

RAB Instant Background - Cause Marketing/Charities/Fund Raising

Consumer Insights

Who Buys

Profiling adults 18+ who made contributions to any religious or non-religious (political, arts/cultural, educational, environmental, etc.) charitable organization in the past year, along with those individuals who volunteered for any charitable organization:

	Contributed to charity in last 12 months	Volunteered for a chritable organization in last 12 months
Male	45.0%	41.4%
Female	55.0%	58.6%
18-24	6.8%	7.4%
25-34	12.9%	13.8%
35-44	15.5%	17.8%
45-54	18.3%	19.9%
55-64	19.6%	19.1%
65+	26.9%	22.1%
Household Income: \$100K+	43.1%	50.5%
Household Income: \$75,000-\$99,999	15.8%	16.4%
Household Income: \$60,000-\$74,999	9.7%	8.7%
Household Income: \$50,000-\$59,999	7.0%	6.6%
Household Income: \$40,000-\$49,999	6.3%	5.0%
Household Income: \$30,000-\$39,999	6.3%	4.7%
Household Income: \$20,000-\$29,999	5.5%	4.1%
Household Income: Under \$20,000	6.3%	4.0%
Race: White	79.9%	83.0%
Race: Black/African American	8.6%	8.1%
Race: Other Race/Multiple Classifications	11.4%	8.9%
Hispanic, Latino or Spanish Origin	11.5%	8.0%
Census Region: North East	18.1%	16.6%
Census Region: South	36.0%	34.8%
Census Region: Midwest	22.0%	23.8%
Census Region: West	24.0%	24.8%
Single	19.5%	18.5%
Married	62.5%	65.8%
Divorced/Separated/Widowed	18.1%	15.7%
Total Radio Weekly Dayparts Cume: Monday - Sunday 24- Hour	86.5%	88.0%

(Source: GfK MRI Doublebase, 2019)

Based on research by the Blackbaud Institute for Philanthropic Impact, share of charitable giving in 2018, by age demographic: Matures (born 1945 or before), 78%; Baby Boomers (born 1946-1964), 75%; Generation X (born 1965-1980), 55%; Millenials (born 1981-1997), 51% and Generation Z (born 1997-2012), 44%.

(Source: Blackbaud, 2019)

Giving by individuals totaled an estimated \$292.09 billion, declining 1.1% in 2018 (a decrease of 3.4%, adjusted for inflation).

(Source: Giving USA, 2019)

Roughly 34 million Millennials contributed 14% of all money donated over the past year. Nearly a third of those Millennials who give say they plan to increase their giving in the next year.

(Source: Blackbaud, 2019)

Those born before 1946, now in their mid-70s and up, remain a significant giving force. Matures donate more money per capita (\$1,235) than any other cohort, and they give to more charities.

(Source: Blackbaud, 2019)

As of 2018, Generation Z represents about 2% of the giving pie, but they are incredibly powerful when they decide to raise money by influencing others through digital technologies.

(Source: Blackbaud, 2019)

More than 20% of GenXers say they expect to increase their giving in the coming year, almost twice as many as Boomers (12% say will increase) or Matures (9%).

(Source: Blackbaud, 2019)

The average U.S. donor is 64 years old. That puts them dead center in the Boomer cohort. That suggests it's realistic to predict their dominance to continue for at least another five years.

(Source: Blackbaud, 2019)

What They Buy

In 2018, there was a total of \$427.71 billion spent in total philanthropy in the US. \$22.88 billion went to international affairs.

(Source: Giving USA, 2019)

Local social services (38%), places of worship (38%), health charities (34%), children's causes (30%), emergency relief (29%), animals (26%) and veterans (22%) made up the largest share of philanthropic wallet overall in 2018.

(Source: Blackbaud, 2019)

Giving to the public-society benefit subsector decreased in 2018 after eight years of consecutive growth. Similarly, giving to religion declined in 2018 after six years of slow growth and one year of flat growth in inflation-adjusted dollars in 2017.

(Source: Giving USA, 2019)

International affairs and environment and animal organizations were the two types of recipient organizations that experienced substantial growth in giving in 2018.

(Source: Giving USA, 2019)

When They Buy

30% of annual giving occurs in December and 10% of annual giving occurs on the last 3 days of the year.

(Source: Nonprofit Source, 2019)

The biggest giving day of the year, #GivingTuesday, falls on Tuesday after Thanksgiving in the United States. Giving Tuesday 2019 raised \$1,970,000,000, or almost \$2 billion. Giving Tuesday 2020 is on December 1. Giving Tuesday 2021 is on November 30.

(Source: GivingTuesday.org, 2020)

Where They Buy

America's favorite charities in 2019, according to private donations (amounts in billions): 1. United Way, \$3.3; 2. Feeding America, \$2.8; 3. The Taskforce for Global Health, \$2.6; 4. Salvation Army, \$2.0; 5. St. Jude's Children's Hospital, \$1.7; 6. American Red Cross, \$1.5; 7. Direct Relief, \$1.4; 8. Habitat for Humanity, \$1.4; 9. YMCA, \$1.1 and 10. Americares, \$1.0.

(Source: Forbes, 2019)

Top 10 peer-to-peer fundraising events in 2018, based on total revenue (in millions): 1. Relay for Life – American Cancer Society – \$184.8; 2. Heart Walk – American Heart Association – \$122.6; 3. Walk to End Alzheimer's – Alzheimer's Association – \$96.8; 4. American Heart Association Youth Programs – American Heart Association – \$84.2; 5. Light the Night Walk – Leukemia & Lymphoma Society – \$76.9; 6. Bike MS – National MS Society – \$65.5; 7. March for Babies – March of Dimes – \$65.4; 8. Making Strides Against Breast Cancer – American Cancer Society – \$63.5; 9. JDRF One Walk – JDRF – \$63.2 and 10. Pan-Mass Challenge – Pan-Mass Challenge – \$59.2.

(Source: Peer-to-Peer Professional Forum, 2019)

States rated as mast charitable in the US: 1. Minnesota; 2. Utah; 3. Maryland 4. Oregon; 5. Ohio; 6. Pennsylvania; 7. North Dakota; 8. Virginia; 9. Washington and 10. Maine

(Source: WalletHub, 2019)

States with the highest volunteer rate: T-1. Utah; T-1. Minnesota; 3. Oregon; 4. Iowa and 5. Alaska.

(Source: WalletHub, 2019)

States with most charities, per capita: 1. Vermont; 2. Montana; 3. Massachusetts; 4. Alaska and 5. Maine.

(Source: WalletHub, 2019)

How They Buy

Traditional peer-to-peer fundraising event types: 1. Cycling: These are multi- and single-day events devoted solely to outdoor cycling. A registration fee is generally charged and there is usually a minimum fundraising requirement; 2. Endurance: Multi- or single-day long distance walks, half marathons, marathons, triathlons, climbs, and mud/obstacle events fall into this category; 3. Walk/5K with a Registration Fee: In many cases, these are short-distance competitive races with formalized timing options and 4. Walk/5K Without a Registration Fee: Participants are typically encouraged, but not required, to fundraise. These non-competitive events aim to include as many people as possible to raise money, spread awareness for their mission, and gain new supporters.

(Source: Blackbaud, 2019)

Regarding peer-to-peer fundraising events, cycling participants outperform those in all other event categories. They raise more money, attract larger gifts (and more of them), and use online tools more often and more effectively

(Source: Blackbaud, 2019)

Peer-to-peer fundraising — including the runs, walk-a-thons, and bike-a-thons that are especially popular in the health sector — draws upon all generations.

(Source: Blackbaud, 2019)

Blackbaud asked survey-takers how they could make the biggest difference with causes and charities. Choices included giving money, volunteering, activism, and spreading the word, among others.

(Source: Blackbaud, 2019)

76% of givers say they are concerned about a charity's overhead expenses.

(Source: Blackbaud, 2019)

Regarding peer-to-peer fundraising events, women sign up in greater numbers and lead more teams. Men, however, receive larger online gifts and have higher fundraising impact across most categories.

(Source: Blackbaud, 2019)

Why They Buy

Philanthropy is well-recognized as one of the best ways for wealthy families to introduce younger members to the joy of giving; train younger generations in fnancial, legal and organizational matters; and prepare family members for the process of making decisions as a group.

(Source: Council on Foundations, 2020)

Some religions mandate that certain sums be dedicated to charity, while others are less prescriptive, but no less supportive of charitable giving.

(Source: Council on Foundations, 2020)

Only 17% of wealthy people in the U.S. say they are always motivated to give because of tax purposes.

(Source: Council on Foundations, 2020)

Business Information

43% of organizations met their major gift fundraising goals in 2019.

(Source: Giving USA, 2020)

The environment for giving in 2018 was far more complex than most years, with shifts in tax policy and the volatility of the stock market.

(Source: Giving USA, 2019)

Giving by foundations had a record-breaking year, reaching its highest-ever dollar amount even when adjusted for inflation, and growing to its largest share (18%) of total giving to date in 2018. Giving by individuals decreased as a percentage of total giving in 2018 to 68% (down from 70% in 2017), despite achieving its third-highest total dollar amount on record, adjusted for inflation. Giving by corporations experienced solid growth in 2018. This type of giving is highly responsive to changes in corporate pre-tax dollars and GDP, and its year-over-year trend lines tend to be more turbulent as a result. Giving by bequest did not keep pace with inflation.

(Source: Giving USA, 2019)

One important shift in the 2018 giving landscape was the drop in the number of individuals and households who itemize various types of deductions on their tax returns. This shift came in response to the federal tax policy change that doubled the standard deduction. More than 45 million households itemized deductions in 2016. Numerous studies suggest that number may have dropped to approximately 16 to 20 million households in 2018, reducing an incentive for charitable giving.

(Source: Giving USA, 2019)

The overall U.S. economy was relatively strong in 2018, lifted by the robust performance of many of the economic factors that affect giving, such as a 5.0% increase in disposable personal income and 5.2% growth in the GDP, both in current dollars. Giving by foundations and giving by corporations were buoyed by the strong run of the stock market in the past few years. Individual giving declined.

(Source: Giving USA, 2019)

Facebook is transforming the way donations are gathered online. Nearly 9 in 10 individuals who created Facebook campaigns for a cycling event received at least one donation. For endurance campaigns, 85% of campaigns raised money, according to Blackbaud's survey.

(Source: Forbes, 2019)

Peer-to-peer fundraising is the practice of having a nonprofit's supporters take part in an activity such as a walk, bike ride or challenge and reach out to their friends, family members and colleagues for donations.

(Source: Peer-to-Peer Professional Forum, 2019)

Why Radio

Radio has established itself as an excellent vehicle for advertisers to deliver their messages to an increasing number of potential buyers. Each week, radio reaches 90% of persons ages 18+, and 63% of these consumers on a daily basis. In all, more than 227 million Americans ages 18-and-older listen to radio every week.

(Source: Nielsen Audio, 2019)

Each week, radio reaches 86.5% of adults 18+ who contributed to any religious or non-religious charitable organization in the last year, along with 88% of adults who volunteered for any charitable organization.

(Source: GfK MRI Doublebase, 2019)

Miscellaneous Industry Facts or Category Trivia

The average donor retention rate for nonprofit organizations in 2018 was 47%, down 1% from 2017. Retention rates during the past 10 years have consistently hovered below 50%, according to a study by the Fundraising Effectiveness Project.

(Source: Fundraising Effectiveness Project, 2019)

Relevant Links

The NonProfit Times:

www.thenonprofitimes.com

International Events Group:

www.sponsorship.com

Blackbaud:

www.blackbaud.com

The Chronicle of Philanthropy:

www.philanthropy.com

Corporation for National & Community Service:

www.nationalservice.gov

Independent Sector:

www.independentsector.org

(Source: RAB, 2020)