

# American Express Charitable Gift Survey

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# Ted Hart

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# Why Survey?

- To examine American online charitable giving practices
- To understand the **increasing use of credit cards and other online transactions** for charitable giving.
- Summer 2007 Philanthropic Giving Index (PGI) found that more fundraisers reported **increased success with Internet and e-mail fundraising techniques** since it was first recorded in 2000.
- At least 47 percent of fundraisers who responded to the survey reported that the **average size of online gifts was between \$50 and \$250**
- Online giving comprised of at least **1 to 5 percent of the organization's total donations.**

## Katrina and Tsunami

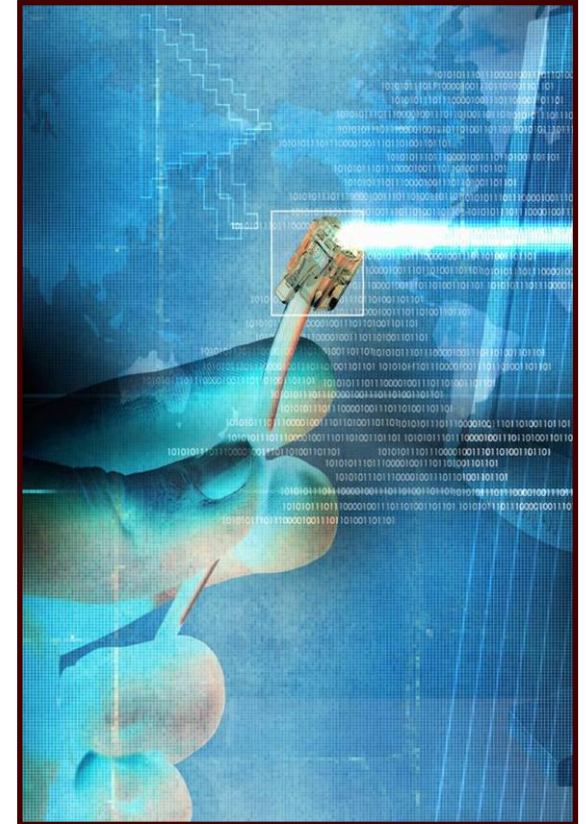
- **Half of \$487 Million** donated to Katrina victims raised online
- **\$252.5 Million** raised online after Tsunami disaster
- **\$5.83 billion, or 79% of disaster relief, contributed by individuals**

SOURCE:  
Giving USA Report on Charitable Giving 2005



# Scope of Study

- Identify key trends in American giving practices
- Help nonprofits use the Internet more strategically
- Build stronger relationships with constituents
- Expand their fundraising efforts.



# Scope of Study

- Shed light on the online charitable giving practices of American households and their preferences.
- The findings will permit nonprofit organizations to evaluate their current fundraising practices and plan future strategies based on empirical research.



# American Express

- Merchant Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe, which welcome American Express-branded Cards.
- American Express Company ([www.americanexpress.com](http://www.americanexpress.com)) is a diversified worldwide travel, financial and network services company founded in 1850. It is a world leader in charge and credit cards, travel, financial planning, business services, insurance and international banking. Giving back is a core value of American Express and being a “good citizen” is a hallmark of the brand. American Express was the first company to launch a cause-related marketing campaign, which was a program benefiting the Statue of Liberty in 1983, and the Company has continued to roll out successful initiatives around the world that have supported and enhanced the communities where we live and work.

# Center on Philanthropy at Indiana University

- Largest, most comprehensive academic center devoted to increasing the understanding of philanthropy, improving its practice, and enhancing participation in philanthropy.
- Research, teaching, public service and public affairs.
- More than 200 students enrolled in degree programs.
- 8,000 participants annually in public service programs such as The Fund Raising School.
- Home of Lake Institute on Faith & Giving, Third Millennium Leadership Initiative, Women's Philanthropy Initiative.

# Other partners in this study

- Innovative Research Group fielded the survey. This company is a public opinion research and strategy firm with offices in Toronto and Vancouver, Canada.
- Hart Philanthropic Services Group/[tedhart.com](http://tedhart.com) served as project manager. Tedhart.com is a unique global consultancy that works with organizations to create and implement online and offline approaches for fundraising and branding, among other services.

# Introduction: American Express Charitable Gift Survey

- Identify amounts, recipient types, and methods of making charitable contributions.
- Unique Value-Added Aspects of this Research
  - Online and offline giving
  - Typical gift amounts for specific charitable donations, and
  - Whether or not donors give more during the holiday season
- Study fills major gaps in the knowledge of how households contribute
- Study provides useful benchmarks

# Methodology

- Innovative Research Group of Toronto:
  - 32-question telephone survey using random-digit dialing in the U.S., Late September 2007
- 1,505 respondents:
  - 1,300 in a nationally representative sample;
  - 205 oversample of online donors.
  - Total of 300 online donors.
- Responses weighted using population distribution information from U.S. Census Bureau:
  - Age, income, race, and region.

# Methodology – Page 2

- The Center on Philanthropy at Indiana University reviewed and analyzed the data and prepared this report.
- Outliers were identified as respondents giving more than three times the standard deviation from the mean (most recent gift, online gift, and offline gift outliers were determined separately – a gift that fit the outlier definition in any of those was treated as an outlier for all analyses).

# Data Limitations

- Up to 10 percent of U.S. households, many of them in the younger age cohort, do not have landline telephone numbers.
- The Random Digit Dialing procedure will systematically exclude people who use only a cell phone, as cell phones are not included in the exchanges for RDD.
- The Pew Research Center for the People and the Press concluded in May 2006 that for a political survey, including (or not) the cell phone – only group changed results by “no more than one percentage point on any of nine key political questions.”

# Prior Online Giving Studies

In 2001, James Austin estimated that by 2010, one-third of charitable giving would be online.

- July 2005 study of giving, conducted online, found that 14 percent of the 2,333 Americans contacted had contributed online in the prior 12 months.
  - 12-month period included the relief efforts after the Indian Ocean tsunami.
  - May include donors who have not made an online gift recently.

# Prior Giving Study: Philanthropic Giving Index (PGI)

- PGI reports steady rise in success of Internet fundraising.
- Below 10 percent in 2000. Rose to 22 percent in summer 2007.
- Growth in success can be explained in these ways:
  - More people are giving online.
  - Same people are giving online but making more gifts or making larger gifts online.
  - More organizations are asking for donations online and getting small contributions (so that success means going from zero to something) without any fundamental change in donor behaviors.
  - Perhaps other causes as well.

# Prior Online Giving Study: Pew Trusts

- Study in February – March 2007 found that 71 percent of American adults use the Internet.
- 71 percent of Internet users had gone online to buy a product (August 2006).
- 43 percent did at least some banking online (December 2005)
- 18 percent of Internet users had ever made a donation to charity online (September 2005).
- Just under 13 percent of the entire adult population had ever used the Internet to make a gift as of Fall 2005.
- 2005 findings do not tell us how many people made gifts recently using the Internet.
  - May incorporate online major disaster relief giving.

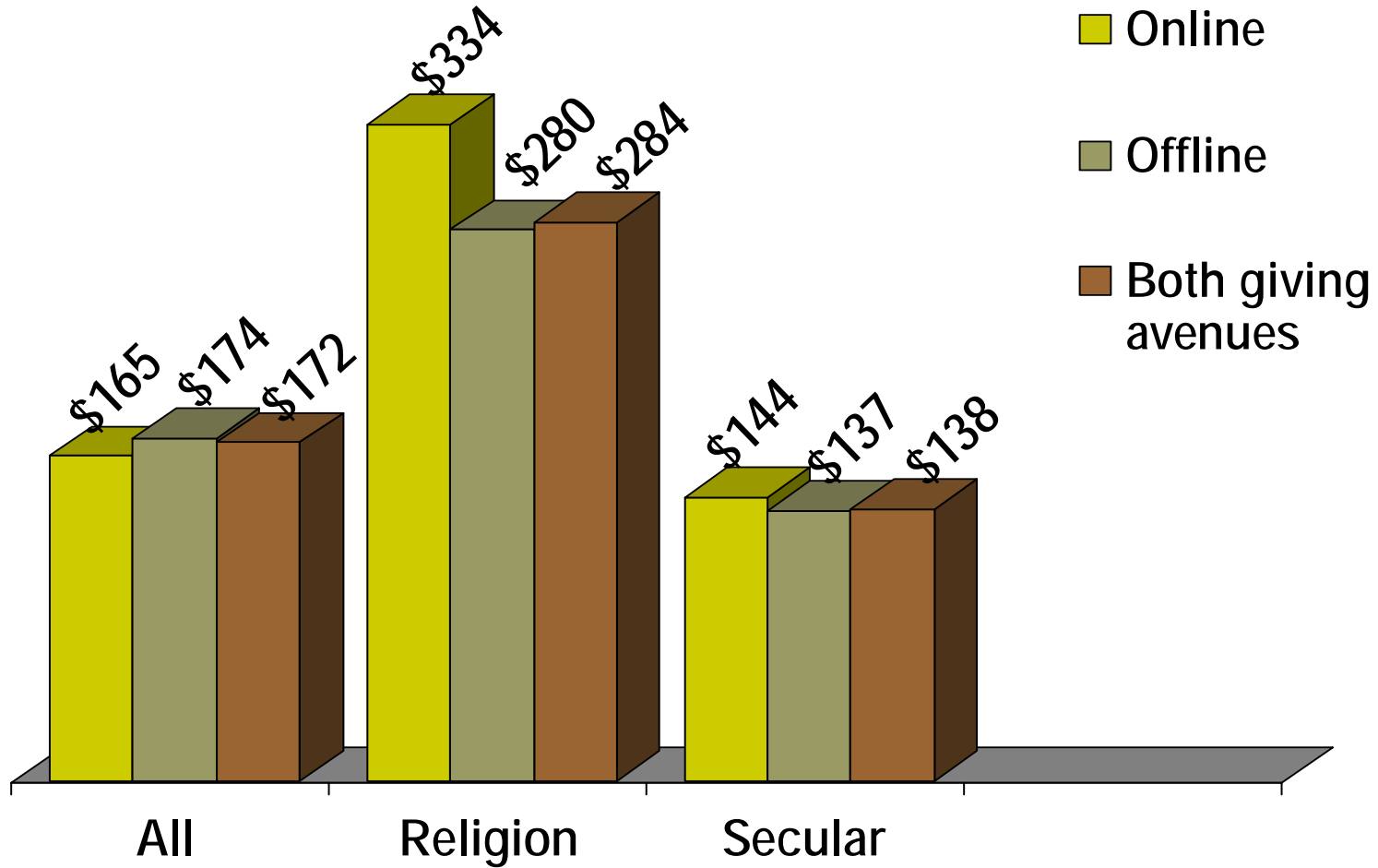
# American Express Charitable Gift Study

- 5.9 percent of adults in the United States gave online in the past 12 months.
- One in ten donors gives online currently.
- 64 percent of online donors cited convenience as a reason for online giving.
  - True for all ages of online donors and for all income levels of online donors.
- Charities themselves have an important role to play. 20 percent said that they gave online in response to something the charity initiated.

# Online Giving Now

- Average online gift is about same amount as offline gift.
- Online gifts from donors who used credit cards averaged \$267; Average gift from donors using checks was \$160.
- The most recent online gifts are slightly lower, on average, than the most recent offline gifts, but the difference is not statistically significant.
- Findings about average gift size follow, when excluding outliers
  - 12 gifts of \$7,000 or more
  - 10 made offline and 2 made online.

# Fig. 1: Mean Gift Size



# Online and Offline Gifts

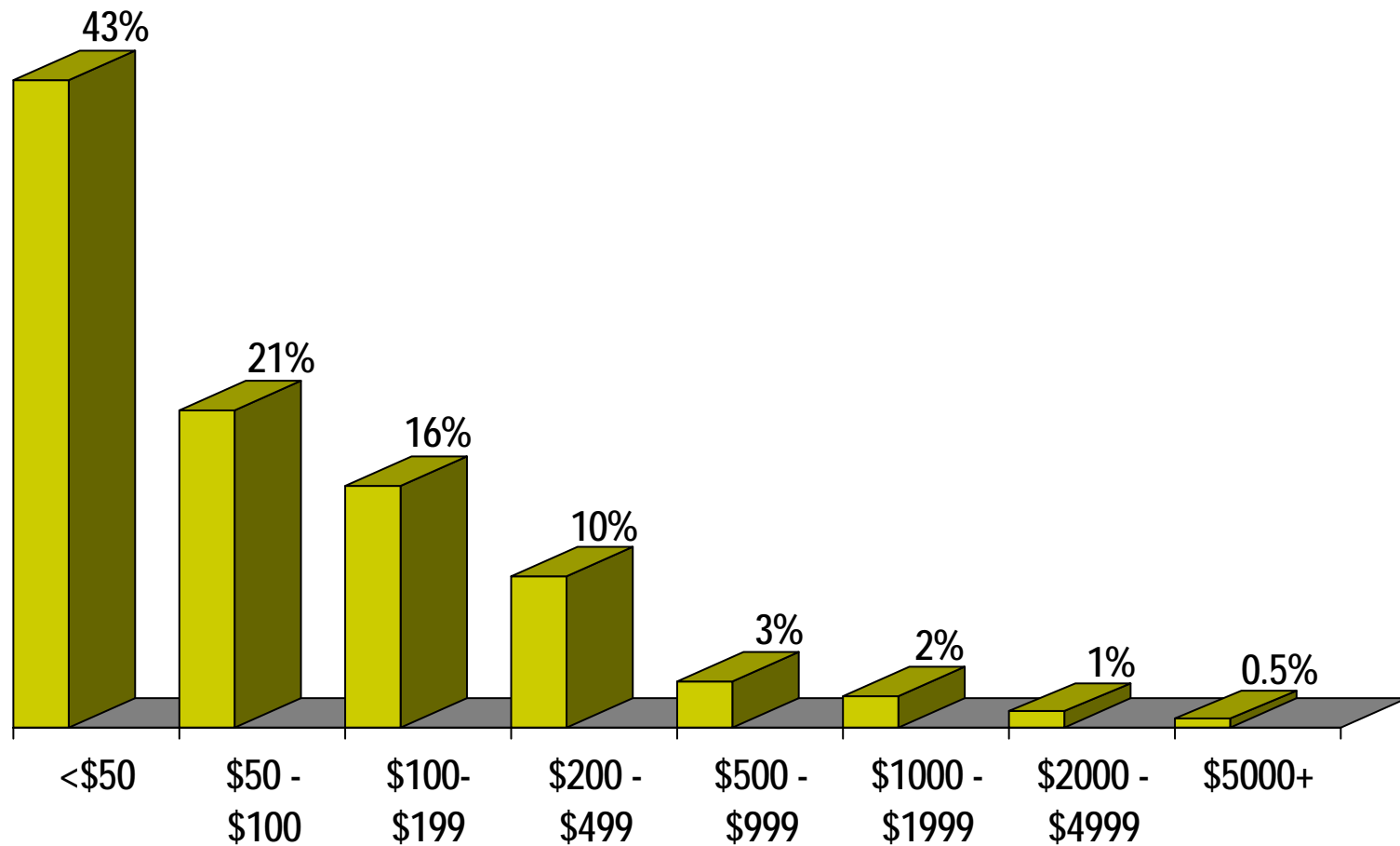
	All		Religion		Secular	
	Mean	Median	Mean	Median	Mean	Median
Both	\$172	\$50	\$284	\$75	\$138	\$50
Online	\$165	\$50	\$334	\$50	\$144	\$50
Offline	\$174	\$50	\$280	\$75	\$137	\$50

Online religion donations are shown, but the number of donations is fewer than 30. No firm conclusions can be drawn comparing online religion giving to any other type of donation.

# Most Gifts are Less Than \$100

- Two-thirds (64 percent) of the gift amounts in this study were below \$100, and 43 percent were below \$50.
- Based on gifts reported by a representative sample of households.
- Gifts will not be a complete sample of all giving in the United States because it include only the most recent gifts from those households.
- Some households may make larger (or smaller) gifts at other times of the year that could shift this distribution.

# Fig. 2: Gifts by gift amount



# Data Table for Graph

Gift size	Percentage of gifts in this study	Percentage of gifts not including outliers	Percentage of all dollars in this study	Percentage of dollars not including outliers
<\$50	43%	45%	3%	5%
\$50 - \$99	21%	21%	4%	6%
\$100 - \$199	16%	16%	5%	9%
\$200 - \$499	11%	11%	9%	15%
\$500 - \$999	4%	4%	7%	12%
\$1000 - \$1999	2%	2%	7%	12%
\$2000 - \$4999	2%	2%	14%	26%
\$5000+	<1%	<1%	8%	13%
Outliers, > \$7000	1%	--	44%	--
<b>Total*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*Total may not equal 100.0 percent due to rounding.

# Most Gifts are Less Than \$100

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- Two-thirds (64 percent) of gifts are below \$100.
- Accounted for 7 percent of the dollars (when the outlier-size gifts are included in the dollar total) or one-tenth (11 percent) of the dollars excluding the dozen gifts of \$7,000 or more.
- This distribution of gifts most likely reflects “annual giving” for operations, and the outliers are likely to be major donations for special purposes, such as capital campaigns.

# Average Gift Amount Varies by Type of Recipient

- All gifts in this survey averaged \$172.
- Equals about 8 percent of the estimated average total household contribution of \$2,065 for a year.
- The following slides show
  - Annual giving information from the Center on Philanthropy Panel Study (COPPS)
  - Average gift information from the American Express Charitable Gift Study by type of recipient charity (health, education, etc.)

# Annual figures: Giving to religion

- The Center on Philanthropy Panel Study shows that in the United States, when totaling annual donations, more than half of household charitable giving is directed to religion.
- About 45 percent of households make at least one gift to religion during a year.
- The annual household total giving to religion by donors who give to religion is \$1,887.

# Average Religious Giving in this study

- In this study, nearly 23 percent of the most recent gifts were gifts to churches and for other religious purposes (media ministries, Bible translation societies, and missionary work).
- These donations averaged \$284, which is nearly \$150 more than the average gift to other causes.

# Annual figures: Secular Giving

- Nationally 55 percent of households contribute in a year to secular causes, according to COPPS.
- The average secular contribution in a year is \$940 by donors who give to secular causes.
- In this study, all secular gifts (non-religious activities, even if faith-based) averaged \$138.

# Secular Charities

Secular charities include the following:

- ❑ Arts and cultural organizations.
- ❑ Educational institutions (including public or parochial schools).
- ❑ Organizations engaged in work to preserve the environment or to care for animals.
- ❑ Health care and health research charities.
- ❑ Human services organizations.
- ❑ International aid agencies.
- ❑ Public-society benefit charities-defined below.

# “Public-Society Benefit” Charities

- Work to improve the lives of veterans, public-safety officers (firefighters and police officers), or unionized workers.

OR

- Combined purpose funds, such as United Way, Jewish federations, Combined Federal campaign, and other entities that collect donations and allocate them to many different types of recipient charities

Combined fund gifts are separated here in part because the study occurred just after the launch of United Way campaigns in September 2007. Total national participation in such campaigns is a question of interest to scholars and others.

# This study: Secular Giving - Health

- One in five donors (20 percent) made their most recent contribution to a charity focused on health care.
- Often an organization raising funds for the prevention, cure, or treatment of a specific disease or disorder.
- The average gift size is \$102
  - median is \$50.



# This study: Secular Giving – Human Services

- 12 percent of the donors gave their most recent gift to an organization classified in the Human services subsector.
- Human service charities received an average of \$167 per gift.
  - Median gift for human services charities was \$50.



# This study: Secular Giving – “Public-Society Benefit” not including combined purpose funds

- Subsector received just under 11 percent of the gifts reported by donors in this study.
- The average gift was \$59.
- The median gift amount, at \$25, was the lowest of the median values in this study.



# This study: Secular Giving – Combined Purpose Funds

- ❑ Combined purpose funds received just under 6 percent of the donations.
- ❑ The average gift was \$143.
- ❑ The median was \$50.

# Mean and Median Amounts

	Count	Percent of Gifts	Mean	Median
Religion, ministry, missionary society	217	22.9	\$284	\$75
<b>SECULAR GIVING</b>				
Health	193	20.4	\$102	\$50
Human services	113	11.9	\$167	\$50
Other: illegible reply, donor didn't know/reply	114	12.0	\$143	\$50
Public-society Benefit	101	10.7	\$59	\$25
Combined purpose	54	5.7	\$140	\$52
International aid or relief	44	4.6	\$167	\$50
Different types of organizations	34	3.6	\$189	\$25
Environment or animal-related cause	31	3.3	\$81	\$30
Educational institution	26	2.7	\$375	\$51
Arts, culture, or humanities	21	2.2	\$313	\$135
<b>Total Secular</b>	<b>731</b>	<b>77.1</b>	<b>\$138</b>	<b>\$50</b>
<b>TOTAL religion and secular</b>	<b>948</b>	<b>100.0</b>	<b>\$172</b>	<b>\$50</b>

# Recipient Types

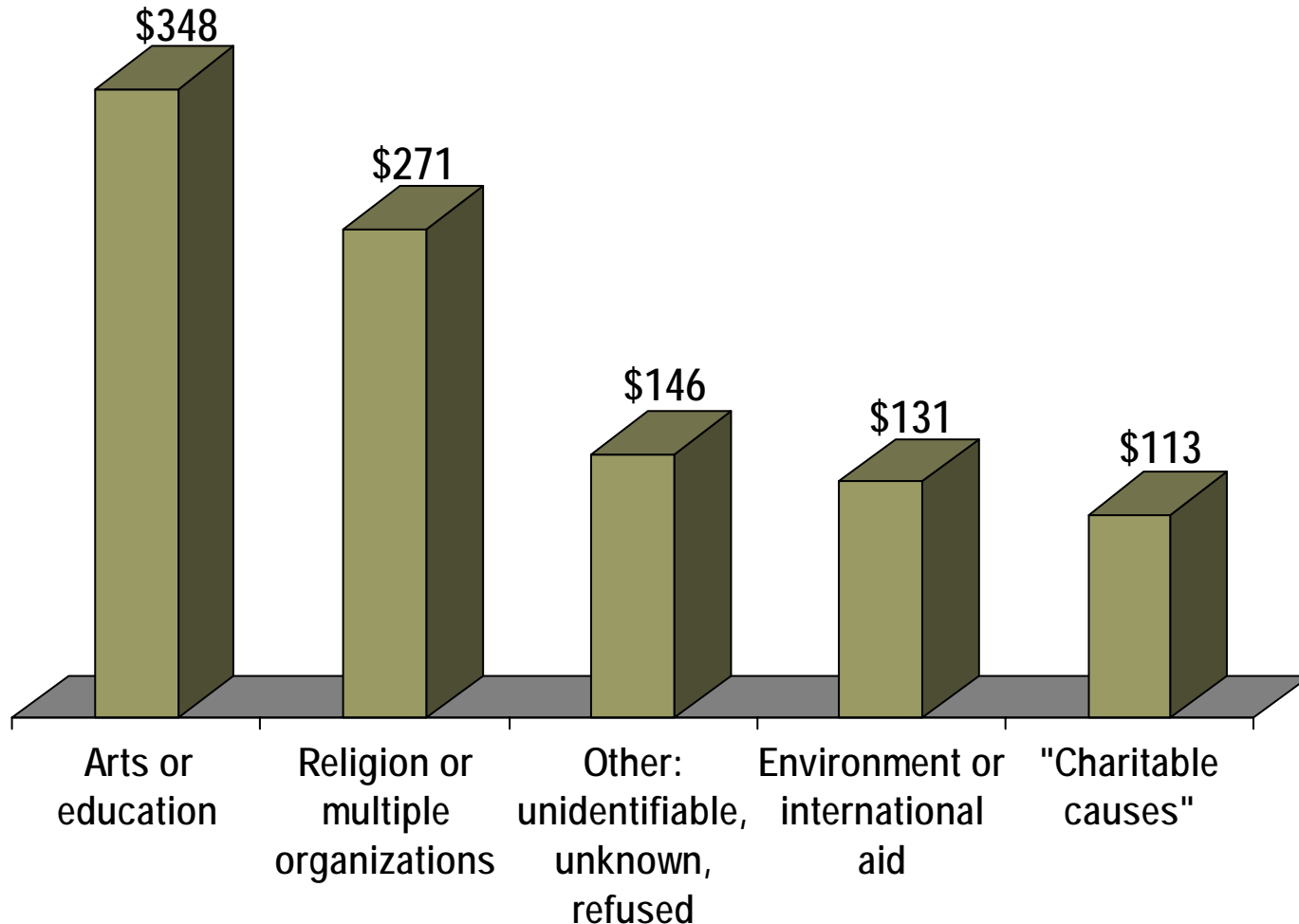
- Several types of recipients had too few donations to analyze statistically.
- To boost analytical power, we combined groups that might be considered similar.
- We considered subsectors when the mean gift size was close and when prior research at the Center on Philanthropy has shown that donors who give to one of the groups are likely to give to the other cause(s) in the cluster (based on prior work done for the Center on Philanthropy Panel Study).

# Recipient Clusters

The larger clusters group the following together:

- Religion and people who reported giving to religion and at least one other type of organization because we could not separate the amounts for each. It made sense to put these 34 multiple-organization gifts into religion because religion is a) the most frequent and b) the largest gift amount, on average.
- Arts and education.
- “Charitable causes,” which clusters human services, health, public-society benefit, and combined funds.
- Environment/animals and international affairs.

# Fig. 3: Mean Gift by Recipient Type



# Data Table for Figure

	Mean	n =
Arts or education	\$348	47
“Charitable causes”	\$113	461
Religion or multiple types of organizations		
Note: Multiple organization gifts are lower, which is why this is less than the religion-only average of \$284	\$271	251
Environment or international aid	\$131	76
Other: illegible reply, unknown, refused	\$146	113
Total gifts analyzed	\$172	948

# Summary of findings about means

- No statistically significant difference in the size of the average gift to arts or education (\$348) when compared with the average gift to religion (\$271).
- Wide range in the size of the individual gifts to arts, education, and religion, and a comparatively small number of gifts to arts and education.
- With a larger number of arts/education gifts, it is very likely that the difference found here would reach statistical significance.

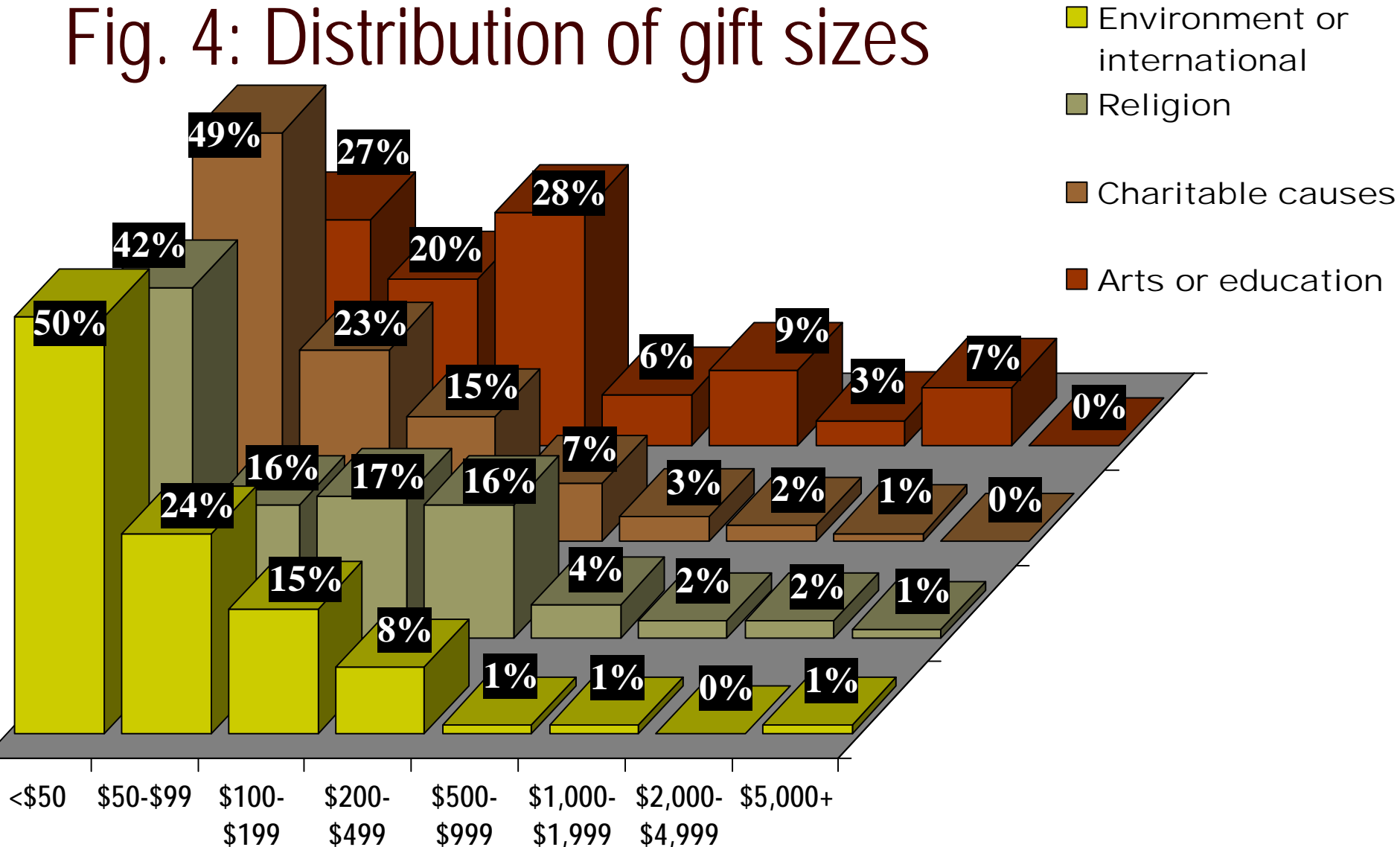
# Summary of findings about means

- The average arts or education gift (\$348) is larger than the average gift to “charitable causes” (\$113). ( $p=.038$ .)
- A “p-value” less than 0.05 indicates statistical significance and that if the study were repeated 100 times, the difference would again be found in 95 of them.
- The other two named secular cause clusters – “charitable causes” and environment/international – are not different from one another using statistical analysis.

# Mean gift amounts by recipient type and by online and offline transactions

	Total	n=	Online	n=	Offline	n=
Arts or Education	\$348	47	\$334	19	\$356	28
“Charitable causes:” combined fund, health, human services, or public safety/veterans	\$113	461	\$101	99	\$116	362
Religion or multiple types of organizations (religion usually one of those)	\$271	251	\$305	26	\$267	225
Note: Multiple organization gifts are lower, which is why this is less than the religion-only average of \$284						
Environment or international	\$131	76	\$212	29	\$81	47
Other: unknown, refused, illegible reply	\$146	113	\$93	28	\$164	82
<b>Total, gifts analyzed</b>	<b>\$172</b>	<b>948</b>	<b>\$165</b>	<b>202</b>	<b>\$174</b>	<b>746</b>

# Fig. 4: Distribution of gift sizes



# Data Table for Fig. 4

	Arts or Education	Charitable causes	Religion or multiple causes	Environment or international affairs
< \$50	27%	49%	42%	50%
\$50 - \$99	20%	23%	16%	24%
\$100 - \$199	28%	15%	17%	15%
\$200 - \$499	6%	7%	16%	8%
\$500 - \$999	9%	3%	4%	1%
\$1,000 - \$1,999	3%	2%	2%	1%
\$2,000 - \$4,999	7%	1%	2%	0%
\$5,000+	0%	0%	1%	1%

# Typical Gift Size

- Asked donors about recent gift amount and typical gift amount.
- Most recent gifts were close to the typical gift amount.
- This was true for online gifts
  - 76 percent said the recent gift was similar to a typical gift
- Offline gifts
  - 78 percent said the recent gift was typical.

# Percentage reporting typical gift compared with actual gift

Typical is	Donation type	
	Online	Offline
Smaller	10	11
Same	76	78
Larger	14	11
Total %	100	100
	n=194	n=712

# Table 3: Mean and median recent and typical gift amounts

Some donors reported both online and offline gifts

Outliers excluded, weighted

	Online gifts n=196		Offline gifts n=745		Total gifts N=942	
	Mean	Median	Mean	Median	Mean	Median
Recent gift amount	\$165	\$50	\$174	\$50	\$172	\$50
Typical gift amount	\$236	\$50	\$394	\$50	\$359	\$50

# Online and Offline Giving

- A total of 102 respondents in the total sample (n=1,505) had given their most recent gift offline and were also asked about their most recent online gift.
- Among these donors, online gifts were, on average, \$116, and offline gifts averaged \$229. These results are not weighted.
- The median for both types of donations was \$50.
- The means are different with statistical significance ( $p < .01$ ). This includes gifts to religion and to secular causes.
- For these 102 donors, offline gifts were higher, with statistical significance, than online gifts.

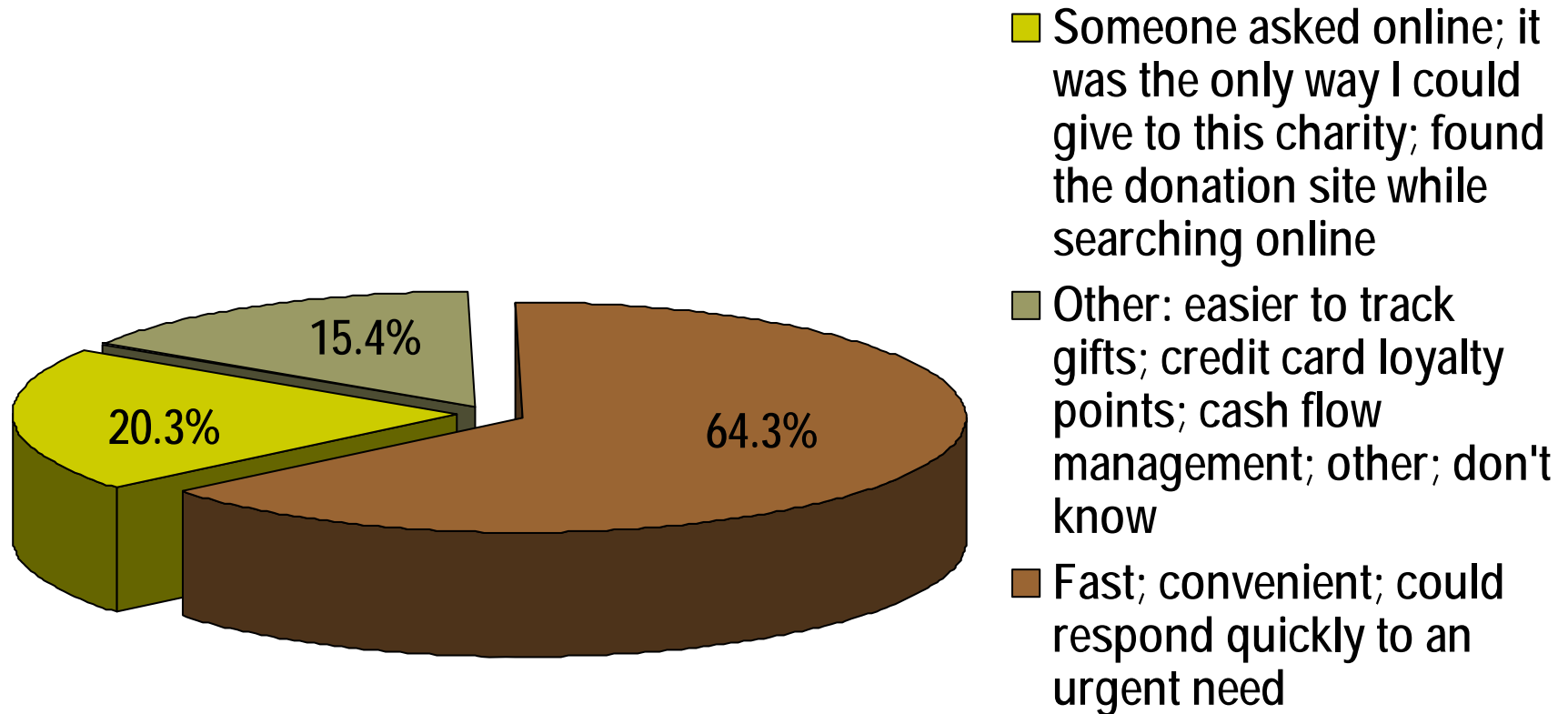
# Online and Offline Giving

- ❑ Offline donations are nearly twice as much as online donations from the same donors.
- ❑ 71 donors gave both online and offline to secular causes.
- ❑ The average online donation was \$122, and the average offline donation from the same donors was \$228.
- ❑ The median was \$50. The averages are different with statistical significance ( $p < .01$ ).
- ❑ There were not enough online gifts to religion to compare with offline gifts to religion.

# Motivations for online giving

- The overwhelming motivation was convenience, selected by 64 percent of online donors.
- A group of motivations identified charitable organization activities that prompted the online gift. More than one-fifth (20.3 percent) of online donors identified at least one of these as a motivation for giving online.

# Fig. 5: Motivations cited for online donations





# Motivations

- Very little difference in motivations by age.
- Very little difference in motivations by income.
- Table that follows shows the results.

# Table 6: Why donors give online, by income and age

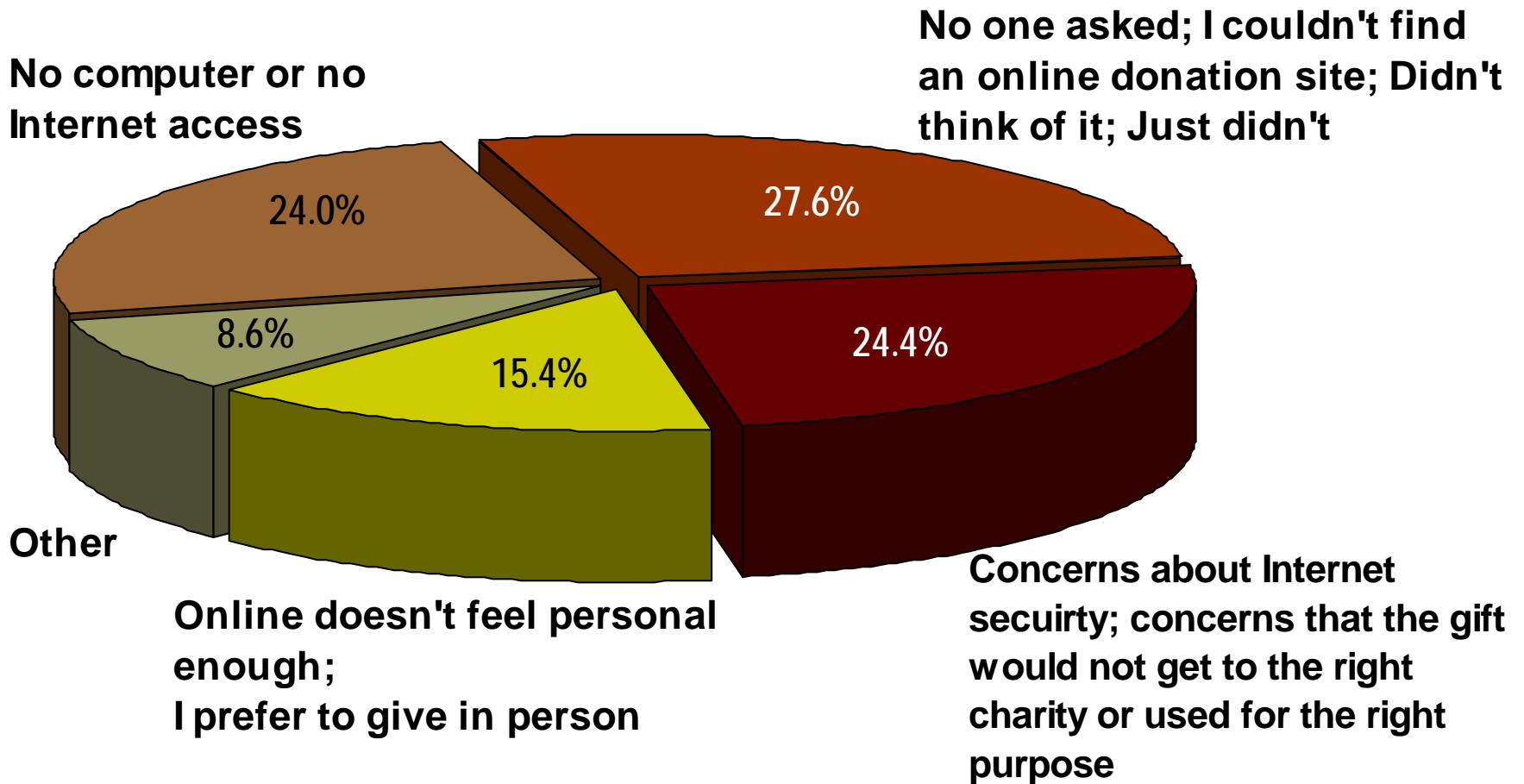
Age Range	n =	Fast, convenient, could respond to urgent need quickly	Someone asked, only way I could give, was searching online and found site	Other: tracking purpose, credit card loyalty program, cash flow management, other, don't know
18-34	62	61.3%	29.0%	9.7%
35-54	121	66.1%	16.5%	17.4%
55+	49	63.3%	20.4%	16.3%
Refused age *	9	66.7%	11.1%	22.2%
<b>All</b>	<b>241</b>	<b>64.3%</b>	<b>20.3%</b>	<b>15.4%</b>
<b>Income Range</b>				
Less than \$50,000	58	63.8%	24.1%	12.1%
\$50,000 - \$99,999	92	62.0%	17.4%	20.7%
\$100,000 or more	65	64.6%	23.1%	12.3%
Refused income *	26	73.1%	15.4%	11.5%
<b>All</b>	<b>241</b>	<b>64.3%</b>	<b>20.3%</b>	<b>15.4%</b>

\* Number of respondents too small to use for analysis of statistically significant differences

# Deterrents to giving

- ❑ Wasn't asked to give online; didn't think of it.
- ❑ Concerns about security.
- ❑ Not having a computer.
- ❑ Impersonal nature of online giving.

# Deterrents to online giving



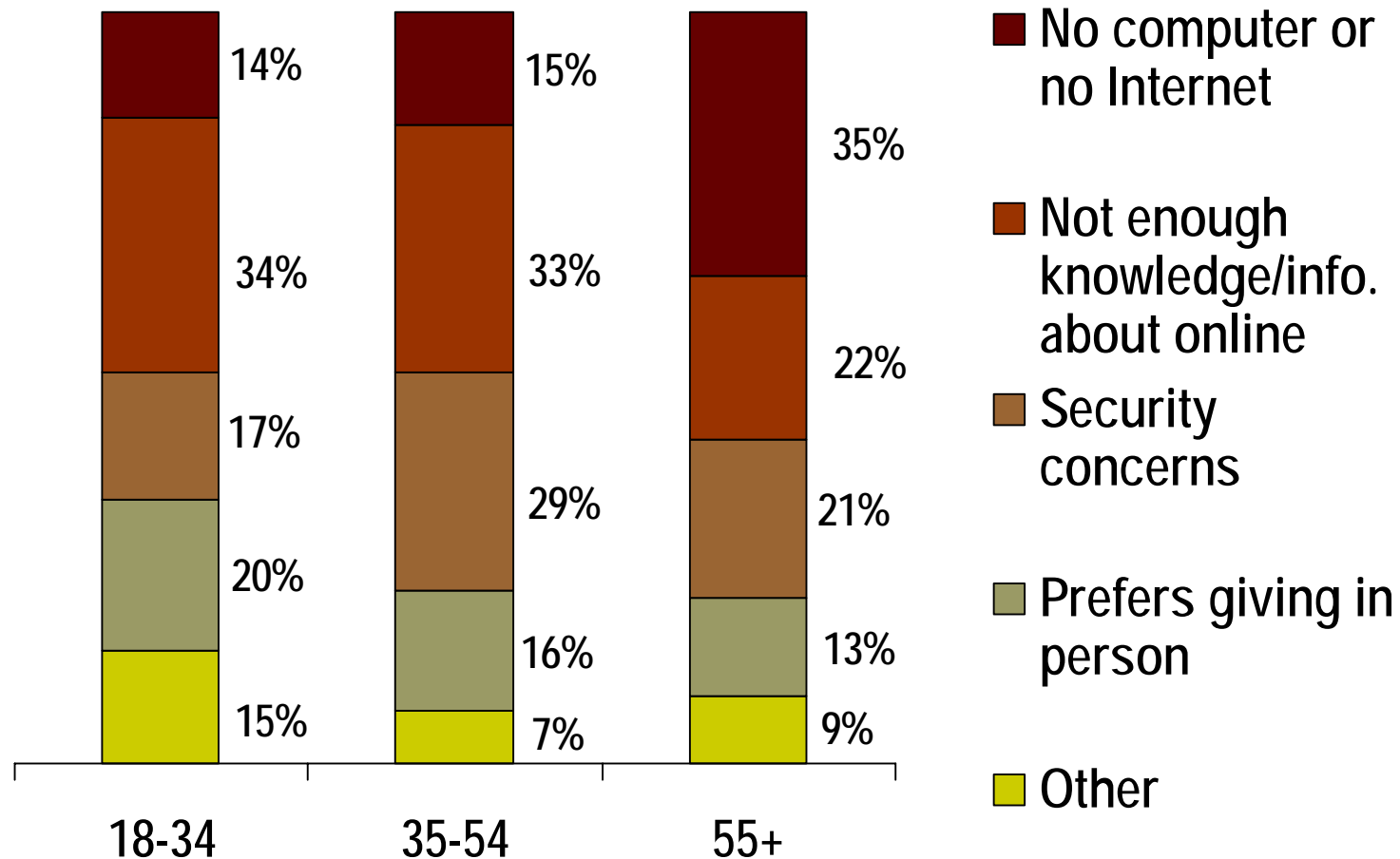
# Reason: No computer

- 24 percent of respondents who gave an answer to the question about why they don't give online said they don't have a computer or Internet access.
- The frequency of this response increased with age:
  - 33 percent of people over 55 said they did not give online because they don't have access to the Internet.
- It also increased as income decreased.
  - 32 percent of people with income less than \$50,000 gave a reason related to no computer or Internet access.

# Internet Security Concerns

- 20 percent of all offline-only donors said they didn't give online from concerns about Internet security.
  - Another 4% had other security concerns, such as whether the gift would go to the right organization.
- Women, in particular, were more likely (with significance) to be concerned about Internet security.
  - 22 percent, compared with 16 percent of men who were offline-only donors.

# Fig. 7: Reasons cited for not giving online, by age range



# Note on Fig. 7

- Younger donors likely to cite lack of information about online giving as a deterrent to giving online.
- 33-34% of donors aged less than 55 cited “Not enough knowledge/info. about online giving” as a reason for not giving online.

# Table 7: Why not give online? Pt. 1

<u>Age</u>	<u>n =</u>	<u>No computer or no Internet access</u>	<u>Didn't know I could; Wasn't asked online; Didn't find online option; Didn't think of it; Just didn't</u>	<u>Concerns about Internet security and/or how gift would get to the right place or for the right purpose</u>
18-34	89	13.8%	34.1%	17.4%
35-54	305	15.2%	32.6%	29.1%
55+	328	34.6%	22.0%	21.3%
<i>Refused age</i>	13	38.5%	15.4%	30.8%
<b>All</b>	<b>735</b>	<b>24.1%</b>	<b>27.6%</b>	<b>24.4%</b>
<u>Income Range</u>	<u>n =</u>			
Less than \$50,000	330	33.4%	25.6%	20.6%
\$50,000 - \$99,999	229	15.0%	33.5%	27.0%
<i>\$100,000 or more</i>	74	4.0%	22.4%	33.0%
<i>Refused income</i>	102	29.4%	17.6%	31.4%
<b>All</b>	<b>735</b>	<b>24.1%</b>	<b>27.6%</b>	<b>24.4%</b>

# Table 7: Why not give online? Pt. 2

<u>Age</u>	<u>n =</u>	<u>Not personal enough; Preference to give in person</u>	<u>Other: (confusing, time-consuming, give through payroll deduction, give in-kind, other unspecified)</u>
<i>18-34</i>	<i>89</i>	<i>19.6%</i>	<i>15.1%</i>
<i>35-54</i>	<i>305</i>	<i>16.2%</i>	<i>6.9%</i>
<i>55+</i>	<i>328</i>	<i>13.3%</i>	<i>8.8%</i>
<i>Refused Age</i>	<i>13</i>	<i>15.4%</i>	<i>0.0%</i>
<b>All</b>	<b>735</b>	<b>15.4%</b>	<b>8.6%</b>

<u>Income Range</u>	<u>n =</u>		
<i>Less than \$50,000</i>	<i>330</i>	<i>12.4%</i>	<i>8.1%</i>
<i>\$50,000 - \$99,999</i>	<i>229</i>	<i>16.1%</i>	<i>8.5%</i>
<i>\$100,000 or more</i>	<i>74</i>	<i>25.4%</i>	<i>15.3%</i>
<i>Refused income</i>	<i>102</i>	<i>15.7%</i>	<i>5.9%</i>
<b>All</b>	<b>735</b>	<b>15.4%</b>	<b>8.6%</b>

## Side-note for Table 7 (Pt. 1)

- The cells that are shaded light grey are statistically significantly different from one another. The two cells shaded dark grey are statistically significantly different from one another. The higher value is underlined.
- *Italics mean cell size is too small to use in statistical analysis.*

# Age and giving online

- 72 percent of people over age 55 contribute to charity;
  - Only 4 percent of all people in that age range gave online in the past 12 months.
- 68 percent of people aged 35 to 54 made a charitable donation in the past year;
  - 7 percent of all in that age group gave online.
- 45 percent of people under age 35 made a gift to charity.
  - 7 percent of all in that age group gave online.

# Table 8: Percentage of respondents by age group who give at all and give online

National sample only, weighted

Excludes oversample of online donors

Age	Percentage who give	Percentage of donors making online gifts	Percentage of ALL in age group making online gift
18-34 (n = 239)	45	15	7
35-54 (n = 509)	68	10	7
55+ (n = 504)	72	6	4
Refused age (n = 31) *	52	19	14
Total (n = 1,282)	65	8.9	5.9

\* Too small for analysis, but shown here to yield totals

# Census region and giving

- Giving online varied by Census region (using 4 main regions: Northeast, South, Midwest, and West)
- Computer usage overall varies by Census region.
- The West, with the highest rate of computer usage, also has the highest rate of online giving.
- The South, with the lowest rate of computer usage, has the lowest rate online giving.
- Other differences are also associated with differences in online giving.

# Table 9: By Census region, Internet giving and Internet access

Region	Percentage of donors who give online	Range of percentage in region with Internet access*
NORTHEAST	23	58 – 66
MIDWEST	21	55 – 59
SOUTH	15	48 – 64
WEST	25	60 – 68

•Pew Center for Internet and American Life, 2003 report.

Note: The regions are divided differently in the Pew study. The range here includes the top value and the bottom value for the subregion in the Pew study that fits within the larger region used here. The Pew report shows Internet access in the South at 48 percent and in the Southeast at 57 percent. The South in the Pew study covers Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Tennessee, and West Virginia. The Southeast covers Florida, Georgia, North Carolina, and South Carolina. The National Capital region in the Pew report, at 64 percent Internet use, contains Maryland, Virginia, and Delaware, plus the District of Columbia. If Delaware, Texas, and Oklahoma are added, the Pew South, Southeast, and National Capital regions corresponds to the Census Bureau's definition of South, which is what is used in this study.

# Reasons for Lower Probability of Giving

- Being separated or divorced is strongly associated with a lower probability of giving online (a 127 percent decrease in the probability of giving online, compared with people with an unknown marital status) ( $p = .009$ ).
- Living in the South is strongly associated with a lower probability of giving online (a 43 percent drop in the probability of giving online, when compared with people living in the West) ( $p = .002$ ).
- Age is negatively associated with giving online – with the probability of giving online decreasing by 2 percent as age increases by one year ( $p = .000$ ).

# Income's Relation to Online Giving

- Income, which is strongly predictive of giving at all, is not associated with the probability of giving online.
- Income of \$100,000 to \$200,000 approached significance for giving online ( $p = .052$ ).
- No other income range, including \$200,000 and above, approached significance in this analysis.

# Men and Women's giving differs in amount but not in form or type

- There is very little difference in the percentage of men and of women giving online, and also very little difference in the types of charities they support.
- 10 percent of male donors and 9 percent of female donors reported making online donations in the past 12 months.
- There is not statistically significant difference in these percentages.

# Table 10: Donors only. Mean amount of most recent gift, by gender

	Men n = 305	Women n = 564
Most recent (online or offline)	\$246	\$142
Most recent online	\$190	\$150
Offline gift	\$252	\$134

# Gender Specific Statistics

- 9 percent of women donors made their most recent gift to environment/international (n = 51) compared with 4 percent of male online donors (n = 17).
- 4 percent of women donors made their most recent gift to art or education (n = 23) compared with 6 percent of male donors (n = 17).

The number of donors in each of these groups is small so these findings cannot be tested for statistical significance and may not represent accurately the population of all donors.

# Summation of Table 10

- After controlling for income, education, and marital status, there are no statistically significant differences in the amounts contributed by men and women in their most recent donations. That is, the differences observed in Table 10 result from differences in income, not from the gender of the donor.

# Table 11: Mean amount, secular gifts, donors only

Marital Status	Income range	Men	Women
Married	< \$50,000	\$115*	\$64
	\$50,000 - \$99,999	\$253	\$147
	\$100,000 or more	\$309	\$303
Single	< \$50,000	\$73	\$63
	\$50,000 - \$99,999	\$140*	\$82*
	\$100,000 or more	\$132*	\$110*

\*There are fewer than 30 donors in the cell, so analysis is not useful.

There are no statistically significant differences between men and women by row where analysis is possible.

# Benchmarks by Donor Age

- ❑ People aged 18-34 had offline donations averaging \$210, exceeding the online amount of \$69.
- ❑ People aged 35-54 had similar online (\$190) and offline (\$205) average donations.
- ❑ People aged 55 or older had online (\$229) average donations exceeding offline (\$135) average donations.
- ❑ It is likely that there is some systematic difference among online donors and offline donors in this age group that also explains the giving difference.

# Table 12: Mean recent gift size by age

Weighted, all gifts (including oversample of online donors, but excluding outliers)

	Online	n =	Offline	n =	
18-34	\$69	56	\$210	104	
35-54	\$190	105	\$205	317	
55+	\$229	39	\$135	314	
Refused age	\$88	2	\$60	10	
<b>Subtotal, gifts analyze</b>	<b>\$165</b>	<b>202</b>	<b>\$174</b>	<b>745</b>	<b>947</b>
Don't know recent gift amt		37		10	
Outliers not included		2			
<b>All donors</b>		<b>241</b>		<b>755</b>	<b>996</b>

Note: This table shows all donors, including those who could not identify a gift amount and the gifts of \$7,000 or more that were otherwise excluded from analysis.



# Bench Marks

- Region.
- Income.
- Payment Method.

# Table 14: Mean recent gift size by region

Weighted, all gifts excluding outliers

	Online	n =	Offline	n =
NORTHEAST	\$181	43	\$131	137
MIDWEST	\$81	52	\$163	194
SOUTH	\$257	54	\$176	264
WEST	\$132	53	\$226	150
All gifts analyzed	\$165	202	\$174	746

# Table 15: Mean “typical gift” size by region

Weighted, all typical gifts

Region	Online	n =	Offline	n =
NORTHEAST	\$116	43	\$218	137
MIDWEST	\$87	52	\$225	194
SOUTH	\$553	54	\$646	264
WEST	\$155	53	\$334	150
All gifts analyzed	\$235	202	\$393	746

# Table 16: Mean recent gift size by income

Weighted, all gifts excluding outliers

Income range	Online	n =	Offline	n =
< \$50,000	\$60	53	\$116	340
\$50,000 - \$99,999	\$150	80	\$236	242
\$100,000+	\$291	58	\$273	90
No income amount	\$74	11	\$122	73
<b>All gifts analyzed</b>	<b>\$165</b>	<b>202</b>	<b>\$174</b>	<b>746</b>

# Table 17: Mean “typical gift” size by income

Weighted, all gifts excluding outliers

Income Range	Online	n =	Offline	n =
< \$50,000	\$60	53	\$389	340
\$50,000 - \$99,999	\$296	80	\$336	242
\$100,000+	\$346	58	\$722	90
No income amount	\$89	11	\$175	73
All gifts analyzed	\$235	202	\$393	746

# Table 18: Average size of most recent gift by type of payment method(s) for gifts

	Mean	Median
Offline donor made gifts with credit card in past year	\$297	50
Online donor using credit card and other methods	\$267	50
Cash was most frequent form of gift	\$197	53
Check was most frequent form of gift	\$160	35
Online donor using credit card, no other methods	\$147	50
Other: Debit, EFT, payroll, etc.	\$122	50

# Table 19: Online payment methods

Not weighted. Online giving n = 300

Those providing data about payment = 287

	Percentage using payment method
Credit card	90.8%
Debit card	24.2%
Electronic funds transfer	19.2%
Pay Pal	20.8%
Bill me later	0.8%
Google checkout	1.3%
Automated Clearing House	1.7%
Other	20.0%
Don't know	5.4%

**Respondents could select all that applied. Total will not be 100%**

# Holiday Giving

- A surprising 57 percent of donors say they give about the same amount during the holiday season as they do the rest of the year.
- 14 percent say they give more during the holidays.
- 23 percent say they give less.

# Holiday Giving

- 24 percent of the total dollars are estimated to be contributed in a six-week period, about twice as much as one would expect if all donations were evenly spaced during the year.
- Averaging the donors who give more, give less, and stay the same, donors think they give about 24 percent of their total giving during the holiday season (between Thanksgiving and New Year's Day).
- Just under one-quarter of the dollars are estimated as given in the last few weeks of the year, which leaves 75 percent of the dollars given in the first 11.5 months.

# Holiday Giving

- The most frequent reason mentioned for why those who give more during the holidays make the additional gifts was emotion/spirit of the season (38 percent).
- The next most common reason was in response to a holiday appeal made by a charity (30 percent). Just 10 percent said tax reasons (n = 143).

# Holiday Giving

- People are about evenly divided in the types of charities to which they give more (when they give more) during the holiday season.
  - Half (51 percent) said they give to charities they support throughout the year.
  - Just slightly fewer (47 percent) said they give to charities they generally don't support at other times of the year.
  - Others didn't know (2 percent) (n = 143).

# Table 20: Holiday giving compared with giving the rest of year, by age

## Percentage selecting response

	Age	18-34	35-54	55+	Refused	Total
Do you give:						
More		17	14	13	10	14
About the same		55	58	56	70	57
Less		25	25	25	20	25
Don't Know/Refused		3	3	6	0	4
		100	100	100	100	100

# Table 21: Holiday giving, by gender

	Men	Women
More	17%	13%
Same	54%	59%
Less	23%	23%
DK/Ref	6%	5%

No significant differences

# Table 22: Holiday giving by income

	< \$50,000	\$50,000 - \$99,999	\$100,000+	DK/Ref	Total
More	13.5%	14.6%	17.3%	13.2%	14.4%
Same	58.5%	57.6%	50.4%	61.2%	57.4%
Less	22.3%	23.5%	29.5%	19.4%	23.3%
DK/Ref	5.8%	4.3%	2.9%	6.3%	4.9%

No significant differences

# Holiday Giving

- Online donors are likely to report that they give more during the holiday season.
- 20 percent of online donors said that they give more during the holiday season than during the rest of the year, compared with 13 percent of offline donors.
- The difference between the two groups has statistical significance ( $p < .05$ ).
- The difference was consistent across age groups – roughly 20 percent of online donors 18-34, 35-54 and 55+ said they give more at holidays; and 11-17 percent of offline donors in those age groups reported giving more at holidays.

# Conclusions

- ❑ Organizations often report higher gifts from online donors than from direct mail donors. This is likely because the online donors are different from the direct mail donors—not because of the vehicle the donor is using.
- ❑ The same donors giving online to some causes give the same amount or more offline to other causes.

# Implications

- Online donations are one vehicle among many.
- There are more people who might give online if they can more easily find out how, easily understand how the online donation process works, and have a sense of assurance of security.