

COVID AND THE CONSUMER

CHARITABLE GIVING

INDUSTRY SNAPSHOT

Has COVID-19 changed the way we approach charitable giving? To keep a pulse on consumer generosity, our Market Intelligence team pulled together a snapshot of the most credible research available — from November (2020) — on COVID-19's effect on nonprofits and the donors that help support them.



A WAVE OF GENEROSITY

80% of donors say they plan to give the same as or more than last December.¹



of donors who gave more than \$100K to charity in 2019 say they plan to give more this year.²

61% of donors who plan to give more in December have already given more in 2020.³



of donors who plan to give more in December had their family's or a friend's health impacted "somewhat" or "a lot" by COVID.⁴

77% of donors have given the same as or more than in 2019.⁵

Only 20% will reportedly reduce their giving.⁶



VIRTUAL VOLUNTEERING

8 in 10 volunteers did in-person activities before – but during the pandemic, 65% moved to mostly virtual activities.⁷

Donors who have participated in virtual volunteerism during the pandemic are split in their reactions:

38% are mostly or very satisfied with their virtual experience

27% are only a little or not at all satisfied.⁸

STAY IN THE KNOW

As consumer behavior continues to change amid the pandemic, so will our monthly updates. Stay connected. Stay in the know. thoughts.rrd.com



Source

1. <https://tnpa.org/wp-content/uploads/201022-TNPA-RKD-More-to-Give-Donor-sentiment-toward-2020-year-end-fundraising-eBook-v2.pdf> 2. <https://tnpa.org/wp-content/uploads/201022-TNPA-RKD-More-to-Give-Donor-sentiment-toward-2020-year-end-fundraising-eBook-v2.pdf> 3. <https://tnpa.org/wp-content/uploads/201022-TNPA-RKD-More-to-Give-Donor-sentiment-toward-2020-year-end-fundraising-eBook-v2.pdf> 4. <https://tnpa.org/wp-content/uploads/201022-TNPA-RKD-More-to-Give-Donor-sentiment-toward-2020-year-end-fundraising-eBook-v2.pdf> 5. <https://tnpa.org/wp-content/uploads/201022-TNPA-RKD-More-to-Give-Donor-sentiment-toward-2020-year-end-fundraising-eBook-v2.pdf> 6. <https://tnpa.org/wp-content/uploads/201022-TNPA-RKD-More-to-Give-Donor-sentiment-toward-2020-year-end-fundraising-eBook-v2.pdf> 7. <http://fidelitycharitable.org> 8. <http://fidelitycharitable.org>