

# Holiday CHARITABLE GIVING Trends

You probably know the greatest amount of charitable giving of the year occurs during the holiday season. In order to fully capitalize on the opportunity, it is important for nonprofits to increase their appeals to donors during this time of year.

Doing so can pay huge dividends for not only 2016 revenue but years to come. That's because donors that start giving in December have been shown to be worth **52% more over time** than those who start giving at other times of the year!

## Key Facts About Holiday Charitable Giving



**34%** of all charitable giving is done in the last three months of the year



**18%** of all donations occur in December



**12%** of all giving happens in the last three days of the year



**22%** of online donations are made in the last two days of the year

## Top Donating U.S. Cities During the Holidays



Many U.S. cities see a double-digit increase in average charitable donation size during the holidays, including:

1. San Francisco, California – 56% increase
2. Seattle, Washington – 30% increase
3. New York City, New York – 29% increase
4. Portland, Oregon – 24% increase
5. Houston, Texas – 21% increase
6. Washington D.C. – 12% increase

## Charitable Donations by Time of Year

The average gift size on #GivingTuesday and on December 31 are larger than the average donation size for the rest of the year:

**\$223**

December 31

**\$142**

#GivingTuesday

**\$119**

Donations in Response to Disasters

**\$110**

The rest of the year



## How to Maximize Holiday Donations

- Develop email lists throughout the year in preparation for online appeals at the end of the year.
- Build a branded donation page on your website in early fall so that it's ready to go live on #GivingTuesday (the Tuesday after Thanksgiving).
- Branded donation pages have been shown to generate an average donation size of \$148, which is 36 percent larger than the average donation size of \$95 for a generic giving page.
- Begin sending appeal emails to your donor list *before* #GivingTuesday. The sooner you can increase donor awareness of your charity, the less likely donors are to exhaust their philanthropic budgets with other organizations.
- Be prepared to do a final email blast with several emails in the final week of the year. This positions your charity to maximize donations from the spike in giving that occurs the last 2-3 days of the year.



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Inspired Items for Nonprofit Auctions

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