

# Top 12: Reimagining Philanthropy's Next Chapter

**Short on time?** Here are our key insights, along with where you can find more.

Donors trust charities and believe they have an important role in **solving post-pandemic problems.**



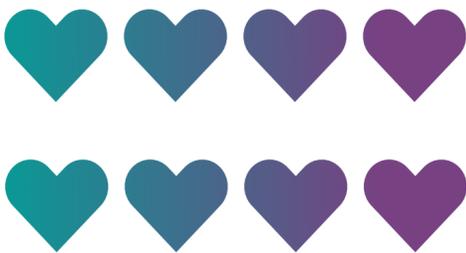
Motivation **matters.**

Why, rather than how, people give is the important factor when looking at **donor experience and content needs.**



## NEW DONORS WHO GAVE DURING COVID

are not necessarily the same as traditional new donors ... or emergency donors.



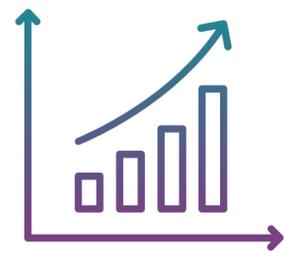
Diversity, equity and inclusion **really matter.**



Donors have increased value-based expectations, with **diversity, equity and inclusion** strategies a big part of the transparency that is expected from charities.

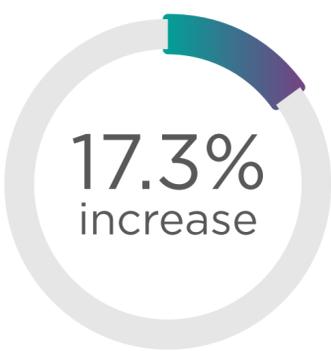
**Digital donor experience** needs a bigger space at the table.

Giving through digital channels has **increased by more than 300%** since 2019, driven by emails, digital media advertising and website visits but the overall digital experience is still falling short for many donors.



**TO UNLOCK REPEAT AND UPGRADED GIVING,** supporters want to see their impact.

Half of Canadians said they were **more likely to give again** if they were clear on what their gift achieved.



**Lapsed donors** are stepping up like never before.

2020 saw reactivation rates **increase by 17.3%** from 2019, with many lapsed audiences even more engaged than to many of them audiences so it can be a **cost-effective way to increase your active donor base.**

Mid-value donor experience needs some **new thinking.**



**One size does not fit all** - the amount donated is often not perceived in the same way by every donor resulting in different expectations of the mid value donor experience.

Monthly giving continues to play a pivotal role **in lifetime value growth.**



**Monthly donors showed themselves to be more engaged,** the most open to cross marketing and are strong prospects to upgrade to mid value, and legacy.

It's time to recognize the hidden **IN MEMORY** inspired donors in your file.



In one organization's affinity research, **24% of mid-level donors said they gave in memory** of a loved one. In another, 27% of monthly donors said the same, yet none were identified as being "in memory of" donors.

**Legacy giving** offers untapped potential.



9% of Canadians told us they have left a gift to a charity in their will and **one in three donors said they would be open to leaving a legacy gift** to a charity they have built a strong relationship with.

All roads lead back to the **donor experience.**



A combination of affinity and donor experience leads to **loyalty and lifetime value,** and supporters who were happiest with their donor experience were more likely to identify that charity as their favourite.