



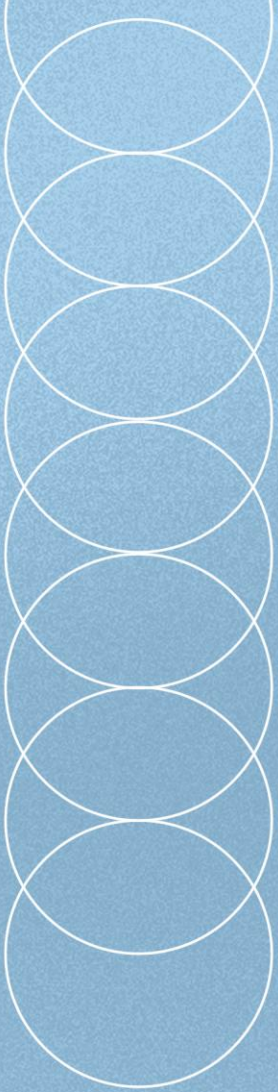
FIA Conference 2023

Together, unlimited.



FIA

CONFERENCE



Donor Confidence Falters in Light of Economy and Inflation

LEADERSHIP

Rick Dunham

Joshua Crowther

Together, unlimited.

TRACK SPONSOR



Gembridge



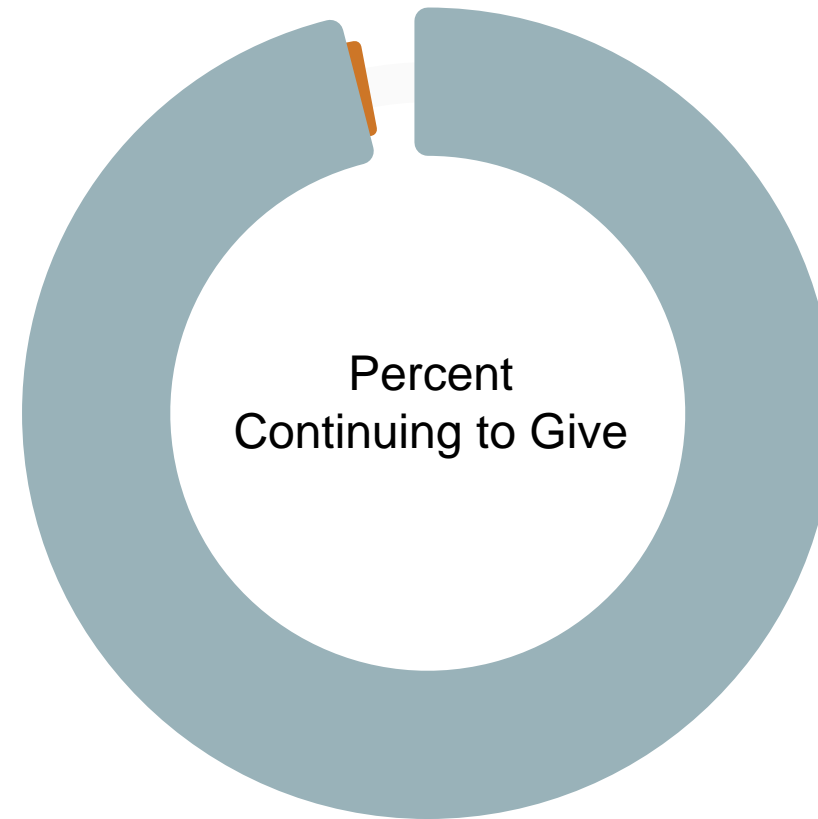
CONFERENCE

METHODOLOGY

Campbell Rinker conducted this 15-minute online survey on behalf of Dunham+Company from January 19-27, 2023 among 665 Australian donors who gave at least \$20 to charity in the past year. Participants were double opt-in members from a panel run by Dynata. The response is weighted by generation to reflect their actual proportion in the national population per statistics from the ABS. The margin of error is $\pm 3.9\%$ at the 95% confidence level.

| Donors Intent to Give

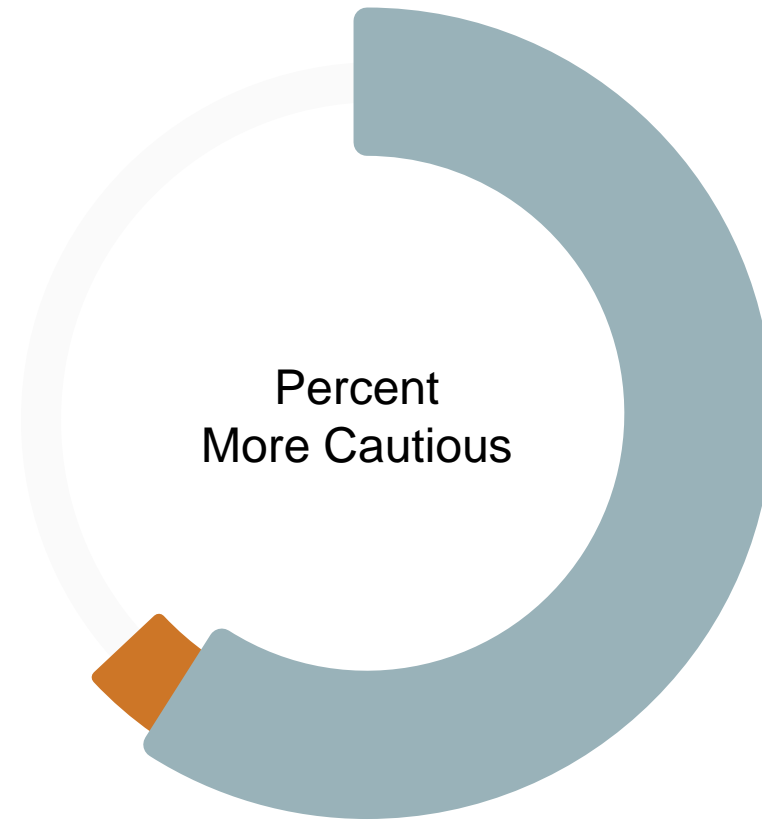
Donor intent to
give hasn't
changed compared
to a year ago



96%
2022

97%
2023

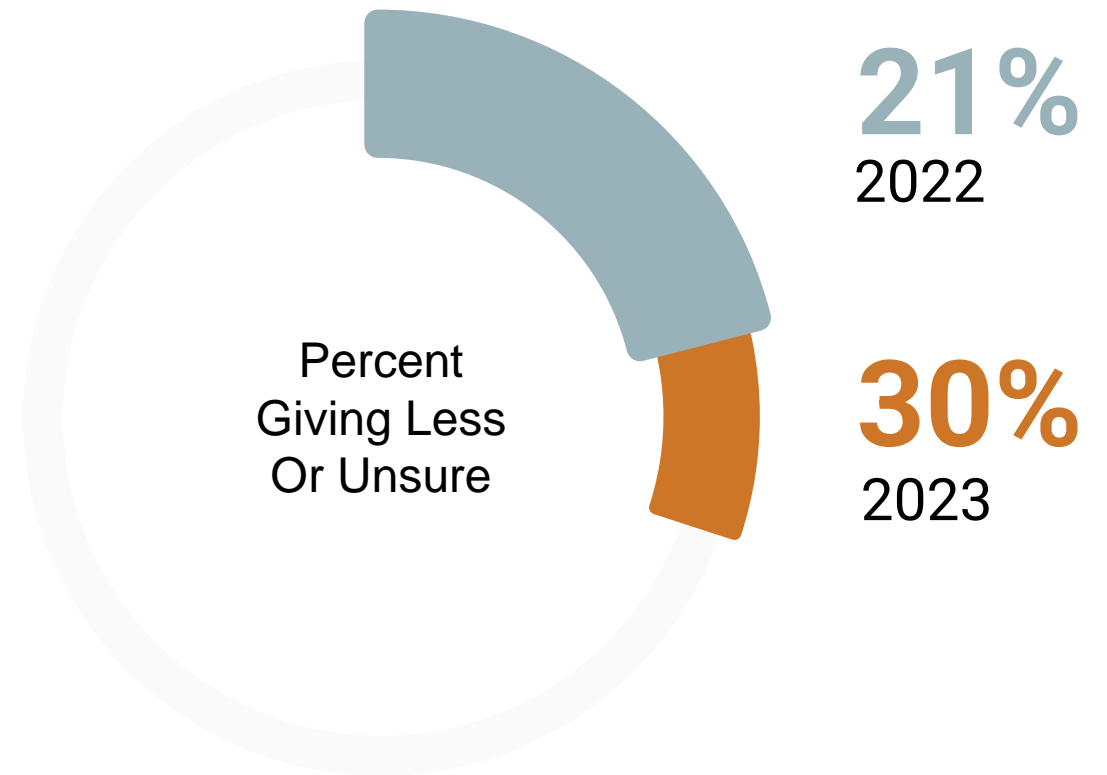
However, donors
are more cautious
with their giving
compared to a
year ago



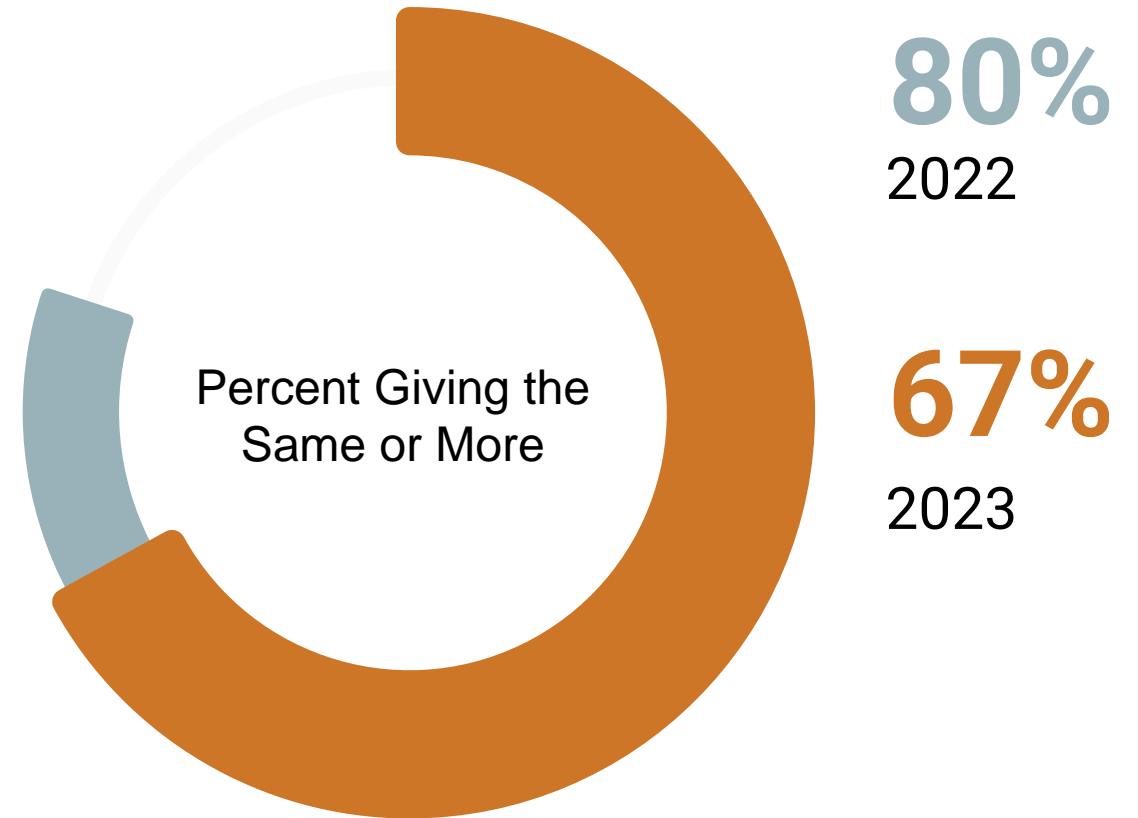
63%
2022

65%
2023

A greater percentage
of donors intend to
give less or are unsure
of their level of giving

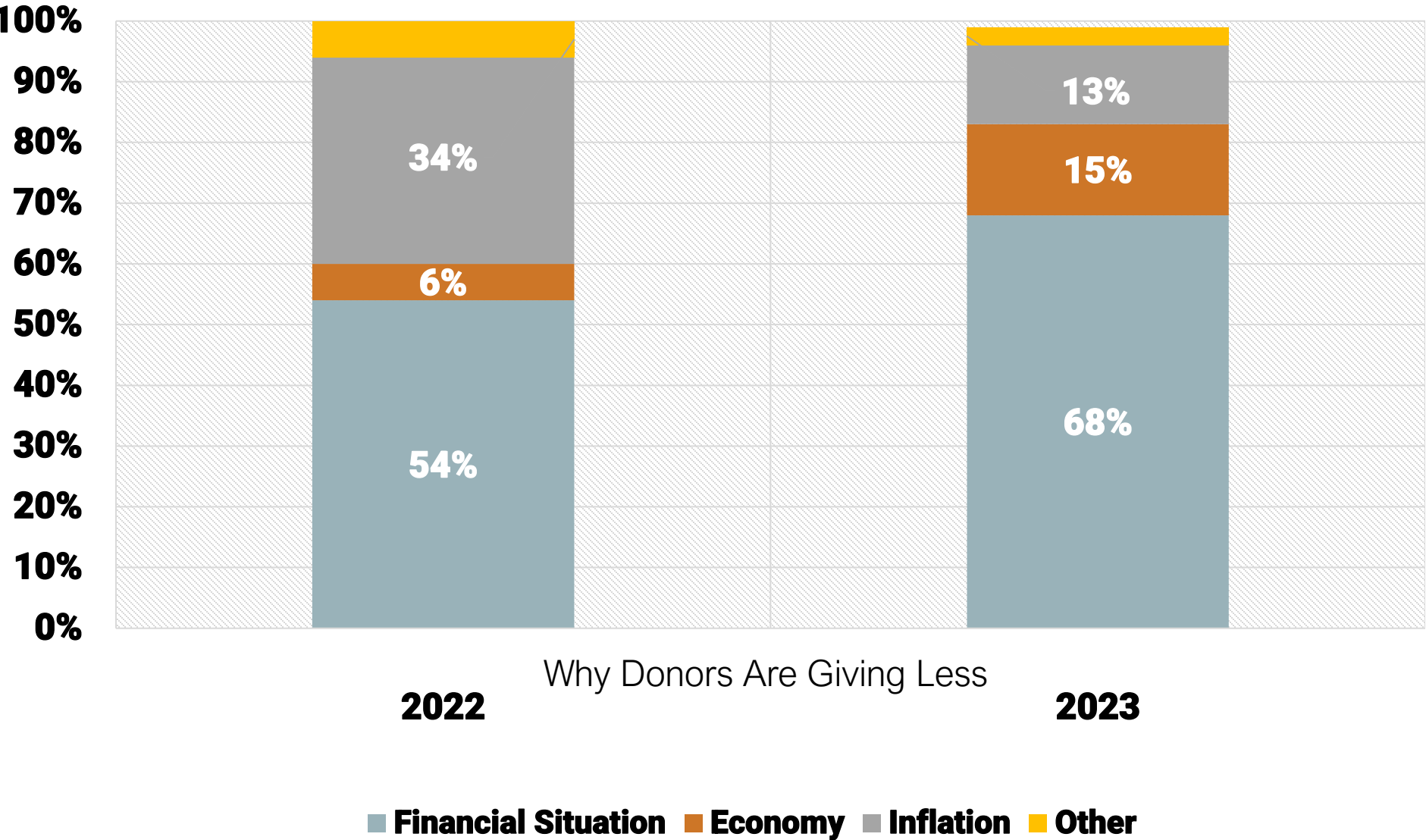


Fewer donors plan to give the same or more as they gave in the last year

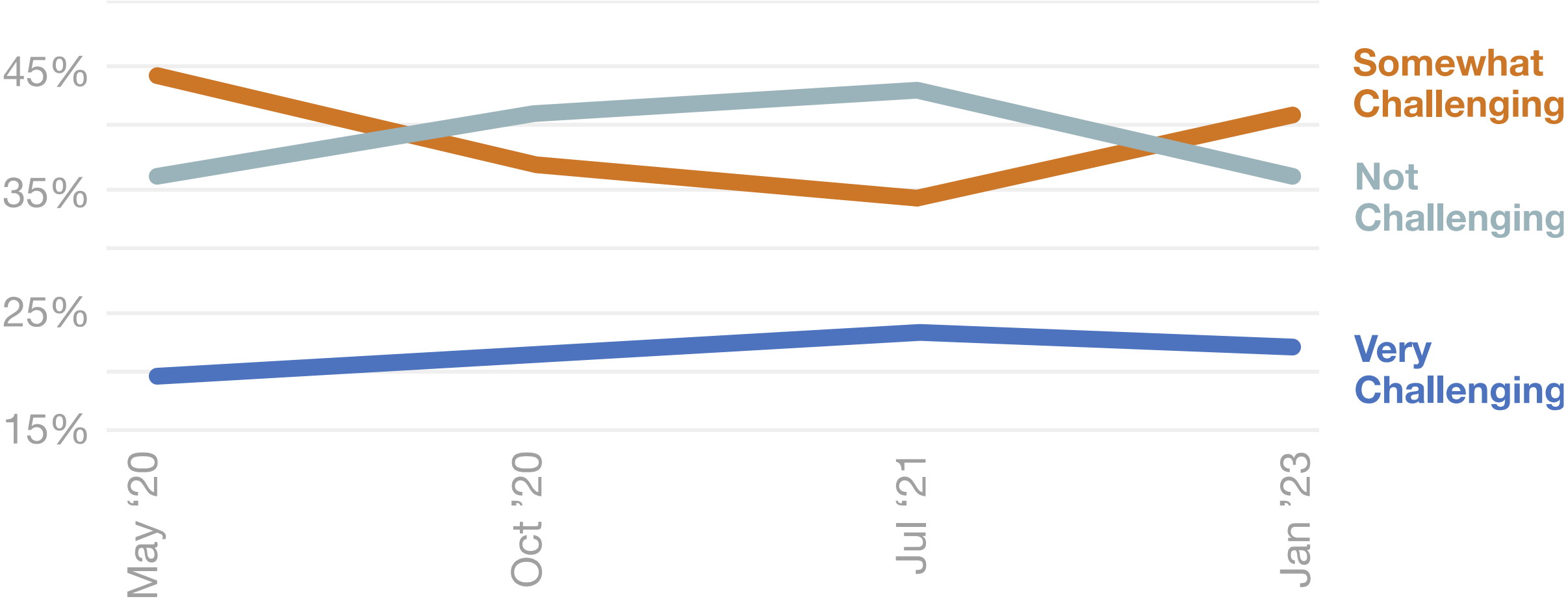


| What's Impacting Giving

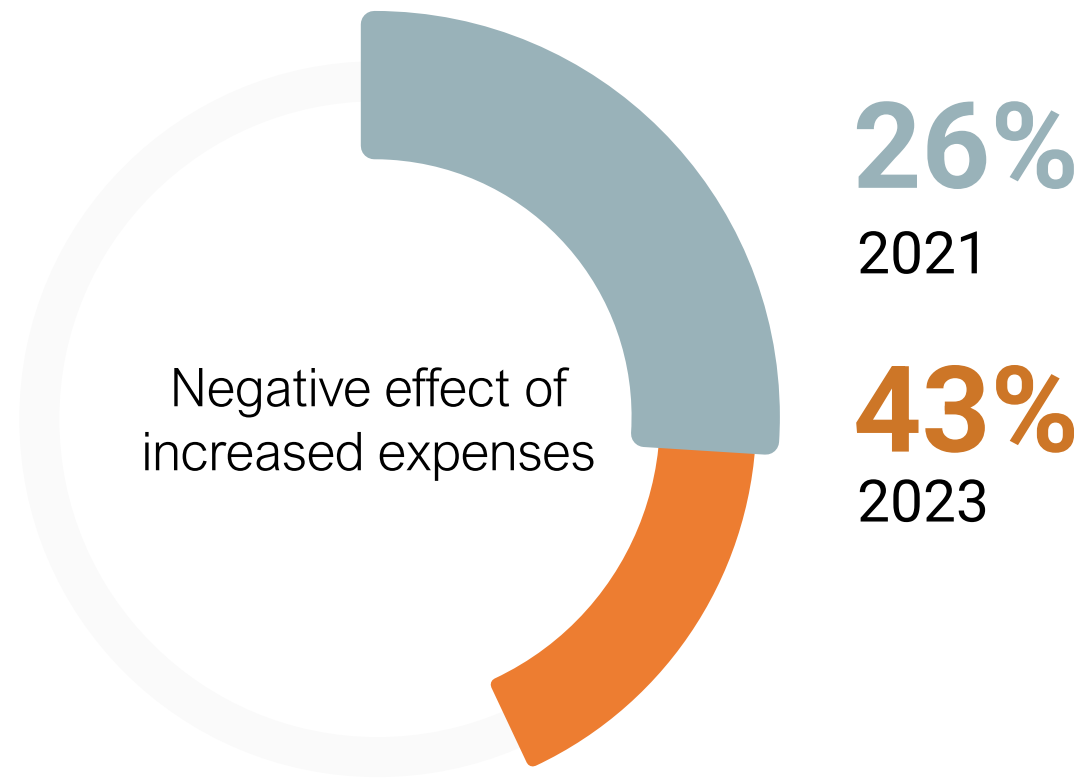
Donors' personal financial situation is negatively impacting their giving more.



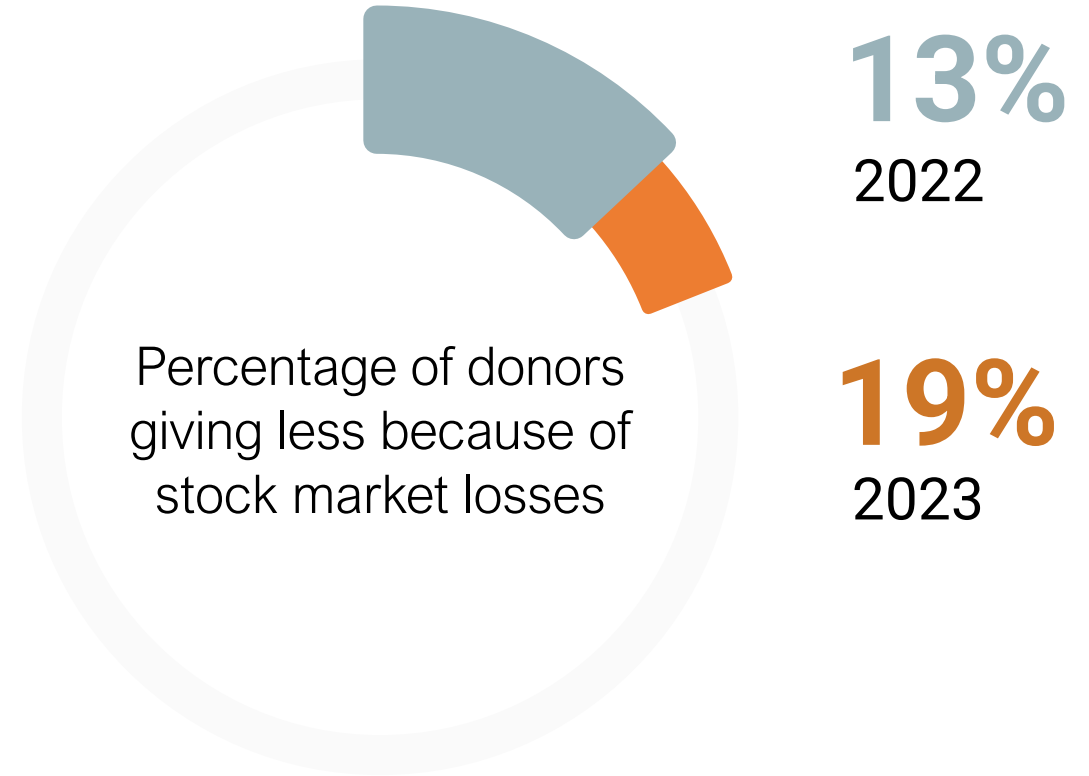
Higher percentage of donors are facing greater financial challenges.



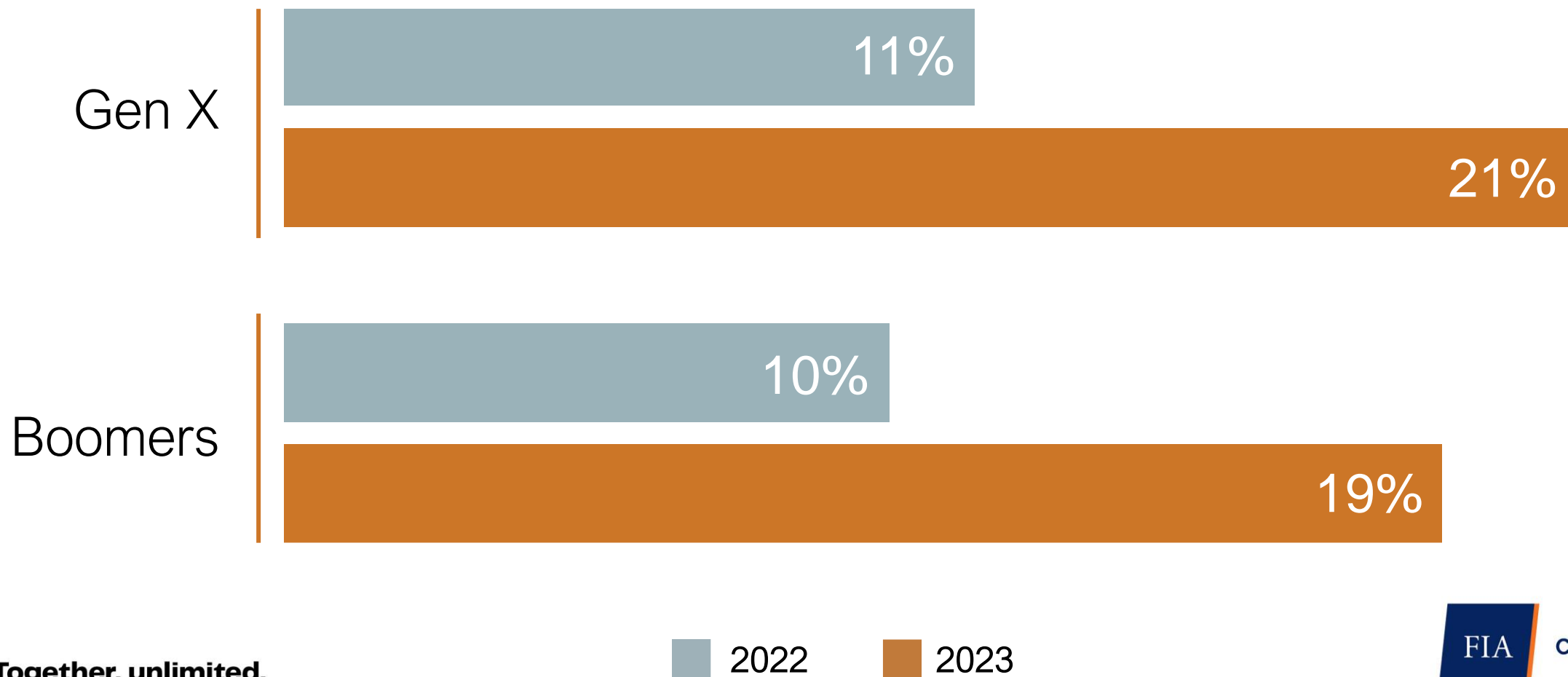
Despite growth in average income, unexpected expenses had a negative impact on giving.



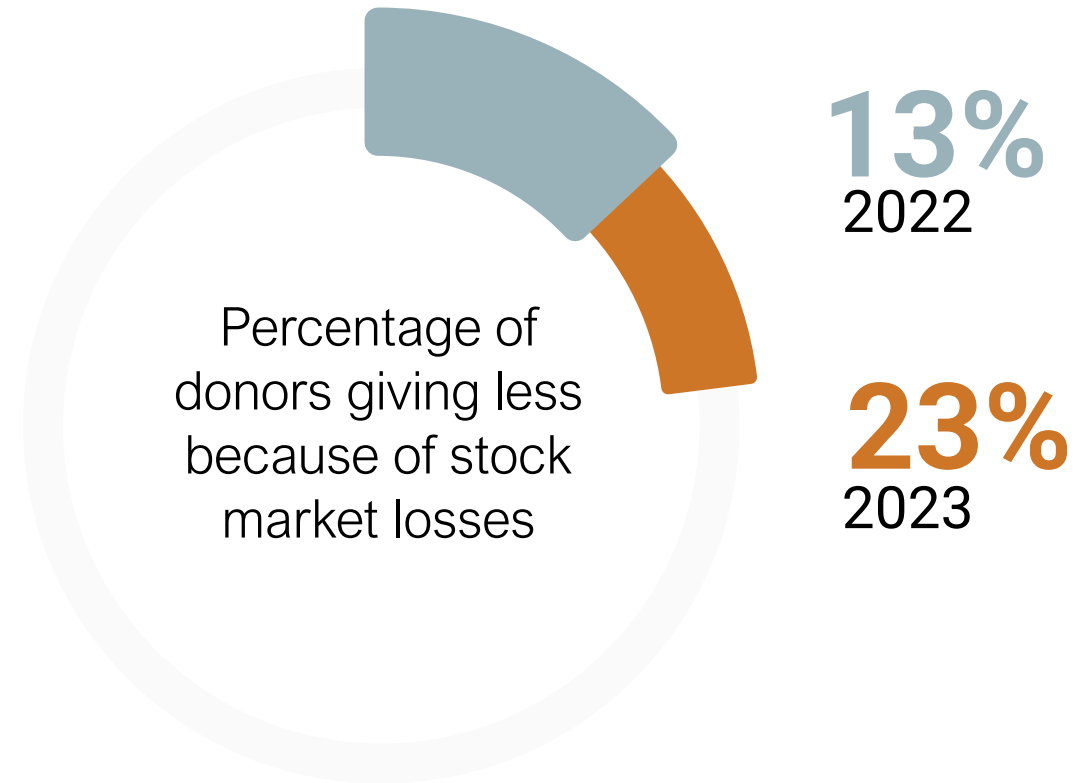
The volatility of the stock market is having a growing negative impact on giving



Negative Impact of Stock Market on Giving of Gen X and Boomers

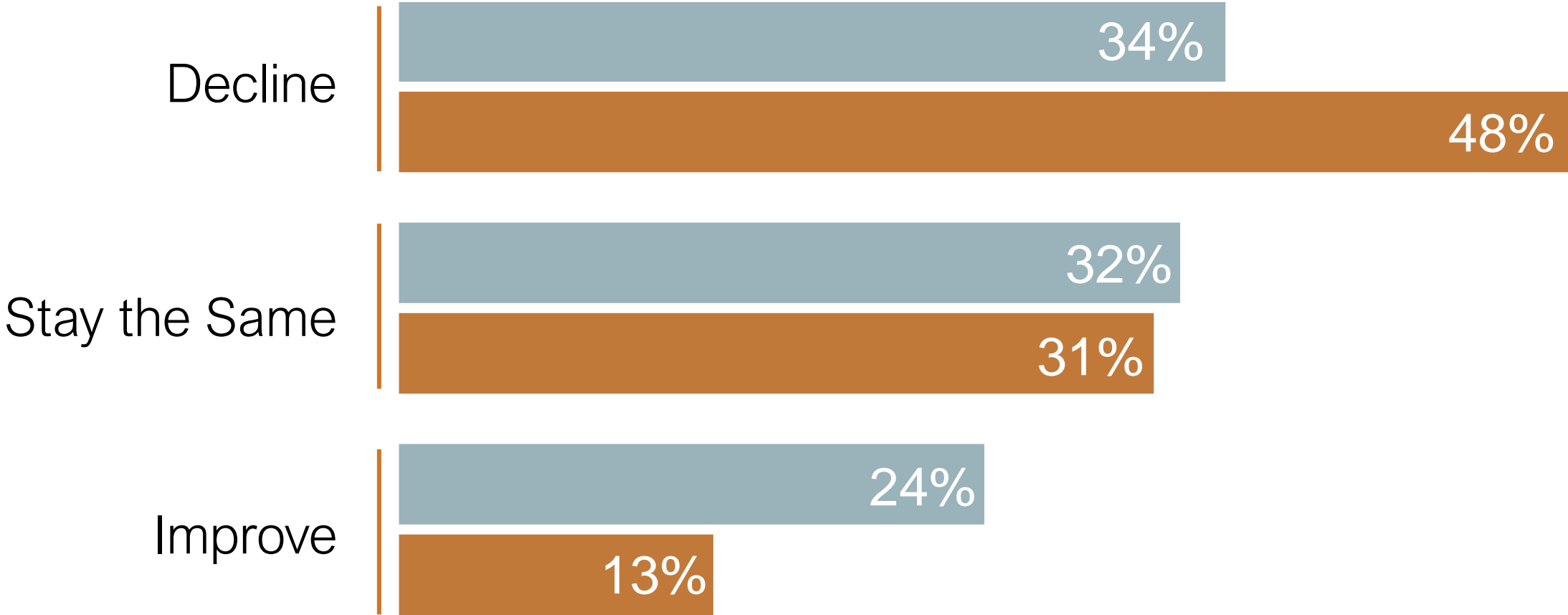


The stock market
is having a greater
negative impact on
giving among
\$100k earners

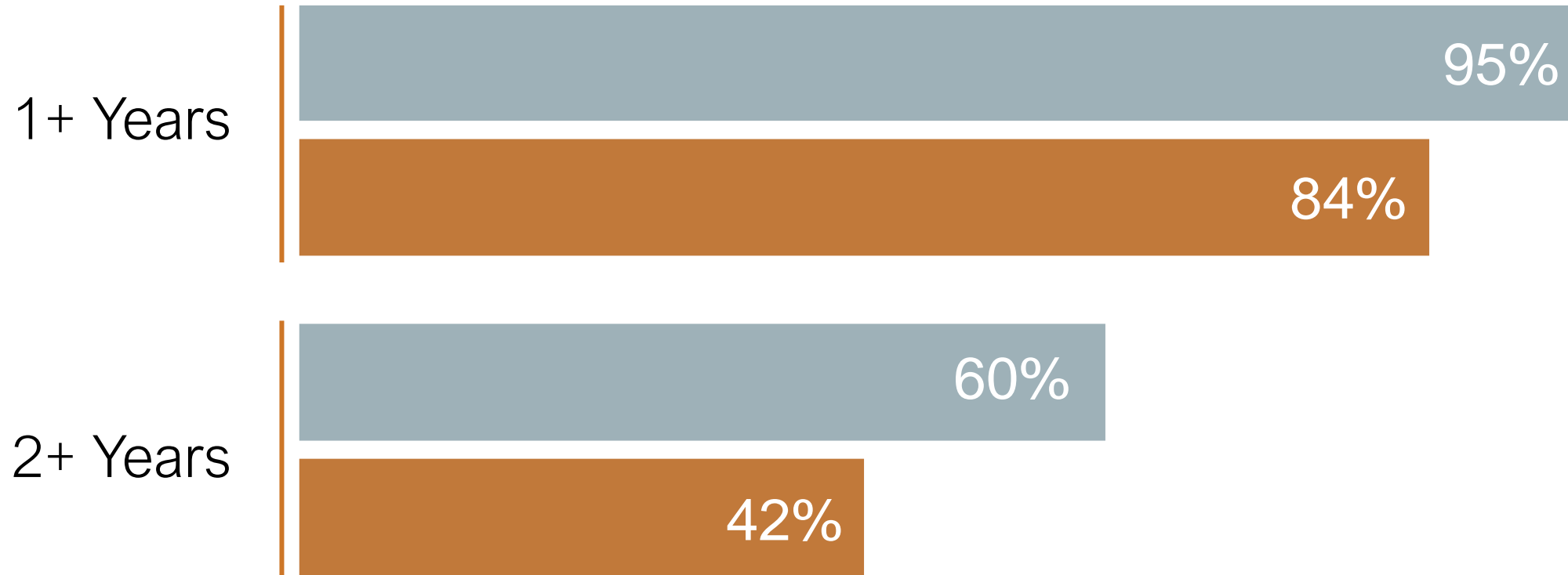


How Donors Feel About the Economy

Donors are more pessimistic about the economy in the coming year than last year.



A plurality of donors still think it will take 2+ years for the economy to recover.



| How Donors Are Responding

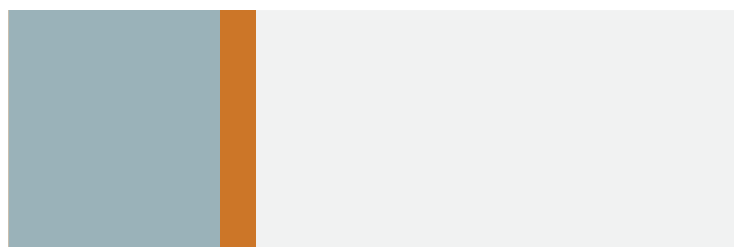
Almost ubiquitous uptake of smart devices, with their increasing use to give donations, especially among younger donors.

ALL DONORS



Mobile Uptake

85% 90%



Mobile Donations

29% 34%

2021 2023

Together, unlimited.

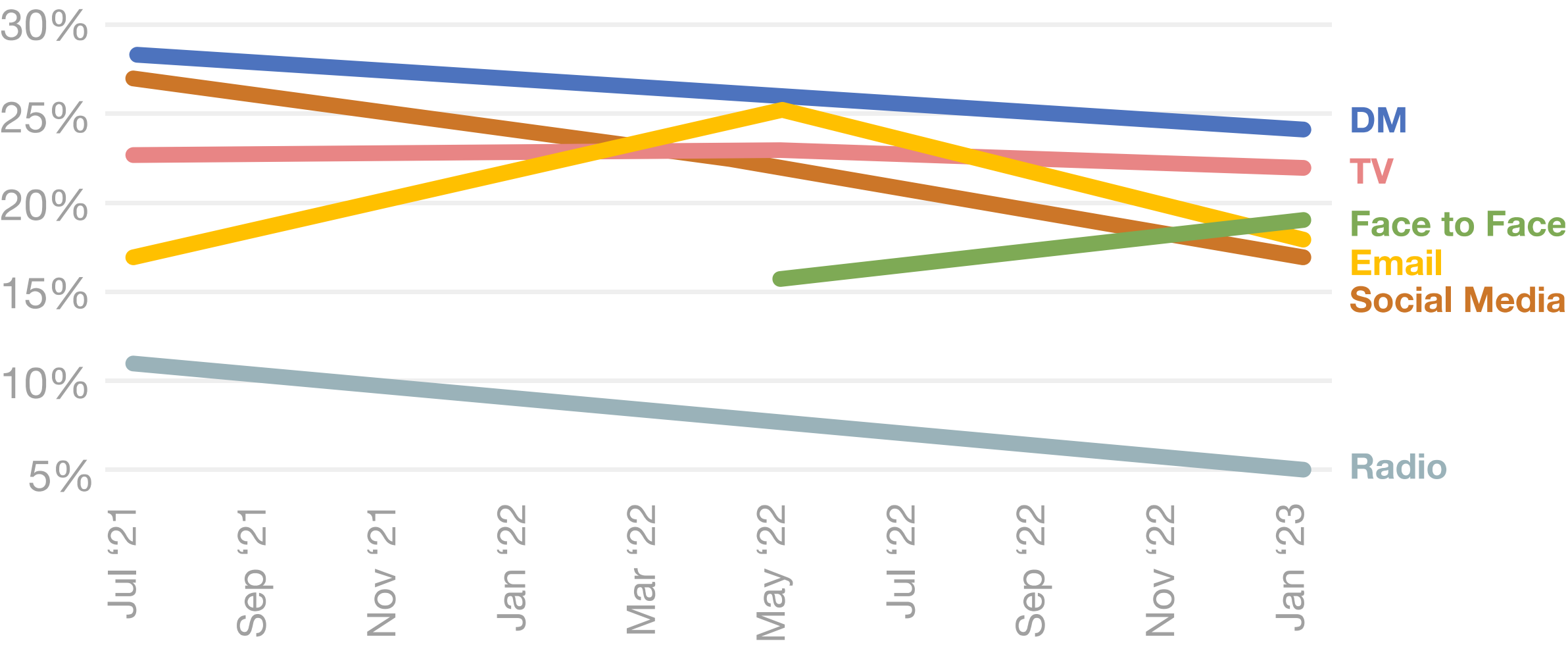
BY GENERATION 2023

	Millennial	Gen X	Boomers
Mobile Uptake	94%	91%	83%
Mobile Donations	45%	28%	24%



CONFERENCE

Online giving is most likely to be motivated by offline communications.



With nearly 1-in-4 (23%) of donors* having abandoned the process of giving an online gift, here's how they say you can improve the experience:

Millennial

Make it Simpler (46%)

Make clearer what I am
supporting (43%)

Fewer steps (35%)

Gen X

Make clearer what I am
supporting (45%)

Reassure me
about security (39%)

Fewer steps (29%)

Boomer

Reassure me
about Security (59%)

Make clearer what I am
supporting (33%)

Improve confirmation
of gift amount (26%)

KEY TAKEAWAYS

- + Donor intent to continue giving remains unchanged.
- + However, they are increasingly cautious about giving with fewer donors planning to give the same or more as last year.
- + The volatility of the stock market is having an even greater dampening effect on giving.
 - + This is especially true among older donors and \$100k+ households.

KEY TAKEAWAYS (CONTINUED)

- + Donors feel highly negative about the shape of the economy.
- + Donors are pessimistic about the economy recovering any time soon.



IMPLICATIONS

- + It's vital to keep donors engaged as they do plan to continue giving, but more cautiously.
- + This means keeping your cadence of communication and not pulling back (let the donors decide whether to give, not you).
- + You need to carefully craft your case for support to motivate donors to continue giving.
- + Recognize the financial challenges donors are facing and don't be reticent to admit how those same forces are negatively impacting your organization.



Thank you

FIA Conference 2023

Together, unlimited.



TRACK SPONSOR



Gembridge



CONFERENCE