

PUBLIC PERSPECTIVES



What Canadian Donors Want
Donor Segmentation

April 2016



GENERAL THEMES FROM THE DATA ARE...

HELPING THOSE IN NEED TOPS THE LIST OF DONOR MOTIVATIONS

When asked their main reason for donating to the last charity they donated to, Canadian past 12 month donors continue to be most likely to say it is helping those in need. A growing number since 2013 say it is the right thing to do, and there has been a decline in the proportion who are motivated by wanting to give back to their community.

BUT DEEPER ANALYSIS IDENTIFIES SIX DONOR SEGMENTS BASED ON MOTIVATIONS

Delving deeper into Canadians' motivations finds differences across donors. Segmentation analysis identified six segments of donors based on their motivations for donating.

- Affiliative
- Communal
- Pragmatist
- Benevolent
- Reactive
- Adherent/Reverent

ALSO DIFFERENCES IN BEHAVIOUR, DEMOGRAPHICS

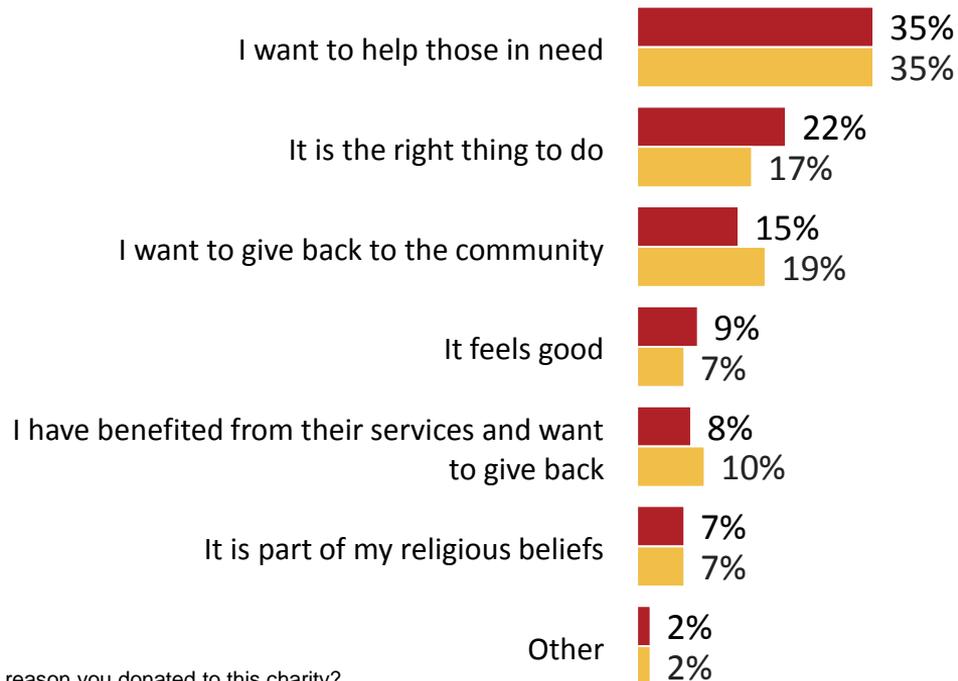
The segments differ in behavioural characteristics such as type of charity, reach of charity, average donation amount in past 12 months, volunteerism, and demographics.

The segmentation will assist not-for-profit organizations understand what makes their donors tick, how to attract new donor types and adapt their communications and activities accordingly.

HELPING THOSE IN NEED CONTINUES TO TOP THE LIST OF DONATION MOTIVATIONS

When past 12 month donors are asked the main reason for donating to the last charity they donated to, wanting to help those in need continues to be the most often mentioned reason. An increasing number of donors say it is the right thing to do, which is now in second spot, overtaking the motivation of wanting to give back to the community, which has declined to third place.

MAIN REASON FOR DONATING



Thinking of the last charity you donated to, what was the main reason you donated to this charity?
Base: Have made a financial donation to a charity or non-profit organization in the past 12 months 2015 (n=994); 2013 (n=713)

*Mentions of higher than 1% shown.

SEGMENTATION LOOSELY BASED ON 1994 SOCIAL SCIENCE STUDY – *SEVEN FACES OF PHILANTHROPY*

The development of the segmentation was loosely based on the *Seven Faces of Philanthropy*, a 1994 social science study which identified seven motivations for donating to non-profit organizations.

Although this study was used as a guide, it was not a pre-defined solution. In developing the segmentation for the *What Canadian Donors Want* survey, we let the data determine the segments based on a number of survey questions, and did not force a 7-segment solution.

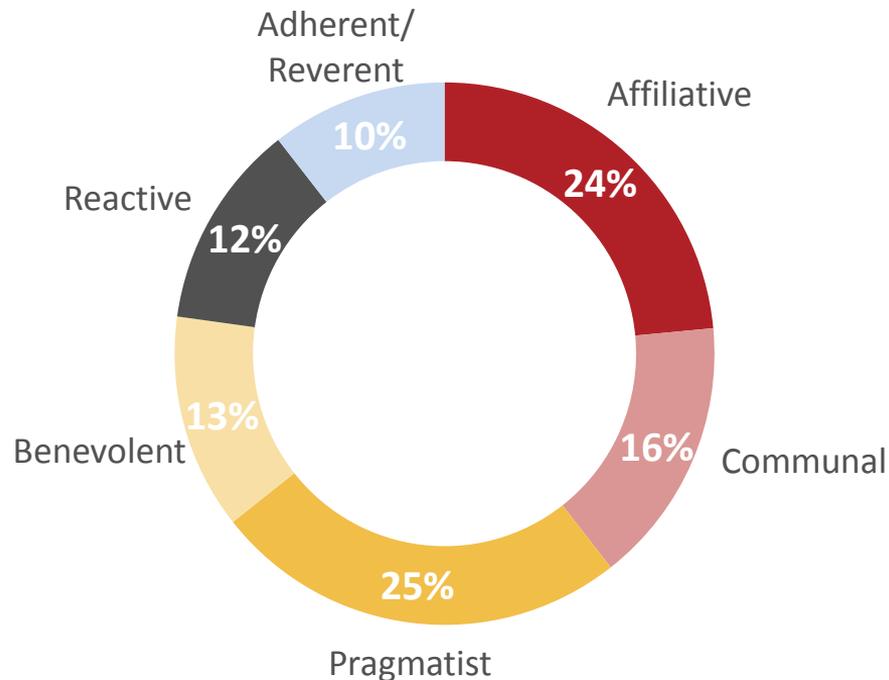
A six-segment solution was chosen.

SEVEN FACES OF PHILANTHROPY

- Re-payer: Doing Good in Return
- Investor: Doing Good is Good Business
- Socialite: Doing Good is Fun
- Communitarian: Doing Good Makes Sense
- Devout: Doing Good is a Moral Obligation
- Altruist: Doing Good Feels Right
- Dynast: Doing Good is a Family Tradition

RESEARCH IDENTIFIED SIX DONOR SEGMENTS BASED ON THEIR MOTIVATIONS FOR DONATION

The *What Canadian Donors Want* research identified six (6) segments of donors based on their motivations for donating. The largest segments are Pragmatists and Affiliative, followed by Communal.



THE SIX DONOR SEGMENTS HAVE SOME UNIQUE CHARACTERISTICS

Pragmatist	Affiliative	Communal	Benevolent	Reactive	Adherent/Reverent
25%	24%	16%	13%	12%	10%
<p>This segment has a family tradition of donating to a specific charity and donates to a charity where a tax credit is provided.</p> <p>Most likely to have donated online.</p> <p>Most likely to live in Ontario. Among the least likely to be aged 18 to 34 and to have a household income of \$100K or more.</p>	<p>This segment enjoys going to fundraising events and donates to charities from which they or someone they know has benefited.</p> <p>Least likely to say they are 'very likely' to donate money in the next 12 months to the last charity they donated to.</p> <p>Among the most likely to live in Quebec and the most likely to be aged 18 to 34. Most likely to have a child under 18 in the household.</p>	<p>This segment donates to locally-based charities that benefit those in their community.</p> <p>Most likely to have donated to Social Services charities in the past 12 months, particularly food banks and homeless shelters.</p> <p>Among the most likely to have volunteered their time to a charity.</p> <p>Among the most likely to live in Quebec and to be female. Among the least likely to have a household income of \$100K or more.</p>	<p>This segment believes that doing good is a moral obligation and wants to help those in need.</p> <p>Most likely to have donated to an International charity and to have donated to six or more causes.</p> <p>Second highest annual average donation amount.</p> <p>Among the most likely to be a post-graduate and the most likely to have a household income of \$100K or more.</p>	<p>This segment does not strongly associate with charities they donate to and waits to be approached to donate.</p> <p>Least likely to have volunteered their time to a charity.</p> <p>Lowest annual average donation amount.</p> <p>Most likely to live in the Prairies. Most likely to be aged 55 and older, and among the least likely to be aged 18 to 34.</p>	<p>This segment donates to charities that share their beliefs or morals and is motivated by their religious beliefs.</p> <p>Most likely to have donated to a religious-based charity in the past 12 months.</p> <p>Among the most likely to have volunteered their time to a charity.</p> <p>Highest annual average donation amount.</p> <p>Most likely to live in Atlantic Canada and among the most likely to be a post-graduate.</p>

PRAGMATIST: FAMILY TRADITION OF DONATION TO THE CHARITY AND DONATE WHERE TAX CREDIT PROVIDED

The Pragmatist segment has a family tradition of donating to a specific charity and donates to a charity where a tax credit is provided.

Pragmatist – 25%		
Key Behaviours	Attitudes about Charities	Demographics
<p>Top Charities Donated to in Past 12 Months: Health (70%); Social Services (55%)</p> <p>Reach of Charities: Local community (56%)</p> <p>Number of Causes Donated to in Past 12 Months: 2-3 causes (42%)</p> <p>Average amount donated in Past 12 months: \$943</p> <p>Method of Donation: Online (29%); Cash (26%)</p> <p>Top Preferred Approaches for Donation: Letter in the mail (40%); E-mail (21%)</p> <p>Top Sources of Information on Charities: Organization’s website (52%); Other people (34%); General online search (27%)</p> <p>Social Media Usage: Facebook Account (75%); Twitter Account (19%); Instagram Account (10%)</p> <p>Volunteered in Past 12 Months: Volunteered time to charity: (42%) Volunteer hours: (119)</p> <p>Likelihood to Donate in next 12M to Last Charity Donated to: ‘Very likely’ to donate: (77%)</p> <p>Approach to Selecting Charity: Proactive and contact them to donate: (48%) Charity approaches them: (52%)</p>	<p>Confidence in Charities: Confident in charitable sector (81%)</p> <p>Importance of Charities: Charities play an important role (86%)</p> <p>Views of Charitable Organization Management: Charities well-managed (68%) Charities responsible with donations received (73%) Charities are trustworthy (73%)</p>	<p>Region: Ontario (49%); Quebec (14%)</p> <p>Gender: Female/Male (56%/44%)</p> <p>Age: 18-34 (16%); 35-54 (38%); 55+ (46%)</p> <p>Education: H.S. or less (20%); University grad (30%)</p> <p>Household Income: <\$25K: (10%); \$100K+ (22%)</p>

AFFILIATIVE: ENJOY FUNDRAISING EVENTS/DONATE TO CHARITIES THEY/SOMEONE THEY KNOW BENEFITED

The Affiliative segment enjoys going to fundraising events and donates to charities from which they or someone they know has benefited.

Affiliative – 24%

Key Behaviours

Top Charities Donated to in Past 12 Months:

Health (60%); Social Services (54%)

Reach of Charities: Local community (55%)

Number of Causes Donated to in Past 12 months:

1 cause (25%); 6+ causes (18%)

Average amount donated in Past 12 months:

\$823

Method of Donation: Cash (43%)

Top Preferred Approaches for Donation: Letter in mail: (30%); E-mail: (17%); By cashier: (15%)

Top Sources of Info on Charities: Organization's website: (49%); Other people: (35%); General online search: (25%)

Social Media Usage: Facebook Account: (76%); Twitter Account: (27%); Instagram Account: (20%)

Volunteered in Past 12 Months:

Volunteered time to charity: (44%)

Volunteer hours: (59)

Likelihood to Donate in next 12M to Last Charity

Donated to: 'Very likely' to donate: (35%)

Approach to Selecting Charity:

Proactive and contact them to donate: (49%)

Charity approaches them: (51%)

Attitudes about Charities

Confidence in Charities:

Confident in charitable sector: (77%)

Importance of Charities:

Charities play an important role: (82%)

Views of Charitable Organization Management:

Charities well-managed (64%)

Charities responsible with donations received (68%)

Charities are trustworthy (63%)

Demographics

Region: Ontario: (38%);

Quebec: (27%)

Gender: Female/Male:

(50%/50%)

Age: 18-34: (31%); 35-54:

(43%); 55+: (37%)

Education: H.S. or less:

(17%); University grad: (39%)

Household Income: <\$25K:

(5%); \$100K+: (31%)

Children Under 18 in

Household: (34%)

COMMUNAL: DONATE TO LOCAL CHARITIES BENEFITING THEIR COMMUNITY

The Communal segment donates to locally-based charities that benefit those in their community.

Communal – 16%		
Key Behaviours	Attitudes about Charities	Demographics
<p>Top Charities Donated to in Past 12 Months: Social Services (82%); Health (56%)</p> <p>Reach of Charities: Local community (73%)</p> <p>Number of Causes Donated to in Past 12 Months: 2-3causes: (47%)</p> <p>Average amount donated in Past 12 months: \$503</p> <p>Method of Donation: Cash (50%); Cheque (14%); Online (12%)</p> <p>Top Preferred Approaches for Donation: Letter in the mail (27%); By cashier (21%); E-mail (19%)</p> <p>Top Sources of Information on Charities: Organization’s website: (43%); Other people (39%); General online search: (27%)</p> <p>Social Media Usage: Facebook Account: (74%); Twitter Account (19%)</p> <p>Volunteered in Past 12 Months: Volunteered time to charity: (51%) Volunteer hours: (126)</p> <p>Likelihood to Donate in next 12M to Last Charity Donated to: ‘Very likely’ to donate: (68%)</p> <p>Approach to Selecting Charity: Proactive and contact them to donate: (38%) Charity approaches them: (62%)</p>	<p>Confidence in Charities: Confident in charitable sector (85%)</p> <p>Importance of Charities: Charities play an important role (86%)</p> <p>Views of Charitable Organization Management: Charities well-managed (69%) Charities responsible with donations received (71%) Charities are trustworthy (73%)</p>	<p>Region: Ontario (38%); Quebec (27%)</p> <p>Gender: Female/Male (59%/41%)</p> <p>Age: 18-34 (24%) ; 35-54 (34%); 55+ (42%)</p> <p>Education: H.S. or less (23%); University grad: (35%)</p> <p>Household Income: <\$25K (11%); \$100K+ (24%)</p>

BENEVOLENT: DOING GOOD IS MORAL OBLIGATION AND WANT TO HELP THOSE IN NEED

The Benevolent segment believes that doing good is a moral obligation and wants to help those in need.

Benevolent – 13%		
Key Behaviours	Attitudes about Charities	Demographics
<p>Top Charities Donated to in Past 12 Months: Social Services (67%); International (60%); Health (51%); Education (27%)</p> <p>Reach of Charities: International community (21%); Developing countries (22%); Local community (24%)</p> <p>Number of Causes Donated to in Past 12 Months: 1 cause (14%); 6 or more causes (29%)</p> <p>Average amount donated in Past 12 months: \$1,455</p> <p>Method of Donation: Pre-authorized payment (32%); Cash (17%)</p> <p>Top Preferred Approaches for Donation: Letter in mail (42%); E-mail (26%); Newsletter (22%)</p> <p>Top Sources of Information on Charities: Organization’s website (64%); General online search (37%); Word of mouth (28%)</p> <p>Social Media Usage: Facebook Account (73%); Twitter Account (34%)</p> <p>Volunteered in Past 12 Months: Volunteered time to charity: (45%) Volunteer hours: (144)</p> <p>Likelihood to Donate in next 12M to Last Charity Donated to: ‘Very likely’ to donate: (63%)</p> <p>Approach to Selecting Charity: Proactive and contact them to donate: (49%) Charity approaches them: (51%)</p>	<p>Confidence in Charities: Confident in charitable sector (85%)</p> <p>Importance of Charities: Charities play an important role (91%)</p> <p>Views of Charitable Organization Management: Charities well-managed (74%) Charities responsible with donations received (80%) Charities are trustworthy (77%)</p>	<p>Region: Ontario (46%); Quebec (15%)</p> <p>Gender: Female/Male (58%/42%)</p> <p>Age: 18-34 (20%); 35-54 (43%); 55+ (37%)</p> <p>Education: H.S. or less (13%); University grad (61%) - Post-grad (21%)</p> <p>Household Income: <\$25K (1%); \$100K+ (37%)</p>

REACTIVE: NO STRONG ASSOCIATION WITH CHARITIES DONATED TO AND WAIT TO BE APPROACHED TO DONATE

The Reactive segment does not strongly associate with the charities they donate to and waits to be approached to donate.

Reactive – 12%		
Key Characteristics	Attitudes about Charities	Demographics
Top Charities Donated to in Past 12 Months: Health (66%); Social Services (54%); International (20%) Reach of Charities: Local community (60%); Developing Countries (2%) Number of Causes Donated to in Past 12 Months: 2-3 causes (47%) Average amount donated in Past 12 months: \$431 Method of Donation: Cash (35%); Cheque (26%) Top Preferred Approaches for Donation: Letter in the mail (35%); E-mail (25%); Organized employee giving (16%) Top Sources of Information on Charities: Organization's website: (47%); Other people (34%); General online search (22%) Social Media Usage: Facebook Account: (71%); Twitter Account (21%) Volunteered in Past 12 Months: Volunteered time to charity: (31%) Volunteer hours: (127) Likelihood to Donate in next 12M to Last Charity Donated to: 'Very likely' to donate: (51%) Approach to Selecting Charity: Proactive and contact them to donate: (36%) Charity approaches them: (64%)	Confidence in Charities: Confident in charitable sector (78%) Importance of Charities: Charities play an important role (88%) Views of Charitable Organization Management: Charities well-managed (72%) Charities responsible with donations received (81%) Charities are trustworthy (70%)	Region: Ontario (34%); Quebec (15%); Prairies (28%) - Manitoba (9%) Gender: Female/Male (57%/43%) Age: 18-34 (16%); 35-54 (29%); 55+ (55%) Education: H.S. or less (19%); University grad (40%) Household Income: <\$25K (3%); \$100K+ (30%)

ADHERENT/REVERENT: DONATE TO CHARITIES SHARING THEIR MORALS AND MOTIVATED BY RELIGIOUS BELIEFS

The Adherent/Reverent segment donates to charities that share their beliefs or morals and is motivated by their religious beliefs.

Adherent/ Reverent – 10%		
Key Characteristics	Attitudes about Charities	Demographics
<p>Top Charities Donated to in Past 12 Months: Social Services (60%); Health (56%); Religion (47%)</p> <p>Reach of Charities: Local community (57%)</p> <p>Number of Causes Donated to in Past 12 Months: 6 or more causes (27%)</p> <p>Average amount donated in Past 12 months: \$1,872</p> <p>Method of Donation: Cash (33%); Cheque (28%)</p> <p>Top Preferred Approaches for Donation: Letter in the mail (36%); E-mail (29%)</p> <p>Top Sources of Information on Charities: Organization’s website (58%); Other people (32%); General online search (29%)</p> <p>Social Media Usage: Facebook Account (71%); Twitter Account (31%)</p> <p>Volunteered in Past 12 Months: Volunteered time to charity: (51%) Volunteer hours: (126)</p> <p>Likelihood to Donate in next 12M to Last Charity Donated to: ‘Very likely’ to donate: (74%)</p> <p>Approach to Selecting Charity: Proactive and contact them to donate: (58%) Charity approaches them: (42%)</p>	<p>Confidence in Charities: Confident in charitable sector (79%)</p> <p>Importance of Charities: Charities play an important role (89%)</p> <p>Views of Charitable Organization Management: Charities well-managed (75%) Charities responsible with donations received (79%) Charities are trustworthy (75%)</p>	<p>Region: Ontario (37%); Quebec (14%); Atlantic (15%)- Nova Scotia (8%)</p> <p>Gender: Female/Male (55%/45%)</p> <p>Age: 18-34 (16%); 35-54: (34%); 55+ (50%)</p> <p>Education: H.S. or less (14%); University grad (50%) - Post-grad (22%)</p> <p>Household Income: <\$25K (1%); \$100K+ (30%)</p>

METHODOLOGY

Data for this report were taken from Ipsos' *What Canadian Donors Want* survey conducted in partnership with the Association of Fundraising Professionals. For the full results, please [click here](#).

SURVEY METHOD	SAMPLE	WEIGHTING
The survey was conducted online using Ipsos proprietary online panel. The survey was in field between November 3 and 10, 2015.	The survey is based on a nationally representative sample of n=1502 Canadians aged 18 years and older.	The overall data has been weighted by region, age, and gender according to 2011 census data.

CONTACTS

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