

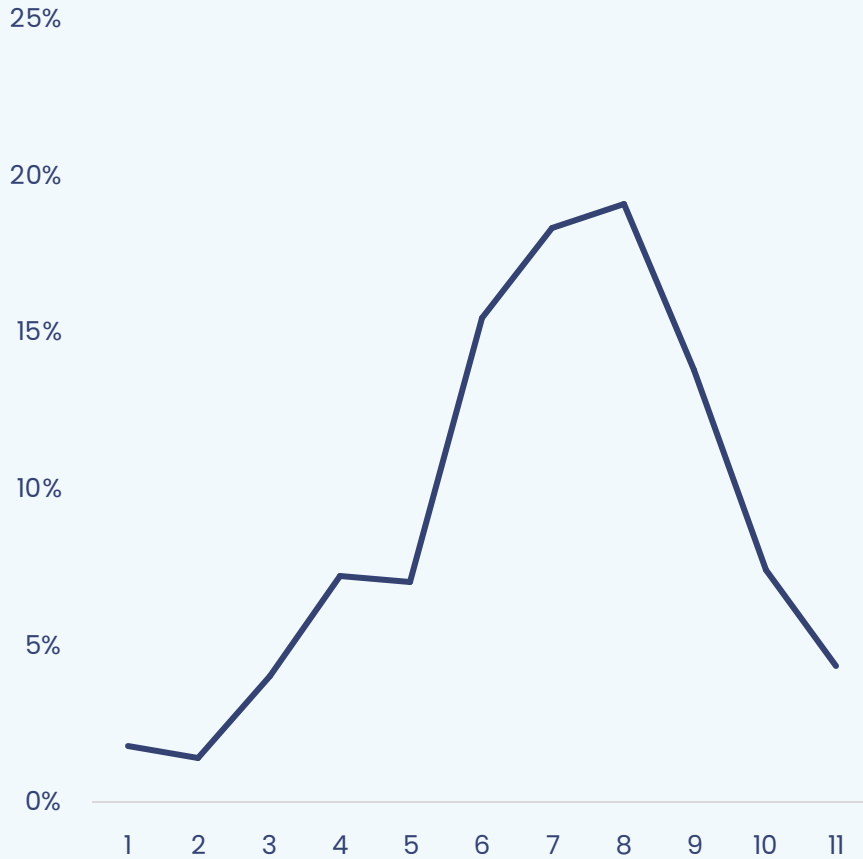
# **Cost of Living and Giving Part III: What can we expect in 2024?**



The Professional Body for Australian Fundraising



# To what extent do you believe Australian society is flourishing?



# People believe Australia will become **more:**

Unequal

Fearful

Divided

Fatalistic

Disconnected

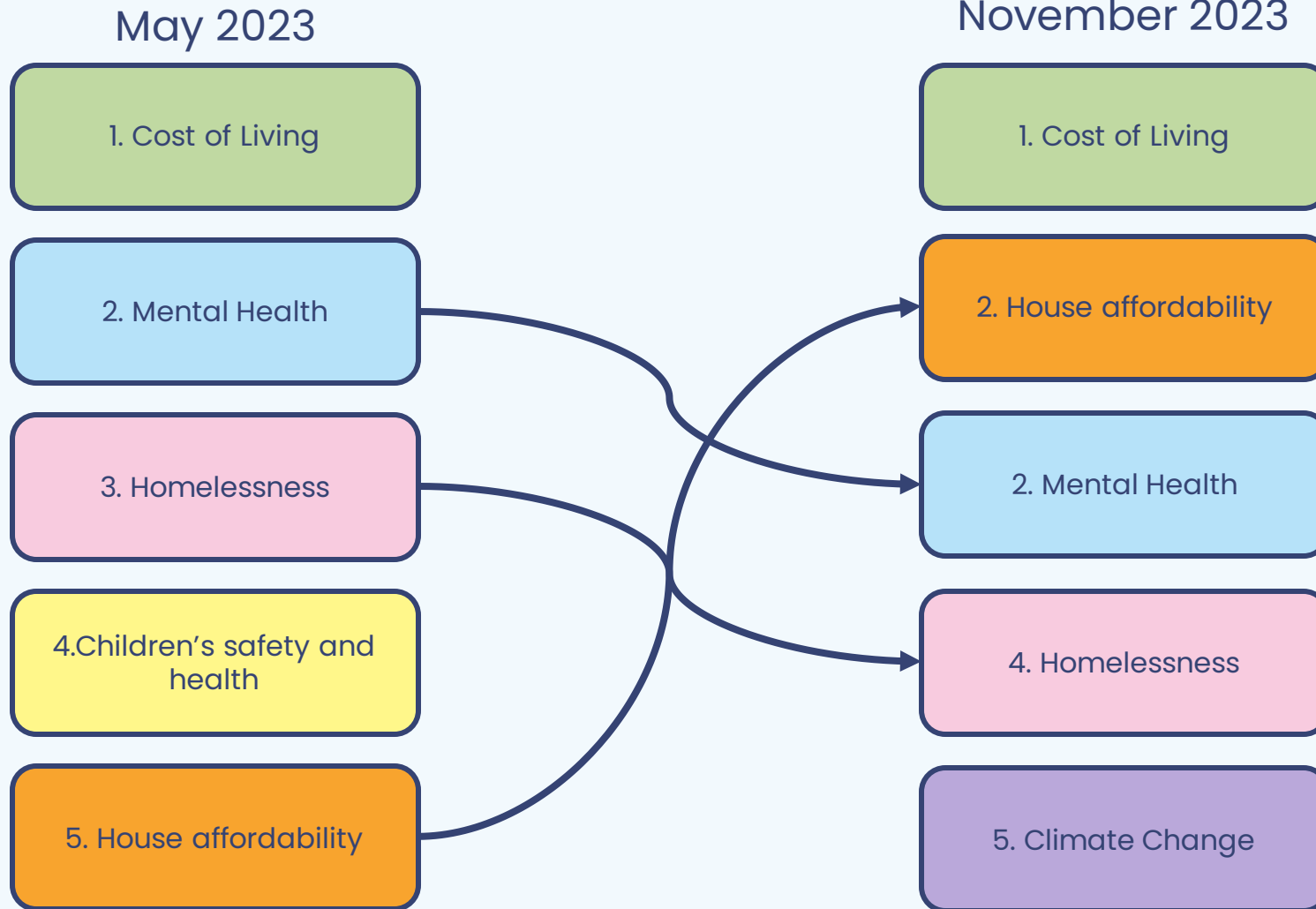
Controlled by  
Technology

Mistrusting

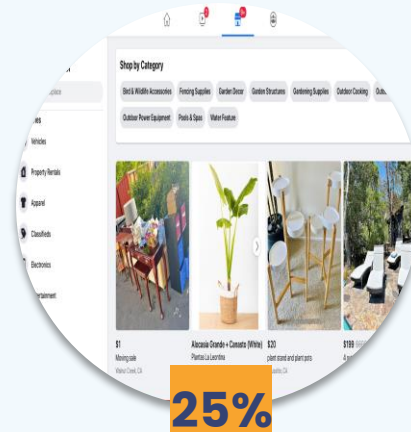
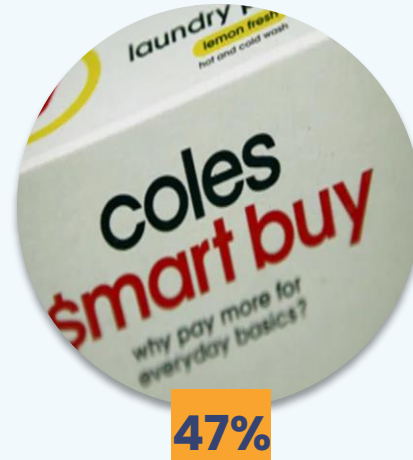
Selfish

Individualistic

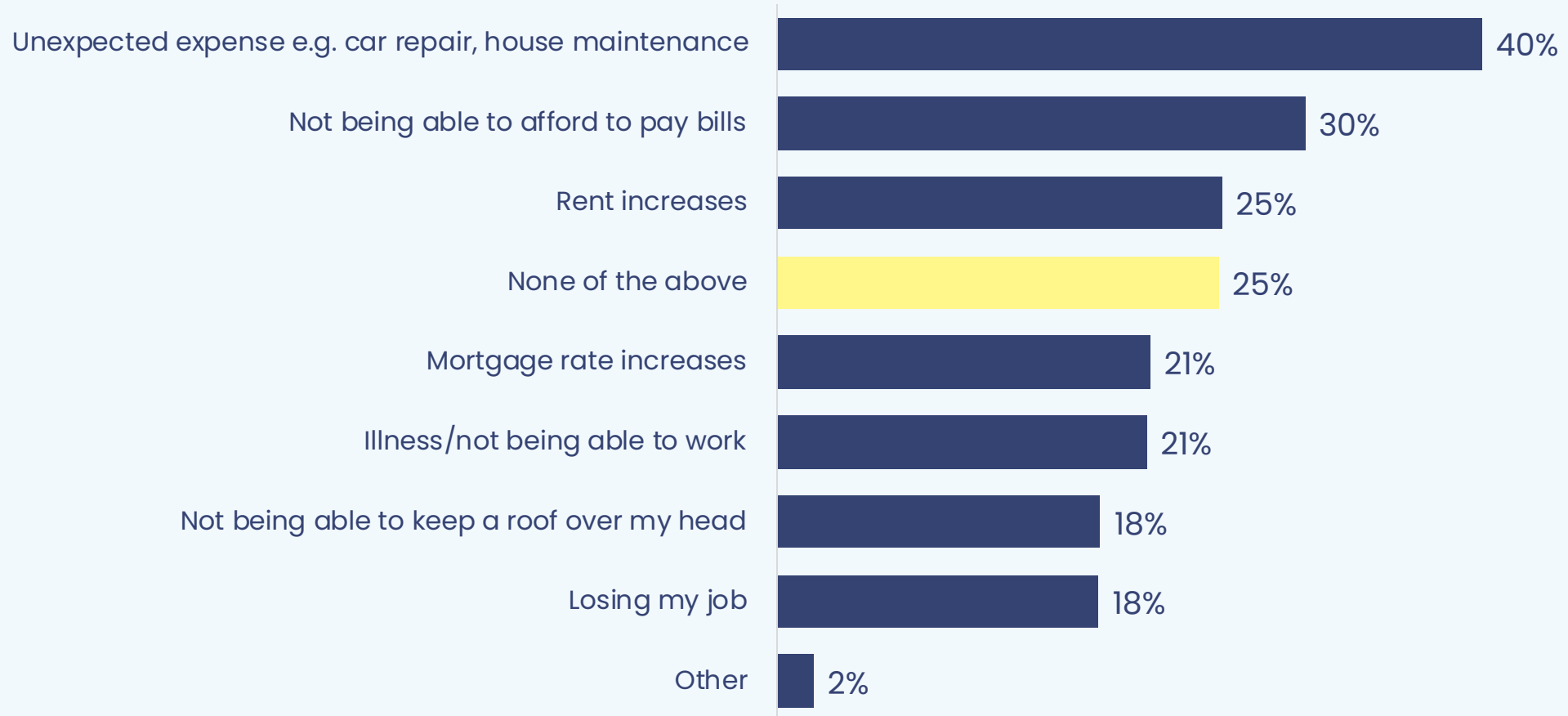
# Top 5 Ranked Concerns



# In the past 12 months **have you done** any of the following?



# Which of the following are your biggest financial concerns or worry?



# Which of the following are your biggest financial concerns or worry?



**75% have a financial concern**  
(Of those giving \$1,000 its less than half)



**Shallow savings means fear of the unexpected**



**Implies budgeting cautiously**



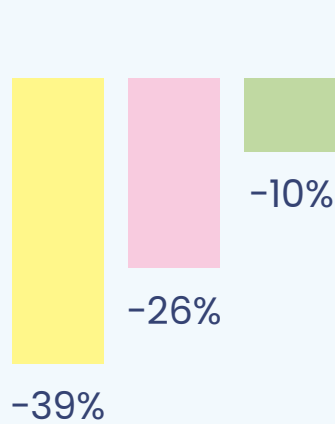
**Quest for control**



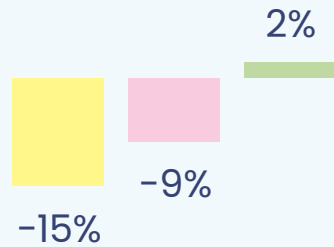
# Financial Outlooks



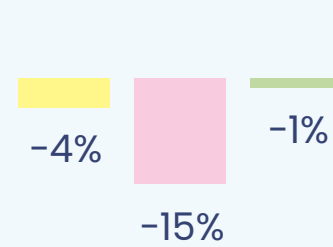
Economy



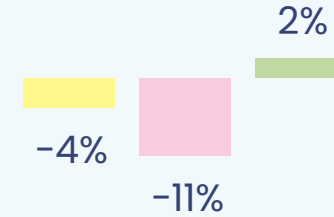
Personal



Giving



No. Orgs



■ Nov-22   ■ May 23   ■ Nov-23

In every measure we are **less pessimistic** than we were.

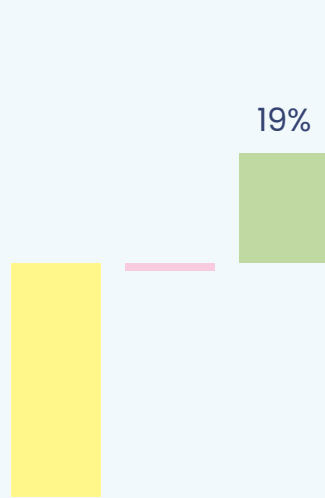
Giving intention was worse in May 2023 as people adjusted to their new circumstances.

We aren't out of the woods yet with a very marginally greater proportion of people expecting to give less.

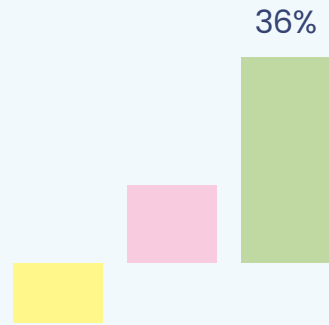
# Financial Outlooks (\$500+ annual giving)



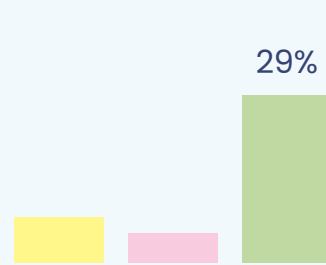
Economy



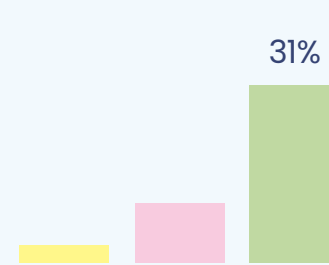
Personal



Giving



No. Orgs



■ Nov-22 ■ May 23 ■ Nov-23

**They were never as pessimistic as the lower value respondents and are now even more likely to give more than before.**

# Who expects to give more?

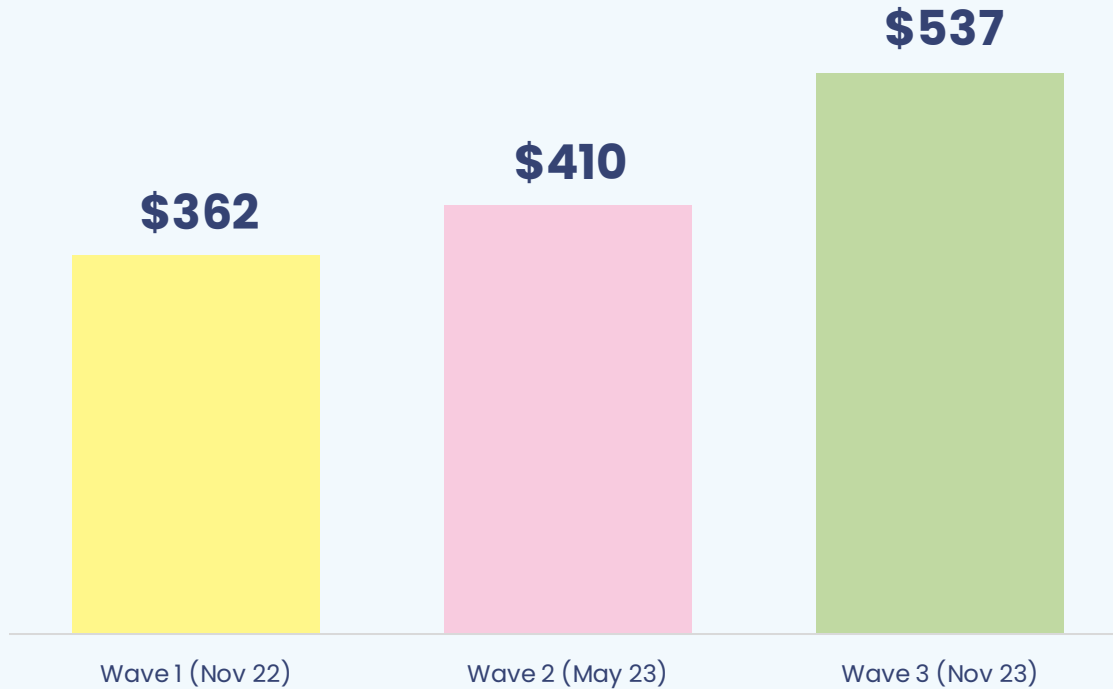
- Those with a high DCI score are 4x more likely
- City dwellers more than double suburbs or country
- Earn over \$100k
- GFM type
- Content consumers and sharers
- Survey takers

- Professionals are twice as likely (retirees were least likely)
- Better educated
- Slightly politically to the right
- Those that believe Australia is flourishing
- Petition signers and function attendees
- Believe ethical

- Under 45's were all much more likely
- Already give a greater proportion
- Optimists are twice as likely
- Online, Facebook, SMS Donors
- Those with higher trust scores
- Giving is Important

**It's who we expect.**

# Annual Giving



Over 55's have declined.

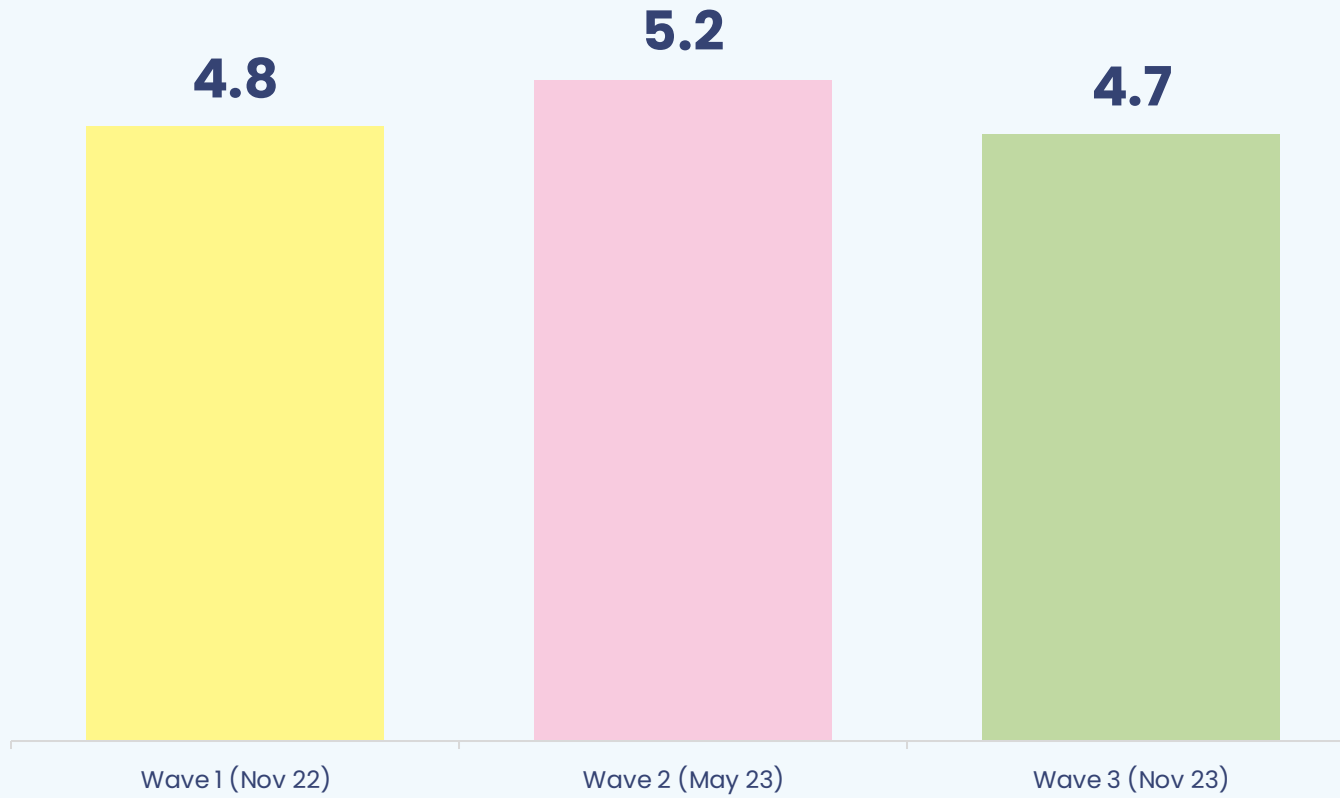
Better educated have increased.

Most of the growth is from people earning \$150k+

Growth has come from those giving more than 1% of their wealth.

*Filtered report for respondents between \$5 and \$5000 shows recovery in reported donation amounts for the past year.*

# Portfolio





## Beat the discretion recession.

Our data shows that most people are not sacrificial in their giving with 80% giving less than 1% of their annual income to charity.

In fact, the median percentage donated (of those that do give is just 0.38%)

**0.38%**

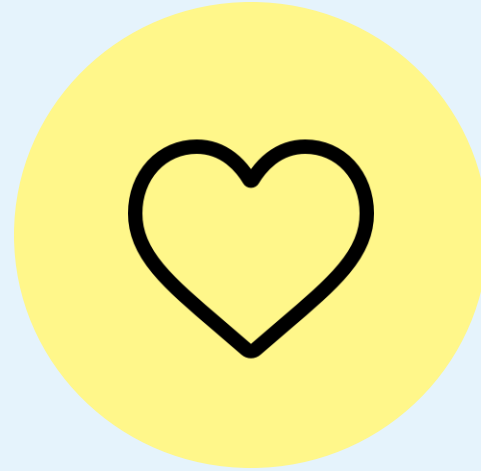
**80%**

## The 1% Club



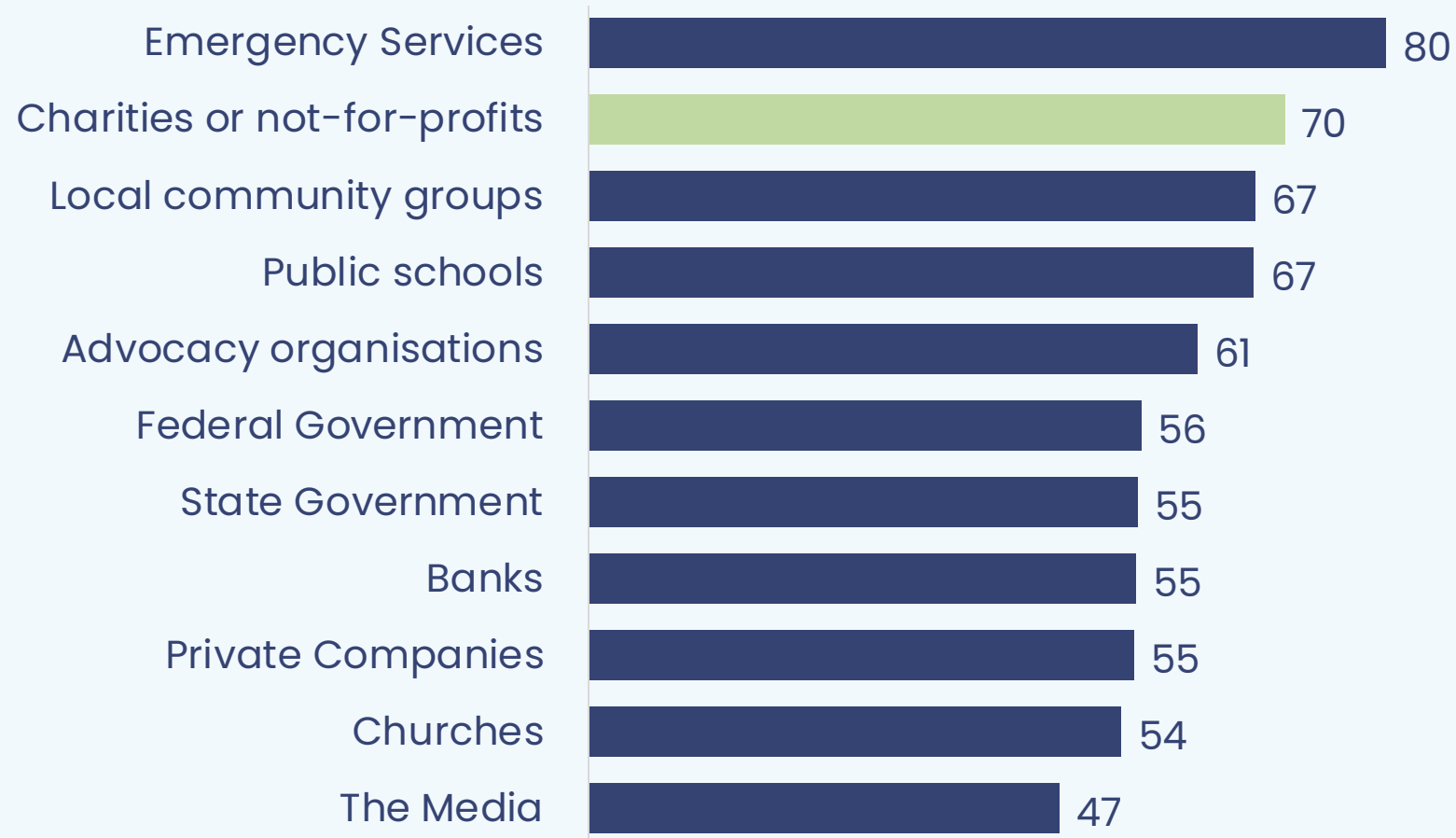
# Sacrificial Giving by Income: Donating Over 1%



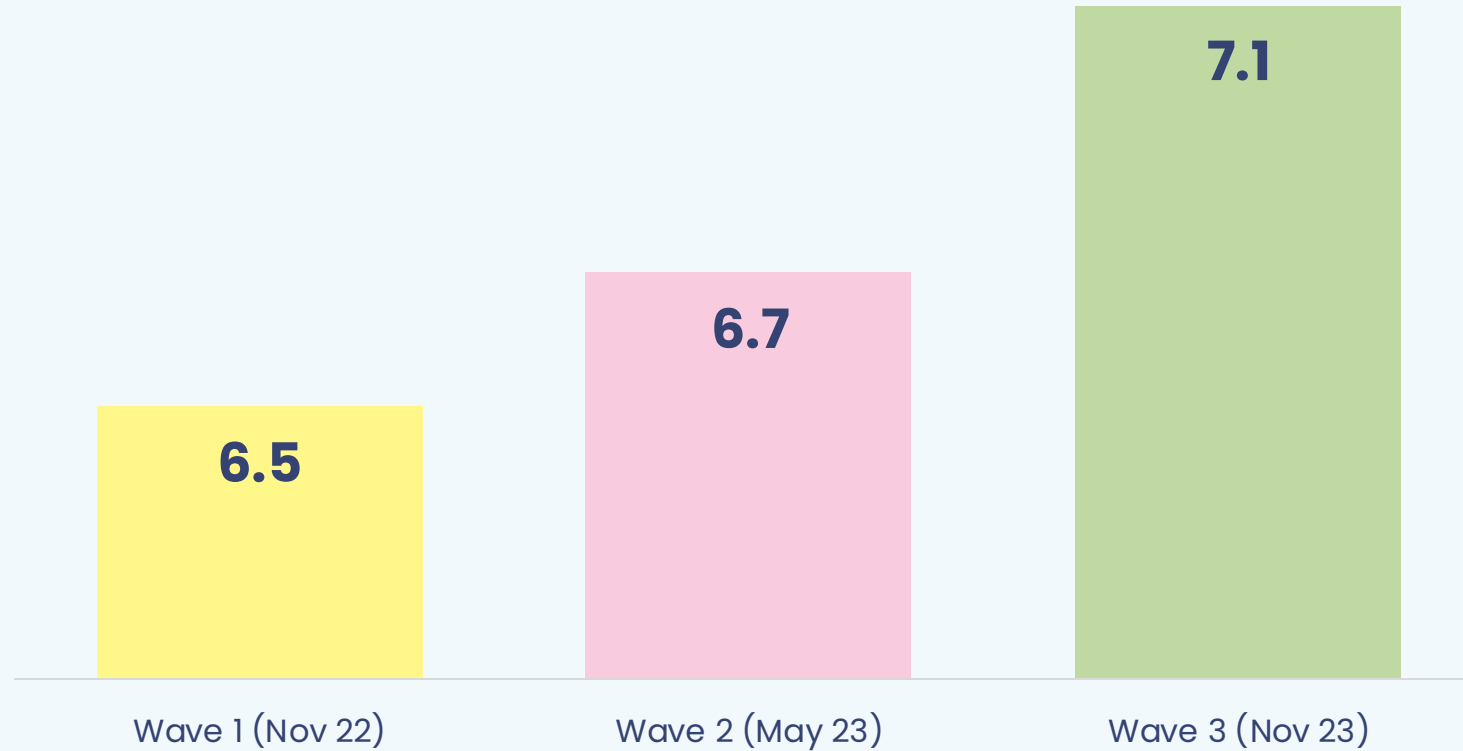


**Do they Trust us?**

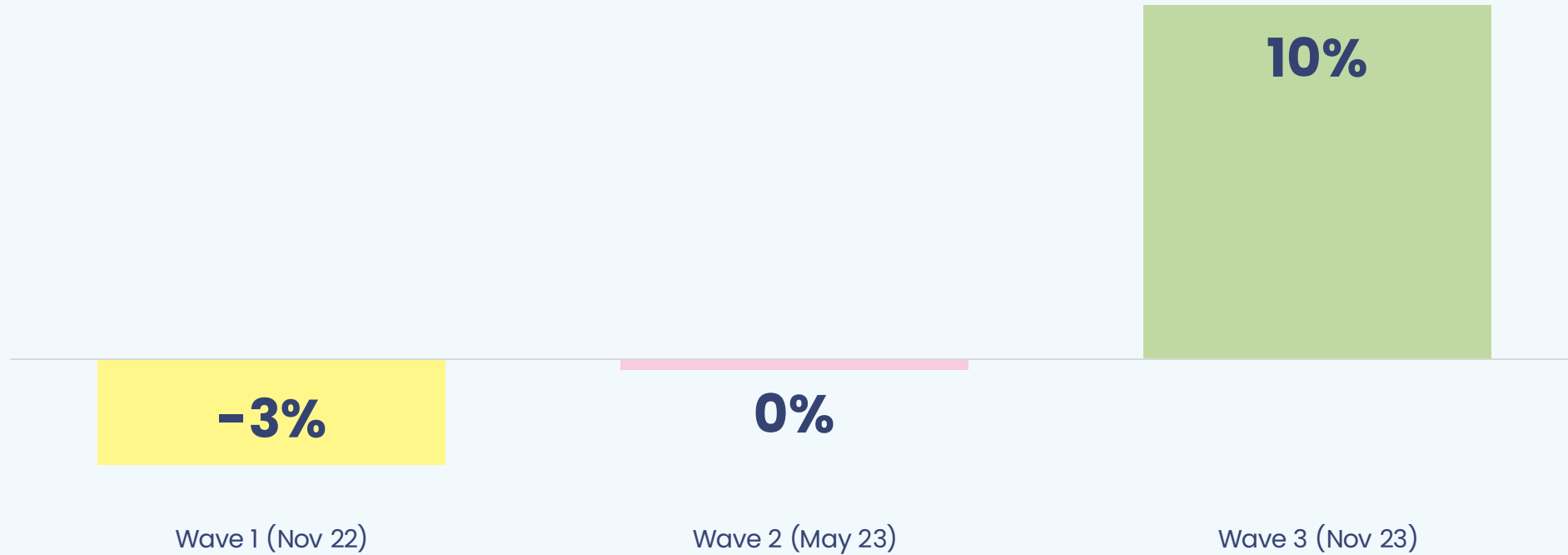
## Average Trust Scores



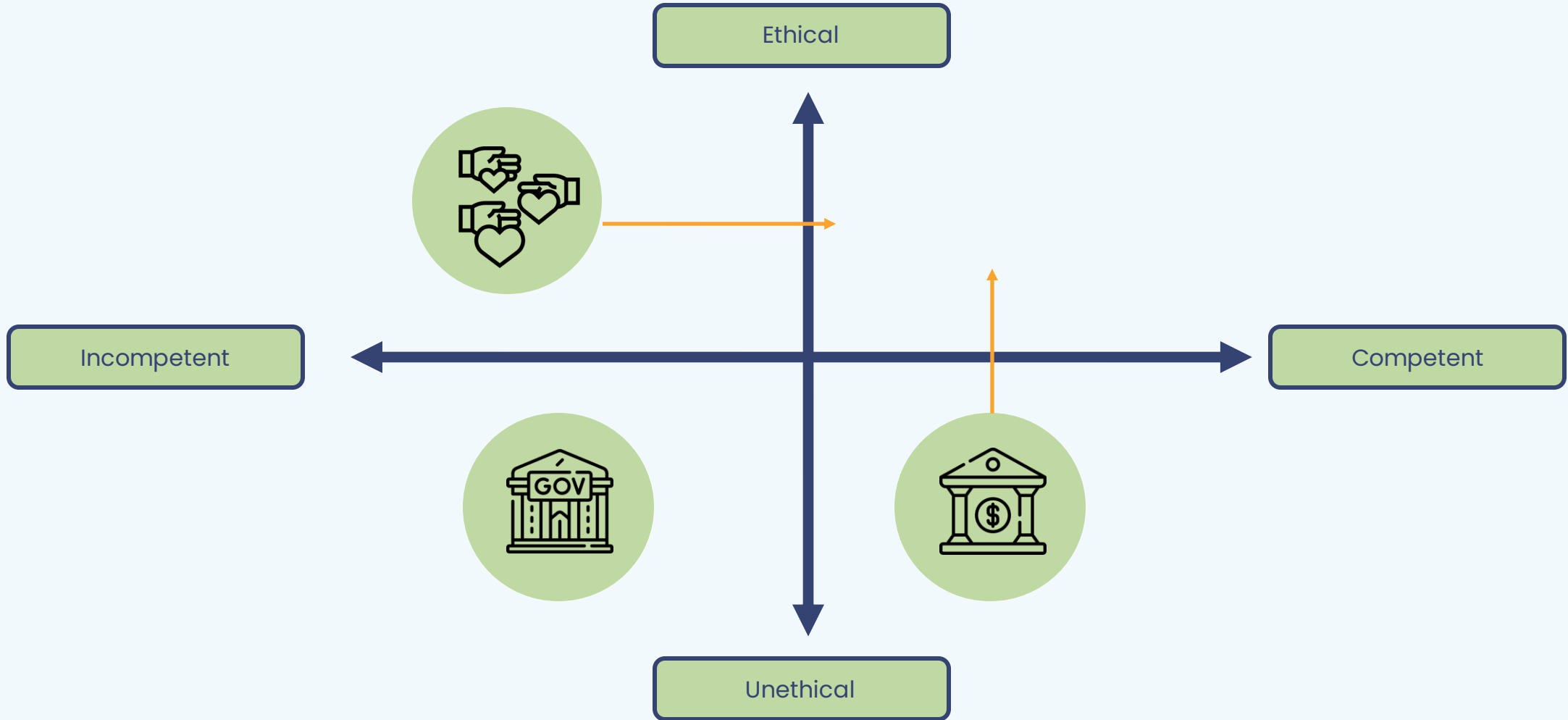
# Overall, how much do you trust charities? 0 is not at all and 10 is completely.



# Has your trust in charities changed over the past 3 years?



# Edelman Conundrum



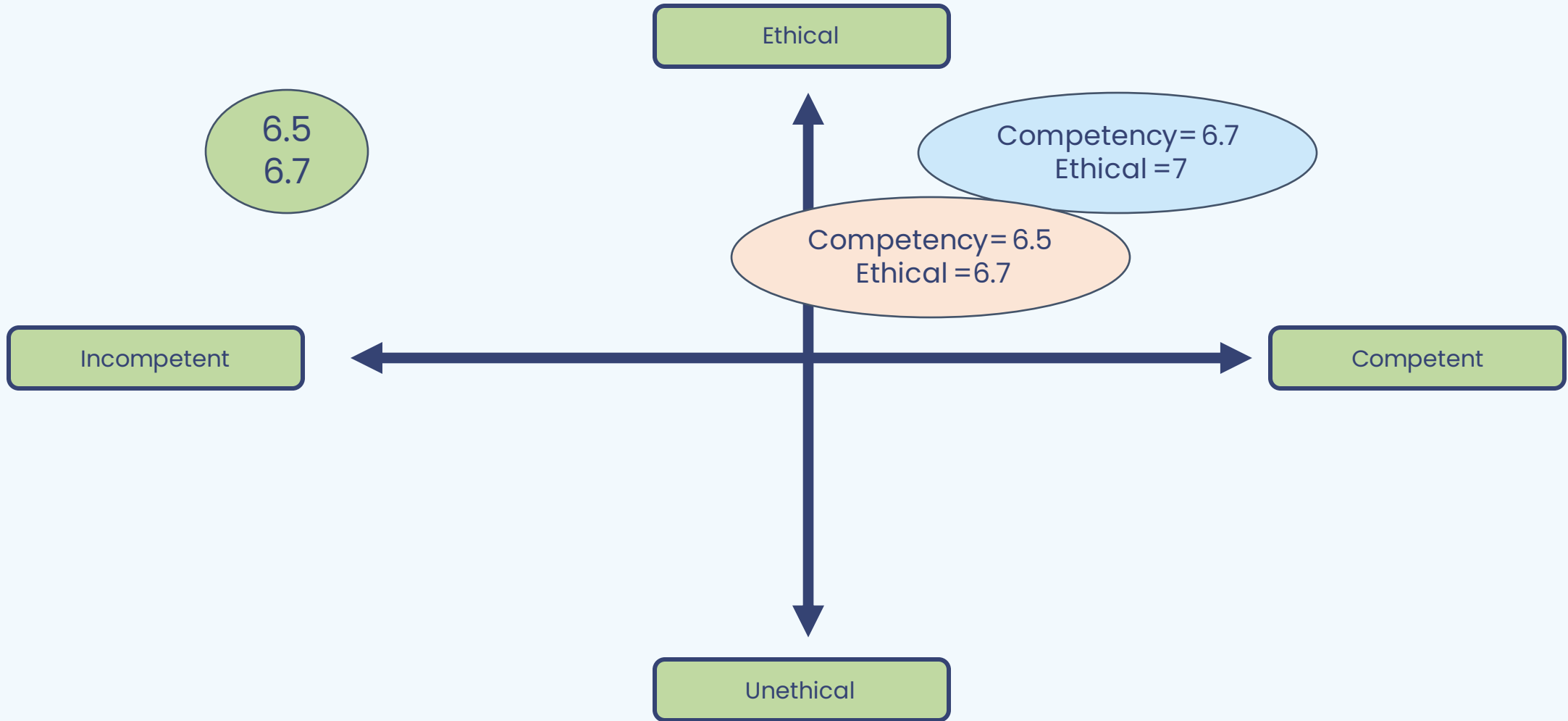


# Trust Driver Trends



- Describing self as slightly to the political right.
- Amount and number of charities supported.
- Living in the city.
- Higher annual income.
- Being in ACT.
- Being better educated.
- Not age or employment.

# Edelman Conundrum



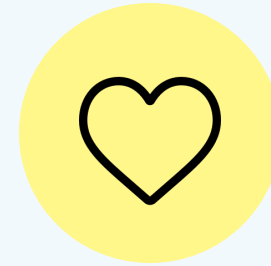
# Donor Confidence Index



**Economic Outlook**



**Personal Financial Outlook**



**Giving Intention**

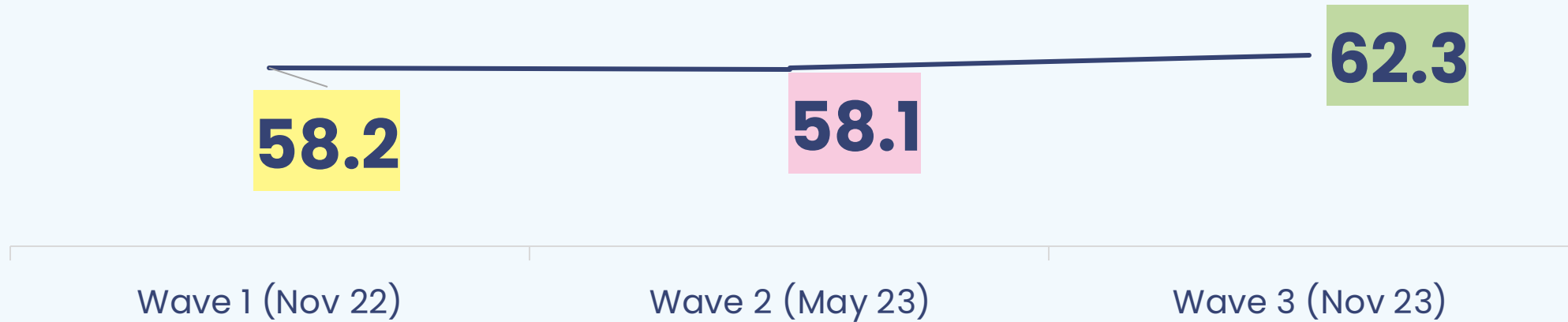


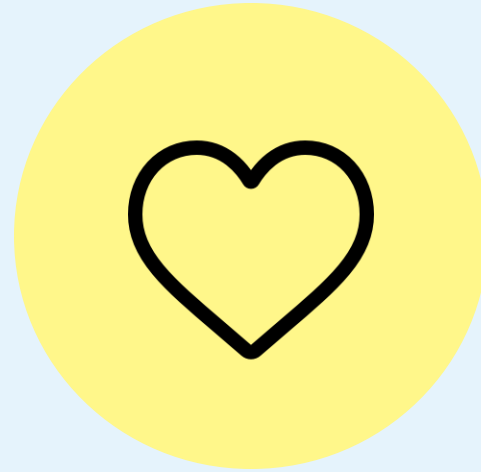
**Number of charities  
will give to**



**Changes in Trust**

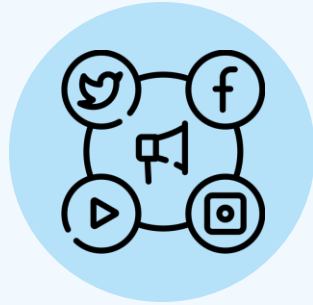
# Donor Confidence Index





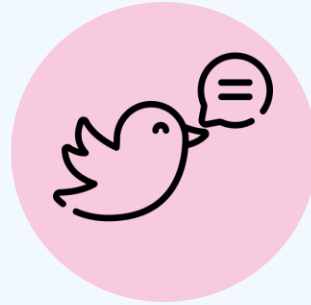
# How's our population engaging?

# Digital: Are they seeing us?



**46%**

Seen a charity  
ad on social  
media



**23%**

Read a  
charity tweet



**43%**

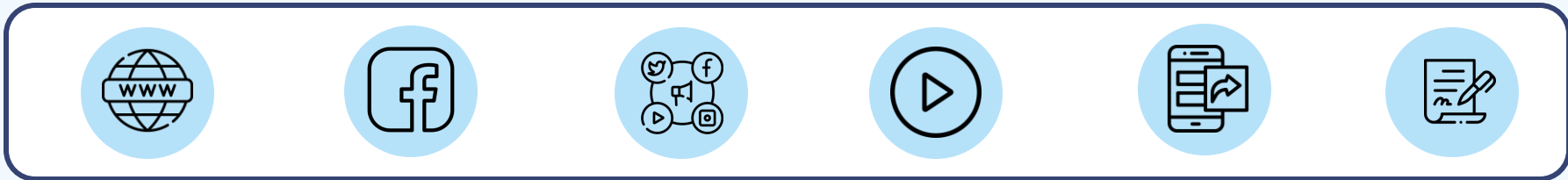
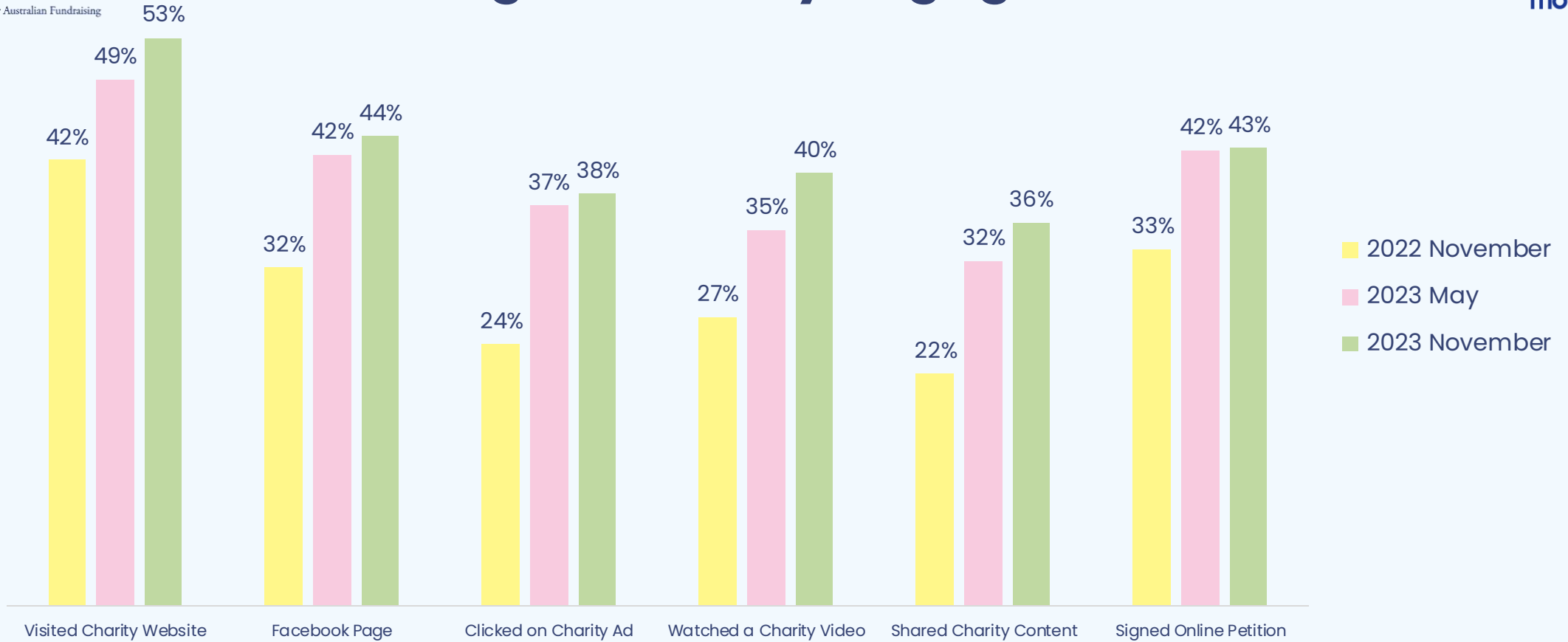
Seen a request  
to support an  
online petition



**51%**

Received an  
email asking  
for a donation

# Digital Charity Engagement



# Marketing: How they're engaging with us?



**43%**  
Read a charity  
newsletter or  
annual report



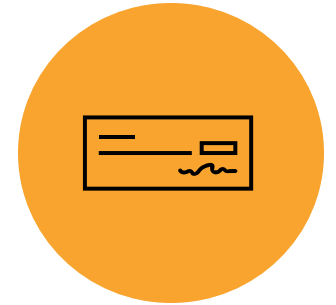
**38%**  
Had a phone  
conversation  
with a charity  
representative



**37%**  
Purchased  
Charity  
Merchandise



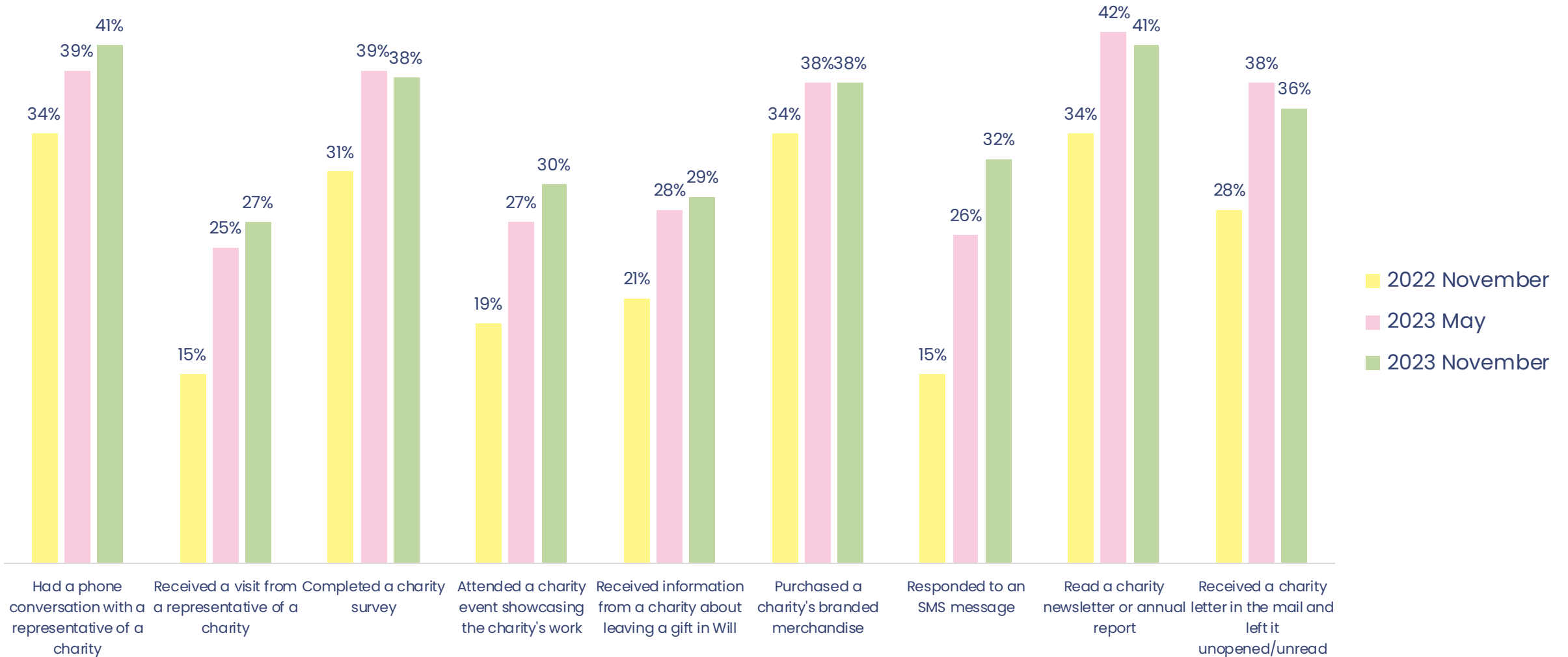
**36%**  
Completed a  
charity  
survey



**34%**  
Received  
charity letter  
and didn't read



# Charity Engagement



**Growth across most areas especially visitation & SMS.**

# Charity Engagement

November 2022

November 2023

**Awareness:**  
Digital Engagement Score

5.4

6.8

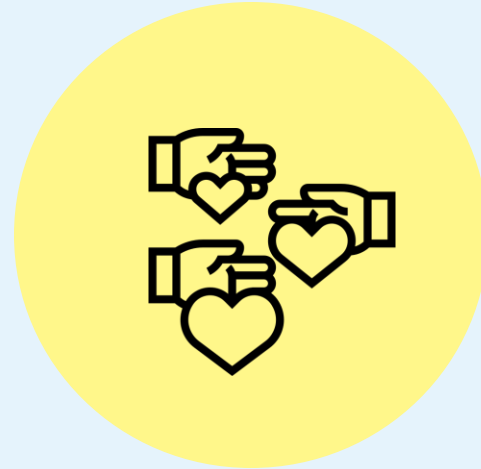


**Action:**  
Giving behaviours  
*high & medium (6+ out of 17)*

27%

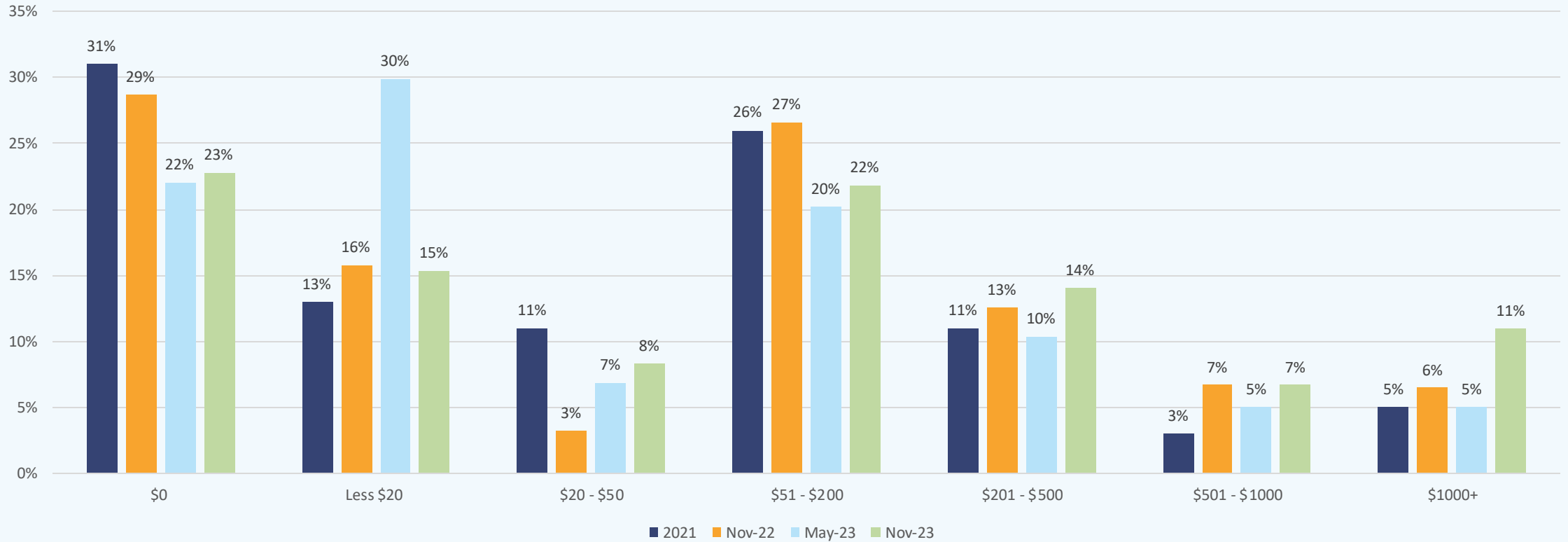
16%





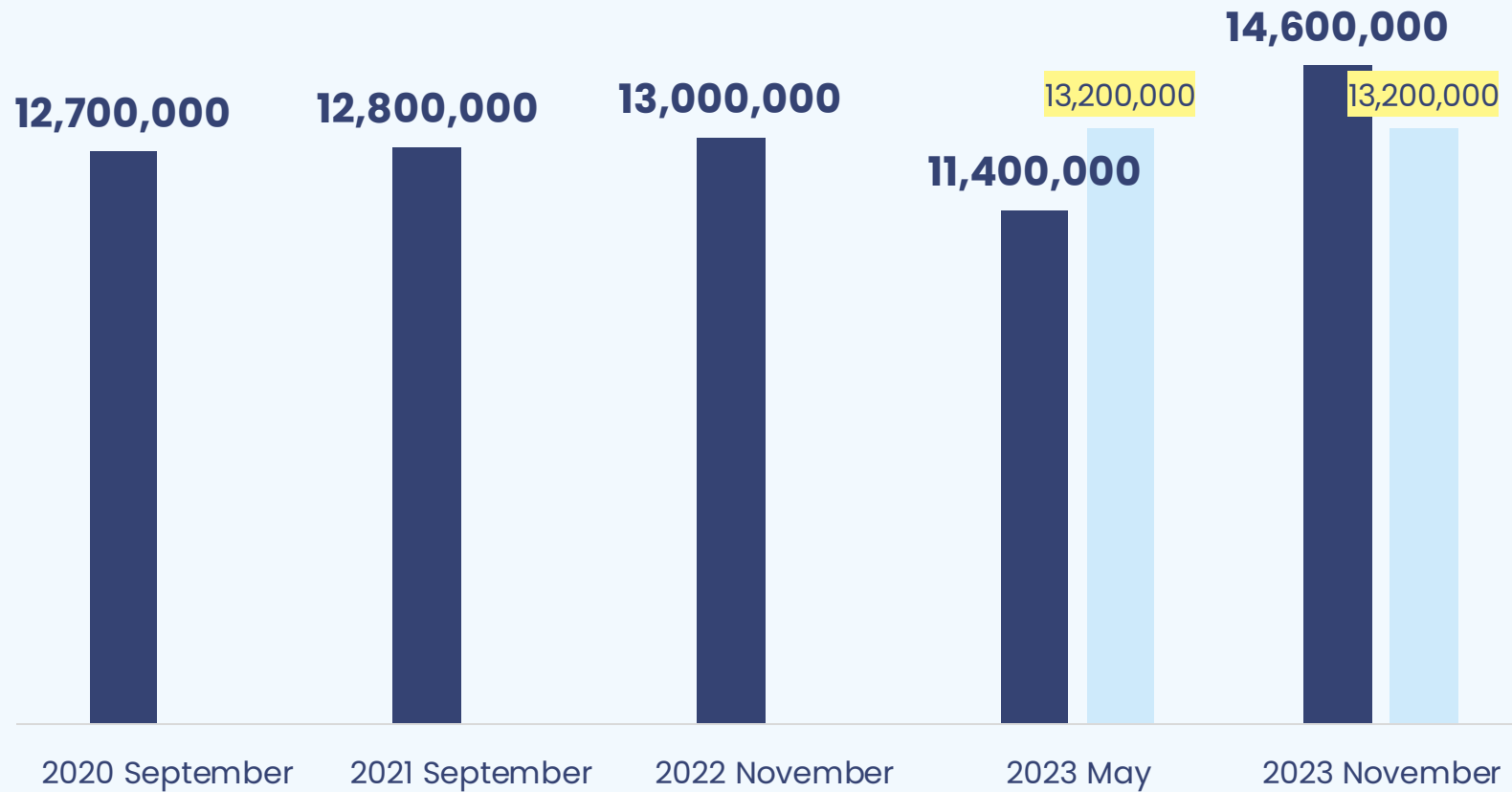
# How's our population giving?

# How many people are giving in Australia?



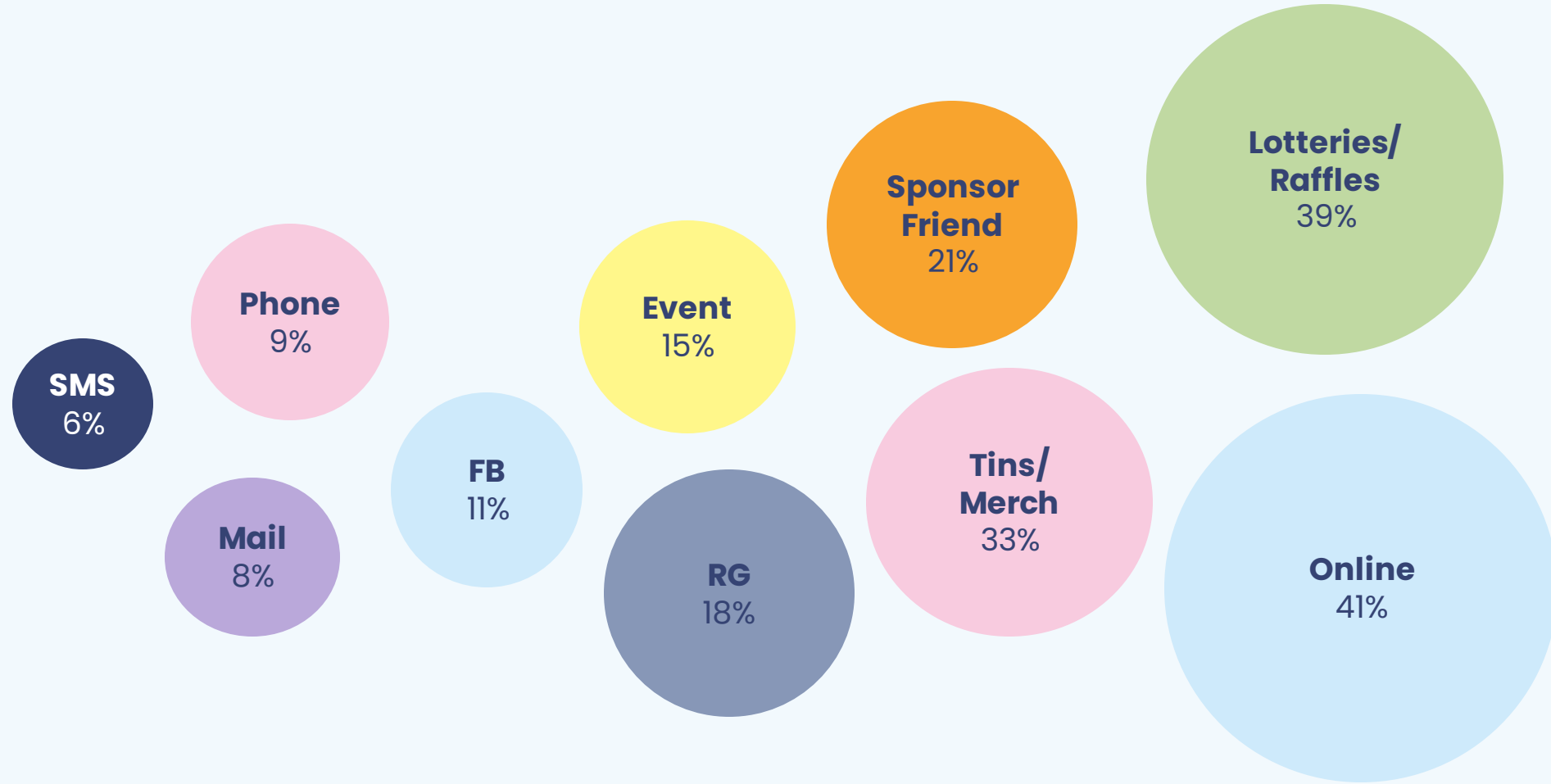
**Last wave there were concerns that our donor pool was shrinking. This has normalised again and improved to only 38%.**

# How many people 18+ are giving in Australia?



*\*If we assume the giving population is stable and doesn't fluctuate too much then the volume in yellow is with 56% active donors 18yrs+*

# How are they giving?



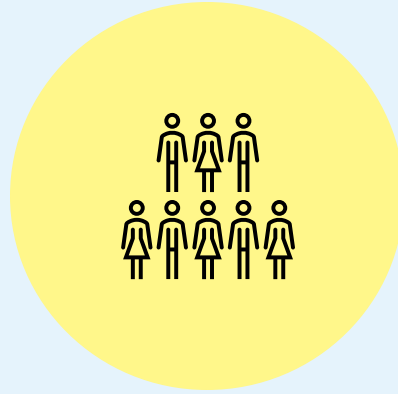
**Despite increased confidence  
and giving amounts the %  
of people using most channels  
(in absolute % points)  
has decreased since Nov 2022**

# Intentions for users of that mechanism



*Calculation is Do more minus do less minus won't do. Base is only those that selected the mechanism.*





**Where is the volume?**

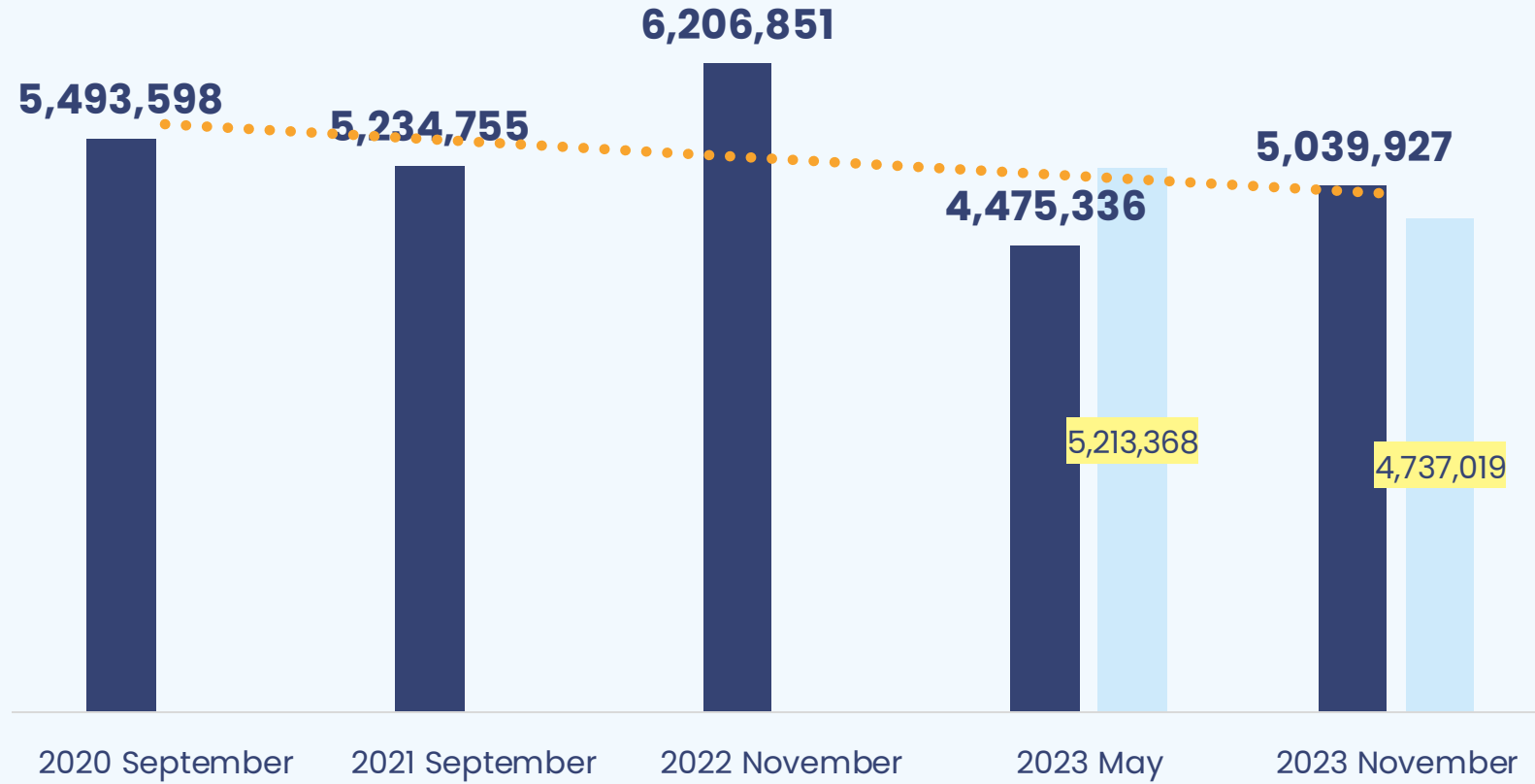
**Online & Raffles/Lotteries**

**In volume  
Online is our  
largest  
opportunity**

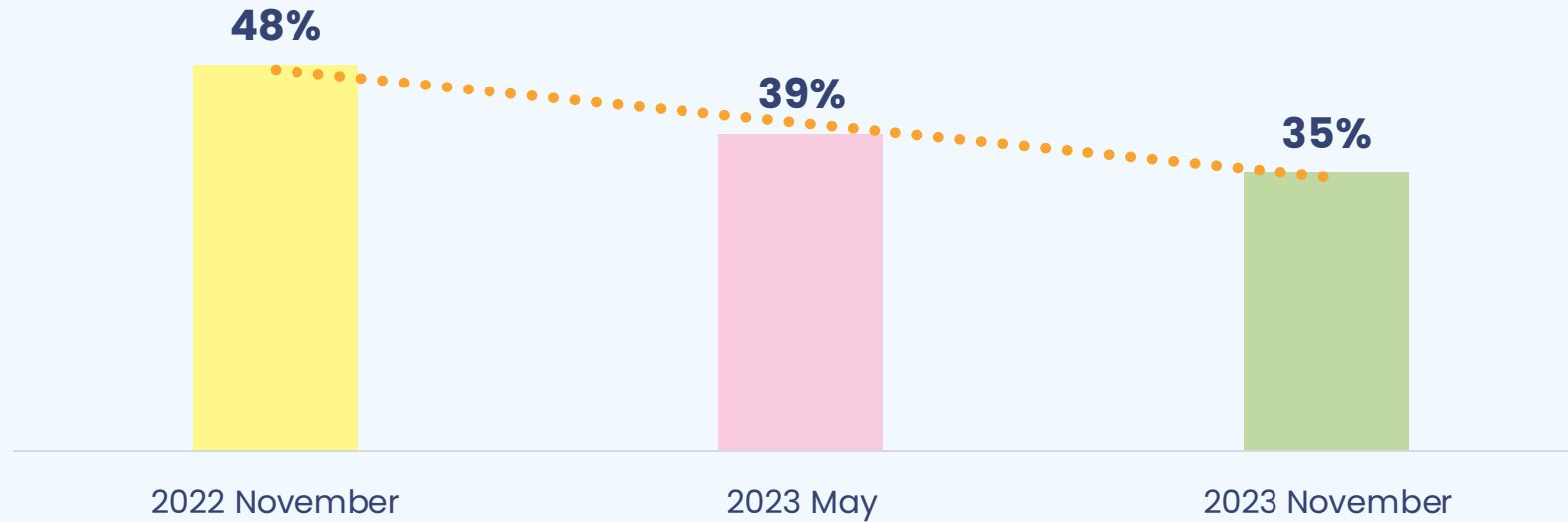
**6X**

**The number of  
supporters than mail**

# Online Deep Dive



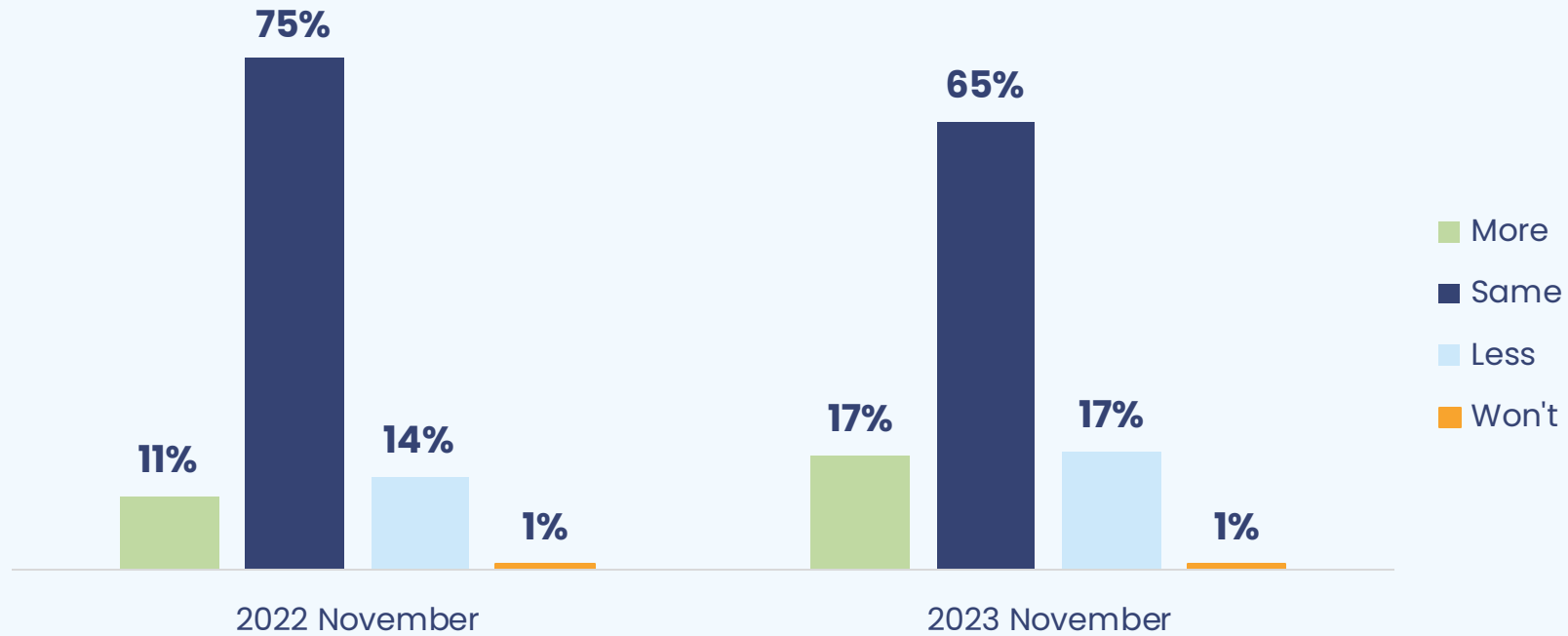
# Online Deep Dive



**Mean:  
\$456  
Median:  
\$200**

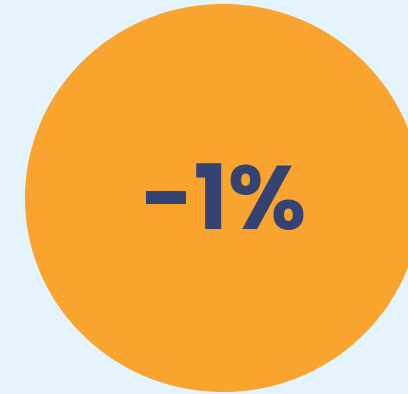
**But ...online donating has  
dropped each wave.**

# Online Deep Dive



**Hopefully the trend will discontinue in 2024 as people are expecting to do more of this in future with a significant increase.**

**Overall net loss for  
Online.**



Net Outcome

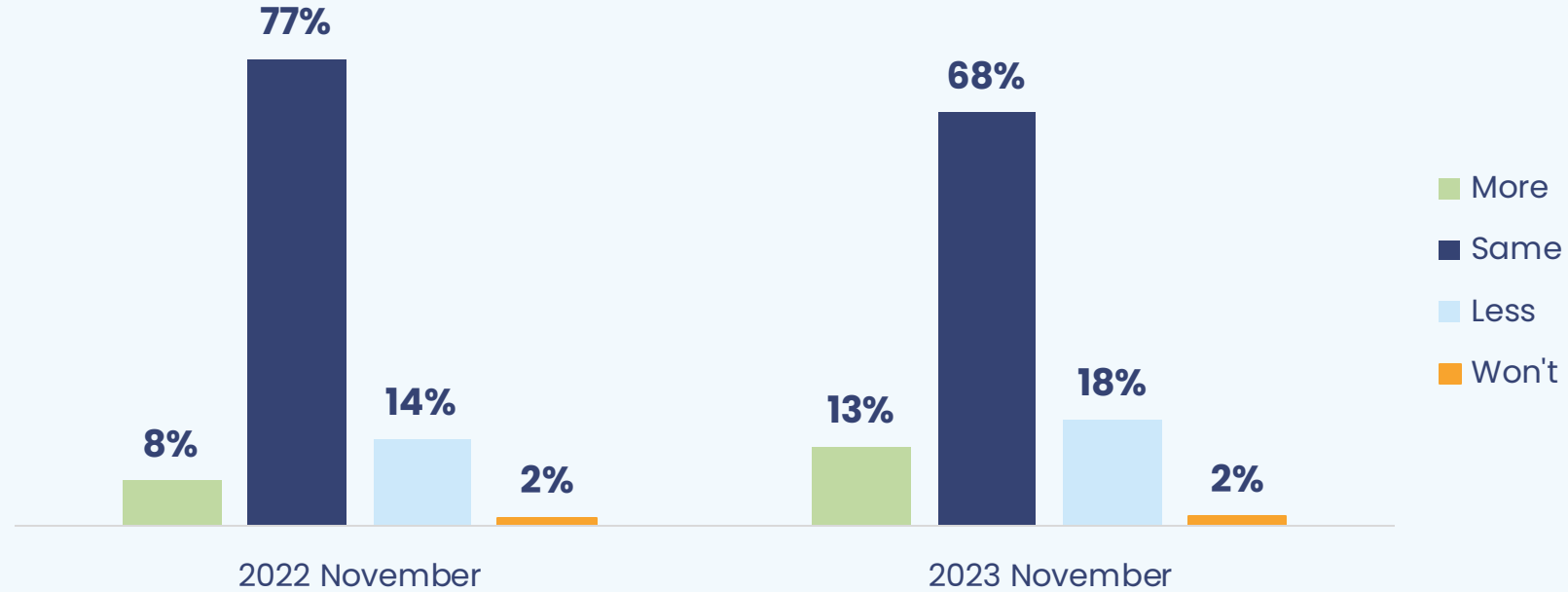
# Lotteries/Raffles Deep Dive



**Mean:  
\$365  
Median:  
\$160**

**Dropping each wave.**

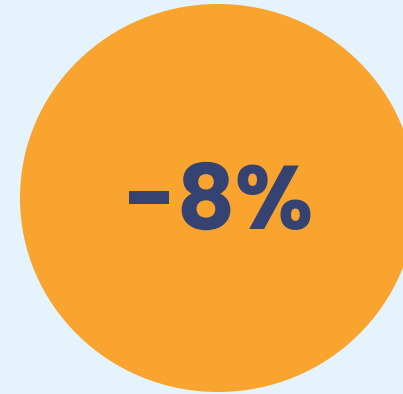
# Raffles/Lotteries Deep Dive



**There has been some movement both ways with a statistically significant improvement for 'more'.  
However ...**



**Overall net loss for  
Raffles/Lotteries.**



Net Outcome

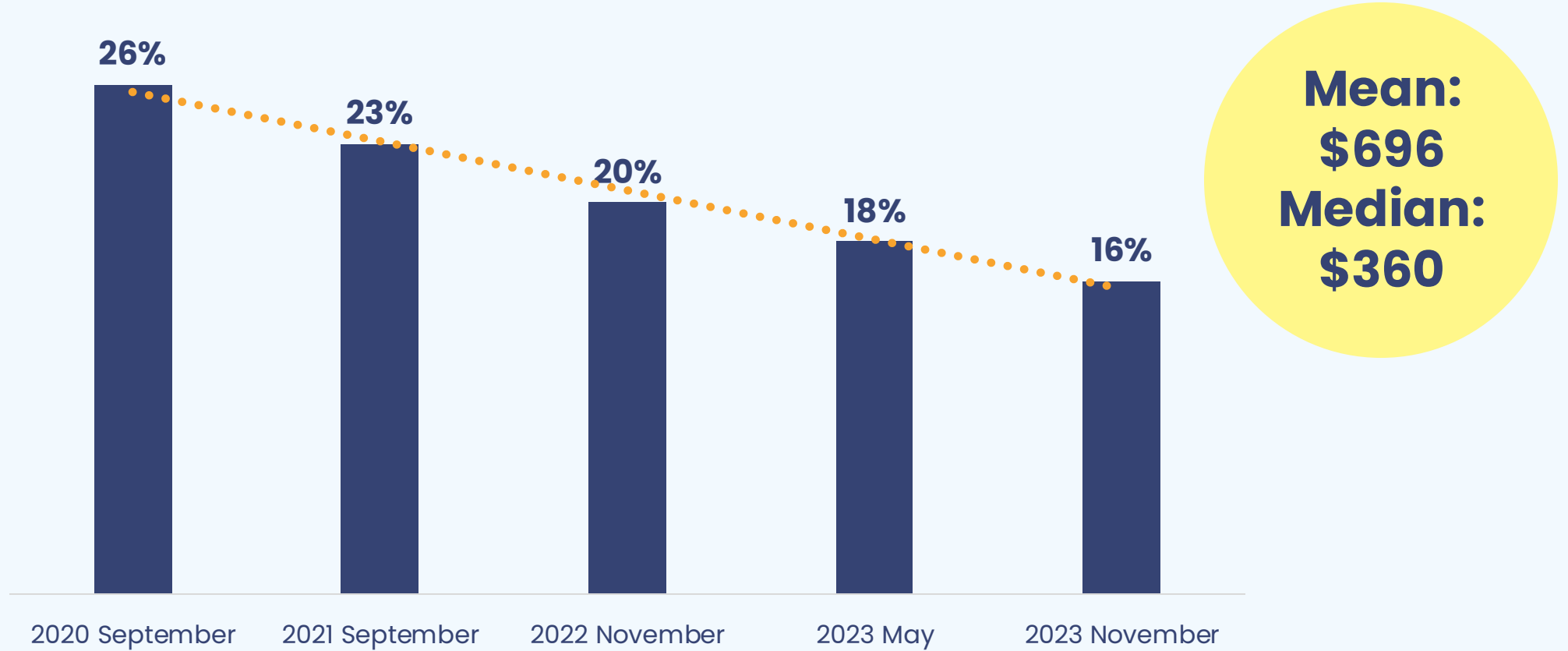


## Driving Value

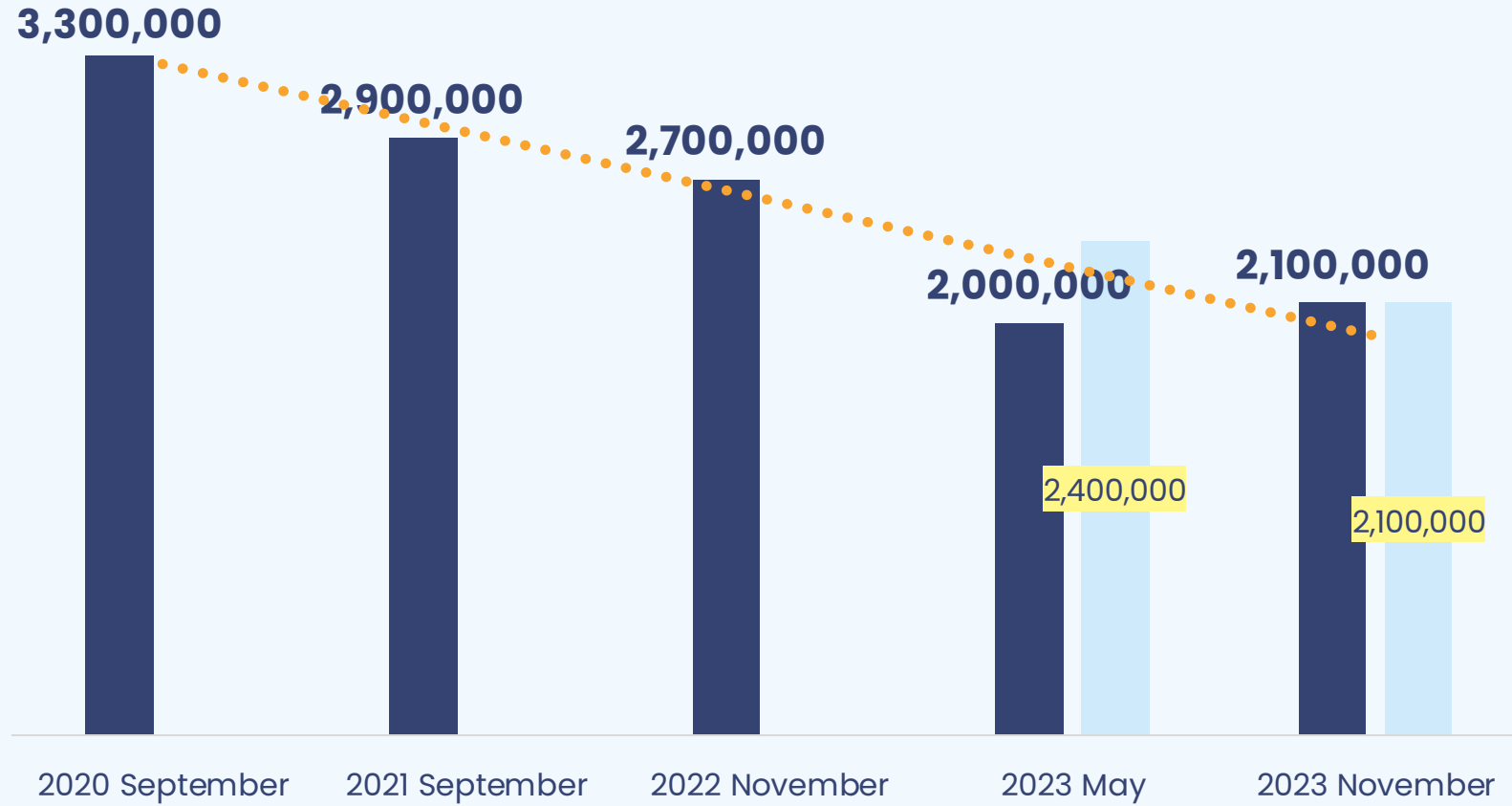
**Regular Giving, Direct Mail,  
Community Fundraising**

# Regular Giving

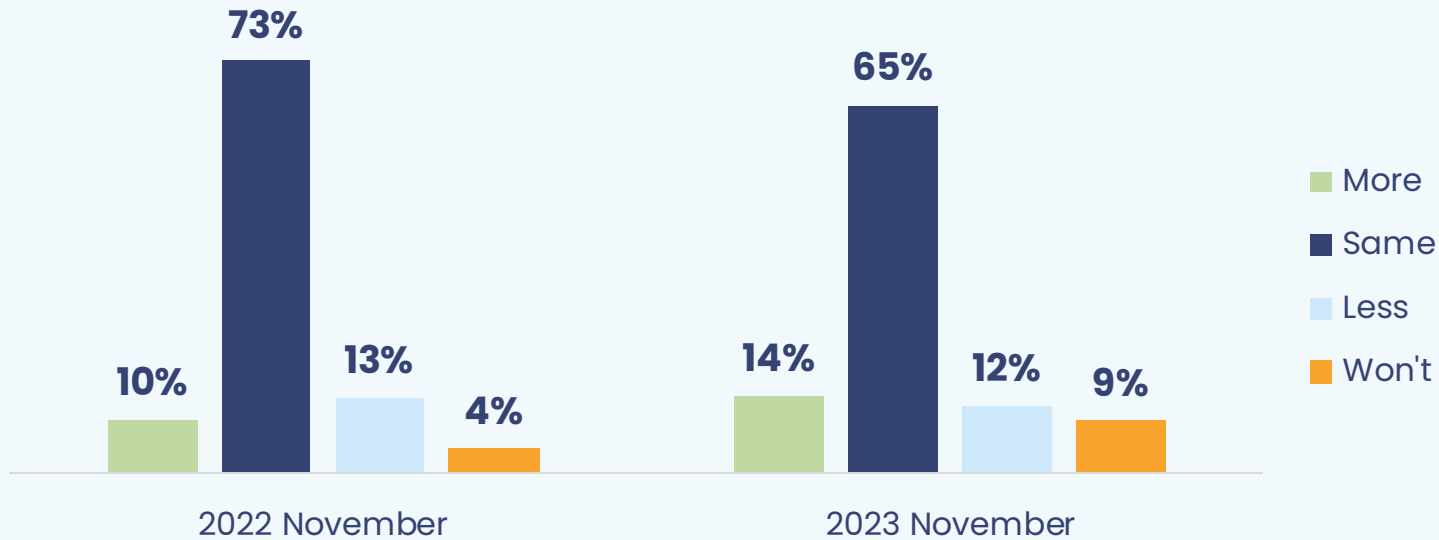
# Regular Giving Deep Dive



# Regular Giving Deep Dive



# Overall net loss for Regular Givers.



**But both ends moved significantly this wave, with a doubling of people who won't do this from 4.3% to 9.4% and an increase for those give / do more 7.2% to 13.8%.**

# Who have we lost?

**Females** declined (23.2% to 16.1%)

People with **no children** (21.9% to 15.4%)

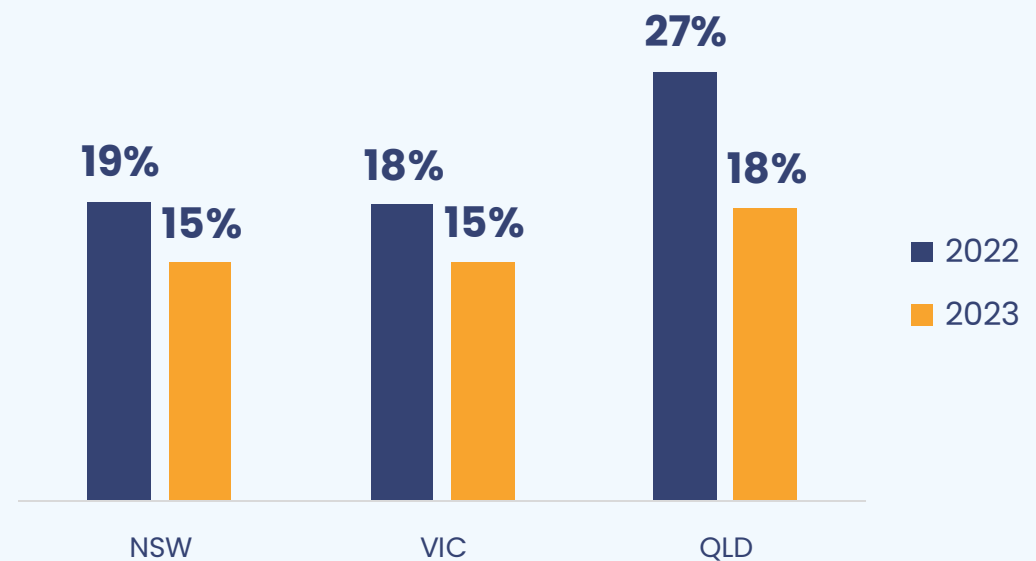
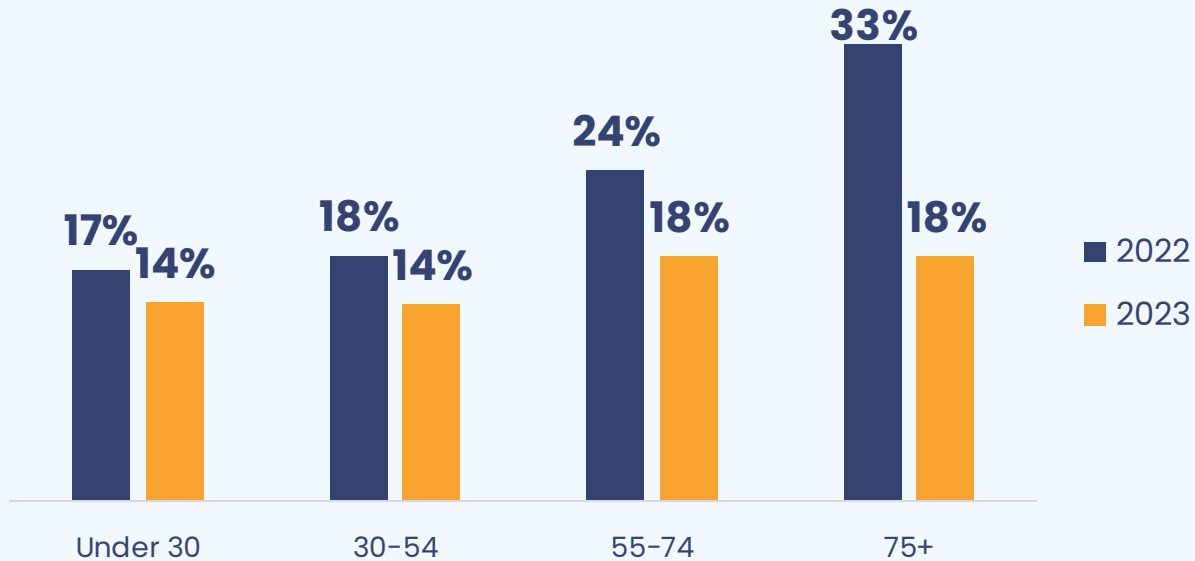
**University/College** degree (19.7% to 12.6%)

**Self Employed** (23.6% to 10.4%)

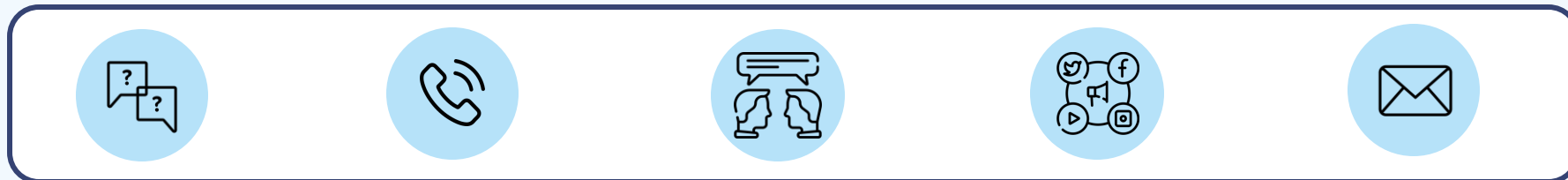
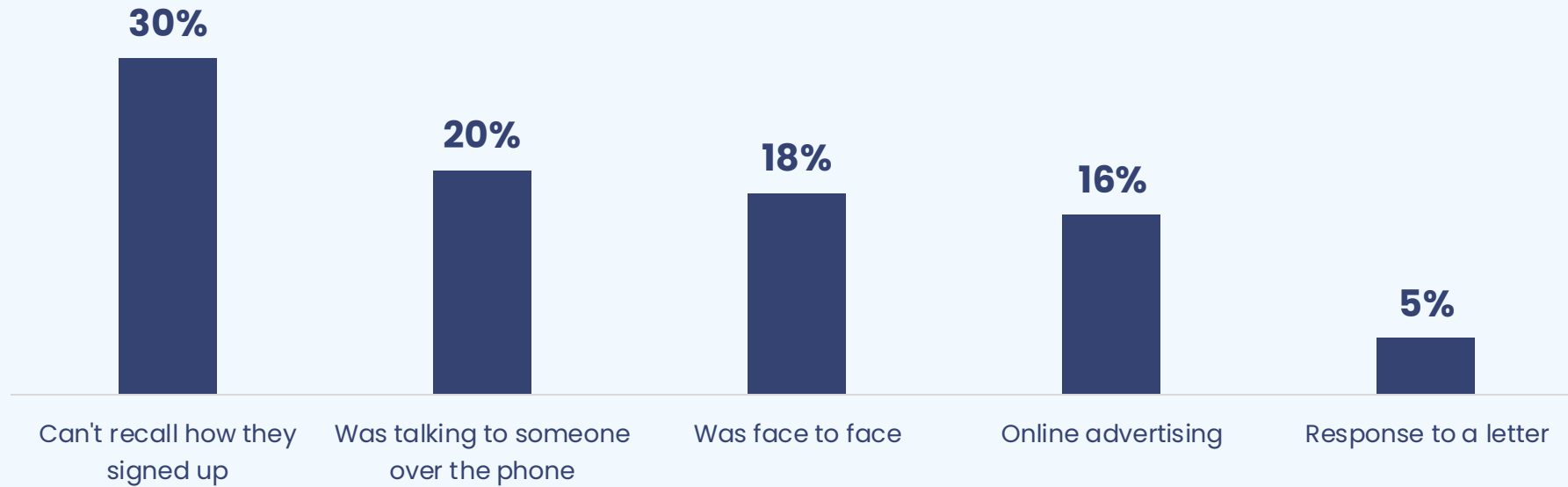
People with **grandchildren** (29.5% to 12.3%)

No statistical significance by age at 95%CI but significant drop for **55yrs+** at 80%CI

Significant drop in **Queensland**



# Acquisition for RG mix has stayed the same





# A small group of RGs are giving to more charities

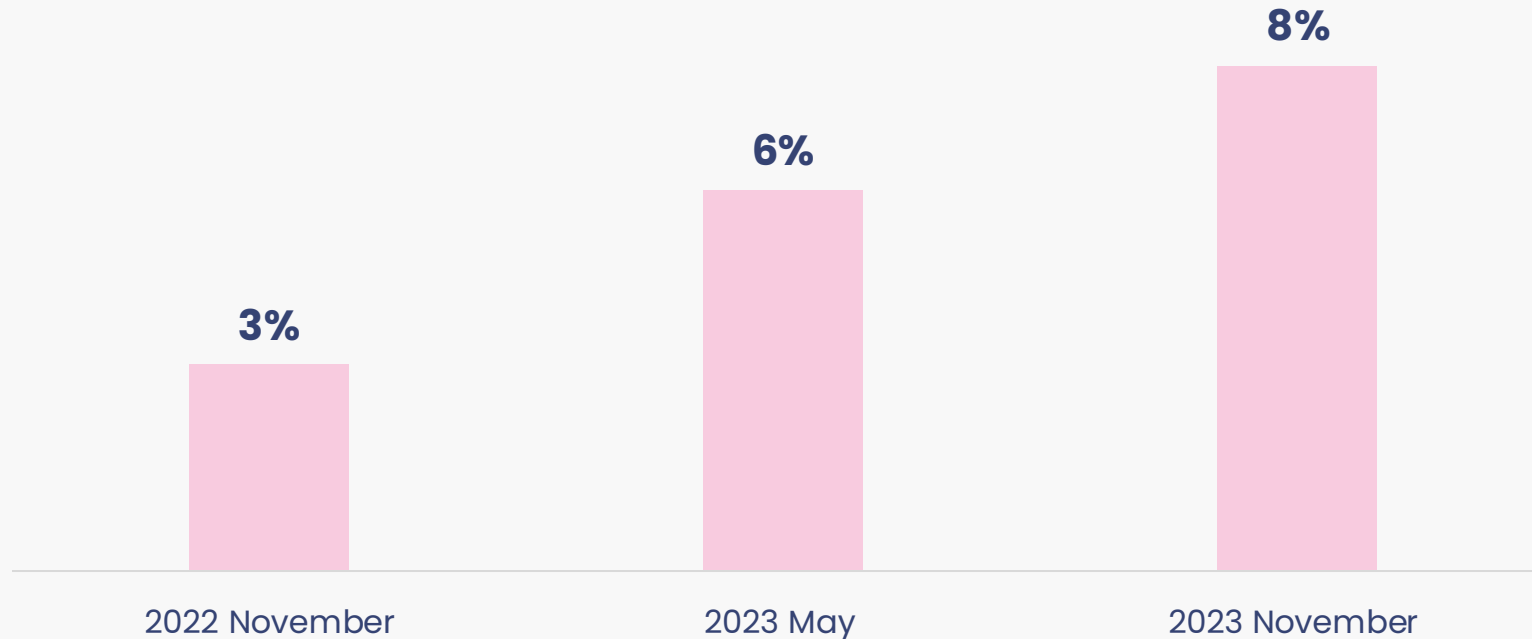


**There's been growth in the number of people giving to 3 or more charities!**

It's going to get hard to  
recruit Regular Givers.

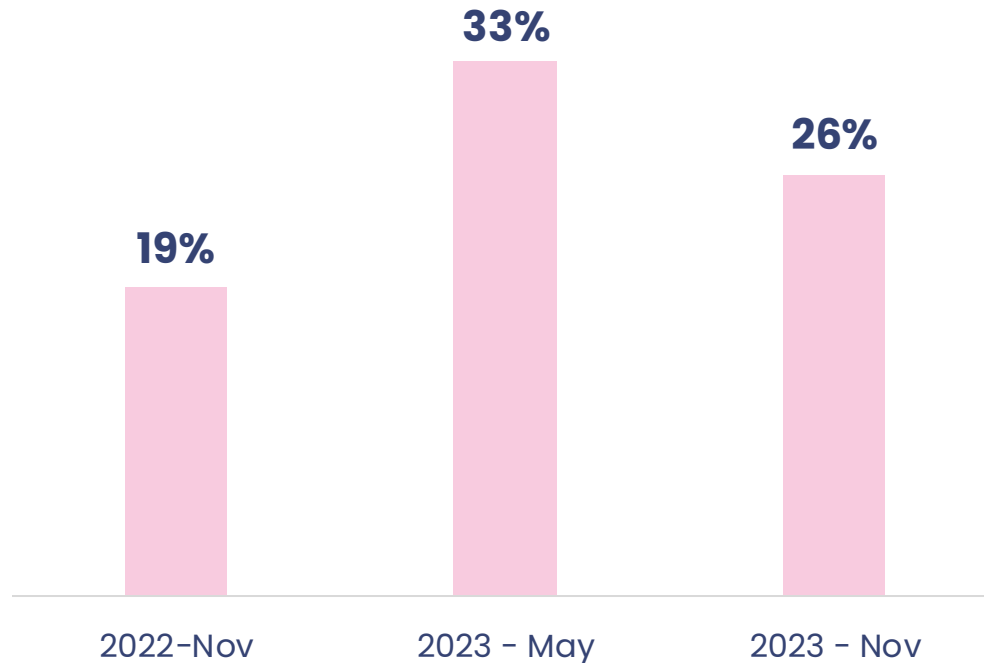
**Keep your eye on retention.**

# Overall there are positive signs more RGs are increasingly considering higher value monthly gift

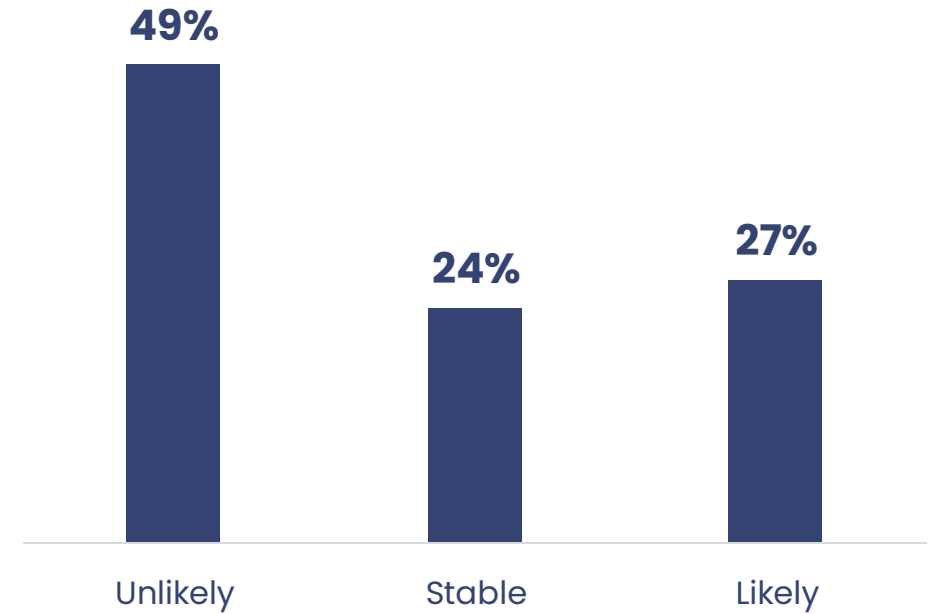


**Increase “extremely likely” increase gift**

# But there are still supporters at risk



**May was the highest period for likelihood to pause their gift, still high 26%**



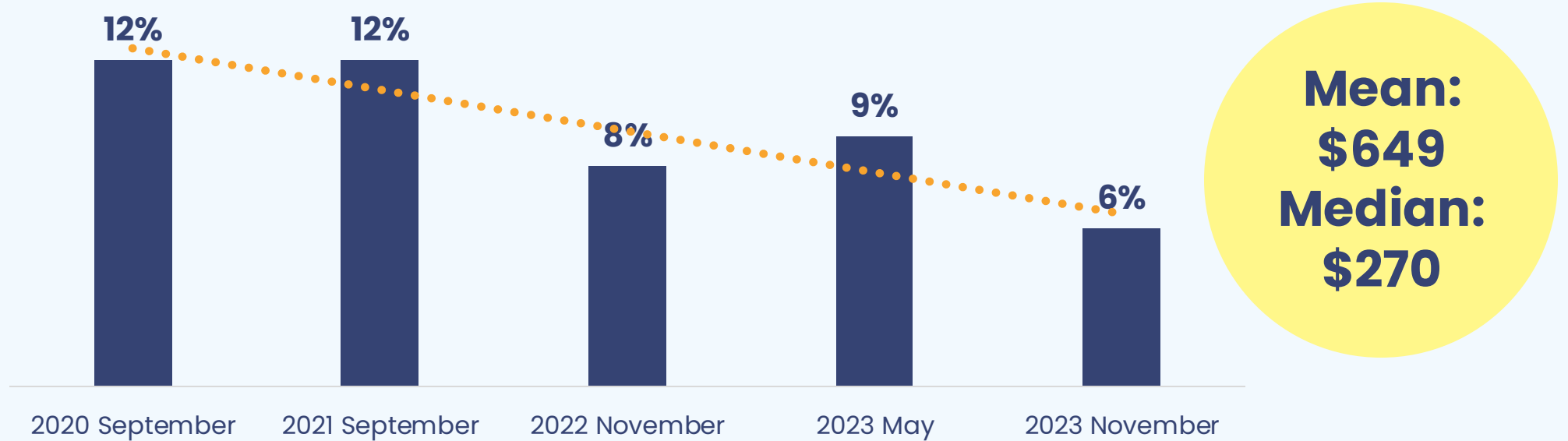
**There's no change in the likelihood to decrease gift, however it's still 27%.**

**Make sure you're getting the  
experience right!**

**your upgrade program is  
working hard and targeting the  
right people!**

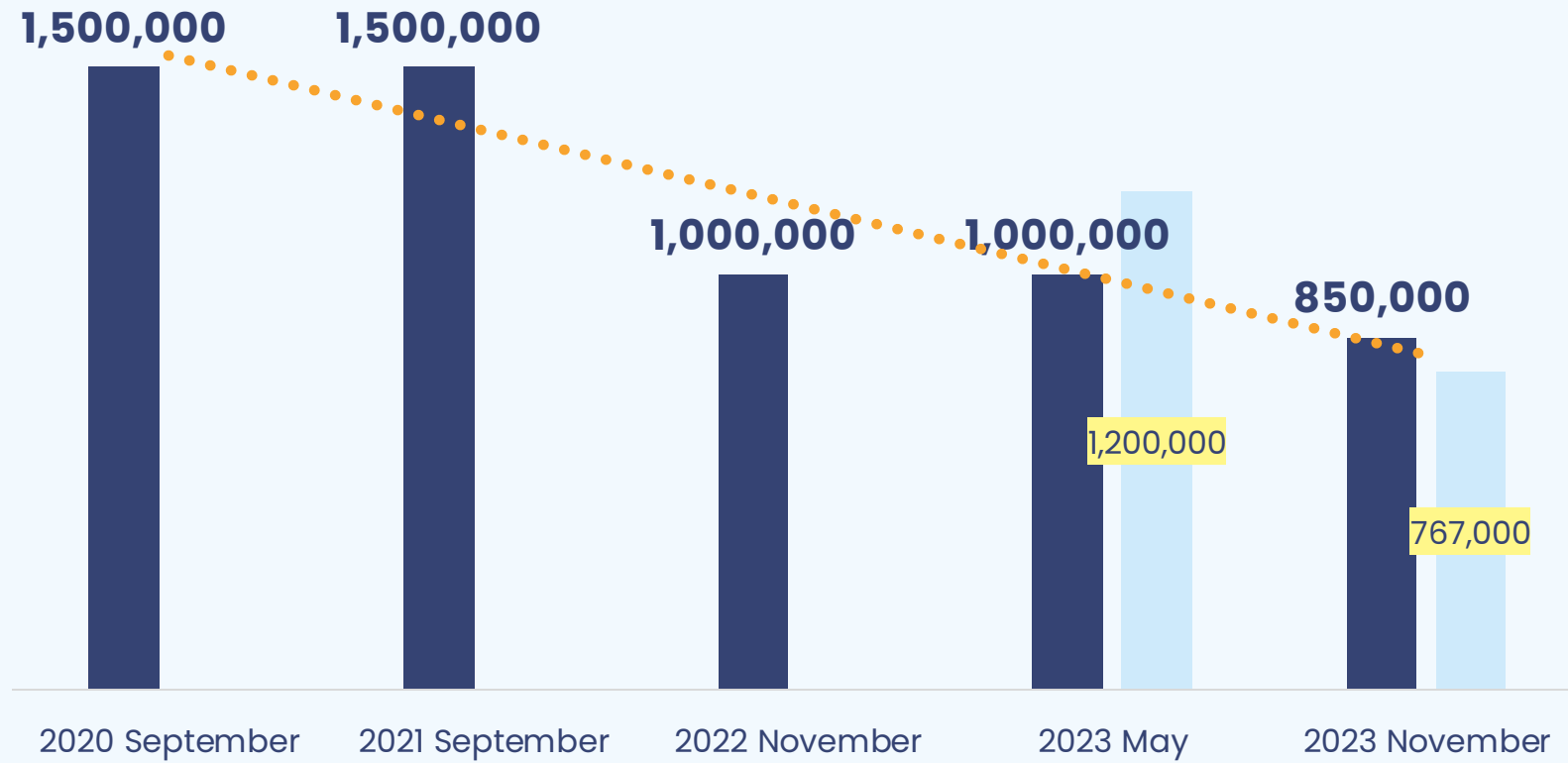
# Direct Mail

# Direct Mail Deep Dive



**Mail has been slowing in decline since 2020**

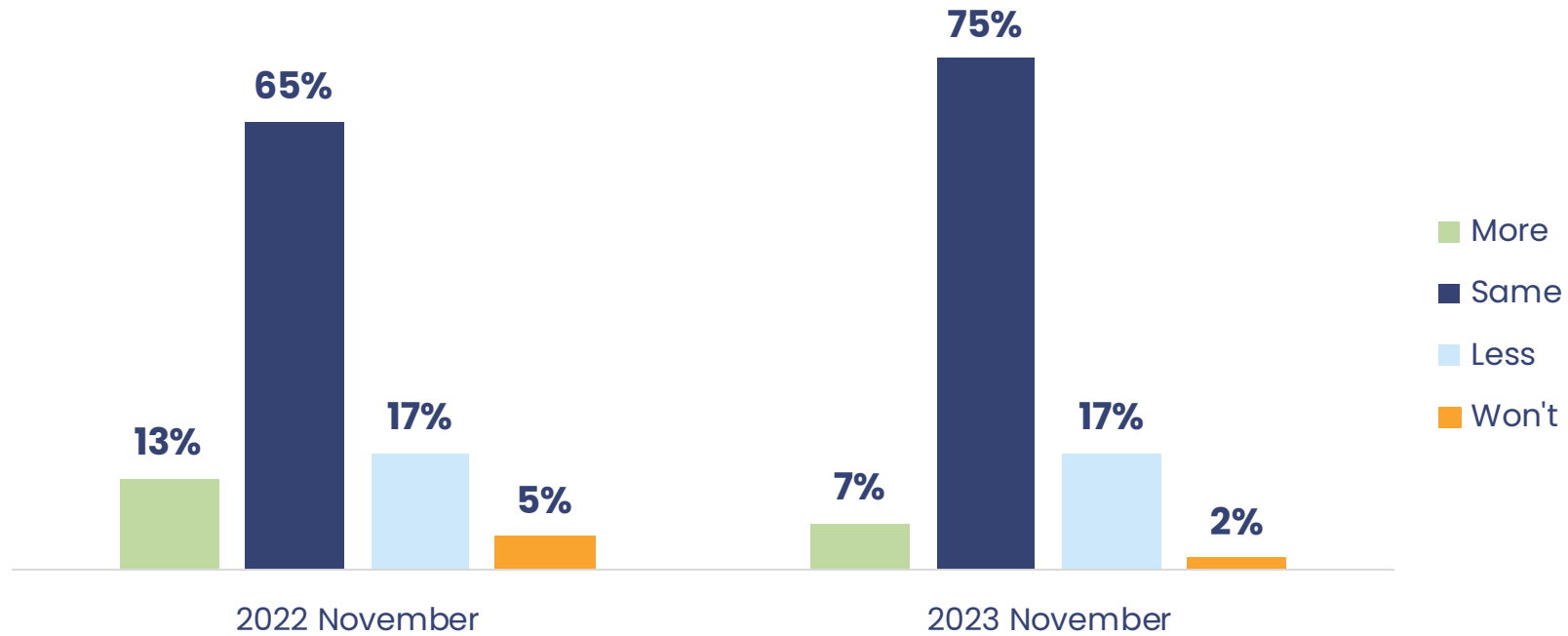
# Direct Mail Deep Dive







# Direct Mail Deep Dive



**There is movement towards 'same' so likely retained supporters to remain stable this year which is a good improvement since May 23.**



# Overall net loss for Direct Mail.

**-12%**

Net Outcome

**This market will continue to shrink over time.**



**Telemarketing has  
remained stable.**

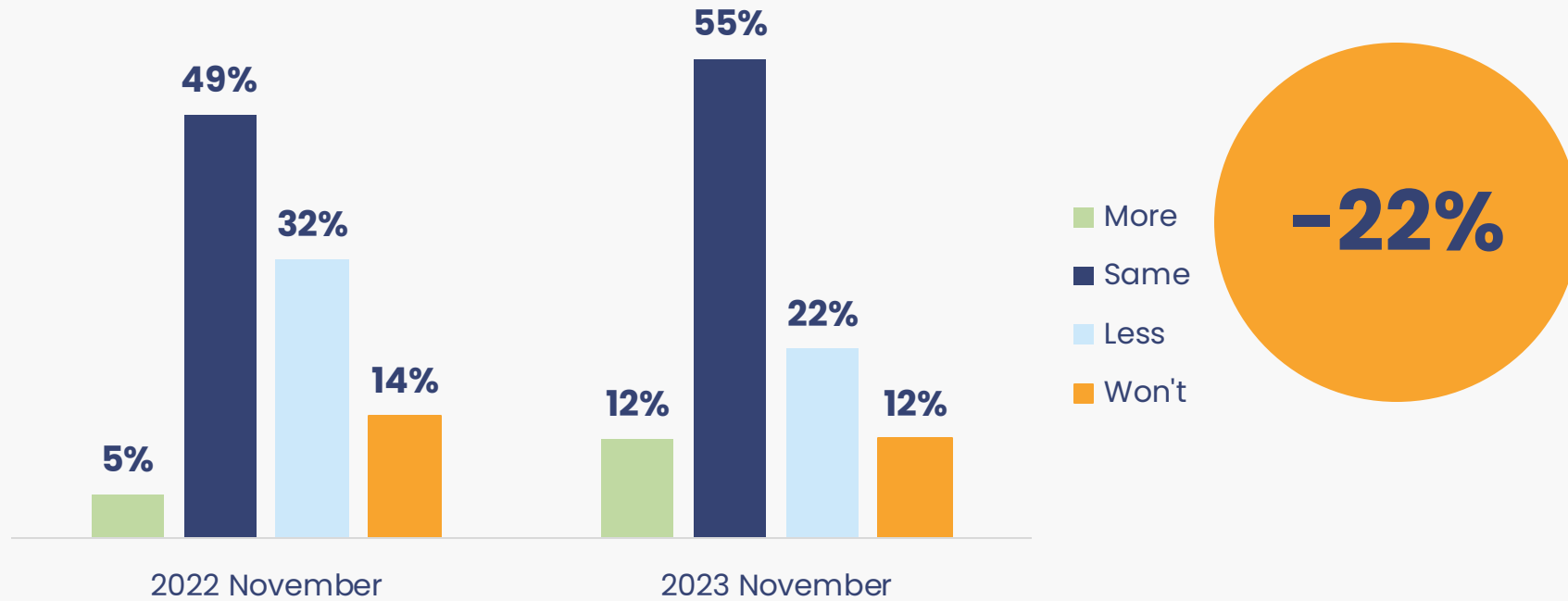
1.3m



**WPG is stable**

0.5m

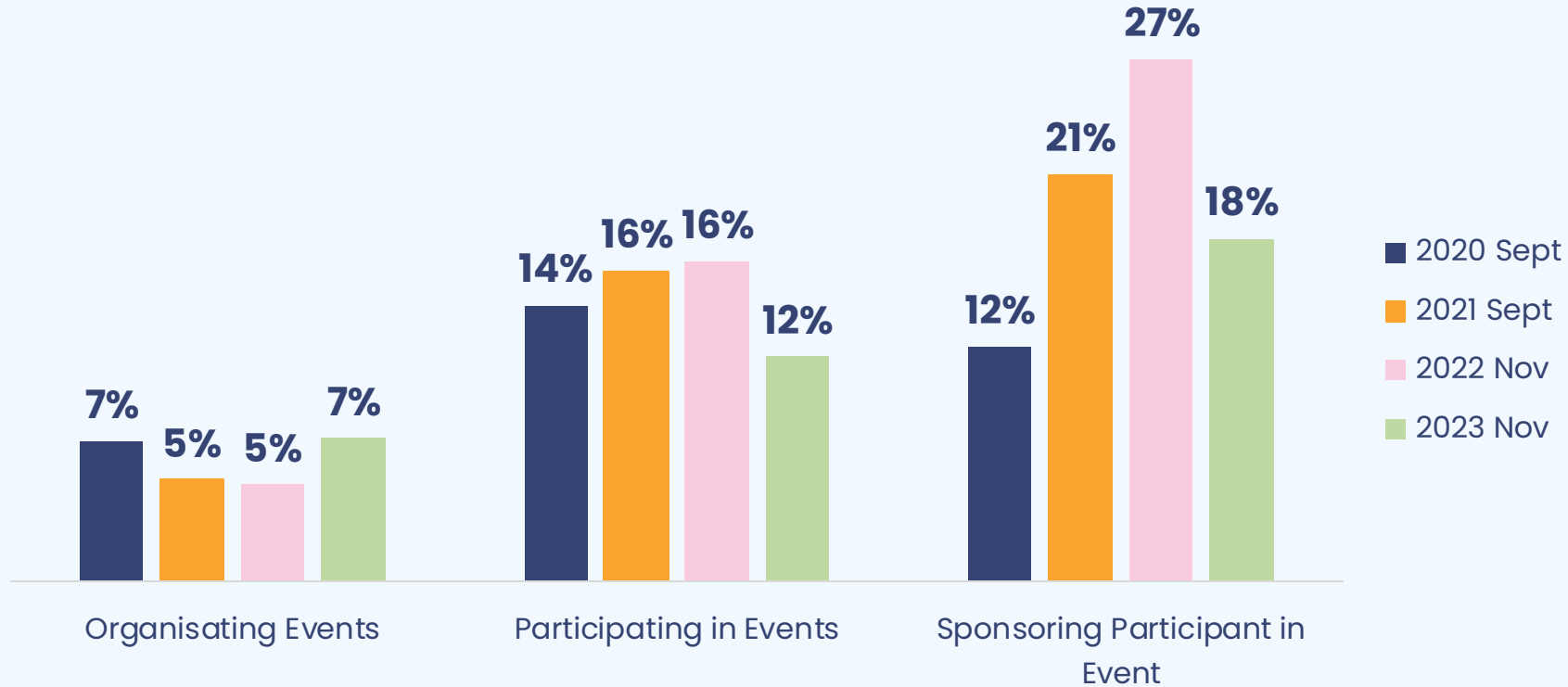
# Telemarketing CAUTION...



**We've had an improvement in do 'more' but it's still likely we'll see it take a dip in 2024.**

# Events

# Events Deep Dive

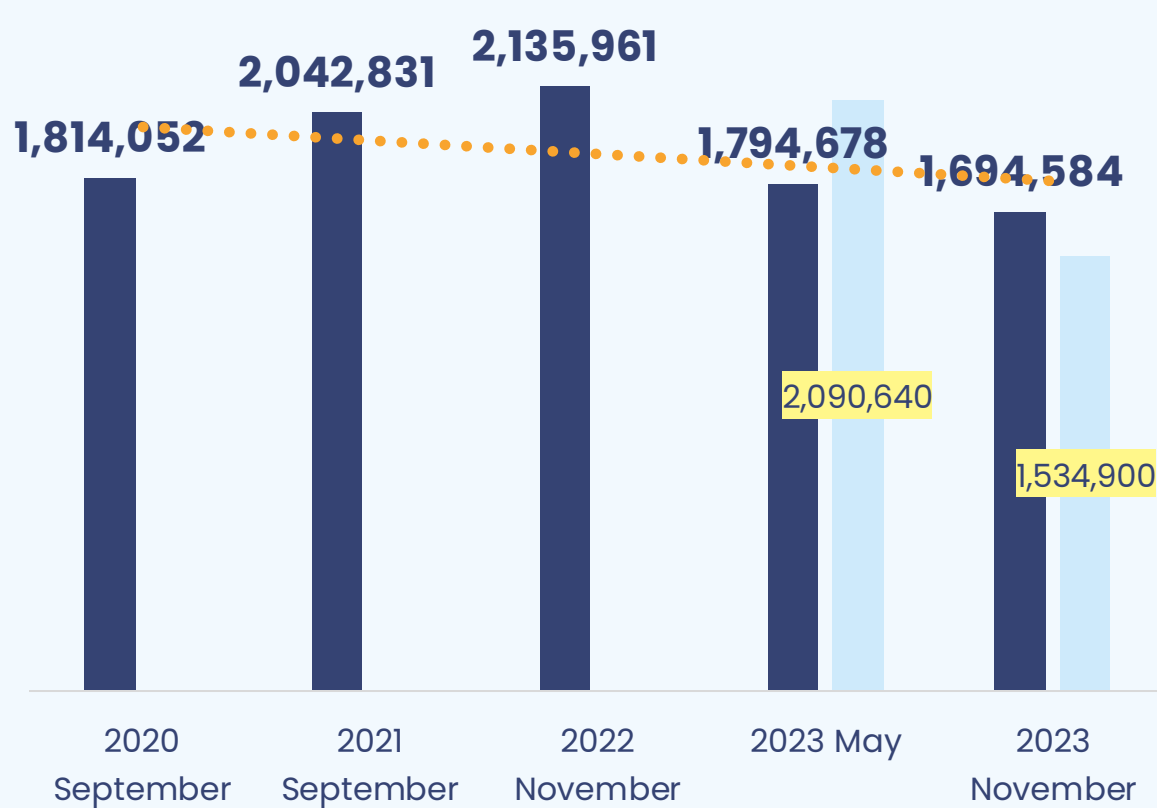


**ORGANISE**  
Mean: \$651  
Median: \$250

**PARTICIPATE**  
Mean: \$456  
Median: \$200

**The peak of events has dropped off, returning to earlier rates with less people likely to participate and sponsor someone.**

# Events Deep Dive



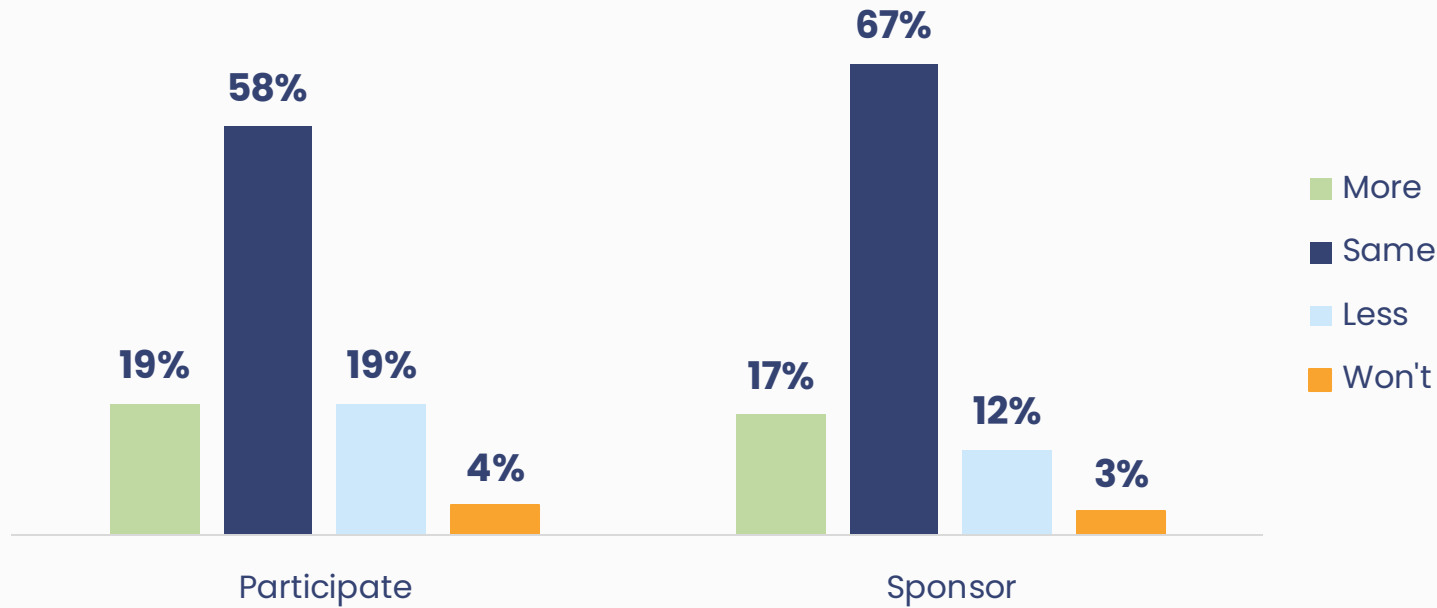
**Participate**



**Sponsor**



# Events Deep Dive



**Participate was +4 in Nov 22. Intent is to sponsor is also trending down with increases in Less/Won't since last year.**

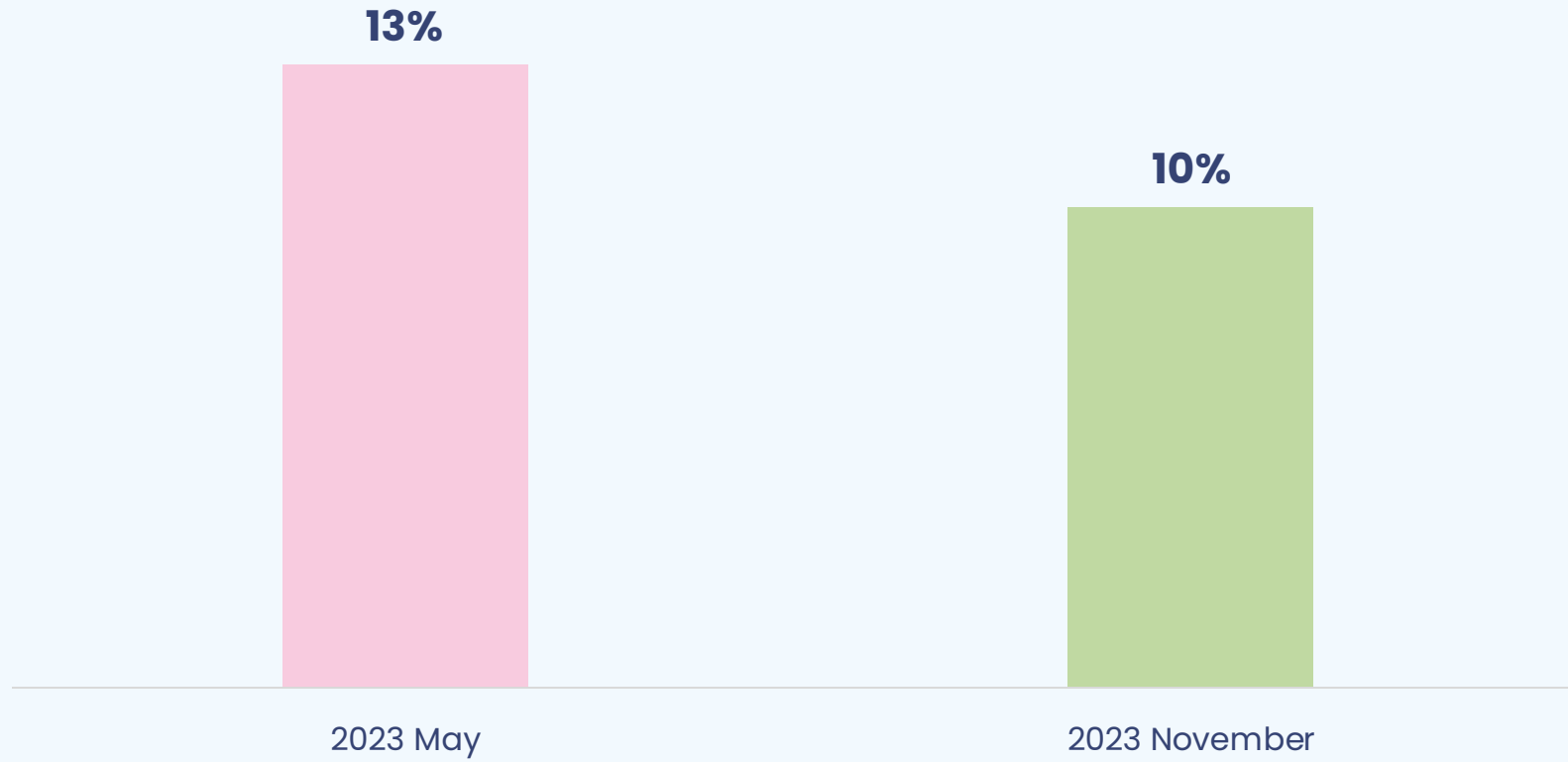


**Foster your **DIY Fundraisers** – these  
active fundraisers are on the rise.**

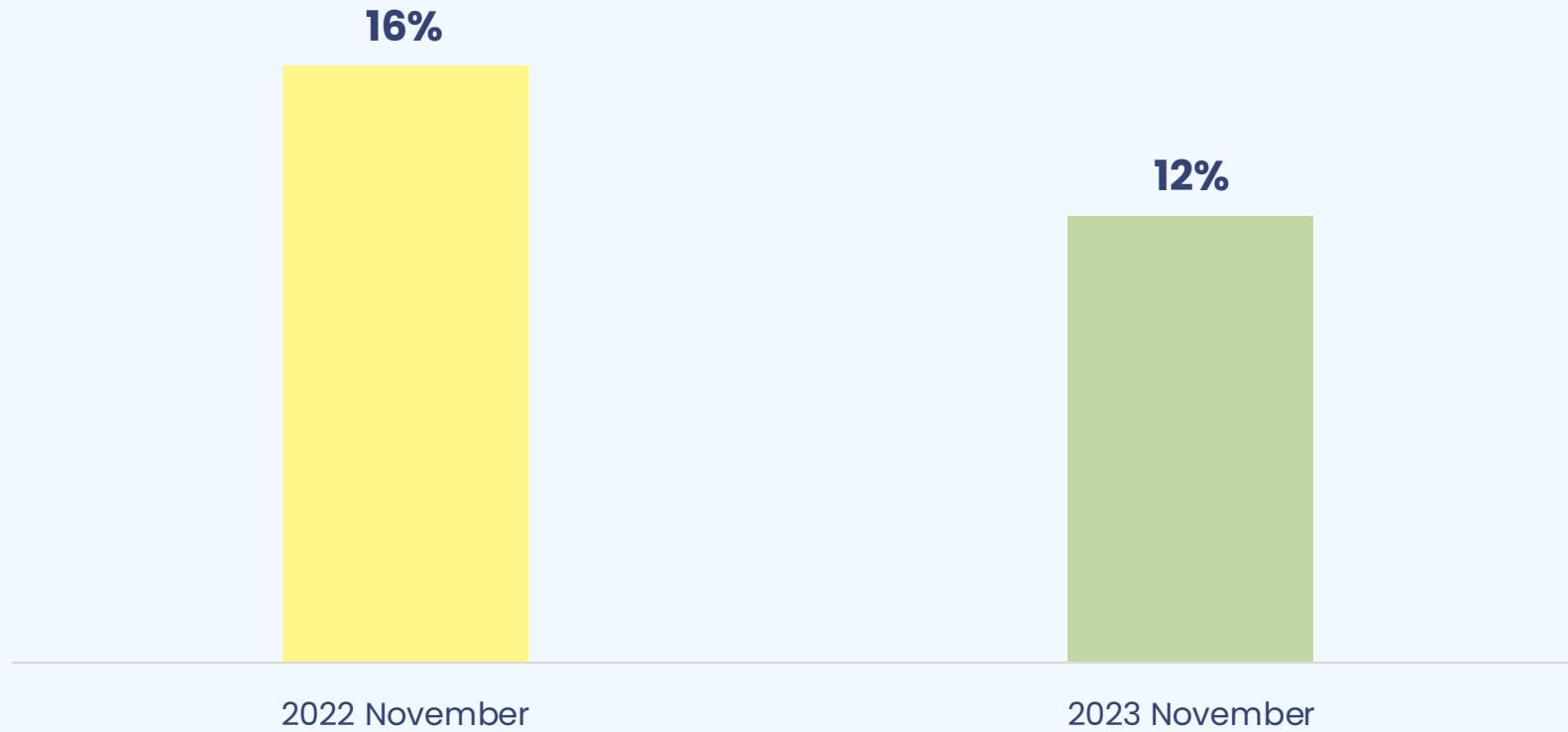
Don't pin your hopes on events.

**Events are going to be in decline for  
the coming year.**

# Facebook Donations:

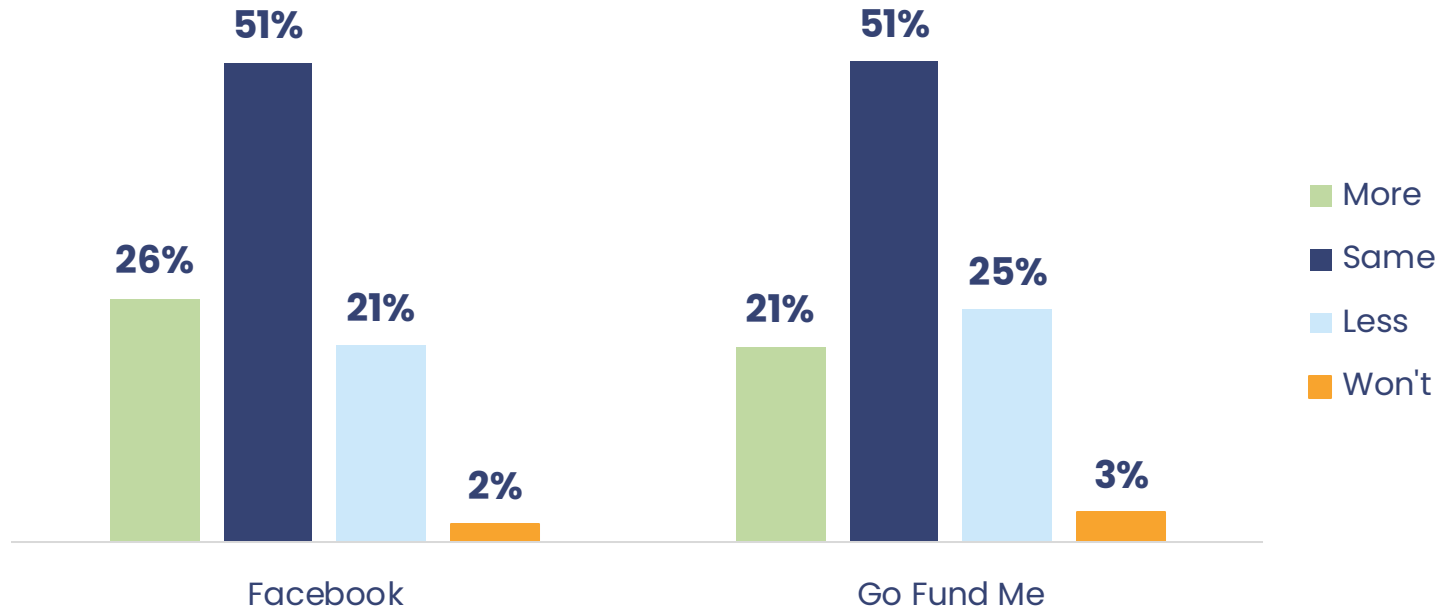


# Go Fund Me



# Have Facebook & Go Fund Me peaked?

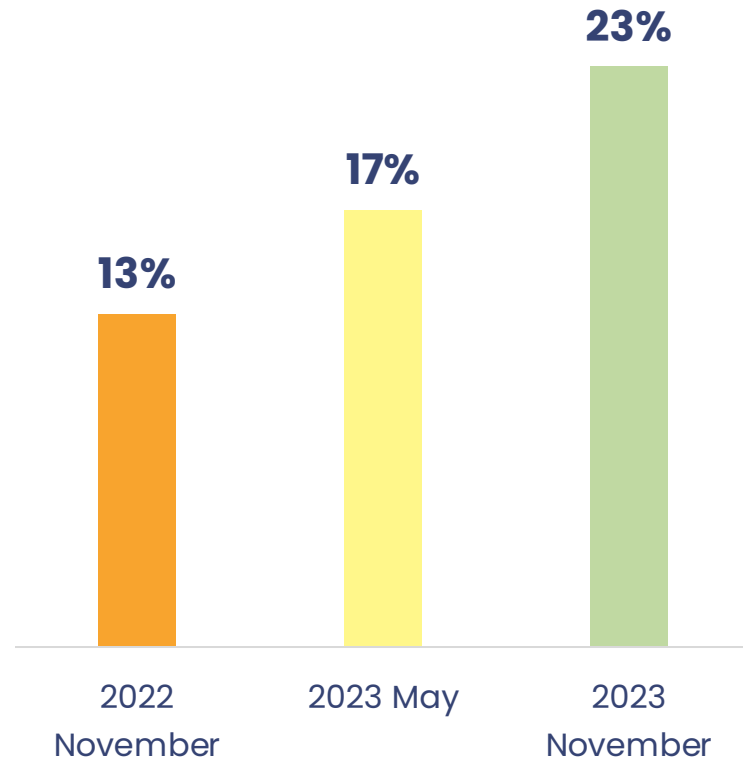
# Social Deep Dive



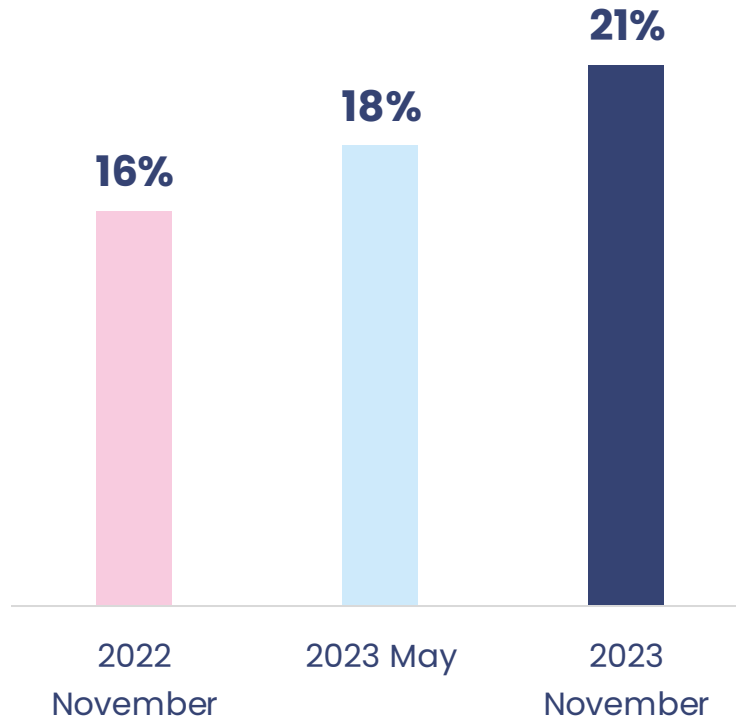
**There's still positive intent for Facebook, less so for Go Fund Me.**

# Gifts in Wills

# Gifts in Wills



**Confirmed**



**Definitely/Probably likely to leave a gift**



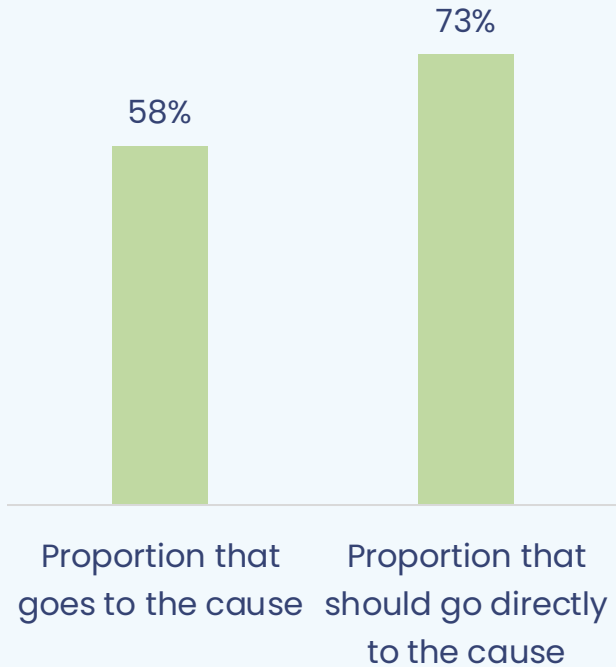
**“A lifetime of memories and the relationship with gifts in Wills”**

**Thursday 11.20am**

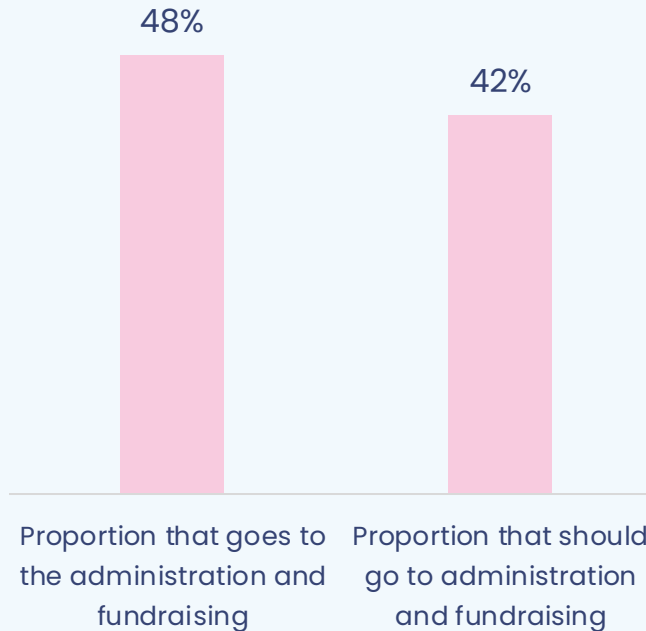


# Pay What it Takes: Donor Disappointment Gap

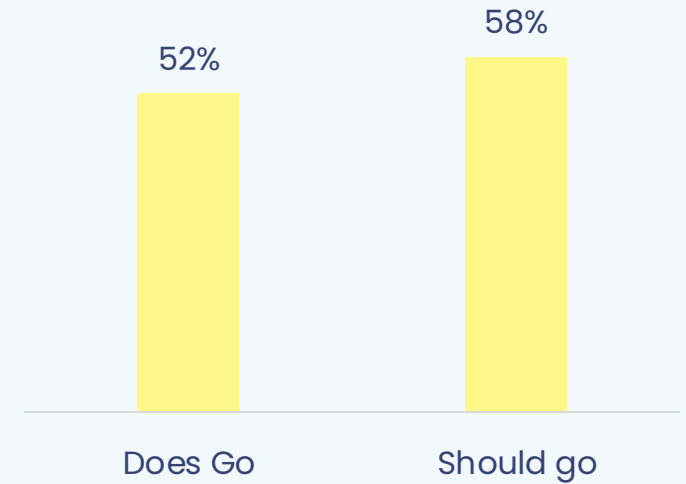
Cause Framed



Fr and Admin Framed



Implied Cause amount FR and Admin Framed



# Messaging Framing

In a not for profit, all resources are carefully stewarded - from incoming to outgoing - with each contributing to ensuring the organisation is healthy, sustainable, and effective for those they serve

All organisations - profit and not for profit - need proper resources to give quality support and pursue their purposes

Resources are essential for building strong infrastructure and increasing a not for profit's resilience, effectiveness and impact, and vital to the enduring impact we aim to achieve for beneficiaries.

# Observations

Mildly flourishing society.

Emphasise control

Recovering

Manage the tight middle

Stratified giving

Protect improving trust

Adjusted lives

Exposed - Intent -  
Behaviour

Be in the budget!

Join PWIT

# PAY WHAT IT TAKES CHARITY CAMPAIGN REPORT

## Our Prediction for 2024 ...



Online to **stabilise** and use  
tactics to drive increased  
value

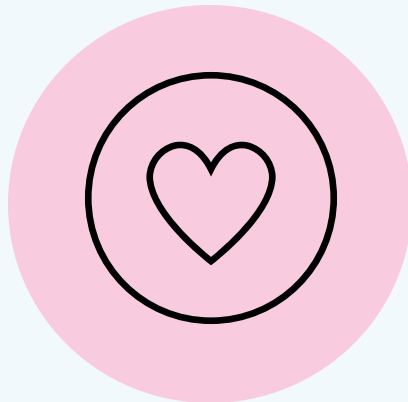


Lotteries to **soften** focus on  
retention and moves

## Our Prediction for 2024 ...



**Regular Giving,  
Telemarketing and Direct  
Mail will continue to be  
challenging in 2024.**



**You'll need to keep driving  
retention and value from  
your fans**

## Our Prediction for 2024 ...



**Events will continue to decline. Achieve maintenance in 2024 and that's a good result**



**Social & tribe have potential so build your community organisers**

# Implications

**We are too  
reliant on the  
same  
people!**

**We are too  
"optional"**

**Intentions  
have  
improved  
but action  
less so!**

**Offer hope  
for society**

**Social norms  
of 1%+**

**Engage the  
more  
confident  
younger  
people for  
the future**

**Continued  
decreasing  
threat to  
more  
effective  
channels**

**Educate  
don't  
disappoint**





The Professional Body for Australian Fundraising

**Our Research Partner  
Thank You!**

# Join Our Research Program:



## WEBINAR

Present findings in a 2-hour partner presentation twice a year.



## REPORTS

Report of results by key demographics  
Report of changes in attitudes and behaviours  
Report for charity specific question  
Report compare donors to public (if supplied)



## DASHBOARD

Key metrics presented in a dashboard.