

GIVING
TUESDAY



**Translating data
into strategy**



Intros

GIVING
TUESDAY



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RKD Group

**What is a story
you want to be
able to tell about
your work?**

**What do you
need to prove it?**



Data Commons Goals



- 1 Enable a dramatic increase in individual giving
- 2 Build a more resilient and effective social sector
- 3 Accelerate equitable social innovation
- 4 Increase giver agency and engagement

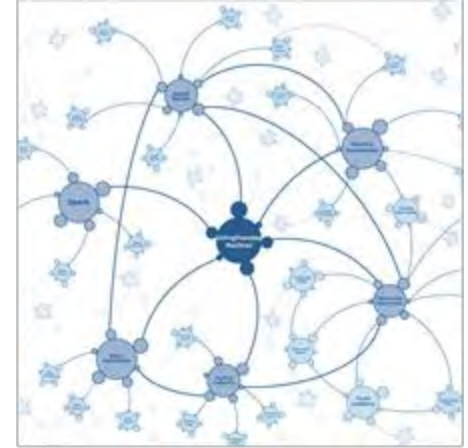
Our research agenda



Strengthening
Resource
Mobilization



Capturing
Dimensions of
Generosity



Understanding the
GivingTuesday
Distributed Model

GivingPulse

A HOLISTIC LOOK AT TRENDS IN GIVING BEHAVIOR AND PERSPECTIVES

Supported by:

FIDELITY Charitable
CATALYST FUND



Where are we now?

AI Readiness and Adoption in the Nonprofit Sector in 2024

Results from the AI Readiness Survey

990 Data Infrastructure



Providing a vital industry resource: an open source platform
making US nonprofit data more accessible.

The 990 Data Infrastructure Project, led by GivingTuesday, is a collaborative initiative that aims to provide the public with centralized access to comprehensive 990 datasets and tools.

+ 5.3 Million Files
Added



Back Black Visionaries. Build a better tomorrow.

Join us in our movement to support Black-led nonprofits.

GET FUNDING

GET INVOLVED



GIVING GROUPS UNDER 45

SEPTEMBER 2023

The GivingTuesday Resource Exchange

⇒ FUNDRAISING
EFFECTIVENESS
project

Big picture:

Money and time relatively stable, but participation trending down



JULY 2024

the
generosity
commission

THE SHIFTING LANDSCAPE
OF AMERICAN GENEROSITY

Benjamin Soskis, Urban Institute

RKD Group Goals



- 1 Amplify and champion the causes we serve
- 2 Propel the practice of philanthropy forward
- 3 Accelerate growth for nonprofit fundraising
- 4 Build long-term relationships with donors

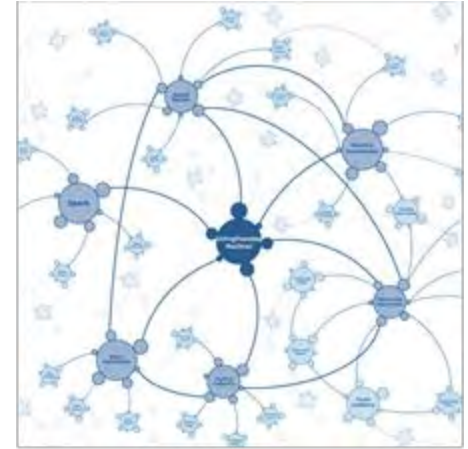
Our research agenda



Tech-enabled
strategy



End-to-end
solutions



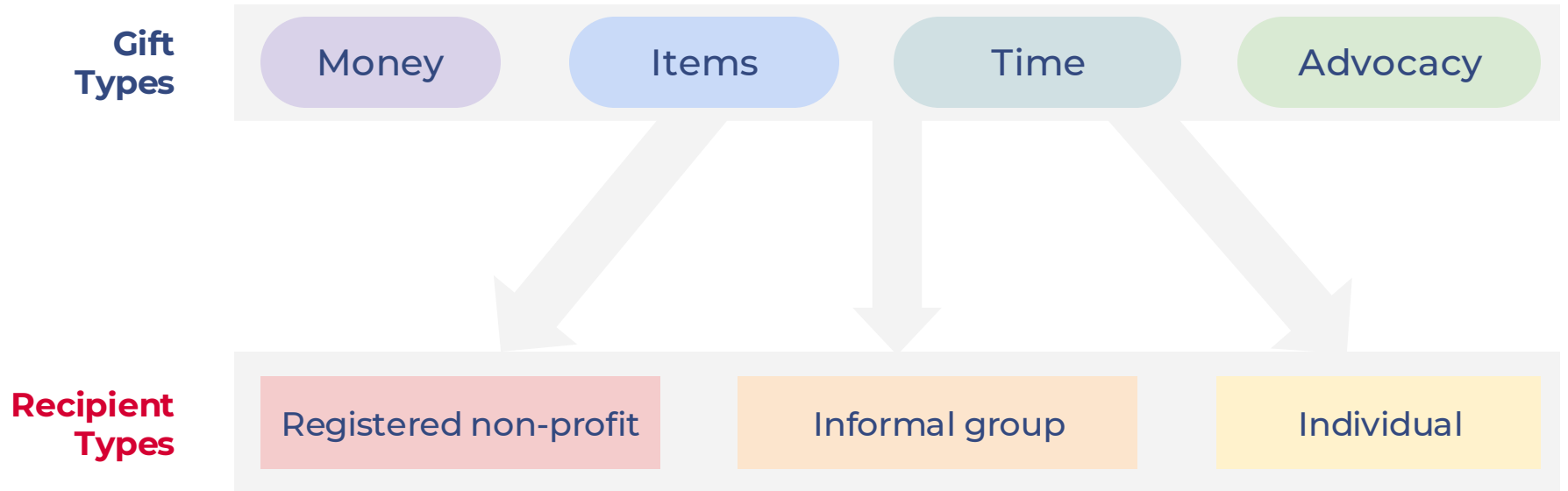
Data-driven insights

Deep Dive: GivingPulse

Understanding Key Trends in
Generosity



Giving Taxonomy



Behaviors

Causes
Methods
Spontaneity
Solicitation and
response
Crisis
awareness/response
Workplace giving

Attitudes

Motivations for giving
Trust in nonprofits
Future giving
intentions
Political worldview

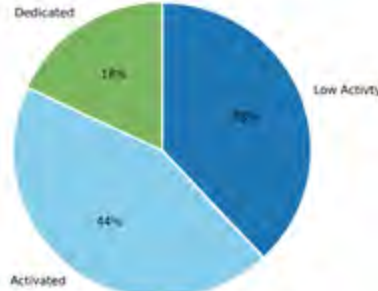
Demographics

Age
Sex
Geography
Ethnic identity
Religiosity
Marital status
Employment status

GivingPulse Generosity Profiles

Cluster 1: Low Activity

- Infrequent giving in all categories
- Least likely to enjoy giving and trust non-profits
- Lower income and less religious



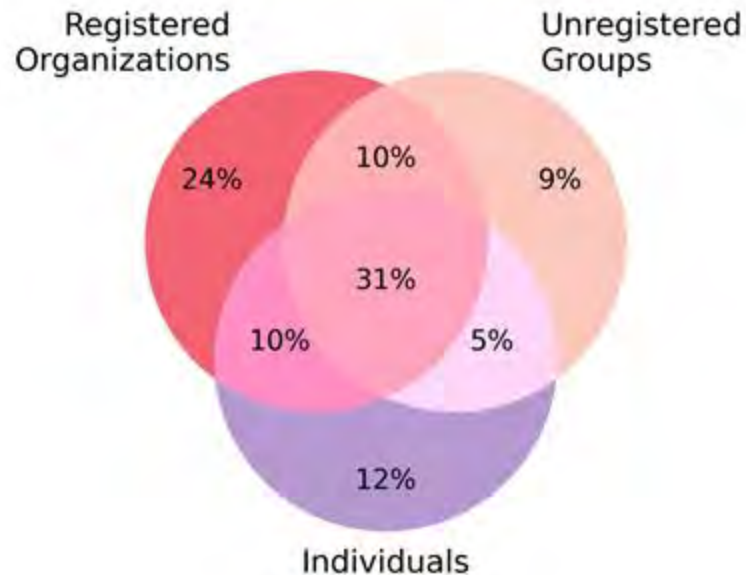
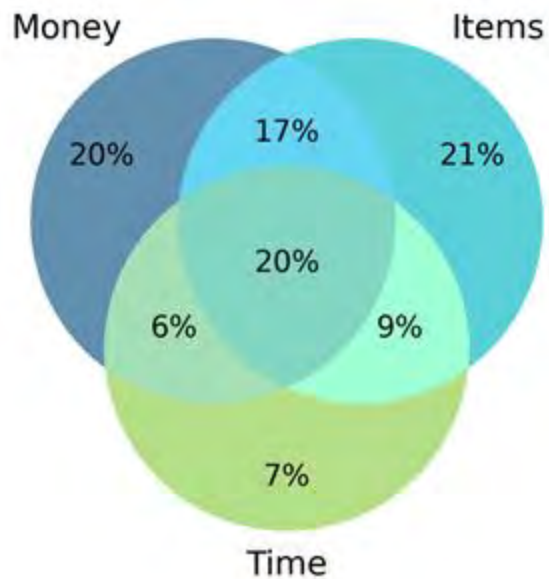
Cluster 3: Dedicated

- Frequent, highly generous givers in all categories
- Most likely to report giving due to peer pressure or guilt
- Youngest, most religious, highest income, majority male

Cluster 2: Activated

- Mid-level generosity in all categories
- Intrinsically motivated to give, and generally feel positive towards non-profits
- Relatively average demographic composition

Giving is Diverse

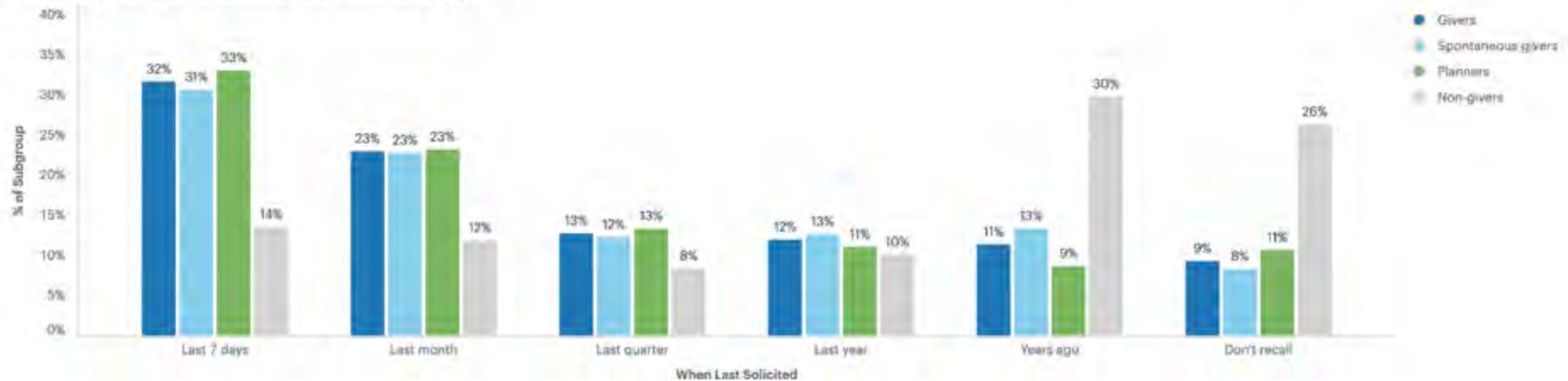


Solicited vs Unsolicited

How do different solicitation strategies affect response rates?

Fig 3.3: Solicitation and giver type

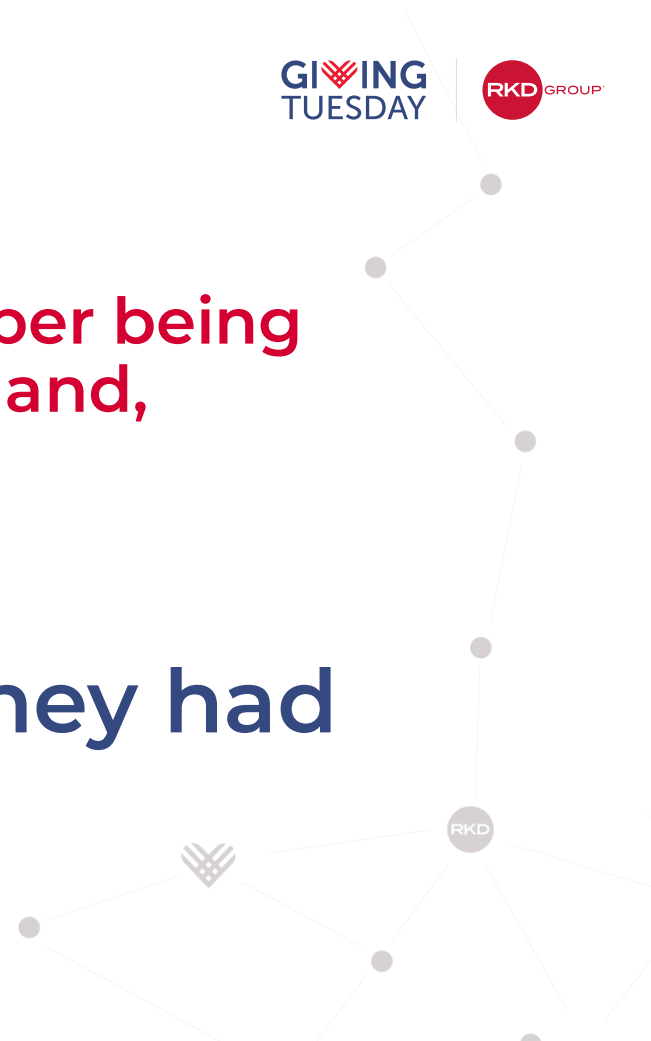
Spontaneous givers and planners are solicited more recently than non-givers



half of donors don't remember being
solicited for donations, and,

9%

are ready to give, if they had
been asked



GivingPulse Field Guide

Actionable Insights for
Nonprofits



Capture the Moment

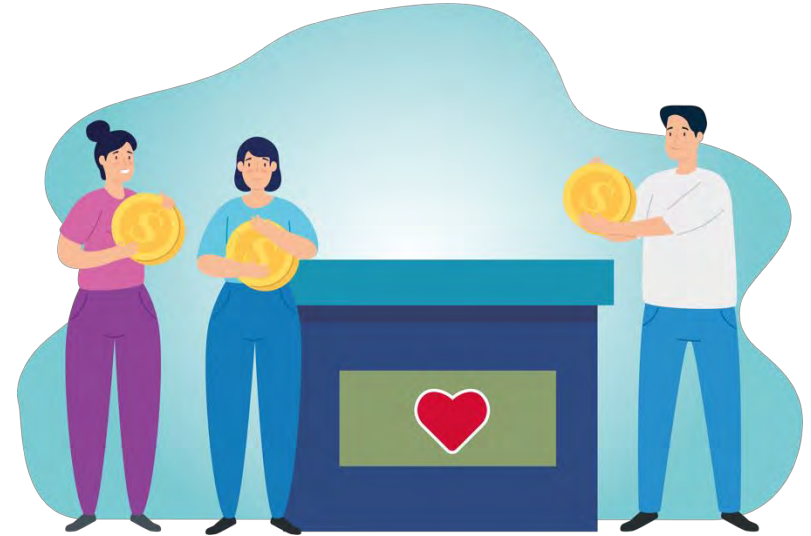
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Two areas of focus for GivingTuesday strategies



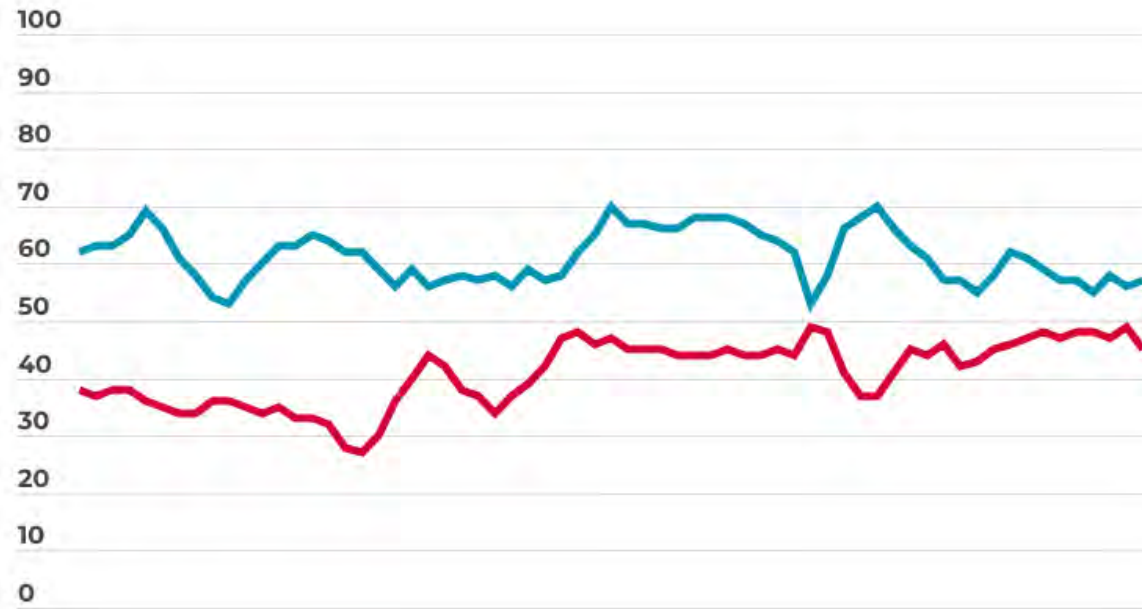
Harness seasonal behavior



Make the ask

Harness Seasonal Behavior

In-Person vs. Online Giving

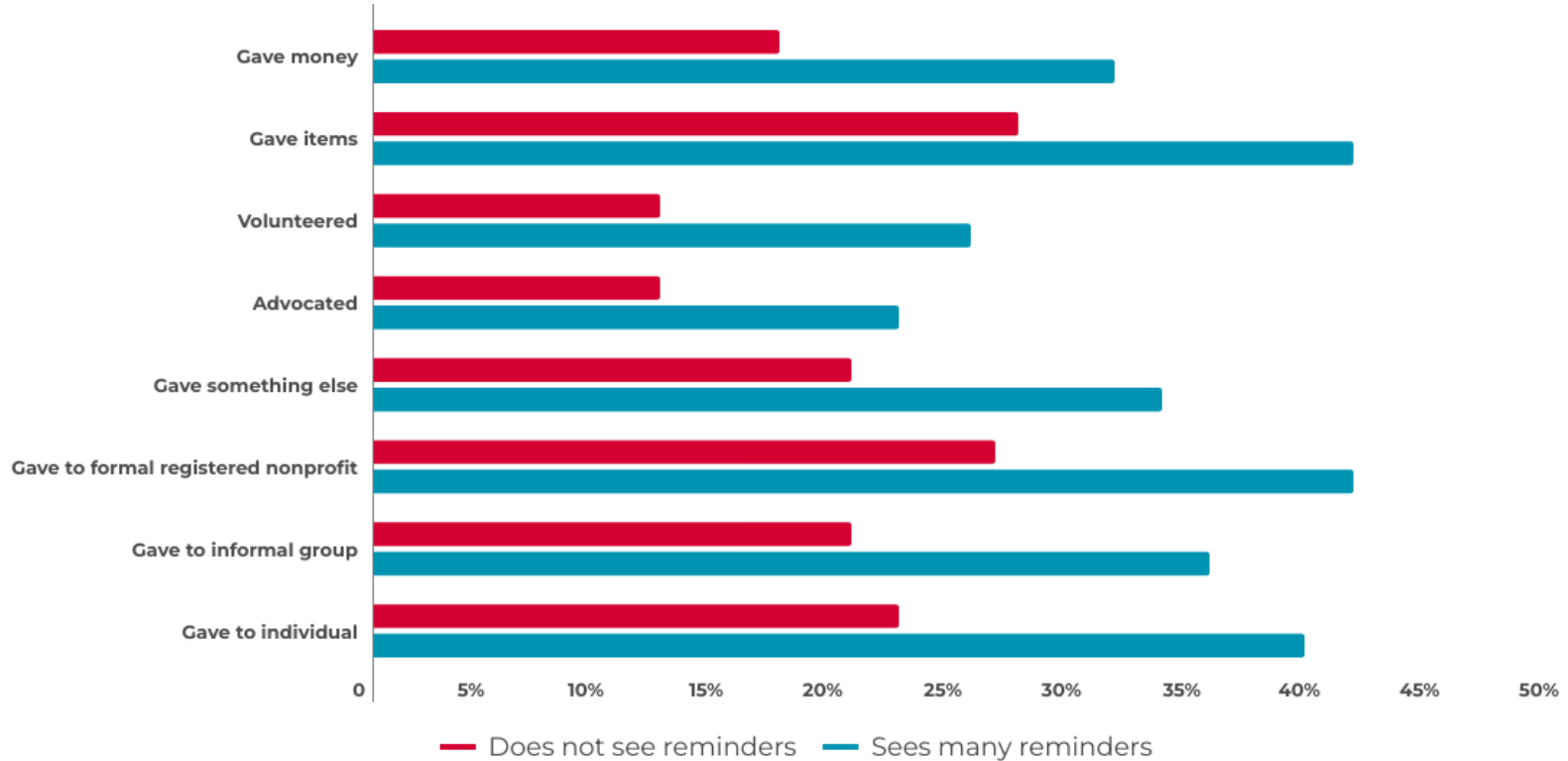


April 2023 – June 2024

— In-Person — Online/Mobile

Make the ask

Giving among unsolicited respondents, by those who see reminders to give



Example of Success

Atlanta Humane

Connect with donors
through canvassing
program

Focus on ask
for \$25
monthly gifts

Huge success: 1,255
new monthly donors
in first year

