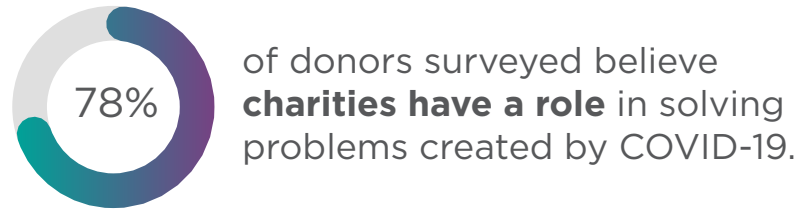
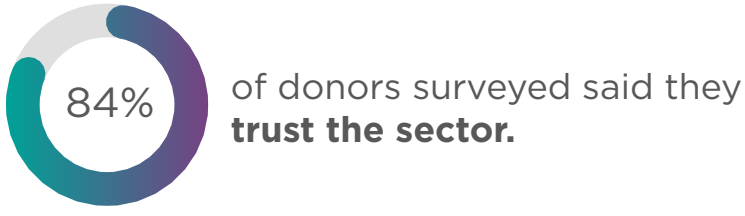


20 for '23 at a Glance

20 insights that will shape the future of philanthropy in 2023 and beyond

Both Canadians and Americans have a favourable view of the charitable sector. **It all boils down to trust.** Donors trust the charitable sector 6% more this year than last.



Keep it **short & sweet.**

Short content in the mix is vital to engaging people – the right content at the right time for each audience drives renewal and upgrading.



Age is not **just a number**

Age continues to be key to understanding audience needs – the over 55 donors are different in motivation and needs to the under 55, so we need to get a handle on age in donor groups, in order to **better engage** and **deliver relevant journeys.**



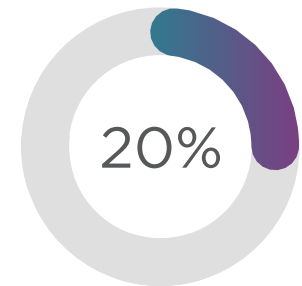
National identity connected to **motivation**

Based on our research, North Americans are generally proud of their nationalism. We found that where a charity has a localized geographic base, there is **more alignment with the national identity.** On the other hand, for supporters of international development charities where the work is around the world, **global identity is more compelling** than the national identity.



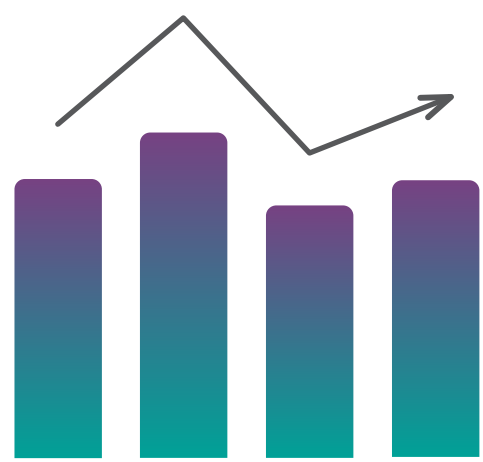
New donor groups are **skewing younger in 2023.**

We have seen **real growth of younger audiences (under 55)** in almost all donor files across the last three years which means different motivations & different needs.



INVEST IN LEGACY

Two in five donors are likely to leave a legacy donation in their will for a charity they regularly support.



2022 saw some **softness in renewal rates** in Q4 for many organizations.

Overall, average gift levels have seen relatively modest movement since April 2020, and are still higher than 2019. In 2023, **average gifts are going to continue to be a key indicator of donor engagement** but we are watching retention and renewal very carefully.

Online vs. Offline donors



Online donors are the same as regular donors in their motivations and needs – they just give online so **integration is key** – and will deliver more revenue.

Impact and donation achievement are **not the same thing**



The **impact of the charity** is a measure of the overall impact the charity has on solving a problem. The **impact of the donation** is a measure of how the donors' gifts help the charity do the work. You need to know the difference.

More donors will say that impact is shown, but not as many feel they know what their donation actually achieved. Both are needed to inspire renewal & upgrading.

Keep donors

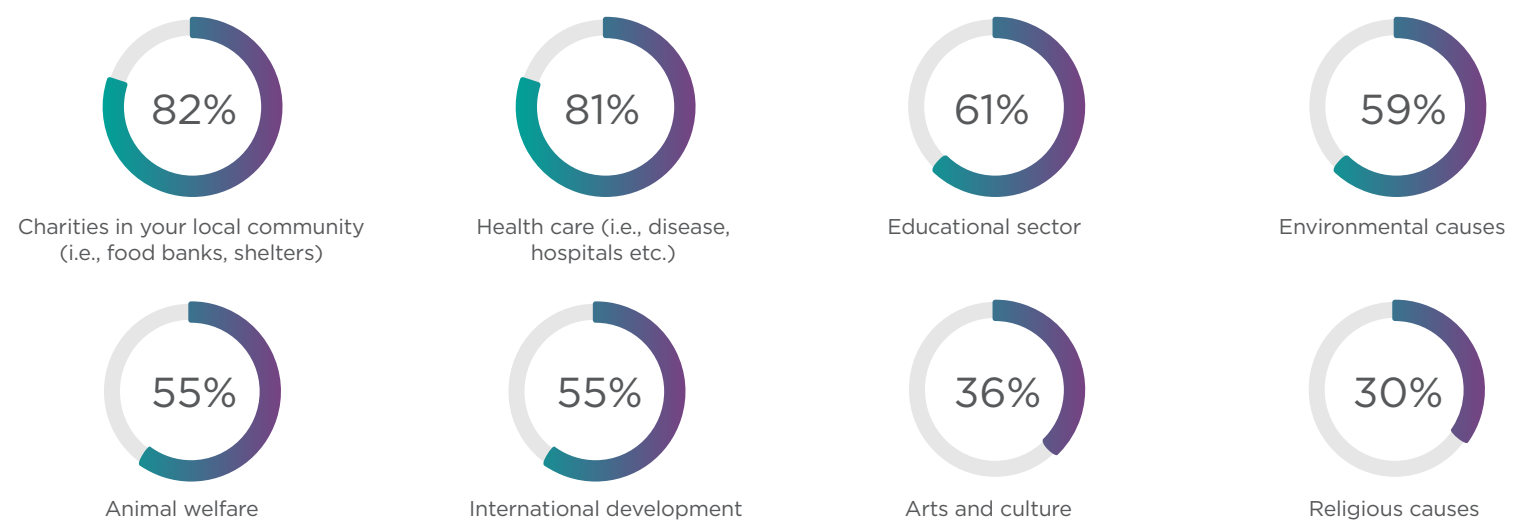
INFORMED



Those who feel more informed about the charity's work have a greater lifetime value. Our research consistently shows that younger donors feel less informed. But when we look a bit closer, the issue is more to do with one-time gifts than monthly or mid-level donors – donor groups that generally feel more informed because they are more invested donors.

Urgent local and healthcare charities dominate the **focus for people giving**

But international development and environmental charities do track higher for younger audiences when asked what type of charity they support and feel is important now.



WE ARE HOPEFUL ABOUT HOPE



Our research showed hope is emerging as a key motivation for donors.

More than half of donors are feeling hopeful about the positive impact of their support. In exploring whether hopefulness is also an indicator of increased lifetime value, there could be potential to emphasize hopefulness in communications, especially in the area of acquisition.

Maximizing the growth in mid-level giving



The mid-level pools are growing, and this trend is largely due to two factors:

1. The steady conversion rates we're seeing for new donors migrating to mid-level, combined with the influx of new donors.
2. Donors who drove mid-level growth in 2020 haven't faded away or downgraded their gifts in large numbers.

To maximize this opportunity, we need to realize that mid-level donors are not all the same. A 'one program for all mid-level donors' is not ideal.

Aligned

VALUES

Make sure you have clearly communicated values and are using these to connect. Hope, pride and generosity are all playing a role in giving and can be leveraged in your journeys to do more.



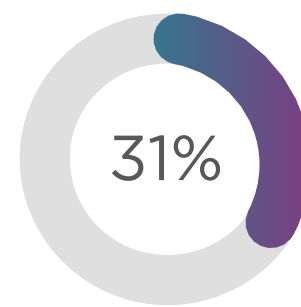
Favourite charity status is a **lifetime value indicator**.



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.**

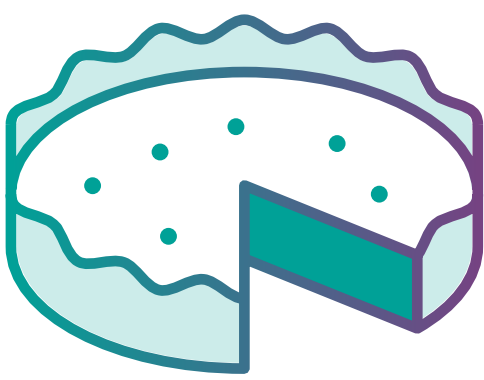
PROBLEM VS. SOLUTION

Donors overall have demonstrated an improved understanding of the problem/solution but younger donors are less likely to really understand this so additional communications may be needed.



31% of donors under 55 **don't clearly understand the problem** charities are working to solve.

Monthly programs are a bigger part of the pie



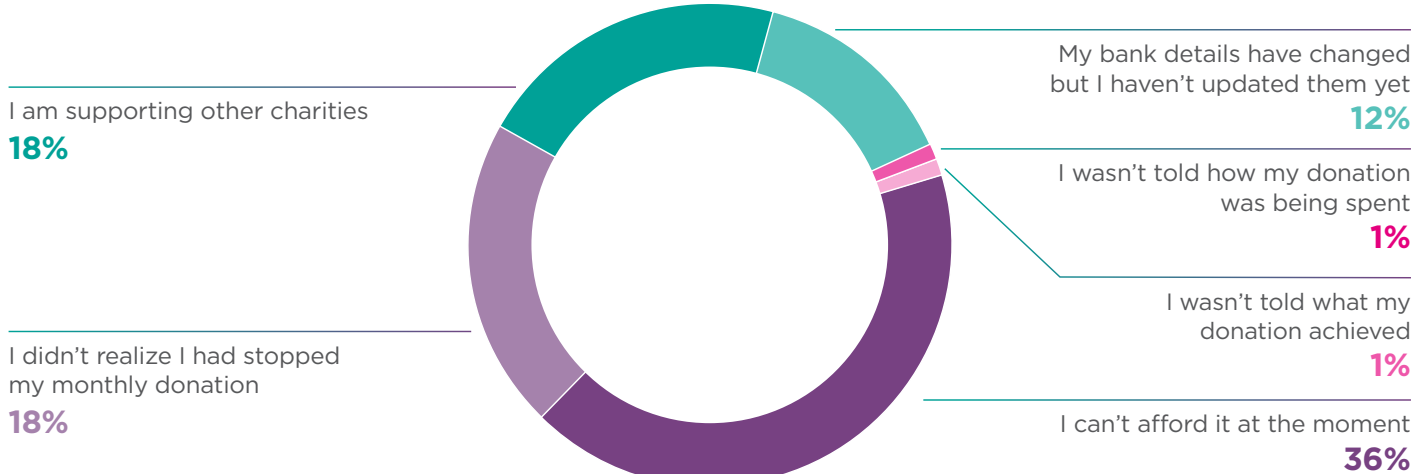
Monthly programs are seeing a year-on-year increase of **7-10%**. Since the last financial downturn in 2008, monthly donors have increased by 90%, making them a bigger contributor to overall income.

People have really stepped into monthly giving, and our research indicates they're going to stay. **Belief in the charity is the No. 1 reason these donors are renewing.**

RE-ENGAGING THE LAPSED

Often the reason donors give for lapsing is as simple as they haven't been asked or they don't remember being asked — which means they're either not receiving solicitations or the engagement they have received has not cut-through.

TOP REASONS DONORS SAY THEY HAVE LAPSED



Special audiences need special attention



Specific audiences deserve special attention - mid value, monthly, tribute, lapsed & legacy donors and prospects all need focus and investment.

Prioritize them based on your overall objectives but ensure you are asking the key questions that allow you to really see their full potential now.

They are key to the future of a diversified revenue base and long-term revenue.

For the full 20 for '23: The 20 questions fundraisers are asking, and the answers that will shape the future of philanthropy in 2023 and beyond, you can download it [here](#) or contact us if you want to chat.