

## 2021 Annual Donor Insight Study Charitable Giving in a Post-COVID World

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In July 2020, DickersonBakker released the findings of a nationwide study to assess how COVID-19 would impact charitable giving to faith-based nonprofits for the second half of the year. The encouraging results gave nonprofit leaders a great deal of hope, reporting the 2020 fall fundraising season would be viable, and even flourish, despite the global pandemic. Holistically, the key findings made a salient point: *Donors will only stop giving if you stop fundraising.*

This current donor study, “Charitable Giving in a Post-COVID World”, will provide valuable insights into giving trends as your organization prepares for the year-end giving season. We are excited to see how the three main areas of application will emerge from our research findings including specific applications to **Donor Engagement**, **Impact Messaging**, and **Expectations and Goals**. Well executed, the applications will encourage a joyful year-end season for both charities and their most generous givers.

### Who is sponsoring this online survey?

This is a free survey totally underwritten and conducted by DickersonBakker.

### What is the purpose of this survey?

This study will assess how likely mid-level and major donors will be to increase, decrease or hold steady their giving in 2021. Questions will measure how giving in 2020 and the pandemic may change donors’ giving going forward. Key findings from the “Charitable Giving in a Post-COVID World” will be a valuable tool as nonprofits forecast future giving and will support preparation for year-end giving and communications to mid-level and major donors.

### How will this benefit my organization?

As a ‘thank you’ for participating in this research, your organization will receive a copy of the key findings before it is released to the public. This data will provide valuable insight into your organization’s mid-level and major donors and assist you in fine-tuning your communication as you plan your Fall 2021 and year-end campaigns. Organizations who contribute a significant number of respondents to the survey will be recognized in the published study and related promotion of the survey findings.

## What types of donors should we ask to participate?

The “Charitable Giving in a Post-COVID World” Donor Study will examine data from both mid-level *and* major donors. Donors that gave \$500 or more to your organization in 2020 will fall into these two categories.

## What do you want me to do?

We’ve made it easy for your organization & for your donors to participate in this important study by providing two options for engagement:

- ▶ **Option #1:** Simply send DickersonBakker donor contact information and we will email your donors a personalized invitation to participate in the survey.
  - Contact information includes: First Name, Email Address and Donor ID

Prior to sending email invitations to your donors, DickersonBakker will request permission to use your organization’s name in the “Subject” line and/or in the first paragraph of an invitation email.

- ▶ **Option #2:** For organizations who would prefer to communicate with their donors directly, our team at DickersonBakker will provide a ready-to-send email template and provide guidance as needed to support sending the email invitations directly from your organization.

## How will you use our donors’ contact information?

We will *only* use the contact information provided to send one invitation email with a link to the survey and one or more reminder emails. Your data will remain confidential.

## What are the deadlines for this study?

If DickersonBakker is launching email invitations for your organization, we must receive all donor contact information **no later than 12 Noon (EDT) on June 3rd**. If you are sending the email invitations, we will arrange with you a schedule that works best for you.

The survey will launch on June 4 and close on July 20. The report will be available in late August.

## Who do I contact if I have questions?

For any questions related to this study, please contact your DickersonBakker consultant or Senior Consultant, Dr. Paul Virts via email at [Paul.Virts@dickersonbakker.com](mailto:Paul.Virts@dickersonbakker.com).