

# 2024 DAF Fundraising Report

The Inaugural Benchmark Study on Nonprofit Fundraising from Donor Advised Funds

# Speakers

**Chariot**



**Mitch Stein**  
*Head of Strategy*

**K2D**



**Karin Kirchoff**  
*Founder & President*

# Agenda

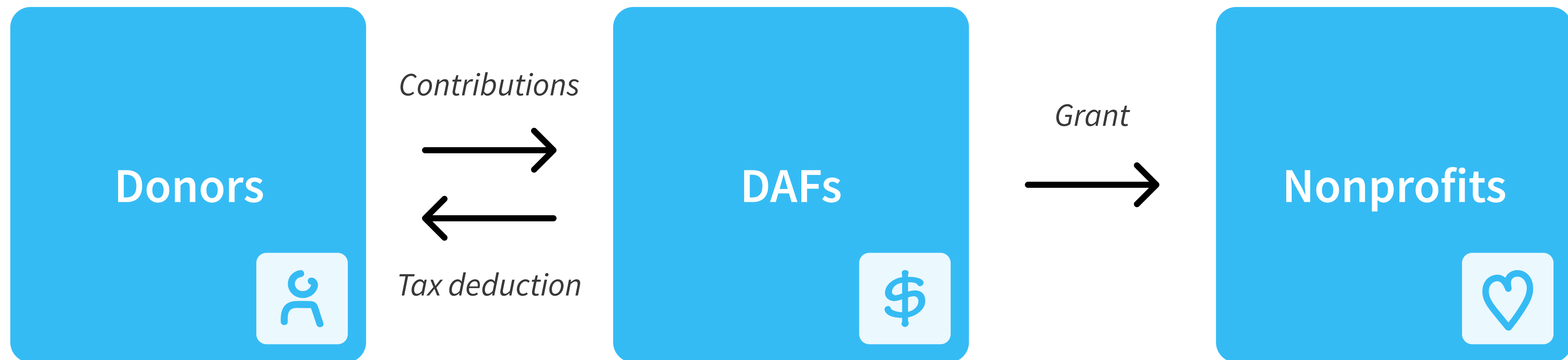
- 1 Report Background
- 2 Report Findings
- 3 DAF Strategies - Getting Proactive with DAF Fundraising
- 4 DAF Day

## Questions for the Audience

# 1. Report Background

# DAFs: a tax-advantaged account for charitable giving

Donor Advised Fund accounts allows donors to make a **charitable contribution**, receive an **immediate tax deduction** and then **recommend grants** to tax-exempt organizations over time.



# The Dramatic Rise of DAFs

Driven by several factors

**DAF Market Data** Exhibit 4

	2012	2022	10yr Change
Assets (B)	\$44.9	\$228.9	5x
Grants (B)	\$8.6	\$52.2	6x
Number of Accounts	205,552	1,948,545	9x
Average Account Size	\$218,054	\$117,466	0.5x

- 1 Increased Accessibility
- 2 Improvements to Personal Philanthropy
- 3 Tax Code Changes
- 4 Strong Market Performance
- 5 Core Element of Financial Planning

# K2D 2022 Secret Shopper Study

## What it was

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**25** DAF Gifts

**\$100** to **\$1,000**

Local, Regional & National organizations

## Challenges Faced

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Outdated info on DAF portals

Not enrolled in EFT, Delayed receipt of funds

No DAF Tool on nonprofits' website

## Clunky Comms

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Delayed thank you, if at all

Many extra appeals before acknowledgement

No re-solicitation with a DAF ask



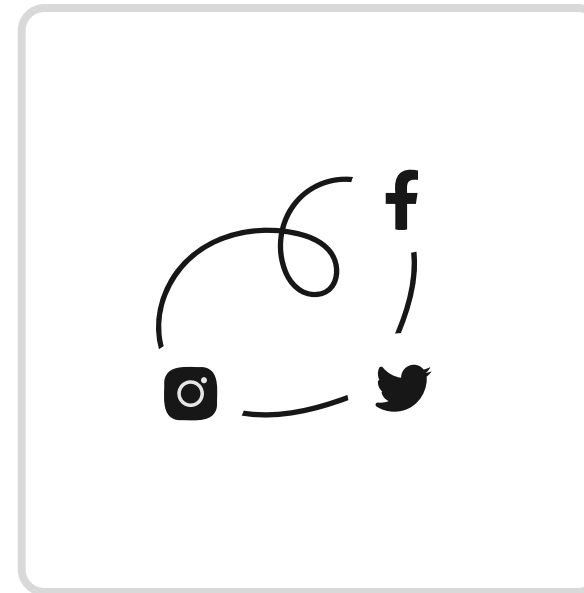
# DAF Donor Experience

4 webpages

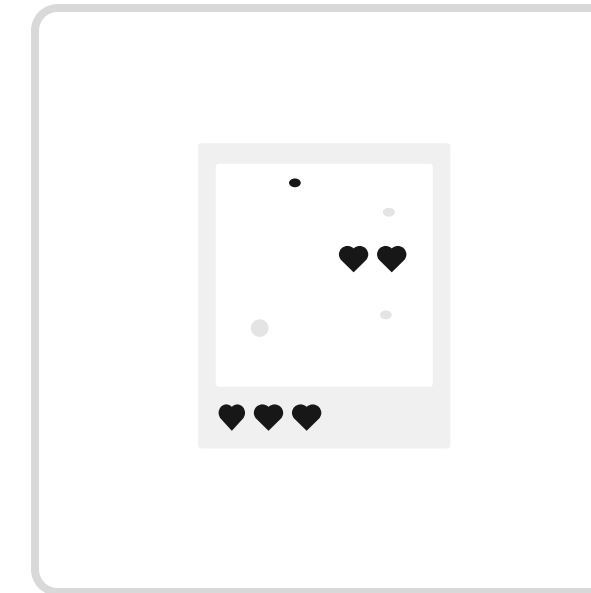
10 redirects

15 clicks

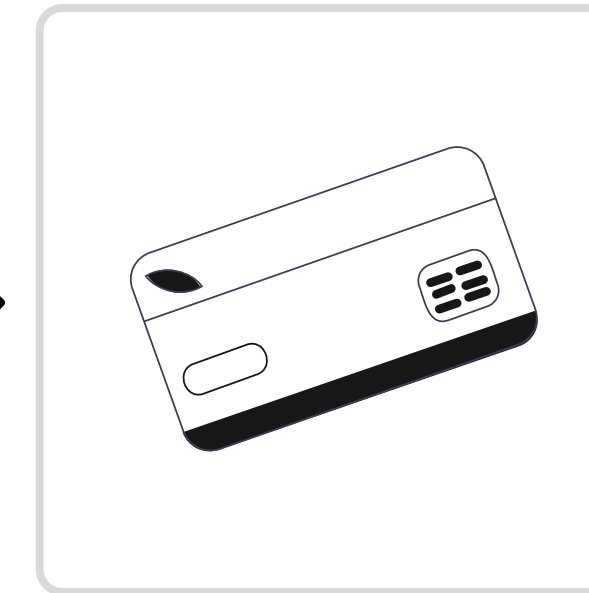
1 Donation trigger



2 Charity page



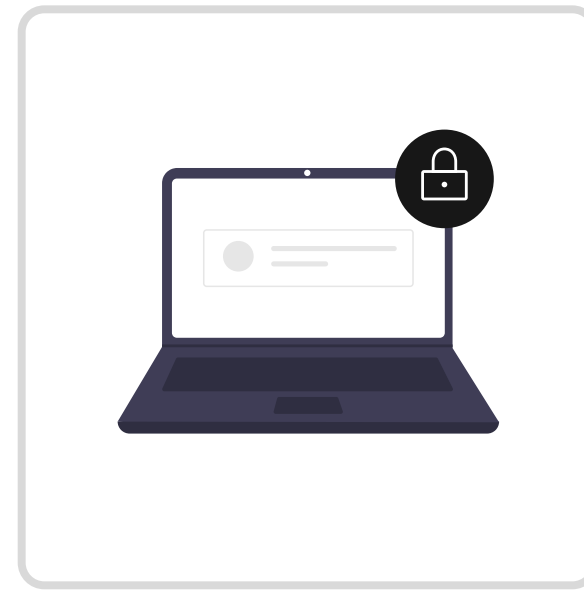
3 No DAF option



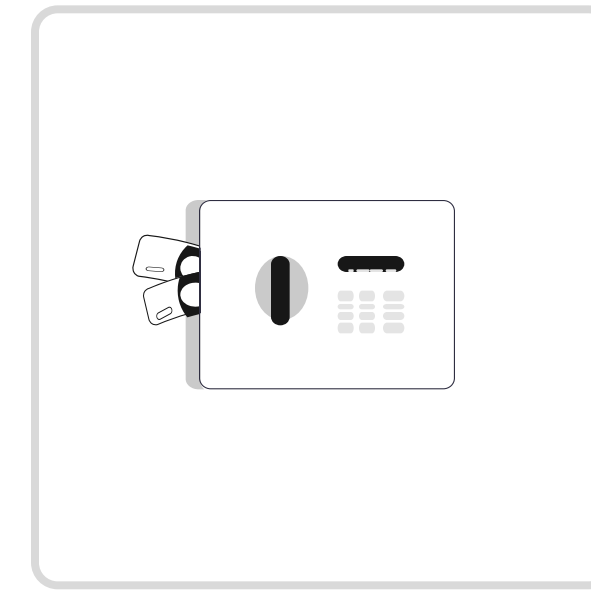
4 Go to DAF site



5 Account login



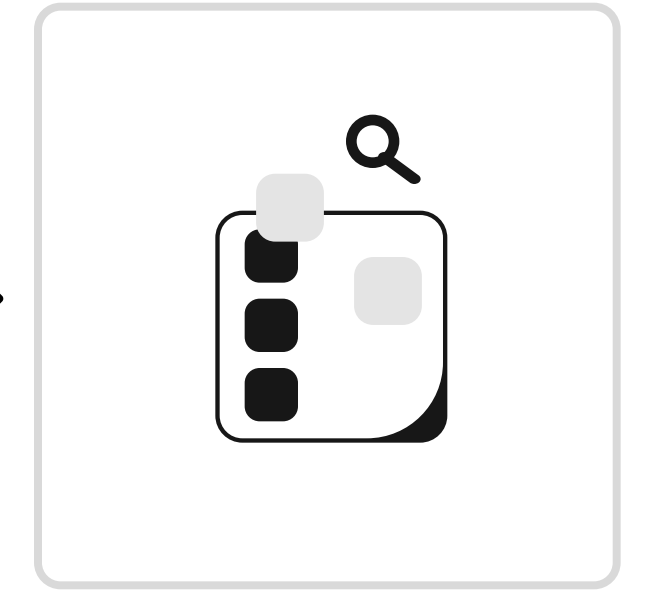
6 Check balance



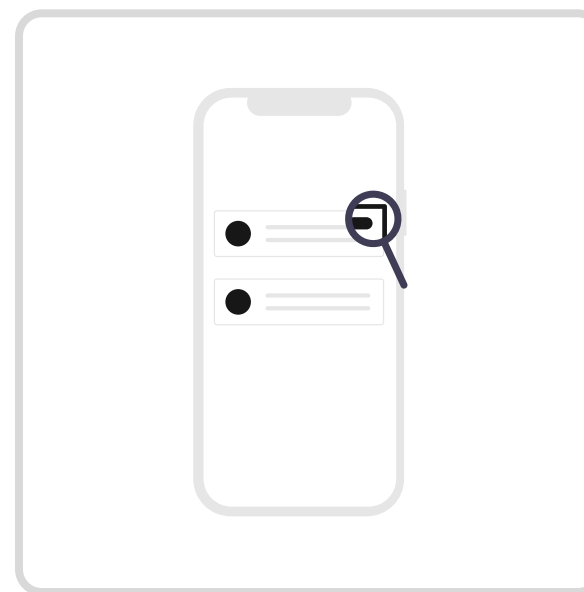
7 Initiate grant



8 Find EIN



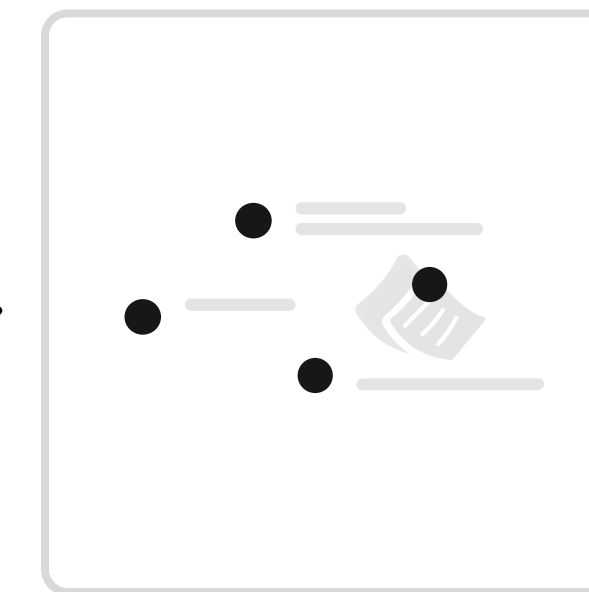
9 Search charity



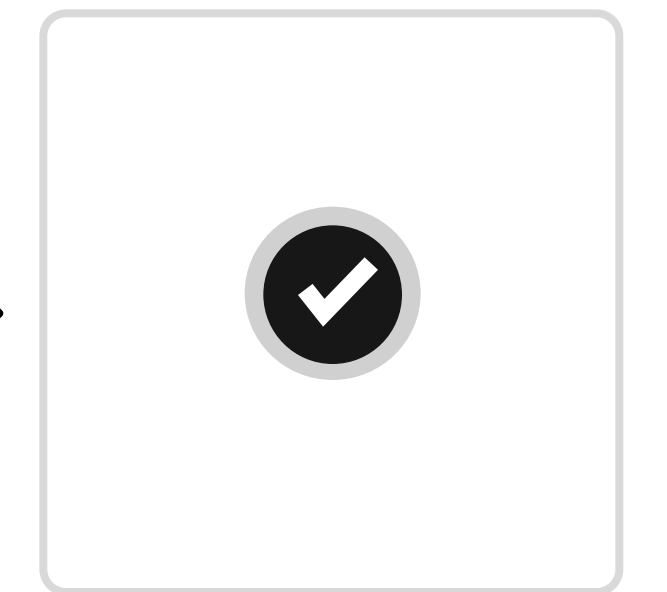
10 Designation



11 Details



12 Submission



# Groundbreaking Scale of Analysis

Findings from the 2024 DAF Fundraising Report | 2019 - 2023

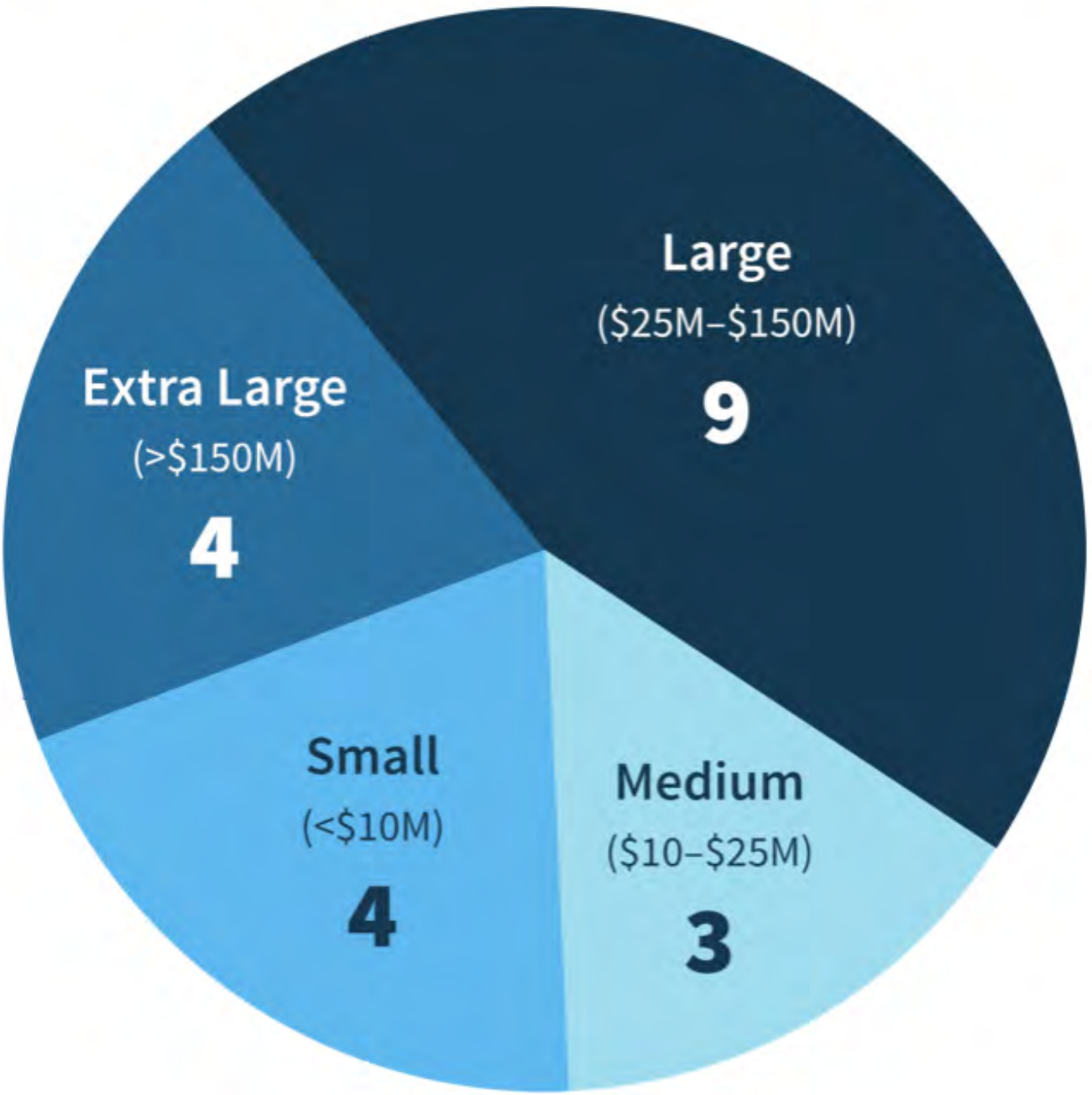
## Scale of Analysis

Exhibit 1

	2019-2023	2023
Total Giving	\$10,768,644,295	\$2,245,067,205
Total Number of Gifts	78,702,688	15,338,460
Total Number of Donors	21,292,492	13,957,085
Total DAF Revenue	\$809,092,333	\$192,513,010
Total Number of DAF Gifts	229,584	54,246
Total Number of DAF Donors	61,700	34,498

## Categories of Participants

Exhibit 2



## 2. Report Insights

# DAF Revenue Growth for Nonprofits

Findings from the 2024 DAF Fundraising Report | 2019 - 2023

## Revenue

**+214%**  
Median DAF Growth

**1%**  
Median Non-DAF Growth

## Donors

**+79%**  
Median DAF Growth

**(6)%**  
Median Non-DAF Growth

## DAF as % of Total Revenue

**12%** 2023 Average

**+6%** from 2019

**6/20** orgs >20%  
in 2023

# Getting to Know DAF Donors

The 3 million people using DAFs are not a monolith, but have some common shared characteristics we've learned in hundreds of interviews:

## Smart

They're making the smart choice with their giving



## Intentional

They went out of their way to set up a special account for giving



## Data-Driven

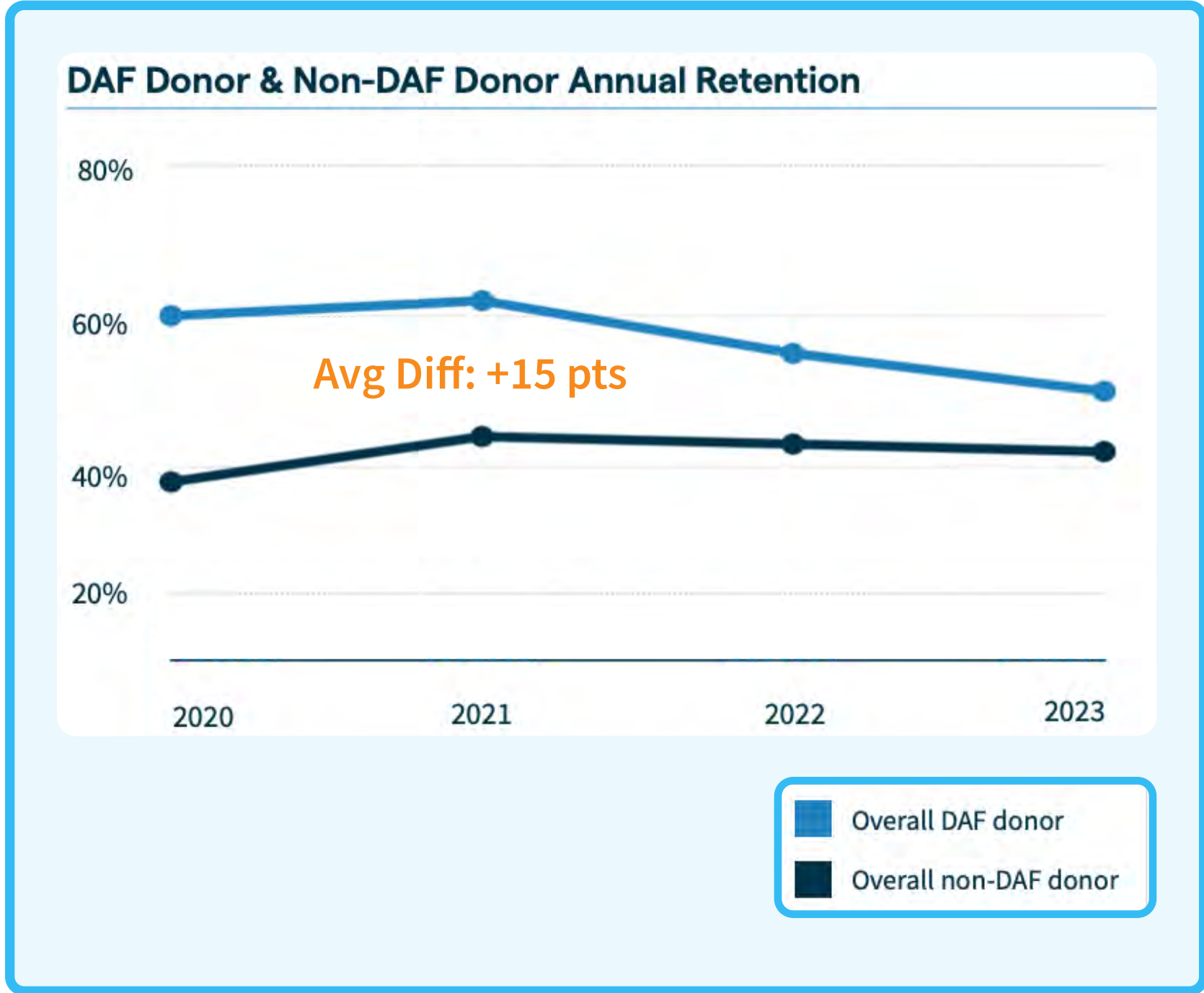
They are focused on impact and ways to maximize it



# What the Data Tells us About DAF Donors

Findings from the 2024 DAF Fundraising Report | 2019 - 2023

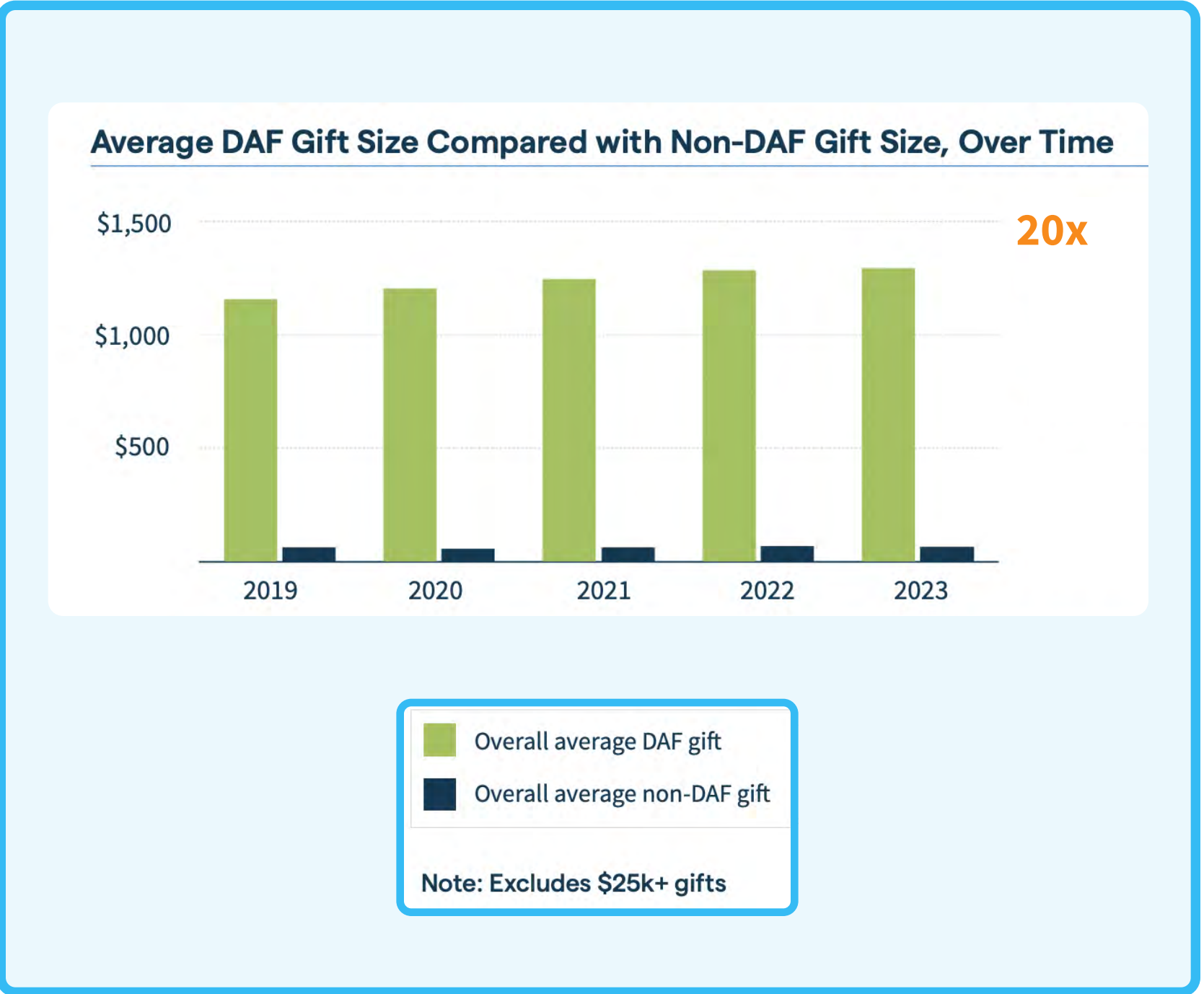
## Loyal



## Consistent



## Generous



# What the Data Tells us About *Finding* DAF Donors

*Findings from the 2024 DAF Fundraising Report | 2019 - 2023*

DAF donors double support once they use a DAF...

**96%**

Change in annual support when converting to DAF usage

... and DAF Donors are “hiding” in your file now

**26%**

DAF donors converting from non-DAF giving

# When DAF Donors use their DAF



*Findings from the Giving Compass & Lilly School of Philanthropy DAF Donor Satisfaction Study*

## When they do give...

## When they don't give...

<b>97%</b>	<b>Research Before Giving</b> Two most popular ways: Word of Mouth and Google
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<b>37%</b>	<b>Didn't use their DAF for most recent gift, citing extra steps</b> "there are just many more steps with the donor advised funds, and frankly, I often forget that it's there"
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<b>68%</b>	<b>Motivated by Long-Term Impact</b> "Impact means change, so things don't just continue as they are. So how does my donation make a change?"
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<b>84%</b>	<b>That didn't use their DAF were giving locally</b> DAF donors are more likely to give through another means with newer, smaller and local organizations
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## 2. DAF Strategies

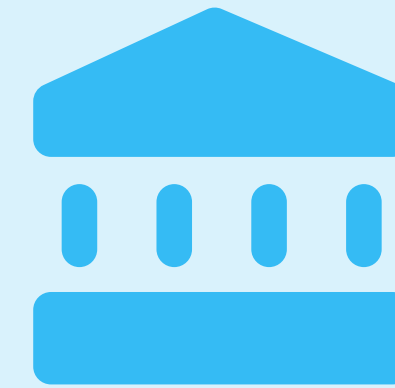
# Preparing your Org for a Proactive DAF Strategy

*The key to successful DAF strategy is alignment*



## 1. A Champion

A DAF superfan can come from any department, and helps keep momentum going across an organization



## 2. Leadership Buy-in

Make sure your staff feels supported in spending time on DAF strategy planning & execution



## 3. Cut Across Silos

From Ops, to Finance, to Database, to Major Gifts, to Annual giving, to Events - everyone should be on the same page



## 4. Educate, educate, educate

Give your teams ample opportunities to learn about DAFs, get their questions answered and share resources

# Setting a DAF Strategy to Engage DAF Donors

A

Remind them: **DAF Marketing & Communications**

B

Steward them: **DAF Giving Data**

C

Make new DAF donors: **DAF Education**

D

Make it easy: **DAF Giving Technology**

# A: DAF Marketing & Comms

*Putting DAFs Front & Center*

Website

Donation Form

Email Comms

Events

Direct Mail

Campaigns



## Give with your Donor Advised Fund!

Scan the QR code to support the LA Cancer Challenge

Grant instantly

Just 3 clicks

Support any team



Give from 1,100+  
unique DAF providers!

Questions? Learn more at [pancreatic.org/DAF](http://pancreatic.org/DAF)

# B: DAF Giving Data

*Best practices to better track and engage DAF donors*

**1**

## Flagging Actual DAF Providers

Don't include: crowdfunding, employee matching, payroll giving, corporate gifts, PayPal, QCDs, etc.

**2**

## Hard Credit for DAF Provider (not donor)

E.g., Fidelity Charitable

**3**

## Gift Date Entered as Initiation

For proper tracking & attribution

**4**

## All DAF Providers Have One Central Record

Spelled correctly / the same

# C: DAF Education for Staff - Top Tips

1

DAF Donors get a “thank you,” **not a tax receipt**

2

DAFs **can not be used to “buy” anything** (Event tickets, tables, auction items)

3

Spell out “Donor Advised Fund” as well as DAF

4

Include DAFs in **planned giving conversations**

36% of DAF accounts don’t name a family member as beneficiary

5

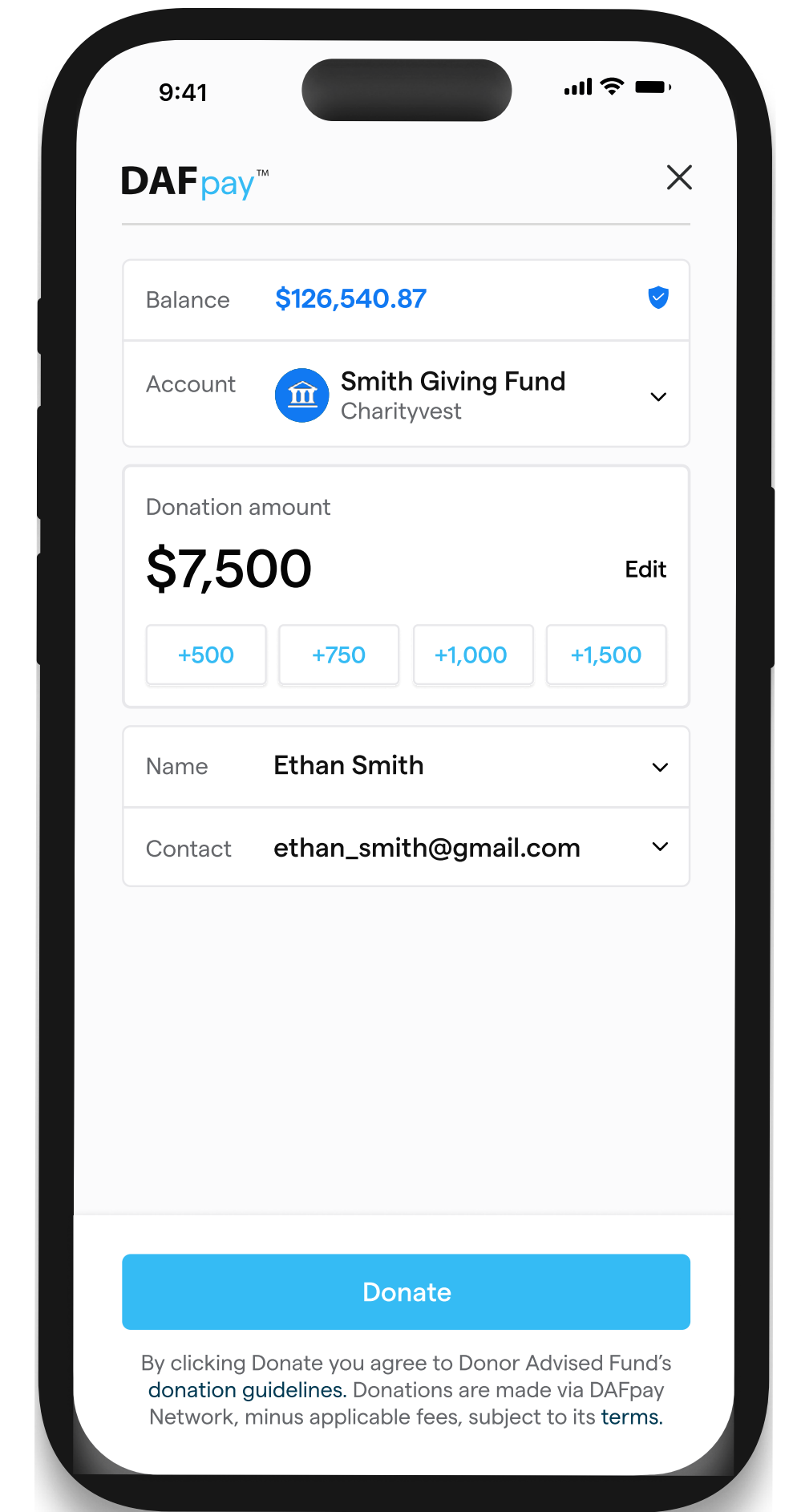
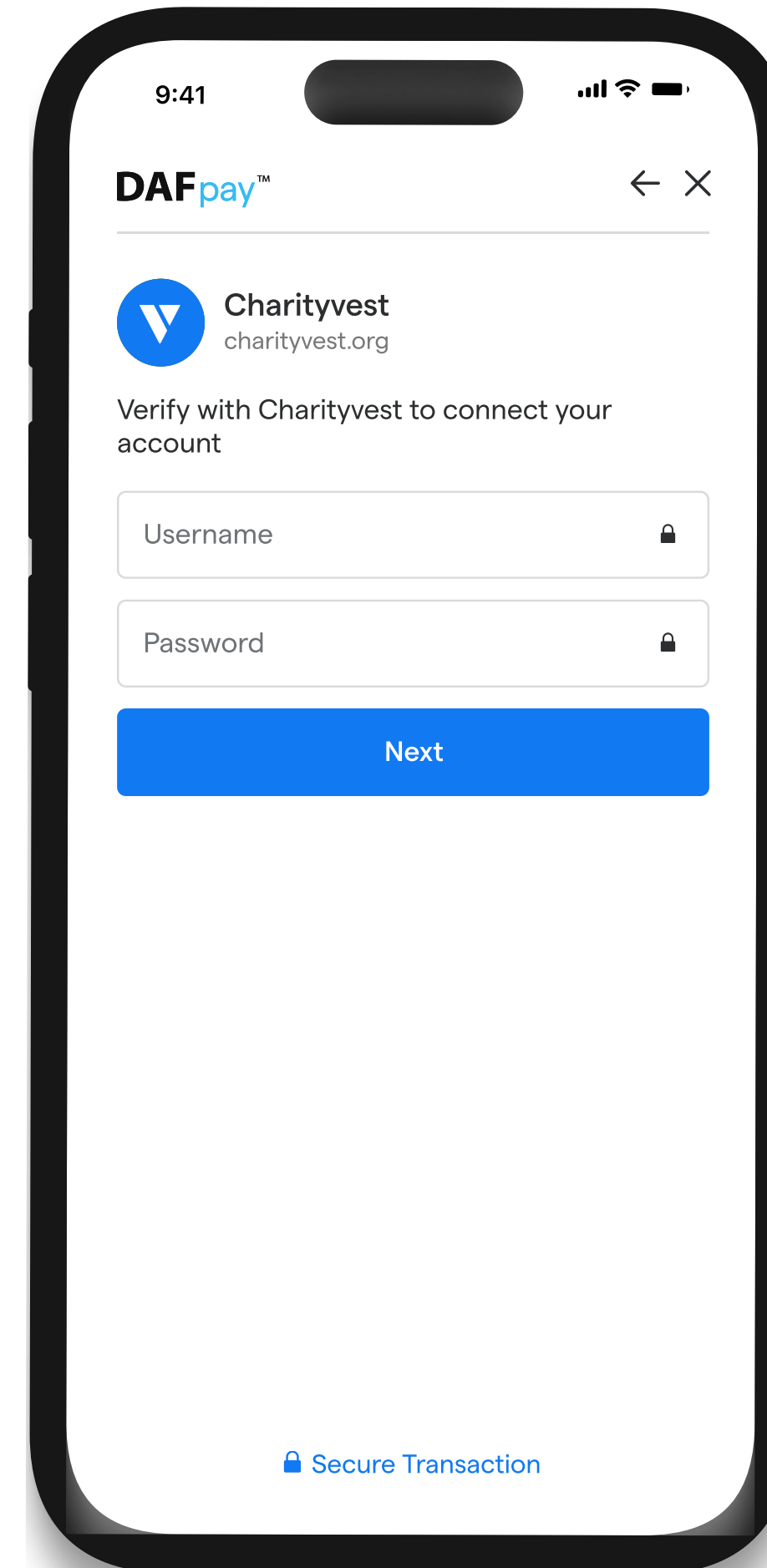
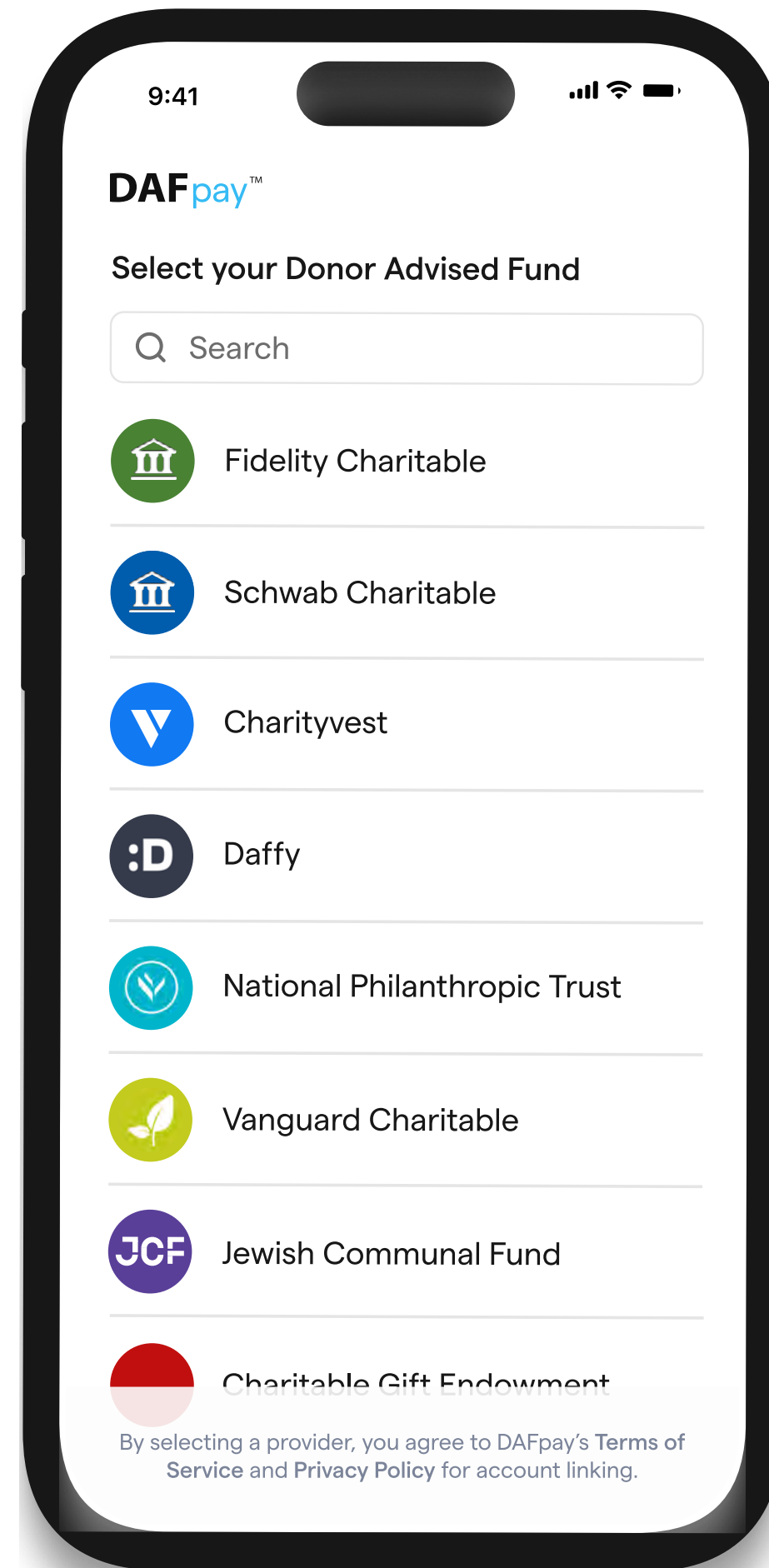
DAF gifts can be matched by many **employee matching programs**

# D: DAF Giving Tech

DAFpay now enables embedded DAF giving as a core payment option



Average DAFpay Gift: \$1,000



# DAF *day*

October 10th, 2024

The first national giving day dedicated to  
Donor Advised Fund Giving



# DAF Day Goals

**1**

**Boost  
Awareness**

**2**

**Increase  
Usage**

**3**

**Improve Giving  
Experience**

# 1. Awareness - Press

BARRON'S

Donors Who Give Through DAFs  
Tend to Be Generous  
Contributors, Study Finds

AXIOS

Why charities need  
DAF donations

Candid.

Don't be afraid to tap into  
donor-advised funds (DAFs)

THE CHRONICLE  
OF PHILANTHROPY

Gifts From DAFs Are Nearly 10%  
of All Giving. How Nonprofits Are  
Trying to Court Those Donors

Forbes

7 Reasons To Give Via  
Donor-Advised Funds  
Instead Of Credit Card,  
Check, Or Stock

GIVING  
COMPASS

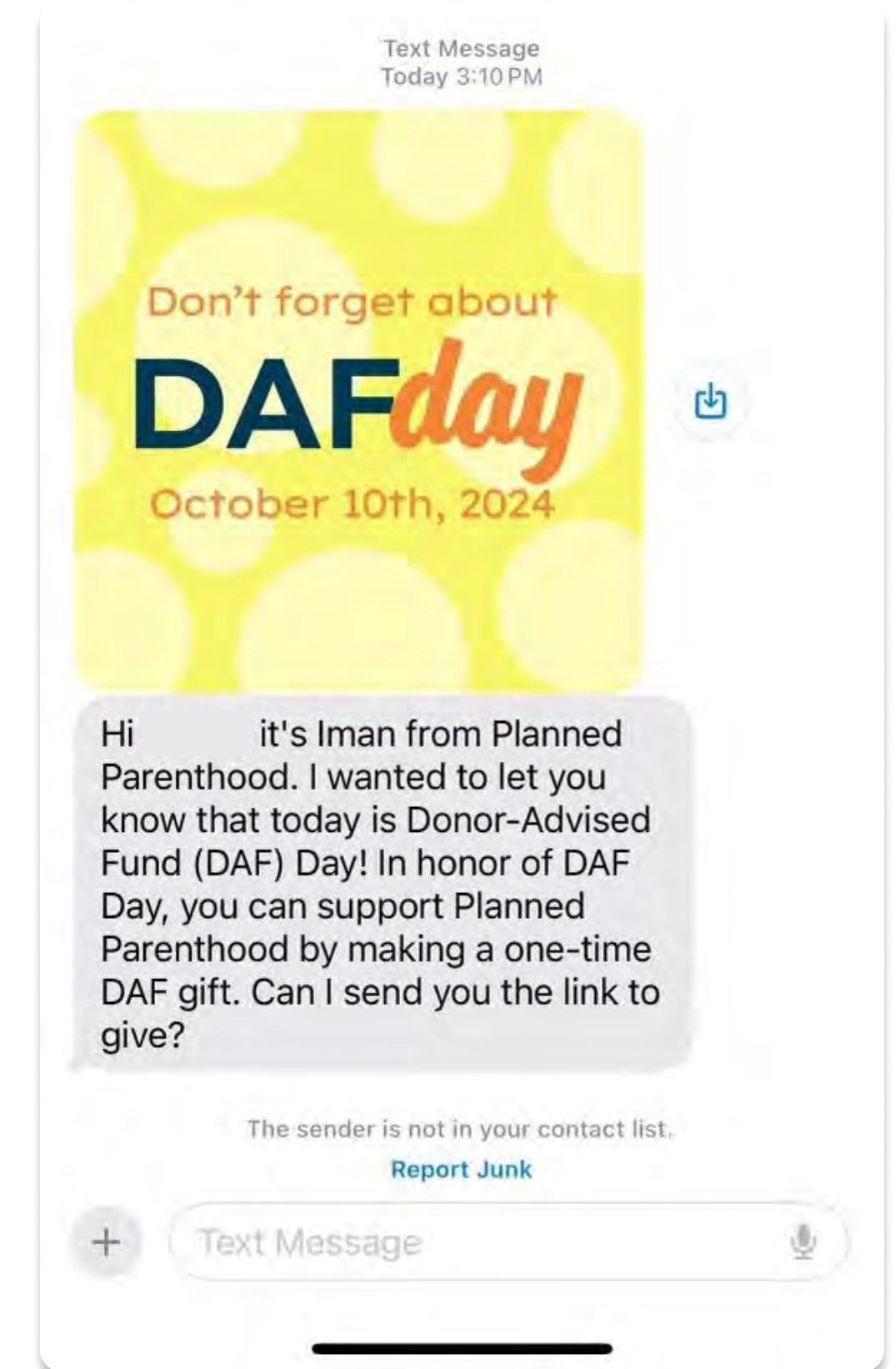
DAF Day and 4 Other  
New Ways to Maximize  
Your DAF in Online  
Giving

# 1. Awareness - Nonprofits



1,200+

Organizations downloaded the DAF DAY marketing toolkit



# 1. Awareness - DAFs

**Donate Today to Win \$100 for Your Favorite Charity!**



Terms & Conditions: NO PURCHASE NECESSARY. Must be legal U.S. resident age 18+. Ends 11:59:59pm PT on October 10, 2024. Void where prohibited. Visit <https://tinyurl.com/DAFDay2024Sweeps> for free entry method, full promotion rules, eligibility, and other details and restrictions.

**:Daffy** DAFday

*Happy DAF Day!*

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**Donor Advised Fund**

*noun*

- Also known as a DAF, a Donor Advised Fund is a charitable investment fund that makes it easy for individuals and families to support causes they care about.




SACRAMENTO REGION  
COMMUNITY  
FOUNDATION  
INSPIRING PHILANTHROPY

**BROOKLYN ORG** **GIVE** ☰

**Activate Your Giving On DAF Day**

Montana Community Foundation [+ Follow](#) 1,066 followers

Today's the day we tip our hats to the unsung hero of giving: the Donor Advised Fund! October 10th marks #DAFday (not Daph Day). Think of it like having your own family foundation and it's a way to give to charities in a flexible and ...more



**DONOR ADVISED FUND**

MONTANA COMMUNITY FOUNDATION  
*all about Montana's future*

You and 19 others 1 comment

**Dozens** of DAFs Promoting

## 2. DAF Usage

Surging single day DAF activity



**4x, +\$3M**  
Daily Grant Volume

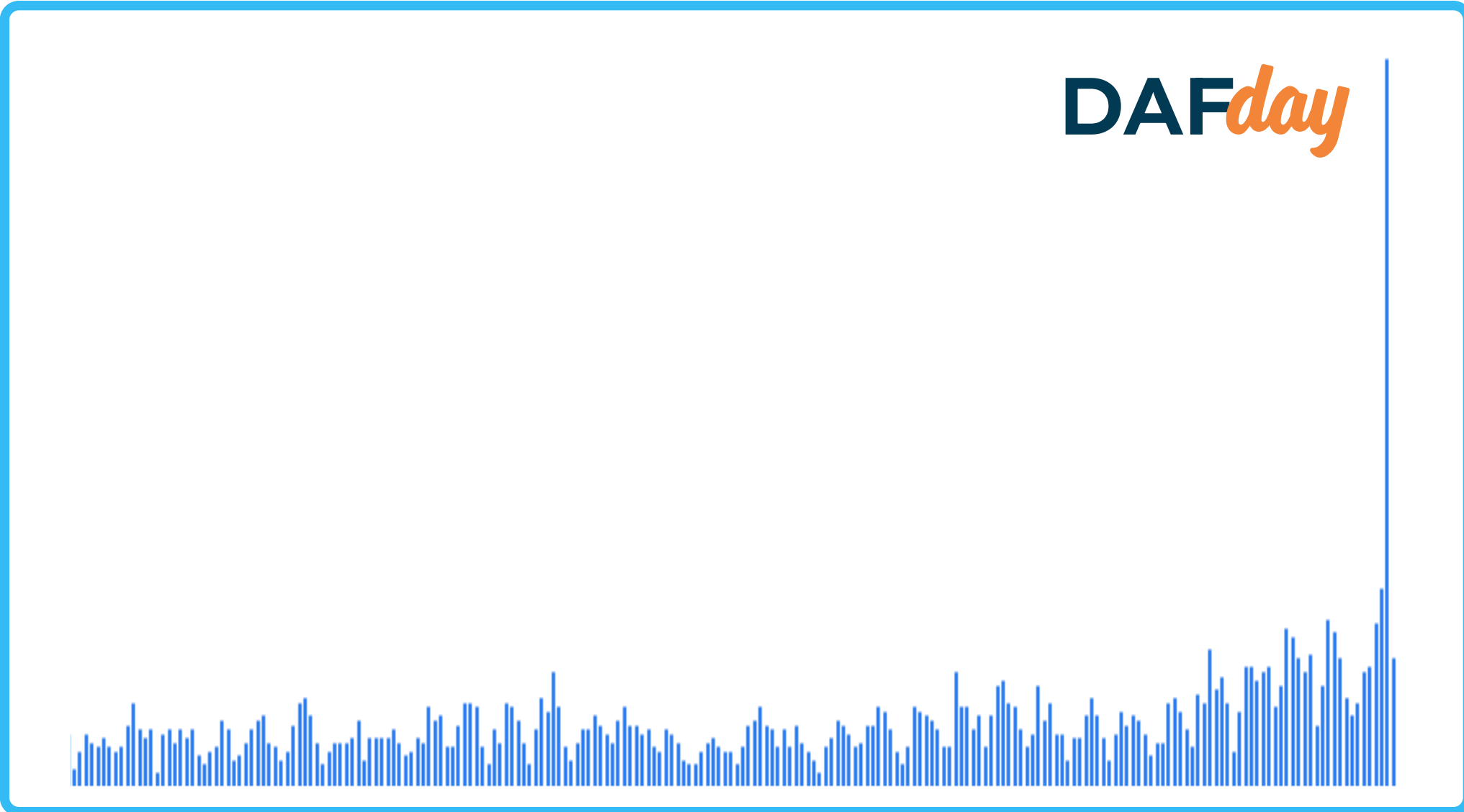
**:Daffy**

**+440%**  
Daily Grant Count

# 3. DAF Tech

Record number of orgs getting DAFpay gifts

**4x**  
Prior record, set on October 9th



Leading nonprofits enabled DAFpay during campaign

A collection of logos for various nonprofits, arranged in two rows. The first row includes ACLU, American Heart Association, Boys & Girls Clubs of America, City Harvest, and CRI. The second row includes glad, International Rescue Committee, Lustgarten Foundation, SPLC Southern Poverty Law Center, and The Greater Boston Food Bank. Below the logos is a white box with the text "+100s More".

New platforms serving 1,000s adding DAFpay

A row of five logos for new platforms: NEON ONE, give lively, anthology, GIVECAMPUS, and Giving Docs.

300+ DAFs now connected in DAFpay

# Get Engaged with DAF Sector Initiatives

DAF Fundraising Report

[givechariot.com/daf-fundraising-report](https://givechariot.com/daf-fundraising-report)



DAF Day 2025

[dafday.com/2025-interest-form](https://dafday.com/2025-interest-form)



Test out DAFpay

[givechariot.com/demo](https://givechariot.com/demo)

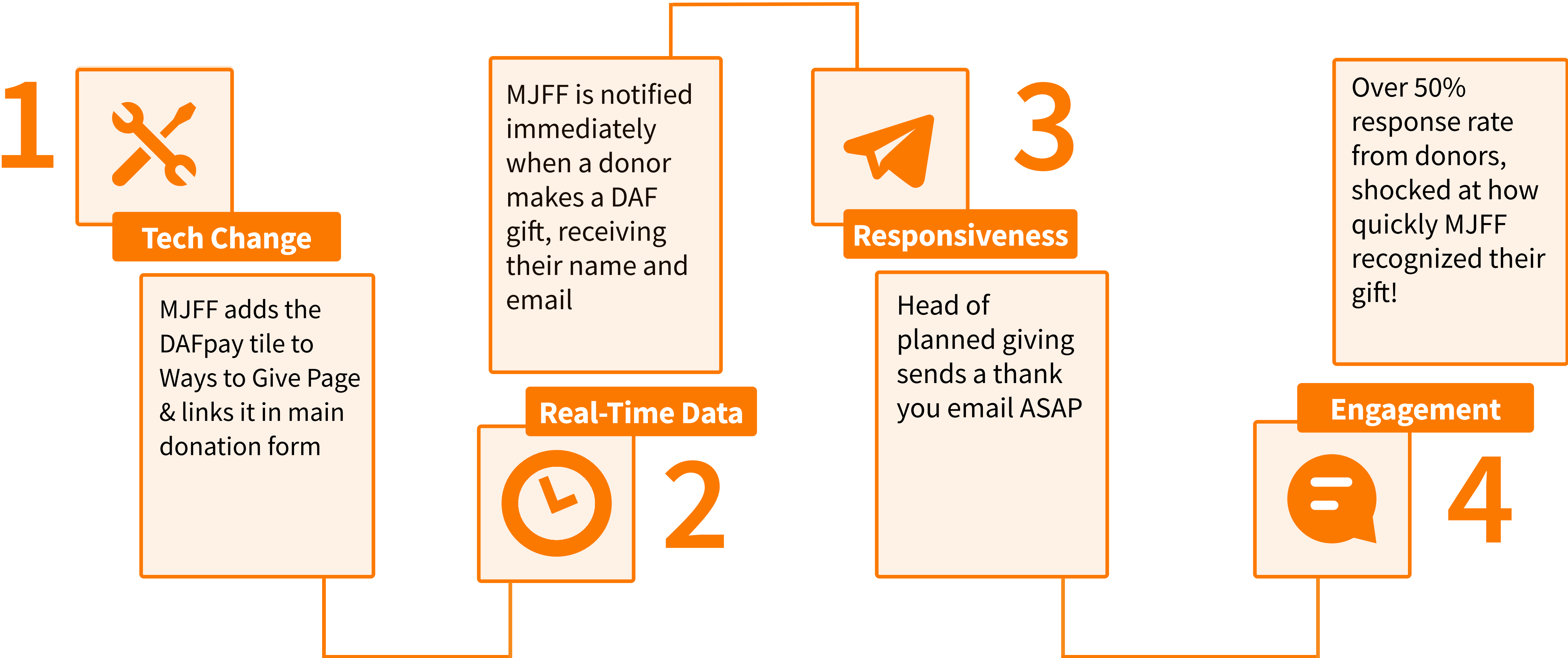


# Appendix



# Case Study: MJFF DAF Stewardship Unlock

Combining DAF technology with personalized outreach led to a step change in stewardship



# Case Study: MJFF DAF Stewardship Unlock



Combining DAF technology with personalized outreach led to a step change in stewardship

**69%**

**New Donors**

**59%**

**Conversion**

**\$1,400**

**Average Gift  
Size**

**7x**

**Donation  
Amount**

# Benefits of Embedded DAF Giving with DAFpay

Reducing DAF giving friction means new & happier donors - for everyone.

## Donor Acquisition



**50%**

of March of Dimes DAFpay users are net new to the organization

## Positive Donor Experience

**Forbes**

“Easier than Credit Card”

Forbes article in June, sharing the benefits of DAFpay for donors

## Broad-based Usage

 CauseMatch

**+80%**

of CauseMatch campaigns are getting new DAF gifts through DAFpay

# Unlocking DAF Giving in New Places

DAFpay has connected DAF giving to types of fundraising it was historically excluded from

### Peer-to-Peer

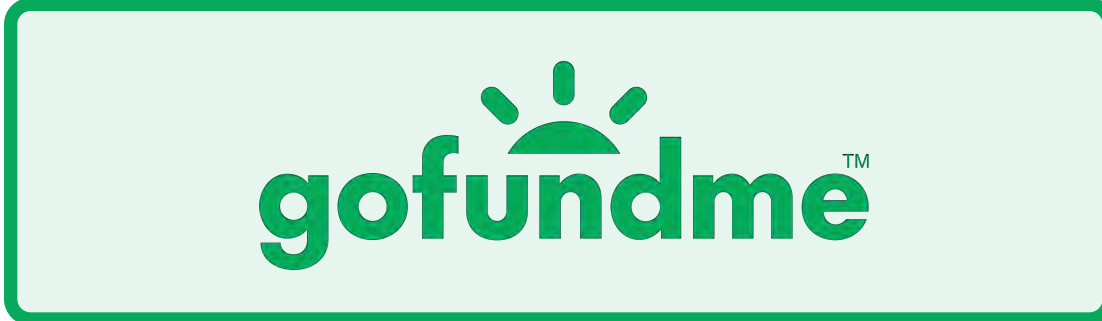


**\$3.1M**

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Total raised by Pan-Mass Challenge through DAFpay from over 4.6k gifts, YTD

### Crisis Response



**<36 hrs**

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GoFundMe.org time-to-deliver cash post-donation in a crisis

### Giving Days



**31%**

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of Community Rowing's online giving day donation volume through DAFpay

### Events



**30%**

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of JFSD live event donations through DAFpay gifts