

How do fundraisers entice donors?



The value of volunteers in fundraising:



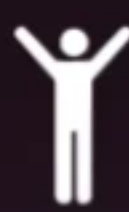
29.3%

Of baby boomers volunteer



26.7%

Of college students volunteer



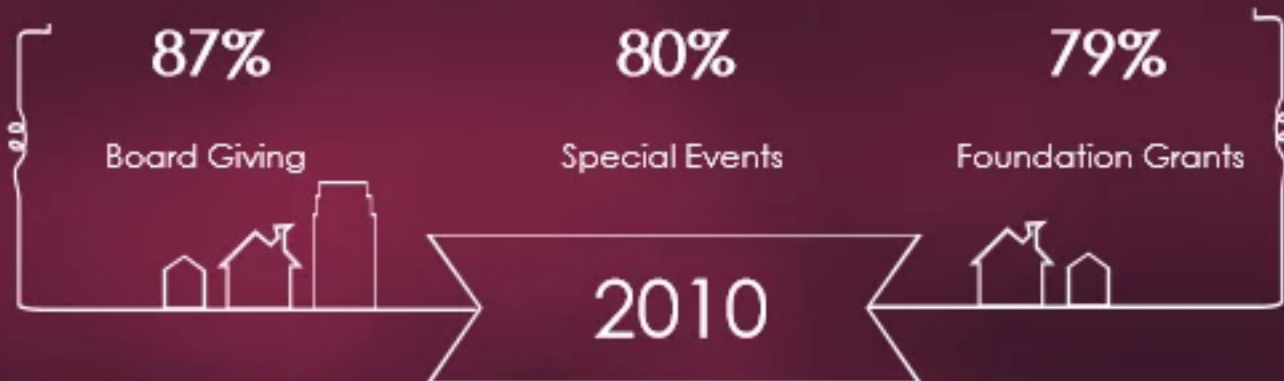
21.4%

Of millennials volunteer

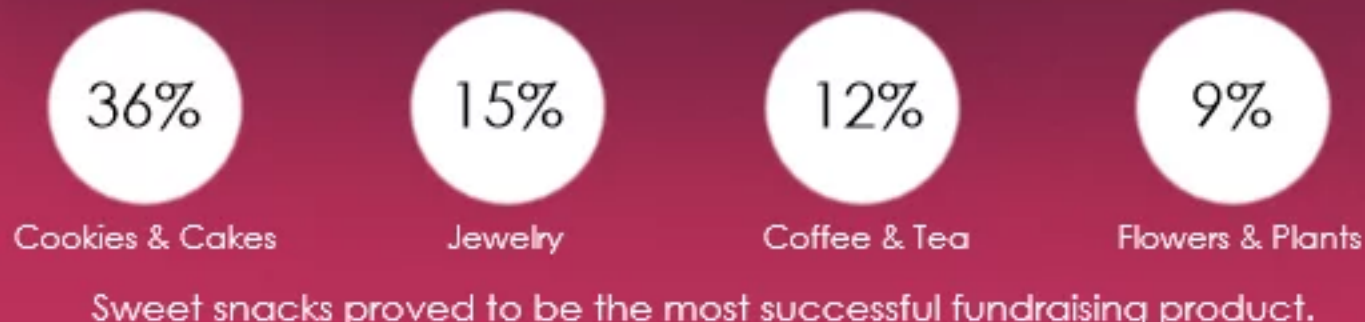
8.1 billion hours of service were donated by 62.8 million volunteers in the U.S. in 2010.

Fundraising Ideas

Which types of fundraising worked best? Here are three of the top techniques used:



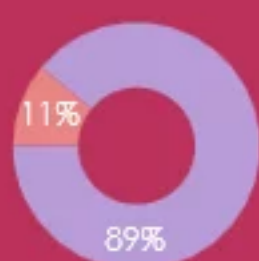
What fundraising products were most popular amongst donors?



What were the most popular fundraising events?



How do donors prefer to donate?



Prefer Offline
Prefer Online

89% of donors prefer to make a donation online!

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Data from 487 surveys conducted over August to October 2010-2012.

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Sources:
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