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2020

GLOBAL TRENDS IN GIVING REPORT



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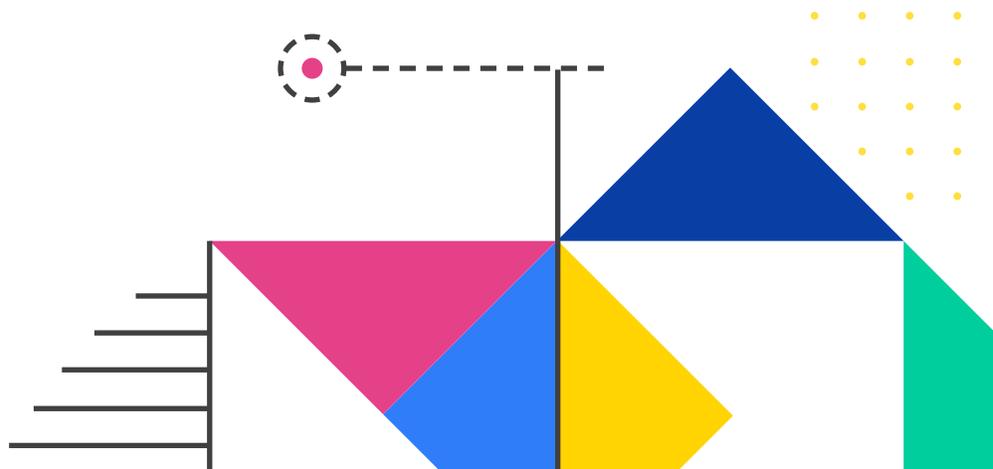
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About the Report

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.

133

Countries

13,468

Donors

funraise

[FUNRAISE.ORG](#)

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.

Nonprofit Tech for Good

[NPTECHFORGOOD.COM](#)

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.

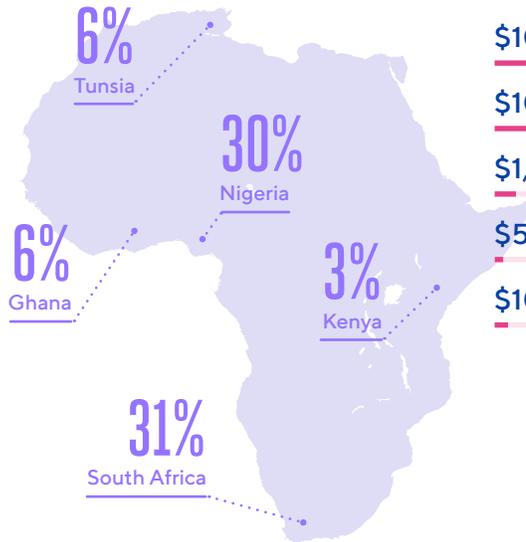
GIVING TRENDS IN

AFRICA

About the Survey Respondents



Top 5 Countries



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

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

GIVING TRENDS IN AFRICA

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%

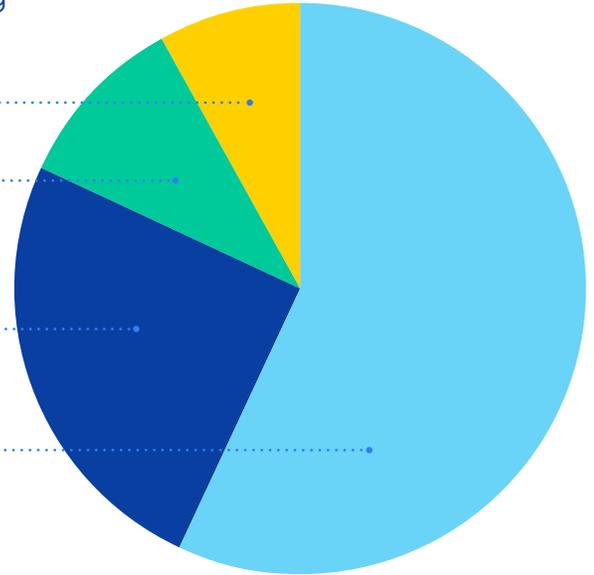
are enrolled in a recurring giving program.

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.

82%

donate to the NGOs they volunteer for.

22%

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

77%

vote regularly in local and national elections.

79%

sign online petitions.

88%

donate food and goods to NGOs.

21%

participate in marches and protests.

10%

donate to political campaigns.

GIVING TRENDS IN AFRICA

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.

Of those inspired to give by email:

32% say NGOs should email updates monthly.

Weekly	20%
Quarterly	18%
Daily	17%
Twice monthly	9%
Twice weekly	4%

Communication method most likely to inspire repeat donations:

Regular social media communication	36%
Regular email communication	33%
Regular print communication	13%
A personal phone call	12%
A handwritten note	6%

86%

say that NGOs effectively express gratitude for their donations.

89%

say that NGOs effectively keep them updated on their programs.

93%

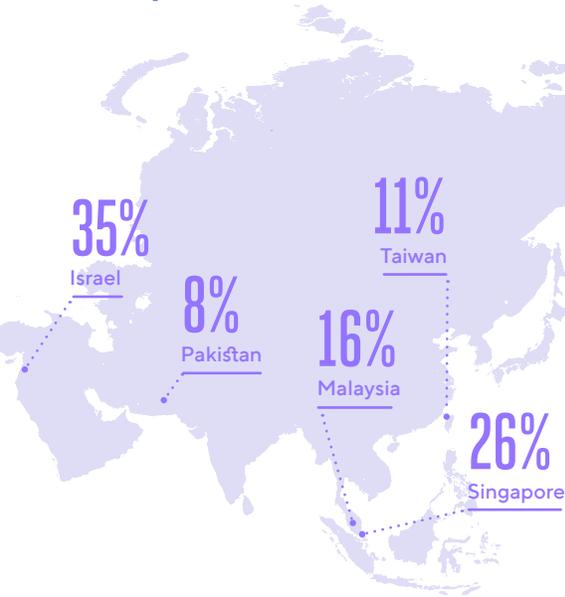
of donors say that NGOs must invest financial resources in digital communications in order to stay relevant.

GIVING TRENDS IN

ASIA

About the Survey Respondents

Top 5 Countries



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

Children & youth	14%
Animals & wildlife	11%
Hunger & homelessness	11%
Health & wellness	10%
Human & social services	10%
Disability rights	6%
Education	6%
Environment & conservation	6%
Faith & spirituality	6%
Human & civil rights	3%

Top 5 Key Findings

- 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.
- 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.
- 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.
- 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.
- 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.

28

Countries

1,998

Donors

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%

GIVING TRENDS IN ASIA

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%

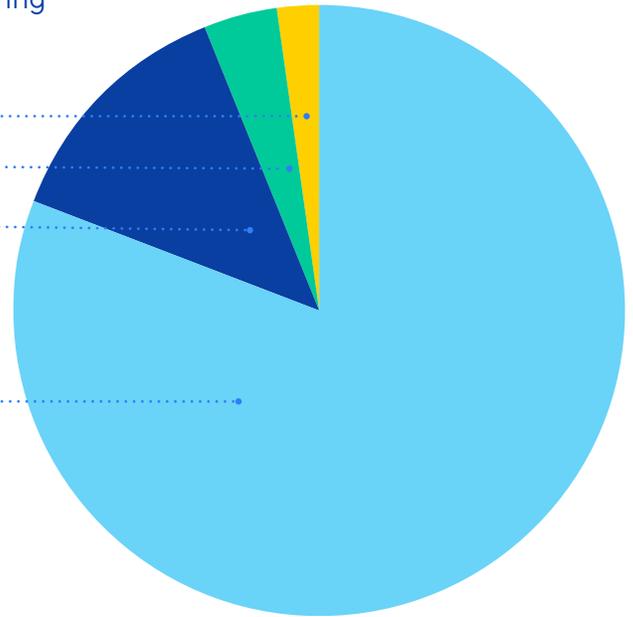
are enrolled in a recurring giving program.

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.

20%

attend fundraising events, such as galas or luncheons.

97%

of donors in Asia say NGOs are essential for creating social change.

88%

say NGOs are ethical and can be trusted.

65%

donate to the NGOs they volunteer for.

13%

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

83%

vote regularly in local and national elections.

66%

sign online petitions.

68%

donate food and goods to NGOs.

7%

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

20%

participate in marches and protests.

12%

donate to political campaigns.

GIVING TRENDS IN ASIA

32%

of donors in Asia say that social media is the communication tool that most inspires them to give.

Email	22%
Website	20%
Print	7%
Phone call	6%
TV ad	5%
Messaging app	3%
Text message	3%
Radio ad	1%
Billboard	1%

Of those inspired to give by social media:

47% say Facebook has the most impact.

OTHER IMPACTFUL SOCIAL MEDIA SITES

Instagram	18%
WhatsApp	15%
YouTube	8%
Twitter	7%
LinkedIn	3%
Line	2%

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.

Of those inspired to give by email:

36% say NGOs should email updates quarterly.

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

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.

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%

94%
Australia

6%
New Zealand

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.

262
Donors

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%
Millennial Generation (1981-1997)	25%
Gen X (1965-1980)	38%
Baby Boomers (1946-1964)	34%
Matures (Before 1946)	2%

GIVING TRENDS IN AUSTRALIA & NEW ZEALAND

64%

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

OTHER PREFERRED METHODS OF GIVING

PayPal	15%
Bank/wire transfer	10%
Direct/Post mail	5%
Cash	4%
Digital wallet	2%

51%

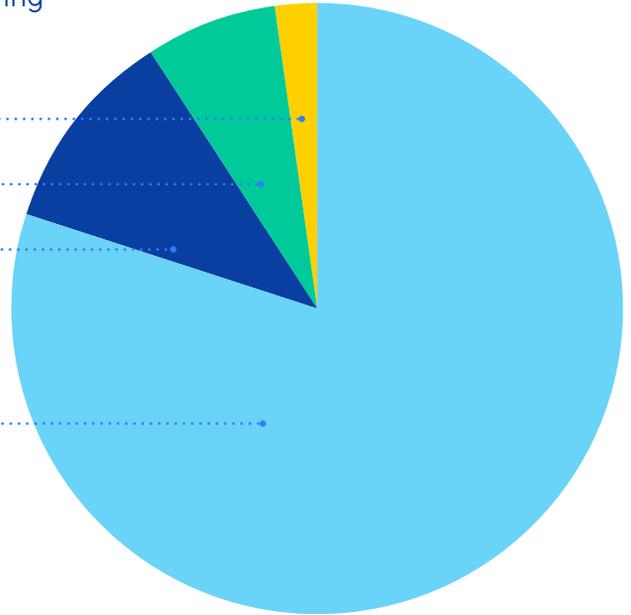
are enrolled in a recurring giving program.

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.

98%

of donors say NPOs are essential for creating social change.

92%

say NPOs are ethical and can be trusted.

73%

donate to the NPOs they volunteer for.

23%

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

98%

vote regularly in local and national elections.

77%

sign online petitions.

66%

donate food and goods to NPOs.

3%

donate stock or mutual funds to NPOs and 5% donate to Donor-Advised Funds (DAFs).

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%

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%

donate through Facebook Fundraising Tools. Of those,

85% say they are likely to give through Facebook Fundraising Tools again.

10%

donate through Instagram Fundraising Tools. Of those,

100% say they are likely to give through Instagram Fundraising Tools again.

Of those inspired to give by email:

37% say NPOs should email updates monthly.

Quarterly	33%
Weekly	14%
Twice monthly	9%
Daily	4%
Twice weekly	3%

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%

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.

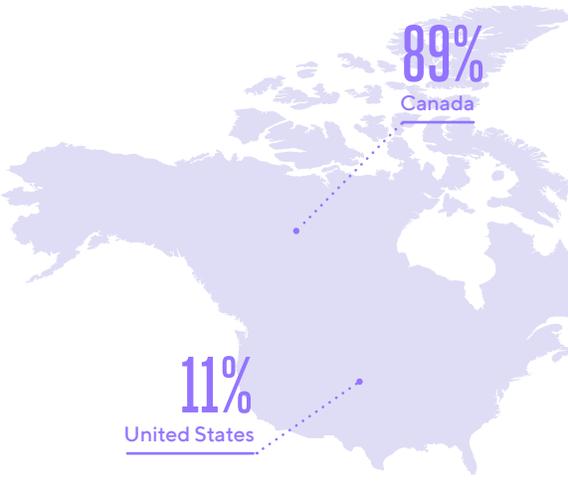
FOLLOW

Please share commentary and resources about the data for Africa using [#GivingTrends20](#).

GIVING TRENDS IN

CANADA & THE UNITED STATES

About the Survey Respondents



Giving Level

\$100 USD or less	9%
\$101-\$999 USD	38%
\$1,000-\$4,999 USD	35%
\$5,000-\$9,999 USD	11%
\$10,000 USD or more	7%

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

- 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.
- 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.
- 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.
- 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.
- 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%
Millennial Generation (1981-1997)	12%
Gen X (1965-1980)	19%
Baby Boomers (1946-1964)	51%
Matures (Before 1946)	17%

GIVING TRENDS

IN CANADA & THE UNITED STATES

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.



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:

Online raffles or sweepstakes	47%
An online store that benefits an NPO	45%
Online auctions	24%
Giving through gaming	8%

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	18%
Point-and-tap giving through an internet-connected TV	18%
Swipe-giving through a digital billboard on public transport	7%
Voice-command giving through a smart speaker or car radio	7%

68%

of donors in Canada and the United States volunteer with NPOs.

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.

76%

donate to the NPOs they volunteer for.

15%

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

97%

vote regularly in local and national elections.

65%

sign online petitions.

81%

donate food and goods to NPOs.

5%

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

36%

participate in marches and protests.

16%

donate to political campaigns.

GIVING TRENDS IN CANADA & THE UNITED STATES

33%

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

Print	19%
Social media	18%
Website	16%
TV ad	7%
Radio ad	4%
Phone call	2%
Text message	1%

Of those inspired to give by social media:

56% say Facebook has the most impact.

OTHER IMPACTFUL SOCIAL MEDIA SITES

Instagram	21%
Twitter	13%
YouTube	5%
LinkedIn	4%
WhatsApp	1%

40%

donate through Facebook Fundraising Tools. Of those,

88% 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.

Of those inspired to give by email:

45% say NPOs should email updates quarterly.

Monthly	29%
Weekly	10%
Twice monthly	9%
Daily	4%
Twice weekly	3%

Communication method most likely to inspire repeat donations:

Regular email communication	48%
Regular social media communication	18%
Regular print communication	16%
A handwritten note	12%
A personal phone call	6%

94%

say that NPOs effectively express gratitude for their donations.

93%

say that NPOs effectively keep them updated on their programs.

92%

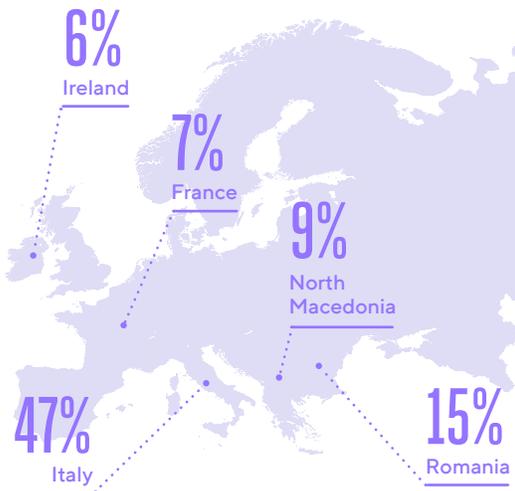
of donors say that NPOs must invest financial resources in digital communications in order to stay relevant.

GIVING TRENDS IN EUROPE

About the Survey Respondents



Top 5 Countries



Giving Level

\$100 USD or less	41%
\$101-\$999 USD	49%
\$1,000-\$4,999 USD	8%
\$5,000-\$9,999 USD	1%
\$10,000 USD or more	1%

Top 10 Causes

Children & youth	15%
Health & wellness	13%
Hunger & homelessness	8%
International development & relief	8%
Human & civil rights	7%
Human & social services	7%
Animals & wildlife	6%
Environment & conservation	6%
Education	5%
Arts & culture	4%

Top 5 Key Findings

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

Female	66%
Male	33%
Non-binary	1%

Generation

Gen Z (1998 or after)	2%
Millennial Generation (1981-1997)	39%
Gen X (1965-1980)	35%
Baby Boomers (1946-1964)	22%
Matures (Before 1946)	2%

GIVING TRENDS IN EUROPE

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%

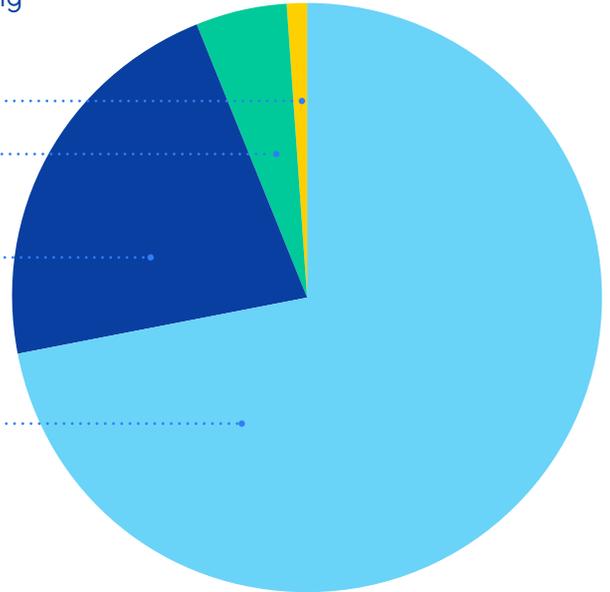
are enrolled in a recurring giving program.

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:

An online store that benefits an NPO	68%
Online auctions	19%
Online raffles or sweepstakes	17%
Giving through gaming	6%
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	48%
Swipe-giving through a digital billboard on public transport	17%
Facial recognition giving through a smartphone	16%
Point-and-tap giving through an internet-connected TV	11%
Voice-command giving through a smart speaker or car radio	8%

64%

of donors in Europe volunteer with NPOs.

43%

attend fundraising events, such as galas or luncheons.

98%

of donors say NPOs are essential for creating social change.

91%

say NPOs are ethical and can be trusted.

74%

donate to the NPOs they volunteer for.

20%

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

94%

vote regularly in local and national elections.

80%

sign online petitions.

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.

10%

donate to political campaigns.

GIVING TRENDS IN EUROPE

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.

Of those inspired to give by email:

42% say NPOs should email updates monthly.

Quarterly	24%
Twice monthly	16%
Weekly	12%
Daily	3%
Twice weekly	3%

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%

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.

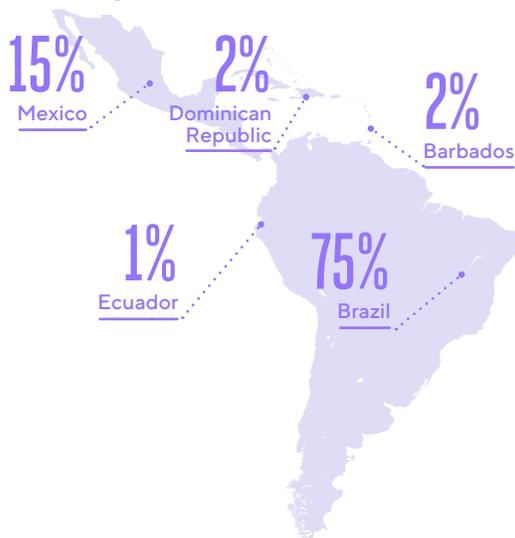
GIVING TRENDS IN

LATIN AMERICA & THE CARIBBEAN

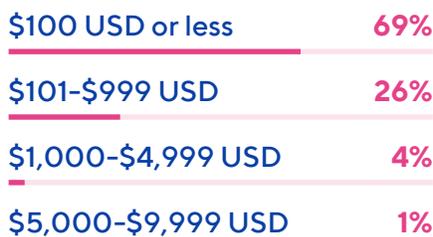
About the Survey Respondents



Top 5 Countries



Giving Level



Top 10 Causes



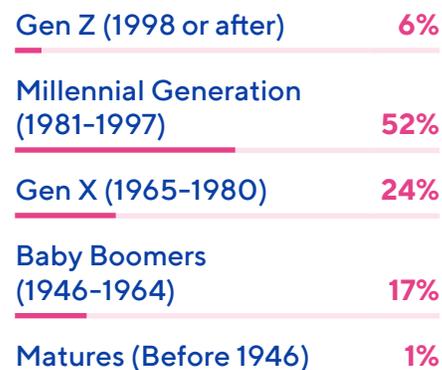
Top 5 Key Findings

- 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.
- 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.
- 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%).
- 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.
- 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



Generation



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/Post mail	2%
Mobile money	1%

42%

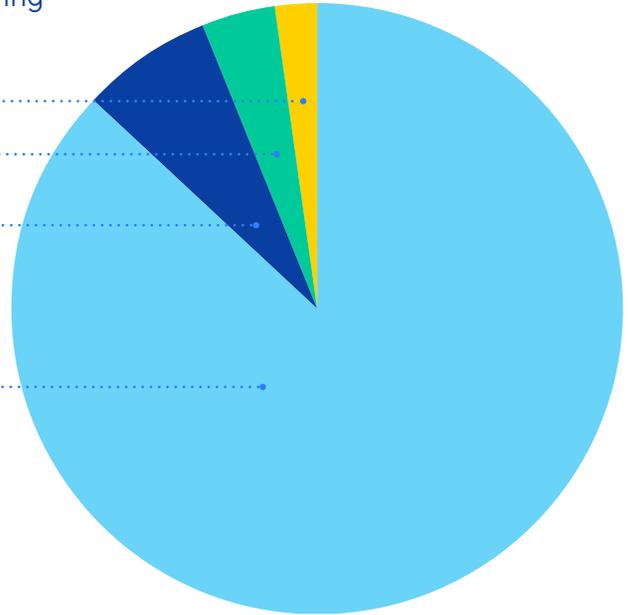
are enrolled in a recurring giving program.

2% Weekly

4% Quarterly

7% Annually

87% Monthly



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:

An online store that benefits an NPO	66%
Online raffles or sweepstakes	29%
Giving through gaming	10%
Online auctions	7%
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%
Point-and-tap giving through an internet-connected TV	19%
Facial recognition giving through a smartphone	15%
Swipe-giving through a digital billboard on public transport	13%
Voice-command giving through a smart speaker or car radio	4%

70%

of donors in Latin America & the Caribbean volunteer with NPOs.

32%

attend fundraising events, such as galas or luncheons.

99%

of donors say NPOs are essential for creating social change.

89%

say NPOs are ethical and can be trusted.

65%

donate to the NPOs they volunteer for.

11%

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

94%

vote regularly in local and national elections.

84%

sign online petitions.

90%

donate food and goods to NPOs.

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.

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%

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%

89%

say that NPOs effectively express gratitude for their donations.

83%

say that NPOs effectively keep them updated on their programs.

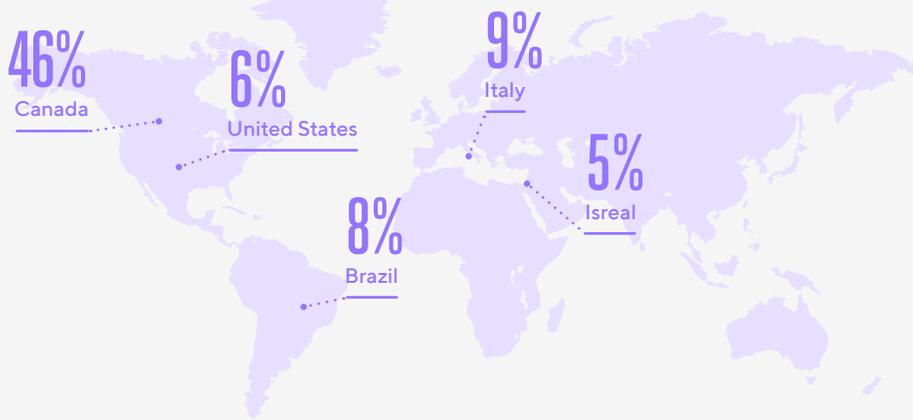
90%

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.

133

Countries

13,468

Donors

Generation

Gen Z (1998 or after)	2%
Millennial Generation (1981-1997)	26%
Gen X (1965-1980)	25%
Baby Boomers (1946-1964)	37%
Matures (Before 1946)	10%

Giving Level

\$100 USD or less	27%
\$101-\$999 USD	39%
\$1,000-\$4,999 USD	23%
\$5,000-\$9,999 USD	7%
\$10,000 USD or more	4%

Gender

Female	67%
Male	32%
Non-binary	1%

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.

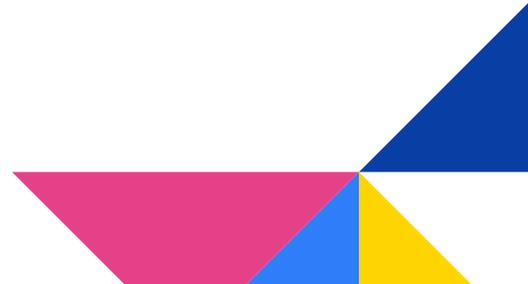
10% have donated through Instagram Fundraising Tools. Of those, 93% said they are likely to give through Instagram Fundraising Tools again.

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**

89

Countries

1,817

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.



MEXICO



DOMINICAN REPUBLIC



ROMANIA



TAIWAN



BRAZIL



SOUTH AFRICA



CANADA



BARBADOS



FRANCE



MEXICO



UNITED KINGDOM



IRELAND



CANADA



TUNISIA



BRAZIL



NIGERIA



AUSTRALIA



THE NETHERLANDS



SINGAPORE



UNITED STATES



GREECE



BELGIUM



NORTH MACEDONIA



ISRAEL



ITALY



MALAYSIA



UNITED STATES



PAKISTAN



AUSTRALIA



MALAYSIA



UNITED STATES



AUSTRALIA

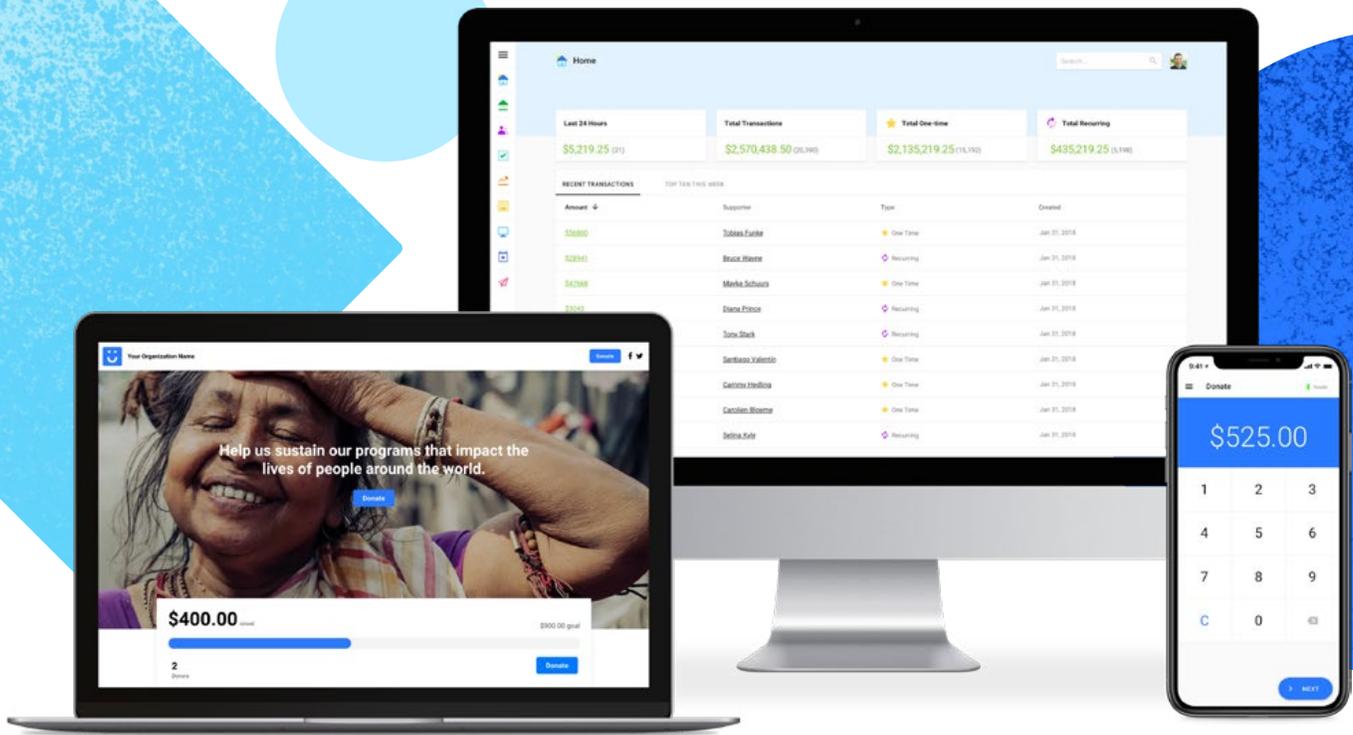


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-  Fundraising Websites
-  Peer-to-Peer Fundraising
-  Automated Emails
-  Text Engagement

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.

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