

Taking the Fear Out of Fundraising



IAFCC
16 October
2017



Religion
Individuals
Arts/Culture
PublicBenefit
InternationalAffairs
Environment/Animals
HumanServices
Foundations
Education
Health

2016 - Giving USA

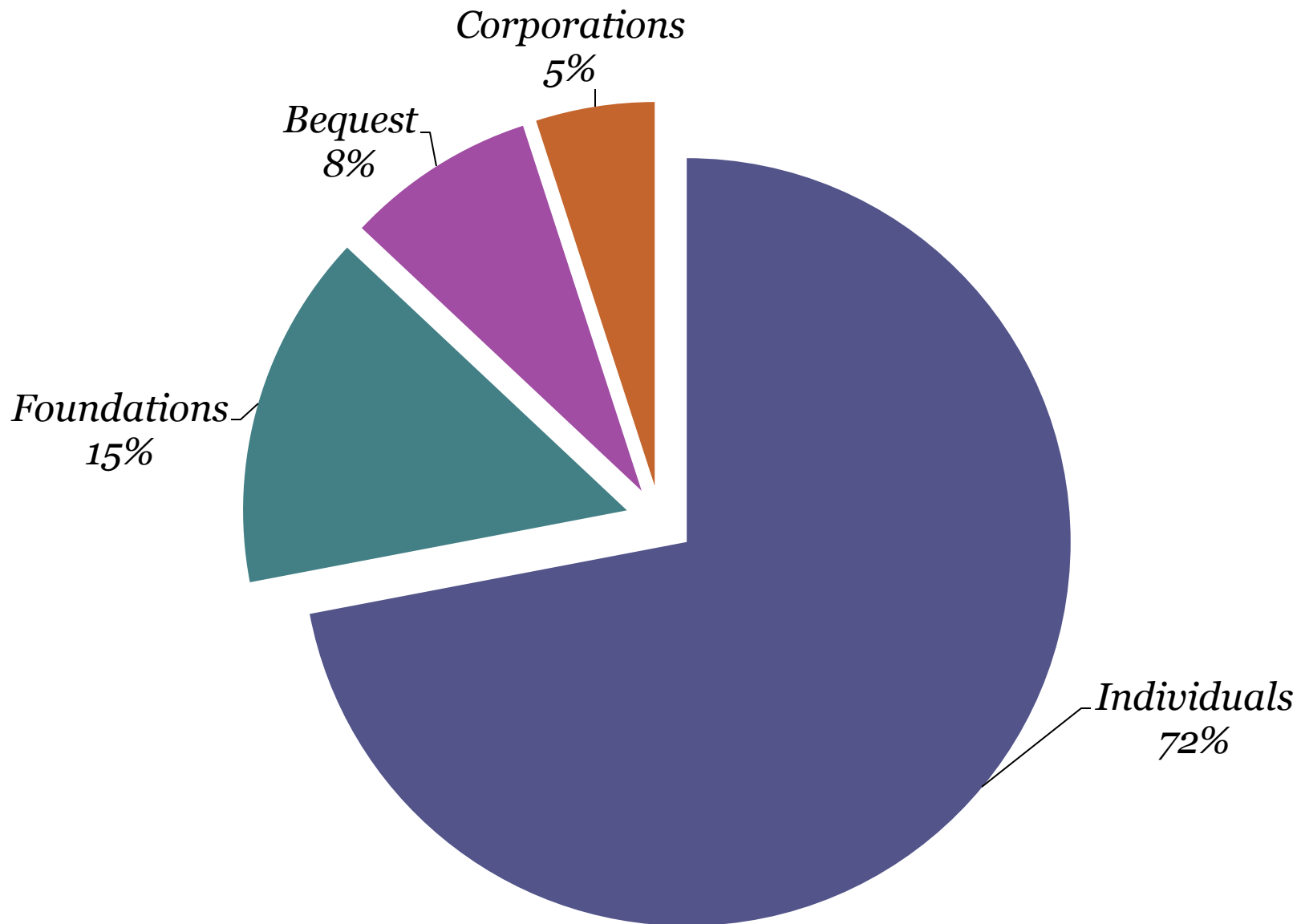
Sector

- Religion
- Education
- Human Services
- To Foundations
- Health
- Public Society Benefit
- International Affairs
- Arts/Culture
- Environment/Animals
- To individuals

Percent of Total

- \$122.94 billion (32%)
- \$59.77 billion (15%)
- \$46.8 billion (12%)
- \$40.56 billion (10%)
- \$33.14 billion (8%)
- \$29.89 billion (8%)
- \$22.3 billion (6%)
- 18.21 billion (5%)
- \$11.05 (3%)
- \$7.12 billion (2%)

Where Did It Come From?



In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving

And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases

\$390.05 billion

Where did the generosity come from?

Contributions by source
(by percentage of the total)

Giving by Individuals ↑ 3.9% **72%**
\$281.86 billion

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

Giving by Foundations ↑ 3.5% **15%**
\$59.28 billion

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

Giving by Bequest ↓ 9.0% **8%**
\$30.36 billion

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

Giving by Corporations ↑ 3.5% **5%**
\$18.55 billion

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

The single largest contributor to the growth in total giving was an increase of \$10.53 billion in GIVING BY INDIVIDUALS—offsetting declines from bequest giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.

* All figures on this infographic are reported in current dollars unless otherwise noted.



Giving to international affairs comprised a larger percentage of total charitable giving in the United States, increasing from 4 percent to 6 percent in 2016.



Giving to environment/animals increased 7.2 percent in 2016, the largest gain of any subsector, outpacing growth in overall giving for the last two years.

Where are all of the charitable dollars going?

(as a percentage of the total)

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3–7 percent.

- 32% **Religion** ↑ \$122.94 billion
- 15% **Education** ↑ \$59.77 billion
- 12% **Human Services** ↑ \$46.80 billion
- 10% **To Foundations** ↑ \$40.56 billion
- 8% **Health** ↑ \$33.14 billion
- 8% **Public-Society Benefit** ↑ \$29.89 billion
- 5% **Arts, Culture, and Humanities** ↑ \$18.21 billion
- 6% **International Affairs** ↑ \$22.03 billion
- 3% **Environment/Animals** ↑ \$11.05 billion
- 2% **To Individuals** ↓ \$7.12 billion

Giving USA FoundationSM, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



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IUPUI

LILLY FAMILY SCHOOL OF PHILANTHROPY

Fun Factoids

- In 2016, per capita giving by US adults reached \$1,155 and household giving was \$2,240.
- Giving by non –itemizing individuals rose 3.4%, and by itemizing individuals by 4% ****
- Giving to education and public society benefit increased for the 7th consecutive year

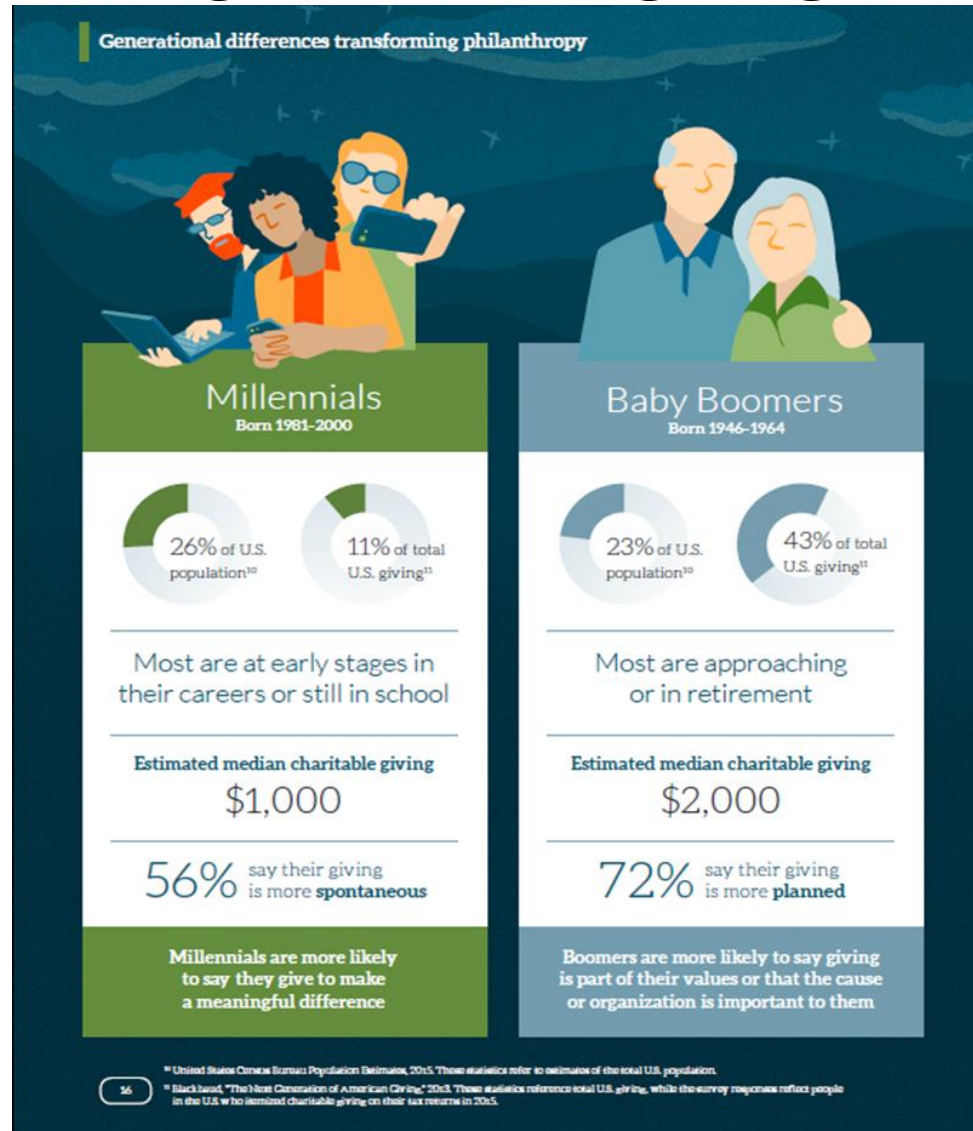
Key Questions to Ponder

- Why was giving by corporations up?
- Why was giving by foundations up?
- What might have fueled the rise in individual donations?

Implications for Organizations?

- Focus on individuals
- Encourage gifts of stock
- Continue with bequests as long term strategy

- Differences in generational giving



Three largest trend gaps between Millennials and Baby Boomers



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Implications for Your Organization?

- Communication with donors
- Opportunities for volunteer involvement with millennials
- Specific types of 'alternative' giving options

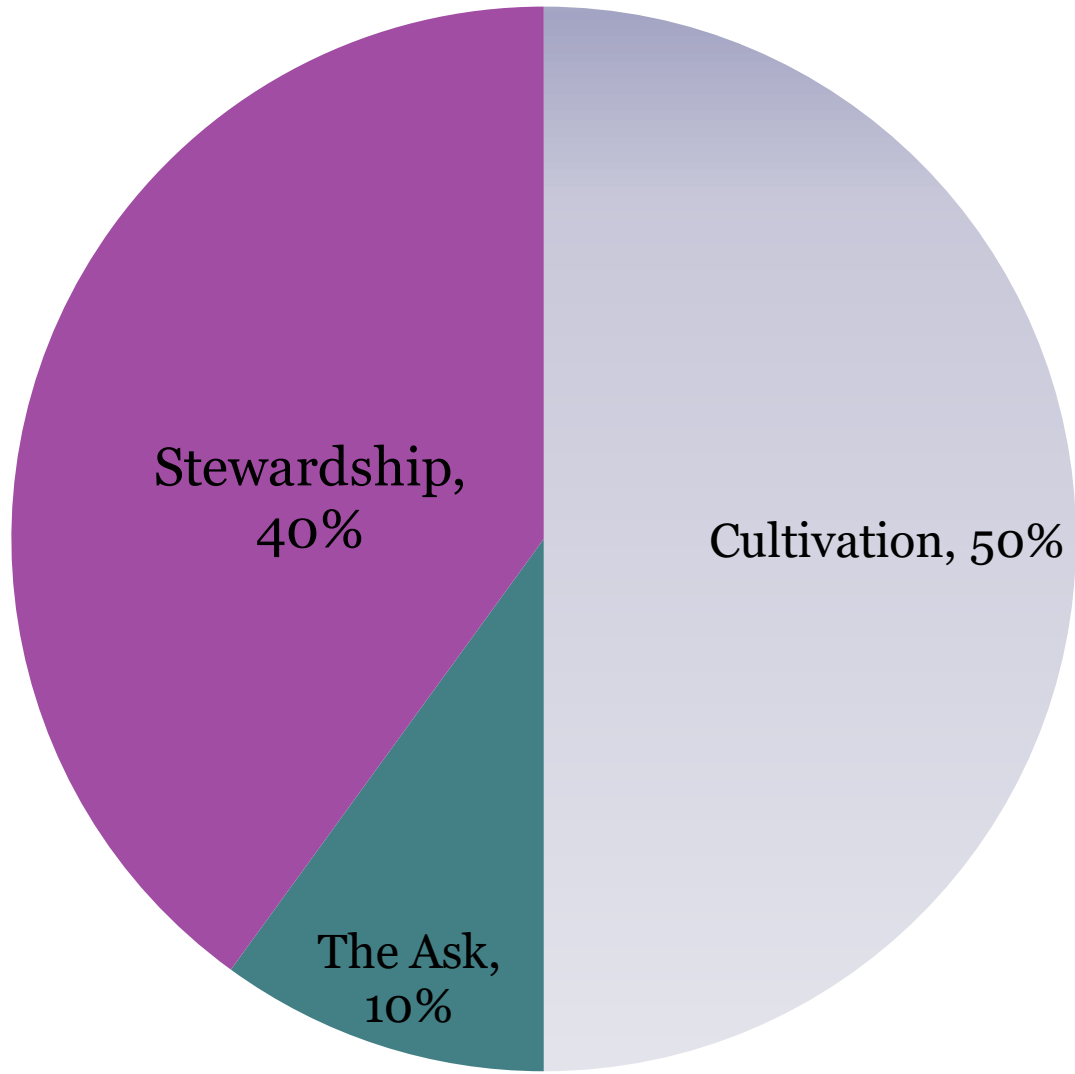


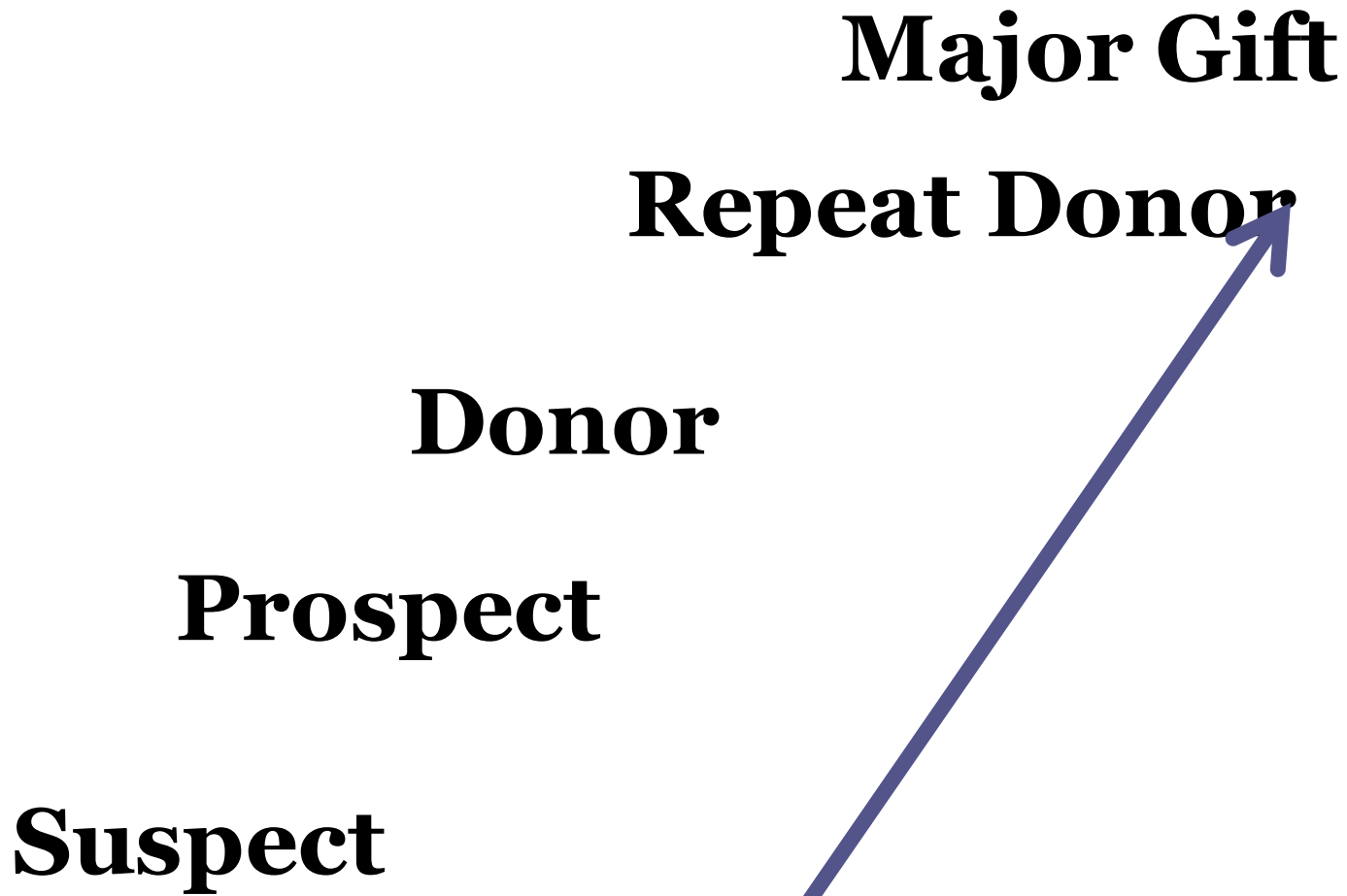
Linkage

Ability

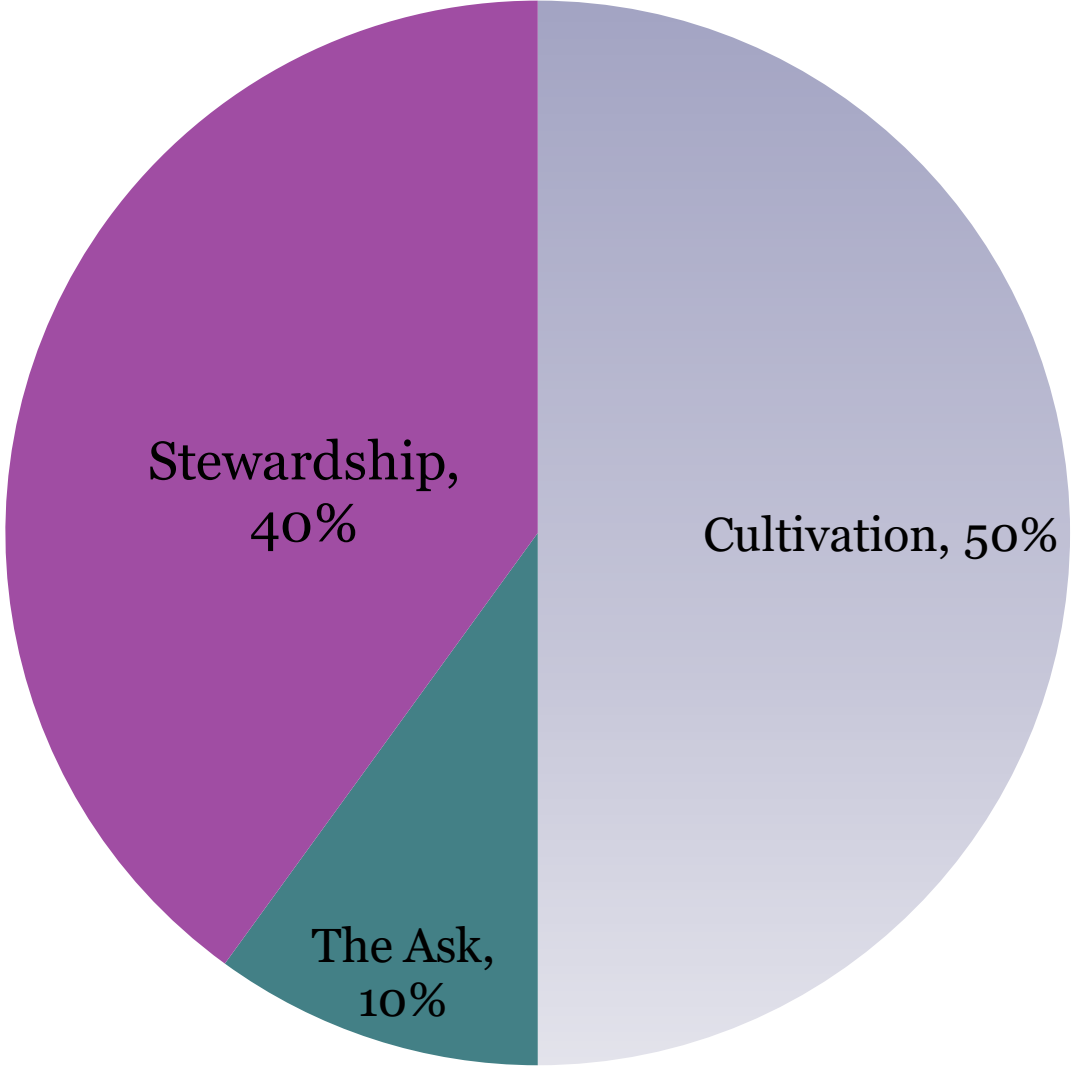
Interest

Components of Donor Development





Components of Donor Development



Top Reasons Why High Wealth Donors Stop Giving

- Too frequent solicitations or the non profit asked for an inappropriate amount (38%)
- The non profit changed leadership or activities (29%)
- The donor changed philanthropic focus or decided to support other causes (27%)
- The donor circumstances changed (22%)
- The donor was no longer personally involved with the organization (12%)

Chuck's Things To Remember

- Involvement invites investment
- The board must role model giving behavior for other prospects and donors to follow.
- No organization owns a donor.
- No donor gives away his or her last \$500 or \$5000
- You seldom get more than you ask for
- Fundraising is about building and maintaining relationships – it's a marathon, not a sprint
- It's much easier to get more from an existing donor than \$1 from a non donor

Remember - Date Your Donors

