

Giving Sentiments Insights



Children's
Miracle Network
Hospitals

Top 3 Causes/Social Issues for Americans

- NEW** 1. Children's Health
- 2. Hunger
- 3. Medical Research

Children's Health was selected as a Top 3 Cause/Social Issue by **47%** of Americans.

Medical Research as a cause rose into the top 3 from last quarter. It ranked 5th last quarter.

A majority of Americans have donated some amount of money in the past 3 months (July-September). Last quarter this was at 71%, trending down at 6%.

 **65%**  **6%**

Giving through the website was the #1 way people gave to charity during Q3.

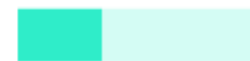
That trend continues during this quarter and emphasizes the need for an omnichannel approach to fundraising.

38%

Charity's Website

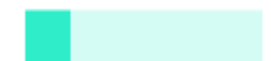


35%



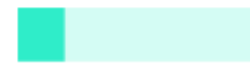
During checkout at the register

20%



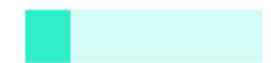
A monthly gift

18%



Facebook donation page

12%



During checkout online

We asked those who gave through the charity's website "What way led you to give through the website?"

The #1 way was through the charity's social media posts.



Americans used Friends and Family as the main external sources of information when researching charities. A referral program/share for donation could drive more engagement with CMN Hospitals.



The primary factors that compel people to donate:

1. **I want to help others**
2. **I believe in the nonprofit/cause**
3. **It is the right thing to do**

When ranking additional factors that compel people to give, "**Feeling pressured to give**" and "**I was incentivized to give**" ranked as the bottom two factors.

1

18-29-year-old Americans are significantly more likely to have answered that they have only given once in the past 3 months compared to any other age group.



When giving through the website, Seniors are most likely to click a link in an email to be taken to the website to give then any other age group.



16% of 18-29 year old Americans donated online during checkout during Q4.