



# charitable donations as holiday gifts



During the holidays, many non-profits suggest that donations make great gifts. A survey helped determine the basic demographics for recipients, organizations, and the gifts themselves. Using this information, non-profits can target their holiday marketing more effectively for recipient joy.



**79%** believe the right recipient age is over 25 or under 2. Also, these gifts are best for those in established, long-term households rather than newlyweds.

**56%** stated these gifts are best for family and close friends.



Organizations the Recipient supports instead of those the Giver supports

**81%**



Organizations that provide support locally instead of those that provide support nationally or outside the US

**61%**

Don't break the bank, **63%** say the right gift amount is between \$25 and \$100.



**61%** state the best reasons to give these gifts are in memoriam or in honor of a loved one

**89%** believe a personal touch is better. Give a personally written card, or one from the organization. Email notifications are not appropriate.



Give a charitable donation...

**55%**

with another gift

**39%**

as a stand-alone gift



**71%** are thankful, happy, or fulfilled when they receive a charitable donation as a gift.



**Thanks!**