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## *Insights into charity fundraising*

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## **1 The research**

- 1.1.1 This report presents key findings from a YouGov survey commissioned by the Institute of Fundraising. The total sample size was 2,006 adults. The figures have been weighted and are representative of all UK adults. Fieldwork was undertaken from the 8th – 14th February 2017.

## **2 The impact of donating**

### **2.1 Action taken as a result of donating**

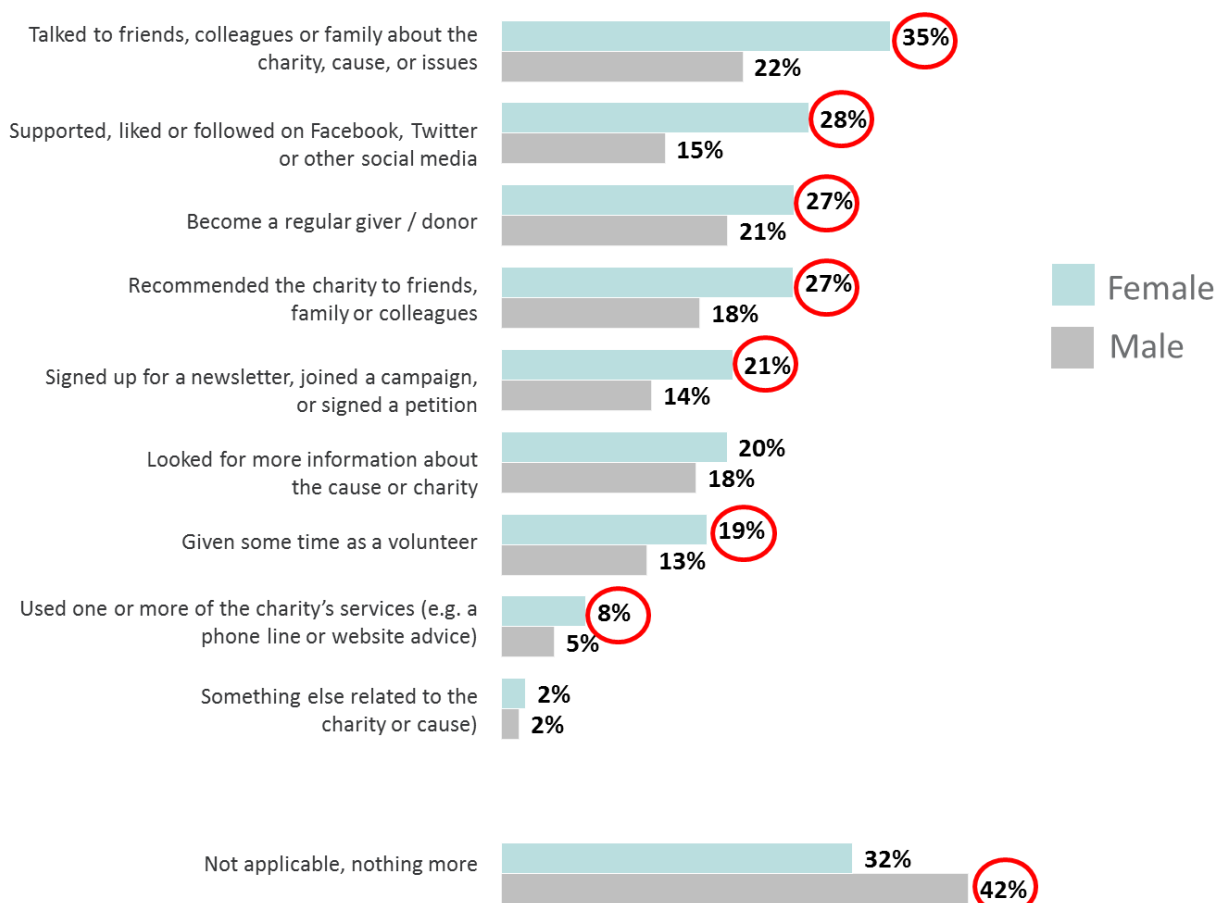
2.1.1 Donors were asked to report all the things they have done as a result of making a donation to charity in the past. Nearly a quarter (24%) of those who have donated became regular givers to charity and there were other actions taken as result of donating:

- 22% talked to friends, colleagues or family about the charity cause or issue;
- 22% recommended the charity to friends, family or colleagues;
- 22% supported, liked or followed the cause or charity on Facebook, Twitter or other social media;
- 19% looked for information about the cause or charity;
- 17% signed up for a newsletter, joined a campaign, or signed a petition;
- 16% gave time as a volunteer; and
- 6% used one or more of the charity's services (e.g. a phone line or website advice).

2.1.2 Overall, 63% have taken additional positive actions as a result of donating to charity (net percentage).

2.1.3 Women were significantly more likely than men to have taken many of these actions as result of donating to charity. In the figure below the red circles highlight the statistically significant differences between men and women. From this chart we can see that giving to charity appears to be having more of an impact on women in terms of actions taken.

**Figure 1: As a result of donating to charity at any time in the past, which of these, if any have you done? (Multiple choice) – By gender**



Base: All UK adults who have donated to charity, all (n=1934), men (n=900) and women (n=1034)

D1a. As a result of donating to charity at any time in the past, which if, any of these things have you done? Please tick all that apply. If nothing more, please tick that option.

Note: Red circles highlight statistically significant differences between women and men.

2.1.4 While nearly a quarter (24%) have become a regular donor as a result of making a donation in the past, among 18 to 29s and 30 to 39s this proportion is much lower. People within these age brackets are least likely to become a regular giver or donor (14% among 18-29 year-olds and 17% among 30-39 year-olds). This confirms that it is harder for charities to get younger people to commit to regular giving.



- 2.1.5 Forty percent of 18 to 29 year-olds talked to friends, colleagues or family about an issue or cause. This is 18 percentage points higher than the national population. They are also significantly more likely than those of other ages to have supported, liked or followed a cause or charity on Facebook, Twitter or other social media (29%), looked for more information about the cause or charity (28%) and given some time as a volunteer (22%). This suggests that while it may be hard to get young people to commit to becoming regular givers, donating to charity is having an impact on their behaviour and they are showing their support in different ways.
- 2.1.6 There were also some interesting regional differences; in both Scotland and the South West 40% of people have talked to someone they know about the issue or cause. Additionally, 34% of those in the South West and 30% of Scots have supported, liked or followed the cause or charity on social media as a result of donating. These percentages are significantly higher than the national level.

## **2.2 Knowledge and attitudinal change**

- 2.2.1 The public were also asked to evaluate if donating to charity at any point in the past had resulted in changes in their behaviour or feelings. The four most popular changes reported were:
- 24% felt better or more positive as a result of donating;
  - 15% became more knowledgeable about social issues in the UK and overseas;
  - 11% became more aware of their health risks; and
  - 10% became more environmentally friendly (e.g. using less energy or water).
- 2.2.2 Overall, 43% have changed their behaviour or felt better or more positive as a result of donating in the past (net percentage).
- 2.2.3 Thirty-five percent of 18 to 29s felt better or more positive as a result of donating, and 23% of the same group said they had become more knowledgeable about social issues in the UK or overseas.
- 2.2.4 Women (26%) were more likely than men (21%) to say that they felt better or more positive as a result of donating.

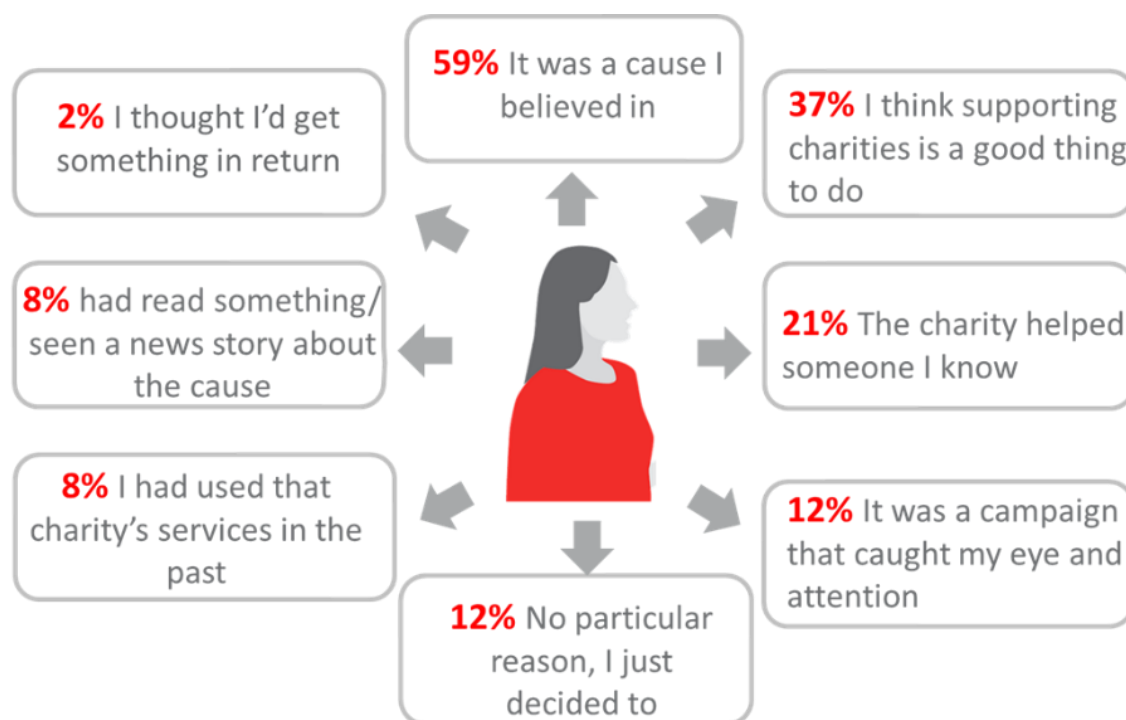
2.2.5 Overall, the data suggests that the main impacts of giving to charity are that people are more likely to feel better/ positive as result of donating and to commit to becoming regular givers (both of which were selected by 24% of respondents). It also suggests that donating to charity has more of an impact on women and 18 to 29 year-olds, although types of actions taken by young people as a result of donating tend to be quite different from those in older age brackets.

### 3 The Ask

#### 3.1 Motive for donating

- 3.1.1 When asked to describe the motivations behind their most recent donation, nearly three in five people (59%) said the main reason they had given money was because it was a cause they believed in. Secondly, 37% said they did so because they think supporting charities is a good thing to do and 21% because the charity had helped someone they know.
- 3.1.2 Interestingly, women (10%) are more likely than men (5%) to say that they made their donation because they had read something or seen a story in the news. Women (24%) are also more likely than men (17%) to identify the charity as having helped someone they know as a motive for their donation.

**Figure 2: What were the main motivations for your last donation? (multiple choice)**



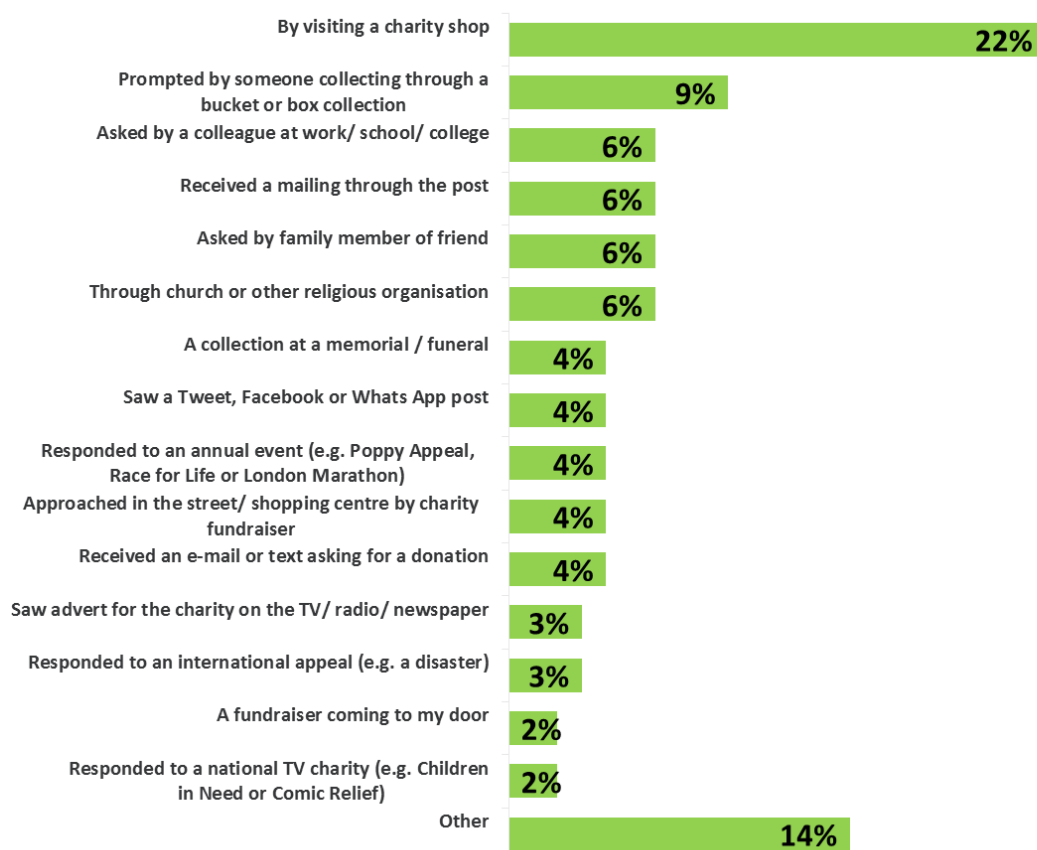
Base: All UK adults who have donated to charity in the last three months (n=1,290)  
 B2. Still thinking about the last charity you supported, what motivated you to make that donation? Please tick all that apply. Note: Can't remember/ not sure excluded from chart



## 3.2 How were people asked to support the cause?

3.2.1 Eighty-one percent gave a donation having been asked to support a cause rather than it being a spontaneous decision. The most common form of being asked was the charity shop (22%) whilst another 9% gave to someone collecting through a bucket or a collection tin (please see Figure 3).

**Figure 3: How were they asked to support the cause?**



Base: All UK adults who have given to charity in the last three months, excluding those that can't remember or for whom it was a spontaneous decision (n=899)

Net prompted figures based on 1,115 donors excluding those that can't remember.

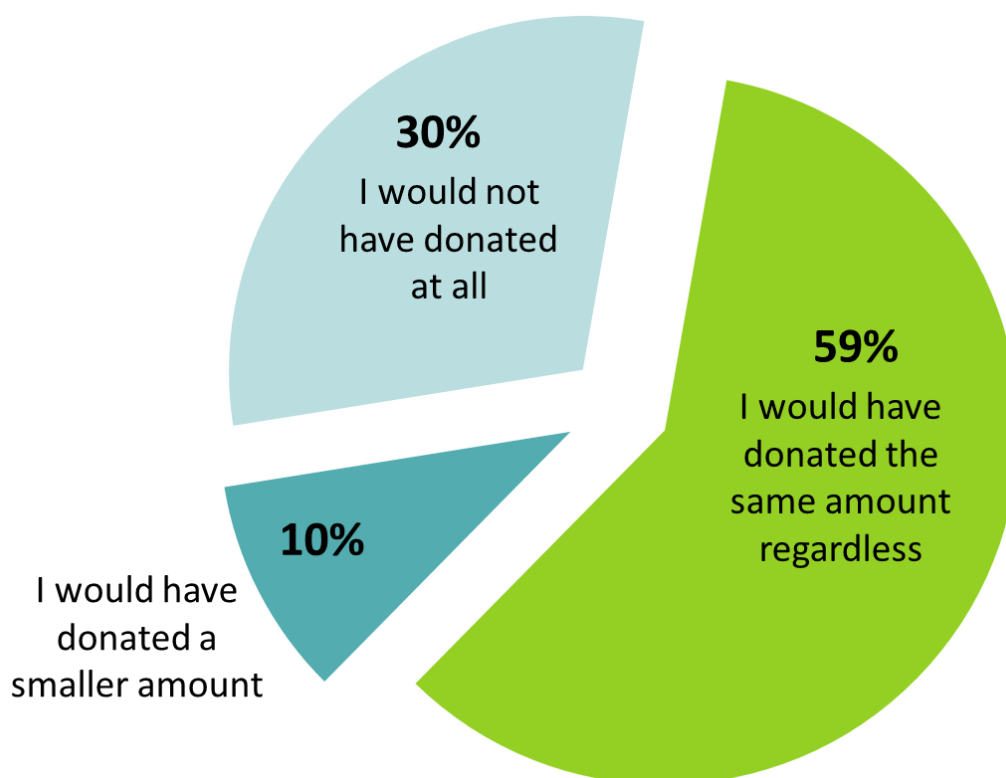
B3. When you made the most recent donation, how were you asked to support the cause? If you weren't prompted by anything or anyone tick that option. Please tick just one.

Note: Options below 1% were excluded from the chart.

3.2.2 The data reveals some interesting regional differences relating to how people were asked to donate. 27% of Scots said that donating was a spontaneous decision and that they weren't asked (9% higher than the national average). Those in Wales were least likely to have acted spontaneously (9%).

3.2.3 Fifty-nine percent of those who were asked to donate rather than acting spontaneously thought they would have made the same donation anyway, but 30% felt they would not have donated at all. In a finding that further highlights of role of asking, another 10% said that they would have donated a smaller amount if they hadn't been asked.

**Figure 4: How would your donation have been different if you weren't asked?**



All UK adults who have donated to charity in the last three months and were asked to do so (n=811)

B12. If you had not been asked or prompted in one way or another to donate money which of these statements comes closest to what you would have done?

3.2.4 The data suggests that asking may have a considerable impact on the size of donation made by 18 to 29 year-olds, with 19% of this group saying they would have made a smaller donation had they not been asked. This is a significantly higher percentage than older donors.

- 3.2.5 Those aged 70 and above are the least likely to be affected by asking, with 77% saying they still would have donated the same amount regardless of whether or not they were asked to do so. ABC1s are also more likely to be affected by asking than C2DEs, with 35% of ABC1s saying that they would not have donated at all compared to 26% of C2DEs<sup>1</sup>.
- 3.2.6 When asked about their donation behaviour in general, those who said that they mainly donate to large national organisations are significantly more likely than those who tend to mainly support small, local charities to say that they would not have donated at all without being asked (35% vs. 25%).
- 3.2.7 In the West Midlands, 77% would have given the same amount regardless of being asked. This is significantly higher than in other regions and at the national level (59%).

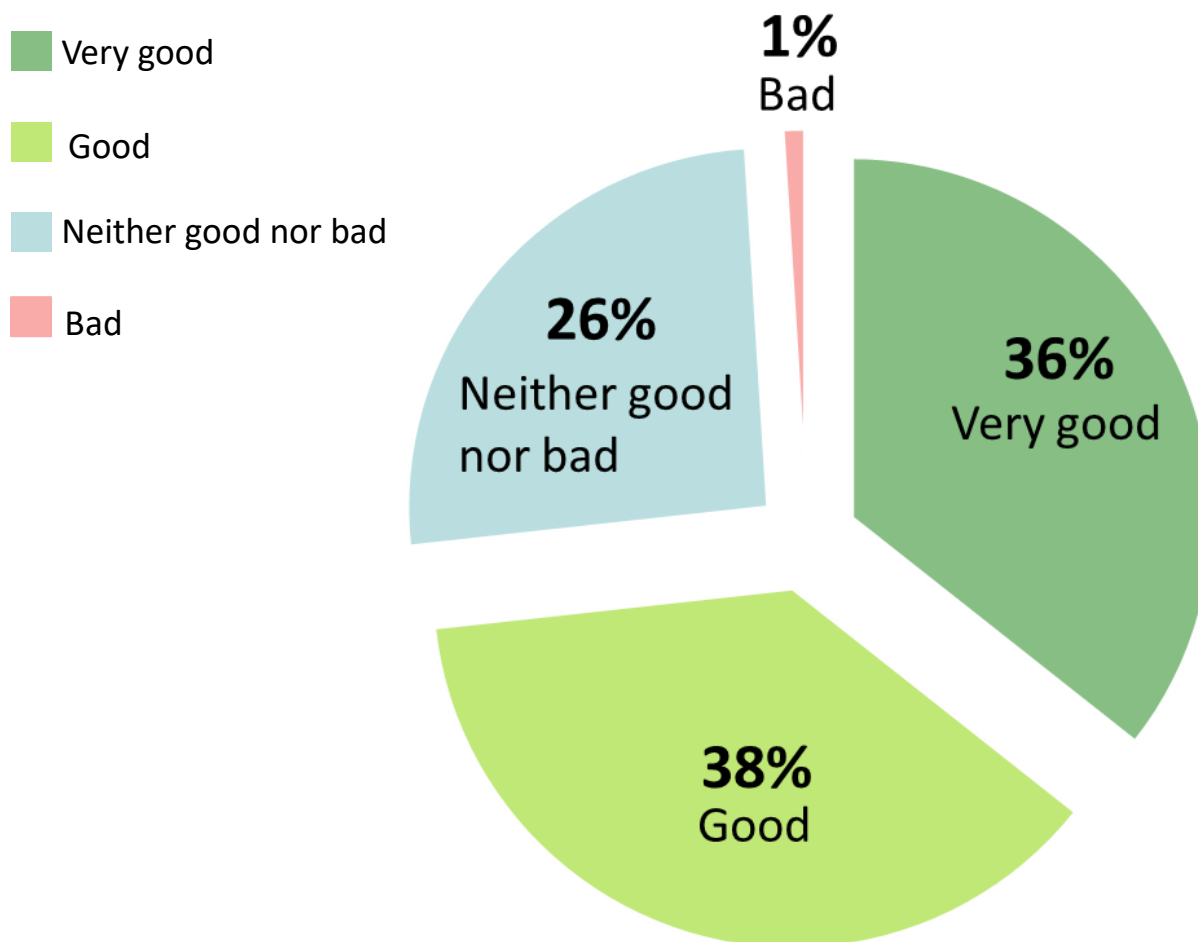
### **3.3 How was the donation experience?**

- 3.3.1 Nearly three quarters (74%) of those who have given to charity in the last three months rated their last donation experience as good or very good. 26% described the experience as neither good nor bad while, only 1% rated it as bad (Figure 5).
- 3.3.2 Women are significantly more likely to feel very positive about their last donation experience than men. Thirty-nine percent of women rated the experience as very good, compared to 31% of men. Meanwhile 30% of men rated the experience as neither good nor bad, compared to 23% of women.
- 3.3.3 There is a small negative correlation between age and positive sentiment towards the donation experience. As age increases the percentage of people who say that their experience was either good or very good decreases. In other words, younger people are slightly more likely to be positive about their last donation experience.

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<sup>1</sup> The socio-economic groups refer to the National Readership Survey social grades: A (upper middle), B (middle), C1 (lower middle), C2 (skilled working), D (working), E (lowest). These are defined as: A: Higher managerial, administrative or professional. B: Intermediate managerial, administrative or professional. C1: Supervisory or clerical and junior managerial, administrative or professional. C2: Skilled manual workers. D: Semi and unskilled manual workers. E: Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income.

**Figure 5: How would you rate the whole experience of donating to a charity?**



Base: All UK adults who have given to charity in the last three months (n=1,290)

D1b. How would you rate the whole experience of donating to a charity? This can include the way you were asked, how easy it was to donate, or the information you received afterwards.

3.3.4 Interestingly, just over two in five (44%) of those who said they would have donated the same amount regardless of whether or not they have been asked reported that the experience was very good, compared with only 26% of those who said they would not have donated if they hadn't been asked.

- 3.3.5 Eighty-four percent of those who have given to charity in the last three months said they would be likely or very likely to donate to charity again in the future, while 15% said they would be neither likely nor unlikely and just 1% said that they would be unlikely.
- 3.3.6 Women were significantly more likely than men to say that they are very likely to give a donation to charity again (56% versus 48%).

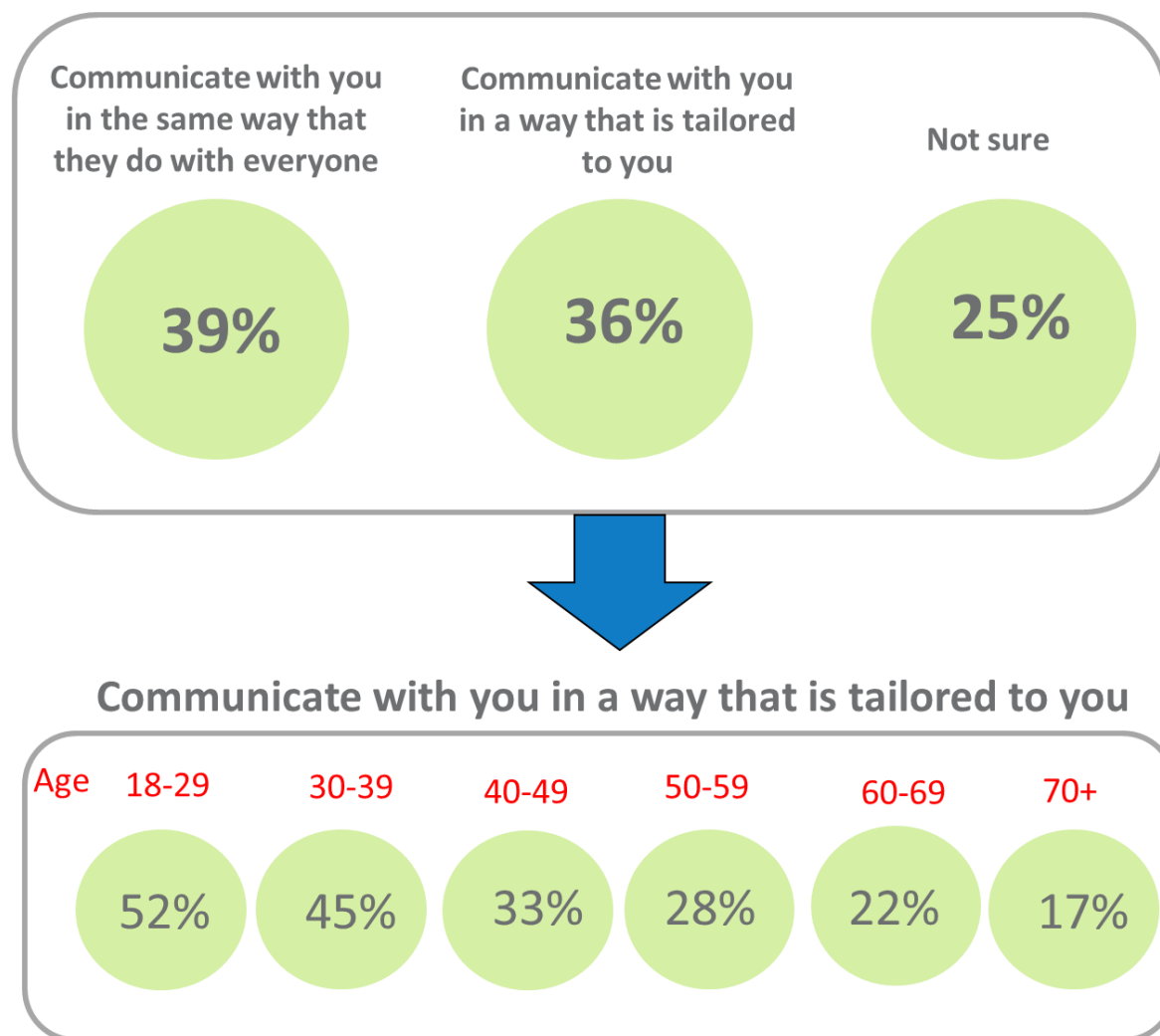
## **4 Communicating with donors and the public**

### **4.1 How should charities communicate with donors?**

- 4.1.1 Nearly a third of donors (31%) would like to know more about how the charity uses the money it receives. Twenty-one percent would be interested in having information about the charity's work, 15% about opportunities to support non-financially and the same proportion would like a confirmation and thank-you. One in ten (11%) would be interested in hearing about specific opportunities to volunteer and a similar number about how to donate again in the future. A slightly larger group of people (34%) were not interested in receiving anything more from the charity.
- 4.1.2 There appears to be a split in opinion when it comes to how charities should communicate with their donors. Of those who said that there are things they would like to know or have after making a donation, 39% would rather hear about a charity's work in a non-tailored way, (they should communicate in the same way with them as they do with everyone else), while 36% would prefer tailored communication.
- 4.1.3 However, when this is broken down by age we can see that younger adults are more likely to have a preference for tailored communication than those in the older age brackets (see Figure 6). The majority (52%) of 18 to 29 year-olds would like charities to communicate with them in a way that is tailored to them as an individual by, for example, taking note of their interests or what is going on in their local area.



**Figure 6: How would you like charities to tell you more about their work?**



Base: All UK adults who would be interested in hearing from a charity after making a donation (972).

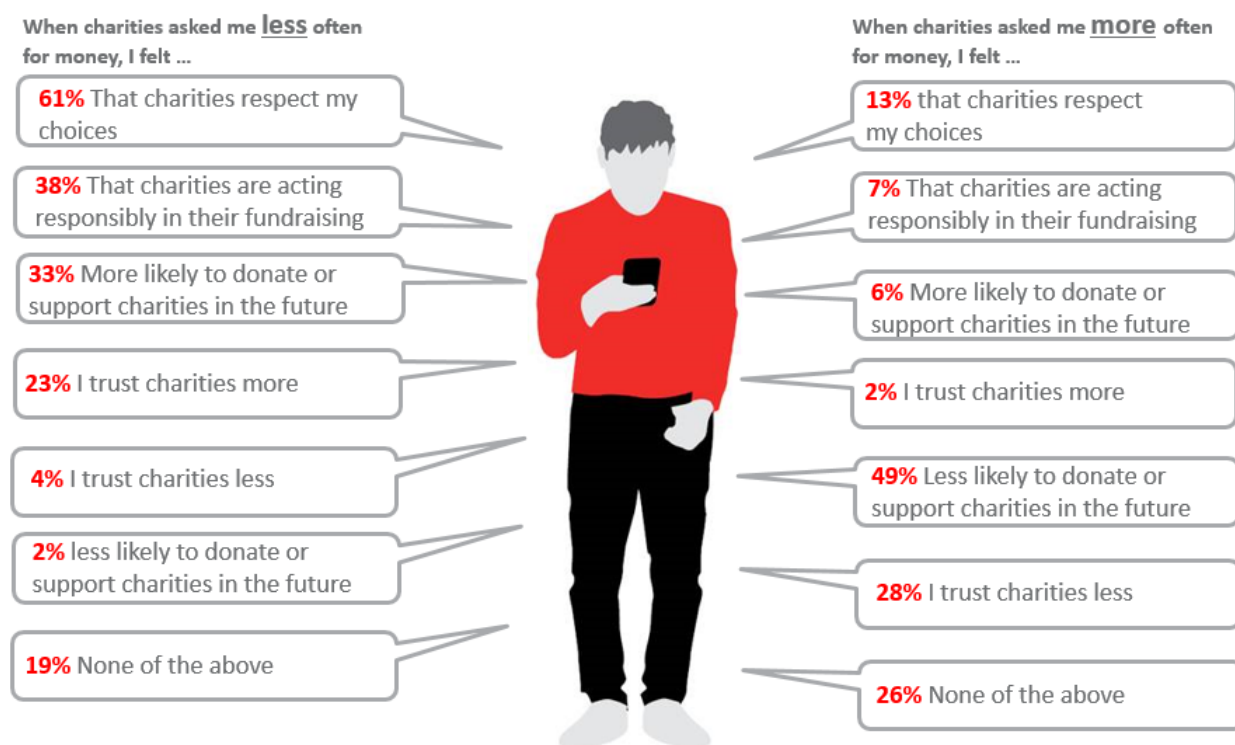
D4a. If you want to know more about a charity's work, would you prefer it if for the charity...

- 4.1.4 Of those with a preference for tailored communication, 60% think that charities should be able to use information that is publicly available (e.g. through Google searches or local newspaper articles) to be able to best tailor their approach to their supporters, while 17% thought that charities should not be able to use this information and 23% were not sure.

## 4.2 Experience of communication with charities in the last year

- 4.2.1 Just over one in 10 (11%) have been asked in the last year how they would like to be contacted in the future by a charity (Figure 7). Being asked: “how you would like to be contacted in future” was the type of communication that was most likely to make people feel like charities respected their choices (65%) and were acting responsibly in their fundraising (41%), as well as to feel they would be more likely to donate to or support charities in the future (32%).
- 4.2.2 More people (22%) reported that they had been asked “more often” for money by charities in the last year. As a result half of them (49%) felt less likely to support charities in the future, while 28% felt like they trust charities less.

**Figure 7: How charities asking for money more or less often made people feel**



Base: Those who have been asked less for money by charities (73) and those who have been asked for more for money by charities (449).

D6d\_4. And as a result of the following happening, how did that make you feel? Please tick all that apply - Charities asking me less often for money. D6d\_3. And as a result of the following happening, how did that make you feel? Please tick all that apply.

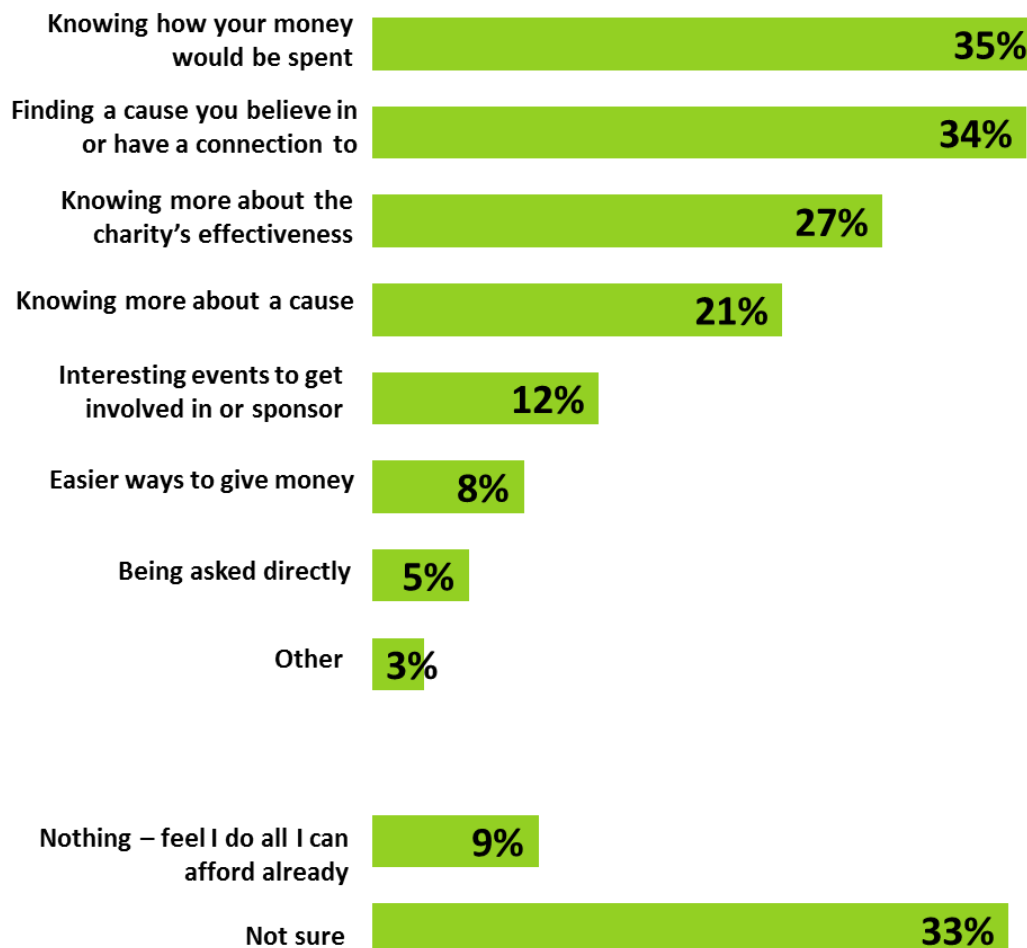
4.2.3 Three percent said that they had been asked less often for money in the last year or so, and being asked for money less often was the action that came in second place in terms of creating positive feelings towards charities and fundraising. Sixty-one of these people felt that in asking less often for money charities were respecting their choices, and 38% felt that charities were acting responsibly in their fundraising. Meanwhile, 33% felt that as a result of this behaviour they were more likely to donate or support charities in the future.

4.2.4 Eight percent stated that a charity has given them the chance to change the amount or method of their donation. Of those people, 44% felt that this showed that the charity respected their choices, while 41% felt that the charity were acting responsibly in their fundraising. Just over a third (35%) felt that it made them more likely to donate to charity in the future.

#### **4.3 What would encourage you to give more to charity?**

4.3.1 The top four things the public felt would encourage them to give, or give more to charity, in the future were: knowing how their money was being spent (35%), finding a cause they believe in or have a connection to (34%), knowing more about the charities effectiveness (27%) and knowing more about a cause (21%) – Figure 8.

**Figure 8: Encouraging the public to give more to charity**

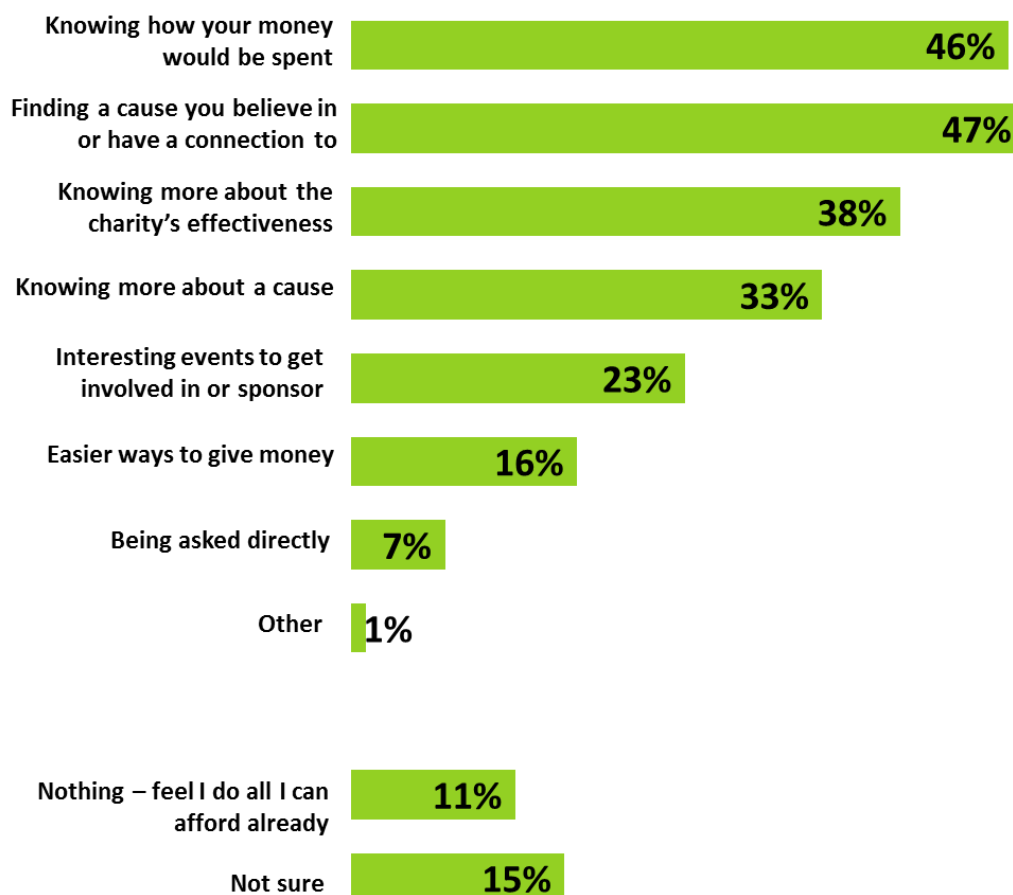


Base: All UK adults (2006).

D7. Which, if any, of the following would encourage you to give to charity or give more to charity? Please tick all that apply.

4.3.2 Finding a cause they believe in or have a connection with was significantly more important for women than men. Thirty-seven percent of women selected this option compared to 31% of men. Young people (18 to 29s) were significantly more likely than any other ages to say that each of the following would encourage them to give or give more to charity. These proportions are much higher among 18 to 29s than among the national population.

**Figure 9: Encouraging the public to give more to charity – 18 to 29 year olds**



Base: All 18 to 29 year olds (2006).

D7. Which, if any, of the following would encourage you to give to charity or give more to charity? Please tick all that apply.

4.3.3 The feeling that they do as much as they can afford already rises consistently with age from just 15% of 18-29s through 40% of 50-59s to 51% of those aged 70 and older.

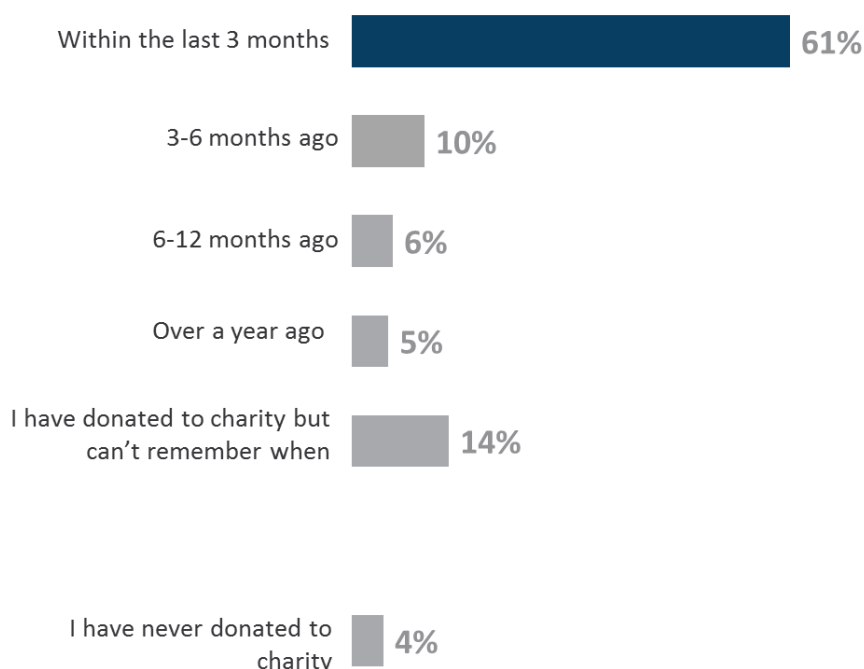
## 5 Donation behaviour

### 5.1 General findings

5.1.1 This section will look at general donation behaviour amongst the UK population. Gender, age and social grade will also be explored in more detail as the data suggests that these demographic characteristics play a role in determining how and why people give to charity.

5.1.2 Sixty-one percent have made a donation or bought something from a charity in the last 3 months, while 16% have done so between 3 and 12 months ago (see Figure 10)

**Figure 10: Most recent donation to or purchase from a charity**



Base: All UK adults (n=2,006)

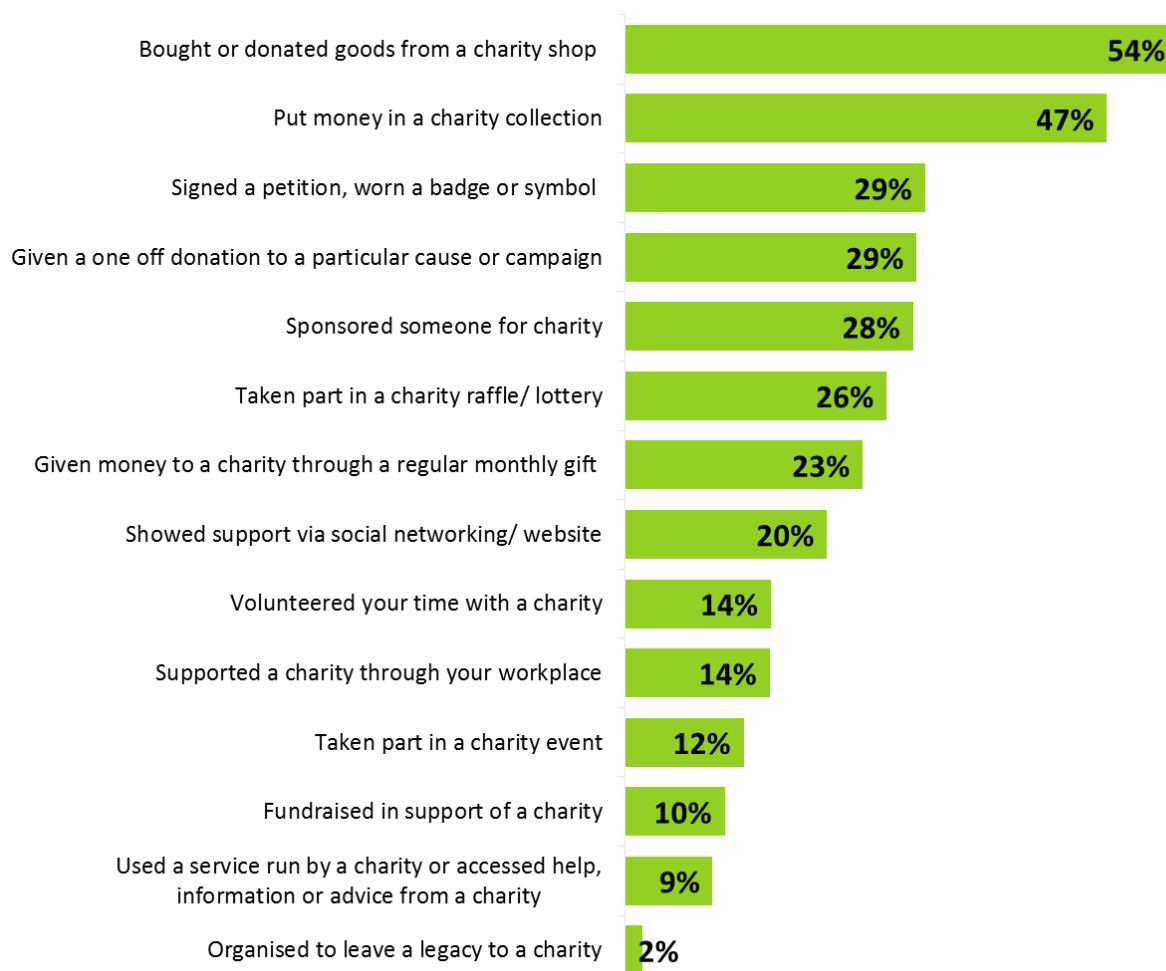
A2. When, if at all, was the last time you made a donation to or bought something from a charity? When thinking about charities please also include local organisations like museums, galleries and other arts organisation, churches, schools and universities, hospitals and hospices and sports clubs. Please include sponsoring someone, buying from a charity shop and taking part in a raffle.

5.1.3 The most popular ways in which people have supported charities in the last 12 months are by buying or donating goods from a charity shop (54%) or putting money in a charity collection tin (47%).



5.1.4 Twenty-nine percent said they had signed a petition or worn a badge/symbol in support of a cause or charity in the last 12 months, while 14% have volunteered their time.

**Figure 11: Have you done any of the following in the last 12 months?**



Base: All UK adults (n=2006)

A1. In the last 12 months, have you done any of the following? When thinking about charities please also include local organisations like museums, galleries and other arts organisation, churches, schools and universities, hospitals and hospices and sports clubs. Please tick all that apply.

Note: Answer options have been shortened for charting

- 5.1.5 A small proportion of the population donate to charity on a weekly basis (7%), while a third (33%) donate once a month or more. However, most often (43%) people say they donate every now and then.
- 5.1.6 The majority (53%) regularly support two or three charities every year, while 31% support just one. Men (35%) are more likely than women (28%) to support only one organisation.
- 5.1.7 When asked to sum up the types of charities they generally support, nearly half of the public (49%) said that they donate to a range of different charities, from national and international organisations through to small local charities. Meanwhile, 19% said they mainly donate to large national organisations and another 19% to small local charities.
- 5.1.8 All were also asked about local charities more specifically. Forty-four percent reported that they already support small local charities, and 11% of those who do not currently said they would be interested in doing so in the future. A small group (7%) said that they would not be interested in supporting local charities.

## **5.2 Value and method**

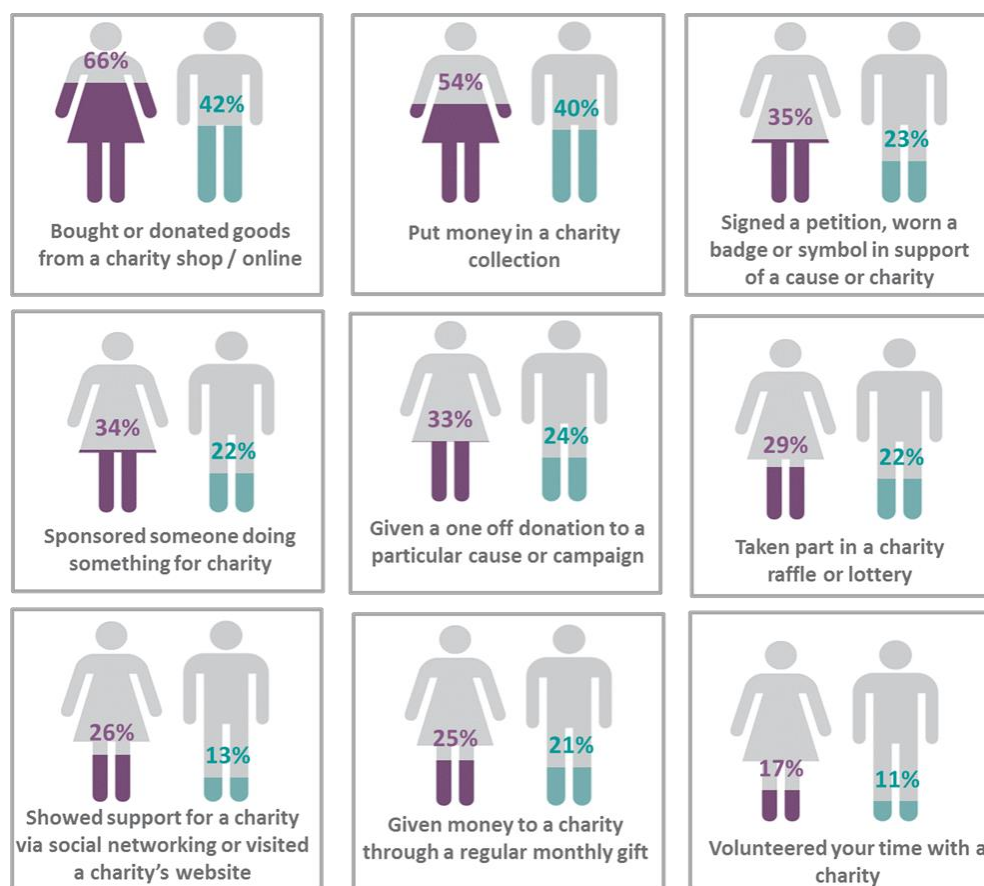
- 5.2.1 This section looks at the most recent donation experience of UK adults who have donated or bought something from a charity in the last three months.
- 5.2.2 When asked about the value of their most recent donation, 66% had given between £1 and £10 and another 27% of donors between £11 and £50. Seven percent had donated over £50.
- 5.2.3 Overall, the average amount donated to charity was £25.46. Notably, the second highest donation value overall was from 18 to 29 year-olds, who on average made a donation of £31.79. This was topped only by those aged 70 plus, with £32.22. On the other end of the spectrum, 30 to 39 year-olds gave the lowest donation on average: £17.90.
- 5.2.4 The most common method of donation was putting cash in a charity collection (20%), followed by buying something from a charity shop (18%), giving monthly via direct debit (16%), making a one off payment to charity (11%) and making a one of payment online (10%). Sponsoring an event or person peaks for the 30-39s at 9%.

## 5.3 Gender

5.3.1 The survey looked at a number of ways in which the UK public could have supported charitable organisations in the past 12 months, for example by posting or liking things via social networking or sponsoring someone for charity. Across almost all actions, women are significantly more likely than men to have supported a charity (see Figure 12).

5.3.2 Women are also statistically far more likely to support or express interest in supporting local charities. One in two women (51%) said they already support small or local charities, compared to only 36% of men. Furthermore, 10% of men said they would not be interested in supporting local charities compared to only 4% of women.

**Figure 12: Charitable actions taken in the past 12 months (multiple choice) – by gender**



Base: All UK adults (n=2,006), men (n=949), women (1057)

A1. In the last 12 months, have you done any of the following? When thinking about charities please also include local organisations like museums, galleries and other arts organisation, churches, schools and universities, hospitals and hospices and sports clubs. Please tick all that apply.

Note: Options with smaller differences between men and women are excluded from chart

- 5.3.3 When asked to describe the type of charity they generally support, men (22%) were much more likely than women (15%) to say that they mainly donate to large, national organisations. Women (55%) were more likely than men (42%) to say that they donate to a range of different charities, from national and international organisations through to small, local charities.
- 5.3.4 Overall, the data suggests that women are more likely than men to support charitable organisations and to be concerned with local and community charities.

## **5.4 Age**

- 5.4.1 On the whole, older people were more likely to donate money to charity. Those aged 70 plus are the most likely to have given to charity in the last three months (75%). When asked to describe their general donation behaviour, as age increases so does the proportion who said they often donate to charity once a month or more. Older adults are significantly more likely than 18 to 29 year-olds to report this.
- 5.4.2 A possible explanation for this is that 18 to 29 year-olds have less disposable income and are therefore unable to support charities in the same way as older generations. However, the data also shows some differences between the general donation behaviours of older age groups and 30 to 39 year-olds.
- 5.4.3 Thirty-five percent of those aged 70 plus have given a regular monthly gift to a charitable organisation in the last 12 months, compared to just 17% of 30 to 39 year-olds and 9% of 18 to 29 year-olds. Both 18 to 29 and 30 to 39 year-olds are also significantly more likely than the older age brackets to say that they tend to support just one charity.
- 5.4.4 Certain types of giving are also significantly more popular with older people. These include giving money to a charity through a regular monthly gift, buying or donating goods from a charity shop and taking part in a charity raffle or lottery.
- 5.4.5 The form of fundraising that 18 to 29 year-olds are most likely to have taken part in during the last 12 months is putting money in a charity collection (42%), while amongst 30 to 39 year-olds it was buying or donating goods for a charity shop (47%). Interestingly, despite their less frequent participation in other forms of fundraising, 18 to 29 year-olds are most likely to have taken part in a charity event in the last 12 months (15%).

- 5.4.6 Age also appears to be having an impact on the scale of the charities people choose to support. There is a positive correlation between age and whether or not people already support local charities. As age increases so does the proportion of people saying they already support small, local charities.
- 5.4.7 However, there is some interest amongst young people in supporting local organisations. 18% of 18 to 29 year-olds do not currently support small, local charities but are interested in doing so in the future, and a further 20% reported that they are interested in supporting small, local charities but don't know who they are or what they do.

## **5.5 Social Grade**

- 5.5.1 ABC1s are significantly more likely to have donated to charity or bought something from a charity shop than other. Sixty-nine percent of ABC1s have made a donation or bought something from a charity in the last three months, compared to 55% of C2DEs.
- 5.5.2 ABC1s are also more likely to donate to charity once a month or more often than C2DEs. Social grade also appears to be having an effect on the number of charities people support. Thirty-four percent of C2DEs regularly give to one charity, compared to 29% of ABC1s.
- 5.5.3 Within the last 12 months, ABC1s were significantly more likely to have taken part in certain types of fundraising activities than C2DEs. These include buying or donating goods from a charity shop, giving money through a regular monthly gift or giving a one off donation to a particular cause or campaign.