

Online Giving in December 2018

WHAT WE FOUND



1 in 5

donated less in December 2018 compared to 2017



Donors supported an average of **5.1** nonprofit organizations



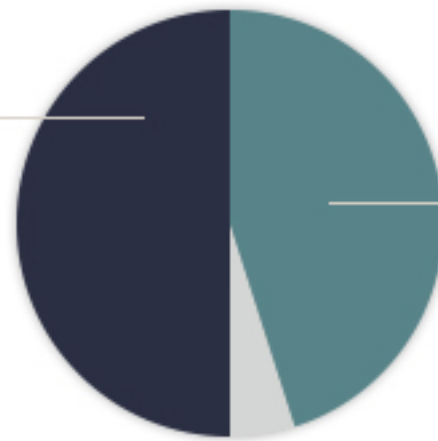
39% gave more to nonprofits in 2018

95% of those that gave less prioritized:



50%

faith based nonprofits



45%

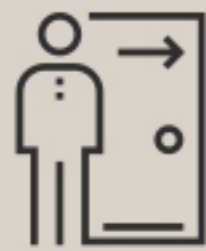
local nonprofits

REASONS FOR GIVING LESS



46%

reported feeling less connected



31%

felt there was a more worthy nonprofit



45%

felt they had given enough before December



37%

were not motivated by appeals

THE AVERAGE DONOR PRIORITIZED ORGANIZATIONS THEY CONNECT WITH



36%

prioritized faith-based nonprofits



31%

prioritized local nonprofits



29%

prioritized national nonprofits



37%

prioritized international nonprofits