

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.



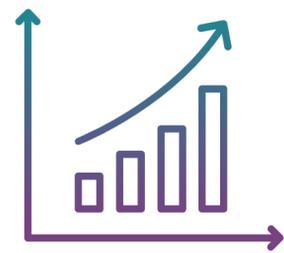
Diversity, equity and inclusion **really matter.**



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

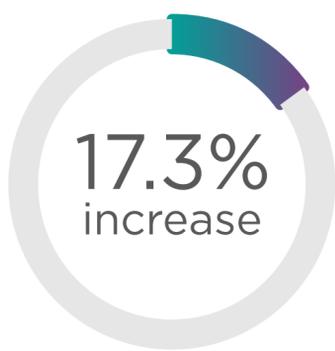
Digital donor experience needs a bigger space at the table.

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.