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Charitable Giving in the U.S.
Case Study

Charitable Giving

CHALLENGE:

The local arm of a national charity approached us to understand the decision processes for why people give to charity to become more effective and efficient in their marketing efforts.

FINDINGS:

There are six Decision Types segments that encompass donor decision making. Within the client's donations, 46% of donors fell under the Personal Connection to a Cause Decision Types, 21% donated for the value of charitable giving, 18% donated on the reputation of the charity, 9% gave for a specific outcome, 4% gave for the influence of others, and 3% donated under the what I get from giving decision system.

These Decision Types also differ on gender, education, and religion. The personal connection to a cause segment was more likely to have no religious affiliation or belong to a non-Christian church. Those donating by reputation of the charity are more likely to be female. Individuals in the Value of Charitable Giving segment are more likely to be Roman Catholic, Episcopal, or a member of another Christian religion, including Greek Orthodox. Those donating for a specific outcome are more likely to be Lutheran or other Christian. Individuals in the Influence of Others segment are more likely to have a post bachelor degree and either have no religion, are Episcopal, or a nondenominational Christian religion. Finally, those who donate under What I Get from Giving are more likely to be female, have less than a BA degree, and report membership in the Church of Christ, Baptist, or a non-Christian faith.

OUTCOME:

The client started to focus on one particular decision type and used our findings to reprioritize and develop all marketing strategies over a four-year period.

During that time, our client increased online giving exponentially, and more than quadrupled end-of-year giving year to year.

Charitable Giving

Specific Customer Type by Numbers	Primary Target	Secondary Target	Tertiary Target
MARKET SIZE	27%	14%	–
PRIMARY NEED TRIGGERS (Utility Expectation)	Personal Connection to a Cause	Ability to Give to Specific Outcome	–
SHARE OF ESTIMATED NEW DONARS PER TARGET	12%	20%	–
ESTIMATED EXPECTED YEARLY DONATION PER DONAR	$202	$112	
BrandEmbrace® SCORE NEW vs. CURRENT CHARITY (20 BrandEmbrace unit difference predicts switching – Scale +100 to –100)	NOT OBTAINED	NOT OBTAINED	–

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