

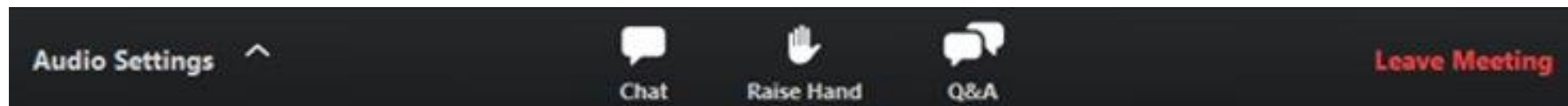
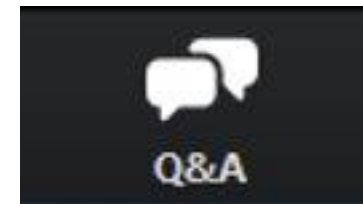
Welcome to:

# More to give: Donor sentiment toward 2020 year-end giving



# We want to answer your questions!

Send your questions by clicking this icon



**Host**



**Shannon McCracken**  
CEO  
The Nonprofit Alliance

**Moderator**



**Max Bunch**  
EVP, Client Service & Consulting  
RKD Group

**Chat Moderator**



**Justin McCord**  
VP, Digital & Marketing Strategy  
RKD Group

**Panelist**



**Laura Durlington**  
Director of Annual Giving  
Catholic Relief Services

**Panelist**



**Amy English**  
Regular Giving Manager  
ifaw

**Panelist**



**John Perell**  
Director of Strategy  
& Member Experience  
The Smithsonian

# • The big question: What will year-end giving look like in 2020?



- COVID pandemic makes this year unprecedented
- Social unrest and election are factors as well
- TNPA + RKD went to the source: We asked donors

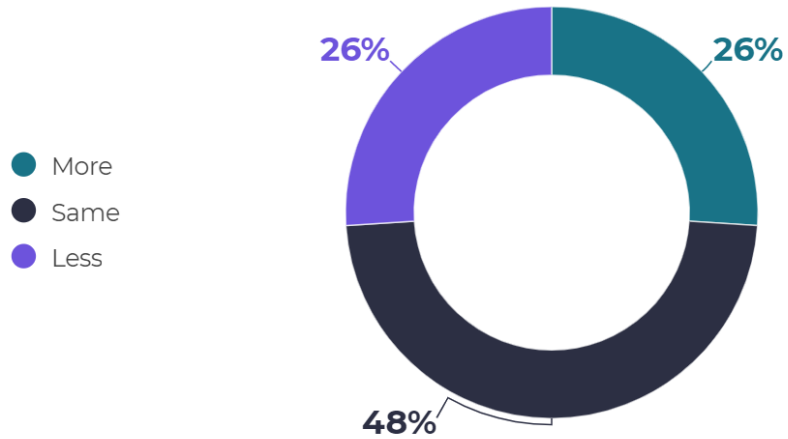
# • About the survey

- Conducted August 2020
- Survey of 1,050 U.S. donors
  - Donors who gave \$100 or more in 2019
    - 50% men, 50% women
- 33% each of Millennials, Gen X and Baby Boomers

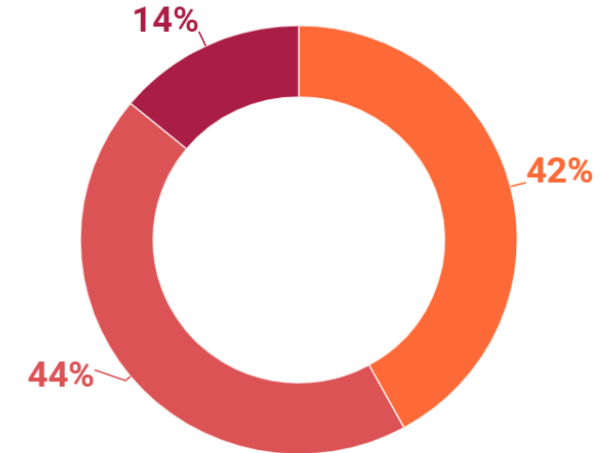
# Which donors are willing to give more?

Larger donors are more willing to give more

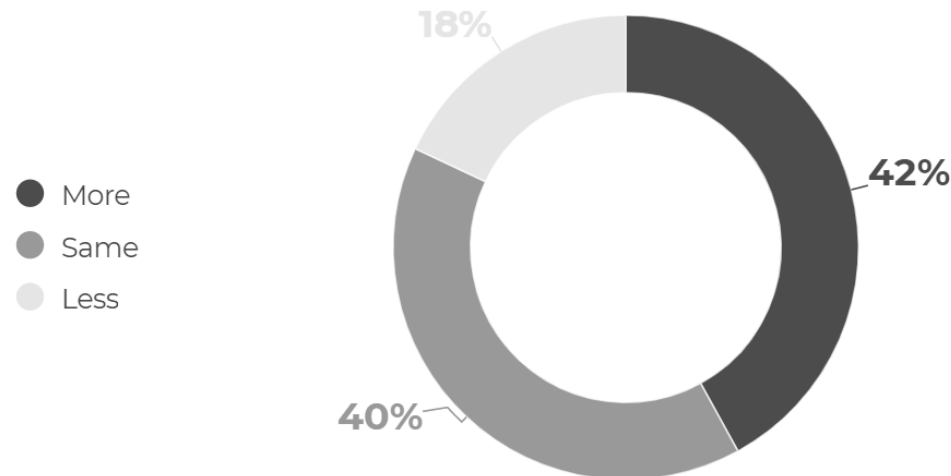
Small donor



Large donor

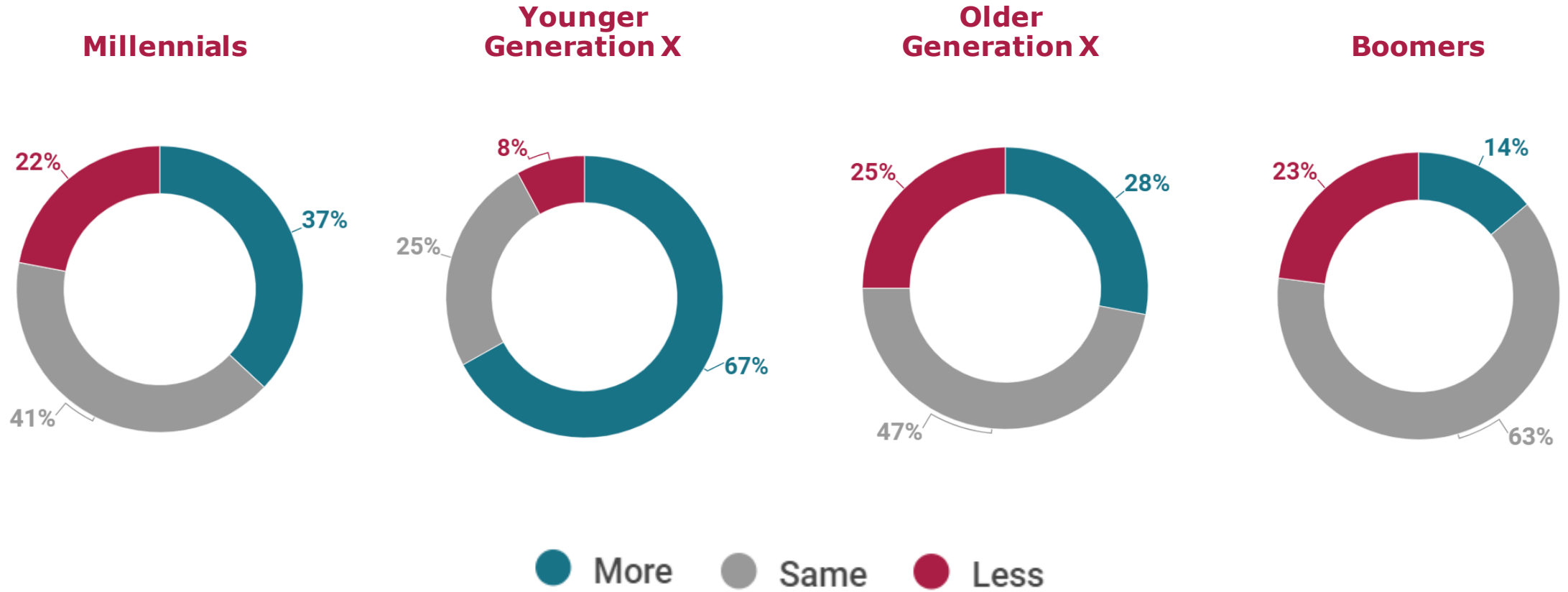


Medium donor



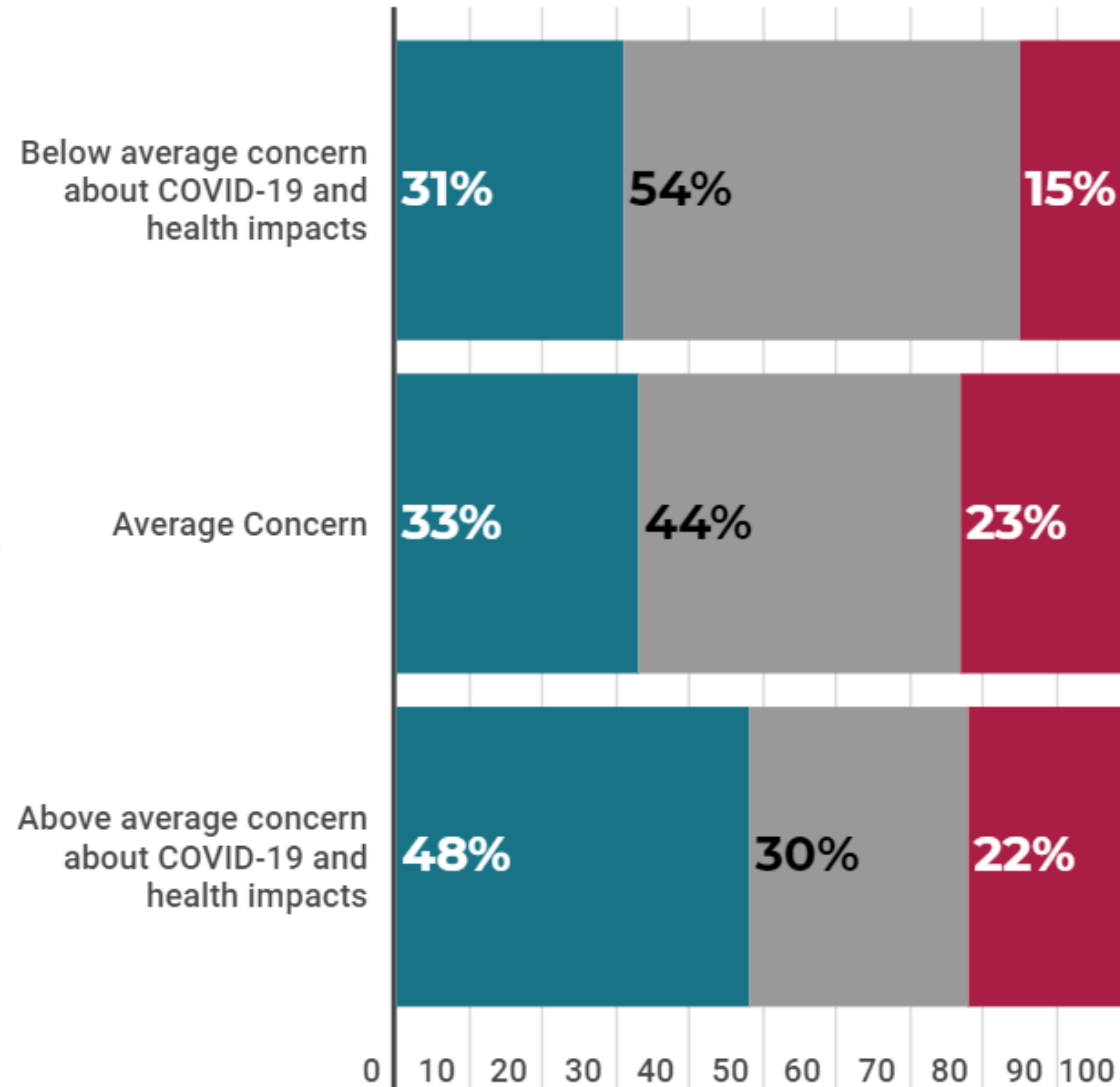
# Which donors are willing to give more?

Younger donors are more willing to give more



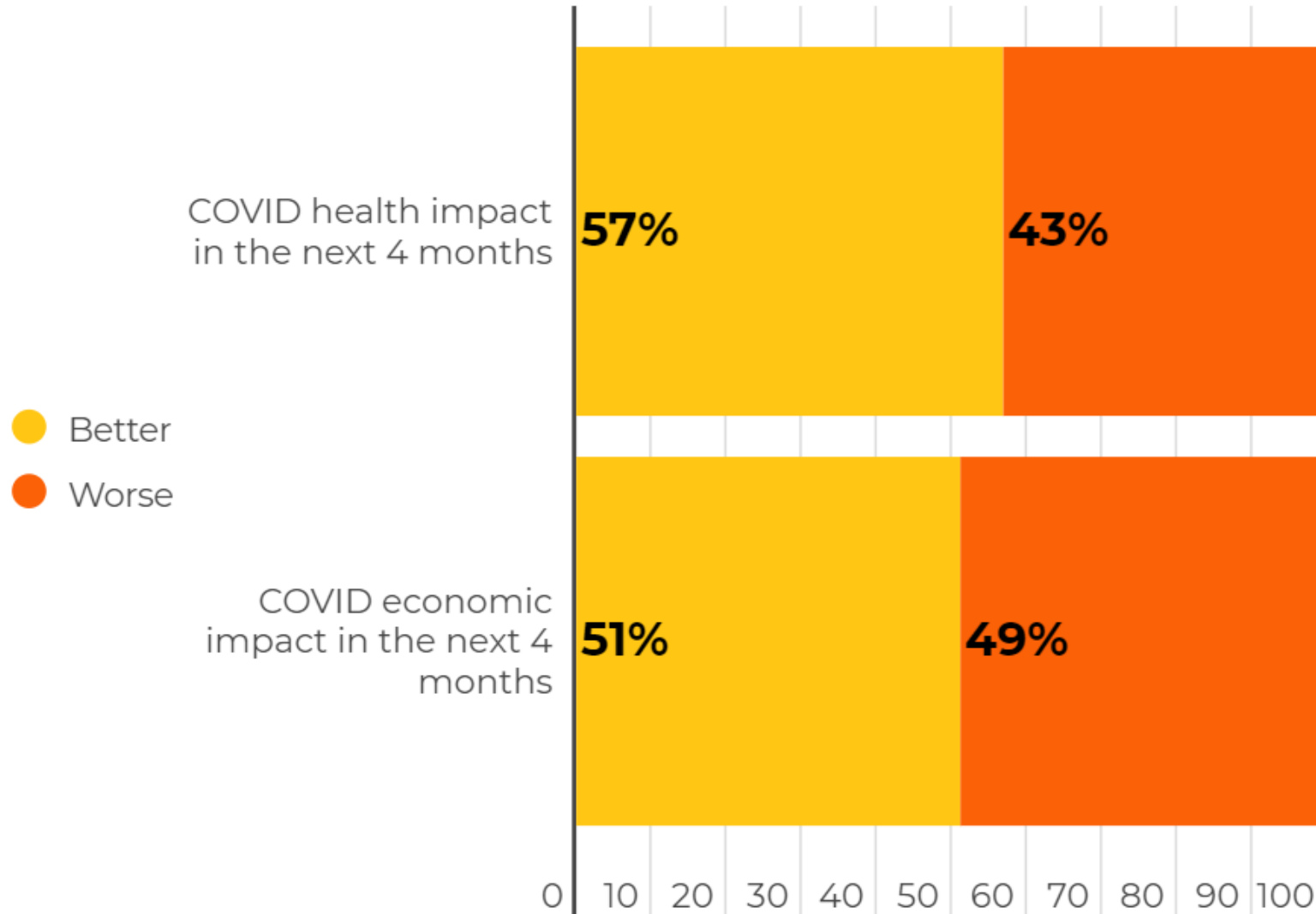
# More concerned about COVID health impact, more likely to give

- I will give more
- I will give the same
- I will give less



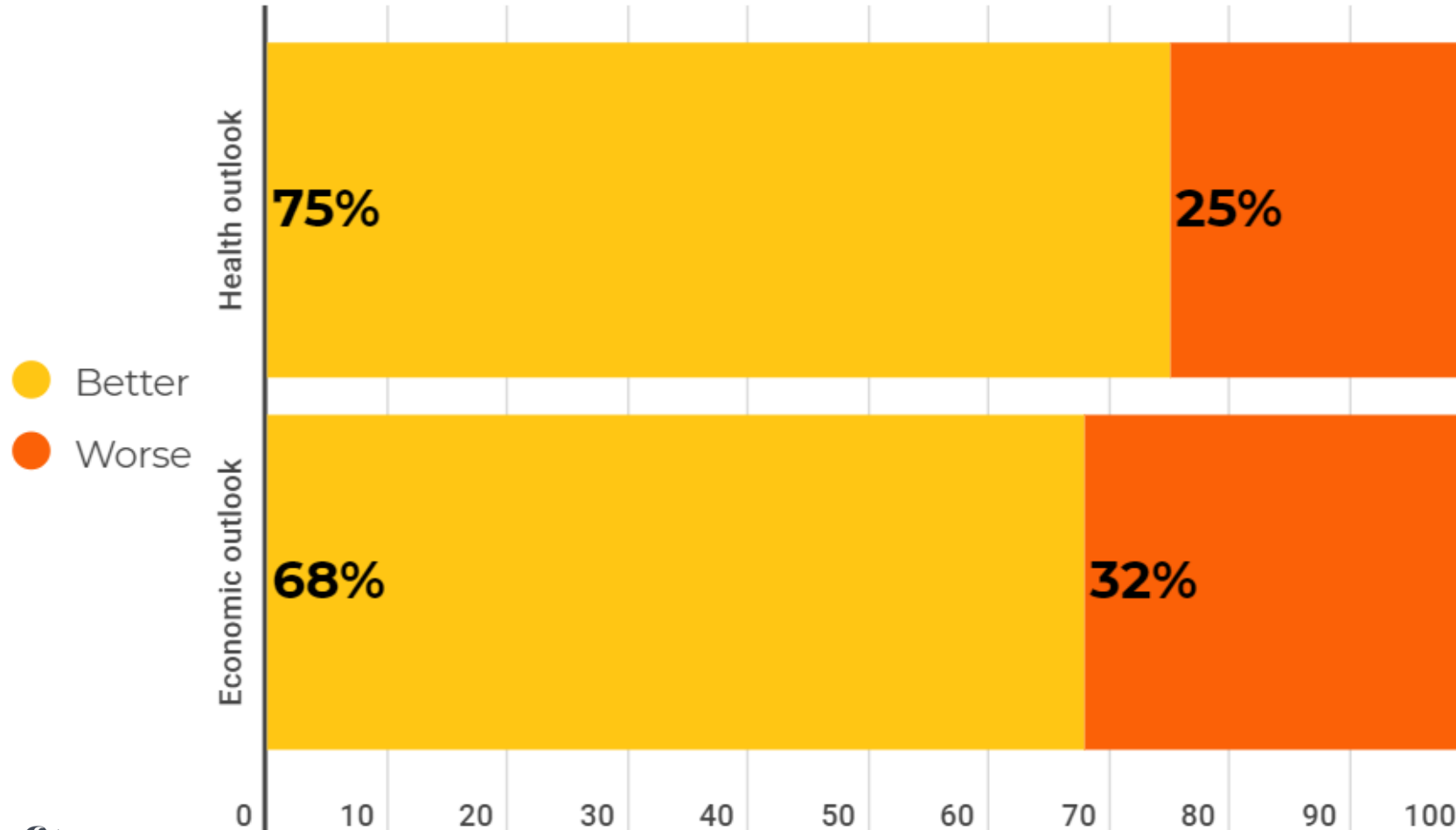


# Most donors feel COVID will be better in next 4 months



# Most donors feel COVID will be better in next 4 months, cont.

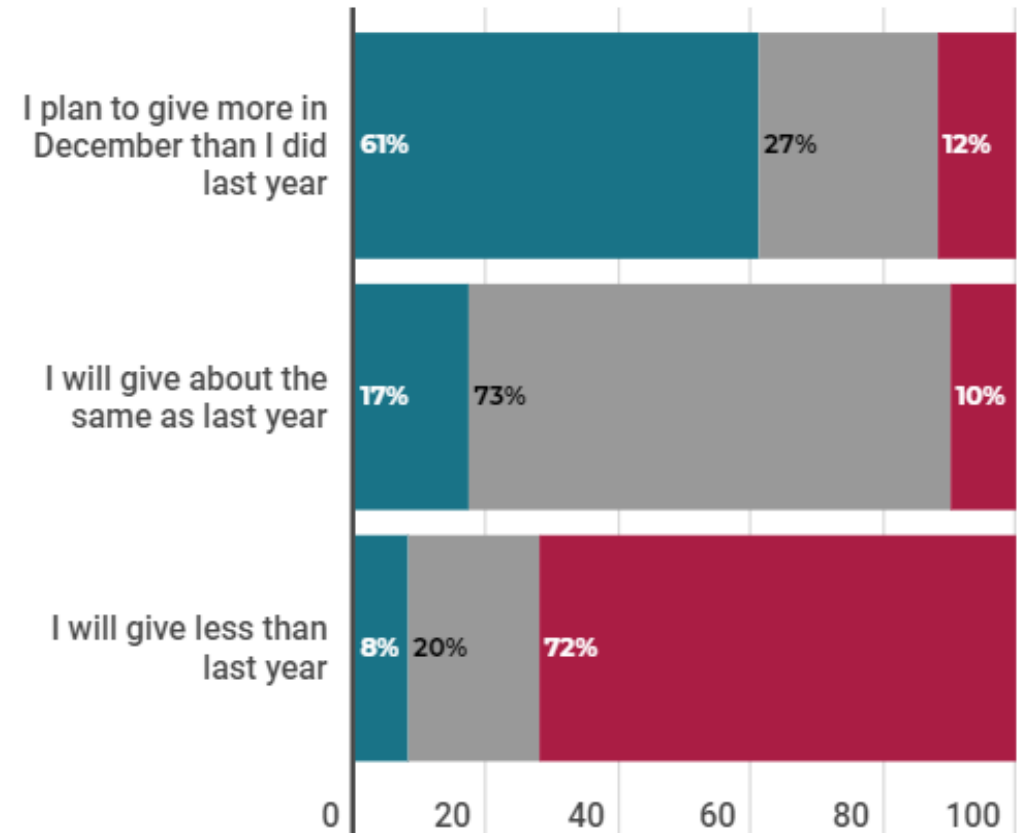
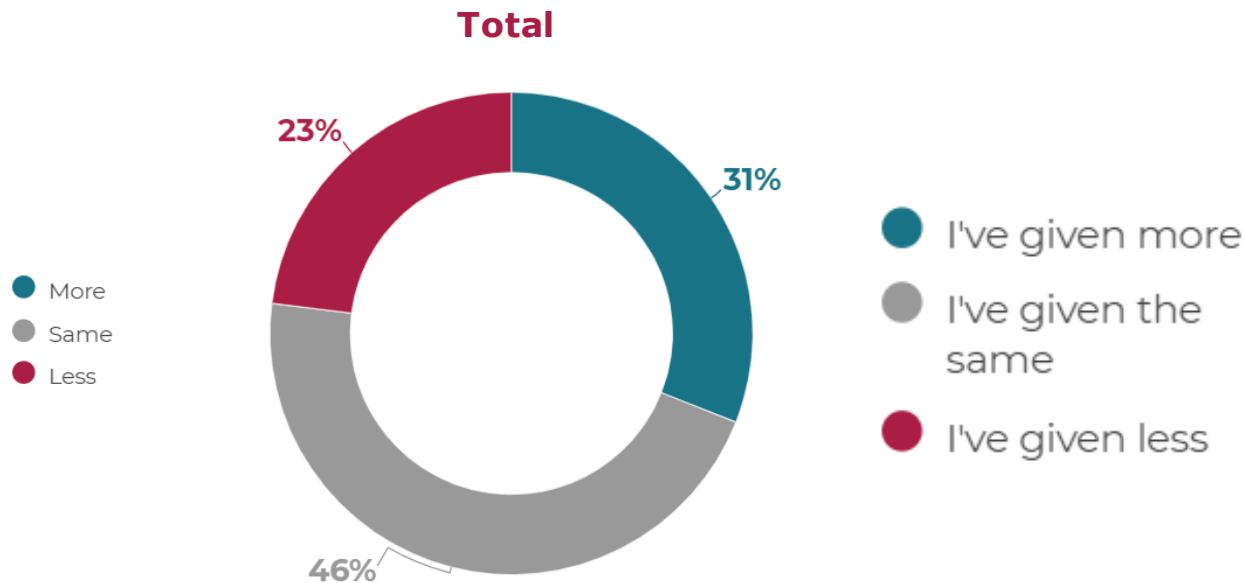
For those who plan to give more:



- **Poll: What level of changes have you made to your year-end strategy for 2020 compared to 2019?**



# Those who have given more already will likely give more at year-end



# Takeaways

- Emphasis on relationships
- Let data be your guide
- Be ready to (ugh do we have to say it?) pivot
- Get the full research eBook at:  
[rkdgroup.com/2020giving](https://rkdgroup.com/2020giving)

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# Q&A

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**Thank You**