

# BBB Wise Giving Alliance

H. Art Taylor  
President & CEO

What About Donors?

Fundraising Trends, Risks & Recommendations

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# BBB Wise Giving Alliance

## What is the BBB Wise Giving Alliance?

- Over a century of combined experience in charity evaluation in the United States.
- Produces evaluative reports on charities in relation to 20 broad charity accountability standards.
- Donor focused but seeks to strengthen charities as well.
- Website: [www.give.org](http://www.give.org)



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## Basic Trends

- **Direct Mail:** still the dominant form of public fundraising in the United States, most popular with older donors.
- **Website Giving:** Gaining, especially among younger generations.
- **Mobile/Text Giving:** Haiti donations put this on the map, but still a small percentage of total donations for most charities.
- **Social Networks:** Facebook & Twitter are in media spotlight but are not raising high volumes of gifts.



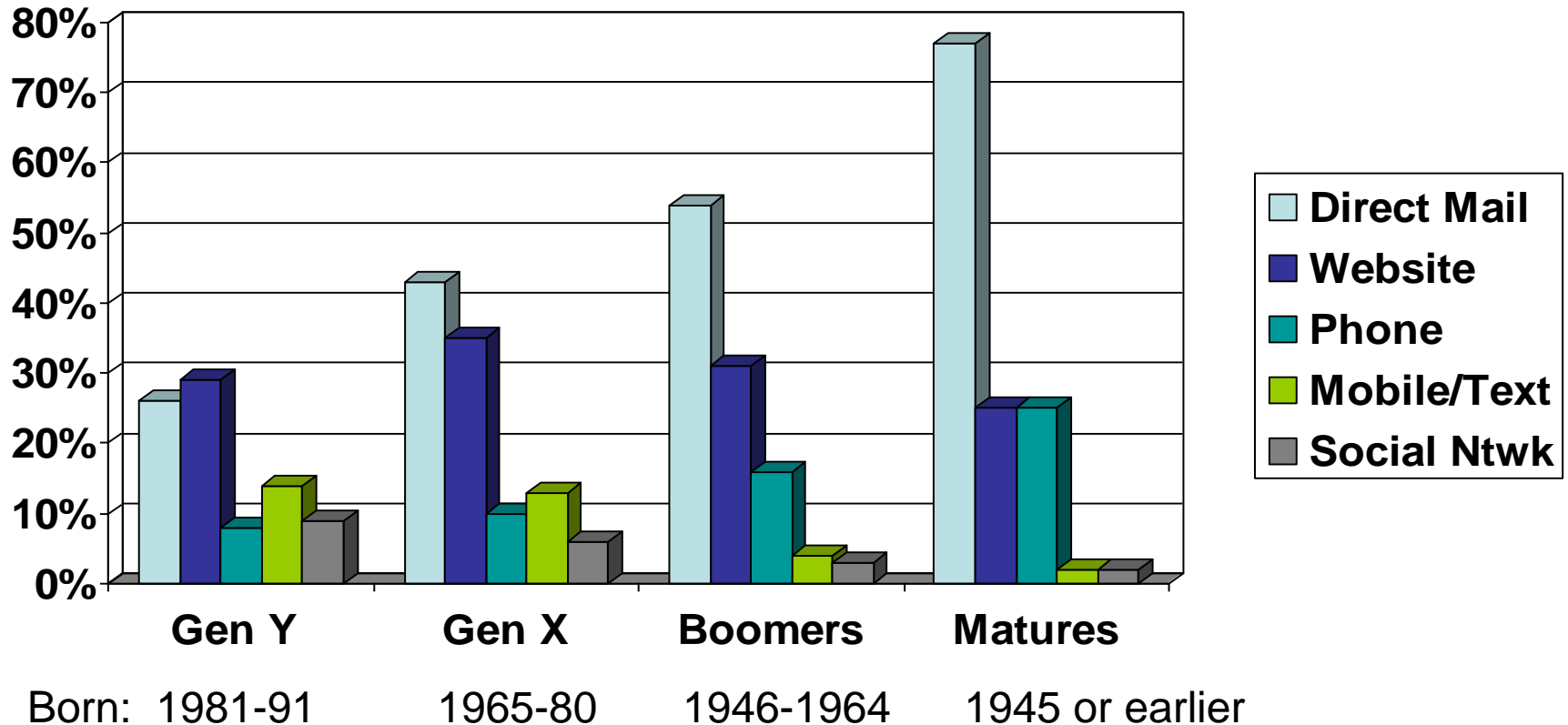
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# Donation Methods Used by Generation

## 2010 Online Survey

(Source: "The Next Generation of American Giving" CONVIO, Edge Research, & Sea Change Strategies, March 2010)



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## Facebook & Other Social Networking

- **Next Chart from 2011 Nonprofit Social Network Benchmark Report (conducted by Common Knowledge)**
- **Facebook has become a popular nonprofit outreach. Most organizations are using this.**
- **Keep in mind, however, less than 1% of nonprofits in the U.S. are raising \$100,000 or more per year on social networks.**

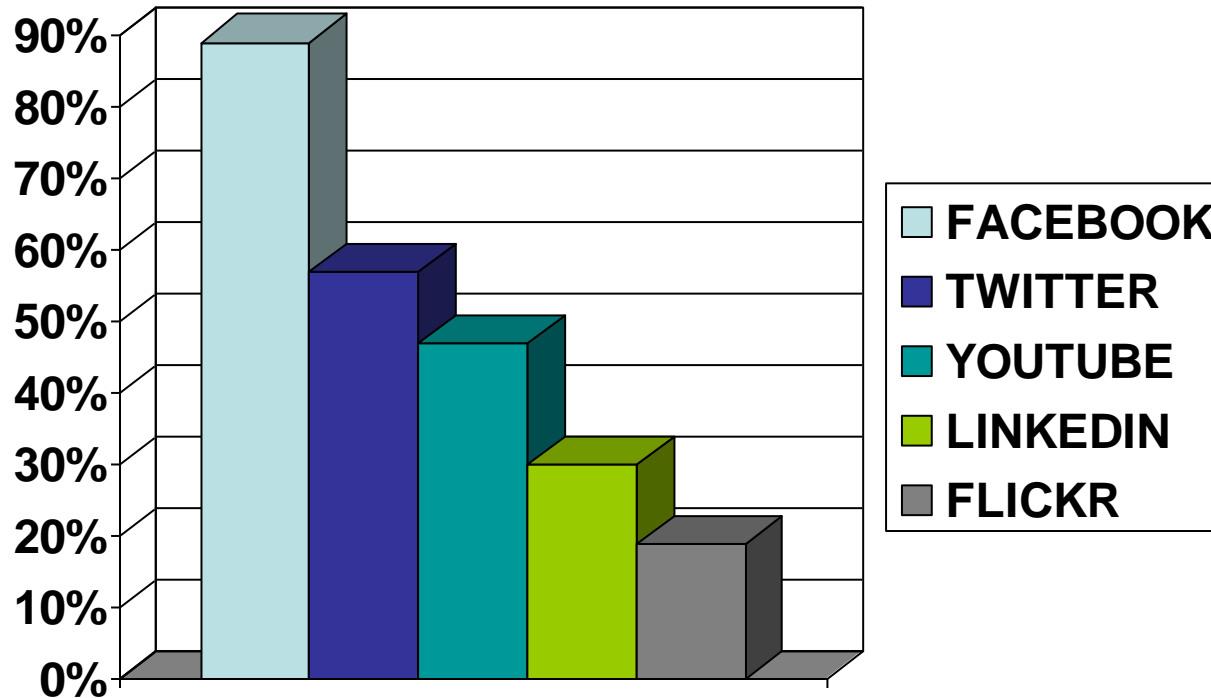


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# Social Networks Used by Nonprofits in the U.S.

(Source: © 2011 Common Knowledge, [www.NonprofitSocialNetworkSurvey.com](http://www.NonprofitSocialNetworkSurvey.com))



Survey of 11,196 Nonprofit Professionals in Jan and Feb 2011



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**2011 Hope Consulting Survey:  
Money for Good II  
Survey of 5,075 households  
with \$80,000+ Annual Household Income**

- **85%** of U.S. donors say they care about nonprofit performance...
- ...but only **35%** do any research on any gift they make.

Source: [www.hopeconsulting.us/money-for-good/](http://www.hopeconsulting.us/money-for-good/)



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**2011 Hope Consulting Survey:  
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**Of the 35% that do research, it is often to validate their choice not to compare to other organizations:**

- **To determine whether I would make a gift to this organization (63%)**
- **To help me decide how much to give (24%)**
- **To help me choose between multiple groups (13%)**



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# **Opportunities & Challenges for Charity Monitoring Organizations**

- **More to review for accuracy & transparency**
- **Potential growing donor privacy issues**
- **Less government oversight of new mediums**



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# **Opportunities & Challenges for Charity Monitoring Organizations**

- **Also an opportunity for monitors to help donors make informed giving decisions.**
- **Example – role of BBB Wise Giving Alliance educating donors about Haiti relief mobile text giving**
- **Alerted public to concerns of potential 90 day delay**
- **Exception made so Haiti text gifts sent immediately**



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# **BBB Wise Giving Alliance**

## **Charting Impact**

- **2-year project publicly launched later on May 17, 2011.**
- **Project discussed at 2010 ICFO meeting in Canada.**
- **Joint project with GuideStar USA and Independent Sector.**
- **In part, charities in U.S. concerned about donor emphasis on charity expense overhead ratios**
- **Development of a common reporting framework to help charities publicly share information on their effectiveness.**



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# Charting Impact

**The five questions organizations answer to complete a Charting Impact report are:**

- 1. What is your organization aiming to accomplish?**
- 2. What are your strategies for making this happen?**
- 3. What are your organization's capabilities for doing this?**
- 4. How will your organization know if you are making progress?**
- 5. What have and haven't you accomplished so far?**

**For more information, visit [www.ChartingImpact.Org](http://www.ChartingImpact.Org)**



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# BBB Wise Giving Alliance

- **Visit:**      **[www.give.org](http://www.give.org)**
- **Email:**     **[ataylor@council.bbb.org](mailto:ataylor@council.bbb.org)**



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