**History:** $FG 2015 is the third report in a series of donor behavior research started in 2010. $FG 2015 was funded by the Bill & Melinda Gates Foundation, MacArthur Foundation, Hewlett Foundation, and Heron Foundation.

CAMBER COLLECTIVE

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# Money for Good 2015 | Revealing the "voice of the American donor"

*Donors are willing to increase or shift their giving by $47 billion, if their preferences are better met*

**A $47 billion opportunity exists to increase and shift charitable giving *if* we can better understand and address donor preferences.** *Money for Good ($FG) 2015 lays the foundation for this change by revealing the "voice of the American donor."*

If we want to increase and improve American giving stuck at ~2% of GDP since the 1970s, we need to start by better understanding donor behaviors, motivations, and preferences. $FG 2015 deepens the social sector's understanding of donors, and recommends three levers that funders, nonprofits, and third-party giving and information platforms can pursue to realize these gains: (i) Behavioral donor segmentation with customized messaging to the highest potential segments, (ii) A reframe of giving to be more joyful, simple, connected, and dynamic, and (iii) Analysis of specific giving channels ripe for change, including workplace giving, point of sale giving, and donor-advised funds (DAFs).

*Currently, donors revert to comfortable but ineffective giving habits, including: high levels of loyalty, low levels of research, and preference for well-known nonprofits*

### Why giving is stuck at 2% GDP

Mistrust of nonprofits, feeling overwhelmed by the giving process, lack of benchmarking, and high levels of personal satisfaction mean most donors default to comfortable, known giving patterns. Unfortunately, these patterns include high levels of loyalty, low levels of research, and a preference for large and/or well-known nonprofits. To break donors out of this cycle, the social sector needs to better understand and address donor behaviors, motivations, and preferences. With government spending on social issues slowing and corporate philanthropy down nearly 50% since the 1980's as a percent of profits, we need increased, shifted, and improved individual giving now more than ever.

### A $47 billion opportunity

Fortunately, most American donors also feel very strongly about giving and giving back—they are highly engaged with giving through volunteering and other activities, they feel a responsibility to give, and they believe that their giving makes a difference. There is some evidence that giving loyalty is lessening in younger givers (i.e. millennials) meaning Americans may become increasingly open to changing where and how they give. Americans have proven themselves committed and generous, and if we can reveal donor preferences as they are, not as we wish they were, we can mobilize up to $22B in new philanthropic giving and $25B in shifted philanthropic giving annually.

*$FG 2015 provides a new segmentation toolkit, with five donor types and insights into how to target the three segments most likely to increase or shift their giving*

### Recommendations from $FG 2015

$FG 2015 goes beyond donor insights to recommend three levers to help realize this $47B increase and shift in giving. The most important amongst these is a new toolkit for behavioral donor segmentation. The $FG 2015 segmentation toolkit reveals five key types of donors—*Contented Benefactors, Busy Idealists, Cautious Strivers, Unaware Potentials, and Unengaged Critics*—and teaches users how to identify, message, and engage each segment. If the sector as utilizes this new segmentation, invests in a reframe of the giving conversation, and leverages key giving channels, together it can mobilize billions more for America and the world's toughest challenges.


*Visit www.CamberCollective.com/MoneyForGood to learn more about $FG 2015 or to download the full report.*