

Fundraising insights

New Findings from Academic Research

28th March 2014

#fundraisinginsights

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28th March 2014

Sarah Smith (Uni of Bristol) Kimberley Scharf (Uni of Warwick)

Sponsored by JustGiving

Connecting

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Connecting

- We share our research with you
- You share our research with other people
- You share ideas and research opportunities with us

Just giving?

Insights into individual fundraising from JustGiving data

With Abigail Payne (McMaster University)
and Kimberley Scharf (Warwick University)

Individual fundraising

21m people raised £1.5 bn since 2001

Benefits for charities

- Cost-effective
- Endorsement of charity
- Personal solicitation/ messages

Benefits for fundraisers

- Personal reward/ enjoyment



I'm running the 2014 London Marathon for Cancer Research UK because of their relentless pursuit to cure cancer



I'm shaving off my hair with Jacobs friends for Leukaemia & Lymphoma Research because we want to support Jacob.

Just giving?

- What do donors care about?
- Standard (economic) models of giving
 - Donors care about the good cause
 - Donors care about how giving makes them feel (“warm glow”)
- Individual fundraising – it’s personal, it’s social
 - Donors care about the fundraiser and how much the fundraiser raises (“relational warm glow”)
 - Donors care about how much other donors give

Analysis of JustGiving fundraisers and donors

- 2009 30,000 donors surveyed about Gift Aid reform
- 2010 – 2012 15,000+ London marathon fundraisers
- 2011 – now 100,000+ fundraisers with first page in 2010
- 2012 – 2014 40,000+ fundraisers with a FB link

- Questions
- What is the motivation of the fundraisers?
- What is the effect of the personal relationship between the donors and fundraisers?
- How are donors affected by other donors?

What determines how much donors give?

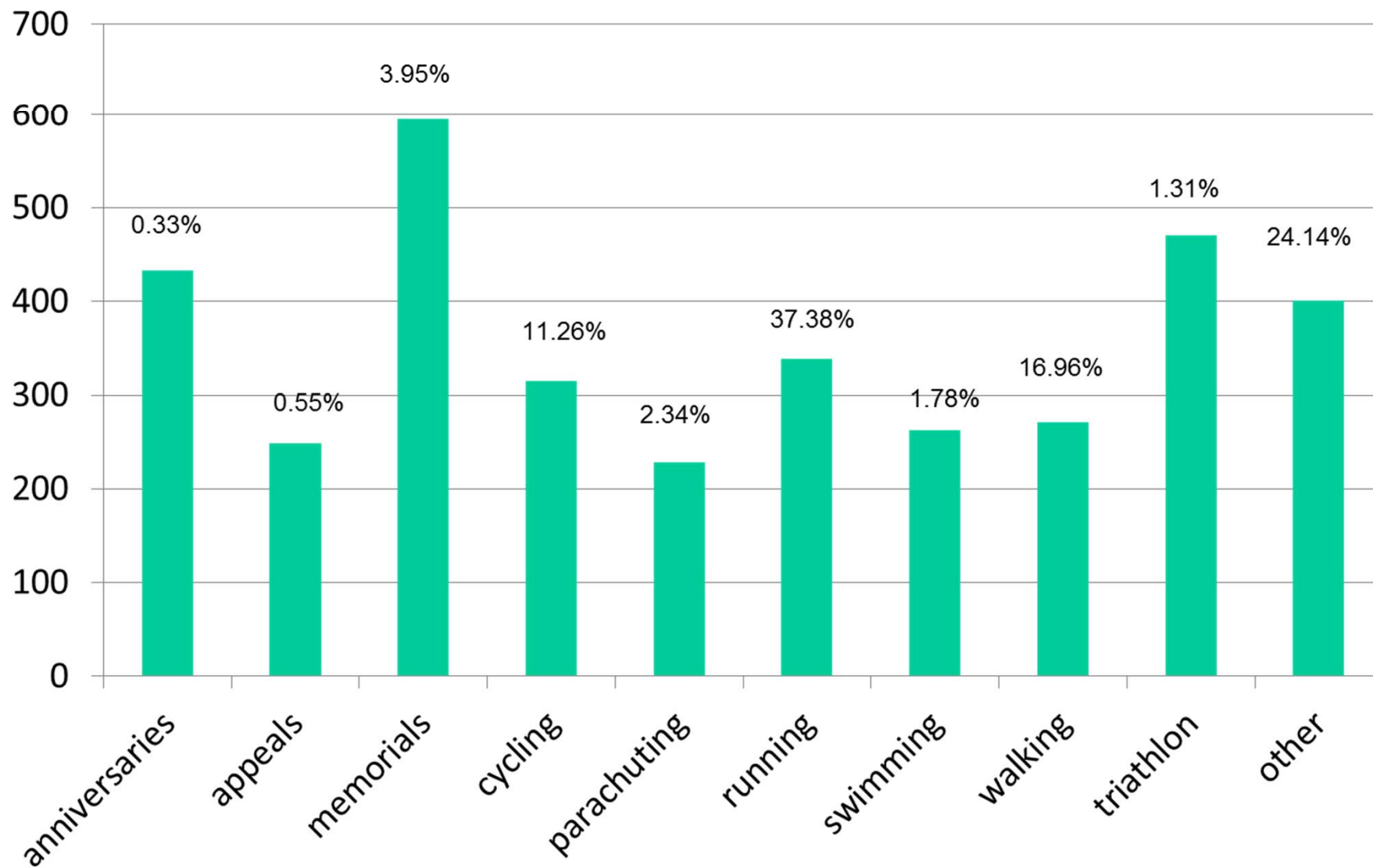
	Very important
A sense that my money will be used effectively	56.1%
The charity's cause or mission	45.1%
My income and what I can afford	45.3%
A personal connection to the fundraiser	41.5%
The fundraiser's reason for fundraising	38.0%
The reputation of the charity	32.7%
Tax relief (e.g. Gift Aid)	21.7%
Type of fundraising event	14.4%
The name of the charity	14.1%
The amount the fundraiser is seeking to raise	3.3%
How much other people have given	2.7%
An amount suggested by the fundraiser	1.4%

Key factors

- Individual fundraising strategy
 - Choice of event
 - Fundraiser's motivation
 - Target setting
- Personal connections between donor and fundraiser
- Donor interaction

Key factors: The event

£ amount raised (% pages)



Key factors: Fundraiser motivation

Individual-led versus mass event fundraising

Lone fundraiser

Mass fundraiser

Individual-led versus mass event fundraising

Lone fundraiser

- High level of motivation/
commitment to cause

Mass fundraiser

- May be drawn in by the event

Individual-led versus mass event fundraising

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- Unique solicitation

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- Competing for donors

Individual-led versus mass event fundraising

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- Self-promotion

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- Wider publicity for event

Individual-led versus mass event fundraising

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Individual-led versus mass event fundraising

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Are there differences in how much is raised?

Individual-led versus mass event fundraising

	% Sample (FRs)	Number of donations per FR	Total amount raised per FR	% FRs who fundraise again
Individual-led	17.1%			
Mass event	44.8%			
Charity mass event	38.1%			

Individual-led: individual is the sole FR in a unique event

Mass event: many fundraisers, many possible charities (London marathon)

Charity mass event: many fundraisers, one charity (Race for Life)

Individual-led versus mass event fundraising

	% Sample (FRs)	Number of donations per FR	Total amount raised per FR	% FRs who fundraise again
Individual-led	17.1%	25	£853	
Mass event	44.8%	22	£588	
Charity mass event	38.1%	16	£439	

Individual-led: individual is the sole FR in a unique event

Mass event: many fundraisers, many possible charities (London marathon)

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Individual-led versus mass event fundraising

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Mass event: many fundraisers, many possible charities (London marathon)

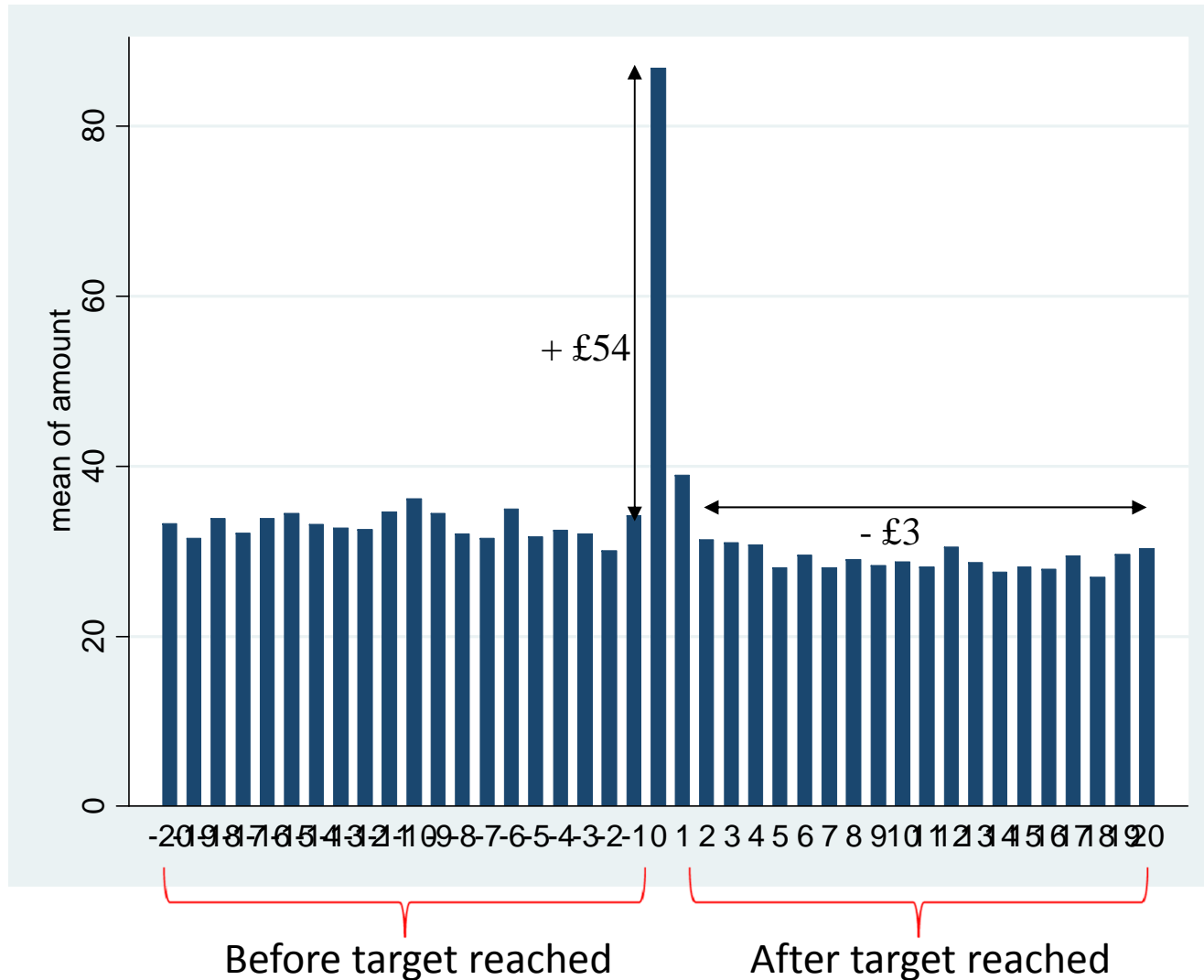
Charity mass event: many fundraisers, one charity (Race for Life)

Key factors: The target

The target

- Most fundraisers set a target
 - Pages with a target raise significantly more than pages without (+ £140)
 - Pages with targets get more donations (+5) and larger donations (+£2.50)
 - Donors give less once the target has been reached

Profile of donations around the target



0 = first donation to take total over target

Key factors: Personal connections

Personal connections

- Most donations to a fundraising page come from the fundraiser's existing social group
- Of those asked to give (survey of 17,000):
 - 96% had been asked by a friend (67% always gave)
 - 89% had been asked by a colleague (48% always gave)
 - 84% had been asked by a family member (87% always gave)
 - 70% had been asked by a charity representative (9% always gave)
- Social group size varies widely across fundraisers.
- How many Facebook friends do fundraisers have?
- 10th percentile = 82; 50th percentile = 251; 75th percentile = 701

Personal connections

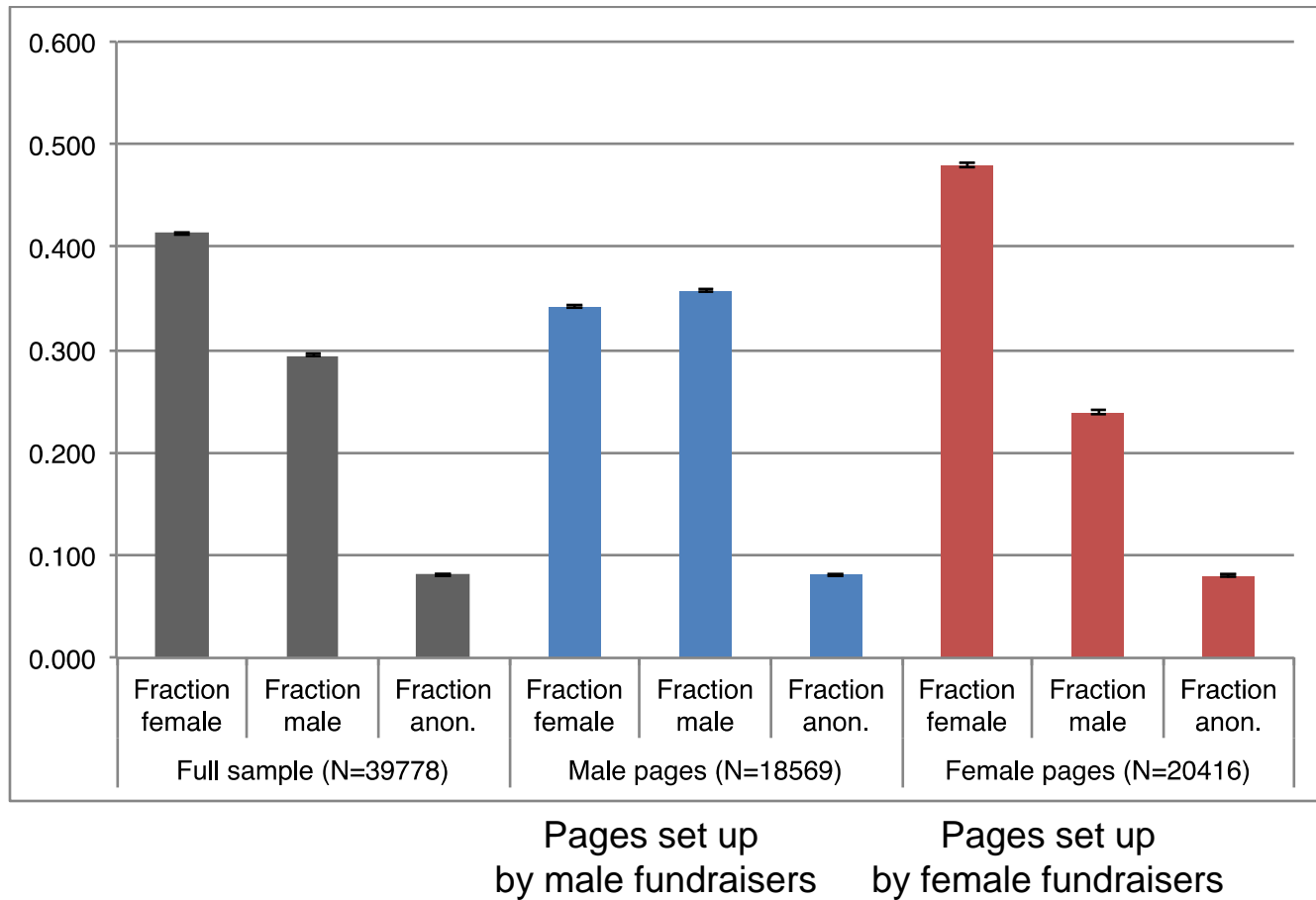
- The size of the fundraiser's social group makes a difference
- People with larger social groups receive more donations
 - 250 versus 100 Facebook friends: One more donor
- But the average donation size is smaller
 - 250 versus 100 Facebook friends: Each donation is £1.30 smaller
 - The first donation is smaller, the maximum donation is smaller
- What is going on?
- Each individual donor matters more in a smaller group (less free-riding)
- Personal connections are stronger in smaller groups
- Fundraisers (can) invest more effort in smaller groups

Key factors: Donors

- Gender
- What other donors do

Women are the majority of donors

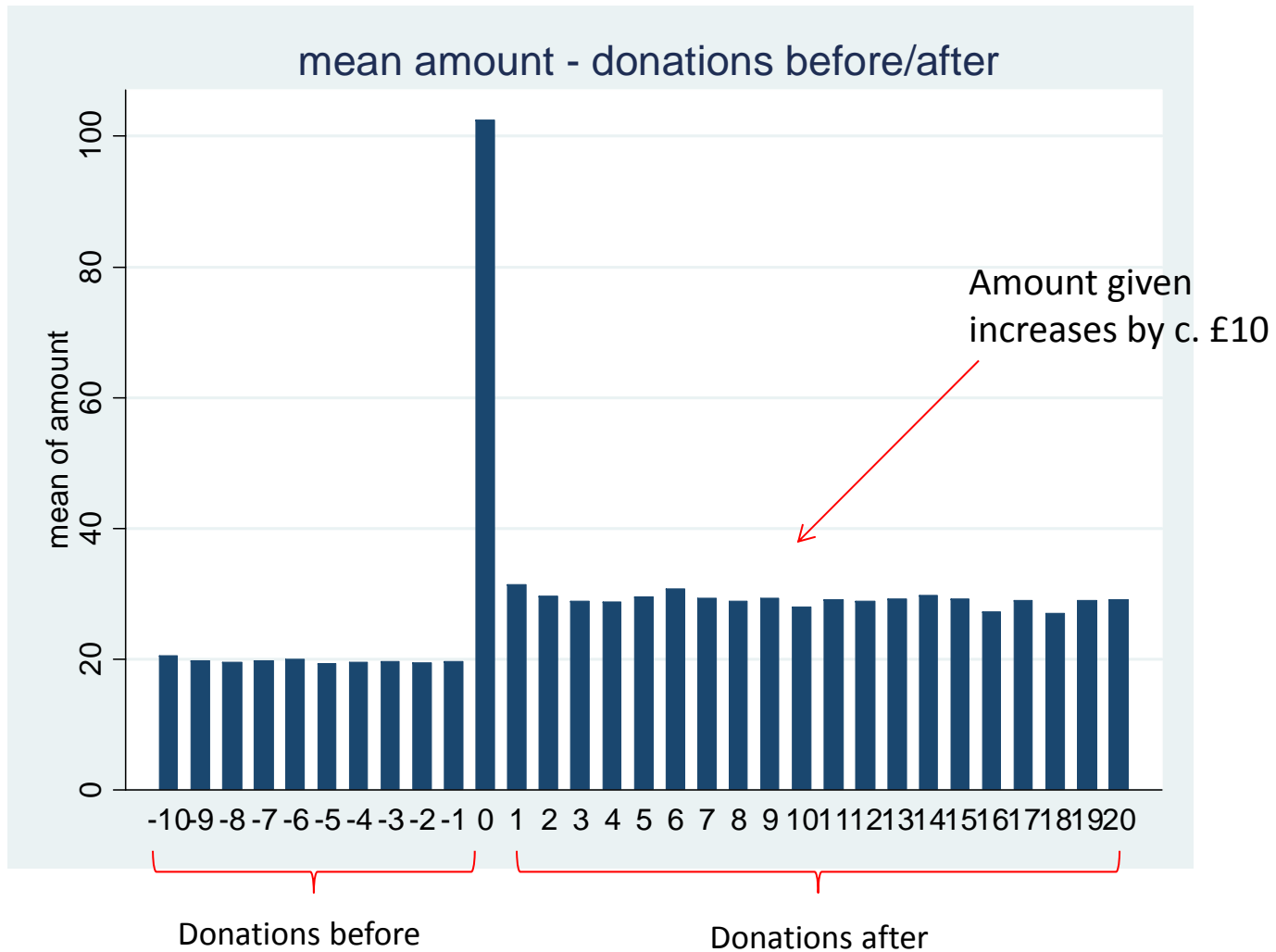
Gender of donors on Justgiving fundraising pages



Female donors give less on average than men (£15.3 compared by £20.0)

Donors respond to other donors

If there is a “large” donation, it increases the amount that people give



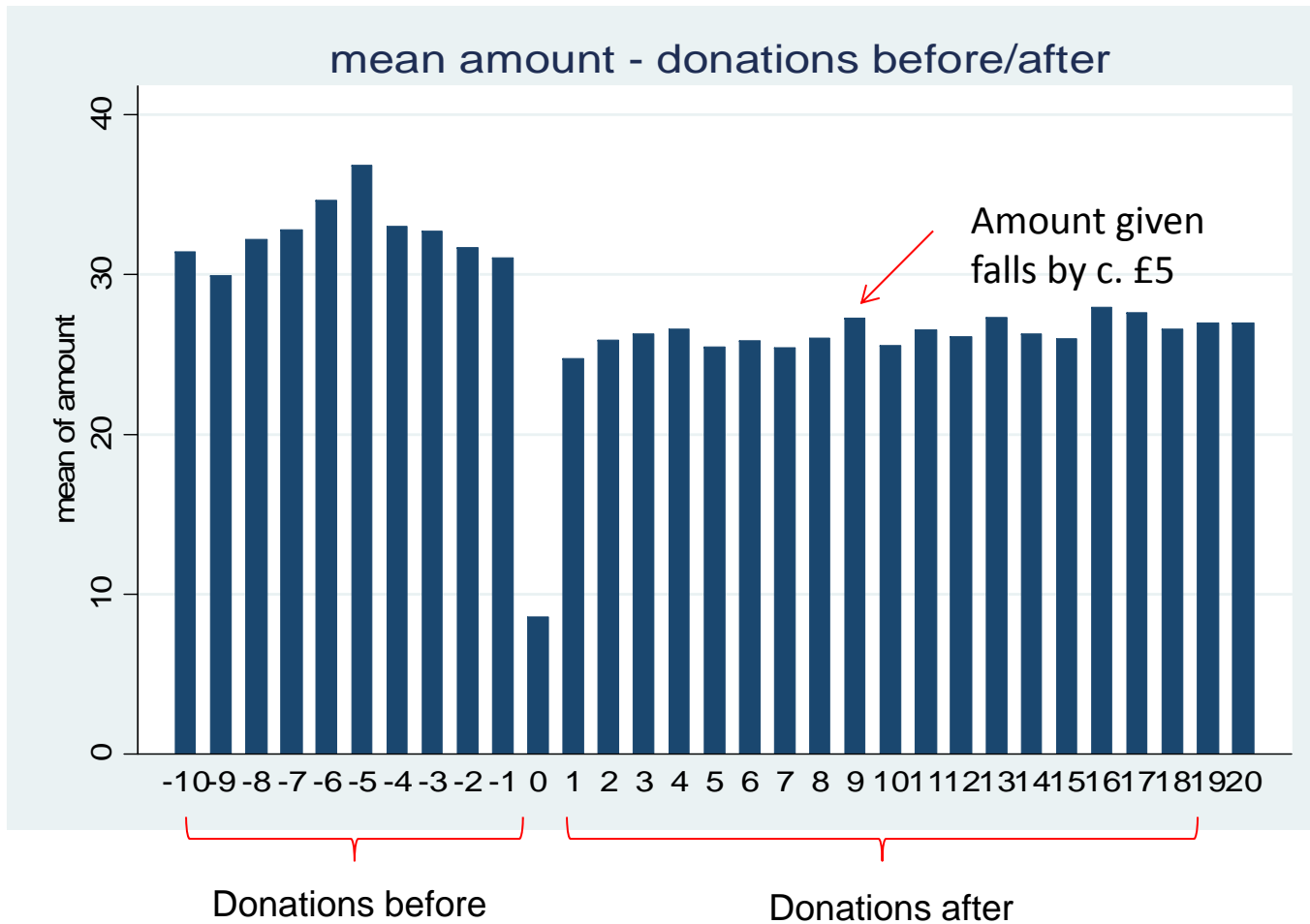
Sample of pages from
the 2010 London marathon

The power of large donations

- Single £100 donation will “pay back” in ten donations’ time
- Early, large donations are better
 - There is more time to pay back
 - The information value of a large donation is higher (because there are fewer other donations for people to benchmark against)

Donors respond to other donors

If there is a “small” donation, it reduces the amount that people give



Sample of pages from
the 2010 London marathon

Gender differences

- Men respond significantly more than women to a large donation
- There is no difference in the response to a small donation

Summary

- Large, rich administrative datasets are a potential goldmine for learning about donor behaviour
- Cleaning and analysis can be time-consuming; makes sense to focus on fundamental behaviours
 - Fundraiser motivation, gender differences, donor responses....
- Possible to combine with other methods (surveys, laboratory experiments and field trials) to dig deeper

Thanks for listening!