



# faunalytics

## **Donation Preferences and Attitudes Among People Who Donate to Animal Causes**

October 2018

**Author:** Jo Anderson, PhD

**Data Source:** The data for these analyses were collected and provided by [Edge Research](#) for a 2015 study commissioned by Blackbaud. We are grateful to the [Blackbaud Institute](#), the company's research arm, which drives insights to accelerate the impact of the social good community, for allowing us to conduct these additional analyses.

## Background

According to a recent [report](#) on philanthropy in the U.S., charitable giving has increased substantially over previous years. In spite of this upward trend, donations to charitable organizations representing animals and the environment (combined) make up just [3% of all donations](#).

The purpose of the current report is to provide animal advocates with useful information about people who donate to animal causes, and guide decisions about how, where, and from whom to solicit donations.

## Methodology

The data for these analyses were collected and provided by [Edge Research](#) for a study commissioned by Blackbaud. We are grateful to the [Blackbaud Institute](#), the company's research arm, which drives insights to accelerate the impact of the social good community, for allowing us to conduct these additional analyses.

Data were collected in October 2014 to inform the report, [Diversity in Giving: The Changing Landscape of American Philanthropy](#), on ethnic and racial diversity among charitable donors. A survey was administered to a probability-based sample of 1,096 U.S. adults who said they had donated to a non-profit organization (NPO) in the past 12 months. To facilitate intergroup comparisons in the original report, African-American, Asian, and Hispanic respondents were oversampled. Therefore, weighted data are used in this report to make the sample representative of the U.S. population.

For full methodological details and characteristics of the full sample, please [see the full report](#) from the Blackbaud Institute.

*Note: Throughout this report, we provide results for people who donated—exclusively or among other causes—to animal causes (animal-cause donors) and for people who donated to any cause (all-cause donors). The all-cause group includes the animal-cause donors.*

*Further, when survey questions refer to donations or support to NGOs/charities, remember that they are referring to all NGOs/charities, not animal protection causes specifically. People who have donated to animal protection causes typically support human causes as well.*

## Contents

<b>Key Findings</b> (page 3)
<b>List of Tables</b> (page 4)
<b>Sample of U.S. Donors</b> (page 5)
<b>Donation Patterns</b> (page 6) <i>All-Cause Donations</i> (page 6) <i>Donation Amounts</i> (page 7)
<b>Support Methods</b> (page 10)
<b>Donation Methods</b> (page 13) <i>Crowdfunding Donations</i> (page 14)
<b>Giving Habits and Attitudes</b> (page 14)
<b>Communication and Media Preferences</b> (page 16)
<b>Importance</b> (page 18)
<b>Conclusion</b> (page 20) <i>Limitations</i> (page 20) <i>Implications</i> (page 20)
<b>About the Organizations</b> (page 24)

## Key Findings

This report describes all analyses in detail in the Results section. Below we offer the most noteworthy findings.

1. **Most U.S. donors do *not* donate to animal causes:** Approximately three-quarters of donors in the U.S. have not donated to animal causes in the past 12 months. This means that there is a lot of scope for 'converting' donors to animal causes.
2. **Organizations supporting non-companion animals receive a very small proportion of donations:** When asked to name the one NPO or charity that is most important to them personally, only 24% of animal-cause donors named an animal-related organization at all. Of the animal-related organizations named, the vast majority focus on companion animal shelter and protection.
3. **Animal-cause donors use a wide variety of methods to donate:** Animal-cause donors are more responsive than average to a wide variety of methods for soliciting donations, particularly donations at store check-outs and donations in memoriam. Relatedly, although animal-cause donors give the same amount of money annually as all-cause donors, they tend to donate smaller amounts of money to a larger number of organizations.
4. **Animal-cause donors care about organizational efficiency:** Animal-cause donors are above average in their concern about the 'overhead' costs of the charities they donate to. (*Note that this survey did not consider efficiency in the sense of number of animals helped.*)
5. **Animal-cause donors don't mind direct appeals from the organizations they support:** Close to half of all-cause donors say they are more likely to donate to a cause when they are approached by family or friends versus the organization itself. However, only about a third of animal-cause donors agreed with this statement. For animal advocacy organizations, this finding supports the effectiveness of direct appeals for donations.

## List of Tables & Figures

*(Click to jump to page)*

Table 1. Demographic Characteristics of Sample

Figure 1. U.S. Donors Who Have Given to Animal Causes in the Past Year

Table 2. Other Causes Donated to in the Past 12 Months

Figure 2. Number of NPOs/Charities Donated to in the Past 12 Months

Table 3. Total Amount Donated and Largest Donation

Table 4. Amount Donated by Cause

Figure 3. Hypothetical Donations to Animal Causes Among Previous Donors

Table 5. Non-Monetary Support in the Past 12 Months

Table 6. Support Perceived to Make the Biggest Difference

Table 7. Current Involvement with NPOs/Charities

Table 8. Donation Methods Used in the Past Two Years

Table 9. Donation Via Crowdfunding

Table 10. Giving Habits and Attitudes

Figure 4. Hispanic Respondents' Preferred Language of Communication

Table 11. Online Activities Engaged in on a Regular Basis

Table 12. Regular Users of Each Online Service

## Sample of U.S. Donors

The Blackbaud Institute survey asked 1,096 respondents what types of NPOs/charities they had donated to in the past 12 months. One of the categories was *animal rescue, animal shelters or other animal protection organizations*. An estimated **24.6%** of U.S. donors gave money to an animal cause in the past 12 months.

If 24.6% of people have donated to animal causes in the past 12 months but previous research shows that only 3% of charitable dollars go to animal and environmental causes, this suggests that many donations to animal causes are small.

Demographic characteristics of the sample are shown in Table 1. The first column of estimates reflects only the people who donated to animal causes (often among other causes). The second column shows the full sample of people who donated to all causes. Both are weighted to better reflect the U.S. population.

The overall margin of error for the full sample is  $\pm 2.9\%$  with 95% confidence, and the overall margin of error for animal-cause donors is  $\pm 6.5\%$  with 95% confidence.<sup>1</sup>

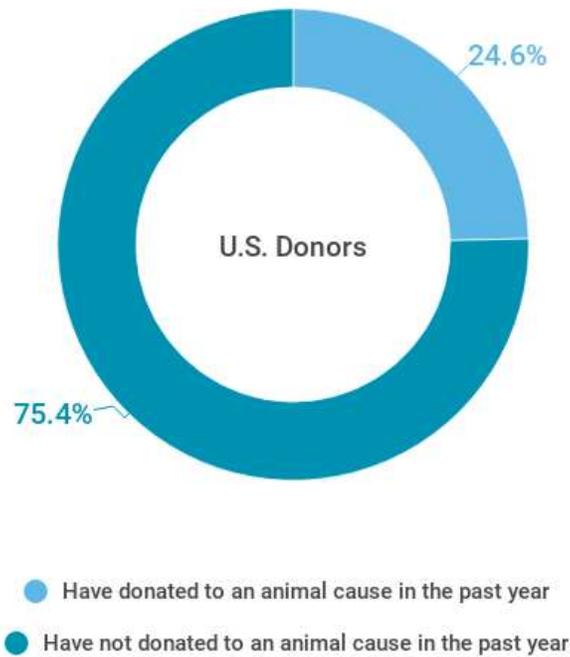
We do not have the data about the sampling plan that would be required to statistically compare subgroups: for example, people who donated to animal causes versus people who didn't. In this report, we provide estimates for

**Table 1. Demographic Characteristics of Sample**

Characteristic	Animal-Cause Donors	All Donors
<b>Female (%)</b>	65.8	54.3
<b>Age (%)</b>		
18-24	2.4	7.9
25-34	12.0	14.4
35-44	14.6	16.5
45-54	21.3	20.4
55-64	24.0	17.6
65-74	18.1	15.8
75+	7.5	7.4
<b>Average</b>	<b>53.7</b>	<b>50.0</b>
<b>Race/Ethnicity (%)</b>		
White, Non-Hispanic	79.7	72.8
Black, Non-Hispanic	4.7	9.2
Asian	3.0	4.6
Other, Non-Hispanic	0.7	0.2
Hispanic	9.2	10.8
2+ races, Non-Hispanic	2.8	2.4
<b>Region (%)</b>		
Northeast	21.8	17.0
Midwest	22.5	25.4
South	36.9	36.4
West	18.8	21.2
<b>Education (%)</b>		
Less than high school	2.8	4.2
High school	25.4	22.1
Some college	23.6	28.1
Bachelor's degree or higher	48.2	45.6
<b>Income (%)</b>		
Less than \$20,000	5.3	7.1
\$20,000 to \$39,999	19.0	17.3
\$40,000 to \$74,999	21.1	24.3
\$75,000 to \$99,999	14.1	16.9
\$100,000 to \$149,999	25.1	21.0
\$150,000 or more	14.9	13.5
<b>Median (middle) income</b>	<b>\$80K</b>	<b>\$80K</b>

<sup>1</sup> Overall margin of error (MOE) is a survey-wide figure that tells you the largest possible range of values for any percentage. Thus, we can say with 95% confidence that the true value of an estimate for the full sample (e.g., 54.3% female) is within 2.9% of that value: In the U.S. donor population, between 51.4% and 57.2% (54.3%  $\pm$  2.9%) are women. In reality, this MOE only applies when the observed percentage is 50%, and it shrinks as the percentage approaches the extremes of 0% or 100%, so the MOE for a particular percentage will usually be smaller than the maximum margin of error quoted for the survey.

people who donated to animal causes and all donors to give an approximate sense of how animal-cause donors differ from the average.



**Figure 1. U.S. Donors Who Have Given to Animal Causes in the Past Year**

## **Donation Patterns**

### ***All-Cause Donations***

The survey asked respondents to select all causes they had donated to in the past 12 months. Table 2 shows the causes that people had donated to in the past 12 months, for animal-cause donors and all donors.

Interestingly, animal-cause donors were more likely than average to donate to most human causes. The only notable exception is places of worship: They are less likely to donate to these.

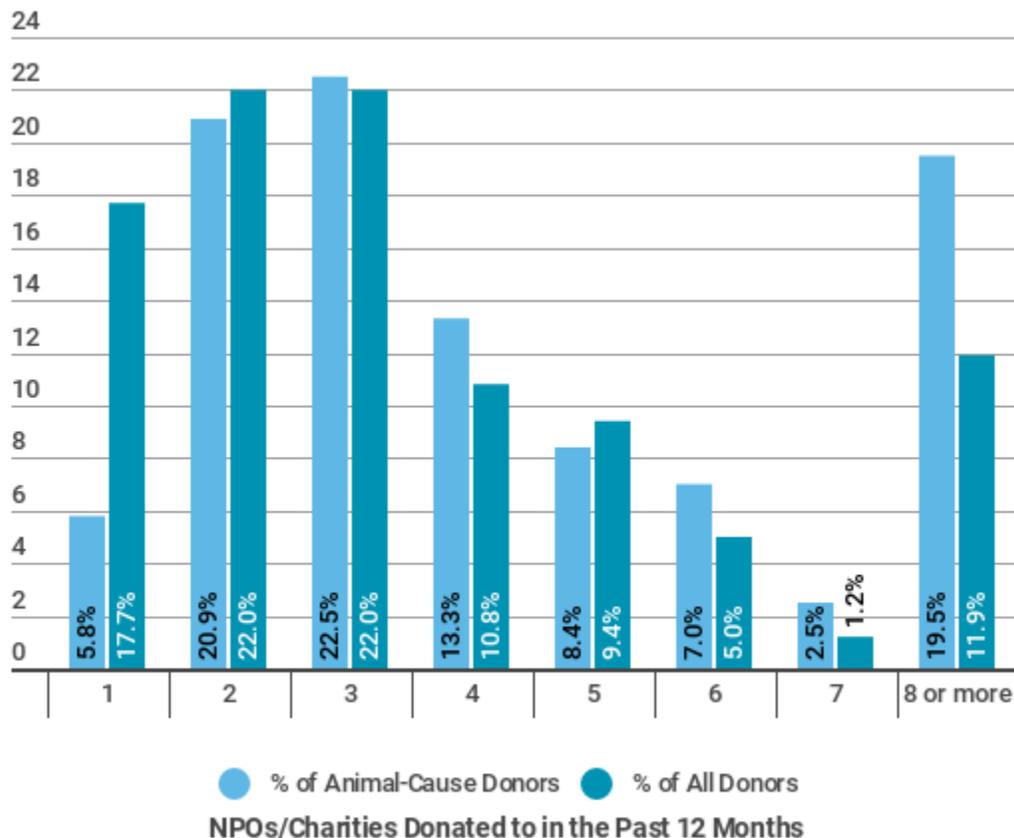
**Table 2. Other Causes Donated to in the Past 12 Months**

	<b>% of Animal-Cause Donors</b>	<b>% of All Donors</b>
Animal rescue, animal shelters or other animal protection organizations	100.0	24.6
Local social service organizations, such as shelters and food banks in your community	48.9	44.7
Place of worship (church, synagogue, mosque, etc.)	42.1	49.6
Health charities	38.6	35.2
Children's charities	38.5	37.3
Organizations that support military troops and/or veterans	33.0	23.5
Emergency relief efforts in the case of a natural disaster, etc.	29.4	23.2
Fire, police and emergency rescue organizations	27.3	16.0
Environmental or nature conservation organizations	24.5	12.3
Organizations that help the elderly	17.9	11.3
Youth development (sports, extracurricular activities, out-of-school time enrichment, leadership)	16.2	14.2
Formal education (K-12 schools, colleges, scholarship funds)	15.2	15.9
Arts or art-related organizations or institutions, including museums and galleries	12.9	8.0
Victims of crime or abuse organizations	12.1	7.2
Election campaigns (federal, state or local)	10.8	8.5
Advocacy organizations (groups trying to change policy or legislation)	10.7	7.0
Human rights and international development organizations either at home or abroad	10.2	8.7
Organizations that fight hate, prejudice, and inequality	9.8	6.6
Organizations that fight for gender/marriage equality	4.8	3.1
Organizations that support immigrants and/or refugee rights	3.5	3.6
Other	4.2	8.4

Respondents were also asked to estimate the total number of individual non-profit/charitable *organizations* (versus causes, above) they had donated money to in the past 12 months. Animal-

cause donors gave to an average of **5.8 organizations**, including animal protection. The overall average was lower: All donors gave to an average of 4.2 organizations.

As shown in Figure 2, donating to 8 or more organizations was much more common among animal-cause donors. Although it would be possible for them to donate to multiple animal organizations rather than human ones, Table 2 indicates that they spread their donations more broadly than that.



**Figure 2. Number of NPOs/Charities Donated to in the Past 12 Months**

### ***Donation Amounts***

Respondents were asked to estimate the total amount they had donated in the past 12 months to all non-profit/charitable organizations. They were also asked about the most they had given to a single organization in the past 12 months, either all at once or throughout the year. Table 3 shows both the median<sup>2</sup> totals and the largest amount.

<sup>2</sup> The median is the middle amount in a range of values. It is used here instead of average because averages are strongly affected by a few very high amounts. For example, if one person donated \$100,000, that would drastically increase the average, but not the median. The median is a better indicator of the middle of the range in this case.

**Table 3. Total Amount Donated and Largest Donation**

	<b>Animal-Cause Donor Median</b>	<b>All-Cause Donor Median</b>
Total donations in past 12 months	\$ 500.00 (45 <i>unsure</i> )	\$ 500.00 (238 <i>unsure</i> )
Largest donation to a single NPO/charity in past 12 months	\$ 132.25 (28 <i>unsure</i> )	\$ 200.00 (164 <i>unsure</i> )

Respondents were also asked, if they had \$100 to donate, how would they divide it up amongst the causes they had given to in the past year. Table 4 shows the average dollar amount per cause among people who had previously donated to animal causes and among all donors.

Table 4 shows that the most donation money goes to places of worship (see all-cause donor averages). Places of worship are followed by children’s charities, health charities, and local social services (e.g., food banks). Animal causes are fifth overall.

The ranking of causes for animal donors is very similar to all donors, but with animal causes receiving more money (almost by definition, as people who weren’t previous animal donors didn’t have the option to give any of the \$100 to animal causes). Apart from animal causes, animal donors still donated the most to places of worship, local social services (e.g., food banks), children’s charities, and health charities. Notably, even among animal-cause donors, more than two-thirds of their donations go to human causes. However, in the overall donor population, all animal causes received just **\$7.61** of every \$100. Among people who have previously donated to animal causes, the average donation was \$30.59 of \$100.

**Table 4. Amount Donated by Cause**

	<b>Animal-Cause Donor Average</b>	<b>All-Cause Donor Average</b>
Animal rescue, animal shelters or other animal protection organizations	\$ 30.59	\$ 7.61
Place of worship (church, synagogue, mosque, etc.)	\$ 14.78	\$ 25.05
Local social service organizations, such as shelters and food banks in your community	\$ 7.99	\$ 10.60
Children’s charities	\$ 7.40	\$ 11.66
Health charities	\$ 6.83	\$ 10.84
Organizations that support military troops and/or veterans	\$ 6.30	\$ 5.34
Environmental or nature conservation organizations	\$ 4.67	\$ 2.56
Emergency relief efforts in the case of a natural disaster, etc.	\$ 4.11	\$ 4.85
Fire, police and emergency rescue organizations	\$ 3.74	\$ 2.70
Organizations that help the elderly	\$ 2.40	\$ 1.74
Youth development (sports, extracurricular activities, out-of-school time enrichment, leadership)	\$ 1.71	\$ 3.10
Formal education (K-12 schools, colleges, scholarship funds)	\$ 1.52	\$ 2.93
Election campaigns (federal, state or local)	\$ 1.34	\$ 1.08
Arts or art-related organizations or institutions, including museums and galleries	\$ 1.28	\$ 1.36
Advocacy organizations (groups trying to change policy or legislation)	\$ 1.27	\$ 1.15
Other	\$ 1.18	\$ 3.34
Victims of crime or abuse organizations	\$ 0.84	\$ 1.08
Human rights and international development organizations either at home or abroad	\$ 0.83	\$ 1.30
Organizations that fight hate, prejudice, and inequality	\$ 0.71	\$ 0.90
Organizations that fight for gender/marriage equality	\$ 0.28	\$ 0.42
Organizations that support immigrants and/or refugee rights	\$ 0.23	\$ 0.41

Figure 3 below breaks down donations to animal causes further. It includes only people who said that they had donated to an animal cause in the past 12 months (as a reminder, 24.6% of the population).

Two thirds of hypothetical donations were \$25 or less. And even among these people who had recently donated to an animal cause, 5% did not give any of their hypothetical \$100 to animal causes.

However, on the other end of the range, 10% of respondents gave the entire \$100 to animal causes. This suggests that there exists a small but significant group of very dedicated animal-cause donors.

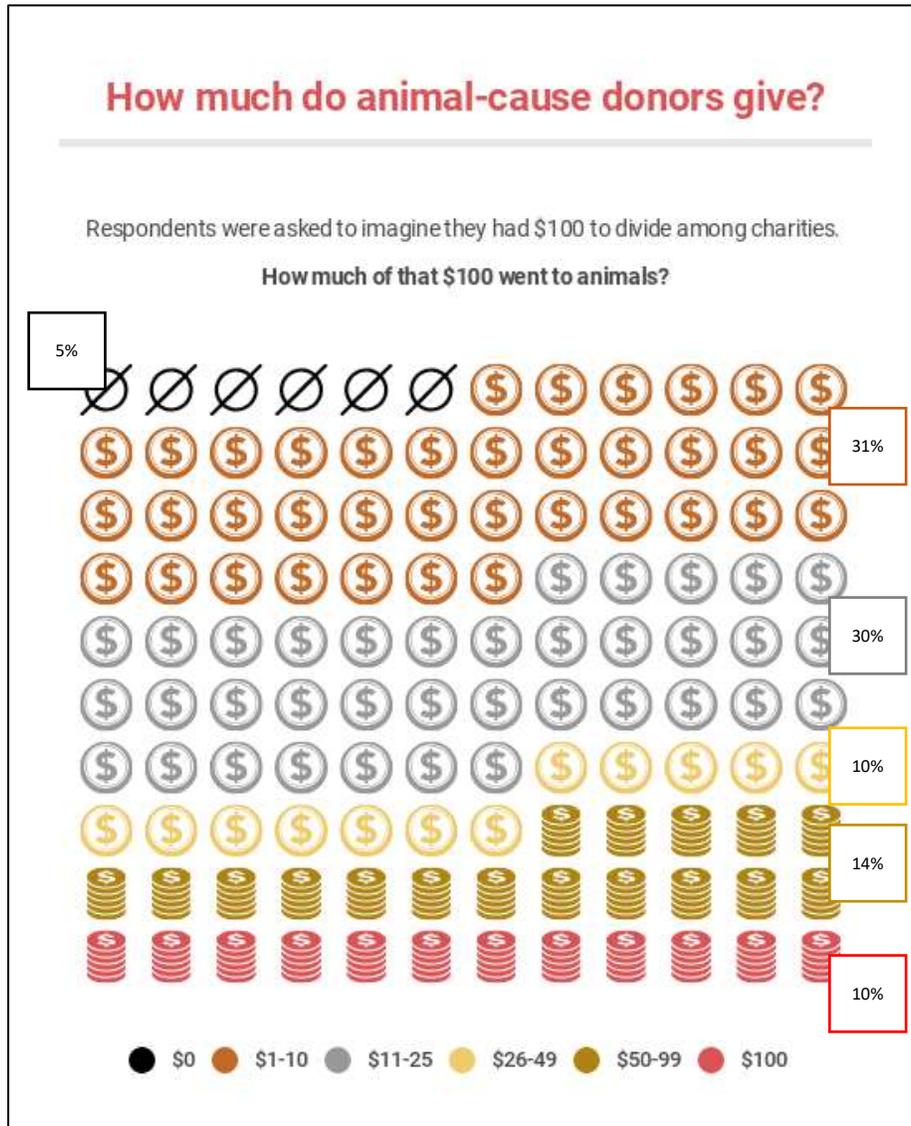


Figure 3. Hypothetical Donations to Animal Causes Among Previous Donors

## Support Methods

Participants were asked to select all the ways in which they had supported NPOs and/or charitable causes in the past 12 months. All participants had donated money, because only people who had

made a donation in the past 12 months were selected for the study. Table 5 shows all other ways that animal donors and all-cause donors had supported NPOs and charities.

Table 5 suggests that about a third of people who donate money to an organization will also donate their time (volunteer). Interestingly, many easier activities, like signing petitions or promoting a charity online, were much less common. However, it is possible that this kind of activity was underreported precisely because of their ease—it may make them harder to recall without prompting.

Donation of goods was very popular among all donors, including animal-cause donors. Although it is impossible to know from this survey what type of goods were donated, it seems likely that food bank and clothing donations would make up the majority, given the prevalence of food and clothing drives.

Animal advocates may want to consider ways to promote and encourage goods-based donations: for example, to sanctuaries, shelters, and rescues. Psychological research has found that asking people for something easy first (like a small donation of birdseed) increases their willingness to do something larger (like donating money) later. This is known as the foot-in-the-door technique.

**Table 5. Non-Monetary Support in the Past 12 Months**

	% of Animal-Cause Donors	% of All Donors
Donated goods or items (i.e. to a food bank, blood bank, clothing collection, charity shop etc.)	71.7	65.4
Donated time/volunteered	36.7	36.4
Signed a petition, or sent an email or letter to a politician about an issue of public concern	9.2	7.1
Attended an event	8.4	9.2
Gave money for an occasion such as a birthday or in tribute an individual	6.5	8.7
Volunteered to help organize an event or hosted an event	5.1	4.6
Joined a social networking group/online community to stay informed and share information with other people who care about that charity or cause	5.1	3.1
Promoted a charity online (i.e. became a Fan on Facebook, tweeted about, forwarded an email to friends, etc.)	4.9	3.9
Participated in a walk, run, or similar activity	4.6	5.2
Sponsored someone in a walk, run, or similar activity	4.4	5.3
Other	1.8	1.6

Respondents were also asked how they felt they could make the biggest difference with the NPOs/charities they support. Table 6 shows what animal donors and all-cause donors thought would make the biggest difference to their causes.

**Table 6. Support Perceived to Make the Biggest Difference**

	% of Animal-Cause Donors	% of All Donors
By donating money	53.4	53.7
By volunteering your time	19.0	19.8
By spreading the word and telling others about the non-profit/charity	11.1	8.2
By donating goods and services	8.0	10.1
By fundraising for the non-profit/charity	3.9	3.6
By participating in advocacy actions (e.g. signing petitions, writing letters) on behalf of the organization	1.3	0.9
Not sure	3.3	3.6
Other	0.0	0.1

Respondents were also asked about their *current* involvement with the NPOs/charities they support—that is, which actions they are currently taking with those organizations. Table 7 shows the percentage of animal donors and all-cause donors who selected each option.

Animal-cause donors were more likely than average to say they had donated goods, bought products supporting NPOs/charities, used an NPO's/charity's labels or cards, made a donation in honor or in memory of someone, signed a petition or sent a letter, and “adopted” a child or pet. Some of the other differences may also be significant.

**Table 7. Current Involvement with NPOs/Charities**

	<b>% of Animal-Cause Donors</b>	<b>% of All Donors</b>
Make monetary donations	75.5	70.5
Donate goods (such as clothing, food, other items)	71.6	60.8
Buy products that support them	34.5	25.4
Get information in the mail about the non-profit/charity	33.3	27.4
Volunteer	31.4	34.1
Receive emails and/or e-newsletters from the non-profit/charity	28.6	25.2
Use their labels, cards, etc.	26.3	16.9
Donate through a monthly giving program	25.6	21.8
Make a donation in honor of, in memory of, or as a tribute to someone	25.1	18.7
Visit their website	21.0	17.3
Sponsor someone in a walk/run/challenge	20.4	19.3
Sign petitions, send emails or letters to a politician about an issue of public concern	18.1	12.7
Attend and/or host events	15.9	15.7
Follow them on Facebook, Twitter, YouTube or another social networking site	12.2	10.2
Use services that they provide	10.7	8.9
Fundraise on their behalf	10.7	8.7
“Adopt” a child, animal, etc.	10.2	6.7
Participate in walk/run/challenge	9.7	12.5
Have them in your will	6.5	3.7
Share/retweet/pin information on a social networking site	6.4	5.8
Receive text/SMS messages from the non-profit/charity	3.5	3.3
Other	1.5	1.4
None of these	0.8	3.4

It is worth noting that there are a few differences between respondents’ reports of involvement in last 12 months (Table 5) and of current involvement (Table 7). Most notably, given that only people

who had donated to an NPO/charity in the past 12 months were eligible for the study, it may seem strange that fewer than 100% said they had made a monetary donation in Table 7. We suspect that respondents interpreted this question as only including NPOs/charities with whom they have an ongoing relationship.

In addition, looking at the results for signing petitions/sending letters, participating in runs/walks, and sponsoring participants in charitable events, two to three times more respondents indicated that they had taken these actions when asked about “current involvement” than when they were asked earlier about support in the past 12 months. It is difficult to know which estimate is likely to be more accurate. The “current involvement” question appeared much later in the survey, which could improve accuracy if the other questions prompted respondents to think more deeply about their involvement. However, it could also increase socially desirable responding because later in the survey, respondents would be more aware that it was measuring philanthropic behavior.

## Donation Methods

Respondents were asked to select all methods by which they had made non-profit/charitable donations in the past two years. Table 8 shows the results for animal donors and all-cause donors.

As Table 8 shows, animal-cause donors appear to be more responsive than average to a wide variety of methods for soliciting donations—particularly donations at store check-outs and donations in memoriam. This may relate to the fact that they tend to support more charities overall (see Figure 2) – they may be more likely to respond to appeals through diverse channels.

**Table 8. Donation Methods Used in the Past Two Years**

	% of Animal-Cause Donors	% of All Donors
Added a donation at checkout (i.e. \$1 for a specific organization at the grocery store)	55.1	43.0
Responded to a letter that came in the mail with a donation by check or credit card	45.1	32.3
Made a purchase where a portion of the proceeds helped the organization (i.e. purchasing something from the charity’s gift shop)	40.9	31.4
Made a donation online through an organization’s website	37.6	30.7
Wrote a check or made a pledge at a fundraising event	33.9	29.6
Made a donation in honor of, in memory of, or as a tribute to someone	33.0	23.6
Donated through a monthly giving program that directly debited from your banking account/credit card	26.3	18.6
Shopped a third party vendor (like Amazon or Target) where a portion of your sales goes to help a designated organization	25.2	18.5

Made a donation to someone who came up to you on the street or to your door	21.1	17.7
Responded to a phone call from a charity by making a donation or pledge	14.8	12.3
Responded to an email appeal from a charity by making a donation or pledge	10.1	10.0
Responded to a television program or advertisement by making a donation	9.8	5.2
Made a donation online through Facebook, Twitter or another social networking site*	8.3	4.8
Responded to a radio program or advertisement by making a donation	4.7	4.3
Through a charitable giving annuity, bequest in your will, or planned donation	4.4	3.9
Made a donation via a text message/SMS	2.3	3.3
Not sure	1.1	4.7
Other	11.7	12.9

\* This figure may have changed significantly since the time of the study (2014), as Facebook has since launched “Facebook for Nonprofits” and the “Birthday Fundraiser” option.

## ***Crowdfunding Donations***

Respondents were asked whether they had ever made a charitable donation through a crowdfunding site like Kickstarter or Indiegogo. As described in the question, “Crowdfunding is a way that individuals can pool their money, usually via the Internet, to support efforts to help other people or organizations.” Table 9 shows the percentage of people who said they had donated via crowdfunding, had not, or weren’t sure.

**Table 9. Donation Via Crowdfunding**

	<b>% of Animal-Cause Donors</b>	<b>% of All Donors</b>
Yes	14.0	9.9
No	79.4	83.2
Not sure	6.5	6.8

Animal-cause donors may be slightly more likely than the average donor to respond to donation appeals through crowdfunding, perhaps due to the emotional nature of these appeals.

## Giving Habits and Attitudes

Respondents were asked to indicate whether each of the statements shown in Table 10 described them. The table shows the percentage of people who said yes to each statement.

As shown, most animal-cause donors (85.3%) are concerned about organizational efficacy—money going to the cause rather than overhead. About half (51.4%) claim to do research on how organizations spend their money, although it seems unlikely that this is strictly true for every donation a person makes (e.g., at the grocery checkout). It might be more reasonable to say that about half at least occasionally do research.

Most (78.2%) animal-cause donors (and all-cause donors too) already have an idea of who they will donate to each year. That said, it isn't clear how strong this "idea" is—it is difficult to know how possible it is to solicit new donations or shift them from other causes.

Animal-cause donors appear to be above average in their liking for small donations (e.g., at the checkout counter): Almost two thirds (63.8%) say they tend to give this way. Animal advocates might consider looking for more opportunities for this kind of donation.

Animal-cause donors are more receptive to direct requests for donations from organizations than people on average: About a third (37.1%) of animal-cause donors say they are more likely to support an organization when approached by friends or family than by the organization itself, versus 44.9% of all donors who preferred to be approached by friends or family.

About a third of animal-cause donors (33.7%) said that they prefer to give to organizations that make a difference by changing policies or laws, which is well above average (23.8%). This preference aligns well with the Effective Animal Advocacy movement, aimed at shifting the bigger picture of animal treatment.

Finally, it is worth noting that far fewer animal-cause donors are motivated by religion/faith than the average donor is (32.1% vs. 45.3%), although it is impossible to definitively explain why with these data.

**Table 10. Giving Habits and Attitudes**

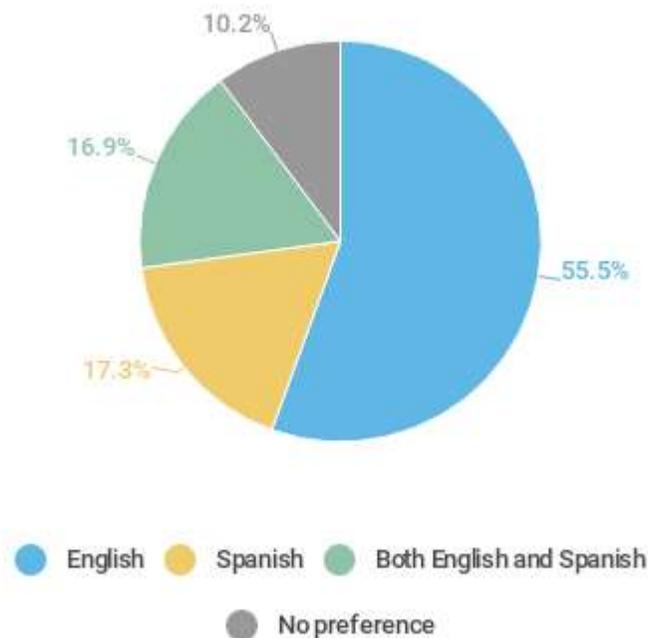
	% of Animal-Cause Donors	% of All Donors
I am concerned about what portion of the dollars I give to a non-profit/charity goes to overhead versus the cause.	85.3	79.8
I prefer to give to organizations that make a difference by providing direct services.	79.3	76.2
I have an idea of which non-profits/charities I will give to each year.	78.2	79.1
I feel it is my responsibility to support non-profits/charities through monetary donations.	65.5	63.7
I tend to give to non-profits/charities in small ways, like toy/food drives, donations at the grocery store register, etc.	63.8	57.8
I have an idea of how much I will budget for non-profits/charities each year.	59.5	56.3
I actively research how a non-profit/charity spends its money before I become a supporter.	51.4	48.5
I feel it is my responsibility to support non-profits/charities which positively impact people in the [Hispanic/African American/Asian] community.*	48.8 (108 responses)	42.9 (663 responses)
I feel it is my responsibility to support non-profits/charities through personal acts, like volunteering.	49.5	47.1
I don't have much time/money to give to non-profits/charities.	45.1	43.5
Most of the charitable giving I do is spontaneous, and based on who asks me and/or what pulls at my heartstrings.	38.5	35.8
I am more likely to support a non-profit/charity when my friends and family ask me to, than if the request comes directly from the organization itself.	37.1	44.9
I prefer to give to organizations that make a difference by changing policies/laws.	33.7	23.8
I feel it is my responsibility to support non-profits/charities by signing petitions or engaging in other forms of advocacy on their behalf.	32.4	27.3
I feel it is my responsibility to support non-profits/charities because of my faith/religion.	32.1	45.3
I like supporting non-profits/charities by participating in social events (i.e. parties, dinners, walks, runs, etc.).	29.2	32.5
I like when non-profits/charities offer their supporters promotional giveaways (i.e. T-shirts, coffee mugs, etc.).	27.0	28.5
I like to promote the non-profits/charities I care about to my friends/family through email and social networking sites.	26.4	23.2
I always visit a non-profit/charity's website before I become a supporter.	26.2	27.1
I would like to support more non-profits/charities I care about, but don't know how.	11.2	10.3
I would support more non-profits/charities if I was asked more often.	6.6	9.3

\*This statement was only shown to people who had self-identified as Hispanic, African-American, or Asian.

## Communication and Media Preferences

Respondents who had self-identified as Hispanic were asked whether they preferred to receive communications from non-profits/charities in English or Spanish. Figure 4 shows the percentage of people who chose each option. It shows the data for all donors rather than animal-cause donors because the sample is quite small and the type of charity sending the communication likely doesn't affect the preferred language.

Two-thirds of Hispanic respondents prefer or don't mind English correspondence. Bilingual materials may reach a wider Hispanic audience. Spanish-only materials are likely problematic in many circumstances, given the majority who prefer English, but might be preferable in situations targeting a very specific audience.



**Figure 4. Hispanic Respondents' Preferred Language of Communication**

Respondents were also asked about which online activities they engage in. Table 11 shows the percentage of people who engage in each activity on a regular basis.

Animal-cause donors appear to be a little more comfortable online than average (e.g., buying things, banking). However, with the exception of email, most activities don't have a lot of uptake. If any of these methods are heavily emphasized by animal advocacy organizations because they're easier, it may be worth conducting a cost-benefit analysis to ensure that they are the most effective approach.

**Table 11. Online Activities Engaged in on a Regular Basis**

	<b>% of Animal-Cause Donors</b>	<b>% of All Donors</b>
Email	80.2	76.0
Bank/bill pay online	62.1	56.1
Buy products or services online	44.1	31.9
Text	44.0	47.1
Listen to or download music	33.7	28.3
Use instant messaging	22.7	20.0
Watch or download videos	22.1	20.4
Read magazines and newspapers online	21.6	17.8
Read blogs	12.6	9.5
Read e-newsletters	11.3	11.2
Listen to podcasts	8.1	5.4
Write a blog or comment on a blog	4.2	3.2

Respondents were also asked about which online publications, social networks, and other online services they use. Table 12 shows the percentage of people who regularly use each.

Animal-cause donors were not noticeably different from average in their use of online services: Facebook was the clear frontrunner. Animal advocates who use video advocacy likely already use YouTube, but it is worth considering if not. Use of other services is much less common but including them may get the message to a broader spectrum of users.

**Table 12. Regular Users of Each Online Service**

	<b>% of Animal-Cause Donors</b>	<b>% of All Donors</b>
Facebook	51.2	49.3
YouTube	28.7	26.1
Pinterest	11.0	9.0
Instagram	9.8	8.5
Twitter	9.4	7.2
LinkedIn	8.8	7.7
CHANGE.ORG	3.3	1.6
CARE2.COM	1.9	0.6
Snapchat	1.8	3.0

## Importance

Participants were asked which one NPO or charity is most important to them personally. Overall, 46 of 189 respondents (24%) listed an animal-related NPO/charity as the most important to them. Most of these were organizations dedicated to the protection and shelter of companion animals.

Put another way, only 224 of 1,096 U.S. donors in this study gave money to an animal-related organization, and of those donors, only 46 chose an animal-related NPO/charity as the most important: 4% of the whole sample. The number of “most important” organizations that focus on non-companion animals was less than 1%.

## **Conclusion**

### ***Limitations***

First, although we looked at responses from the subset of animal-cause donors, the questions asked in the survey applied to all donations. Thus, for instance, the large proportion of animal-cause donors indicating that they like to donate at a store check-out doesn't mean that they would necessarily like to donate to an animal cause at a store check-out. They may have other causes in mind.

Second, because this study was not designed to investigate animal-cause donors specifically, the sample size for that subgroup is fairly small, resulting in a high margin of error (see p. 4).

Finally, it is important to bear in mind that these results are correlational: that is, there is no way to tell what causes what. For example, although we can see from the results that animal-cause donors are less likely to be motivated by religion, there's no way to tell whether being religious makes a person less likely to donate to animal causes, whether donating to animal causes makes a person less religious, or whether some other factor influences both.

### ***Implications***

We hope that these results will be useful to animal advocacy organizations making decisions about how to solicit donations. Although it is important to consider the limitations outlined above, there is a lot of useful information contained in this report.

## **About the Organizations**

### ***About Faunalytics***

Faunalytics is a nonprofit organization that conducts rigorous scientific research on animal-related issues. Faunalytics also manages the world's biggest collection of opinion and behavior research on this topic. The library includes reports and full datasets from the organization's independent studies as well as open-access summaries of high-quality academic and organizational research. Animal Charity Evaluators has rated Faunalytics a standout charity since 2015.

### ***About the Blackbaud Institute for Philanthropic Impact***

The Blackbaud Institute drives research and insight to accelerate the impact of the social good community. It convenes expert partners from across the philanthropic sector to foster diverse perspectives, collective thinking, and collaborative solutions to the world's greatest challenges. Using the most comprehensive data set in the social good community, the Blackbaud Institute and its partners conduct research, uncover strategic insight, and share results broadly, all in order to drive effective philanthropy at every stage, from fundraising to outcomes. Knowledge is powering the future of social good, and the Blackbaud Institute is an engine of that progress. Learn more at [www.blackbaudinstitute.com](http://www.blackbaudinstitute.com).

### ***About Edge Research***

Edge Research is a premier marketing research firm servicing nonprofits, associations, and corporations. Over the past 20 years, Edge has helped dozens of nonprofits move to a donor-centric mindset. Research insight guides clients on how to communicate with their audiences more effectively, retain and grow their donor bases, and make the changes needed to cultivate the next generation of supporters. Learn more at [www.edgeresearch.com](http://www.edgeresearch.com).