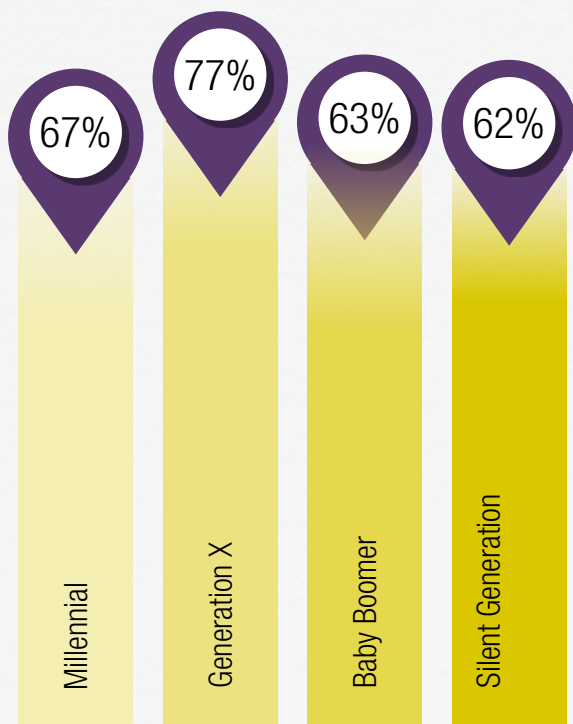
About half of respondents reported that they consider tax benefits when they donate. This was truer of individuals with higher household incomes (76 percent), and for Generation X

(59 percent) and Boomers (50 percent) compared to Millennials (42 percent). Not surprisingly, this was also true of individuals who donated more in the past 12 months.

## GENEROSITY ENVIRONMENT

## trust as factor of giving

Trust can be an important factor in a donor's decision to give. Overall, almost 67 percent of respondents agreed that most charities are honest and ethical in their use of donations. However, almost 28 percent disagreed, a substantial increase from the 17 percent who disagreed in our 2011 survey. This level of trust varied across demographic groups. Generation X was the most trusting of charities, while Boomers and Silents were the most likely to distrust charities. People with incomes over \$100,000 were also more likely to agree that charities are honest.



trust as a factor for giving

## Colorado Gives Day

Since its inception in 2011, Colorado Gives Day has served as a way for many Coloradans to donate to hundreds of nonprofit organizations. About a third of respondents statewide had heard of Colorado Gives Day, with awareness higher in Northern Colorado (51 percent) and the Denver region (40 percent) than in other regions. Women, people with household incomes over \$100,000, those who donated more than \$1,000 in the last 12 months, or those who gave to more than five charitable organizations in the last year were also more likely to have heard of Colorado Gives Day.

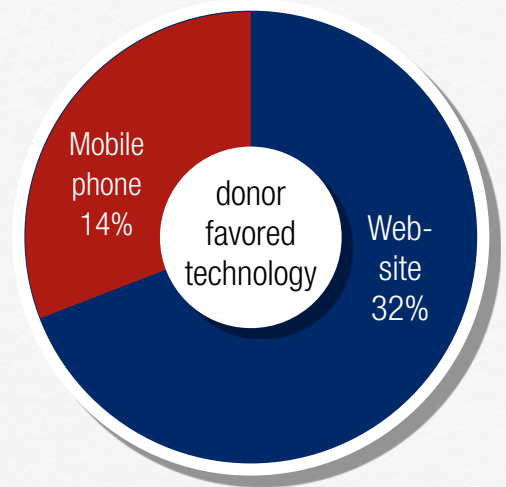
Of individuals who had heard of Colorado Gives Day, about a third made a gift that day. People with higher household incomes over \$100,000 and those who donated more than \$1,000 in the past 12 months were more likely to make a gift on Colorado Gives Day (45 percent). Both Democrats (37 percent) and Republicans (42 percent) were more likely to make a gift on the day than Independents/Other (21 percent).



GIVING RESOURCES

# influence of technology

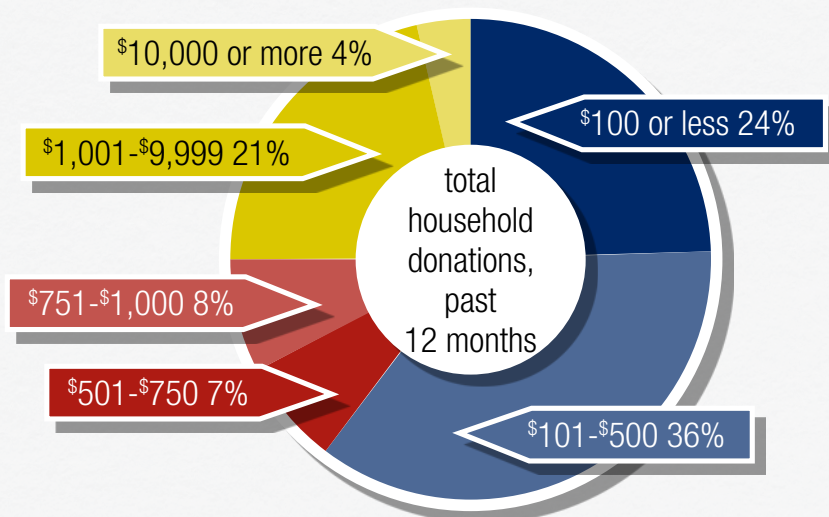
Donors increasingly use technology to make gifts although use varies by demography and geography. Thirty-two percent of individuals made a donation through a website, and 14 percent made a donation via a cell-phone text message. Western Coloradans were the least likely to make a donation through a website (15 percent). Millennials and Generation X were more likely to have made a donation through a website than older generations. Generation X was the most likely to make a donation via a cell-phone text message (25 percent). People with higher household incomes and those who donated more in the past 12 months were more likely to both make a donation through a website and through a cell-phone text.



# monetary donations

Eight in 10 Coloradans donated money to charity in the last year. About one-third reported donating between \$101 to \$500 (34 percent) with 21 percent giving between \$1,001 and \$9,999. About 25 percent gave less than \$100 last year. People with household incomes over \$100,000 were more likely to donate \$1,001 to \$9,999 (45 percent). About a third of both Millennials and the Silent Generation

donated less than \$100 in the past 12 months. While 80 percent of Coloradans making monetary donations is certainly good for our state's charities, this proportion is down from the 86 percent reported in Colorado Nonprofit Association's 2011 survey. Comparing the two surveys, lower income groups gave less in 2014 while donations among upper income groups held steady.



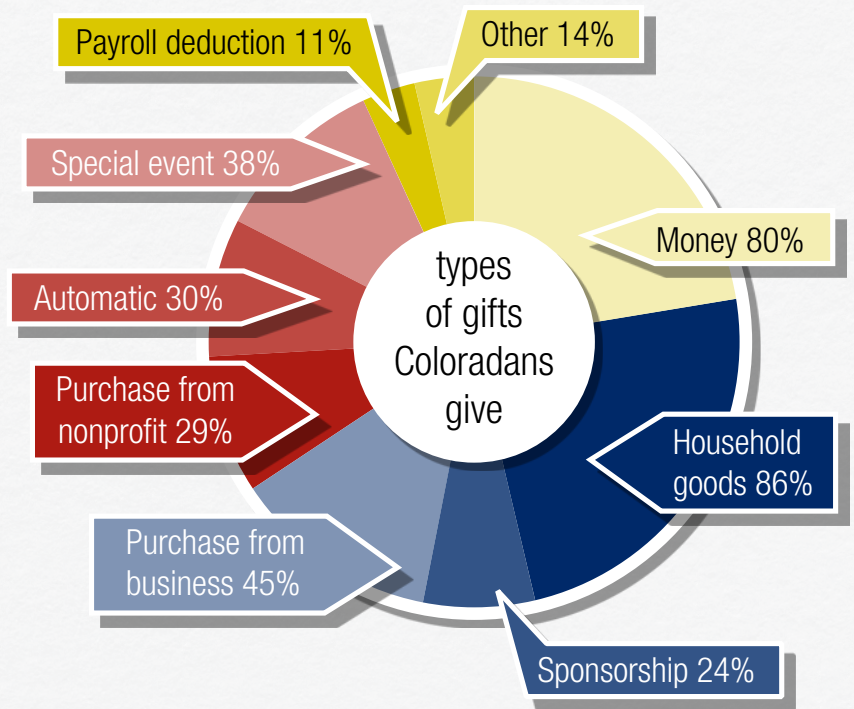
Respondents' most recent donation was generally less than \$500. People with larger household incomes were more likely to have made a larger recent donation.

Only 6 percent of respondents named a charity or nonprofit organization in their will. Not surprisingly, older respondents were more likely to have done this than younger respondents.

GIVING RESOURCES

## types of gifts

People were most likely to make donations in the form of goods (86 percent) or money (80 percent). People with higher household incomes were also likely to give by buying products or service from a business that donates some of the proceeds to charity (69 percent), and tickets to a fundraising event or dinner (63 percent). Republicans were more likely to make a donation of money (87 percent) than Democrats (78 percent) and Independents/Other (77 percent). Northern Coloradans were more likely to make a donation via a regular or recurring automatic donation (41 percent versus 30 percent statewide). Generation X (56 percent) and



Millennials (48 percent) were more likely to have bought products or services from a business that donates some of the proceeds to charity.

GENEROSITY PRIORITIES AND TARGETS

## donors tend to be loyal

Two-thirds of respondents reported that most of their charitable spending goes to the same charities each year. Older respondents were more likely to give to the same charities every year than Millennials. Respondents with higher household income and who donated more in the past 12 months were more likely to report that most of their donations went to the same charities every year.

Overall, individuals were most likely to have donated to either two to four charities (44 percent) or five to nine charities (33 percent) in the past 12 months. People with a higher household income were more likely to donate to more charities, as were individuals who donated more in the past 12 months.

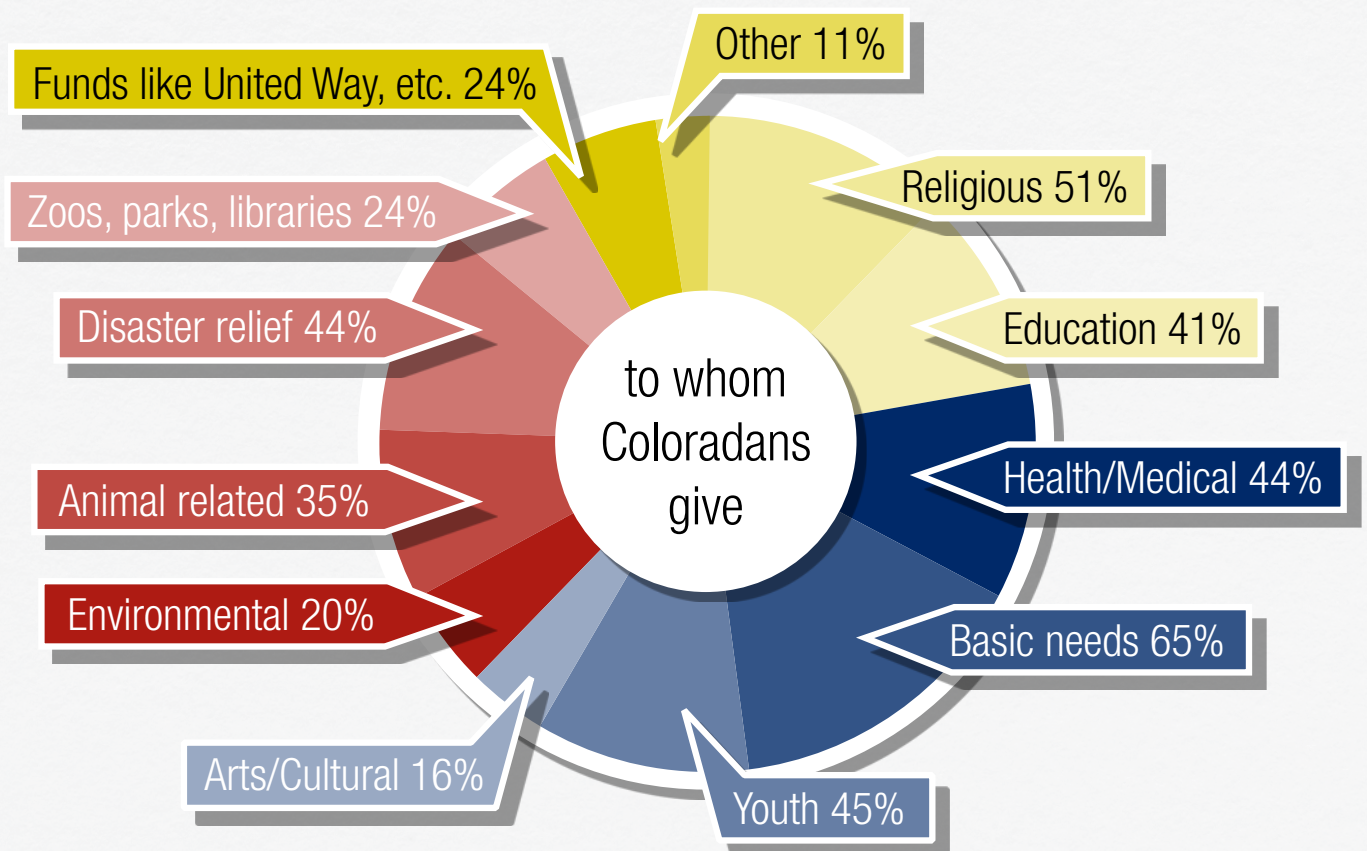


## GENEROSITY PRIORITIES AND TARGETS

### who are the recipients?

Individuals support many different types of charitable causes. Over the past 12 months, respondents gave most often to social causes to help people with basic necessities (65 percent), religious causes or organizations (51 percent), a youth group or organization that helps kids (45 percent), health or medical causes (44 percent), and disaster or emergency relief (44 percent). Generation X tend to support schools and educational institutions while Boomers tend to give to health or medical causes (51.5 percent) and animal-

related charities (43.4 percent), Generation X and Boomers are more likely than Millennials or Silents to give to broad-based funds, like United Ways. Respondents with incomes over \$100,000 tend to support education, health, social, and environmental causes more than other income groups. Republicans are more likely to support religious causes, while Democrats give to disaster relief, arts and culture, and environmental causes.





## DONOR PROFILES

## overview

Colorado Nonprofit Association's 2014 survey added questions that enabled Corona Insights to develop profiles of donors with certain beliefs, decision patterns, and demographic characteristics. Corona Insight's analysis grouped people who feel similarly about whether:

- family and friends support charitable causes;
- feels a responsibility to support charities;
- believes that most charities are ethical;
- thinks of him or herself as a charitable person;
- gives as part of his or her religious beliefs;
- is a planned or spontaneous giver;
- gives mostly to the same or new charities; and
- gives to charities who do or do not contact him or her.

## faithful friends

## free spirits

## mavericks

## occasional donors



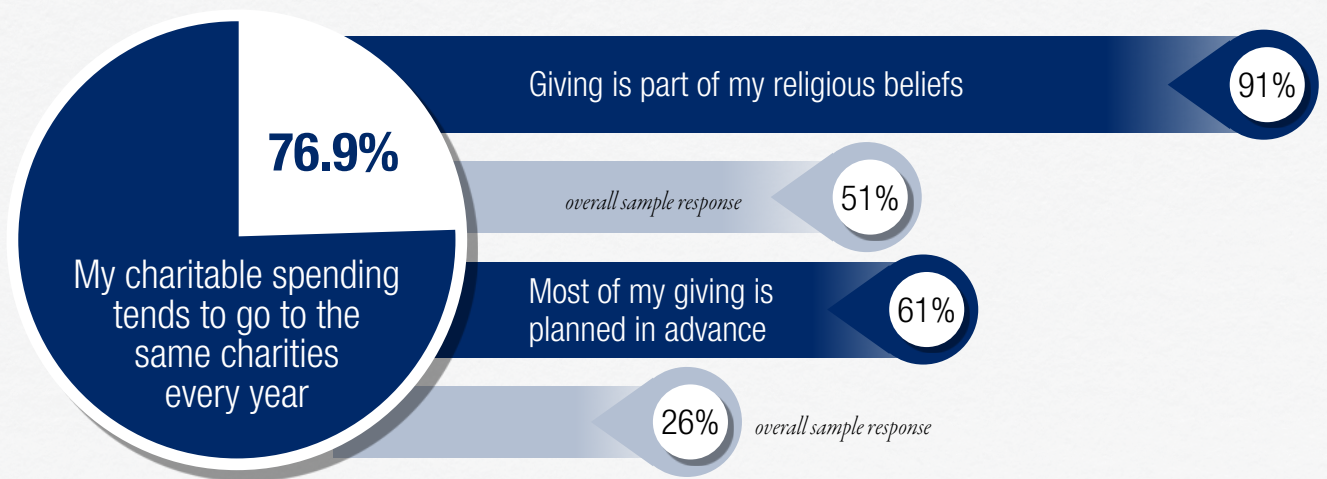
DONOR PROFILES

# faithful friends

loyal | religious | planners

Making up 39 percent of the survey respondents, Faithful Friends are a key donor population that has both the interest and means to make significant donations to a particular nonprofit.

Faithful Friends overwhelmingly believe that giving to charity is part of their religious beliefs (91 percent). They plan their giving in advance (61 percent), and more than three-quarters say their donations go to the same charities each year. Of all the groups, they are also the most likely to donate via a regular or recurring automatic donation (38 percent).

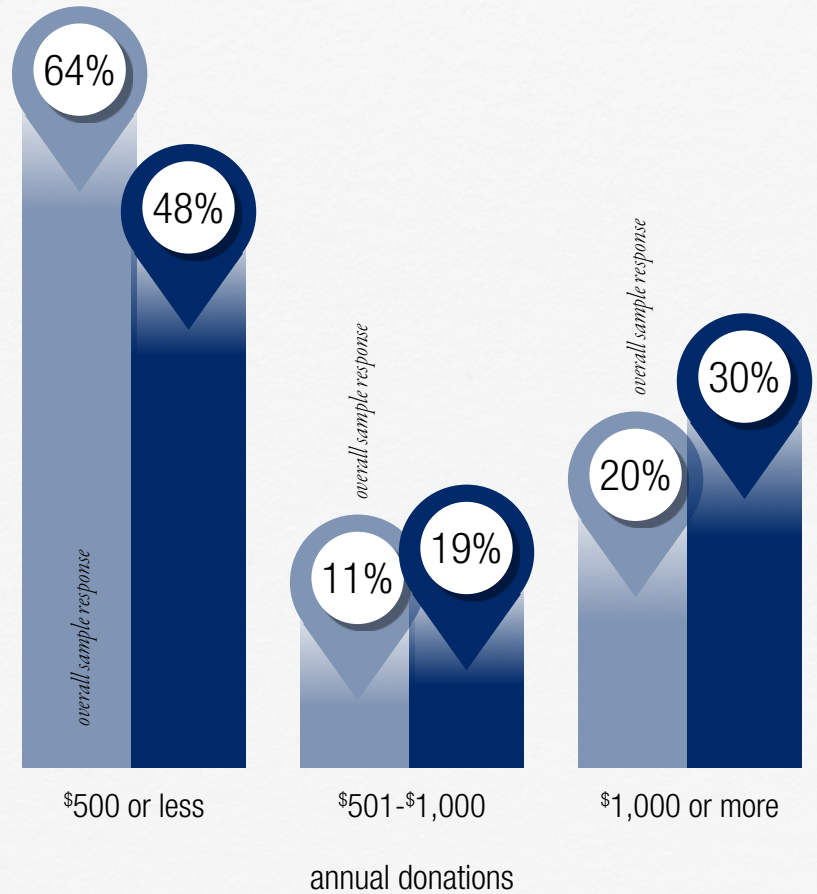


Faithful Friends are researchers. Of all the groups, they are the most likely to look at the organization’s financials (23 percent), research how effective the organization is (44 percent - tied with Mavericks), and learn about the organization from a friend or family member (54 percent) before donating.

Faithful Friends are notably more likely than average to donate to religious causes (74 percent give to this cause versus 51 percent overall), youth groups/organizations (53 percent versus 45 percent overall), and disaster relief (48 percent versus 44 percent). They are notably less likely to give to environmental causes (15 percent versus 20 percent). They stated gifts to Goodwill, the ARC, St. Jude’s, Red Cross, Rescue Mission, and The Salvation Army as their most recent donation.

Faithful Friends give more on average during the year than any other group. They are nearly five times more likely than any other group to give more than \$10,000, and are more likely to give \$751 to \$1,000. They are the second-most likely group to give \$1,001 to \$10,000.

Faithful Friends are most likely to be Boomers (35 percent) but this is no different than the state average. They are more disproportionately Generation X (30 percent versus 26 percent overall). They are more likely to identify as Republican (33 percent versus 25 percent overall), and less likely to identify as Independent (25 percent versus 30 percent overall). Women make up a larger proportion of this category than average (57 percent versus 52 percent overall). Faithful Friends are more likely to report greater household income.



**54%** Learned about the organization from a friend or family member compared with 45% of everyone else

Researched how effective the organization is compared with 35% of everyone else **44%**

**23%** Looked at the organization's financials compared with 14% of everyone else

As loyal and generous donors, Faithful Friends are the mainstay of many charitable organizations. Although they give to religious causes and organizations, they also donate to other types of charities as well. Charitable organizations might consider collaborating with religious organizations to reach this group.



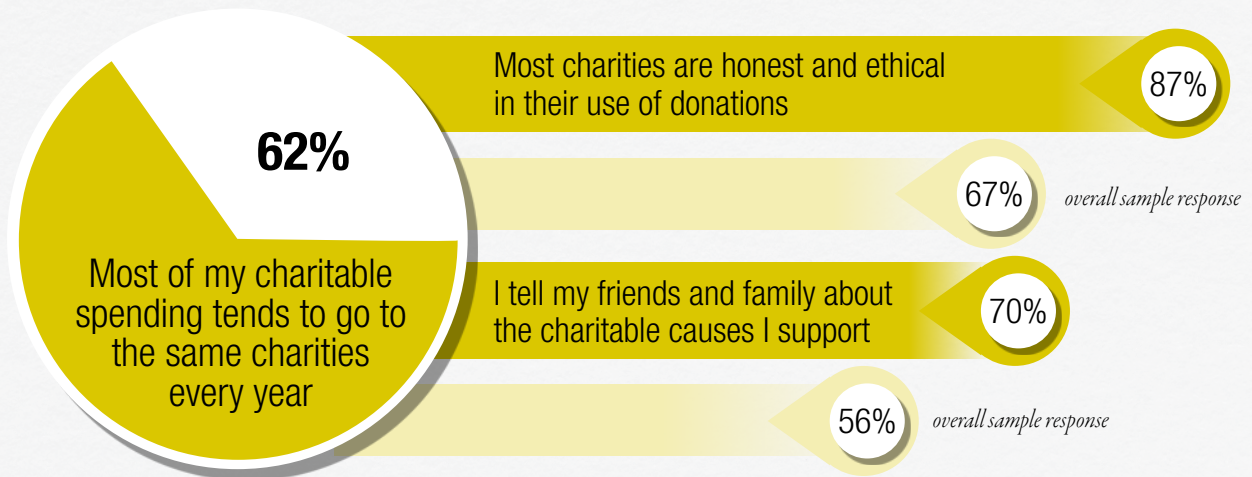
DONOR PROFILES

# free spirits

spontaneous | trusting | social

Free Spirits make up 31 percent of the respondents. Free Spirits are trusting givers who tend to make spontaneous decisions based on influence from friends and family. Free Spirits spread their donations around to many organizations.

Social contacts characterize the charitable giving of Free Spirits. Faithful Friends and Free Spirits are the most likely to report that their friends and families support charitable causes. However, Free Spirits are the most likely of any profile to report that they tell their friends and family about charitable causes which they support (71 percent versus 60 percent overall). Of all the groups, Free Spirits are the most likely to report making a donation as a result of receiving an email from someone they know (41 percent versus 30 percent overall), and being asked by someone they know (61 percent versus 56 percent overall).



Relative to the other profiles, Free Spirits agreed that most charities are honest and ethical (87 percent). Either because they are trusting or spontaneous, they tended to be a group that did not do as much research before donating.

Free Spirits' total donations for the year tended to fall in the middle, but they give to the largest number of charities, notably more than any other group. Unlike the other groups, a larger percent of this group reported that most of their charitable giving is to organizations that contact them about giving (34 percent). Similarly, they are far more likely to give to different charities each year (43 percent versus 27 percent statewide). Although they report that most of their giving is spontaneous (62 percent), they did report that they consider tax benefits when donating (57 percent). Of the Free Spirits who had heard

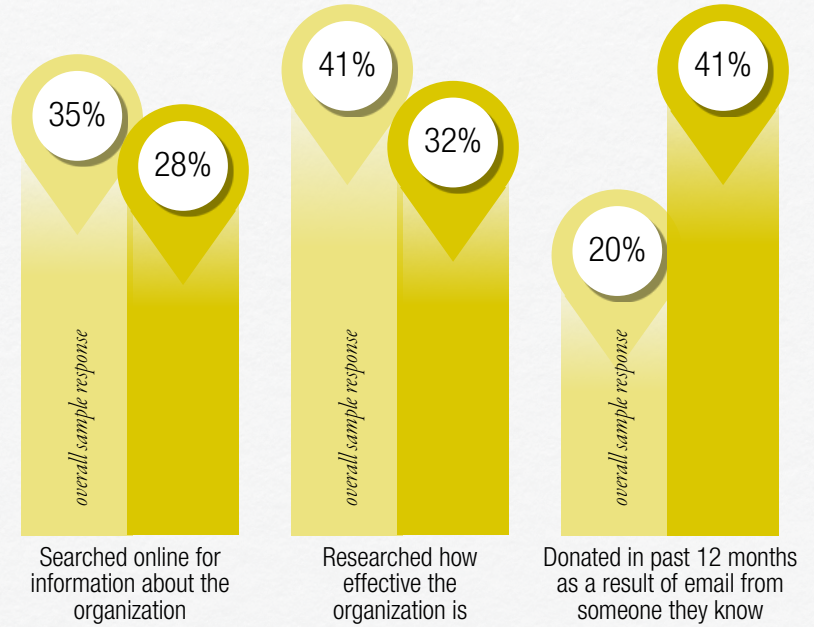
of Colorado Gives Day, they are the most likely to make a gift that day (41 percent versus 32 percent).

When asked to name their most recent donation, Free Spirits gave a wide variety of responses, which did not show much consensus. The two most common are Red Cross and Breast Cancer causes, as well as a preference for local causes. This group gives at a slightly higher rate than average to virtually every cause except religion (43 percent versus 51 percent overall) and disaster relief (43 percent versus 44 percent overall).

Their most notable cause is community resources such as zoos, libraries, and parks (31 percent versus 24 percent overall). Free Spirits crossed generational lines,

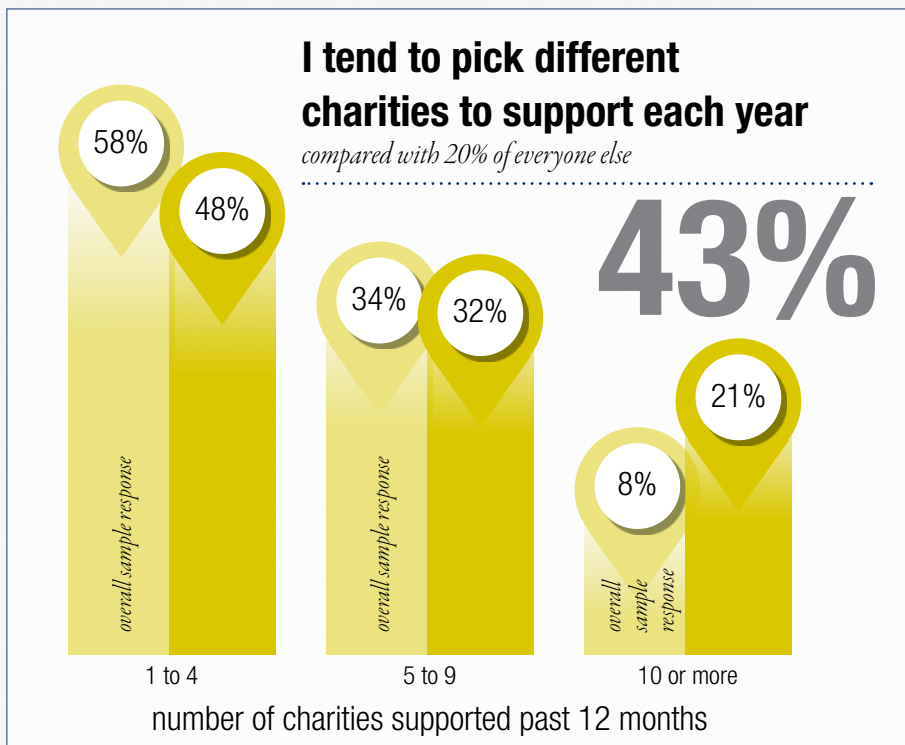
very similar to the Faithful Friends, and do not differ

notably from the statewide age distribution. They are more likely to identify as a Democrat (44 percent versus 35 percent overall), and they group slightly higher in the lower middle class and upper middle class on income.



Since Free Spirits tend to not plan out their charitable giving for the year or give to the same charities each year, they probably do not provide a stable source of donations. However, given that this group tends to give spontaneously and tell others about their

charitable causes, nonprofits might encourage Free Spirits to spread information about their organization. Free Spirits are relatively diffuse demographically, so it is difficult to target them based on traditional demographics. Since they seem often to donate as a result of personal contact from individuals they know, it might be possible to reach them by encouraging current donors to tell friends and family about the charitable organization they support. Free Spirits do make up almost a third of the population, so nonprofits can reach them through any type of general outreach campaign.





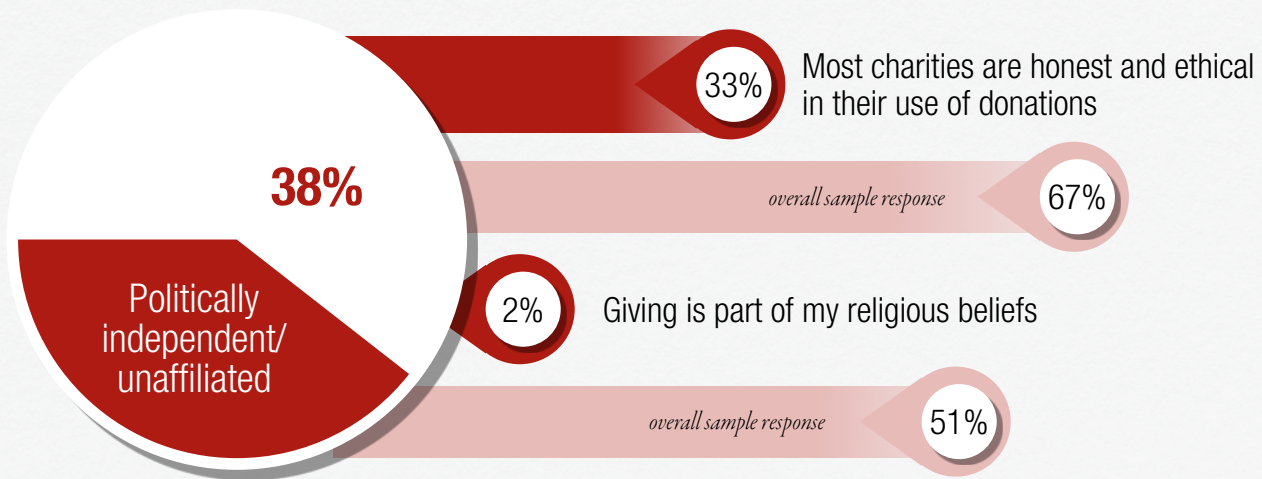
DONOR PROFILES

# mavericks

independent | skeptical

The Mavericks make up 19 percent of respondents. Mavericks are far less likely to believe that most charities are ethical, are not motivated by religious beliefs, do not feel an obligation to donate and research organizations before donating. Although hard to persuade, Mavericks can be high dollar donors.

Mavericks have a skeptical nature and tend to do research about an organization before donating to it. They are especially likely to look at the organization's website (55 percent versus 47 percent overall), search online for information about the organization (42 percent versus 33 percent overall), research how effective the organization is (44 percent versus 38 percent overall).



Mavericks are less likely to tell their friends and family about the charitable causes they support (44 percent versus 60 percent overall), less likely to strongly think of themselves as a person who supports charitable causes (38 percent versus 55 percent), and less likely to think that they have a responsibility to make charitable donations (59 percent versus 75 percent overall). Ironically, Mavericks come from an environment where their friends and family support charitable causes (91 percent versus 84 percent overall).

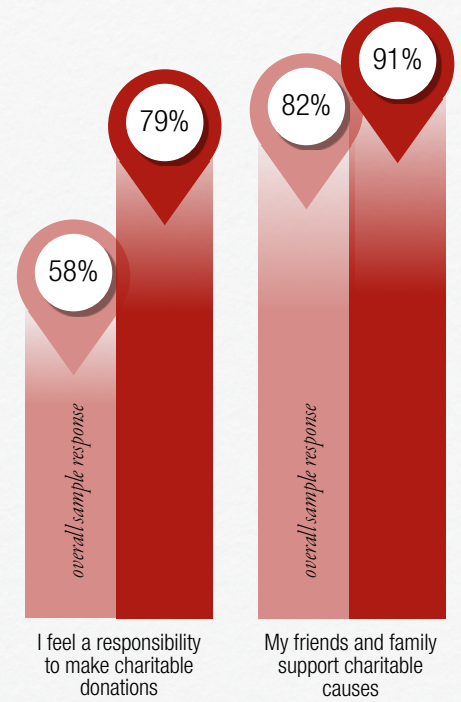
Mavericks are likely to give either a substantial amount during the past 12 months or a small amount. They did not really fall in the middle of the distribution in terms of donations. Mavericks are slightly more likely to donate more than \$1,000 annually (27 percent versus 24 percent overall). Only about a third reported that most of their charitable giving is planned; however,

more than 70 percent reported that most of their charitable spending tends to go to the same charities every year. Mavericks are the most likely to report giving in response to a news story they heard or saw (31 percent versus 20 percent statewide) and tend to resist entreaties from individuals within their network. Those who are aware of Colorado Gives Day are less likely to donate during that time than average.

Mavericks most frequently named the Humane Society as their most recent donation. They also often mentioned Goodwill, The Salvation Army, Disabled Vets, Wounded Warrior, and food banks. They are more likely than other groups to

donate to environmental causes (24 percent versus 20 percent statewide) and animal-related causes (42 percent versus 35 percent), and equally likely to donate to social causes to help individuals (65 percent for this group and for the statewide average). They are notably less likely than average to give to all other causes.

Mavericks are the most likely to be Millennials (36 percent versus 29 percent overall) of all the groups. They are also the least likely to be Generation X (15 percent versus 26 percent overall), and they had a sizable Boomer population (41 percent versus 35 percent overall). They are most likely to be male (60 percent)



and identify as Unaffiliated/Independent (38 percent). They reported lower household incomes than Faithful Friends or Free Spirits.

This group is independent in every sense. They are less likely to be religious, less likely to have a political affiliation, less likely to trust charitable organizations, and even less likely to be influenced by their own network. However, they still make donations, and they are more likely than average to be a \$1,000+ donor over the course of a year (27 percent versus 24 percent statewide). They just give more on their own terms. This smaller group may be difficult to target, especially since they do not trust charitable organizations, but may be more influenced by media. However, Mavericks will seek information on a nonprofit's website before donating.





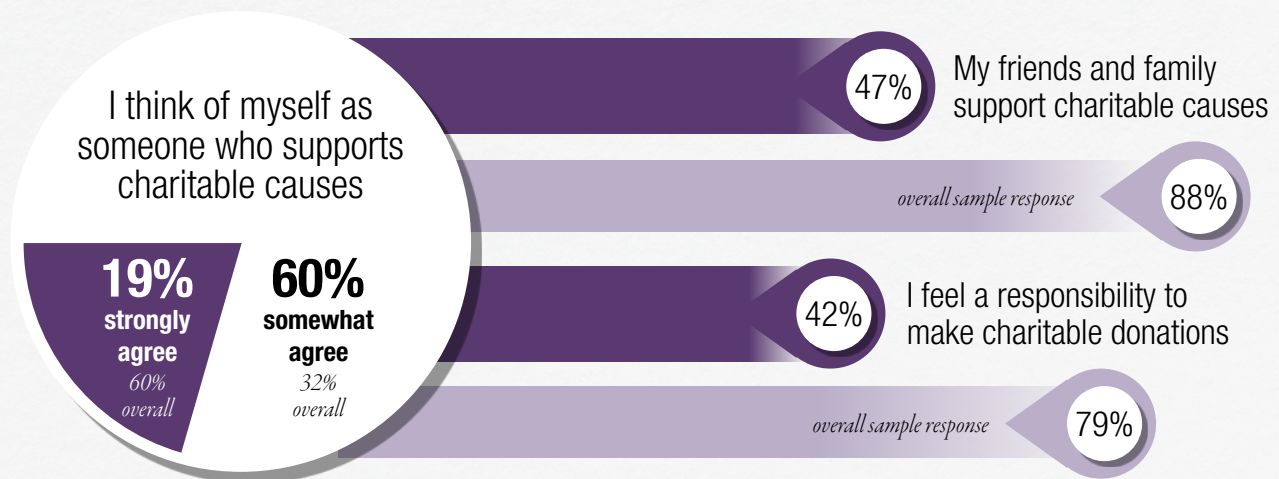
DONOR PROFILES

# occasional donors

indifferent | rarely give

The Occasional Donors is the smallest group (11 percent). This group is the most likely to report a household income of \$20,000 or less (24 percent versus 15 percent overall) or an income of \$20,000 to \$30,000 (26 percent versus 12 percent overall). With less disposable income, they generally make small donations to a limited number of organizations and causes.

More than half donate \$100 per year or less (compared to 23 percent overall). Our survey did not ask whether respondents viewed charitable giving as helping friends or family in need, and therefore, the survey does not capture this aspect of charity for the Occasional Donors or any other group.



Relative to the other groups, the Occasional Donors are less likely to make a donation by buying products or services from a business that donates some of the proceeds to charity (30 percent versus 45 percent overall), or through a payroll deduction at work (3 percent versus 11 percent overall). About a third reported only donating to one charity in the past 12 months. They generally have not heard of Colorado Gives Day (24 percent) and are not likely to donate that day even if they have heard of it (23 percent versus 32 percent).

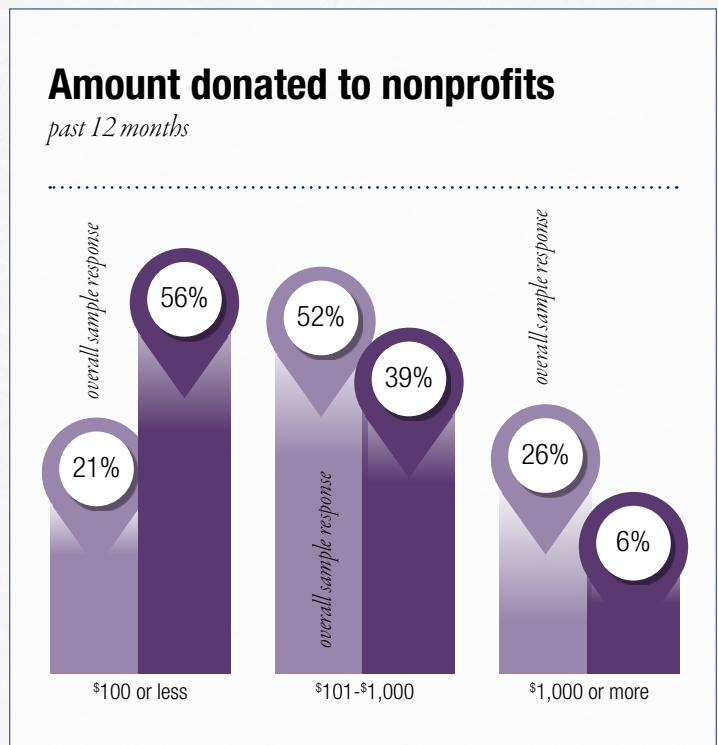
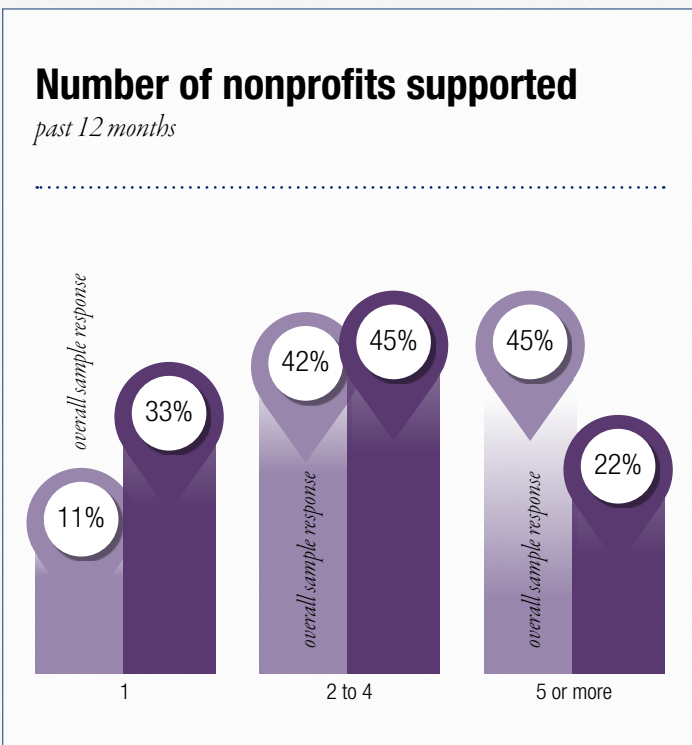


The Occasional Donors do not feel a responsibility to donate. They are less likely to tell their friends and family about the charities they support or think about tax benefits when they donate. The Occasional Donors tend not to research before donating to an organization. They generally do not look at an organization’s website (22 percent), search online for information about the organization (19 percent), and learn about the organization from a friend or family member (33 percent) relative to the other groups. They are also most likely to report that they did none of the above research strategies or did not remember what they did prior to donating (45 percent).

The Occasional Donors are less likely to give to all causes. However, those where they are closest to approaching the state average are health causes (38 percent versus 44 percent overall) and the environment (17 percent versus 20 percent). Their most recent donations went to the ARC, Goodwill, Police Departments/Police, Rescue Mission, and American Cancer Society.

The Occasional Donors are dispersed relatively equally across all generations, with slight concentrations among the younger Millennials and the older Silent Generation. Nor did they tend to identify with a specific political party, though they are slightly more likely than average to lean Republican or Independent.

While the Occasional Donors group does donate and support charitable causes, they do so at a very low level compared to other groups. This smallest group is the most difficult from which to solicit donations, since they tend to have neither the means nor the social environment that encourages supporting charities. Because Millennials may be among the Occasional Donors, appeals to Millennials may result in future donations or charitable involvement since Millennials are forming their philanthropic habits. In addition, while our survey focused on financial donations, a charity may find that the Occasional Donors are interested in making contributions through time and talent.





DONOR PROFILES

## practical implications

### faithful friends

#### Who are they?

- Boomers
- More of Generation X
- Identify as Republican and less Unaffiliated/other
- Women
- Greater income

#### What they do:

- Give more: five times more likely to give more than \$10,000 and second most likely to give \$1,000-\$10,000.
- Most likely for recurring donations.
- Give to religious, youth, and disaster causes.
- Most likely to look at organization's financials.
- Research organization's effectiveness.
- Learn about organization from friend or family.

#### How to reach them:

- Offer automatic or reoccurring donation opportunities.
- Provide easy access to your financial statements or annual report.
- Share your effectiveness within the community you serve.
- Urge current donors to invite their family or friends to give.
- Build one-on-one personal relationships with donor(s).
- Highlight any relationships with religious, youth, or disaster relief groups.
- Encourage planned giving and bequests.

### free spirits

#### Who are they?

- Most giving is spontaneous
- Most strongly believed charities are honest and ethical
- Cross generational lines
- Identify as Democrat
- Slightly higher in the lower middle and upper middle class

#### What they do:

- Most likely to tell friends and family about causes they support.
- Do not do as much research.
- Donate to organizations that contact them.
- Most likely to give as a result of being asked by or receiving email from someone they know.
- More likely to give to different charities each year and more charities than other groups.
- Most likely to make a gift on Colorado Gives Day.

#### How to reach them:

- Highlight tax benefits when donating.
- Provide opportunities to invite their family or friends to give.
- Send correspondence inviting them to give.
- Promote your participation in Colorado Gives Day.
- Create general messaging campaigns, particularly through social networking sites.
- Highlight your local work.
- Consider partnering with businesses.

## DONOR PROFILES

## practical implications

## mavericks

## Who are they?

- Less likely to believe charities are ethical
- Least likely to say that giving is a part of religious beliefs
- Millennials and Boomers
- Unaffiliated/Independent voters
- White and male
- Lower incomes than first two clusters

## What they do:

- Look at organization's website, research online, research effectiveness.
- Giving is unplanned but tend to give to same charities each year.
- Most likely to give after hearing a news story.
- Top named charity: Humane Society.

## How to reach them:

- Highlight your organizational transparency and effectiveness.
- Provide thorough organizational information i.e., annual report or financial statements, which are easily accessible via the internet.
- Provide information about organizational effectiveness.
- Encourage current donors to invite their family or friends to give or volunteer with your organization.
- Identify media outlets through which your story can be shared.
- Highlight your work with environmental, animal related, and social causes.

## occasional donors

## Who are they?

- Slightly more young Millennial and older Silent
- Lower income
- More than half give \$100 or less per year
- Least likely to feel responsibility to donate

## What they are less likely to do:

- Give to all causes.
- Have heard of Colorado Gives Day or donate then.
- Do any research about an organization before donating.
- Learn about an organization from family or friend.

## How to reach them:

- Offer small donation opportunities.
- Highlight your work with health, social service, and environmental causes.
- Offer volunteer or service opportunities



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