

More Than Dollars

How Nonprofits Can Embrace Generosity in a Shifting Philanthropic Landscape

Presented by

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INTRODUCTIONS



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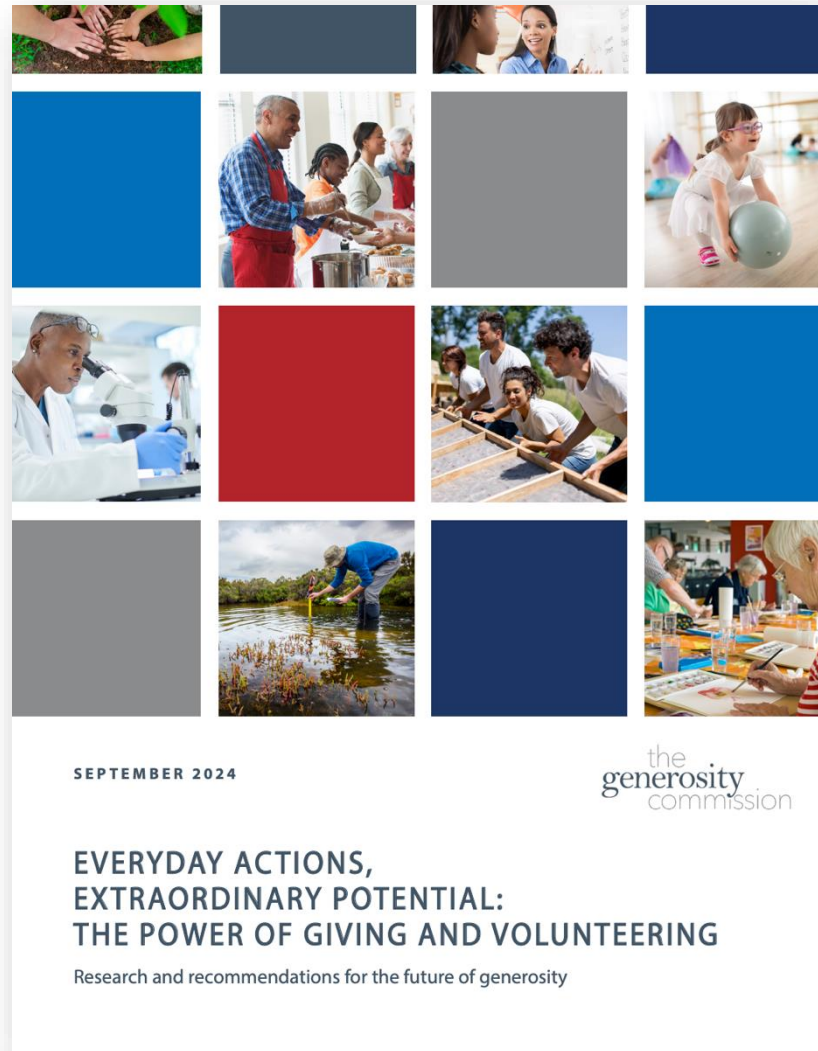


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HOUSEKEEPING



- Format: 30-mins, 5 questions
- Slide deck and recordings will be emailed to all attendees
- Continuing the conversation

The Generosity Commission
***Everyday Actions, Extraordinary Potential:
The Power of Giving and Volunteerism***
September 2024



QUESTION #1

**Beyond dollars, what is a
key giving trend we are
seeing?**

WHAT WE KNOW



Donors are declining: The share of U.S. households donating to nonprofit organizations fell from 65.4% in 2008 to below half (49.6%) in 2018, and this number continues to decline. ¹



Last year, there was a 4.6% drop in donor retention. ²



We're losing donors from the bottom of the pyramid: Smaller donors (gifts under \$100) saw the steepest decline of 12.4%. These represent almost 60% of all donors. ²



THE GOOD NEWS

- Retention rates for recurring givers was recently reported as 77%, on average, and half of recurring donors make additional gifts.¹
- Increasing social connectedness helps.
 - People who belong to, or participate in, community groups or organizations are significantly (8.6 percentage points!) more likely to donate money.¹



Focus on sustainers, segmentation and personalized donor outreach – use AI, responsibly, if you can



Encourage connectedness, whatever that looks like for your organization



QUESTION #2

How can nonprofits build a culture of giving amid declining government support and concentrated wealth?

WHAT WE KNOW



In 1960, 9.8% of potential donors gave half of all donations; by 2012, half of total giving came from just 1.8% of potential donors, and that trend continues.¹



The number of private foundations grew from 32,401 in 1990 to 127,595 in 2020; DAF accounts grew from 205,635 in 2011 to 1,948,545 in 2022.¹



Nationwide, 103,475 public charities reported receiving a total of over \$267B from government grants in 2021. That represents almost three times foundation giving.¹



THE GOOD NEWS

- Individual giving through private foundations and DAFs has grown significantly
- Foundations are reporting record assets and corporate giving has been on the rise
- These provide a stabilizing force while we work on getting donors back.



Actively engage high-level individual and organizational donors through relationship-building



Exploring different ways to (re)engage those incredibly important lower-level donors



QUESTION #3

Is volunteerism declining among Americans, and what impact does this have?

WHAT WE KNOW



The rate of volunteerism reached a 15-year low of 24.9% in 2015, from its high in 2003 at 28.3% and then spiked up to 30% in 2019.³



It dropped to 23% in 2021 (Covid) but by 2023 was back to 28.3%.⁴



46.8% of nonprofit CEOs reported recruiting sufficient volunteers as a major problem in 2023, up from 29% in 2003.¹



THE GOOD NEWS

- Virtual volunteering expands access and flexibility (rose from 32% to 51% of nonprofits leveraging in COVID-19)⁵
- Interest in micro- and skills-based-volunteering is increasing
- Increasing social connectedness helps... people who belong to, or participate in, community groups or organizations are significantly (14.3 percentage points!) more likely to volunteer



Encourage volunteering and connectedness however you authentically can



It doesn't have to just be onsite – it can be virtual and/or calls to action – it can also be “micro” and targeted rather than recurring

QUESTION #4

How are generational shifts affecting giving and volunteering behaviors?

WHAT WE KNOW



80% of Millennials and Gen Z respondents want to be described as a ‘giver’, 63% an ‘advocate’, and 55% a ‘changemaker’. They shy away from the label of ‘philanthropist’ — only 27% said the term resonates with them.⁶



In addition to giving, younger generations engage in a range of non-financial charitable activities including donating items (80%), volunteering time (54%), helping with fundraising (30%), and sharing knowledge (25%). They view this support as coequal to their giving.⁶



There are 77M Americans, age 60 or older, and they saw a 30% increase in their wealth from 2019 to 2022. 72% of Baby Boomers give to charitable organizations and 59% volunteer informally (28% formally).⁷



THE GOOD NEWS

- Digital engagement and subscription-based giving models are embraced by Gen Z and Millennials.⁸
- Baby Boomers want to be engaged through communication (68% are subscribing to email lists), giving and meaningful volunteering.⁸
- Don't forget about Gen X – they are most likely to be on a board, drive P2P, attend an event, share posts and get friends and family to join. And then there's that generational wealth transfer coming.



Segment donors to tailor strategies – for both giving and broader engagement – impact and transparency are key



Think about generational wealth transfer – what it means now – and in the future



QUESTION #5

How can we strengthen and grow trust in philanthropy as we navigate evolving government funding and new giving patterns?

WHAT WE KNOW



Trust in nonprofits had dropped from 59% in 2020 to 52% in 2023. In 2024, it increased to 57%, even as it continued to decline for other major entities like business, media, and government.⁹



More than half of respondents in a recent survey believe donating directly to the people or causes they support makes a greater impact than giving to a nonprofit.¹



Some research suggests this statistic can be as high as 76% when talking to younger people (age 18-34) compared to 46% for those 50 and older.¹

THE GOOD NEWS

- Those familiar with nonprofits are 39 points more likely to trust the sector compared to those unfamiliar with nonprofits.⁹
- 79% of Americans who volunteer say their experience made them view nonprofits more favorably.



Invite broader engagement and provide transparency on show how contributions directly impact the work and how funds are utilized



Enable and encourage volunteering when possible

**"It seems like the more I
give, the more I get.**

**And that is the way it's
supposed to go in life."**

— Dolly Parton



THANK YOU!



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SOURCES

Listed in the order the data appeared in the presentation.

¹**The Generosity Commission Report: [Everyday Actions, Extraordinary Potential: The Power of Giving and Volunteering](#) (Sept 2024)**

²**[Fundraising Effectiveness Project Quarterly Fundraising Report™](#); Year-to-Date Nonprofit Sector Trends, Q3 2024 (January 1 - September 30, 2024)**

³**[More than 11 million people volunteered on an average day in 2022](#) (US Bureau of Labor Statistics)**

⁴**[Volunteering in America: New U.S. Census Bureau, AmeriCorps Research](#) (Census Bureau)**

⁵**[Virtual Volunteering - A guide for Nonprofits](#) (VolunteerHub 2021)**

⁶**[Gen Z and Millennials Look Beyond Financial Contributions to Take a Holistic Approach to their Charitable Giving](#) (Foundation Source)**

⁷**[Giving USA Annual Report on Philanthropy](#) (June 2024)**

⁸**[How Different Generations Give - Four Things You Need to Know](#) (AFP, October 16, 2024; By Wendy Mercurio)**

⁹**[Trust in Nonprofits and Philanthropy – Independent Sector](#) (June 2024)**

Additional Information:

[U.S. Volunteerism Rebounding After COVID-19 Pandemic](#) (Census Bureau)

[The Recurring Giving Report: Data-Backed Insights for Sustainable Generosity](#) (By Tim Sarrantonio)

[What Does the Future of Volunteering Look Like?](#) (Dorothy A Johnson Center for Philanthropy)

[11 Trends in Philanthropy for 2025](#) (Dorothy A Johnson Center for Philanthropy)

[22 Eye-Opening Volunteering Statistics to Know in 2025](#) (Marketing Scoop)

