

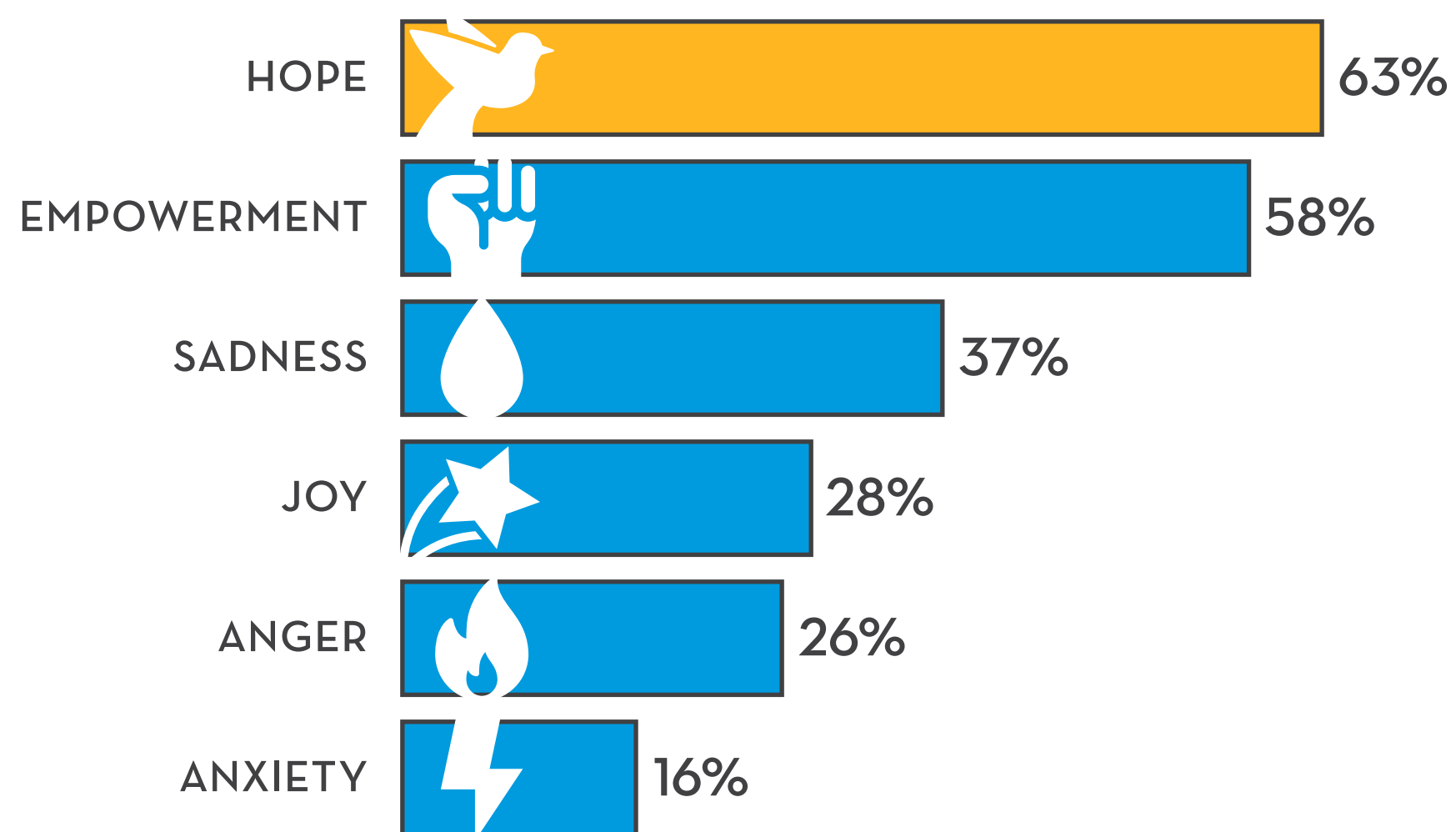
Reactive Giving

Attitudes and Behaviors Around Emotionally-driven Charitable Donations



Emotional triggers that drove reactive giving by donors

We all respond in different ways to different emotional stimuli. This survey reveals that over the last year, a variety of triggers pushed donors to action.



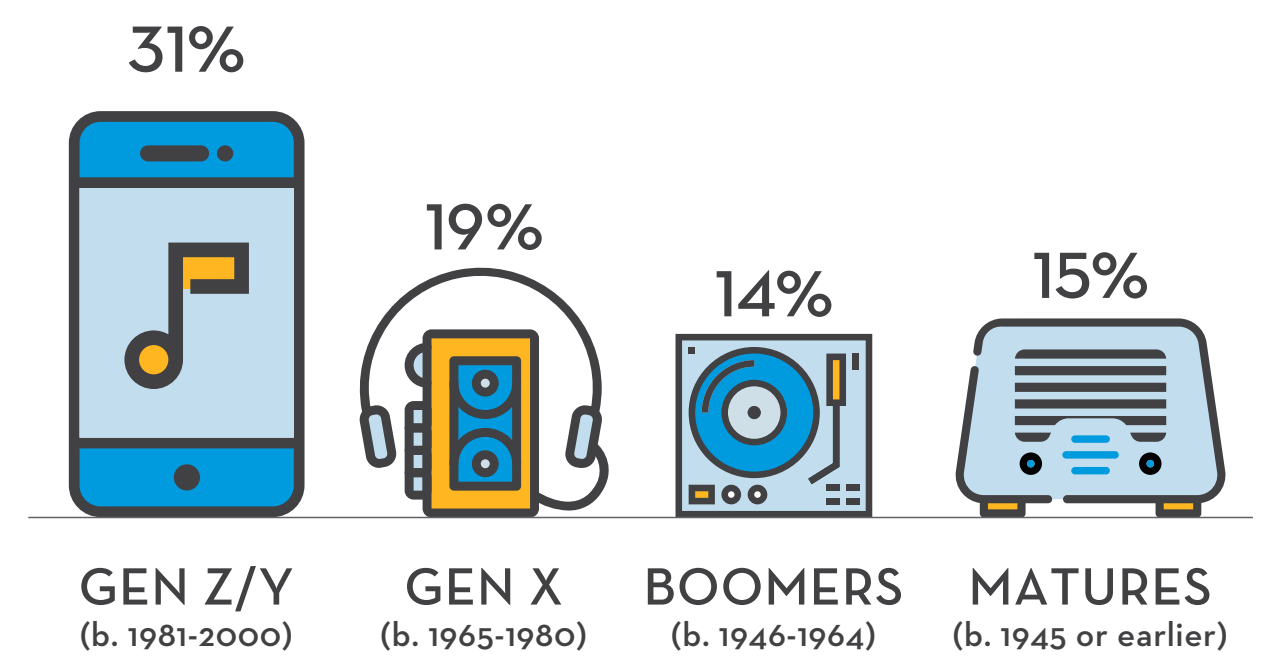
First-time donors

By and large, reactive givers are much more likely to be first-time donors.



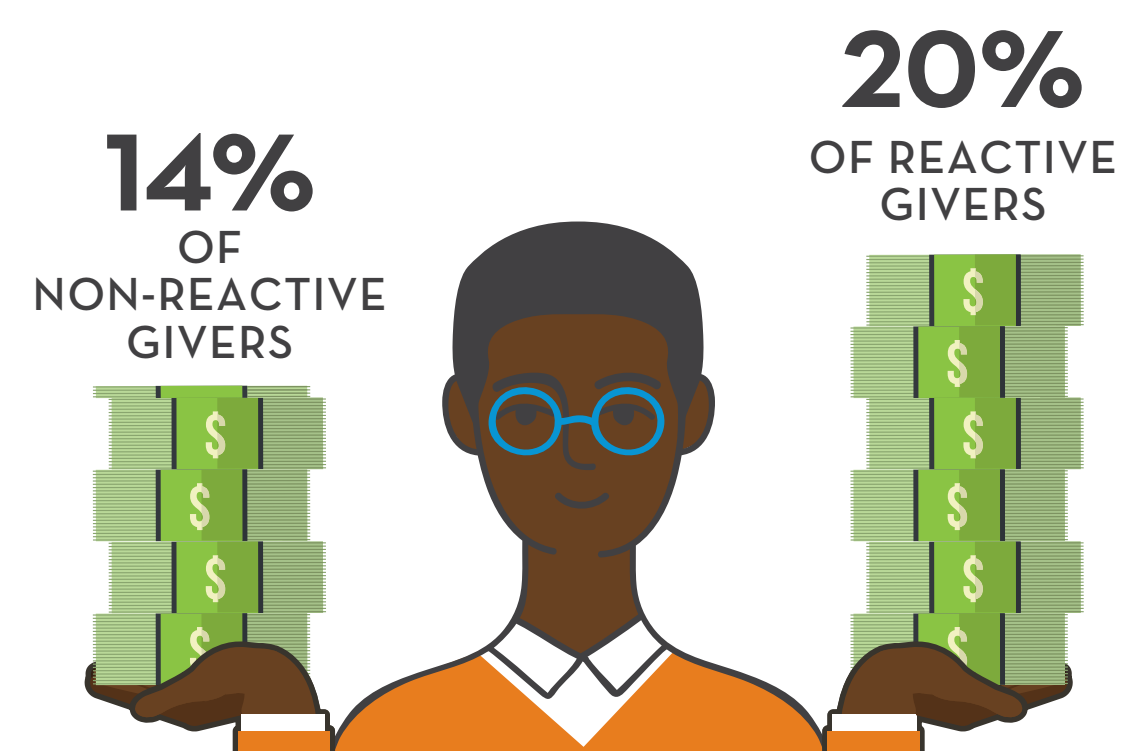
Reactive giving by generation

Generation Y and Z are the most likely to give reactively.



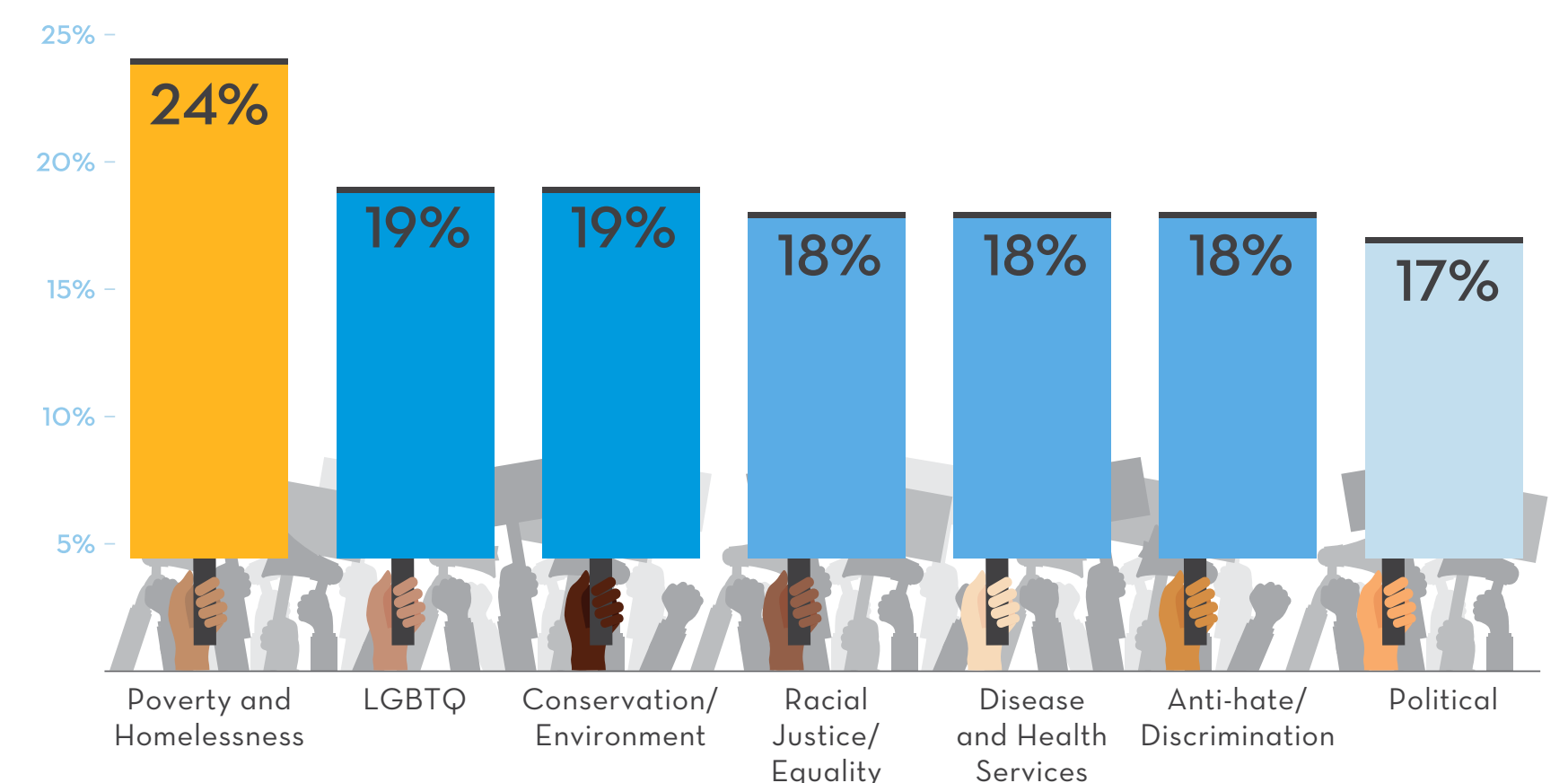
African-American donors

Non-white reactive donors were twice as likely as white donors to respond to a direct request from a person or organization – showing the power of direct outreach to this community.



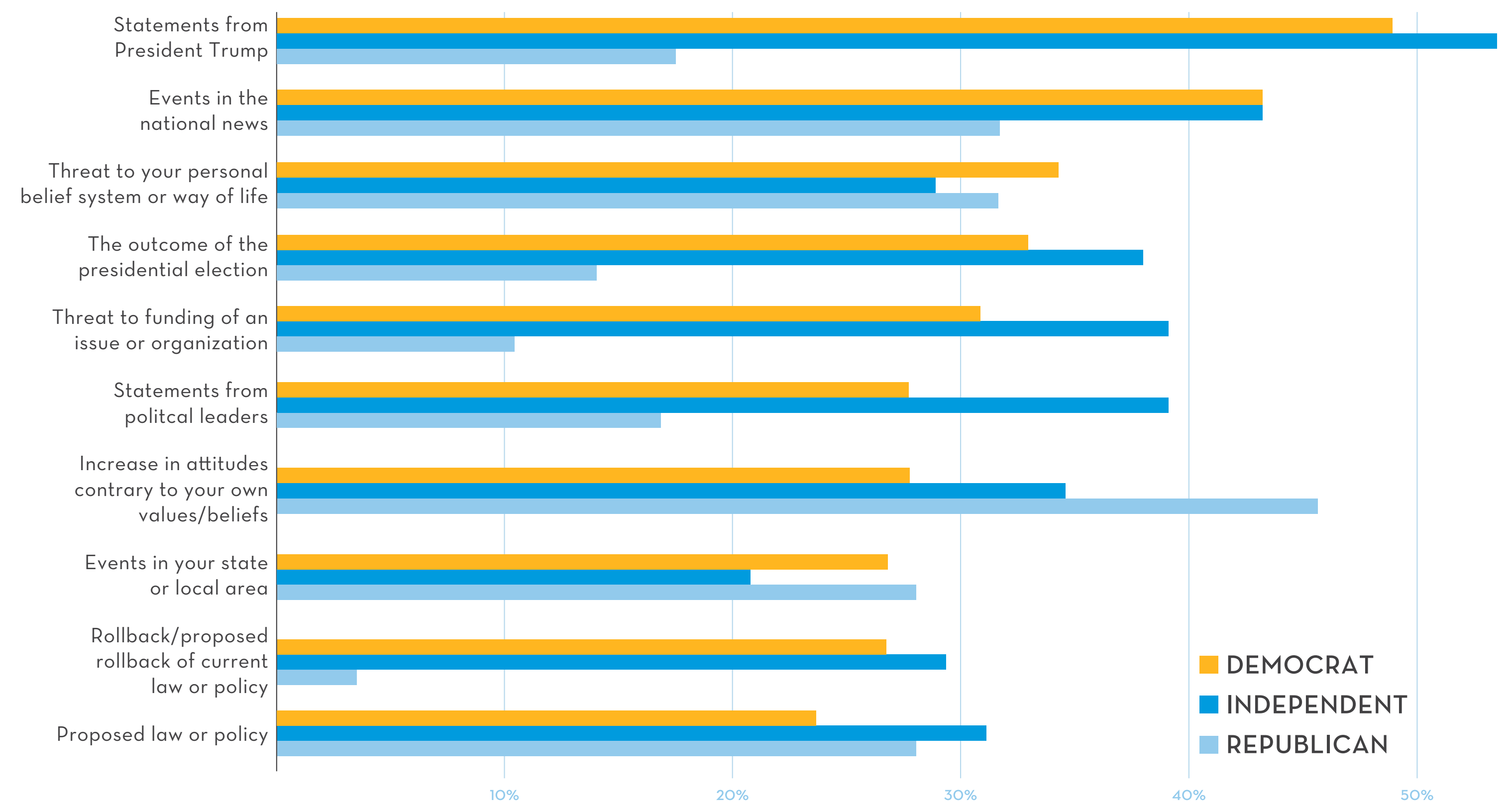
Reactive giving by cause

Not surprisingly given the political affiliations of 2017's reactive givers, progressive organizations and non-partisan organizations benefitted the most from reactive giving.



Motivations for reactive giving through the lens of political affiliation

From a political persuasion, while a majority of reactive givers (53 percent) claimed Democratic affiliation, it's interesting to note that still 16 percent identified as Republican – with the other third (32 percent) claiming no party affiliation.



21%

PERCENT OF DONORS WHO REACTIVELY GAVE TO A CAUSE IN 2017

