



Give as you Live™



DONOR SURVEY

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Introduction

Hello,

The Donor Survey 2012 surveyed nearly 8,000 charity supporters to explore how they live online. From how they interact with their favourite charities to how much they spend online, we have distilled the key trends into a “how to” guide for how digital donors want to be treated online by their favourite charities.

To make the data as useful as possible, we have grouped the results into **six digital donor profiles**. These profiles of the most common donors surveyed allow us to compare and contrast behaviours against donor type and to give deeper insight into the most common types of online donors. As we survey more donors in 2013 our intention is to expand the digital donors we are able to profile.

The forerunner to this research was our charity survey, **The Charity Review 2012**. This research gathered from over 500 charities early in 2012 revealed that charities felt a lack of internal resources was one of the main reasons for not exploring additional digital fundraising channels. It also highlighted that whilst **51% of all charity audiences are now online**, very few charities were clear of the crossover between online and offline audiences.

The Donor Survey helps to refine which channels should be used for which digital donors, saving both time and money in ensuring the correct approach is used for the correct audience. Additionally, by using the Donor Survey to survey donors, participating **charities are able to definitively separate donors by postcode, email and name**, enabling them to benefit from clean data and deeper insights.

Giving is a truly multi-channel activity. No longer are donors giving via just Direct Debit or cash, instead **each donor represents a portfolio of giving activity**. However, it must be remembered that each donor does still have a finite amount of money they're willing and/or able to give through each channel.

From how our digital donors spend their time online to their concerns around data security, **each donor is able to shine a light on how to best communicate with them online.**

Polly Gowers, OBE
Founder and CEO
Everyclick Ltd.

Now, let's meet our digital donors...

Let's meet our digital donors



Clive is a family man. He is in his mid 40s and has spent the past 20 years driving a train to provide for his wife and daughters. One day he'd like to buy his small but comfortable terraced house from the housing association. Clive is pretty comfortable buying things and watching TV online. He's also comfortable using social media and enjoys connecting with old friends online.



Jacqueline is both a Director of Marketing and a mother. Because of her job in the city, her family lives in a commuter town outside of the city centre. She's quite well off and mortgage free. Jacqueline is forever trying to balance work and family life and often feels there's just not enough time for anything. Shopping online and social media help her to feel connected without taking up too much of her limited time.



Margaret is the oldest of our digital donors, but that doesn't mean she's not growing in confidence online. With the support of her adult children, Margaret has learnt about how to shop online, how to research trips she's planning, and even how to log into Facebook to see the latest photos of her grandchildren.

Let's meet our digital donors



Marie is in her mid 30s and is married with two young children. Because she and her husband both work, she is financially pretty comfortable but does live on a budget to help manage costs. Marie loves Facebook and Twitter and uses them to catch up with friends and to share the latest about her children.



Neil is a single guy in his mid 20s who lives in the city. He's quite well off and has disposable income to spend on nights out with friends, the latest gadgets, and lots of travel. He spends most of his time online and always has the latest laptop, smartphone or tablet – often with all three going at once!



Rachel is in her late 20s. She has two children and is expecting a third. Her husband is a teacher and Rachel is a stay at home mum. Her family budget is tight. Because she has less disposable income, any extra money she has she likes to spend on her family and she feels that she can't give as much to charity as she'd like. She loves Facebook and feeling connected with other mums.

Meet Clive



Clive is a family man.

He is in his mid 40s and has spent the past 20 years driving a train to provide for his wife and daughters.

Age
30-44

One day he'd like to buy his small but comfortable terraced house from the housing association.

Clive is pretty comfortable buying things and watching TV online.

He's also comfortable using social media and enjoys connecting with old friends online.

Family life

Married
 3+ children
 Household income: 10K – 19K
 Rented home: From council or housing association

Charities supported in past 12 months

1. Health/Medical
 2. Children
 3. Animals

Visits charity websites to:

1. Seek information
 2. Donate

Donates via:*

1. Direct Debit
 2. Online sponsorship websites
 3. Though the post

Online activity

Habits & preferences
 1. Buying gifts
 2. Banking
 3. Buying entertainment products

Top reasons for giving

1. Sponsor friend/family
 2. Social media campaign/message
 3. Emotive advert
 4. Global humanitarian crisis
 5. National charity campaign

Social media usage

TWITTER
 FACEBOOK
 Low Medium High

Likelihood of following favourite charities online
 23%
 45%

Average spent online each year
 £1,155.00

Source: Give as you Live™

*When asked across all channels used to donate.

Meet Jacqueline



Jacqueline is both a Director of Marketing and a mother.

Because of her job in the city, her family lives in a commuter town outside of the city centre.

Age 45-59

She's quite well off and mortgage free.

Jacqueline is forever trying to balance work and family life and often feels there's just not enough time for anything.

Shopping online and social media help her to feel connected without taking up too much of her limited time.

Family life

Married 2 children Household income: 50K+ Home owner: Owned outright

Charities supported in past 12 months

1. Health/Medical 2. Children 3. Animals

Top reasons for giving

1. Sponsor friend/family 2. Social media campaign/message 3. Emotive advert 4. Global humanitarian crisis 5. Email from charity

Social media usage

Twitter: Medium-Low usage
Facebook: High usage

Likelihood of following favourite charities online:
Twitter: 17%
Facebook: 33%

Donates via:*

1. Online sponsorship websites
2. Direct Debit
3. Though the post

Online activity

Habits & preferences:
1. Buying gifts
2. Banking
3. Booking holidays

Average spent online each year: £1,573.15

Source: Give as you Live™

*When asked across all channels used to donate.

Meet Margaret



Margaret is the oldest of our digital donors, but that doesn't mean she's not growing in confidence online.

Age 65-74

With the support of her adult children, Margaret has learnt about how to shop online, how to research trips she's planning, and even how to log into Facebook to see the latest photos of her grandchildren.

Family life

- Married
- No children at home
- Household income: 10K – 19K
- Home owner (Owned outright)

Charities supported in past 12 months

1. Health/Medical
2. Children
3. Animals

Visits charity websites to:

1. Seek information
2. Donate

Donates via:*

1. Online sponsorship websites
2. Direct Debit
3. Though the post

Online activity

Habits & preferences

1. Buying gifts
2. Banking
3. Buying entertainment products

Top reasons for giving

1. Sponsor friend/family
2. Social media campaign/message
3. Emotive advert
4. Global humanitarian crisis
5. Email from charity

Average spent online each year

£ 1,166.43

Social media usage

TWITTER
 FACEBOOK

Low Medium High

Likelihood of following favourite charities online

- 12%
- 30%

Source: Give as you Live™

*When asked across all channels used to donate.

Meet Marie



Marie is in her mid 30s and is married with two young children.

Age 30-44

Because she and her husband both work, she is financially pretty comfortable but does live on a budget to help manage costs.

Marie loves Facebook and Twitter and uses them to catch up with friends and to share the latest about her children.

Family life

Married
 1-2 children
 Household income 40K – 49K
 Home owner With mortgage

Charities supported in past 12 months

1. Health/Medical
 2. Children
 3. Animals

Visits charity websites to:

1. Seek information
 2. Donate

Donates via:*

1. Direct Debit
 2. Online sponsorship websites
 3. Though the post

Online activity

Habits & preferences
 1. Buying gifts
 2. Banking
 3. Buying entertainment products

Top reasons for giving

1. Sponsor friend/family
 2. Social media campaign/message
 3. Emotive advert
 4. Global humanitarian crisis
 5. National charity campaign

Social media usage

TWITTER
 FACEBOOK
 Low Medium High

Likelihood of following favourite charities online

30%
 67%

Average spent online each year

£
 1,117.02

Source: Give as you Live™

*When asked across all channels used to donate.

Meet Neil



Neil is a single guy in his mid 20s who lives in the city.

Age 20-29

He's quite well off and has disposable income to spend on nights out with friends, the latest gadgets, and lots of travel.

He spends most of his time online and always has the latest laptop, smartphone or tablet – often with all three going at once!

Family life

- Single
- No children
- Household income: 40K – 49K
- Rented home

Charities supported in past 12 months

- 1. Health/Medical
- 2. Children
- 3. Animals

Visits charity websites to:

- 1. Seek information
- 2. Donate

Donates via:*

- 1. Online sponsorship websites
- 2. Direct Debit
- 3. Give as you Live

Online activity

Habits & preferences

- 1. Banking
- 2. Buying gifts
- 3. Buying entertainment products

Top reasons for giving

- 1. Sponsor friend/family
- 2. Emotive advert
- 3. Social media campaign/message
- 4. Global humanitarian crisis
- 5. Email from charity

Social media usage

Bar chart showing social media usage levels (Low to High):

- TWITTER: High
- FACEBOOK: High

Likelihood of following favourite charities online

- Twitter: 30%
- Facebook: 51%

Average spent online each year

£ 1,312.39

Source: Give as you Live™

*When asked across all channels used to donate.

Meet Rachel



Rachel is in her late 20s. She has two children and is expecting a third.





Her husband is a teacher and Rachel is a stay at home mum.

Her family budget is tight. Because she has less disposable income, any extra money she has she likes to spend on her family and she feels that she can't give as much to charity as she'd like.




She loves Facebook and feeling connected with other mums.

Age 20-29

Family life

 Married
  3+ children
  10K – 19K
  From council or housing association




Charities supported in past 12 months

 1. Health/Medical
  2. Animals
  3. Children

Visits charity websites to:




1. Seek information
 2. Respond to an appeal

Donates via:*

 1. Online sponsorship websites
 2. Direct Debit
 3. Give as you Live

Online activity

Habits & preferences

 1. Banking
 2. Buying gifts
 3. Buying entertainment products



Average spent online each year

£ 860.22

Top reasons for giving

 1. Sponsor friend/family
  2. Social media campaign/message
  3. National charity campaign
  4. Global humanitarian crisis
  5. Emotive advert

Social media usage

 TWITTER
  FACEBOOK

Low Medium High

Likelihood of following favourite charities online

 27%
 54%

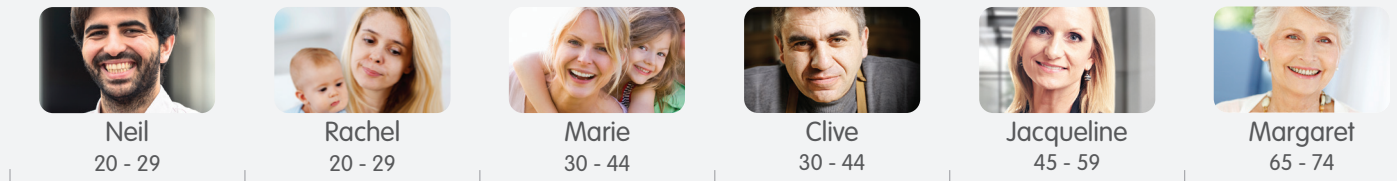
Source: Give as you Live™

*When asked across all channels used to donate.

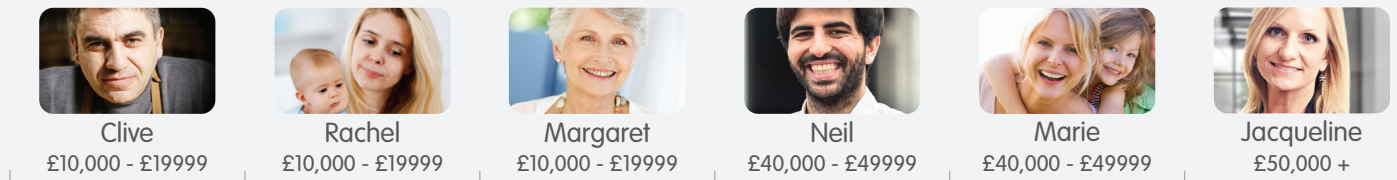
How our digital donors compare

Our digital donors allow us to quickly and easily compare online behaviours. From their ages to their likelihood to give online, we can rank each donor based on responses received from nearly 8,000 digital donors.

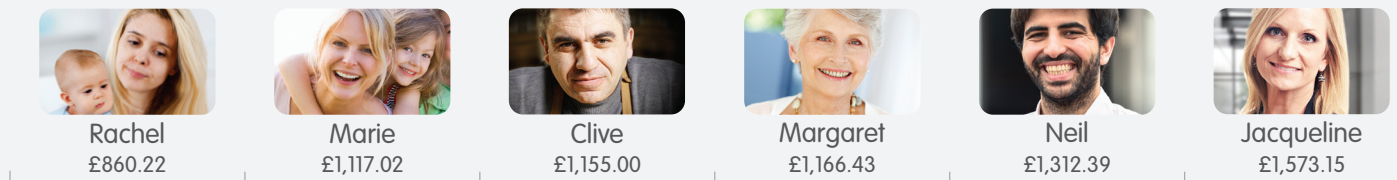
Age of digital donors (from youngest to oldest)




Household income (from lowest to highest)



Online spend (from lowest to highest)

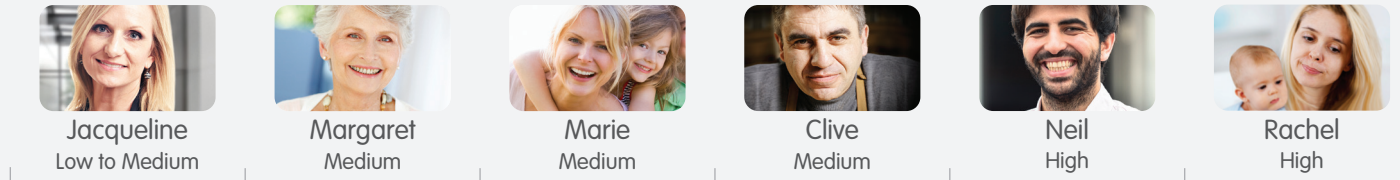


 Source:
Give as you Live™

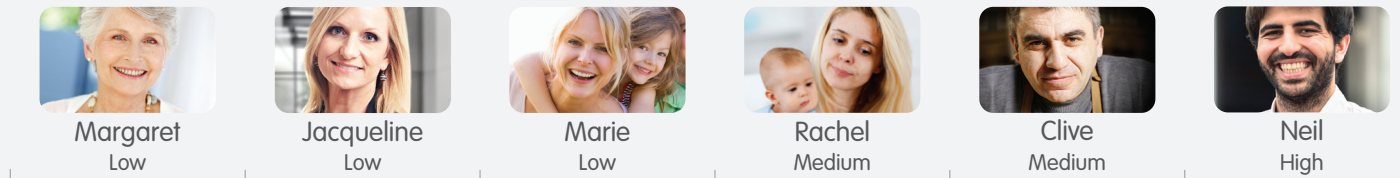
How our digital donors compare

Our digital donors allow us to quickly and easily compare online behaviours. From their ages to their likelihood to give online, we can rank each donor based on responses received from nearly 8,000 digital donors.

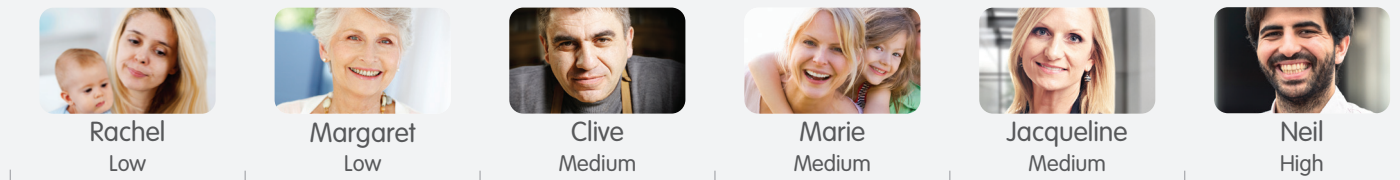
Facebook usage (from lowest to highest)



Twitter usage (from lowest to highest)



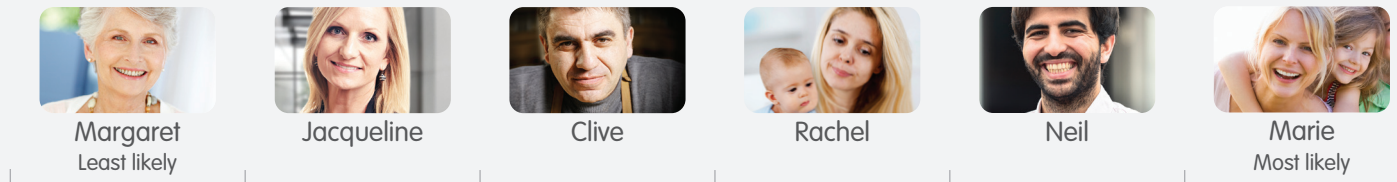
LinkedIn usage (from lowest to highest)



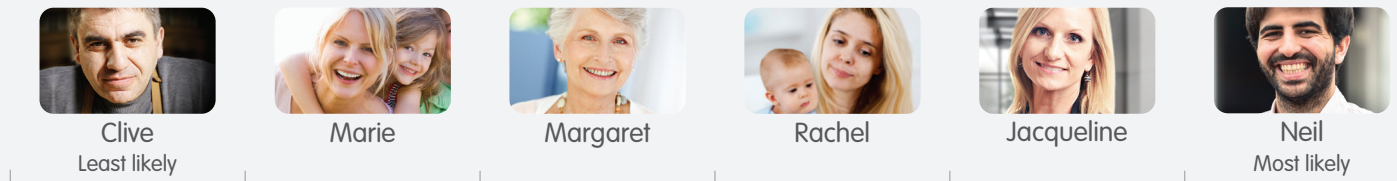
How our digital donors compare

Our digital donors allow us to quickly and easily compare online behaviours. From their ages to their likelihood to give online, we can rank each donor based on responses received from nearly 8,000 digital donors.

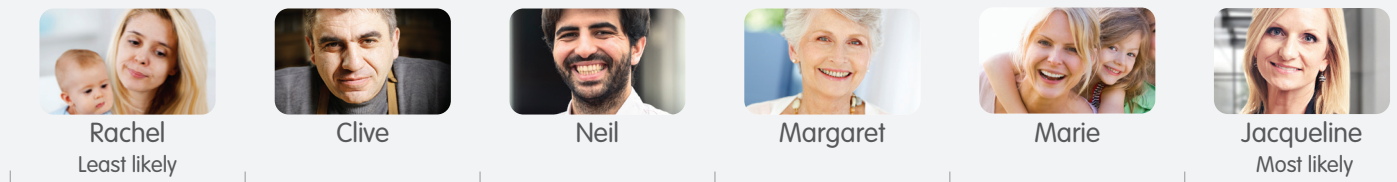
Likelihood of following a charity via social media (from least to most likely)



Likelihood of giving online (from least to most likely)



Likelihood of giving offline (least to most likely)



The online giving habits of our digital donors

The online giving habits of our digital donors

To understand how active our digital donors are in terms of giving to charity, we asked how many charities they had given to this year and the types of charities they gave to.

Average number of charities donated to (in the past 12 months)



 Source:
Give as you Live™

The online giving habits of our digital donors

Across the ten most common types of charities we can see which causes our digital donors are most likely to give to.

Types of charities supported by our digital donors





Additional insights

- Across all of our digital donors, **every donor has given to at least three different charities** over the past 12 months.
- Across the ten types of charities listed, **health and medical charities** are the **most likely to supported** by our digital donors.
- **Children’s charities** are the **second mostly likely** type of charity to be **supported**.
- **Entertainment charities** are the **least supported** by our digital donors.

“**Clive** is the **least likely** digital donor to **support environmental charities.**”



“**Marie** is 43% more likely to **support a religious charity** than a human rights charity.”



“**Jacqueline** is 47% more likely to support a children’s charity **than an animal charity.**”



“**Neil** is the most likely to **support human rights and international charities.**”



“**Margaret** is one of the most likely digital donors to **support a religious charity.**”



“**Rachel** is the most likely digital donor to **support animal charities.**”





How our digital donors use charity websites

How our digital donors use charity websites

From seeking general information about a charity to donating, we asked our digital donors the reasons why they visit their favourite charities' websites.

Main reasons for visiting a charity website





Additional insights

- Across all of our donors **the main reason for visiting a charity’s website** was for information.
- On average, **22% of the times our digital donors visited a charity’s website** it was to make a donation – the second most popular reason for visiting.
- The **least popular reason** for visiting a charity’s website was to look for **job vacancies**.

“**Neil** is the most likely to **visit a charity website seeking** information about **job opportunities.**”



“**Clive** is amongst the **least likely to visit a charity’s website to donate**, however, he is the most **likely to visit** a charity’s website **for information.**”



“**Marie** is the most likely to **visit a charity’s website to shop.**”



“**Rachel** is the **most likely** digital donor to **visit a charity’s website** for information about **volunteering.**”



“**Rachel** is the least likely digital donor to **visit a charity’s website to donate.**”



“Of all of our digital donors, **Margaret and Jacqueline** are the most **likely to visit a charity’s website** to make a **donation** online.”





How our digital donors are inspired by their causes to give

How our digital donors are inspired by their causes to give

There are many reasons why a digital donor gives to charity. To understand what inspired our donors to give, we started by asking how many times they had made a donation via an online giving website (such as JustGiving, Virgin Money Giving or Everyclick) over the past two years.

Number of times donated via online giving websites (in the past two years)



Source: Give as you Live™

How our digital donors are inspired by their causes to give

We then asked what had inspired them to give to a charity in the last 12 months with options ranging from a celebrity appeal to a social media campaign.

Prompts to donate to charity (in the past 12 months)





Additional insights

- All of our digital donors **have donated via an online giving website** at least twice in the past two years.
- According to our digital donors, the channel that **inspired them to give** is not always the channel that they ended up giving through.
- **Social media is the second most likely channel** that will inspire our donors to give – 30% of our donors claimed that social media inspired them to give.
- Yet only **5% of the donations** in the past 12 months were actually made **through social media channels**.
- A friend or **family member asking for sponsorship** online is by far the **most popular reason** our donors shared for giving.
- **Celebrity appeals were not** a large source of giving **inspiration for our donors**. Only 4% of all of our digital donors asked felt that celebrity association was the reason they gave.
- Our digital donors were **also not inspired by print or TV adverts**, claiming these to be amongst the least inspiring communication channels.



“Marie is the most likely to respond to an email from a charity.”



“Clive is amongst the least likely to respond to a celebrity appeal.”



“Margaret is the least likely to respond to an email from a charity.”



“Margaret is also the least likely to be inspired to give by social media messages.”



“Marie is the most likely to be inspired to give by social media messages.”



“Neil is the most likely to have made a donation via an online giving website in the past two years.”

How our digital donors engage with their charities through social media

How our digital donors engage with their charities through social media

The Charity Survey 2012 shared that 51% of all charity audiences are now online. But what the survey didn't answer was how our digital donors would like to communicate with their charities online. We started by asking how our digital donors are currently using social media.

Social media usage by digital donor



How our digital donors engage with their charities through social media

We then asked if our digital donors followed their favourite charities through various social media channels.

Charities followed via social media



Additional insights

- **Facebook and YouTube** were identified as the most used forms of social media across all of our digital donors.
- **45%** of our digital donors follow their favourite charities on Facebook.
- **22%** of our digital donors follow their favourite charities on Twitter.
- The **Charity survey 2012** revealed that **80%** of charities communicate with their supporters through Facebook and **70%** through Twitter.
- Yet **social media** was the primary donation channel of only **2%** of our digital donors.
- Only **5%** of our digital donors claimed to have given at all through social media in the past 12 months.
- **Social media inspires 30%** of digital donors to give, yet most of our digital donors actually give through another channel.

“**Jacqueline and Neil** are the highest users of LinkedIn.”



“Overall, **Neil** is the most active on social media.”



“Overall **Margaret** is the least likely to follow charities via social media.”



“The digital donor most likely to follow their favourite charity on Facebook is **Marie**.”



“**Rachel** is the most active digital donor on Facebook.”



How our digital donors give to charity

How our digital donors give to charity

In addition to understanding what inspired our digital donors to give, we wanted to know the channels that our donors most favoured giving through. We asked which channel they donated through the most over the past 12 months.

The primary donation channels used (in the past 12 months)



Source: Give as you Live™

How our digital donors give to charity

Additionally, we wanted to understand if our digital donors were giving through more than one channel during the year. We asked our donors to list all of the donation channels they had used over the past 12 months.

Additional donation channels used (at least once in the past 12 months)



How our digital donors give to charity

Finally, when it came to giving to charity, we wanted to know how many of our digital donors were buying things through online charity shops – in addition to making donations.

Percentage of digital donors who have purchased something from a charity website
(in the past 12 months)





Additional insights

- **Giving by Direct Debit** was the **most favoured form of giving** with 48% of our digital donors claiming this was their most preferred donation channel.
- **Online sponsorship** followed with **26%** of our donors **stating that this was** their primary giving channel.
- The **Charity Survey 2012** supports the popularity of online sponsorship for our digital donors, as **charities claimed online sponsorship made up 27%** of their total income.
- **Donations sent through the post** was the **third most favoured form of giving** with 11% of our digital donors preferring to give this way.
- When asked which other channels they had given through in the last 12 months, **60%** of our digital donors shared that they had **also sponsored someone via an online giving website**.
- **Newer digital channels**, including the TV red button, Give as you Live, Everyclick Search, and text messages, were **found to be strong supporting tools** for raising money throughout the year. Many of our digital donors claimed to have used these channels in the past 12 months.
- When asked if **Give as you Live was their primary channel for giving** over the past 12 months **5%** of our digital donors said that it was.
- However, when asked if they had **used Give as you Live at all over the past 12 months**, almost a third (**31%**) of our digital donors said that they had used Give as you Live.
- Text giving followed a similar trend with only **3%** of our digital donors saying this was their **primary giving channel**, but in the past 12 months nearly a quarter of our digital donors (23%) had given via text message.
- When asked if they had **used a charity’s website to purchase gifts**, tickets, clothing or financial services in the past 12 months, **42%** of our digital donors said that they had.

“There is a **clear age distinction** in the channels our digital donors use. **Neil** and **Rachel**, some of the youngest digital donors, are the **most likely to give via a text message** or through **social media**. They are also the least likely to send a donation through the post.”



“**Marie** and **Rachel** are the **most likely to have purchased something** from a **charity website** in the past 12 months.”



“**Neil** is the **least likely** to have **bought something from a charity shop** online.”





Our digital donors' confidence in giving online

Our digital donors' confidence in giving online

We wanted to know if our digital donors were willing to give more, less or the same amount through online channels as they were through offline channels.

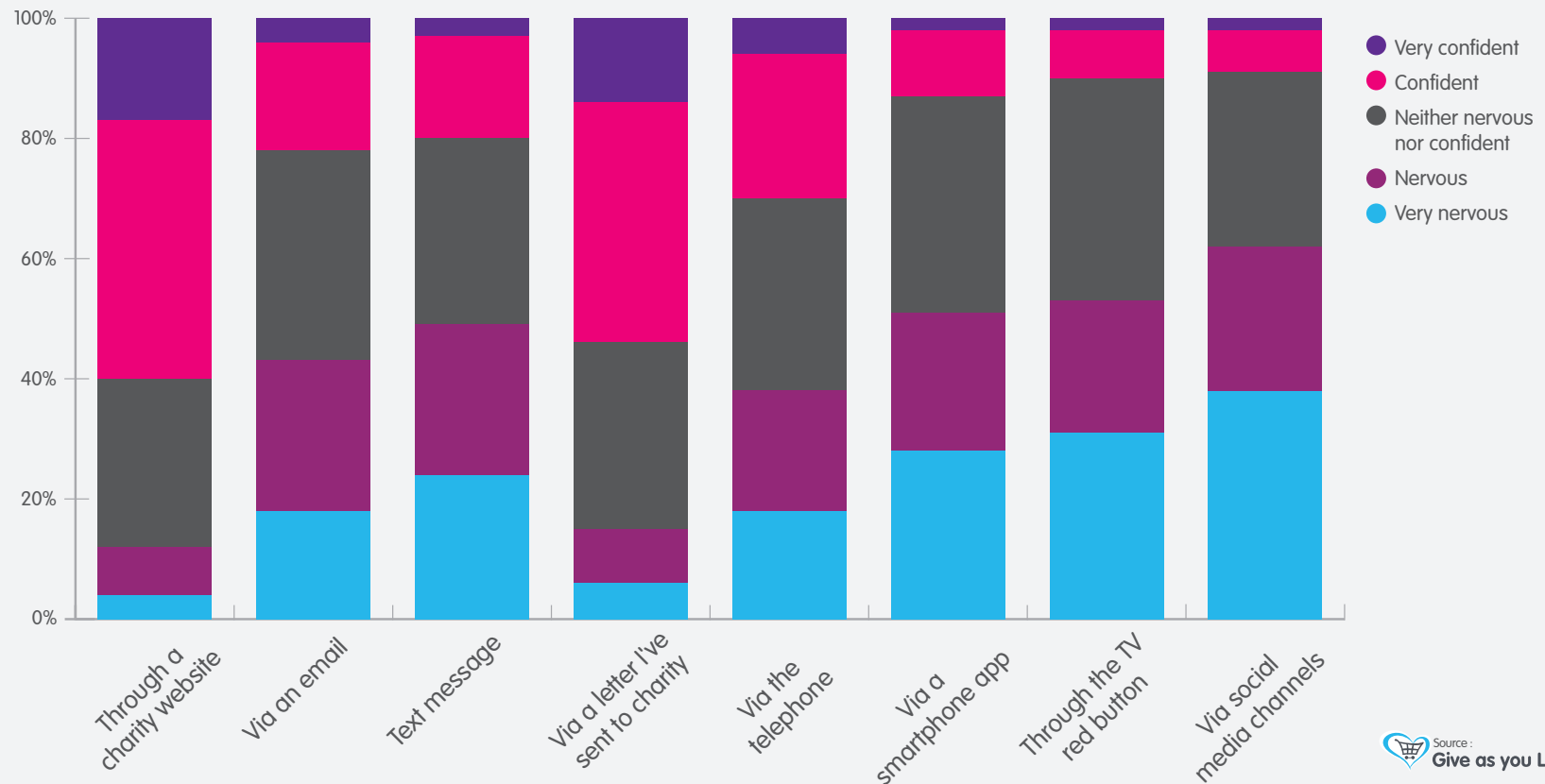
Maximum amount our digital donors are prepared to donate by channel



Our digital donors' confidence in giving online

We wanted to understand if different confidence levels in data security affected the amount our donors were willing to give.

Confidence in data security by channel



Source: Give as you Live™

Additional insights

- Our digital donors were more likely to give **higher amounts** through the **channels they felt were the most secure** – typically offline or well established online channels.
- Across all channels, the **average amount our donors were willing to give was highest via cheque** at £22.
- However, closely following this at **£21** was making a **donation** directly through a **charity's website**.
- Our digital donors were willing to give **three times as much** through a **cash donation** than through a text message donation.
- They are also willing to give **three times** more through a **donation over the phone** than through social media.
- When looking at **confidence levels** in how their data would be handled, confidence levels were **significantly lower for digital channels** than they were for typical offline channels.
- Our digital donors were **six times more confident** that **their data would be handled securely** through a donation in the post vs giving via social media.
- **62%** of our digital donors said they **were nervous** or very nervous **about how their information would be handled** through social media.
- The **highest confidence** levels were seen when **giving directly** through a charity's website.

"Clive and Margaret are the digital donors prepared to **donate the least via text message.**"



"Jacqueline is the digital donor who **gives the most through a charity's website**, giving £27 vs the average of £21."



"Neil is prepared to **donate the most via social media channels.**"



"Rachel gives the least via a **charity's website**, giving £17 vs the £21 average."





How our digital donors access the internet

How our digital donors access the internet

From tablets to smartphones, we wanted to understand how our digital donors were accessing the internet and if a growing number were going mobile.

Percentage of smartphone/tablet device ownership (% owning mobile device)

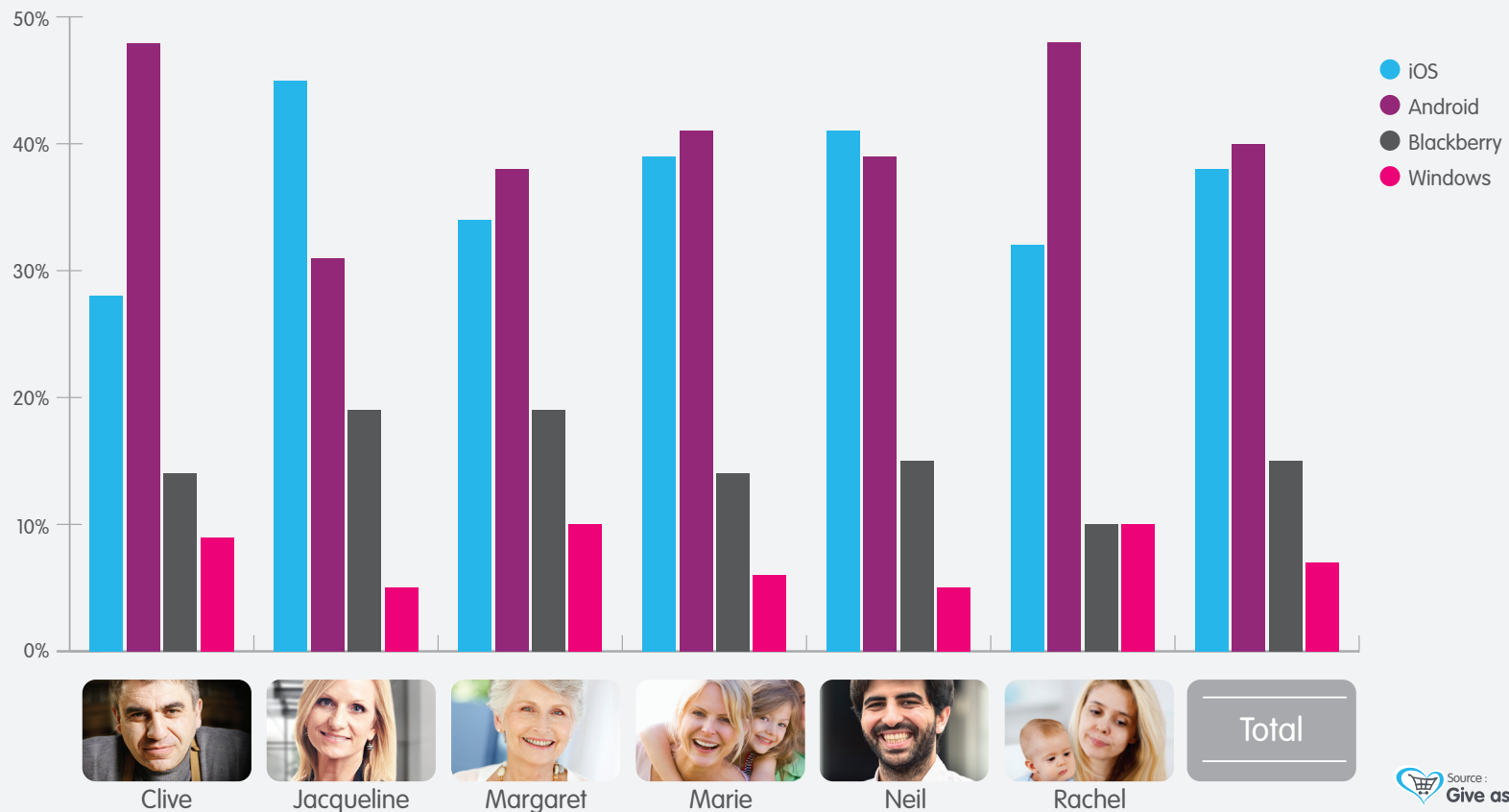


Source: Give as you Live™

How our digital donors access the internet

Following this, we wanted to know which operating systems our digital donors were using to access the internet via their smartphone.

Smartphone operating system by digital donor



How our digital donors access the internet

For those who owned tablet devices we wanted to know which operating systems our digital donors were using on their tablets.

Tablet operating system by digital donor





Additional insights

- **51%** of all of our digital donors said they **owned** either a **smartphone or a tablet**.
- **Android** is the most used mobile phone operating system across all of our digital donors.
- Overall, **82%** of our digital donors **use Apple's iOS tablet** devices.
- Although **Windows phones** are new to the market they **account for 7% of the market share** with our digital donors.

"Margaret is the **least likely** to own a **smartphone** or tablet."



"Marie is the most likely digital donor to own a **smartphone** or tablet."



"Jacqueline is amongst the **most likely** digital donors to own a **Blackberry**."



How our digital donors spend their time online

How our digital donors spend their time online

Outside of interacting with their charities online, we asked our digital donors how they spent their time online. We wanted to know if our donors were comfortable banking and shopping and how much they were willing to spend.

How often our digital donors shop online



How our digital donors spend their time online

From groceries to dating, we asked our digital donors which products and services they were comfortable buying online.

Products and services purchased online



How our digital donors spend their time online

Finally, we asked how much each of our digital donors spent online each year.

Average annual online spend



Source: Give as you Live™



Additional insights

- **90% of our digital donors** shared that they **shop online every couple of months** or more frequently.
- The most **popular purchase online** across all of our digital donors **was** the purchase of **gifts**.

- **69%** of all of our digital donors **bank online**.
- **60%** of all of our digital donors **book their holidays online**.
- On average, our **digital donors spend £102.79 online** a month, or £1,233.44 a year.

“**Clive** is the least **likely to shop online**, yet he’s still a very active online shopper.”



“**Neil** is the **most likely** of our digital donors **to shop online**.”



“**Neil** is the **most likely** to **bank online**.”



“**Jacqueline** follows closely as the **second most likely** digital donor **to shop online**.”



“**Jacqueline** spends **83% more** each year **than Rachel**.”



“**Jacqueline and Neil** are the donors that **spend the most online** each year.”



Overview of key findings

Overview of key findings

The Donor Survey has revealed that:

- **Nearly 50% of all digital donors** surveyed claimed to follow their favourite charities on Facebook.
- Even though **social media** doesn't deliver large amounts of donations directly, our donors shared that **it was responsible for inspiring 30% of their donations** through other channels.
- **Younger donors like Rachel and Neil** are 62% more likely to donate through social media channels than older donors like Jacqueline and Margaret. However, this trend could change as confidence levels grow in how data is treated through new channels.
- **Currently, less than 10% of digital donors** felt confident around the security of how their details would be handled through social media channels.
- When asked which supporting channels our donors have given through in the past 12 months - in addition to their primary donation channel - **new digital giving channels including Give as you Live**, text message giving and email appeals accounted for **41% of all additional donations**.
- **Over 50%** of all our digital donors, bar one, **access the internet via a mobile device**.
- **90% of our digital donors** claimed to regularly shop online, and 31% of digital donors have used platforms like Give as you Live to raise funds when shopping online.

Clive is least likely to shop online, and he is amongst the least likely to respond to a campaign via text message.



Jacqueline is the digital donor who **spends the most online** annually, spending on average £1,573.15 a year.



Margaret is the least likely digital donor to own a **smartphone or tablet**, with only a 29% chance of her owning such a device.



Marie is the most likely digital donor to follow a charity on Facebook with a **67% chance of her following a charity on Facebook**.



Neil is the most likely digital donor to use **Facebook, Twitter and LinkedIn**.



Rachel is the most likely of our digital donors to **donate via text message** with a 28% chance of having donated in this way over the past year.



Conclusion



Conclusion

The Donor Survey has revealed that the online relationship digital donors share with their charities is both multi-channel and multi-functional.

No longer can donations be associated solely with the channel they are received through. **New channels, including social media**, are playing an increasingly significant part in inspiring donations; however, **donors are not yet confident enough** to give significant amounts through these channels.

With the growth of mobile and tablet technology, **more and more digital donors are turning to their charity for information** and to make donations through numerous devices. **Smart charities are tailoring their digital**

strategies to match the existing online behaviours of their audiences. By tailoring your digital strategy to your unique portfolio of digital donors, **your charity can both save money and raise more** by taking advantage of the right channel mix for your audience.

One fact that must be remembered is there is a finite amount any donor can give across all of the channels. To increase the amount of money a donor can give, charities need to look to new fundraising revenue streams. **Our six digital donors spend an average of £1,233.44 online** each year. This represents an **extra £30.84 in unrestricted and recurring income** that could be raised per supporter, per year with technology such as Give as you Live.

Survey your donors for free

To survey your donors, free of charge, please email donorsurvey@everyclickltd.com or visit www.digitaldonorreview.com. For more information about the unrestricted and additional income that Give as you Live can deliver please call 0870 005 5050 or visit www.giveasyoulive.com.

Charity report

Charity report

By surveying your donors Give as you Live can tell you the breakdown of your online audience against our digital donors. This data will help you to target and position your online activity, ensuring you are investing in the right channels and messages for your unique mix of digital donors. For more information email donorsurvey@everyclickltd.com.

Your charity's digital donor breakdown

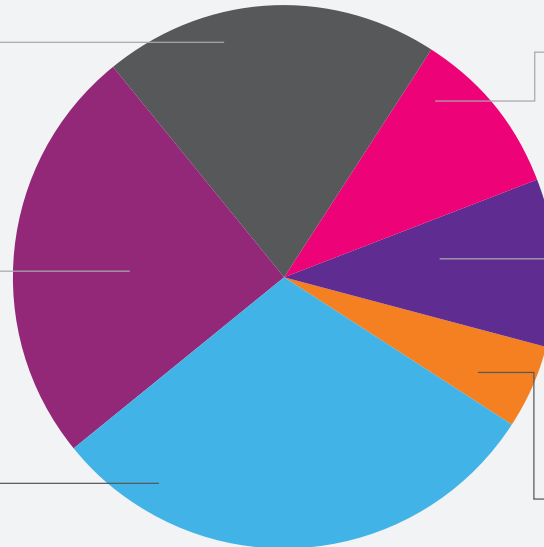
Marie: 20%
(See page 10 for more information [about Marie.](#))



Clive: 25%
(See page 7 for more information [about Clive.](#))



Margaret: 30%
(See page 9 for more information [about Margaret.](#))



Neil: 10%
(See page 11 for more information [about Neil.](#))



Rachel: 10%
(See page 12 for more information [about Rachel.](#))



Jacqueline: 5%
(See page 8 for more information [about Jacqueline.](#))

 Source:
Give as you Live™

Your additional revenue opportunities.

Each of our digital donors spend between **£860.22** and **£1,573.15** online each year. If your supporters were to take advantage of additional digital channels, including Give as you Live, your charity could see between **£21.51** and **£39.33** in additional, unrestricted and recurring income per year.

To learn more please visit www.giveasyoulive.com or call **0870 005 5050**.

How to survey your donors

How to survey your donors

Survey your donors for free

Learn more about your digital donors by having Give as you Live survey your supporters for free. Surveying your donors allows your charity to tailor your online fundraising and marketing strategies to ensure you're appealing to your unique mix of donors in the best way possible.

We will return to you a report with your data updated to include post code, email and online opt in. One lucky donor will even win £5,000 for their charity just by filling out the donor survey.

For more information please visit www.digitaldonorreview.com or contact donorsurvey@everyclickltd.com or call **0870 005 5050**.



Extra income for any UK cause. Just by shopping online.

The Donor Survey revealed that over **90%** of digital donors shop online regularly, each spending an average of **£102.79 per month**.

Turn your supporters' existing online behaviour into an **extra £30.84 of unrestricted and recurring income**. All without asking anyone to give a penny more.

Give as you Live brings together **thousands of stores that have signed up to donate a percentage of every online purchase to charity** – at no extra cost to your charity or to your supporters. Make sure when your supporters shop online they're raising additional funds for your cause.

To try it for yourself please visit www.giveasyoulive.com.

To help you share **Give as you Live** with your supporters we have created a free support kit full of emails, banners, social media posts and more.

To get started please email charity@everyclickltd.com or call **0870 005 5050**.

