

the
generosity
commission



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HOW AND WHY WE GIVE

Research Insights on the
Aspirations and Motivations
That Inspire People to Give
and Volunteer

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How to Use This Report

Every day, people across the United States are sharing their generosity with neighbors and strangers alike. Why are people generous? How do they understand the concept of generosity? What motivates them to give and volunteer? What do they need to know and feel before they donate their limited time and money? And, how can people and organizations better connect with current and potential givers based on what matters to them?

This report delves into in-depth audience research on the mindsets and motivations of generous-minded people of all kinds to help leaders in the social sector, business, policy, and beyond reach, communicate with, and engage current and potential givers.

The **Media Scan** can help communicators understand the kinds of conversations about giving, volunteering, and generosity that gain traction in the media landscape, learn who is driving them, and identify opportunities to leverage existing, or start new, public discussions.

Giving and Volunteering Mindsets Today introduces qualitative and quantitative data about people's giving and volunteering behaviors—and the motivations behind those actions. It adds nuance to current giving and volunteering trends and helps communicators learn how and where people are already willing to talk about generosity with their peers.

Audience Segments provide a new way to understand the various mindsets people bring to giving and volunteering, and offer ways to inspire different people to participate based on their attitudes, aspirations, and actions.

Methodology

This report details insights from a review of national media, a national opinion survey, and focus groups on Americans' attitudes and actions around giving and volunteering.

Media Scan

Analyze the contemporary news and social media conversation about generosity.

Hattaway Communications reviewed a sample of 70 news articles and 60 tweets about giving, volunteering, and everyday generosity from a variety of sources that reflected the views of both liberal and conservative voices. Selected articles and tweets had the highest social echo, meaning they were shared most frequently across social media platforms and had the highest level of engagement (likes, comments, and shares) in the United States. News articles and tweets were selected within the timeframe of January 2020 through June 2022 to capture momentous events of the time (e.g., the pandemic, holiday giving, Black Lives Matter protests, Russia's war in Ukraine, and natural disasters).

Articles and tweets were hand coded to identify trends in drivers, themes, and messengers in the overall conversation. Each piece of content was also hand coded for tone to calculate how positively or negatively each driver, theme, and messenger was framed in the conversation.

Survey

Generate new ways to classify people's generous mindsets and behaviors.

The Generosity Commission, in partnership with Hattaway Communications, conducted a nationally representative poll of 2,569 U.S. adults between June 28 and July 8, 2022. The sample included oversamples of low-income adults,

African Americans, Latinos, Asian Americans, millennials, and Gen Zers. The margin of error is +/- 2%.

The sample was weighted by race, age, and gender to align with respondents' actual proportion in the population. Additional details about the sample are available in the appendix.

Statistical analyses were then performed to produce audience segments based on different mindsets around generosity and other prosocial behaviors and attitudes and to identify new audiences that are open to expanding their charitable behaviors.

Focus Groups

Hear how different kinds of generous people think and feel about generosity.

The Generosity Commission, in partnership with Hattaway Communications, conducted three focus groups on August 22 and 23, 2022, with three audience segments that emerged from the survey as ambivalent about giving in different ways.

During these 90-minute discussions, moderators spoke with ambivalent audiences about their aspirations, barriers, and motivations about giving and volunteering. They also tested messaging about generosity and the participants' role in it to identify how they can best be encouraged to take action.

Executive Summary: How and Why People in the United States Give

People know what generosity means to them personally, and they practice it in all kinds of ways.

Most people identify as generous. Three in four people (74%) said they aspire to be generous. While some people in the focus groups were hesitant to label themselves as such for fear of seeming self-congratulatory, they agreed that they tried to take generous actions when they could. People described how important it is to live a life of generosity and how they looked for ways to be generous when they could.

People see giving to nonprofits as one of many pathways to being generous. People use their money and time in many different and surprising ways—many of which cannot be tracked or measured. In the minds of our respondents, there was no right or wrong way for people to practice generosity. They felt that individuals should be generous in the ways that are most accessible to them, many of which are difficult to measure and define. Generosity ranged from taking in a stray dog to helping a loved one with housework to buying water for teachers on strike to giving to a 501(c)(3). Those we surveyed and talked to felt that generosity could be shown to everyone, not only those who are traditionally considered to be in need.

Everyday givers describe generosity as boundless, but giving and volunteering as resource dependent. While people celebrated that anyone can choose to be generous at any time, they appreciated that people might give or volunteer only when they have the resources to do so. The top barrier to giving reported in the survey was not having enough money: 57% said they have chosen not to give due to money constraints. Around two-thirds (69%) agreed that they cannot give as much as they'd like after taking care of themselves and their families. Yet 69% thought it important to give, even if it requires sacrifice. These sentiments were echoed in the focus groups: People wanted to give and thought it should be a priority, but they felt hindered by time, money, and a general feeling of helplessness.

Giving comes from the heart first, not from external incentives.

Choices about where to give are personal and driven by what matters most to each individual. Personal connections and interests drove giving and volunteering. People had a clear and specific understanding of the causes that were important to them and how they wanted to support those causes. Almost half (47%) were most motivated to give or volunteer to contribute to something they care deeply about, and 61% agreed that giving and volunteering is how they express their values. More than two-thirds (69%) agreed that every donation counts as long as it is personally meaningful to the individual. Generosity is a strong reflection of people's values, passions, and the ways they experience the world around them.

Everyday givers already know their own generosity matters: They are not primarily motivated by or looking for external validation or incentives. People said they wanted to give and volunteer because it's the right thing to do. Most respondents were motivated to give and volunteer by the deep desire to help people in need (73%), not personal incentives like tax breaks (6%) or impressing others (3%). For the most part, proposed policies and external influences, such as being offered a charitable savings account by an employer or getting a bigger tax break, did not move the needle when it came to giving and volunteering: 51% said they were neither more nor less likely to give if offered each.

People believe that generosity is a core part of a functioning society.

People see generosity as part of the fabric of our society—and they give because they have hope things can get better. Acting generously is deeply ingrained in the way people in the United States interact with their communities and the

world. It is a core value: 9 in 10 (91%) of those surveyed said giving and volunteering are priorities for them. Focus group participants described a world without generosity as chaotic and sad—a world in which they would not want to live.

However, people do not want to be told that generosity is a civic duty nor that it is uniquely American. While nearly three-quarters of those surveyed said they felt a strong sense of duty to help others, when we probed further in the focus groups, participants strongly opposed defining generosity as a civic obligation or duty. Respondents also did not think that generosity is a uniquely American trait. Appealing to how generosity is a universal trait that strengthens society proved more authentic than describing generosity as a duty or as uniquely American.

People don't want to be told how to give—but they want to know their contribution is making a difference.

Everyday givers want to see the tangible impacts of their gifts, driving decisions about where and how to give. Survey data showed that a great deal of giving and volunteering happen on local and interpersonal levels through actions such as donating clothes, food, or other resources; giving money to strangers in need; and giving money to or helping people they know personally. These actions have real, tangible impacts that the giver can see. People described how giving to local people or organizations gives donors a window into how their actions directly affect another human or a cause, leaving them with a sense of fulfillment.

People want to feel confident about how their contributions will be used, and they value high levels of transparency from nonprofits. People wanted to make sure their money was going toward the right things. Fully 67% wanted to know all the details about how their money would be spent to be sure it wouldn't go to waste. They didn't need to be told what to do or how to give, but they were interested in information about how to give well and in reassurance that their giving would be meaningful.

Feeling uncertain about how best to make a meaningful difference, people tend to give in ways that are most convenient to them. People reported having strong aspirations to be generous (74%); however, they often felt overwhelmed about knowing how to help (44%). As a result, they often gave in convenient ways, such as rounding up at

the grocery store (61%) or purchasing an item because it helps a cause (63%). More than half (53%) said they would be more likely to volunteer if they had resources to help find opportunities, a sentiment that was echoed in focus groups about both giving and volunteering.

Public conversations about generosity are dominated by people and issues that don't represent everyday givers' attitudes and experiences.

Everyday givers do not talk much with others about their giving but are willing to share their knowledge with people close to them if it can help them give. Respondents were wary of virtue signaling when talking about their generosity and actively avoided quantifying their giving. People were most likely to talk about their generosity with people close to them: 55% of survey respondents said they were interested in talking about giving at small events with people they know and they would most trust talking about giving with friends (59%) or family (49%). However, people in focus groups were open to sharing their own knowledge about how to take action—as long as they were not forcing their personal beliefs on someone else.

Celebrities' big gifts have an outsized presence in the media conversation around giving and volunteering. Celebrities and public figures dominate media conversation around generosity, especially social media. Both social and news media focus heavily on massive donations from celebrities and public figures to causes such as the war in Ukraine and natural disasters. Despite that, the survey found that people were apprehensive about trusting celebrities as messengers for generosity—only 9% said they would want to hear from a celebrity about generosity.

Media coverage about giving and volunteering also have an outsized focus on giving and volunteering for polarizing issues. Media conversations elevated stories about giving and volunteering in support of polarizing causes, such as political giving or giving to social movements, such as Black Lives Matter or reproductive rights. Media conversations around polarizing issues describe giving and volunteering directed to certain causes as potentially harmful in cases in which it was an issue with which the media channel disagreed. Despite these trends, people in the focus groups reinforced their beliefs that giving is personal and that any kind of selfless giving that comes from the heart is valuable.

Research Objectives and Questions

The purpose of this media scan is to quantify and analyze the contemporary news media and Twitter conversation around giving, volunteering, and generosity in the United States. Our main objectives were to:

- Understand the current reach of messages about generosity and identify key trends in drivers, themes, and messengers.
- Understand which kinds of drivers, themes, and messengers are most prominent. Which voices are the strongest in public conversation? What are people talking about in conversations around generosity? Which topics drive these conversations?
- Measure the tone and attitudes of conversations about different kinds of generosity. When is generosity appreciated and well received by the public? Is it ever seen as harmful or unnecessary, and if so, when?
- Find opportunities in the conversation to elevate and encourage giving and volunteering practices. How can we leverage these areas to support and encourage giving and volunteering?

Key Definitions

Drivers:

The topics, issues, and causes that spark and propel public conversations related to generosity (e.g., Black Lives Matter protests or generous acts by children).

Themes:

Repeated trends in the way messages are framed (e.g., “Generosity protects others’ safety”).

Messengers:

People, organizations, and institutions that have significant influence and reach.

Tonality:

Tone of the driver, theme, or messenger being discussed. Tonality could be positive (supportive of giving, volunteering, or generosity), negative (unsupportive of generosity), or neutral (neither).

Prominence:

Percent of articles or tweets in which each driver, theme, or messenger appeared.

Summary of Key Findings

Overview

Conversations around generosity were generally about one or more of the following:

- Calls to support an issue or cause
- Examples of individual, celebrity, organizational, or institutional generosity and the impact it has
- Stories criticizing an individual, organization, or institution for its selfishness or misuse of donated funds or resources

Media coverage recognized the value of generosity and uplifted its positive effects on communities and beyond. Media reflected people’s view of generosity as a requirement for society to function during hard times and a way to lift up those who are struggling. People in the media especially spoke highly of generosity when it provided those in need with safety or basic human necessities.

Opportunities Identified by Media Scan

Use emotional and specific messaging. Conversations that had (1) language that appealed strongly to emotions and (2) story pieces that detailed specific ways the world benefits from generosity generally received a lot of reach and engagement. An opportunity exists to tap into this type of messaging, to detail highly emotional and specific ways the world benefits from generosity in order to increase

engagement and move people to act. Examples of this type of messaging include the following:

- Stories about how generosity helps people heal from traumatic situations and fosters a sense of safety for them (e.g., those affected by the pandemic, the Ukrainian war, poverty, and hurricanes)
- Stories about how generosity gives voice and power to underserved populations and makes them feel seen (e.g., homeless people and people with disabilities)

Highlight generous people of all kinds. A number of stories in the news media featured the generosity of children and its substantial impact on their communities and beyond. Many of these children were able to help people using minimal funding and resources, and through their drive and passion to help people, they were able to make a difference. This is another opportunity to leverage stories of unlikely generosity as a demonstration that anyone has the ability to be generous.

Demonstrate how generosity helps others in both tangible and intangible ways. Functionally, generosity provides services and resources to those who are struggling to help them get back on their feet. On a deeper level, generosity shows recipients that there are people out there who care about their well-being and want to see them heal and thrive. Stories that connect generosity to community building and support resonate and help people see even deeper benefits of generosity.

Show pathways to generosity other than large donations. Much of the media conversation around generosity revolved around giving large amounts of money, which is inaccessible for most people. Raise up other forms of generosity like different ways to volunteer or help others in one's community. Alternatively, show how far even small donations can go to show people that every dollar counts.

Turn the conversation around generosity away from the pandemic. Pandemic-driven generosity was a major topic of conversation that took attention away from other important causes. As the pandemic slows, shift the conversation away from the pandemic, a very specific driver and point in time, and fill the empty space with new, emotional, and action-oriented conversations around generosity.

Giving, Volunteering, and Everyday Generosity

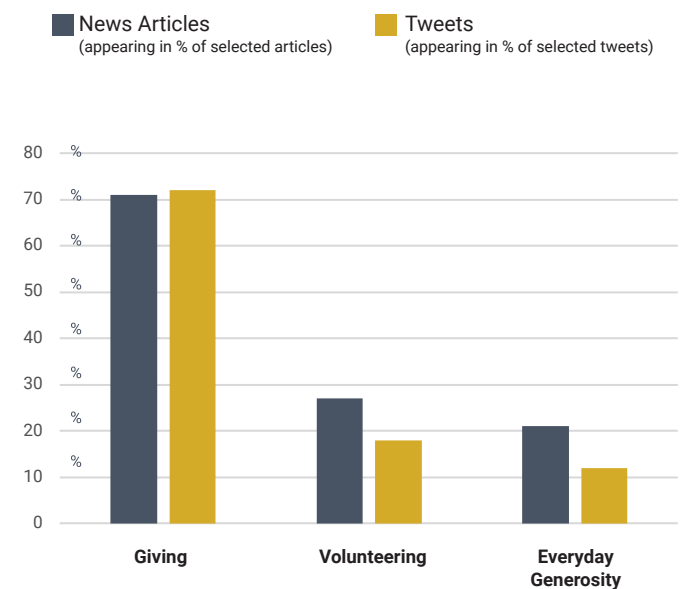
Media conversations focused much more on giving than on other forms of generosity like volunteering or general acts of kindness. Fully 71% of news coverage focused

on giving compared to only 27% on volunteering. Media discussions about giving generally focused on calls to donate; individuals who donated resources locally as an act of kindness; and specific examples of an individual, organization, or institution that contributed resources or large sums of money to a cause.

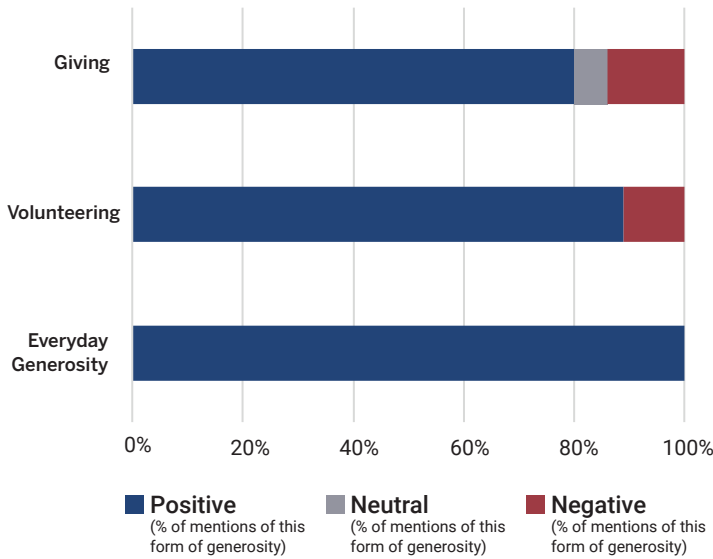
Media portrayed generosity as much more than giving and volunteering: as a value by which to live. In the media, "everyday generosity" was always portrayed positively. People discussed generosity as a value itself, urging others to live generously for the day or describing a loved one or friend's generosity as an attribute of their good character. Other conversations referred to general generosity as an action beyond traditional giving or volunteering. Examples of general generosity included a group of grocery store customers helping each other move groceries through a storm, or a man saving a group of kittens from the street and helping them find homes.

Volunteering was represented mainly through stories about individuals or local groups making an impact in their communities. Although volunteering showed up in only 27% of news articles and 18% of tweets, discussions about volunteering were overall more local and community oriented than those about giving. Examples of these conversations included an Alabama man who delivered free meals to people who could not leave their homes during the pandemic and a group of Army veterans who came together to clean up the streets after the January 6 riots. These stories often were used as both calls to action to inspire others to get involved and advice about where and how to get involved in volunteering for a certain cause.

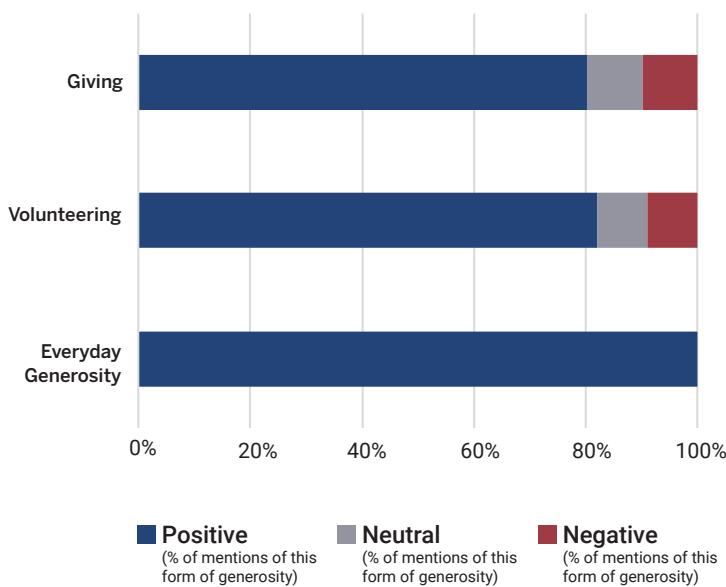
Prominence of Forms of Generosity



Tonality of Forms of Generosity in News Coverage



Tonality of Forms of Generosity in Tweets



Drivers of Coverage

Media were driven largely by the idea that when basic human needs are under threat, people come together to support one another. There was little debate about drivers of giving to help those affected by natural disasters and humanitarian crises such as food scarcity and hunger, the COVID-19 pandemic, and the Russian war in Ukraine. Media universally accepted these types of giving as positive.

The pandemic took up much of the conversation around generosity during this time, both encouraging people to give more and diverting attention away from other important issues and causes. The pandemic was mentioned in about a third of the conversations, and generosity related to the pandemic was viewed, overall, as positive. Media with high reach included calls to action to help people suffering from the pandemic, and other conversations featured specific examples that showed the impact and importance that generosity has to help those most affected feel safe and supported. Though this coverage was generally positive, it did dominate much of the conversation, leaving a white space as the pandemic slows.

Social movements, civil action, and protests generated conversation that was more contentious and raised questions about whether all acts of generosity are moral or ethical. Milestone events in social and political issues, such as presidential campaigns and Black Lives Matter, reactivated conversations about these issues and led to polarized conversations. Some conversations were positive calls to support these issues or examples of how generosity has made a positive impact. However, a significant portion of public conversations framed generosity as harmful or threatening because those on the opposing side did not approve of where the money was going. In addition, media conversations questioned the allocation of donated funds for these causes. For example, 33% of the conversation around generosity and Black Lives Matter was negative due to questions around finances.

Still, generosity was framed as the fuel that makes social movements possible. The bulk of media conversations happen around big social, political, or cultural events, such as the presidential election or the killing of George Floyd. Media described how generosity can help heal and rebuild after traumatic events and how it can bring communities together for a common cause.

A substantial part of the national conversation was driven by celebrity generosity. These conversations appeared in 31% of news coverage and 53% of Twitter coverage. Coverage most often focused on celebrities' large donations to causes or leadership in large philanthropic efforts. Conversation about celebrity generosity was usually positive, and the media credited celebrities with generating big impacts and creating a better world. Their generosity received negative attention in the conversation when they donated to controversial or politically polarized causes.

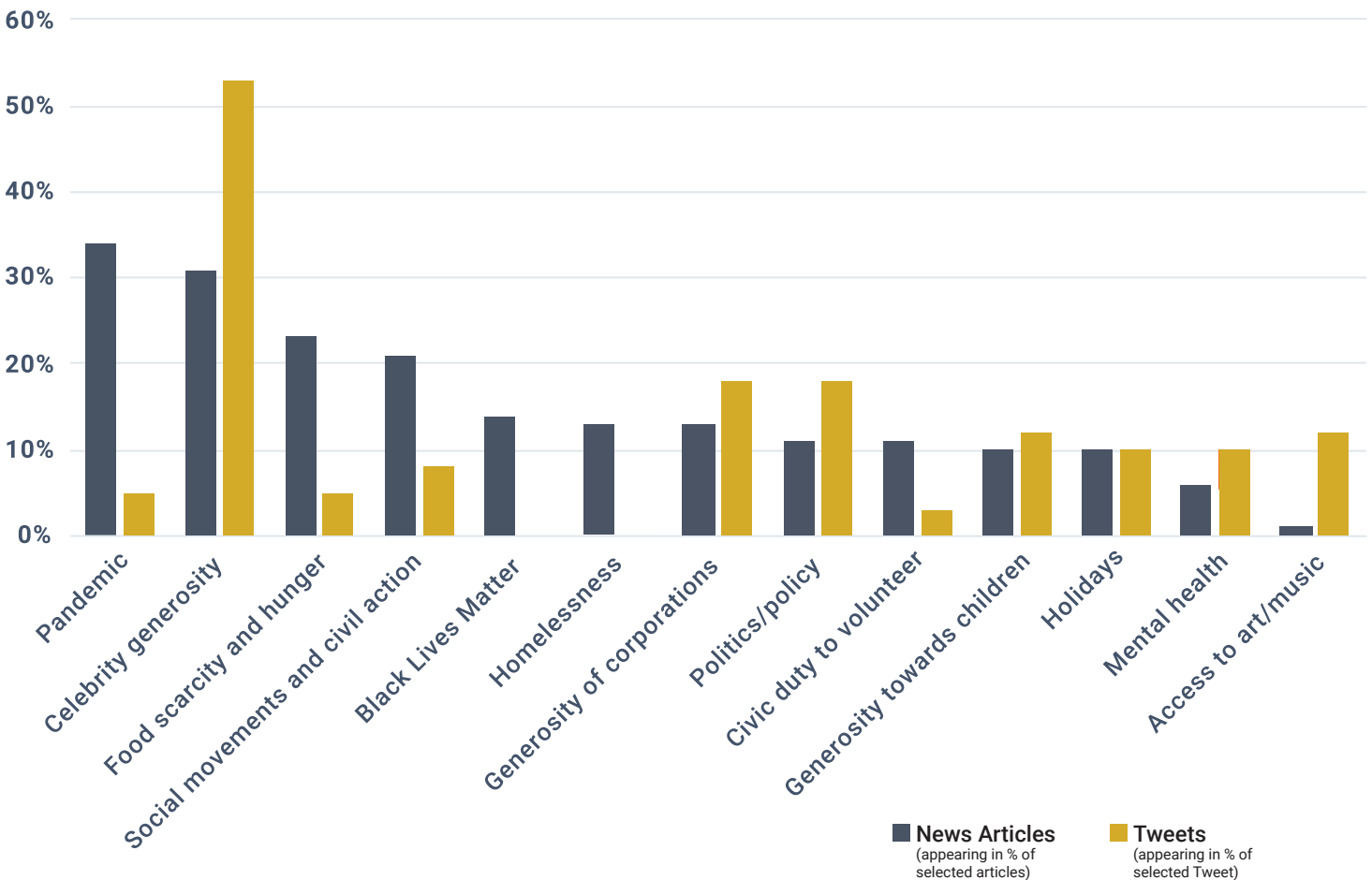
Coverage driven by corporate generosity demonstrated the huge impacts corporate donation dollars can have on public interest issues. These impacts drew some attention (featured in 13% of the conversation) and were positively received for causes because they generally highlighted generosity toward uncontroversial causes, such as education and public health. For example, conversations were very uplifting when Zoom announced the giveaway of

Zoom video conferencing tools for free to K-12 schools or when Dyson announced the creation and free distribution of 15,000 new ventilators.

However, corporate giving was met with disdain when the corporation or those who closely represented it donated to a cause that was controversial to the public. For example, many were furious at Wendy's Company after the CEO donated to the Trump campaign, despite the fact that the donation was not technically connected to Wendy's.

Corporations sometimes withheld their generosity from other organizations or institutions when their public reputations were in question. For example, AmazonSmile kicked Black Lives Matter off its platform and withheld its philanthropic resources when the nonprofit faced public scrutiny for its funding disclosure.

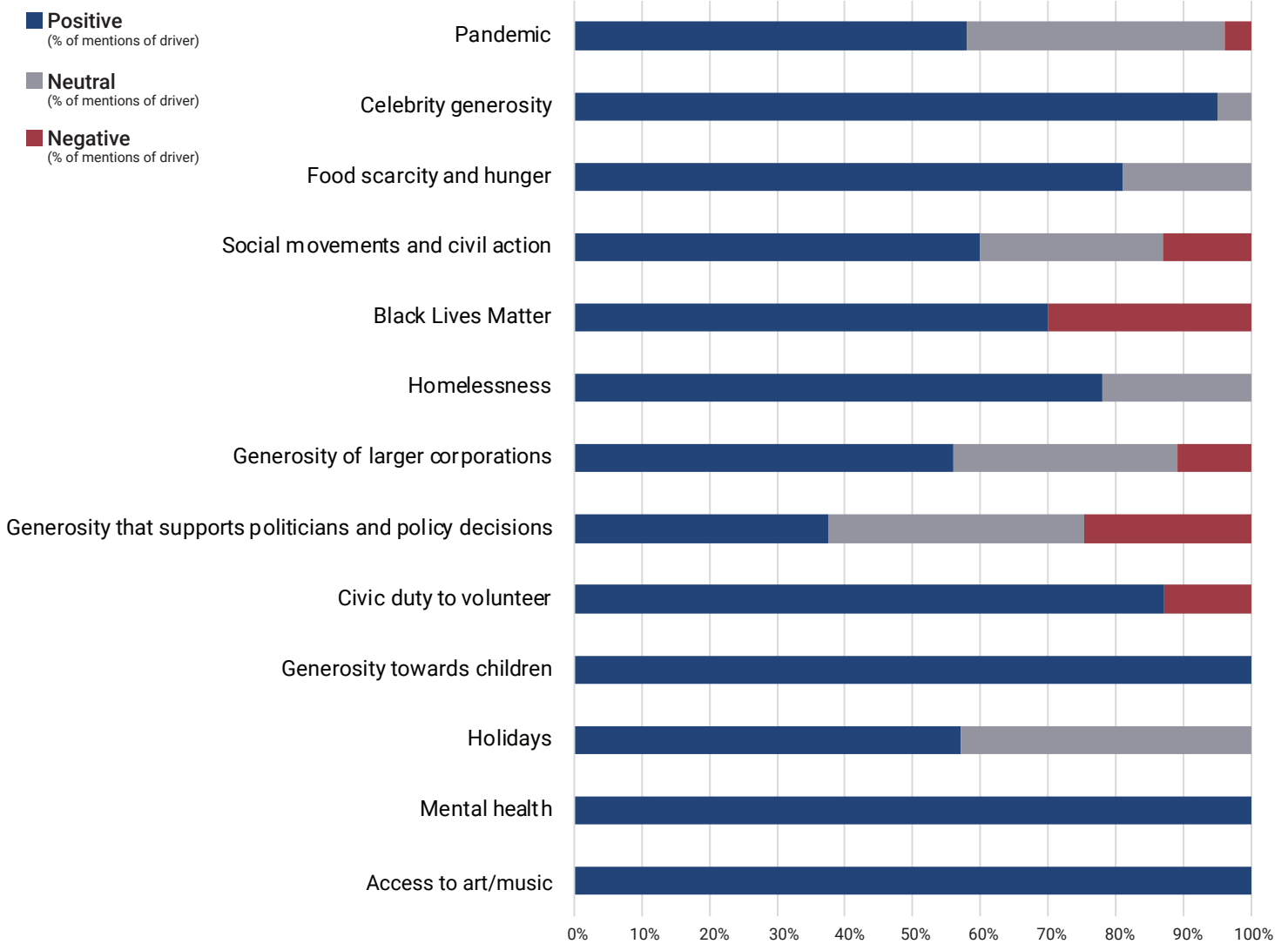
Prominence of Drivers



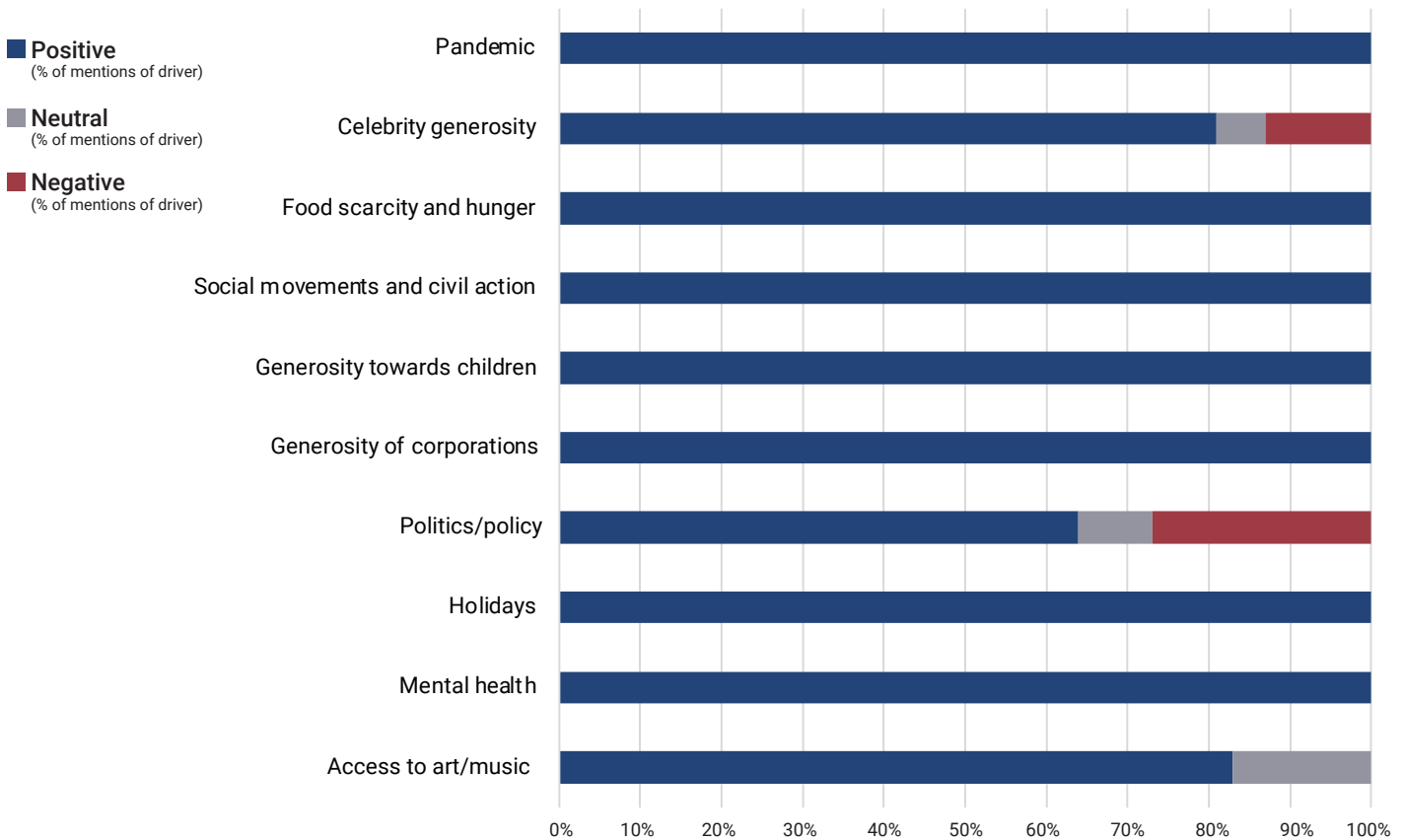
Drivers that showed up in less than 10% of articles and tweets:

- Generosity toward restaurants and grocery stores
- Disaster relief aid
- Military members and veterans
- Generosity of religious establishments
- Generosity toward animals
- Generosity toward education
- Generosity of children
- Civic duty to donate
- Gun violence
- Birthdays
- Disabilities
- Elderly giving
- Reproductive healthcare
- Litter/trash cleanup

Tonality of Drivers in News Coverage



Tonality of Drivers in Tweets



Themes

Media coverage shows how people are drawn to the personal nature and connection aspect of generosity.

Personal connection to the cause was a key theme of the generosity of individuals or local groups as it inspired those with deep knowledge and understanding of an issue to create meaningful impact with their generosity as a result. The theme of personal connection to the cause showed up in 19% of news coverage, usually in stories about individuals or local groups explaining what motivated them to make such an impact with their generosity. Community building was another huge theme and was a positive consequence of generosity, reported in more than a third of news coverage.

Media largely underscored an altruistic view of generosity—it’s about seeing a need and filling it for selfless reasons. People desire to heal those who are struggling and help disenfranchised communities get back on their feet. Out of all the reasons for generosity, people were most responsive to and moved by stories

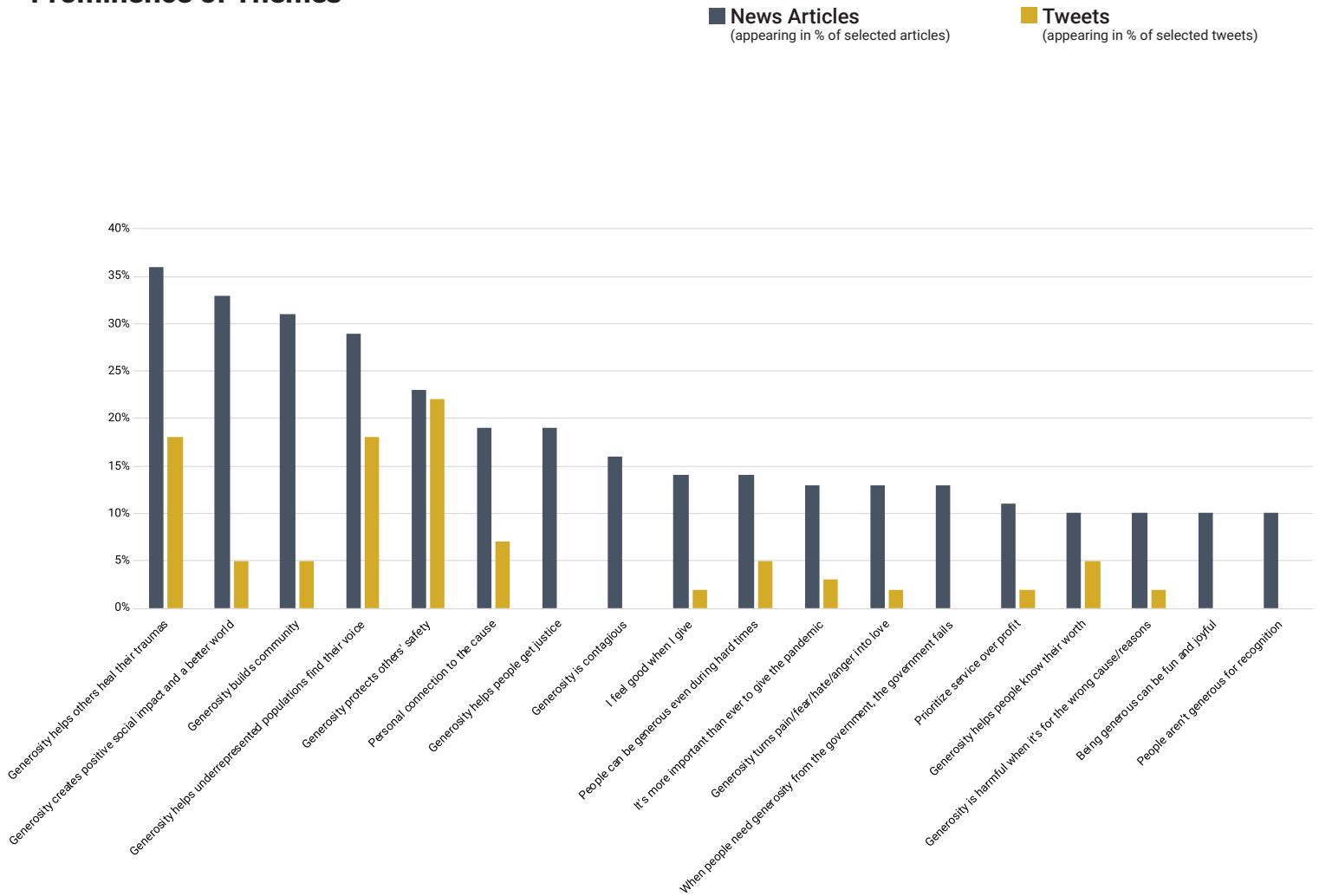
about generosity that supported the safety and protection of others. In addition, more than a third of news coverage highlighted the idea that generosity is good because it creates a positive social impact and a better world for all. The theme of “I feel good when I give” was the only theme about generosity relating to personal fulfillment that made it into more than 10% of articles.

Media reflected research participants’ views that generosity is a way to create a positive social impact and a better world through protecting and healing other people.

People were especially moved to protect the safety of those suffering the consequences of poverty, catastrophes, or humanitarian crises, such as the pandemic, the war in Ukraine, or food scarcity. Media coverage represented generosity as a support system to help others heal their trauma. This was especially prevalent in conversations around mental health and rebuilding communities that suffered consequences from traumatic challenges such as the pandemic or protest looting.

Media highlighted how people want to see and support social justice for others and help underrepresented populations heal their traumas and find their voices. A substantial portion of news coverage highlighted how people want to help historically underrepresented people in the United States heal and provide them with resources to thrive and rebuild their lives moving forward. An important example is generosity toward the Black Lives Matter movement. Other recipients were people with disabilities and children struggling with poverty or bullying; this type of generosity can help them feel seen and accounted for and can provide meaningful connections and resources for them.

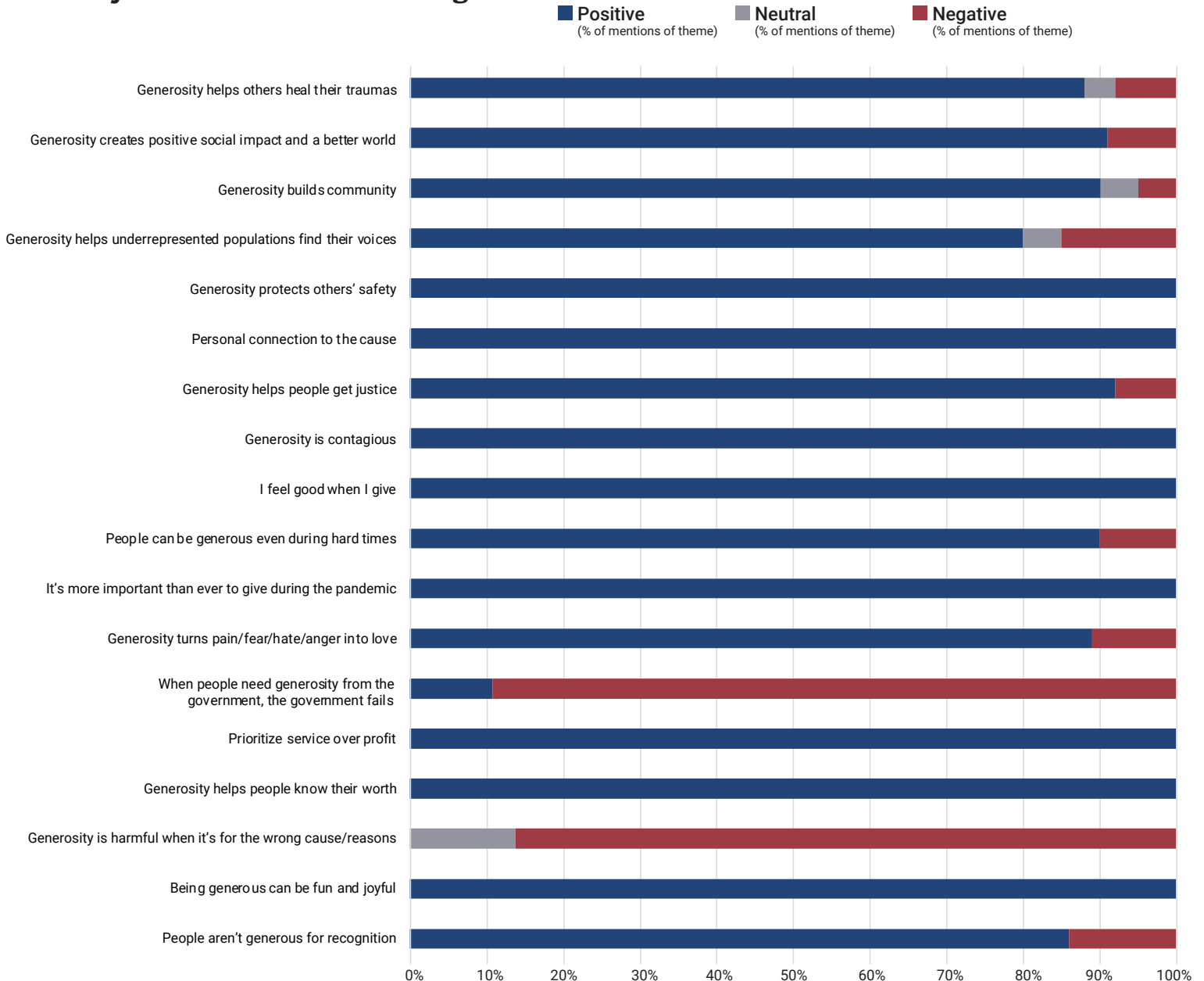
Prominence of Themes



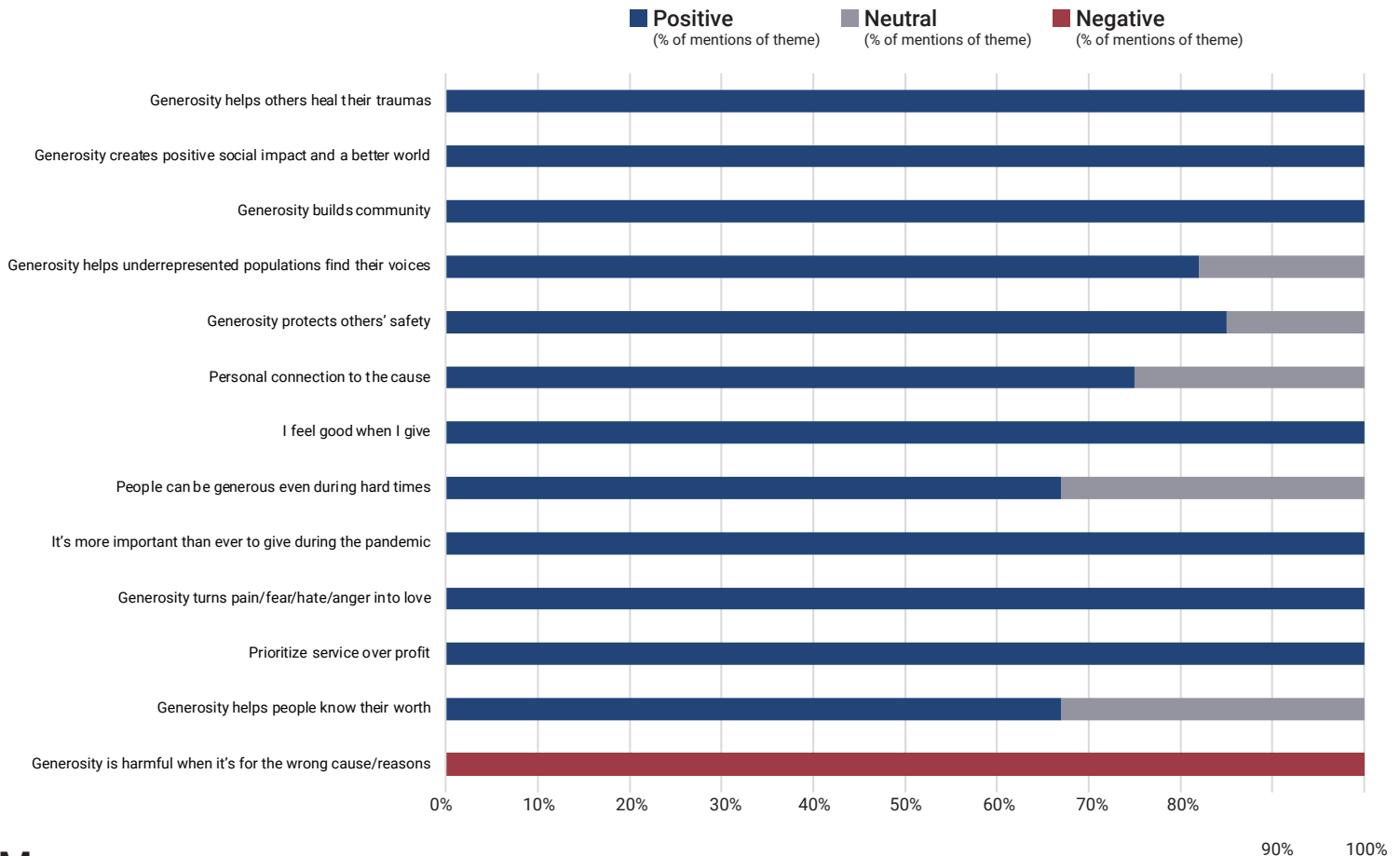
Themes that showed up in less than 10% of national news and Twitter conversations include the following:

- CEOs and billionaires are making big impacts
- Children can make a big impact with generosity
- Donations aren't going where they're supposed to
- Generosity subverts assumptions about other people
- The United States is a generous country
- People are generous because it's instilled in them
- Generosity is instilled from religious values
- My generosity helps me with my trauma
- Generosity is glamorous
- Celebrity giving makes a huge impact
- Caring for family/friends
- Generosity makes me a better person
- There are so many opportunities and ways to be generous
- My generosity isn't recognized as it should be
- Generosity is a skill builder

Tonality of Themes in News Coverage



Tonality of Themes in Tweets



Messengers

Everyday givers with impact expressed and exemplified the ideas that many opportunities exist for generosity and that anyone can be generous. News media gained traction around stories of everyday individuals who made a big impact with their generosity. Usually, they were motivated by a need to fill in the gaps in their communities and through perseverance and passion, were able to grow their efforts and make a positive impact.

For example, a seven-year-old named Cavanaugh Bell made an impact in his community by using his entire savings, \$600, to create COVID-19 care packages and buy hot meals to help senior citizens in his community at local restaurants that were affected by COVID-19. He has since continued his efforts through donations from supporters who were inspired and moved by his story.

Celebrities, CEOs, and billionaires dominated attention in the media, and a small number of these people were disproportionately represented in the social media conversation. Celebrities' voices were key in the conversation around generosity given their massive reach and influence. In fact, celebrities were featured in more than half of the social media conversations that were

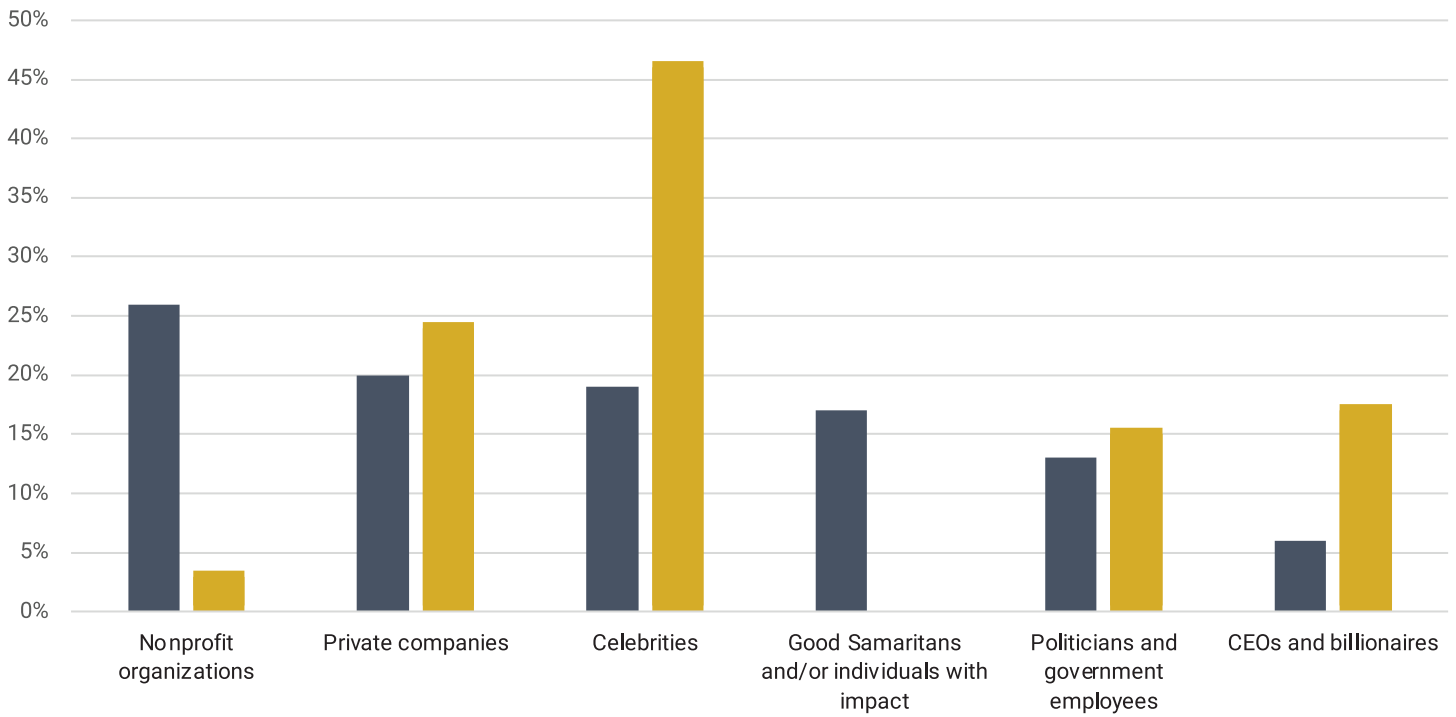
analyzed. Interesting to note that the number of celebrity, billionaire, and CEO messengers who drove the national conversation is small. Individuals such as Barack Obama, Lady Gaga, Ellen DeGeneres, Katy Perry, Bill Gates, and Elon Musk were each featured in almost 10 percent of the social media conversation.

Elon Musk exemplifies the large influence celebrities, CEOs, and billionaires have on the media conversation. He spoke about generosity of and to politicians so negatively throughout most of his conversations that 30% of the national social media conversations with CEO and billionaire messengers were negative.

Celebrity messaging was less personal, and celebrities' generosity was at a higher level than were local efforts. Generally, they used their platforms to engage audiences around certain causes; call audiences to donate; or announce philanthropic actions or partnerships with other celebrities, organizations, or institutions. In both news and social media conversations, celebrities expressed the need for generosity around issues that involved protecting human rights (e.g., women's rights and LGBTQ rights) or building resources for those in need (e.g., developing countries and communities affected by disaster).

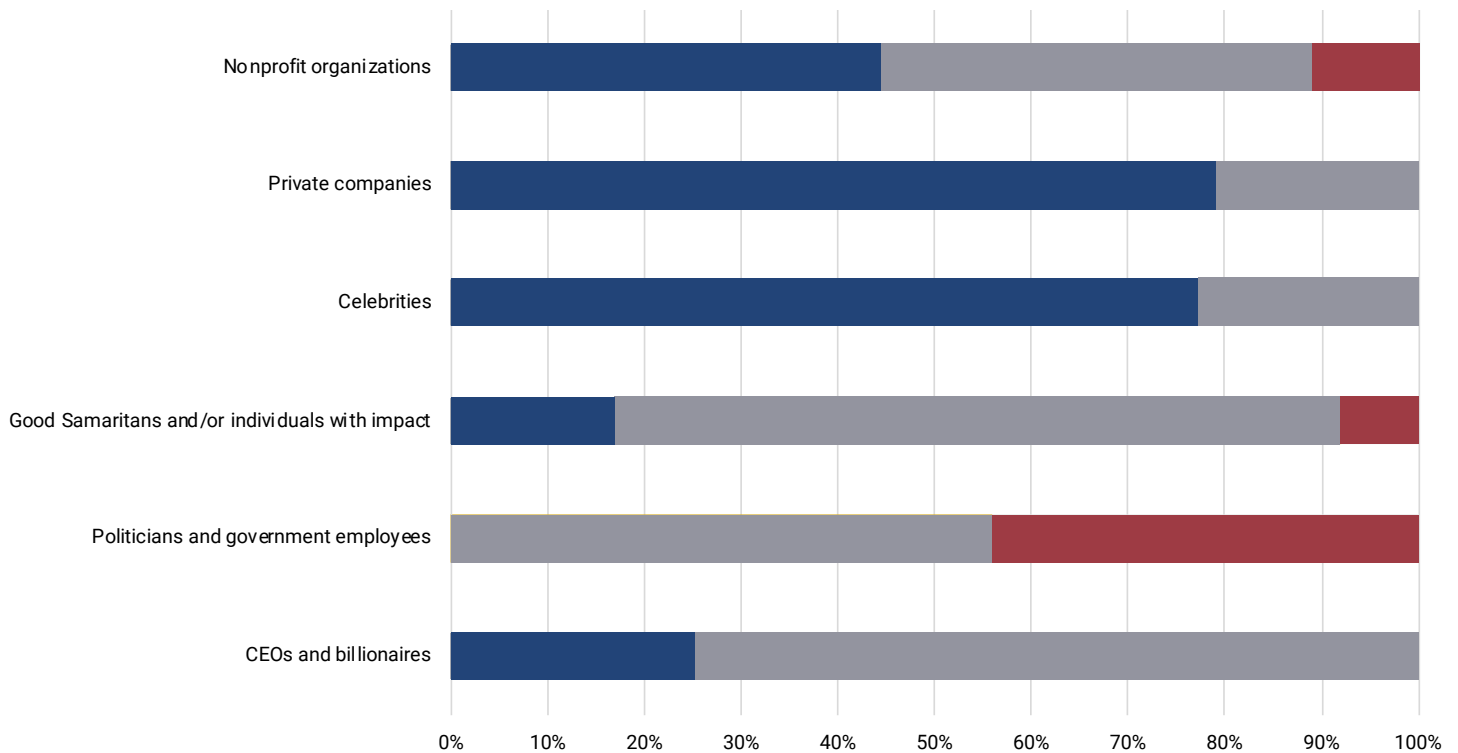
Tonality of Themes in Tweets

■ News Articles (appearing in % of selected articles) ■ Tweets (appearing in % of selected tweets)

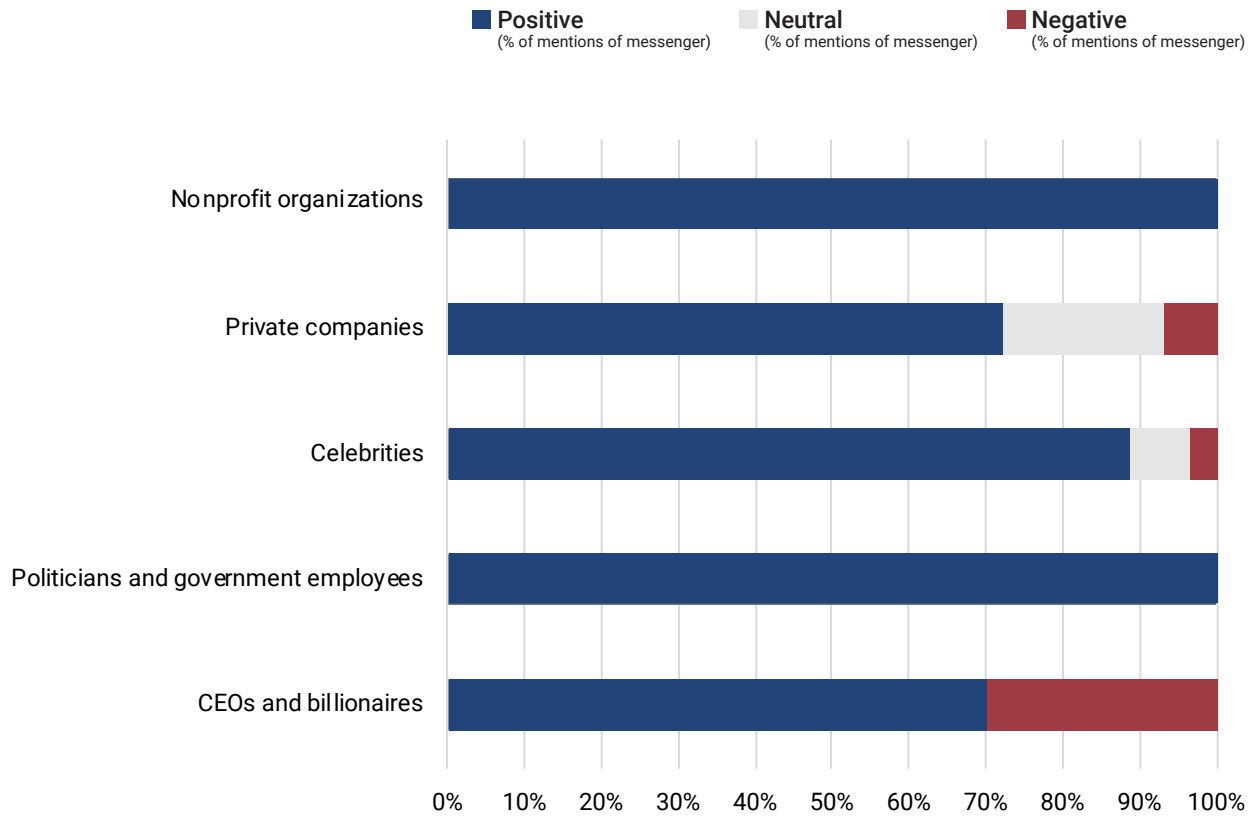


Tonality of Messengers in News Coverage

■ Positive (% of mentions of messenger) ■ Neutral (% of mentions of messenger) ■ Negative (% of mentions of messenger)



Tonality of Messengers in Tweets



Giving and Volunteering Mindsets Today

To understand the current state of giving and volunteering in the United States, it's necessary to explore how people report their own giving and volunteering behaviors, as well as the motivations and barriers to these behaviors. Despite a downward trend in everyday philanthropic participation, a large majority of Americans self-reported taking generous actions regularly. The following section outlines detailed findings from the survey and focus groups.

Americans identified a wide variety of ways they express that generosity through both formal and informal methods. Recognizing and appreciating these diverse pathways of generosity are vital to finding new ways to connect with new audiences of generous Americans.

The Current State of Giving and Volunteering

People in the United States know what generosity is to them personally, and they are not looking to have someone else define it for them. Generosity is boundless: It's not limited to giving and volunteering. People understand generosity as the multitude of thoughtful and helpful ways we interact with each other and the world around us—from purchasing groceries for strangers to supporting teacher strikes. They believe that generosity is vital to our way of life, as important as the air we breathe.

Question: What does generosity mean to you personally?

"It would be donating yourself to something, whether your time, your money, volunteering, something like that, but being able to give of yourself to help others."

"You're being selfless. You're putting yourself in a position where you're allowing someone else's needs to come before yours."

"The most simple definition is the act of giving. And it doesn't have to be money. It could be giving of yourself, your time, or your money if you have it. But it's the act of giving without the expectation of something in return."

Survey respondents defined generosity with words that constituted general kindness, like "share," "selfless," "helpful," and "heart." Words like "give," "money," and "charity" were also frequently used to describe generosity.

When you hear the word "generosity," what first comes to mind?

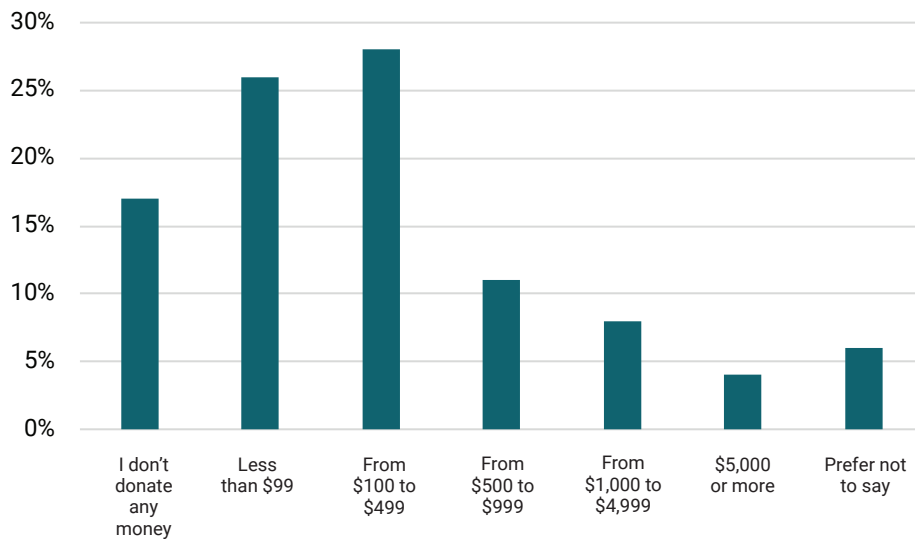


A large majority of respondents reported donating money or volunteering, even if just in small amounts. More than three in four respondents. (77%) reported donating money, and more than half (57%) reported volunteering each year. The majority of those donating and volunteering were doing so in small amounts (i.e., less than \$500 and 25 hours per year, respectively).

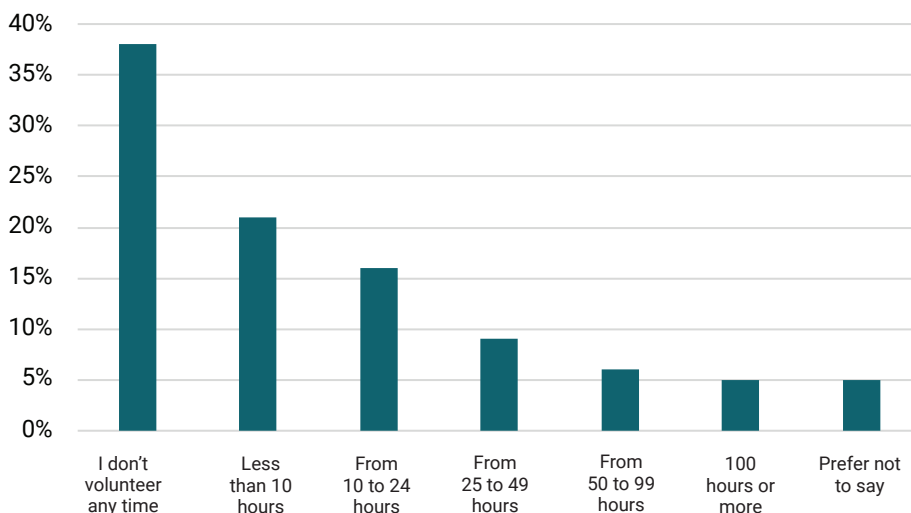
People appreciated that there are both tangible and intangible ways they can support causes that matter to them. Giving to and volunteering at nonprofits are one of many important pathways to doing so.

People are much more likely to donate than to volunteer. Twenty percent more respondents say they donate (77%) each year than volunteer (57%).

On average, how much money do you donate each year to people in need, charitable causes, or philanthropic organizations?



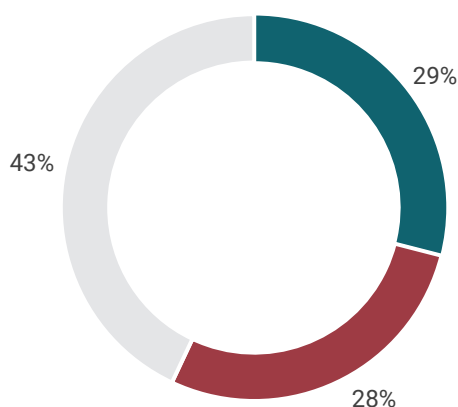
On average, how much time do you spend volunteering each year with people in need, charitable causes, or philanthropic organizations?



Although people have a strong desire to be generous, their capacity to contribute more time or money has been stagnant. Fewer than 3 in 10 increased their giving and volunteering during the pandemic. Nearly half of respondents reported that their giving and volunteering behaviors stayed the same, and almost 3 in 10 said they had decreased. However, people wanted to be generous, even when their financial situations made it difficult: 62% planned to increase their giving in the future.

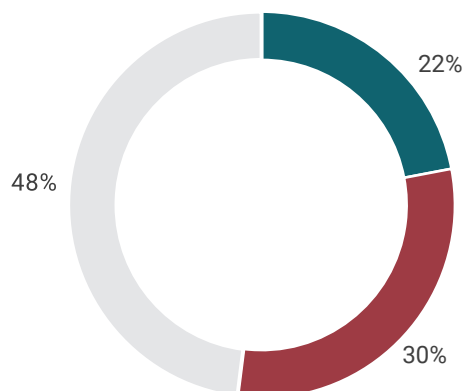
In the last three years, would you say your giving has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



In the last three years, would you say the amount of time you have spent volunteering has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



Respondents chose giving and volunteering activities that were convenient. People were most likely to take actions that were easy and convenient, like donating resources (78%), purchasing an item because it helps a charity (63%), or rounding up on groceries to give to charity (61%).

They also prioritized actions that were relational and made a tangible impact that they could see. These included activities like giving money to (64%) or helping (63%) people they know personally, giving money to strangers in need (58%), and caring for a sick family member or friend (54%). Givers enjoyed seeing the direct impact that helping those in need can have. Witnessing the difference they were making—even on just one person—was a core part of people’s experience of generosity.

“When you give up yourself and you give time and you actually go clean up the parks and ... physically give of yourself and not just donating your old clothes because you don’t want them anymore, I think that’s what makes a difference.”

“If there’s a computer screen between myself and the organization, I don’t know that I really feel too much. However, if I’m donating money, a sandwich, or something to drink to someone who’s there on the street corner, then there’s some physiological reaction where you feel good.”

Many of the generous actions people described taking were not easily quantified, meaning they may be missed by traditional tracking measures used by charities and others who track charitable behavior. For example, between a quarter and a third of survey respondents reported having given or volunteered through a mutual fund organization, having contributed to crowdfunding, and having provided data, and one-fifth reported having sent remittances.

“It’s simply writing a card to a veteran or Christmas cards out to some people who don’t have other loved ones or who have lost their loved ones. It can be very basic. Other things that you can do, everyone can do something.”

“At one of the grocery stores, I saw a woman. She had two kids in her cart, and she had a bunch of stuff in there, but the person in front of her had said, ‘Hey, just load yourself up onto the checkout line,’ and they bought the stuff for her. She was so incredibly thrilled.”

“I always see the same homeless family, and somebody in the car in front of me actually gave money and food to them. Then I followed suit. I didn’t have any food, but I gave some money to the family.”

Still, giving and volunteering through nonprofits and faith-based organizations remained among the most common forms of generosity. More than half of respondents (58%) said they gave to nonprofits, and more than a third (35%) said they volunteered with nonprofits at least yearly. Nearly half gave to faith-based organizations (46%) or through their faith communities (45%) at least yearly. An additional third volunteered through faith-based organizations or faith communities (31% and 30%, respectively).

“My favorite nonprofit is a state-run food pantry that I like to donate to, and I know [when everything was] especially bad and everybody was losing their jobs and everything, it was very important to me to continue donating there.”

“I think [donating] is very important because ... [there are] a lot of nonprofit organizations and things that need help, whether it’s the food pantry, the dog shelter, anything like that. They’re needing something and that if everybody could just give a little, they wouldn’t be looking for it as much.”

Giving actions: In the last three years, how often have you done each of the following? (% at least yearly)



Volunteering actions: In the last three years, how often have you done each of the following? (% at least yearly)



Motivations for and Barriers to Giving and Volunteering

Generosity is deeply personal. People described being motivated to give because they wanted to show support for and influence change on issues that reflect their personal values and passions—and because it’s the right thing to do. Priorities and motivations for giving and volunteering also could shift and develop based on current events.

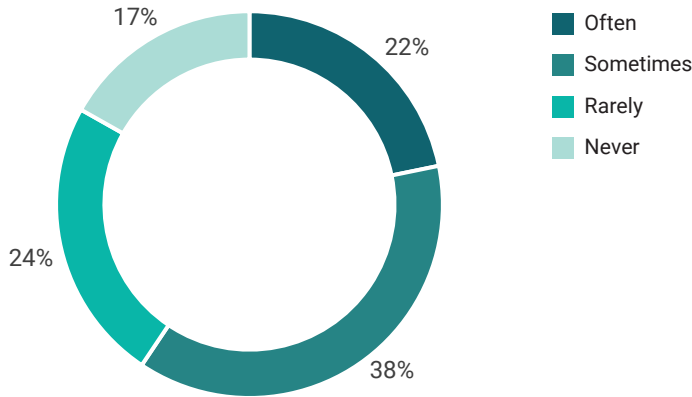
“Do you enjoy swimming in clean water? Do you enjoy eating clean fish? Do you enjoy the beauty of nature and wetlands? If so, great, then you should really get on board with a charity or nonprofit [that works on environmental issues].”

“[Generosity is] your own passions, your own values, so everybody can feel good about contributing, even if somebody may disagree with the organization.”

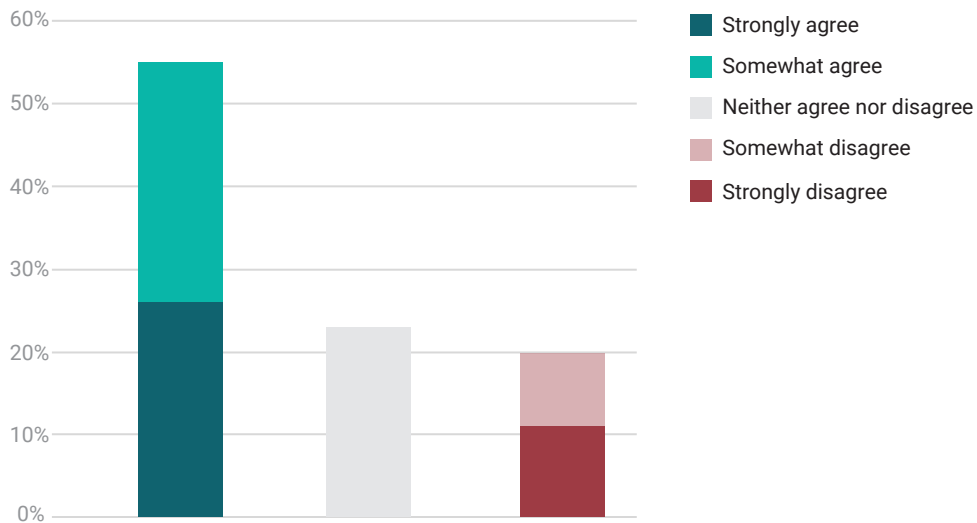
“There’s got to be something you’re passionate about where you could lend a hand, whether it be your time or your wallet or both.”

Many Americans’ desire to give is driven by family values and lessons learned early on. More than half (56%) agreed that they are more generous today because their families instilled in them the importance of giving and volunteering at a young age. In addition, those who discussed giving early on were more likely to give and volunteer later in life. Of those who said they regularly discussed giving and volunteering with their families, 85% donated at least a small amount of money each year—compared to 66% of those who said they discussed giving and volunteering rarely or never.

When you were growing up, how often did your family discuss giving and volunteering?



Do you agree or disagree with the following statement? I am a more generous person today because my family instilled in me the importance of giving and volunteering.

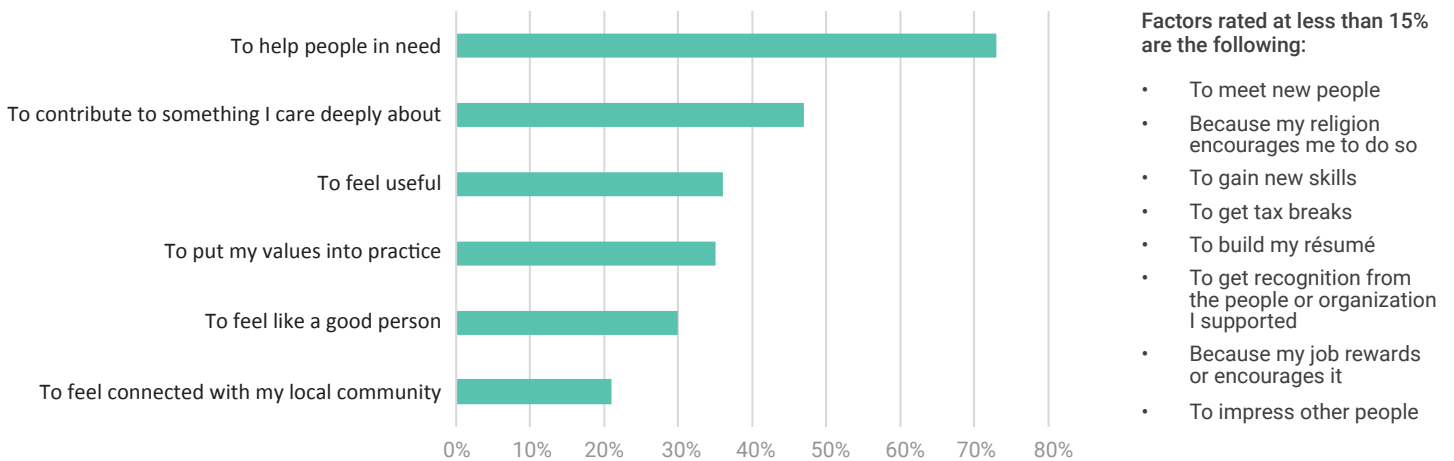


Everyday givers are driven by altruism—not recognition, metrics, or other incentives. The top reasons respondents said they give were helping people in need (73%) and contributing to a cause they care deeply about (47%). Tax breaks (6%), impressing others (3%), and gaining recognition (4%) were among the least common reasons to volunteer or donate.

"[It's] doing something that you didn't need to do for somebody else, the knowledge that you invested something that wasn't a selfish decision that might not have done anything for you personally."

"You're being selfless. You're putting yourself in a position where you're allowing someone else's needs to come before yours."

When giving or volunteering, which factors are most important to you: Select the top three.



People see generosity as boundless but giving as resource dependent. By far, the top reason that respondents chose not to give was lack of money. Financial constraints are a real hindrance even for people who prioritize generosity. Notably, only 9% of those surveyed said that giving and volunteering were not a priority, reinforcing the deep importance of giving and volunteering to Americans.

"About four years ago, I moved to North Carolina, and it was hard for me to get a job. So, there was a time [when] I really didn't have a lot, so I wasn't able to donate or help other people out. And now that I'm in a good position, that's why I really enjoy doing that."

"Sometimes you don't have time or money, and so it's difficult because you want to give back, but for whatever reason, it's just hard to do that. And so, it is definitely a loss when you find yourself in that situation. And it's great when you can get back to the point where you both have time and some money that you can contribute."

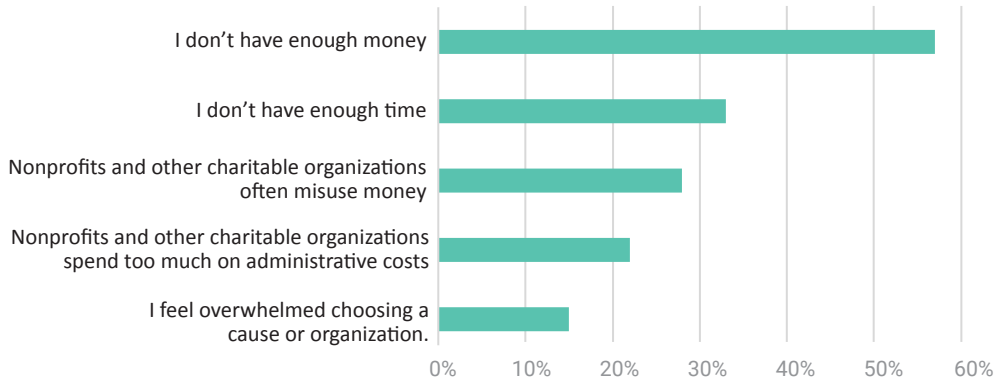
"I'm disabled, so I only get a check once a month. And even though I would want to help out as much as I can financially with someone, I just can't. Social Security is not enough for me to barely make it on."

Americans are concerned about transparency and how their money is being spent, and they still look to administrative cost ratios as meaningful measures of a quality nonprofit. While fewer than a third of survey respondents said that issues like money misuse and high administrative costs are barriers to giving, focus group participants across the board raised concerns about how their money would be used and thought it was important to do research to ensure donations would go to good use.

"I don't want to call them fake charities, but there are a lot of charities where people are extremely well paid, ... so that there's so much bureaucracy within the charity that the money that actually gets to the intended recipient is tiny. So that's something you have to look at. Those types of things are published."

"I really want to get to know that nonprofit or charity that I am donating to or thinking about donating to. I really want to know the breakdown of administrative cost and where the money is actually going or my time, and I want to see some sort of fruition from that time or money or resource that I'm donating."

Which of the following factors are reasons you have chosen not to give or volunteer? Select all that apply.

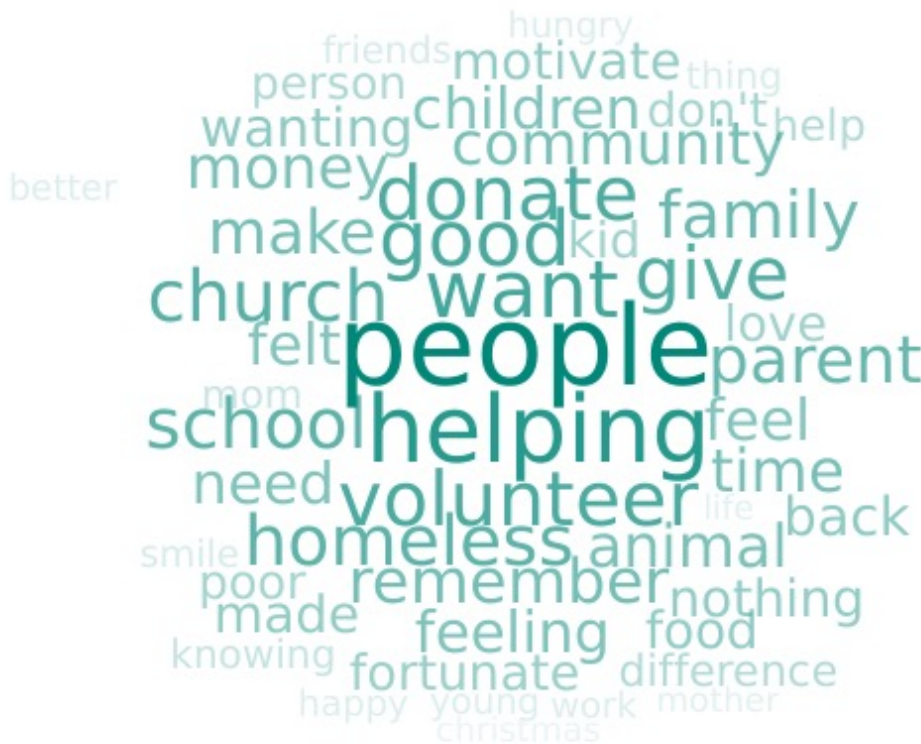


Factors rated at less than 15% are the following:

- I don't feel my contribution can make a difference
- Nonprofits and other charitable organizations often lack the skills and abilities to create meaningful change
- Giving and volunteering are not a priority to me

People's introduction to giving starts close to home. Respondents described their first motivation to give or volunteer in relation to their parents and families, churches, schools, and communities.

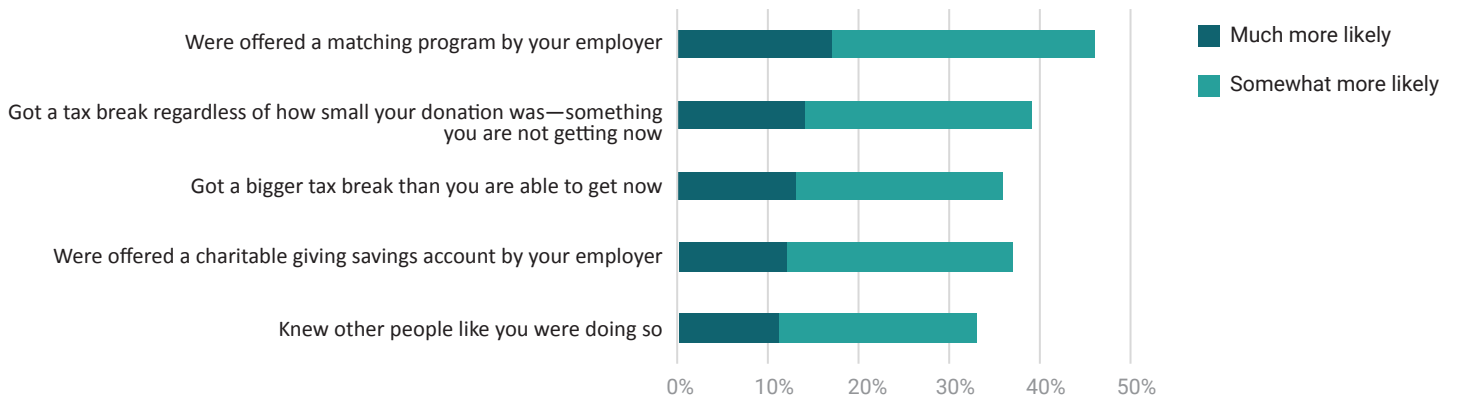
Thinking back to when you were young, what motivated you the very first time you donated or volunteered?



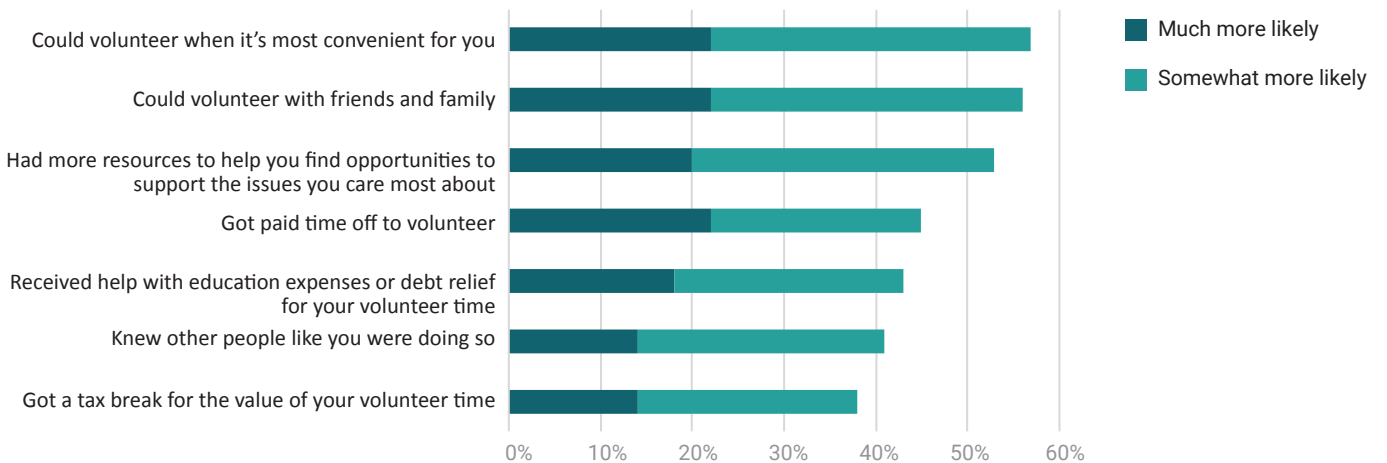
Americans are not strongly motivated to give and volunteer by external incentives, but rather by making generosity more convenient and social. A majority of Americans were more likely to volunteer if they could do so with family and friends, if it was more convenient, or if they had more resources to do so.

Functional incentives for giving are not strong motivations to change behavior. Of potential incentives, employer matching programs were most likely to motivate people to give more, but less than 20% said they were much more likely to give if they were offered a match. Interesting to note, despite only 6% of Americans' saying tax breaks were a top motivation for giving, more than a third said that incentives related to tax breaks would make them more likely to donate.

How much more likely would you be to give to people in need, charitable causes, or philanthropic organizations if you:



How much more likely would you be to volunteer with people in need, charitable causes, or philanthropic organizations if you:



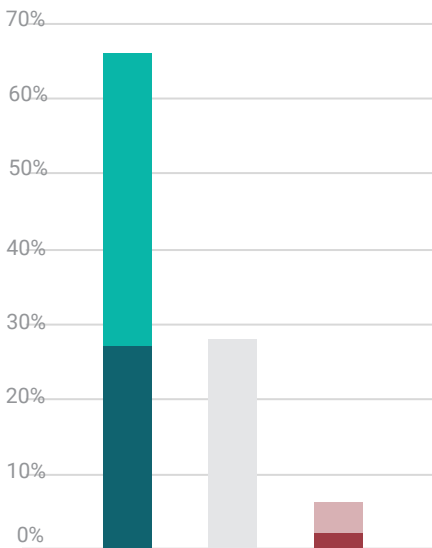
Promoting Generosity

Although practicing generosity is a priority, speaking about it is not. Americans preferred to discuss their generosity in close, intimate settings with family and friends. People believed it was valuable to educate loved ones, especially young people, about the importance of generosity and encourage others to practice generosity, but they described a fine line between encouragement and moral grandstanding—and people were sensitive about not crossing it.

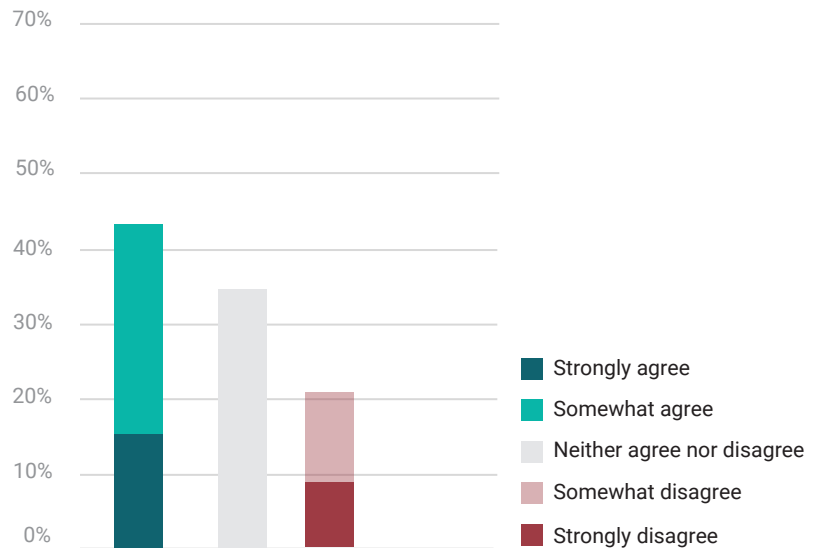
Most Americans agree that others should speak more about giving and volunteering, but fewer want to have those conversations themselves. A full two-thirds believed that people don't talk enough publicly about giving and volunteering; however, only 43% said they are interested in talking more with others about how and why they give and volunteer.

Do you agree or disagree with the following statement?

People don't talk enough publicly about the value of everyday giving and volunteering.

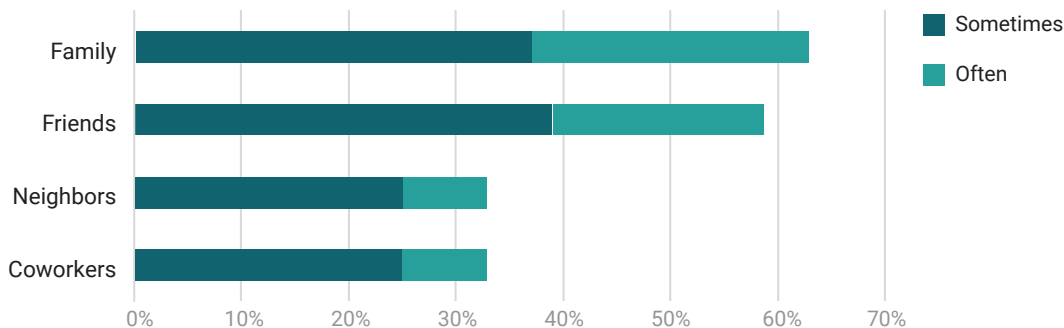


I am interested in talking more with other people about how and why they give and volunteer.

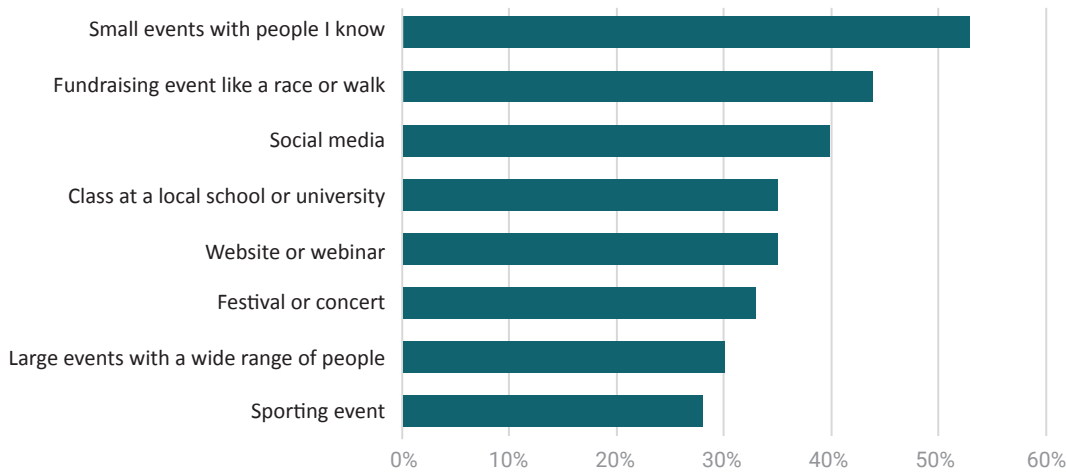


Conversations about giving and volunteering are most likely to happen in local and familiar spaces and among family and friends. Americans felt most comfortable discussing generosity within close and familiar relationships like those with family and friends compared to neighbors or coworkers. They also were most likely to engage in these conversations in intimate spaces like small events with people they know.

How often do you talk about giving or volunteering with each of the following people?

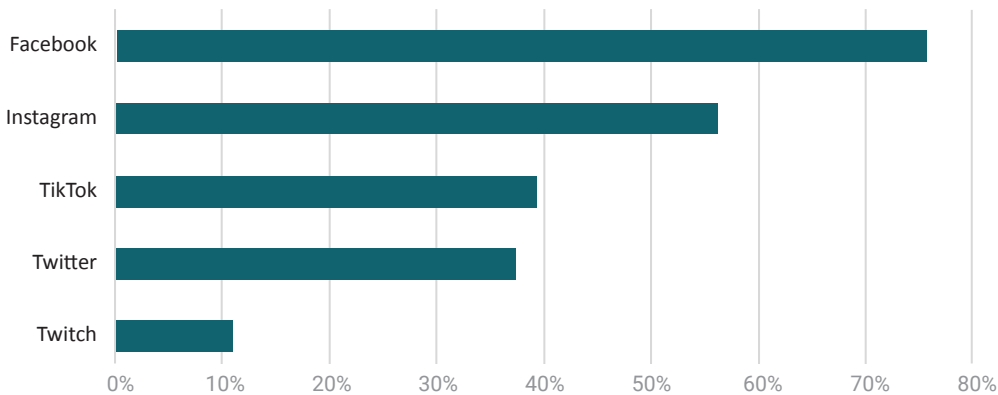


How interested are you in talking about giving and volunteering in the following channels? (% very/somewhat interested)



Of the 40% of Americans who were interested in discussing giving and volunteering via social media, three-quarters would have the conversation on Facebook, and more than half would have it on Instagram. Young people were much more likely to want to have these discussions on social media and would turn to Instagram and TikTok to do so.

On which of the following social media sites would you be interested in talking about giving and volunteering? Select all that apply.

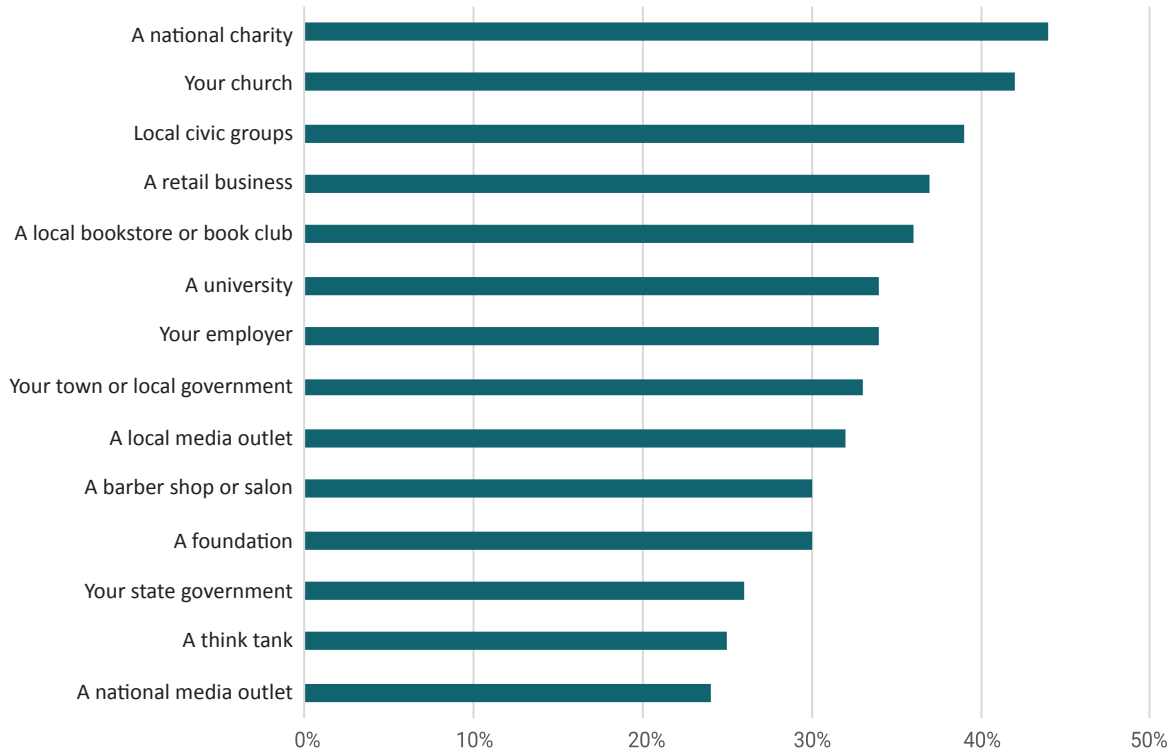


While respondents prefer private settings, they trust charities and faith groups with conversations around giving and volunteering. People reported they were most likely to participate in these discussions or events when they were hosted by a national charity or church. Other local institutions, such as a local civic group, retail business, and bookstore or book club, were also spaces people might go to have conversations like this.

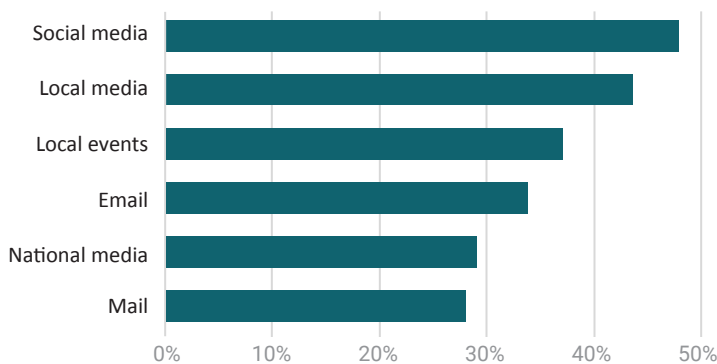
Americans were also open to receiving information about giving and volunteering through local channels. Social media, local media, and local events were among the most popular platforms for learning and sharing about giving and volunteering.

Giving and Volunteering Mindsets Today

How likely would you be to participate in a discussion or event about giving and volunteering sponsored by each of these types of organizations? (% very/somewhat likely)



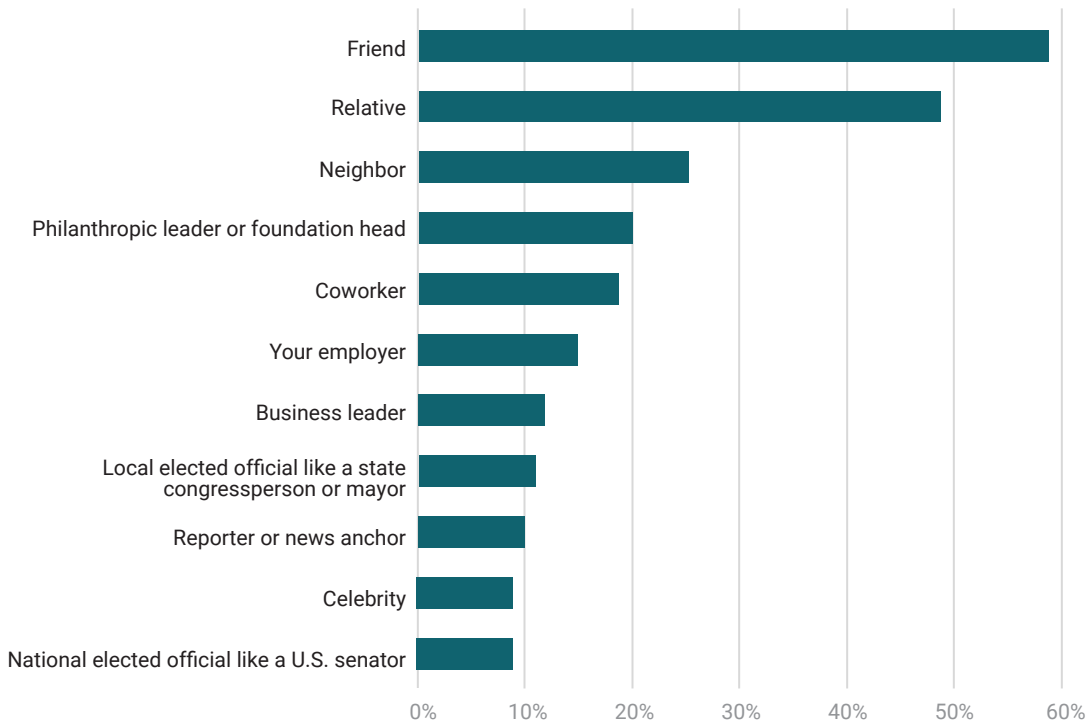
Where would you want to see information about discussions, opinions, or events on giving and volunteering? Select all that apply.



Public figures are among the least trusted messengers for a conversation about giving and volunteering. Few respondents said they trust public figures like celebrities, reporters, elected officials, and business leaders as messengers to talk about giving and volunteering. This is despite trends revealed by the media landscape in which major drivers of media coverage around generosity center on public figures and their generosity.

Giving and Volunteering Mindsets Today

Which of the following messengers would you most trust in a national conversation about giving and volunteering? Select all that apply.



Audience Segments

The survey revealed consistent trends among groups with similar mindsets around giving, volunteering, and other prosocial behaviors. The audience profiles that follow offer a deeper understanding of audiences' mindsets toward generosity, as well as their core aspirations, motivations, priorities, and barriers, offering a fresh perspective on how to encourage more people to give and volunteer.

These segments were developed based on a series of nearly 50 psychographic questions. Respondents were exposed to statements about their mindsets on a variety of topics (i.e., "I see myself as a very religious person," "I aspire to be a very generous person," "Ordinary people like me can't give enough money to make a real difference") and asked to rate each on a scale from 1 to 7 based on how strongly they agreed or disagreed. Researchers then performed statistical analyses to produce segments based on different mindsets.

The segmentation research identified six distinct giving identities with different mindsets and motivations toward giving and volunteering. Of the six groups, three groups—**Connection Seekers**, **Next-generation Doers**, and **Civic-minded Hopefuls**—emerged as especially ambivalent audiences: They held positive attitudes about generosity or took some actions that showed that generosity mattered to them, but they also revealed barriers that held them back. Focus groups were conducted with these three groups to better understand their mindsets around giving and volunteering, ways to motivate them to act, and test messages that appeal to their priorities and aspirations.

Super Givers

Connection
Seekers

Next-generation
Doers

Civic-minded
Hopefuls

Show-me
Scrutinizers

Apathetic
Non-givers

Profile: Super Givers

Approximately 17% of sample (or 44 million U.S. adults)

Overview

Super Givers are the biggest champions of generosity, combining a deep value for giving and volunteering with the means to do so. They have the greatest ability to give because they have disposable income and free time. Their giving is rooted in religion, spirituality, and tradition. They prioritize giving and volunteering because it's the right thing to do and because they want to make an impact on their communities and the world around them.

Super Givers have confidence that they and others make good decisions about their time and money. They feel they know what to do to create impact, and they trust that philanthropy is an important piece of that puzzle. Super Givers also have confidence in and optimism about the direction of the country and they find civic engagement and other prosocial activities highly important.

Super Givers were the most likely of all segments to say they donate and second most likely to say they volunteer. They also reported giving and volunteering in the highest quantities: They were most likely to report giving more than \$500 and volunteering more than 50 hours a year. Super Givers were highly engaged in most giving and volunteering activities asked about in the survey—much more so than most other segments. They were also the segment second most likely to report that they increased their giving in the past three years and least likely to have decreased their giving during that time.

Demographically, Super Givers are among the oldest of the segments. They tend to be higher income, educated, Democrat, and suburban. Seventy-five percent identify as having some sort of Christian faith.

Introducing Super Givers

Highest propensity and means to give	<ul style="list-style-type: none">• Have disposable income and free time• Try to give regularly• Want to donate as much as they can• Aspire to be generous
Motivated by religion and culture	<ul style="list-style-type: none">• Highly religious and spiritual• Motivated to give by both religion and culture
Desire to help others	<ul style="list-style-type: none">• Want to help pay it forward• Have a strong sense of duty to help others• Find it important to help others, even if it requires sacrifice
Desire for social connections	<ul style="list-style-type: none">• Enjoy meeting others through clubs and other social activities• Want to be part of something bigger• Like to learn about issues affecting community and country• Like to share information with others
Trust in philanthropy	<ul style="list-style-type: none">• Disagree that nonprofits are mostly talk• Willing to give through intermediaries• Believe most giving is done for altruistic reasons
High self-efficacy	<ul style="list-style-type: none">• See selves as leaders• Good at motivating others to get involved• Disagree that they don't know how to make a difference or how to help causes
Civic minded and willing to compromise	<ul style="list-style-type: none">• Believe voting is a civic duty• Not afraid to talk about politics• Disagree America is hopelessly divided• Believe we need to compromise to create change

Engaging with Super Givers

Super Givers are inclined to give and volunteer already and are primed to invite others to share their passion.

Encourage Super Givers to build connections with their communities through giving. Tell stories that connect a cause with local or faith-based organizations. *(This audience segment is the most motivated of the six segments to give based on religion and culture.)*

Show how their monetary gift or volunteer time makes them part of a larger movement of givers that is changing the world for good. Tell stories about how local efforts are more than just individual points of action—they are part of an unseen, universal network of actions that are creating a better world. *(This audience segment has a high desire compared to the other five segments to engage with others through giving.)*

Challenge them to share their giving with their friends and family, talk about why they give, and offer support. Share stories about and offer platforms for Super Givers to talk about the deeper motivations behind their action and offer to be a resource for others to learn how to take action in support of issues that matter to them. *(This audience segment has a high desire compared to the other five segments to engage with others by sharing information and encouraging others to get involved.)*

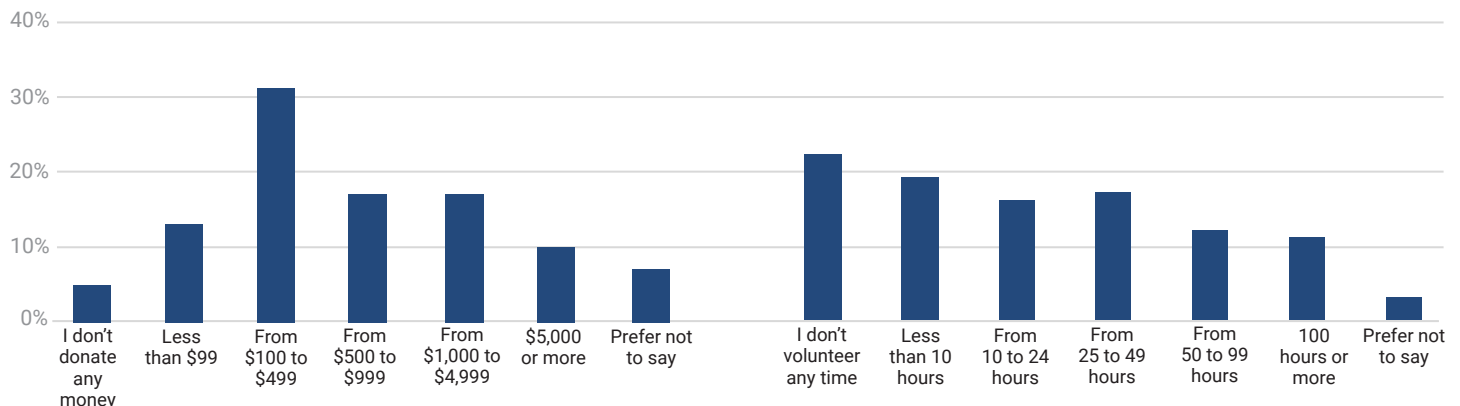
Encourage an ethos of giving by enlisting trusted local leaders to act as advocates for giving and volunteering generally. Super Givers trust institutional philanthropy: Trusted spokespeople, such as pastors, mayors, and high school principals, can be champions for giving values as well as guides for how to take action. *(This audience segment trusts institutional philanthropy and wants reliable instruction about where to give more compared to the other five segments.)*

Appeal to Super Givers' sense of duty to help others through giving and their view that giving is a way to express personal values. Model storytelling that shows how giving is part of our civic commitment to our communities. *(This audience segment is likely compared to the other five segments to see giving as connected to community well-being and personal values.)*

Giving Patterns

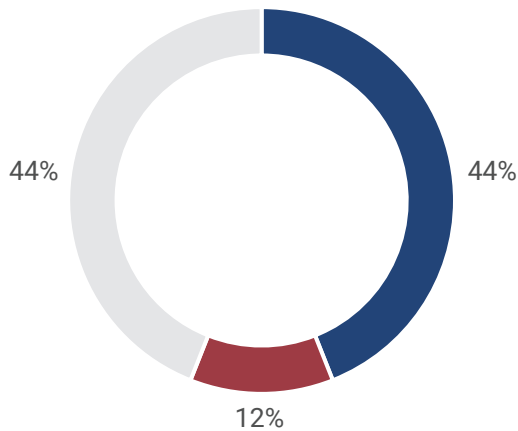
On average, how much money do you donate each year to people in need, charitable causes, or philanthropic organizations?

On average, how much time do you spend volunteering each year with people in need, charitable causes, or philanthropic organizations?



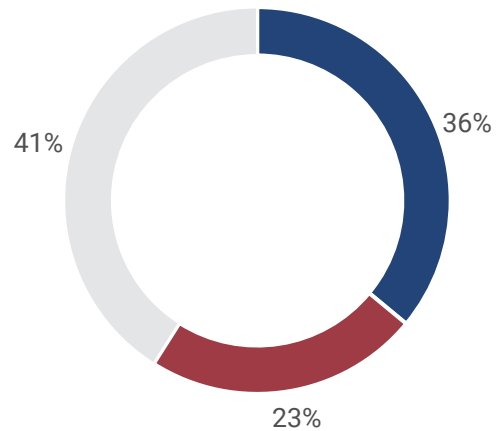
In the last three years, would you say your giving has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



In the last three years, would you say the amount of time you have spent volunteering has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



Standouts ¹

Giving and Volunteering Actions

- Gave to a faith-based organization (74%)
- Gave through a congregation or faith community (71%)
- Gave money or resources to a mutual aid organization (53%)
- Volunteered at a nonprofit (54%)
- Volunteered through a congregation or faith community (50%)
- Volunteered with a faith-based organization (49%)
- Fundraised for a nonprofit (42%)
- Tutored, taught, or mentored someone (41%)

The Conversation: How Super Givers Want to be Engaged

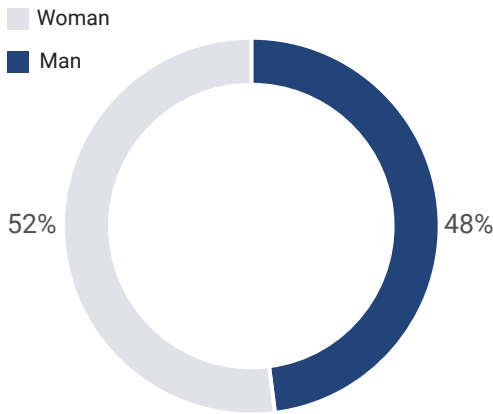
Preferred Channels for Discussion	Preferred Event Hosts	Preferred Messengers
<ul style="list-style-type: none"> • A local bookstore or book club (52%) • Class at a local school or university (49%) • Website or webinar (47%) 	<ul style="list-style-type: none"> • A university (48%) • Your employer (47%) • Your town or local government (46%) 	<ul style="list-style-type: none"> • Philanthropic leader or foundation head (30%)

¹ Standouts are actions and attitudes that are uniquely high for each segment. Very popular responses indicated in the Detailed Qualitative and Quantitative Research Findings section (i.e., top three in each question) are excluded from Standouts because those actions and attitudes were high across the board.

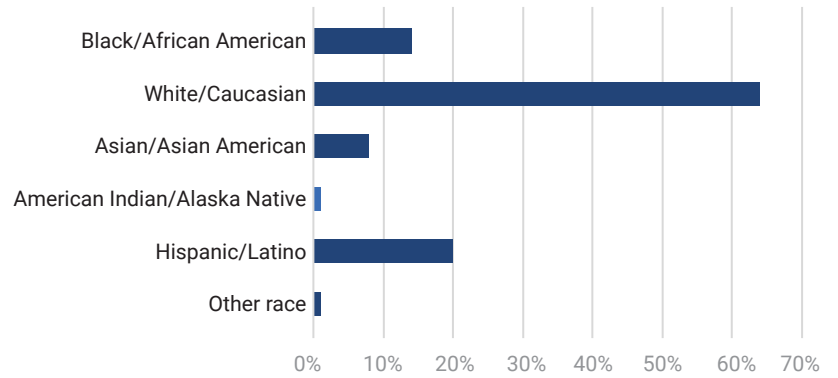
Profile: Super Givers

Demographics

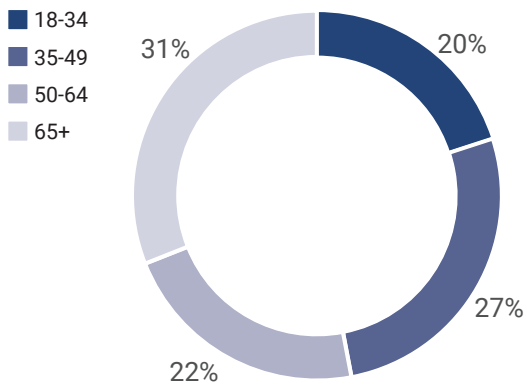
Gender



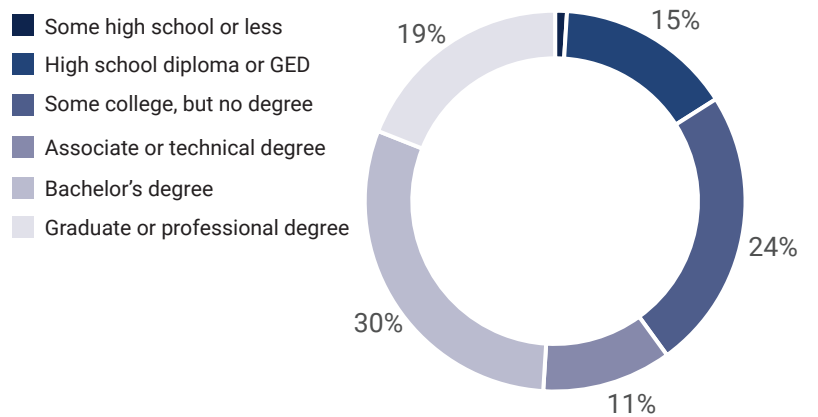
Race/Ethnicity ²



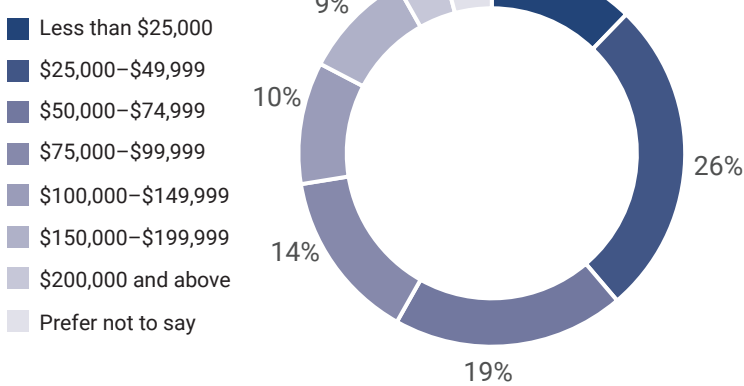
Age



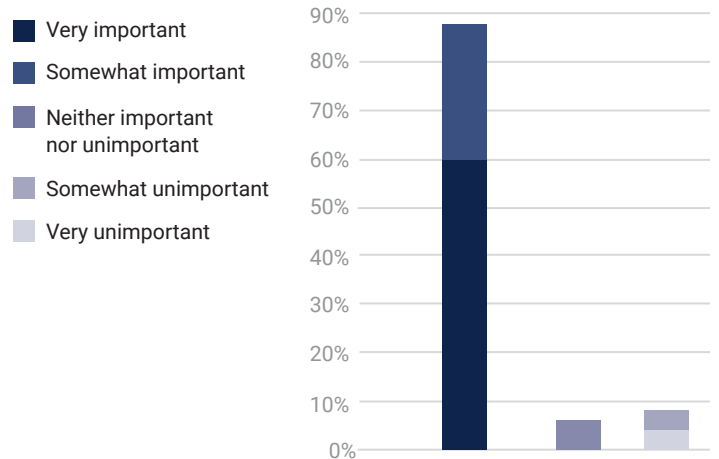
Education



Income



Religion

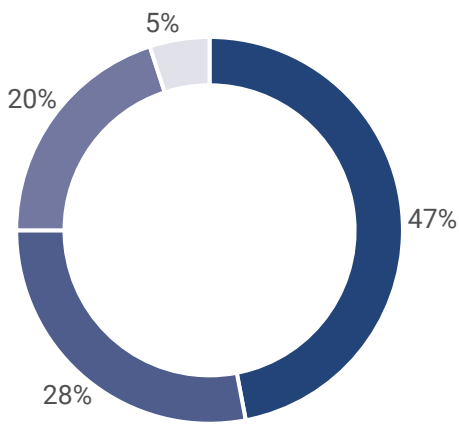


² Respondents were allowed to select multiple races/ethnicities, so graph may not add up to 100%.

Politics

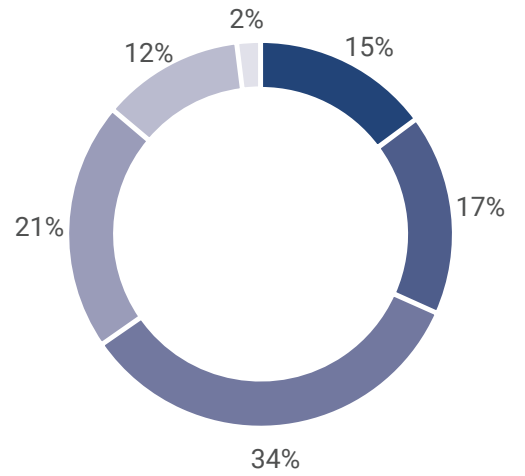
Political party

- Democrat
- Republican
- Independent
- Other/prefer not to say



Ideology

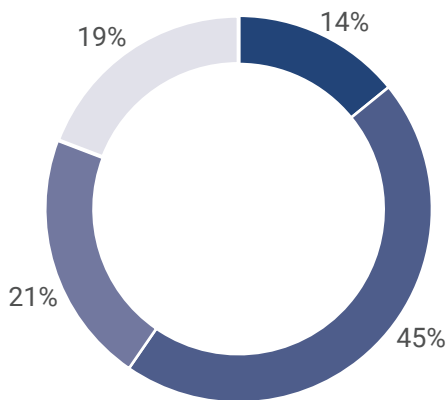
- Very conservative
- Somewhat conservative
- Moderate
- Somewhat liberal
- Very liberal
- Prefer not to say



Geography

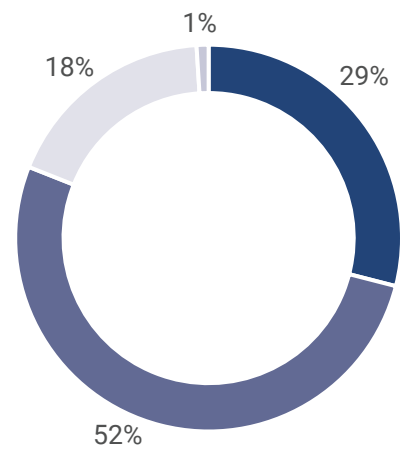
Region

- Northwest
- South
- Midwest
- West



Urbanicity

- Urban
- Suburban
- Rural
- Don't know



Profile: Connection Seekers

Approximately 16% of sample (or 41 million U.S. adults)

Overview

Connection Seekers have a strong desire to be generous. Their current capacity to give and volunteer is limited, but they aspire to give more in the future. Their main motivation for giving and volunteering is to make social connections and make an impact in the lives of others.

Connection Seekers have some skepticism around philanthropy and their own ability to make a difference through their giving. They are the least politically engaged of all the segments, yet they are optimistic about the future.

Giving and volunteering have remained fairly stagnant for Connection Seekers during the past three years. Eighty-three percent said they donate money each year, and 62% said they volunteer time. Three in five said they would be more likely to volunteer if they could do so with friends or if it were more convenient for them. Another 45% said they would be more likely to volunteer if they received help with education expenses for their time.

Connection Seekers are interested in discussing generosity with others. Seventy percent thought people don't talk publicly enough about generosity, and focus groups revealed that this segment is willing to engage and interested in engaging others in conversations about generosity.

Demographically, Connection Seekers are more Independent or Republican than other groups. Around two-thirds are younger than 45 and women. They also are highly religious.

Introducing Connection Seekers

Can give only a little now but aspire to give more in the future	<ul style="list-style-type: none">• Aspire to be generous• Strapped for cash after supporting themselves and family• Plan to give more in the future
Driven by social connection	<ul style="list-style-type: none">• Want to meet others through clubs and activities• Want to feel a part of something bigger• Want to have fun in their free time
Motivated to make an impact by helping others	<ul style="list-style-type: none">• Believe they have a duty to help others• Want to pay it forward• Think it's important to help others, even if it requires sacrifice• See themselves as making a difference through the actions they take• See giving as a way to express their values
Skeptical of philanthropy	<ul style="list-style-type: none">• Believe most giving is done for self-interested reasons• Believe the government should do more to help Americans rather than have Americans rely on charity• Unsure if everyday Americans can give enough to make a difference
Civically optimistic but less engaged in politics	<ul style="list-style-type: none">• Optimistic about the future• Believe leaders need to work with those they disagree with to make a change• Least likely to see voting as a civic duty

Communicating with Connection Seekers

Engage with Connection Seekers by valuing small gifts and creating pathways for increased giving over time.

Acknowledge every gift, no matter how small. Model how people's giving and engagement naturally evolves over time and with different resources, and communicate that that evolution is okay. *(This audience segment shows a great aspiration to be generous compared to the other five segments and hopes to give more in the future.)*

Create fun opportunities to come together through giving. Host a volunteering event that anyone can join and that includes time for team building, conversation, or icebreakers beyond the volunteer activity itself. *(This audience segment is motivated more by social connection and fun compared to the other five segments.)*

Show Connection Seekers how they can create change when they make a gift of any size because they are joining a wider movement of giving that is making an outsized difference. Visualize how givers of individual efforts or small gifts are part of a broader network of givers who together have an outsized cumulative impact. *(This audience segment believes change-makers need to work together and is more optimistic about the future compared to the other five segments.)*

Appeal to their valuing of making a positive difference and encourage them to give as paying it forward in the short and long term. Tell stories of how today's gifts affect the next generation. *(This audience segment is more motivated to help others through giving compared to the other five segments.)*

Focus Group Findings

Connection Seekers believe all generosity is beneficial, no matter the scale or deed. Giving a little is better than giving nothing. Connection Seekers were more concerned about making someone feel supported, special, or cared for than having the largest impact.

"I don't think there is such a thing as too small of an amount to give. Everything can help. I once heard this sermon, and the rabbi had said if you had \$5 in your pocket and you saw people on the street, it's better to give five people one dollar than one person five. Because this way you're helping five people instead of just one. So there's no such thing as too small of an amount because everything adds up."

"Everybody, no matter if you got money or not, you can always take your time to help somebody. And if everybody does it, that's contagious."

The experience of generosity itself is a core part of giving and volunteering for Connection Seekers. It felt extremely good and fulfilling to Connection Seekers to see their generosity positively affect others. This group was less concerned about seeming selfish than were other groups. As long as actions were based in a generous mindset, the fact that Connection Seekers also felt a sense of personal fulfillment only sweetened the deal.

"I'm a people person, and I enjoy all walks of life. Like, [participant] came in and volunteered, and she connected with this person, and I made a difference in this person's life. So I like to know the outcome of it because I feel like it will make me return because I made an impact."

"You mentioned to somebody who's been on a great vacation, you try to describe the place you went to and how great it was. I guess that's how you would describe giving and volunteering. The feeling, it gave me a tremendous feeling, just like that vacation."

Generosity is interpersonal and relational: Connection seekers derive meaning from the impact they can have on an individual. Connection Seekers said they liked to get involved in social charity work and nontraditional forms of generosity

that focus on connecting with others. They were drawn to the direct relationship with the people who benefit from their generosity.

"I was helping one of my friends; her daughter is looking for a new job. So I was just, I think, generous with my time, knowledge, and experience. I don't think it always has to be monetary. So I think just donating your time and experience and knowledge can have a big impact on someone."

"I had a fellow do some work at my house. He thought he finished the job the first time, but it needed some additional work. And so he came back today and finished it. And then when I asked him how much I owed him, he said nothing because he should have done it right the first time. But I said, 'Well, you need to let me pay you something.' And I did. And he accepted it. And he was happy. And I was happy. I felt good."

Connection Seekers don't shy away from accepting incentives for giving and volunteering. There was less concern in this group about seeming selfish than there was in other groups. As long as people understood the core values of generosity, monetary incentives such as paid time off or help with education expenses seemed like a win-win and allowed more resources to be put toward generous acts.

"I could get paid time off to volunteer; that would be awesome."

"The one idea about receiving help with education expenses or debt relief: I think that's great."

There is a sense among many Connection Seekers that others helped them when they were down, and therefore they should return the favor. Speaking to the idea of paying it forward, many Connection Seekers wanted to help others in the same way that they had been helped—whether through giving or volunteering, they could show gratitude by helping others.

"A part of me is guilty in that way because I was the recipient of a lot of giving. And so sometimes I feel it's incumbent upon me to match what I was given, but that's almost an impossible thing to do because I was given so much."

"A long time ago, I used to live at a shelter, and I lived there for a year. Then I became one of their peer support specialists, and at that shelter were ladies that had been in the same situation that I was in. So, I feel like it was important for me, once I got on my feet, to go back and share with them my experiences and teach the younger ones ways not to do the things that I did and fall down and let them know that there's someone else out there that has been there and that can come up from the bottom. So, I feel like it's very important to volunteer your time in that way. So, somebody else is out there who needs to hear something positive and come out of something negative."

"And there are some charities that I almost feel like I have an obligation to give, and there are some because of what they've done for me in my life and also what they've done for family members."

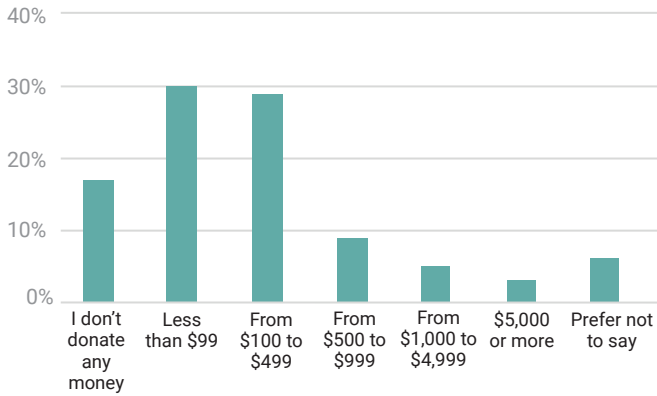
Compared to other groups, Connection Seekers are very willing to talk about and be examples of generosity. They were less concerned that discussing generosity may seem self-serving and more concerned about spreading the joy generosity can bring to both the giver and the beneficiary.

"I think it's important because we need more people to actually get out and do volunteer work or give. Because a lot of people are struggling, not just financially, but a lot of people are struggling with depression and things of that nature because of the way times are. So if we have more people [giving and volunteering], we can inspire a lot more people to give their time or give whatever they can, then the world will probably get a little bit better."

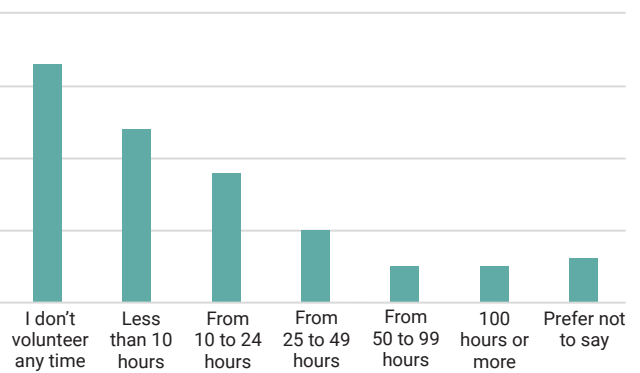
"I think that one thing that society needs to do is to place a greater premium on generosity to make it a more valuable component of life, much more than earning money or the material things in life. I think what should be making the news more than most things in this world is acts of kindness."

Giving Patterns

On average, how much money do you donate each year to people in need, charitable causes, or philanthropic organizations?

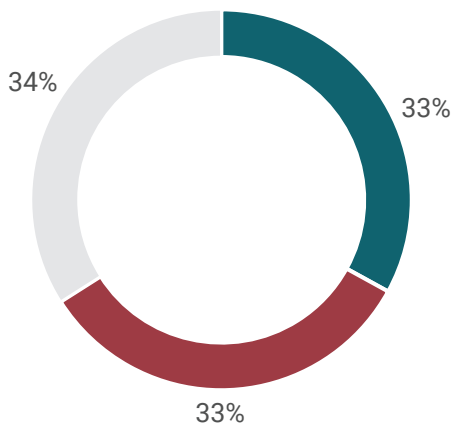


On average, how much time do you spend volunteering each year with people in need, charitable causes, or philanthropic organizations?



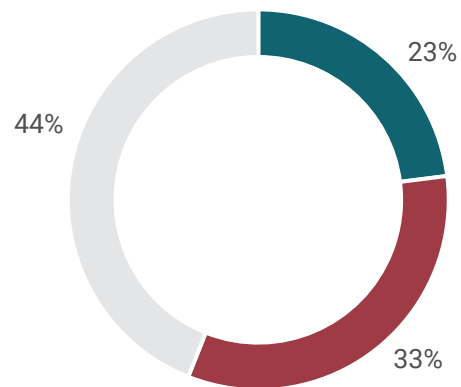
In the last three years, would you say your giving has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



In the last three years, would you say the amount of time you have spent volunteering has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



Standouts ³

Giving and Volunteering Actions

- Gave through a congregation or faith community (48%)
- Tutored, taught, or mentored someone (39%)

Giving and Volunteering Motivations and Barriers

Incentives for giving or volunteering

- Got paid time off to volunteer (50%)

The Conversation: How Connection Seekers Want to be Engaged

Preferred Channels for Discussion

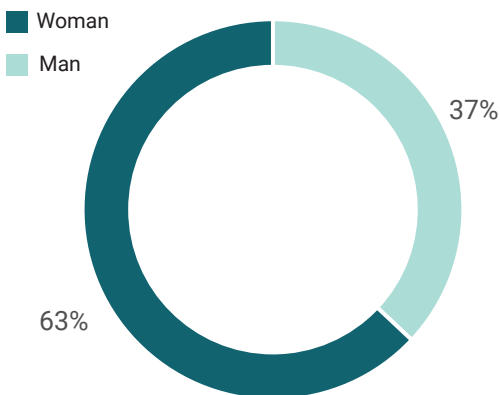
- Class at a local school or university (40%)

Preferred Event Hosts

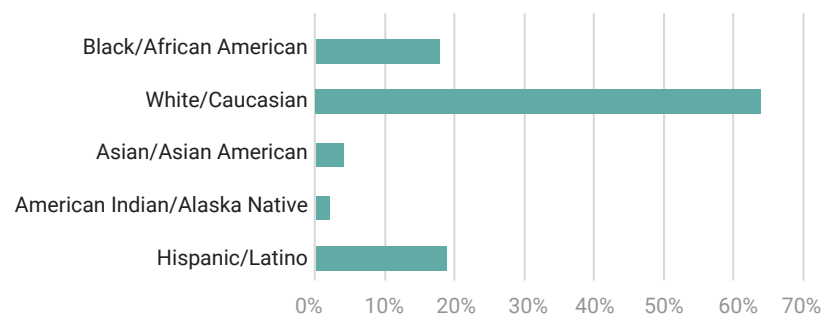
- Your employer (37%)

Demographics

Gender



Race/Ethnicity ⁴

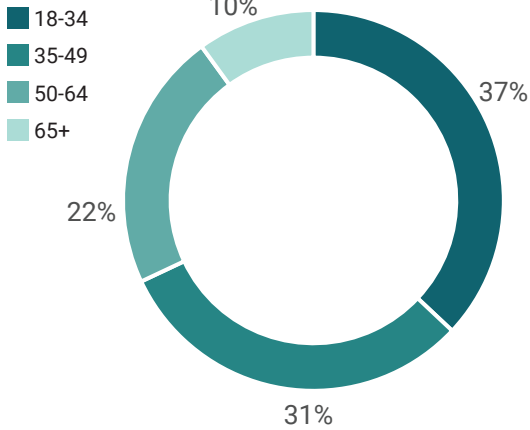


³ Standouts are actions and attitudes that are uniquely high for each segment. Very popular responses indicated in the Detailed Qualitative and Quantitative Research Findings section (i.e., top three in each question) are excluded from Standouts because those actions and attitudes were high across the board.

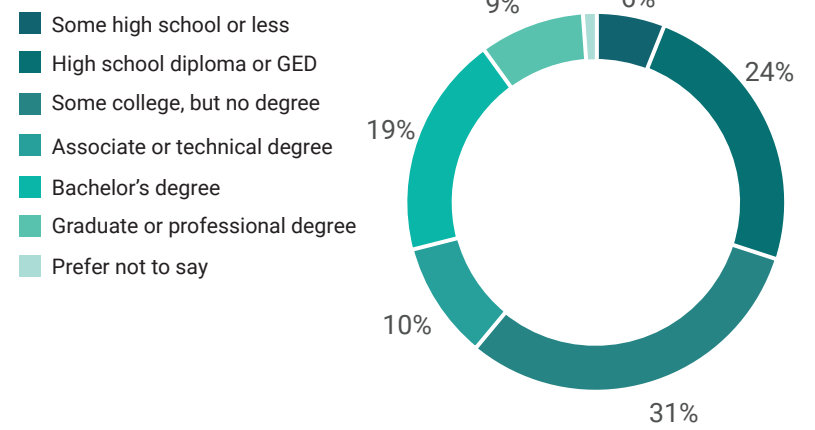
⁴ Respondents were allowed to select multiple races/ethnicities, so graph may not add up to 100%.

Profile: Connection Seekers

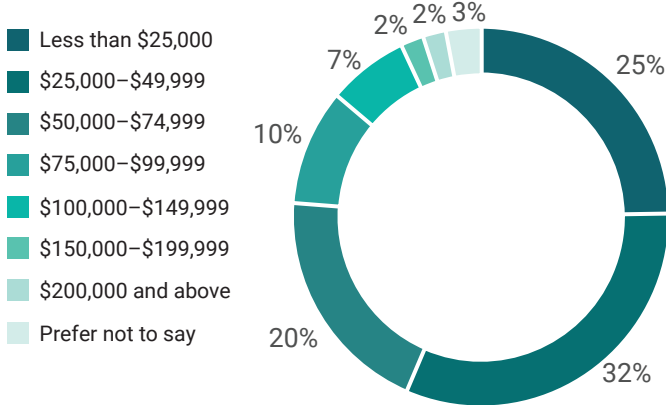
Age



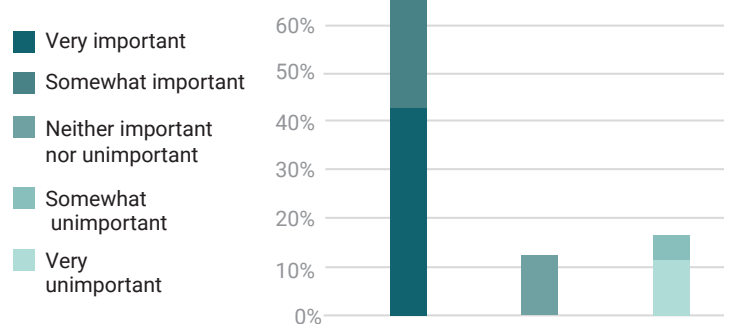
Education



Income

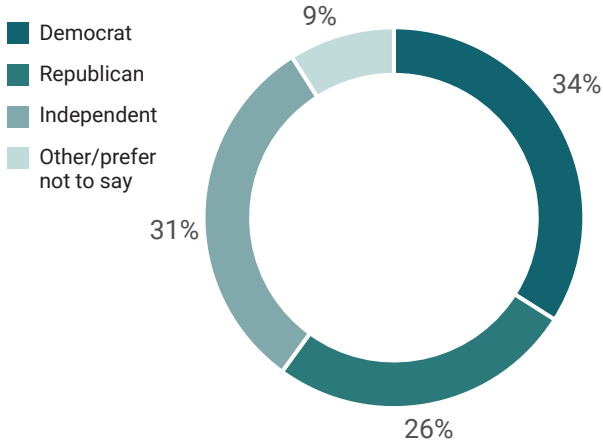


Religion

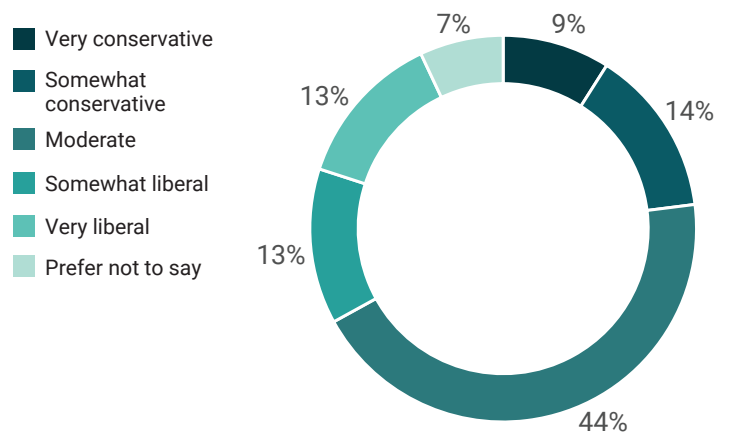


Politics

Political party



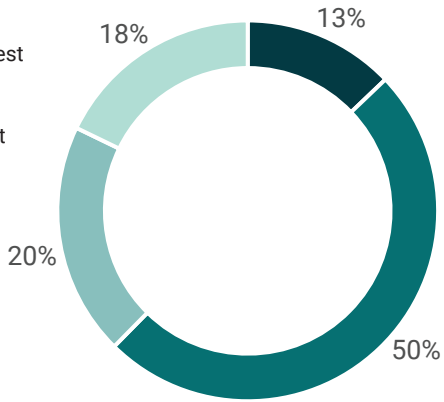
Ideology



Geography

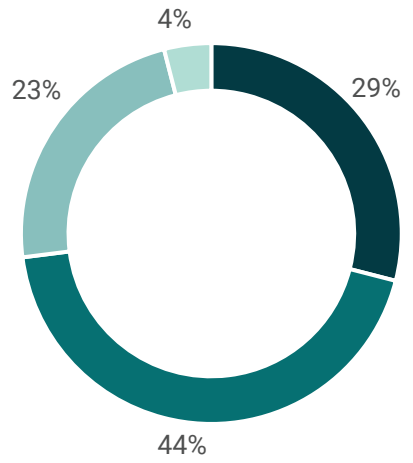
Region

- Northwest
- South
- Midwest
- West



Urbanicity

- Urban
- Suburban
- Rural
- Don't know



Profile: Next-generation Doers

Approximately 15% of sample (or 39 million U.S. adults)

Overview

Giving and volunteering are major priorities for Next-generation Doers. Like Super Givers, they are motivated to give by religion and tradition. However, Next-generation Doers do not shy away from recognizing the personal benefits of giving and volunteering. They are the most likely of all groups to say they give for self-interested reasons like receiving tax breaks, impressing others, meeting new people, gaining new skills, building their résumés, and gaining recognition.

Aside from self-interest, Next-generation Doers have strong family ties to giving and volunteering. A total of 78% said they spoke about generosity with their families often or sometimes while growing up, and 73% agreed that they are more generous today because their families instilled in them the importance of giving and volunteering.

Next-generation Doers see themselves as educators and leaders—wanting to educate both others and themselves. They have a high level of trust in nonprofits, and they rely on trusted sources to figure out how best to donate their time and money.

Next-generation Doers are most likely to say they volunteer. A full third said they give more than \$500 a year. They are most likely to say they increased their giving and volunteering during the past three years. They also reported actively participating in most of the giving and volunteering actions at very high rates, some of which points to a showboat quality in which they may be exaggerating their current contributions.

Demographically, this segment is the youngest and one of the most racially diverse, representing the highest number of Black respondents. This segment also skews male, urban, and Democrat.

Introducing Next-generation Doers

Prioritize giving frequently	<ul style="list-style-type: none">• Aspire to be generous• Give to help people in need• Believe it's important to give as much as they can to good causes• Try to give regularly, even if it's a small amount
Religiously and culturally motivated	<ul style="list-style-type: none">• See giving and volunteering as deeply rooted in tradition• Strongly encouraged to give by religion
Recognize the personal benefits of giving	<ul style="list-style-type: none">• Give to receive a tax break• Believe most giving is done for self-interested reasons
Educators and leaders	<ul style="list-style-type: none">• See themselves as leaders• Love sharing information about causes• Want to learn about challenges facing their country and communities
High level of trust in nonprofits and advisors	<ul style="list-style-type: none">• Less likely to agree that nonprofits are mostly talk• Would rather spread donations around to many organizations• Would rather rely on trusted sources than do their own research

Communicating with Next-generation Doers

Connect giving to religious and cultural traditions to engage Next-generation Doers. Write the history of giving within the community or organization that emphasizes its long tradition and connection with other traditions. *(This audience segment is more motivated by tradition compared to the other five segments.)*

Empower this group to act as leaders through their giving and volunteering and to share what they're doing with others. Consider how to celebrate and reward people for bringing new volunteers to an event or recruiting new supporters. *(Members of this audience segment are likely to see themselves as leaders compared to the other five segments, and they enjoy sharing information.)*

Engage Next-generation Doers to learn more about the challenges facing their country and communities through giving opportunities. Offer educational opportunities to learn more about the history of an issue and show how giving has improved societal problems over time. *(This audience segment has a great desire to learn through giving compared to the other five segments.)*

Enlist trusted local leaders to act as advocates. Have the pastor, mayor, high school principal, or another trusted leader be the spokesperson for a nonprofit. *(This audience segment would rather rely on trusted sources than do their own research about where to give compared to the other five segments.)*

Ask this group to consider whether it could give more. Encourage Next-generation Doers to give above regular giving for a particular need. *(This audience segment believes more strongly compared to the other five segments that it's important to give as much as you can, and they have increased giving in the past year.)*

Focus Group Findings

Next-generation Doers see generosity as essential to a healthy society and a good life. They described generosity as a broad category encompassing kindness and empathy, which you can have even if you can't give or volunteer right now. It creates the kind of society we have today, and they imagine a life of chaos without this guiding principle. It's a better world when everyone does what they can, when they can, with what they have—no matter what it is.

"I personally tried to incorporate everything I've said [about generosity] and kind of everything on that list [of actions] in my everyday life with my family and my coworkers, just every day going forward, how I start my day, how I end my day."

"Selflessness, putting somebody else before yourself, and then compassion and how they might be treating other people, but then also treating the environment as well."

Giving and volunteering elicit a sense of control and empowerment. Next-generation Doers believed they could influence and make an impact on issues that are important to them through giving their time and money. This reinforced their sense of control and empowered them to feel they were making a difference. Giving was seen as active, actionable, and intentional. Next-generation Doers put thought and care into their generosity.

"I think we all want to have a positive impact on the world around us, and we want to see progress among people that we care about."

"I think at the end of the day, we do these things because we feel some sort of internal drive to do so. But the goal is to produce a positive outcome, whether it's the community or the environment or whatever it is; however we contribute, we want it to have a positive impact and make a better place."

Next-generation Doers largely see generosity as informal and interpersonal. When asked about acts of generosity they witnessed, they recounted acts that were person to person, not institutional. They cited examples like giving money directly to an unhoused family, doing handiwork for family members, and buying groceries for others.

"I guess that's why I like to give more on a local level compared to higher entities who have more money. Because it makes me feel like if I give you my money, I kind of need to see what you're doing with my money. If I see you're investing it back into the community, you're investing it back into where I currently live compared to some of the larger ones."

"You have to feel like whatever pulls on your personal heart in that moment. Because I can go to Walmart and they'll ask the question, 'Do you want to donate \$2 to this?' I'm like, 'no,' and I don't think twice about it, but somebody that's homeless at that moment, I just might feel like giving them that \$2 instead."

Giving, volunteering, and everyday generosity are a lifelong project. Next-generation Doers believed that you give and volunteer during your life as you can based on your financial and time constraints. They sensed that you could catch up on giving and volunteering when you have more time or money and that when you get to that point, giving is even more gratifying. Next-generation Doers also saw generosity as a muscle that you need to continue to use to remain generous.

"I really like being able to donate. It's kind of how I grew up. My parents told me to do that, so why not continue? So, I mean, if I'm at that point where I really can't donate as much as I would like to, then if there's a service out there that I could just donate a couple of cents at a time."

"I think it's almost like a muscle. You want to keep exercising, so no matter whether it's a small amount or a big amount, you just want to keep doing it. That way it continues as part of your life."

Though Next-generation Doers claim that incentives are not major motivators, they do want to be recognized and acknowledged for the connection that comes from their actions. Next-generation Doers wanted special acknowledgment and gratitude for their generosity, but they also wanted to be perceived as altruistic. While it was important that generosity didn't come across as selfish, their generosity could be self-directed.

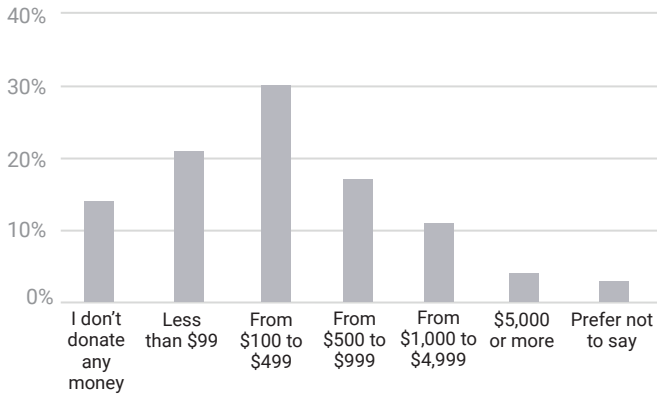
"I don't see [incentives] as a good thing because then I'm hoping people wouldn't just do it because then they're expecting some sort of kickback in return."

"Maybe the recipients of the charity that you're giving [could give] a thank you card or something just basically verifying that you've given to the charity? Just like an easy note."

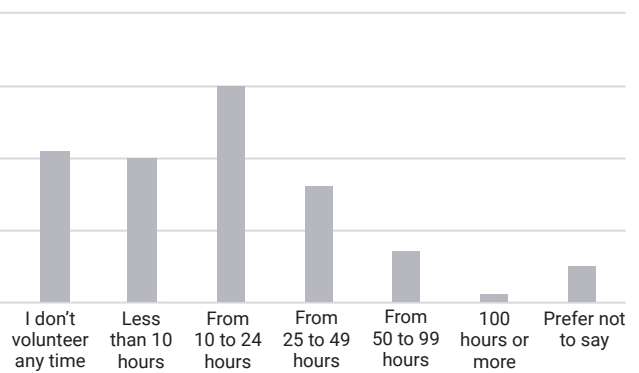
"Volunteering of my time is all about building a connection with the people or the animals that I'm helping. So, kind of seeing that strengthening of the bond, whether I receive a verbal affirmation from the people that I help or those nonverbals, that's kind of why I'm doing it, because I want to have that kind of connection immediately with those that I'm helping."

Giving Patterns

On average, how much money do you donate each year to people in need, charitable causes, or philanthropic organizations?

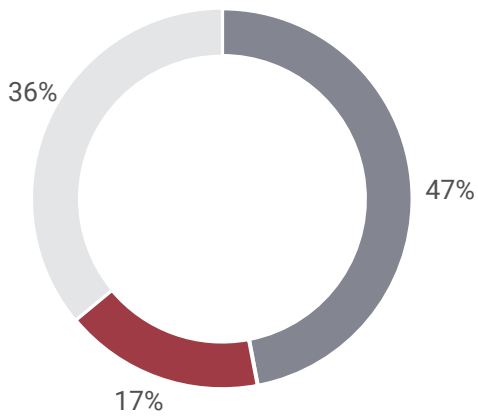


On average, how much time do you spend volunteering each year with people in need, charitable causes, or philanthropic organizations?



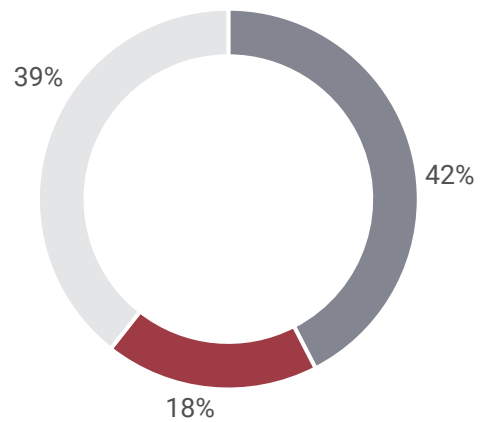
In the last three years, would you say your giving has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



In the last three years, would you say the amount of time you have spent volunteering has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



Standouts⁵

Giving and Volunteering Actions

- Gave money or resources to a mutual aid organization **(69%)**
- Gave through a congregation or faith community **(68%)**
- Tutored, taught, or mentored someone **(67%)**
- Participated in a run, walk, or bike ride to raise money for a cause **(63%)**
- Fundraised for a nonprofit **(61%)**
- Volunteered through a congregation or faith community **(61%)**
- Coached, refereed, or supervised a club or sports team as a volunteer **(59%)**

Giving and Volunteering Motivations and Barriers

Motivations	Barriers	Incentives for Giving or Volunteering
<ul style="list-style-type: none"> • To feel like a good person (34%) • To meet new people (24%) 	<ul style="list-style-type: none"> • I feel overwhelmed choosing a cause or organization (25%) • Nonprofits and other charitable organizations often lack the skills and abilities to create meaningful change (24%) 	<ul style="list-style-type: none"> • Received help with education expenses or debt relief for your volunteer time (52%) • Offered a charitable giving savings account by your employer (51%) • Got paid time off to volunteer (49%) • Got a tax break for the value of your volunteer time (49%) • Got a bigger tax break than you are able to get now (48%)

The Conversation: How Next- generation Doers Want to be Engaged

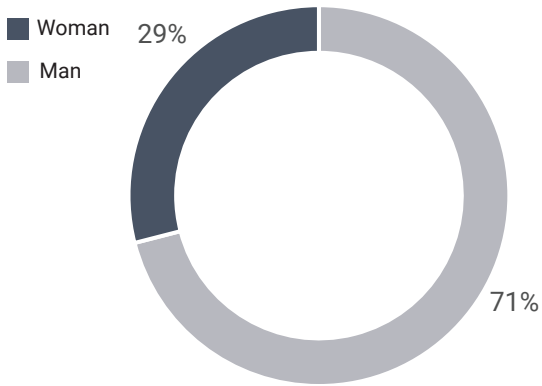
Preferred Channels for Discussion	Preferred Event Hosts	Preferred Messengers
<ul style="list-style-type: none"> • Festival or concert (54%) • Website or webinar (53%) • Class at a local school or university (53%) 	<ul style="list-style-type: none"> • A foundation (53%) • A university (50%) 	<ul style="list-style-type: none"> • Your employer (28%)

⁵ Standouts are actions and attitudes that are uniquely high for each segment. Very popular responses indicated in the Detailed Qualitative and Quantitative Research Findings section (i.e., top three in each question) are excluded from Standouts because those actions and attitudes were high across the board.

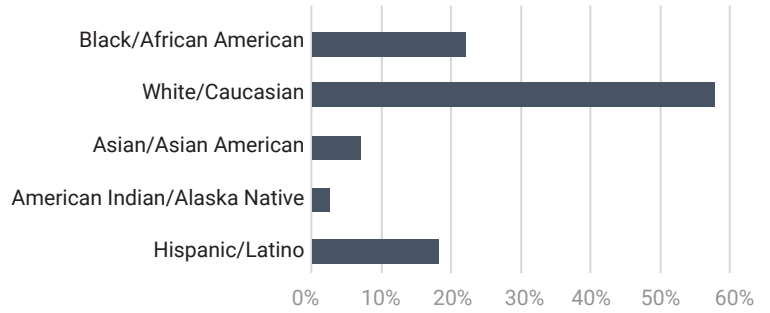
Profile: Next-generation Doers

Demographics

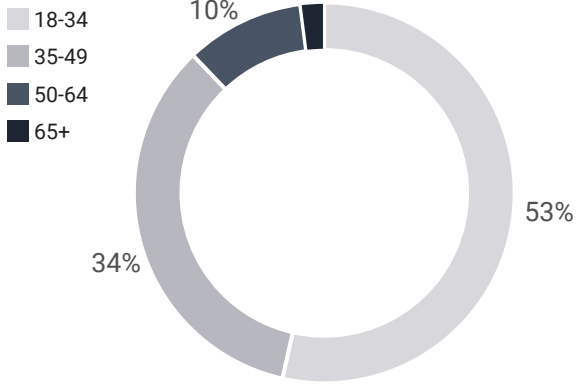
Gender



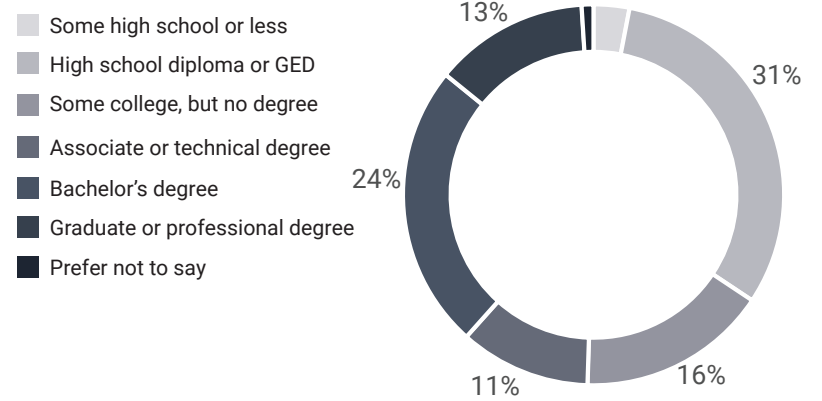
Race/Ethnicity ⁶



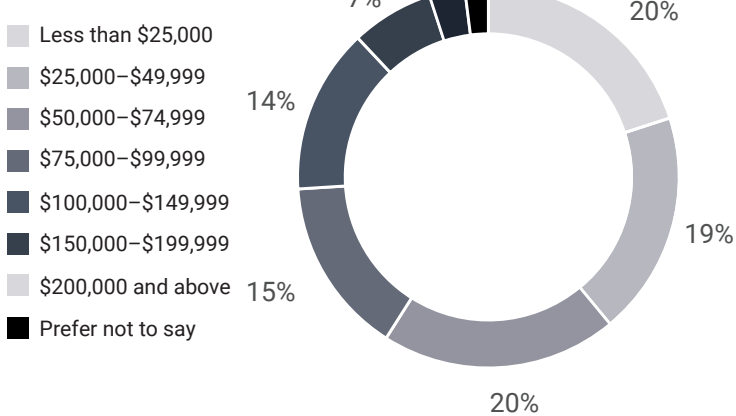
Age



Education

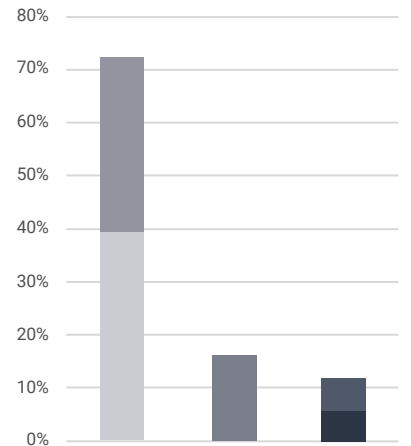
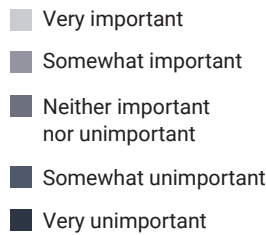


Income



Religion

How important would you say religion is in your everyday life?

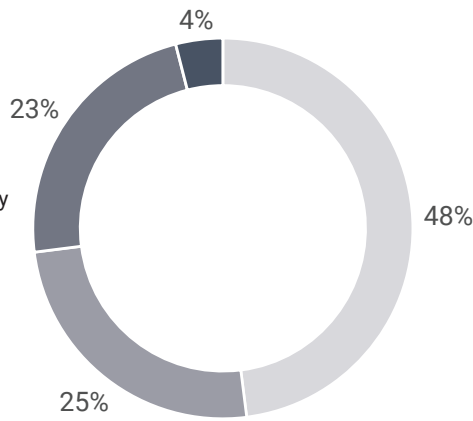


⁶ Respondents were allowed to select multiple races/ethnicities, so graph may not add up to 100%.

Politics

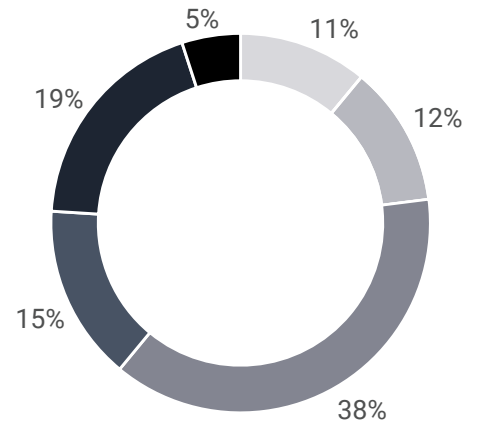
Political Party

- Democrat
- Republican
- Independent
- Other/prefer not to say



Ideology

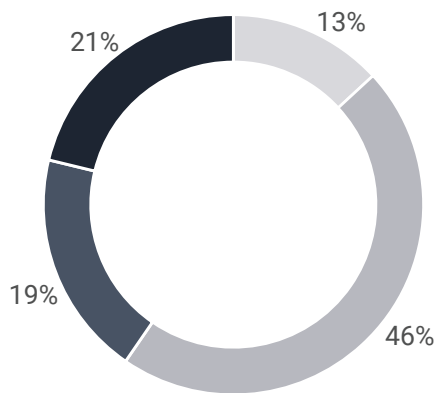
- Very conservative
- Somewhat conservative
- Moderate
- Somewhat liberal
- Very liberal
- Prefer not to say



Geography

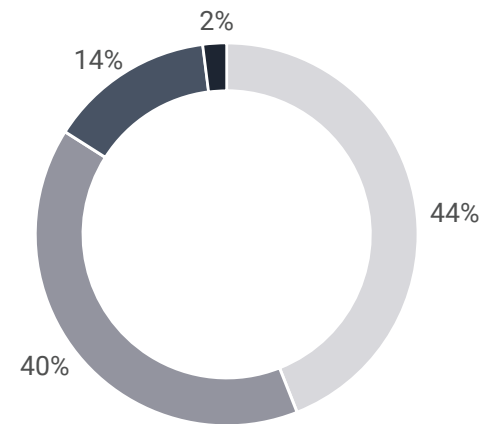
Region

- Northwest
- South
- Midwest
- West



Urbanicity

- Urban
- Suburban
- Rural
- Don't know



Profile: Civic-minded Hopefuls

Approximately 20% of sample (or 52 million U.S. adults)

Overview

Civic-minded Hopefuls try to help where they can and aspire to get more involved with giving and volunteering. They see the importance and possibility of generosity, but they have a hard time translating it into action. It's difficult for them to give as much as they would like to due to financial constraints and feeling unsure how they can make a difference. That said, they are supportive of nonprofits and philanthropy.

Civic-minded Hopefuls are politically-minded and have generally progressive ideals. They engage in prosocial activities, such as voting, protesting, and other forms of civic action. They believe giving and volunteering is one way they can contribute to expanding social justice. Despite their political concerns, they are optimistic about the direction of the country.

Civic-minded Hopefuls were second most likely to say they give, but they tended to give small amounts. They were also more likely to say they volunteer than other segments, but this tended, like with giving, to be only a few hours a year. Like Connection Seekers, their giving and volunteering levels were fairly stagnant: few increased their giving and volunteering in the last three years.

Like Connection Seekers, Civic-minded Hopefuls were motivated by several steps that would make volunteering easier. Around two-thirds would be more likely to volunteer if they could do so when it is convenient, if they could volunteer with family and friends, and if they had more resources to find opportunities.

Demographically, Civic-minded Hopefuls are more likely to be White compared to other segments. They are often liberal Democrats. The segment comprises predominantly women and those who do not identify as religious.

Introducing Civic-minded Hopefuls

Give where they can and aspire to do more	<ul style="list-style-type: none">• Try to reduce waste and pollution• Share information with friends and family• Hope to give more and get involved with causes
... but they find it difficult to give	<ul style="list-style-type: none">• Have little free time and disposable income• Strapped for cash after taking care of self and family• Unsure how to help with certain causes
Strong desire to help others by contributing to social justice	<ul style="list-style-type: none">• See giving as a way to support social justice• Want to pay it forward• Want to help others, even if it requires sacrifice• Want to give to help people in need
Optimistic about philanthropy	<ul style="list-style-type: none">• Believe every cause matters• Disagree that nonprofits are mostly talk
Politically minded	<ul style="list-style-type: none">• Believe voting is a civic duty• Not afraid to talk politics
Support progressive ideas	<ul style="list-style-type: none">• Believe some of the best people are those challenging the status quo• Believe the government should tax the rich to support struggling Americans• Believe the government should do more to support Americans rather than have Americans rely on charity• Believe businesses should pay more rather than give to social causes
Optimistic about the U.S.	<ul style="list-style-type: none">• Optimistic about the direction of the country despite challenges• Disagree that America is hopelessly divided

Engaging Civic-minded Hopefuls

Engage Civic-minded Hopefuls by valuing small gifts and recognizing the time/effort involved. Sending thank you emails or simple notes can honor Civic-minded Hopefuls' actions even at low levels. *(This audience segment has less free time and disposable income compared to the other five segments.)*

Show Civic-minded Hopefuls how they can create change by joining a movement or a cause with each person contributing even just a small amount. Create a visual that shows how individual efforts or small gifts have an outsized cumulative impact. (This audience segment believes every cause matters and is optimistic about the future compared to the other five segments.)

Emphasize connections to progressive causes and social justice. Tell stories about how your organization reduces waste at the office or how donations contribute to green policy change—examples of how organizations working on all kinds of issues are making a better world in lots of ways. (This audience segment is more motivated by giving to passion-driven causes such as reducing pollution and advocating for social justice compared to the other five segments.)

Focus Group Findings

Civic-minded Hopefuls believe generosity must be a selfless act. Civic-minded Hopefuls had a strong disdain for virtue signaling or generosity for ulterior motives. They looked down on those who speak at length about their generosity and rejected the overall idea of generosity incentives. That said, they were very willing to admit that generosity makes them feel good and that that's part of why they do it.

[Regarding potential incentives] "I just really hate to say this, but [these ideas are] all about 'me.' What I am getting. It's me, me. 'I got a bigger tax break. I set up a savings account.' I think there needs to be more about helping what you're doing. There needs to be something more there than just what you can get out of it by donating."

"I think there has to be intent behind [generosity], whether it's giving or any type of act. So good intentions."

"I feel elated when I volunteer, and the majority of my volunteering is a physical thing where I'm packing the food into the boxes and we're just shoveling down the line and you can actually see the families picking the food up out of the box. So, it makes you feel elated because immediately you put the food in the box and you gave it to that person, and now they're going to take it home and they're going to feed their family with it."

Civic-minded Hopefuls are very concerned with the impact of their generosity. This means they wanted to give only to places with high levels of transparency and to know exactly where their money went in order to see direct results of how their generosity made an impact. This often manifested as anxiety about where their generosity was going and whether it was being misused.

"I really want to get to know that nonprofit or charity that I am donating to or thinking about donating to. So, I really want to know the breakdown of administrative cost and where the money is actually going or my time, and I want to see some sort of fruition from that time or money or resource that I'm donating."

"I like to see the end product; we're helping A, B, and C. I want to see what happens when they help A, B, and C either by donating food or clothing or time and money. I want to see that it's actually going to that and they're not taking percent off for themselves to go golfing, but it's going to go where they're saying it's going to go and what they're going to do."

Civic-minded Hopefuls are more concerned with local generosity, where they can feel they have contributed substantially. This way, they could easily see the impact, make connections with the organizations, and check the reputability of the cause/organization. Being able to make their own choices about where and when to give was empowering and made them feel good.

Profile: Civic-minded Hopefuls

"If it's a local charity, I will check it out myself. I tend to stick with more local charities because I can see them up front and I know the people."

"If you played basketball, volunteer your time with a youth league or something like that. I think that that's a good way to really feel like you're making an impact and also enjoy it."

Generosity for this group is driven by the social justice and political issues that they believe in. Civic-minded Hopefuls were motivated by political alignments and beliefs. Giving in ways that build a stronger system of social justice, especially for their local communities, was a big motivation for their generosity.

"Just giving time and money, maybe there's not going to be a first-degree direct impact, but it may impact the people who are working towards [social justice]. It may help them, enable them in some way."

"With everything that's happening in the world today, ... it makes me feel better that I'm doing something that I believe in. It shows support and influence on issues. There's a lot of stuff going on political-wise that I'm very vocal about, and I like being able to donate my time and money."

Civic-minded Hopefuls feel they can model giving and volunteering to those around them. Though Civic-minded Hopefuls were not eager to talk about their experiences with giving and volunteering, they did feel there is a huge benefit to modeling the action and showing those close to them the importance of giving and volunteering and how to get involved.

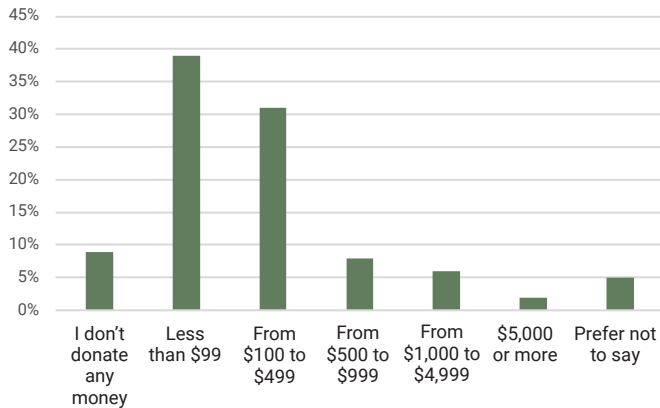
"Then if [giving back] makes you feel whole, that's something you should really go with and maybe get your friends and family involved because you can't put a price on it. If it feels good to you, maybe you can make that feel good to other people and get more people involved."

"I actually had [a conversation] with my granddaughter a couple of weeks ago, and she has really been wanting to start volunteering. I have been talking to her quite a bit [about] one of my favorite military resources. I was telling her about that, and I've been trying to take her with us when we go over so she can see."

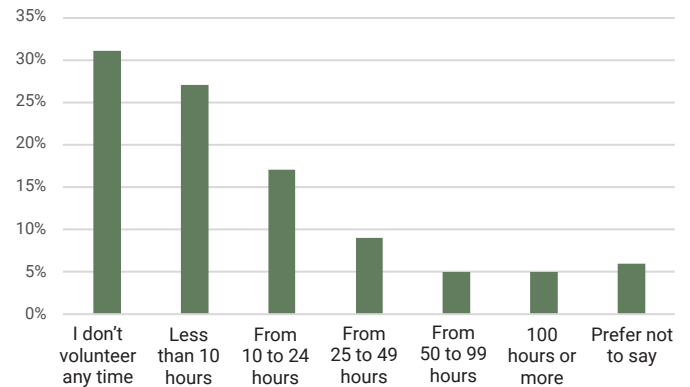
"If I'm going to be the example and if I want people to give and volunteer, then that's something I should do, and I should share it with the people around me in hopes that they would want to do something on their own or in their own way that would inspire them to volunteer or give back to their community."

Giving Patterns

On average, how much money do you donate each year to people in need, charitable causes, or philanthropic organizations?

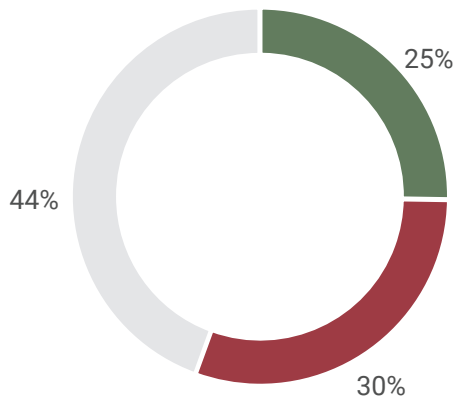


On average, how much time do you spend volunteering each year with people in need, charitable causes, or philanthropic organizations?



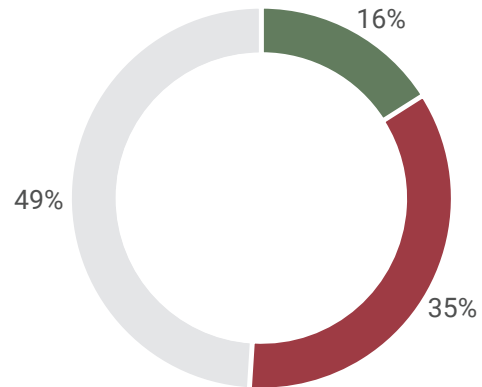
In the last three years, would you say your giving has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



In the last three years, would you say the amount of time you have spent volunteering has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



Standouts⁷

Giving and Volunteering Actions

- Contributed to crowdfunding projects supporting individuals (37%)

⁷ Standouts are actions and attitudes that are uniquely high for each segment. Very popular responses indicated in the Detailed Qualitative and Quantitative Research Findings section (i.e., top three in each question) are excluded from Standouts because those actions and attitudes were high across the board.

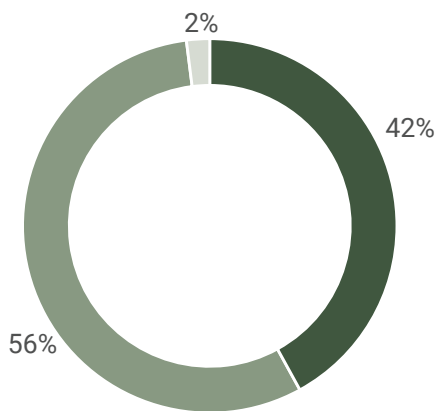
Giving and Volunteering Motivations and Barriers

Motivations	Incentives for Giving or Volunteering
<ul style="list-style-type: none"> To put my values into practice (39%) 	<ul style="list-style-type: none"> Got paid time off to volunteer (52%) Knew other people like you were giving (38%) and volunteering (50%) Received help with education expenses or debt relief for your volunteer time (47%)

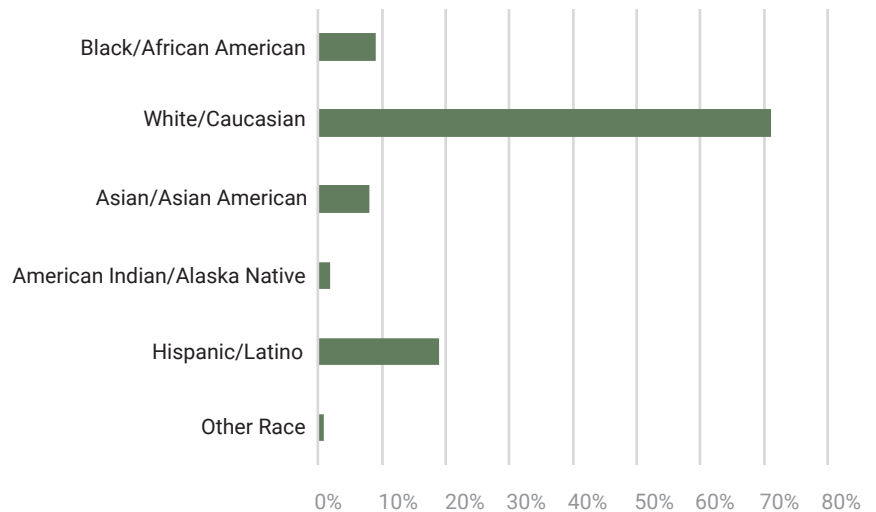
Demographics

Gender

- Man
- Woman
- Prefer not to self-identify

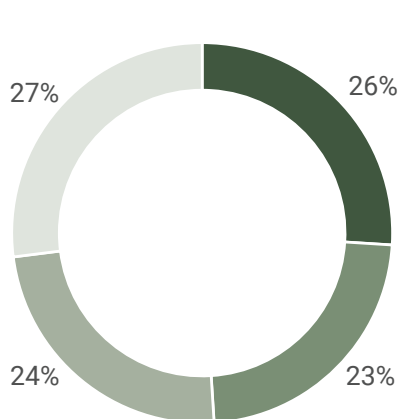


Race/Ethnicity⁸



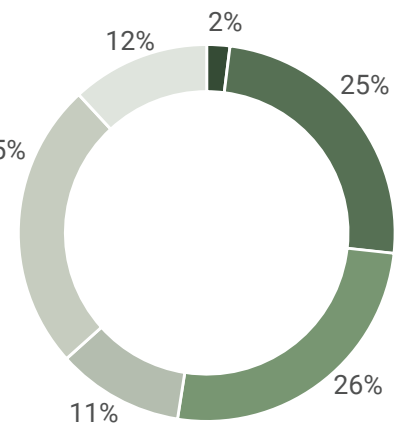
Age

- 18-34
- 35-49
- 50-64
- 65+



Education

- Some high school or less
- High school diploma or GED
- Some college, but no degree
- Associate or technical degree
- Bachelor's degree
- Graduate or professional degree
- Prefer not to say

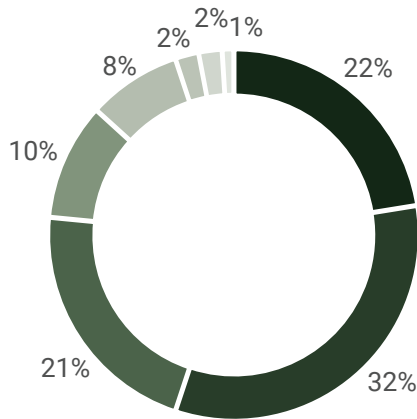


⁸ Respondents were allowed to select multiple races/ethnicities, so graph may not add up to 100%.

Religion

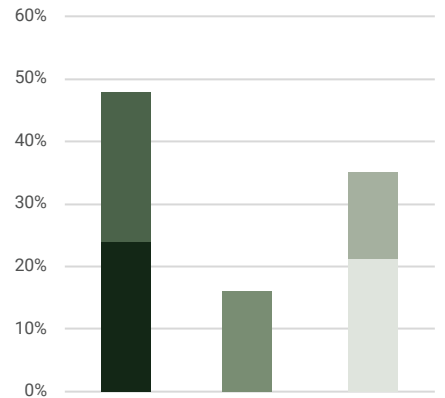
Income

- Less than \$25,000
- \$25,000–\$49,999
- \$50,000–\$74,999
- \$75,000–\$99,999
- \$100,000–\$149,999
- \$150,000–\$199,999
- \$200,000 and above
- Prefer not to say



How important would you say religion is in your everyday life?

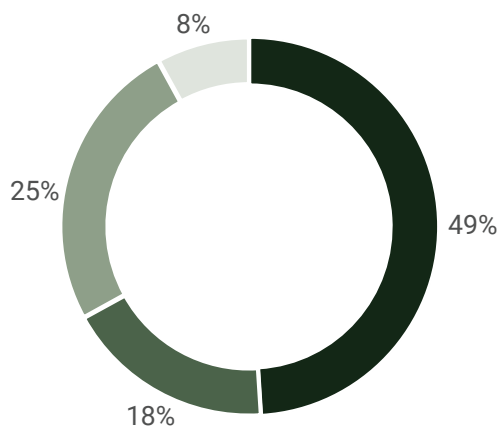
- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant



Politics

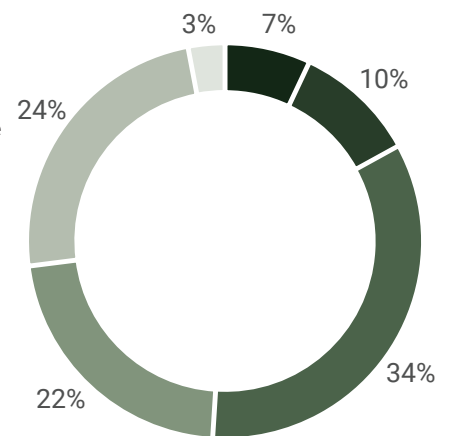
Political Party

- Democrat
- Republican
- Independent
- Other/prefer not to say



Ideology

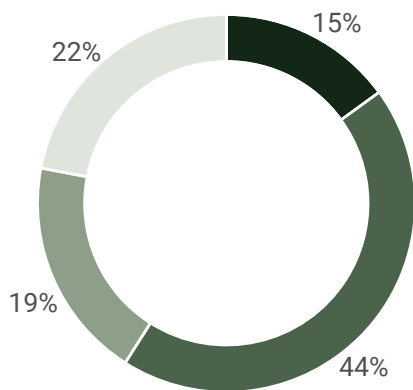
- Very conservative
- Somewhat conservative
- Moderate
- Somewhat liberal
- Very liberal
- Prefer not to say



Geography

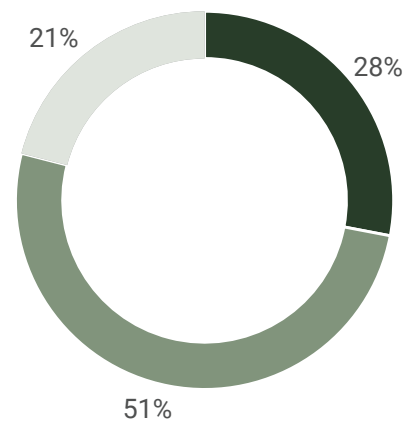
Region

- Northwest
- South
- Midwest
- West



Urbanicity

- Urban
- Suburban
- Rural



Profile: Show-me Scrutinizers

Approximately 12% of sample (or 31 million U.S. adults)

Overview

Show-me Scrutinizers are one of the more difficult segments to motivate to give and volunteer in ways they are not already doing. They do currently give money, but giving is not a priority to them. They do their own research to determine where and how to give their money, and this manifests some skepticism of philanthropy—they are among the most likely to think that nonprofits misuse money (47%) and spend too much money on administrative costs (39%).

Show-me Scrutinizers are focused on their local communities, yet they aren't motivated by social connections or helping others, pointing to a somewhat insular mindset. They are politically engaged—72% said they have voted in the past 12 months—and tend to be turned off by progressive ideas.

Religion plays a large role in their giving activities. When they give and volunteer, it is often through faith-based organizations or places of worship. Half said that religion is very important in their daily lives, and 75% reported practicing some Christian faith—they are tied with Super Givers as the most Christian group. Yet only 39% said that their religion strongly encourages them to give (compared to 66% of Super Givers).

Most Show-me Scrutinizers said they give, but they tended to give in smaller amounts. Interesting to note, this group was the most likely to say “prefer not to say” whether they give (11%). They were much less likely than other groups to volunteer—42% said they do not volunteer any time. Show-me Scrutinizers are largely set in their ways or are moving in the wrong direction in terms of giving and volunteering—almost half have continued giving and volunteering the same amount during the past three years, and more than a third have decreased.

Demographically, this group is predominantly White. It also skews very conservative Republican, male, and older (39% are 65+).

Introducing Show-me Scrutinizers

Give but not as a priority	<ul style="list-style-type: none">• Don't give on a regular basis• Don't plan to give more in the future
Scrutinizing	<ul style="list-style-type: none">• Need to know how their charity dollars will be spent• Rely on their own research to decide how to give
Focus on the local	<ul style="list-style-type: none">• Prefer to give directly rather than rely on intermediaries• Would rather give to community organizations• Make effort to eat and shop locally
Yet unmotivated by social connections	<ul style="list-style-type: none">• Don't care about being a part of something bigger• Don't prioritize meeting people through clubs or activities and are not motivated by fun• Don't make efforts to encourage others to get involved
... and helping others	<ul style="list-style-type: none">• Don't have strong aspiration to be generous• Don't feel duty to help others• Not motivated by paying it forward
Politically minded	<ul style="list-style-type: none">• Believe voting is a civic duty• Unafraid to talk politics• Believe you need compromise to make a difference and that Believe America is not hopelessly divided

Skeptical of progressive messages

- Disagree that the government should tax the rich more
- Disagree that the government should step in to care for people rather than have Americans rely on charity
- Don't care about reducing waste and pollution
- Disagree that some of the best people are challenging the status quo
- Unmotivated by social movements

Communicating with Show-me Scrutinizers

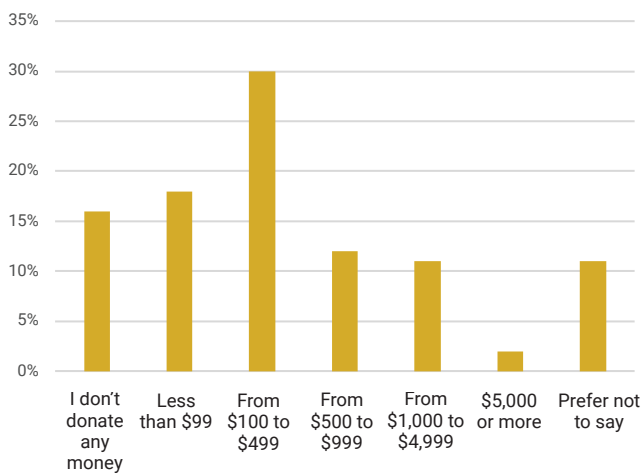
Post financial statements, tax audits, annual reports, and so forth in an easily accessible place online for information transparency. Have a dedicated webpage where all key documents are located, linked from the homepage. *(This audience segment is the least likely to trust other sources about where to give compared to the other five segments.)*

Demonstrate how giving translates into real-world benefit. Focus on practical ways of measuring the impact of giving—for example, creating a visual that shows what percentage of a donation goes toward the cause and how many donations it takes to achieve a goal. *(This audience segment has the greatest need to know how their money will be spent before making a gift compared to the other five segments.)*

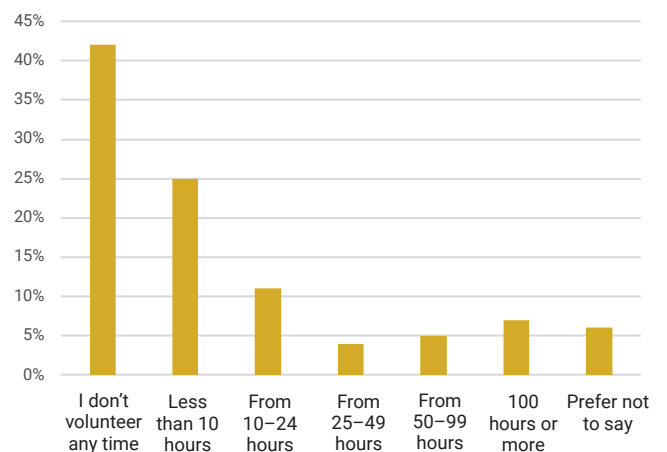
Emphasize local connections and personal impacts of giving. Name specific local groups, families, neighborhoods, and so forth that will benefit from giving. *(This audience segment would rather give on the community level than the national level compared to the other five segments, and they care about eating and shopping locally.)*

Giving Patterns

On average, how much money do you donate each year to people in need, charitable causes, or philanthropic organizations?

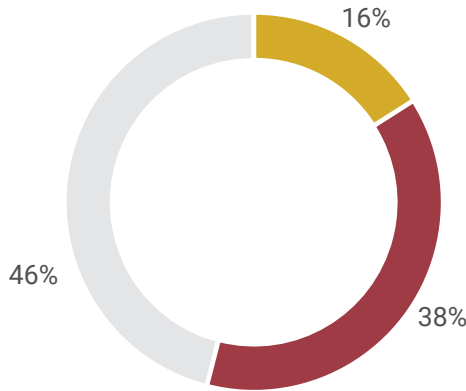


On average, how much time do you spend volunteering each year with people in need, charitable causes, or philanthropic organizations?



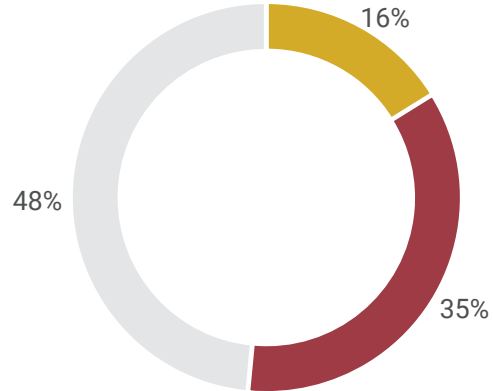
In the last three years, would you say your giving has increased, decreased, or stayed about the same?

Increased Decreased Stayed about the same



In the last three years, would you say the amount of time you have spent volunteering has increased, decreased, or stayed about the same?

Increased Decreased Stayed about the same



Standouts⁹

Giving and Volunteering Actions

- Contributed to crowdfunding projects supporting individuals (37%)

Giving and Volunteering Motivations and Barriers

Motivations

- To put my values into practice (**43%**)

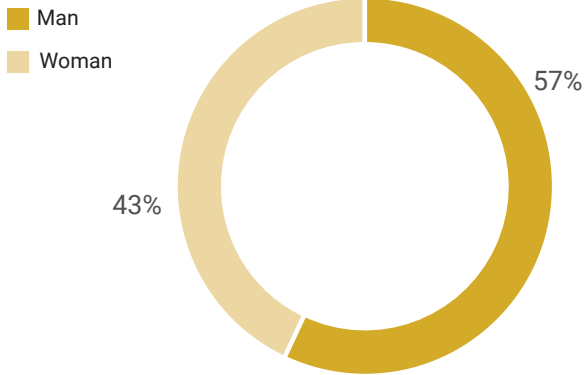
Barriers

- Nonprofits and other charitable organizations spend too much on administrative costs (**39%**)

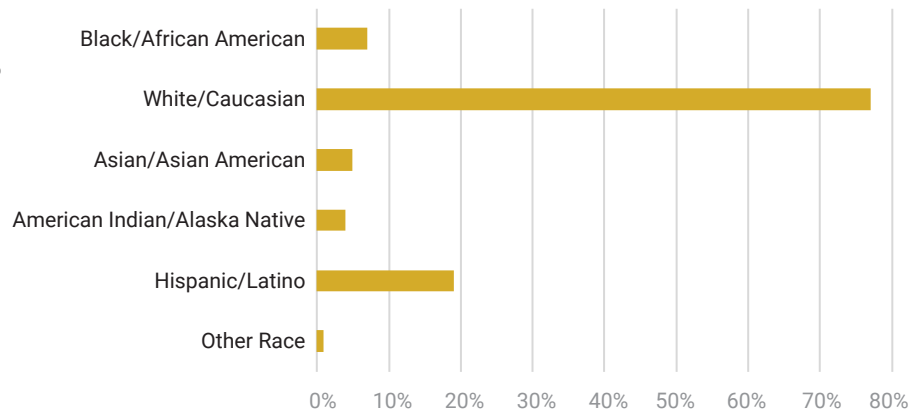
⁹Standouts are actions and attitudes that are uniquely high for each segment. Very popular responses indicated in the Detailed Qualitative and Quantitative Research Findings section (i.e., top three in each question) are excluded from Standouts because those actions and attitudes were high across the board.

Demographics

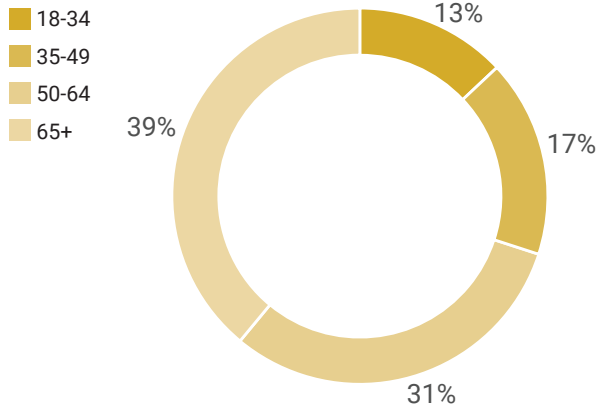
Gender



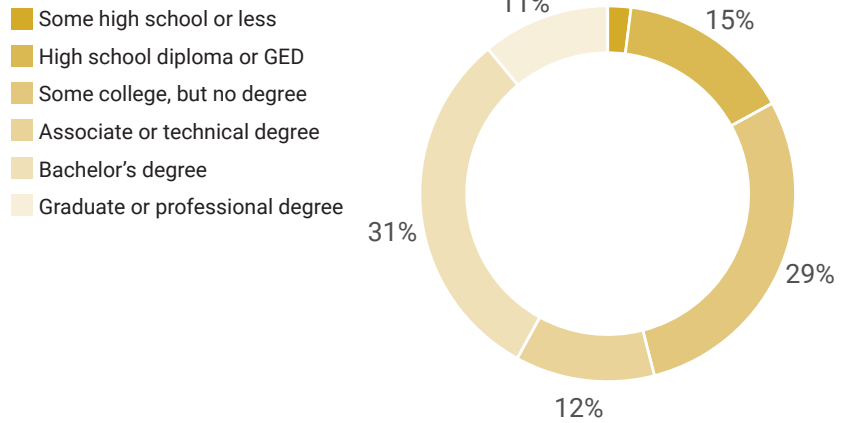
Race/Ethnicity ¹⁰



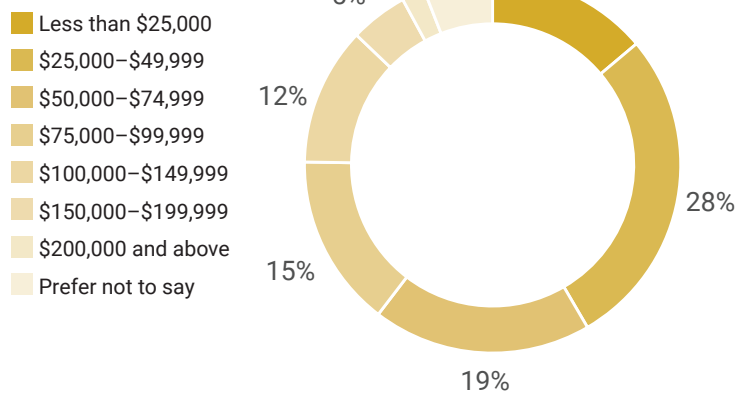
Age



Education



Income



Religion

How important would you say religion is in your everyday life?

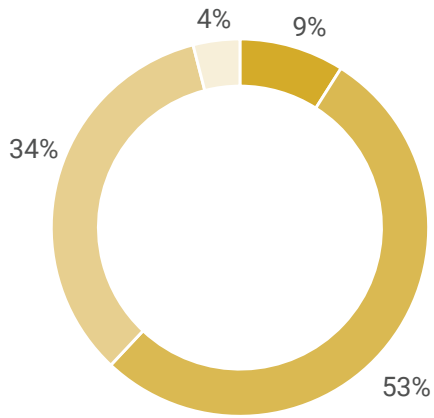


¹⁰Respondents were allowed to select multiple races/ethnicities, so graph may not add up to 100%.

Politics

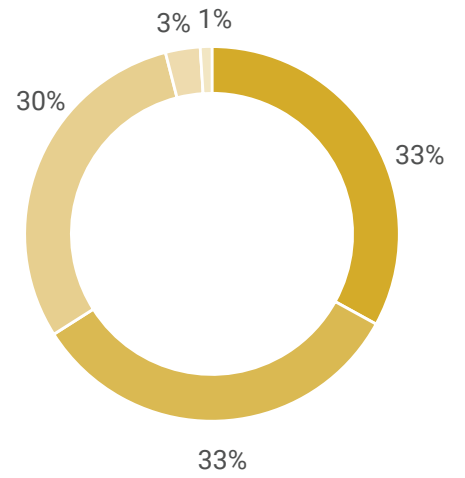
Political Party

- Democrat
- Republican
- Independent
- Other/prefer not to say



Ideology

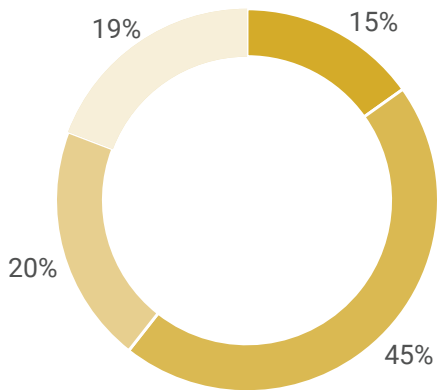
- Very conservative
- Somewhat conservative
- Moderate
- Somewhat liberal
- Very liberal (0%)
- Prefer not to say



Geography

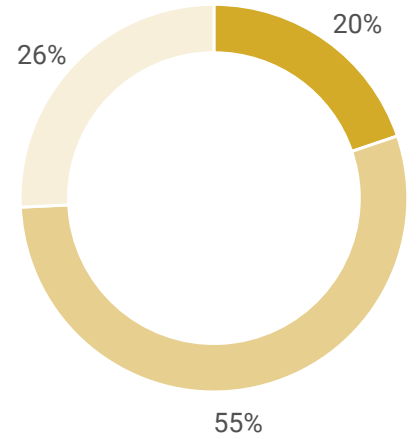
Region

- Northwest
- South
- Midwest
- West



Urbanicity

- Urban
- Suburban
- Rural



Profile: Apathetic Non-givers

Approximately 20% of sample (or 52 million U.S. adults)

Overview

Apathetic Non-givers are the most difficult to reach of all the segments. They are largely apathetic to not only giving and volunteering but also other prosocial activities and politics.

Of any segment, they are the least likely to say they give. They report having neither the means nor the motivation to do so. Driven by neither the desire to help others nor the desire to make an impact, Apathetic Non-givers are not concerned with being generous, nor do they see it as their responsibility. They feel that institutions such as businesses and the government should be responsible for helping other Americans, not everyday people.

Forty-one percent said they never donate—the highest by far of any group—and 71% said they never volunteer—higher than any other group by 30 points. They also are uninterested in giving or volunteering more than they do now. Around 9 in 10 have not increased giving or volunteering in the past three years.

Demographically, Apathetic Nongivers are largely White. They are older (almost half are older than 55), politically Independent, nonreligious, less educated, and from rural communities.

Introducing Show-me Non-givers

Least likely to give	<ul style="list-style-type: none"> • Uninterested in being generous, donating, and getting involved in causes • Did not give more in the past and will not give more in the future
Lack motivations and means to give	<ul style="list-style-type: none"> • Have little disposable income • Not motivated by religion or tradition
Lack desire to help others	<ul style="list-style-type: none"> • Don't feel a sense of duty to help others • Not motivated to pay it forward
Uninterested in impact	<ul style="list-style-type: none"> • Do not see themselves making a difference • Not interested in being part of something bigger • Do not see themselves as leaders
Uninterested in politics	<ul style="list-style-type: none"> • Avoid talking about politics • See America as hopelessly divided • Don't spend time learning about challenges facing country or community
Skeptical of philanthropy	<ul style="list-style-type: none"> • Believe most ordinary people can't give enough to make a difference • Believe most giving is done for selfish reasons • Disagree that every cause matters
Believe institutions, not charity, should care for people	<ul style="list-style-type: none"> • Believe the government should take care of Americans, not charity • Believe the government should tax rich Americans more to pay for social programs • Believe businesses should provide better pay and benefits rather than give to social causes

Communicating with Apathetic Non-givers

Show how individual giving can make an outsized impact, even if gifts are in small amounts. Create visuals that show how each person’s contribution matters and how small gifts add up for a cumulative effect. (*Apathetic Non-givers are more skeptical of philanthropy than the other five segments, and they don’t believe that ordinary people can give enough to make a difference.*)

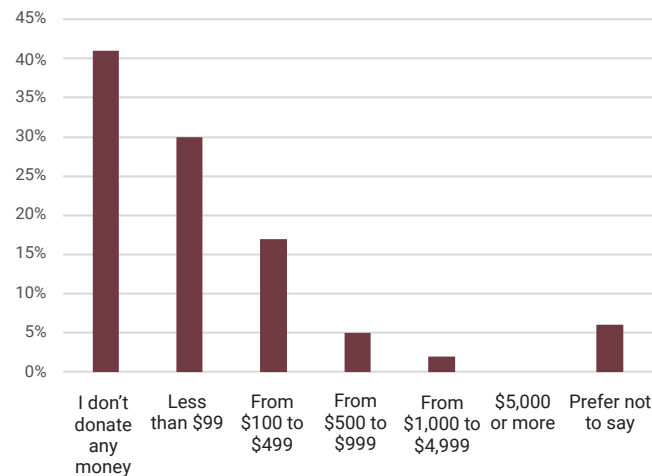
Emphasize how nonprofit work is aligned with or in support of other established social programs. For example, consider sharing how organizational actions work in parallel with other local or national government programs to advance shared goals. (*This audience segment believes that the government should be responsible for taking care of people compared to the other five segments.*)

Avoid political messaging. Rely on spokespeople who represent the common good rather than those with political roles or stances. (*This audience segment has the least interest in being involved with politics compared to the other five segments.*)

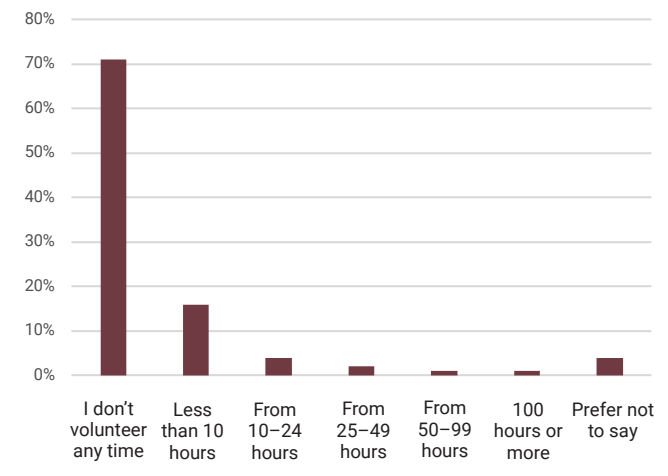
Offer personal benefits to those who give. Emphasize the perks of donating money or volunteering, such as free swag, coupons, and service hours. (*This audience segment lacks motivation for giving and believes that most giving is done for selfish reasons compared to the other five segments.*)

Giving Patterns

On average, how much money do you donate each year to people in need, charitable causes, or philanthropic organizations?

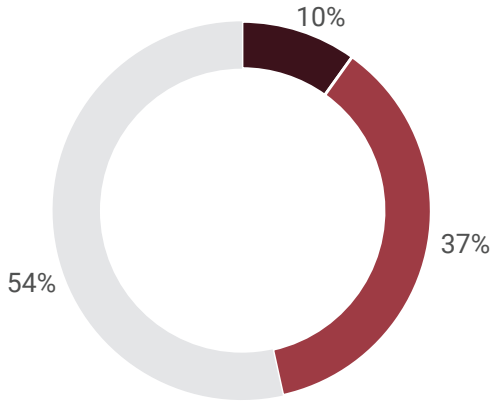


On average, how much time do you spend volunteering each year with people in need, charitable causes, or philanthropic organizations?



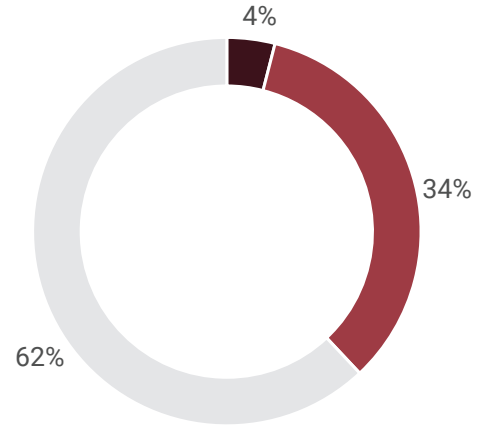
In the last three years, would you say your giving has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



In the last three years, would you say the amount of time you have spent volunteering has increased, decreased, or stayed about the same?

■ Increased ■ Decreased ■ Stayed about the same



Standouts¹¹

Giving and Volunteering Motivations and Barriers

Motivations	Barriers
<ul style="list-style-type: none"> To feel like a good person (39%) 	<ul style="list-style-type: none"> I don't feel my contribution can make a difference (20%)

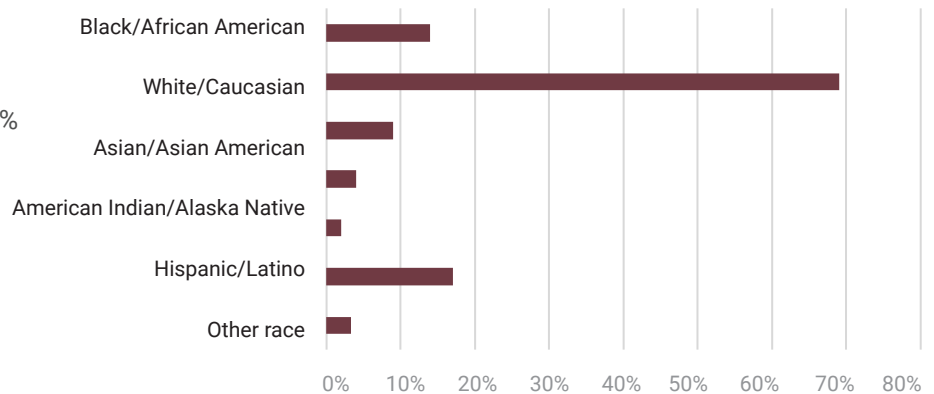
Demographics

Gender

■ Man
■ Woman



Race/Ethnicity¹²

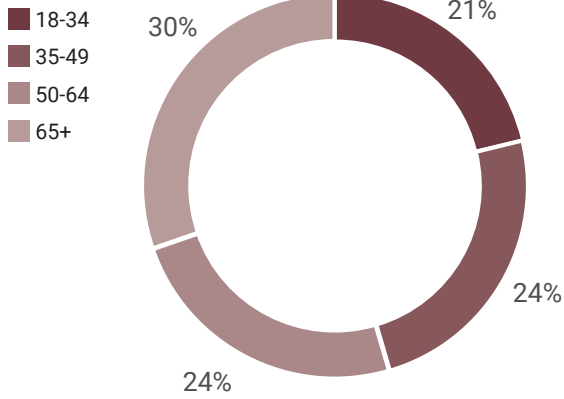


¹¹Standouts are actions and attitudes that are uniquely high for each segment. Very popular responses indicated in the Detailed Quantitative and Quantitative Research Findings section (i.e., top three in each question) are excluded from Standouts because those actions and attitudes were high across the board.

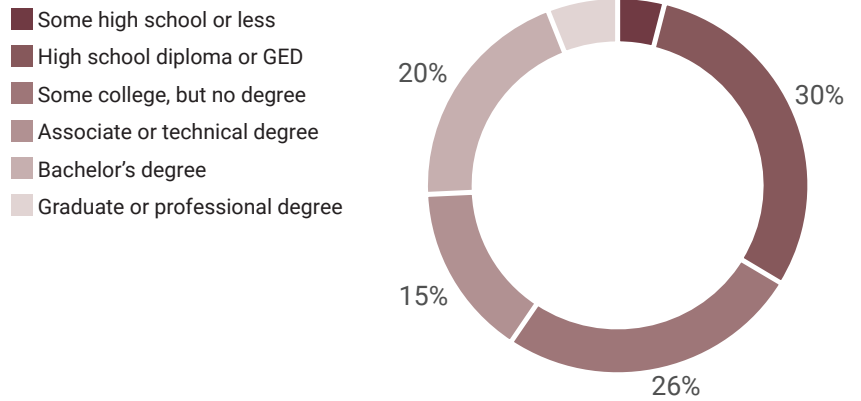
¹²Respondents were allowed to select multiple races/ethnicities, so graph may not add up to 100%.

Profile: Apathetic Non-givers

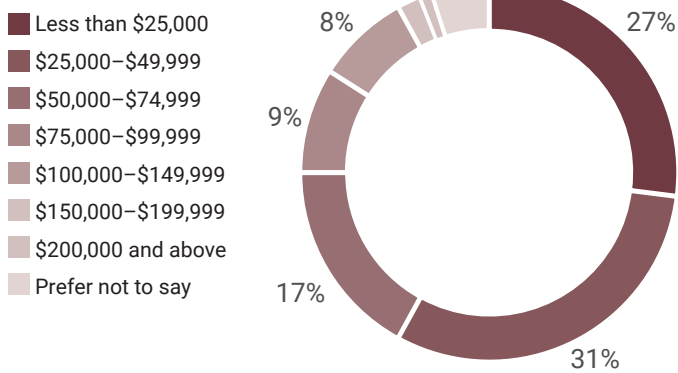
Age



Education



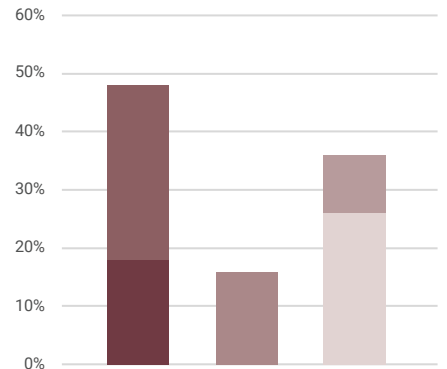
Income



Religion

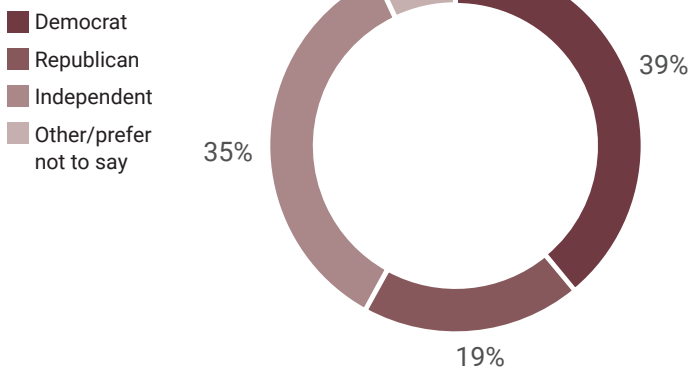
How important would you say religion is in your everyday life?

- Very important
- Somewhat important
- Neither important nor unimportant
- Some unimportant
- Very unimportant

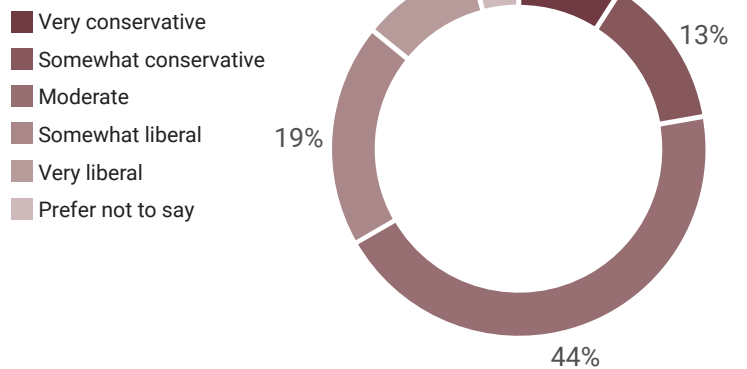


Politics

Political Party



Ideology

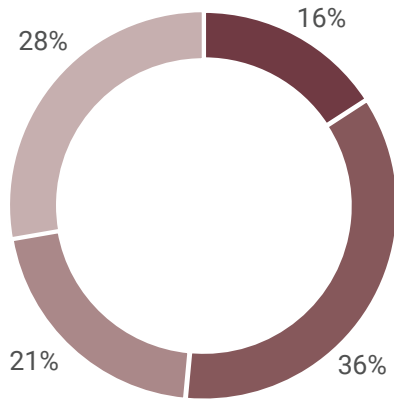


Profile: Apathetic Non-givers

Geography

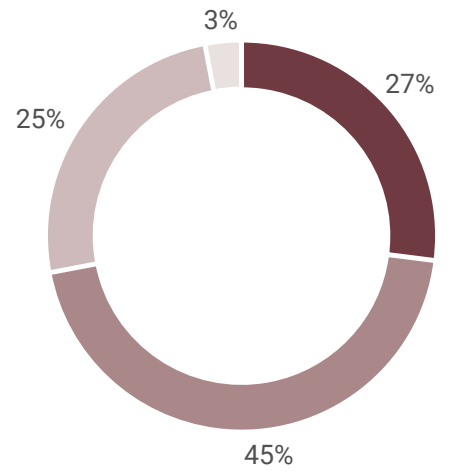
Region

- Northwest
- South
- Midwest
- West



Urbanicity

- Urban
- Suburban
- Rural
- Don't know



Appendix

The sample was weighted by race and ethnicity, along with gender and age, to align with respondents' proportion in the actual population based on U.S. Census data. This is to ensure the total sample is representative of the U.S. population. The following outlines the weighted demographics of the overall sample.

Gender

Man	50%
Woman	50%

Age

18–34	28%
35–49	26%
50–64	22%
65+	23%

Political Party

Democrat	39%
Republican	27%
Independent	28%
Other/prefer not to say	6%

Race/Ethnicity¹³

Black/African American	14%
White/Caucasian	67%
Asian/Asian American	7%
American Indian/Alaska Native	3%
Pacific Islander	1%
Hispanic/Latino	19%
Other race	2%

Region

Northwest	15%
South	44%
Midwest	20%
West	21%

¹³Respondents were allowed to select multiple races/ethnicities, so table may not add up to 100%.

Gender

	Super Givers	Connection Seekers	Next-generation Doers	Civic-minded Hopefuls	Show-me Scrutinizers	Apathetic Non-givers
Man	48%	37%	71%	42%	57%	47%
Woman	52%	63%	29%	56%	43%	52%
Prefer self-identify/ not to say	-	-	-	2%	-	-

Race/Ethnicity¹

	Super Givers	Connection Seekers	Next-generation Doers	Civic-minded Hopefuls	Show-me Scrutinizers	Apathetic Non-givers
Black/African American	14%	18%	22%	9%	7%	14%
White/Caucasian	64%	65%	58%	71%	77%	69%
Asian/Asian American	8%	4%	7%	8%	5%	9%
American Indian/Alaska Native	1%	2%	3%	2%	4%	4%
Hispanic/Latino	20%	19%	18%	19%	19%	17%
Other race	1%	-	-	1%	1%	3%

¹ Respondents were allowed to select multiple races/ethnicities, so table may not add up to 100%.

Age

	Super Givers	Connection Seekers	Next-generation Doers	Civic-minded Hopefuls	Show-me Scrutinizers	Apathetic Non-givers
18–34	20%	37%	53%	26%	13%	21%
35–49	27%	31%	34%	23%	17%	24%
50–64	22%	22%	10%	24%	31%	24%
65+	31%	10%	2%	27%	39%	30%

Education

	Super Givers	Connection Seekers	Next-generation Doers	Civic-minded Hopefuls	Show-me Scrutinizers	Apathetic Non-givers
High school or less	16%	30%	34%	27%	17%	34%
Some college	35%	41%	27%	37%	41%	41%
College +	49%	28%	37%	37%	42%	26%
Prefer not to say	-	1%	1%	-	-	-

Income

	Super Givers	Connection Seekers	Next-generation Doers	Civic-minded Hopefuls	Show-me Scrutinizers	Apathetic Non-givers
Less than \$50,000	38%	57%	39%	54%	42%	58%
\$50,000-\$99,999	33%	30%	35%	31%	34%	26%
\$100,000-\$199,999	19%	9%	21%	10%	17%	10%
\$200,000 and above	4%	2%	3%	2%	2%	1%
Prefer not to say	4%	3%	2%	1%	6%	5%

Political Party

	Super Givers	Connection Seekers	Next-generation Doers	Civic-minded Hopefuls	Show-me Scrutinizers	Apathetic Non-givers
Democrat	47%	34%	48%	49%	9%	39%
Republican	28%	26%	25%	18%	53%	19%
Independent	20%	31%	23%	25%	34%	35%
Other/prefer not to say	5%	9%	4%	8%	4%	7%

Urbanicity

	Super Givers	Connection Seekers	Next-generation Doers	Civic-minded Hopefuls	Show-me Scrutinizers	Apathetic Non-givers
Urban	29%	29%	44%	28%	20%	27%
Suburban	52%	44%	40%	51%	55%	45%
Rural	18%	23%	14%	21%	26%	25%
Don't know	1%	4%	2%	-	-	3%



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COMMUNICATIONS

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