



## A heart to heart on favourite charity status

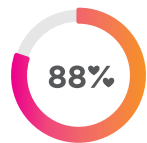
Taking a closer look at what makes donors fall in love with the charities that they support.

### Favourite charity is lifetime value indicator.

Our Affinity surveys tell us that favourite charity status is one key driver in higher value giving. Donors with **favourite charity status** were over **five times**  more likely than other donors to consider a legacy gift. 

Monthly donors were more likely to say an organization was their favourite, but we have not seen the same correlation with higher-value donors, **which has led us to question what really contributes to this status.**

### Like any relationship, it boils down to trust.



Trust is the number one donor need indicator for favourite charity status. 88% surveyed stated they **have a high level of trust in their favourite charity.**

### favourite charity status translates to loyalty and increased lifetime value.



High value files contain up to 21% more people with **favourite charity status** than low value files.



Gaining favourite charity status **comes down to donor experience.**

Like all relationships, you need to **put the work in to maintain it.**

### Just because you are someone's favourite *cause*, doesn't mean you are their favourite *charity*.

We know favourite charity is partly to do with connection and partly to do with experience. So we can assume that for donors who favour another charity of the same cause type, an **elevated experience** could move them to favour the charity in question. Move them to favour you!

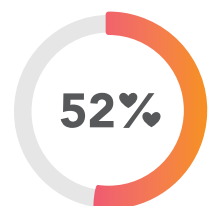


### Make Hearts Happy.

Donors who say a charity is their favourite are key **"super supporters"** with an increased lifetime value potential driven by other opportunities to give and support you!



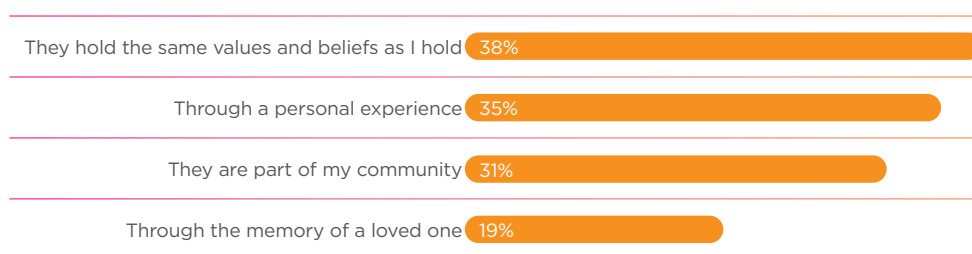
### Transparency builds donor trust.



The number of donors with favourite charity status said they had been **told what their donations achieved.**

Telling donors what their donation achieved (in addition to charity impact) can increase likelihood of getting favourite charity status' 52% (favourite) vs 24% (Benchmark).

### Aligned values are a strong link to favourite charity.



To learn more on how to uncover favourite charity status with donors, talk to us about our **Affinity Surveys**. Get in touch [here](#).

For the full 20 for 23 paper, you can download it [here](#) or visit [blakelyfundraising.com](http://blakelyfundraising.com) for general inquiries.