

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.<sup>1</sup>

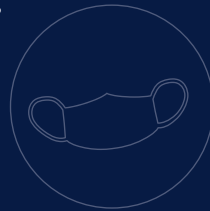
**65%** of donors who gave more than \$100K to charity in 2019 say they plan to give more this year.<sup>2</sup>

**61%** of donors who plan to give more in December have already given more in 2020.<sup>3</sup>

**74%** 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.<sup>4</sup>

**77%** of donors have given the same as or more than in 2019.<sup>5</sup>

Only **20%** will reportedly reduce their giving.<sup>6</sup>



## VIRTUAL VOLUNTEERING

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

**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.<sup>8</sup>

## 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](https://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>