



GOING THE distance

Donor loyalty has never been so important, so, are donors being loyal? Exclusive research from **FAST.MAP** finds whether and why donors go the distance with their charity

Donors are staying true to their charities – or at least, that’s what they’re telling pollsters.

Almost half of UK donors have been supporting their chosen charities for more than a decade and seven out of ten have remained loyal for more than five years, according to research from fast.MAP.

This represents an increase in loyalty over recent years. In 2005 just 22 per cent of donors surveyed said they had been with their charity for more than ten years, reaching 47 per cent in 2009 and peaking, last year, at 48 per cent.

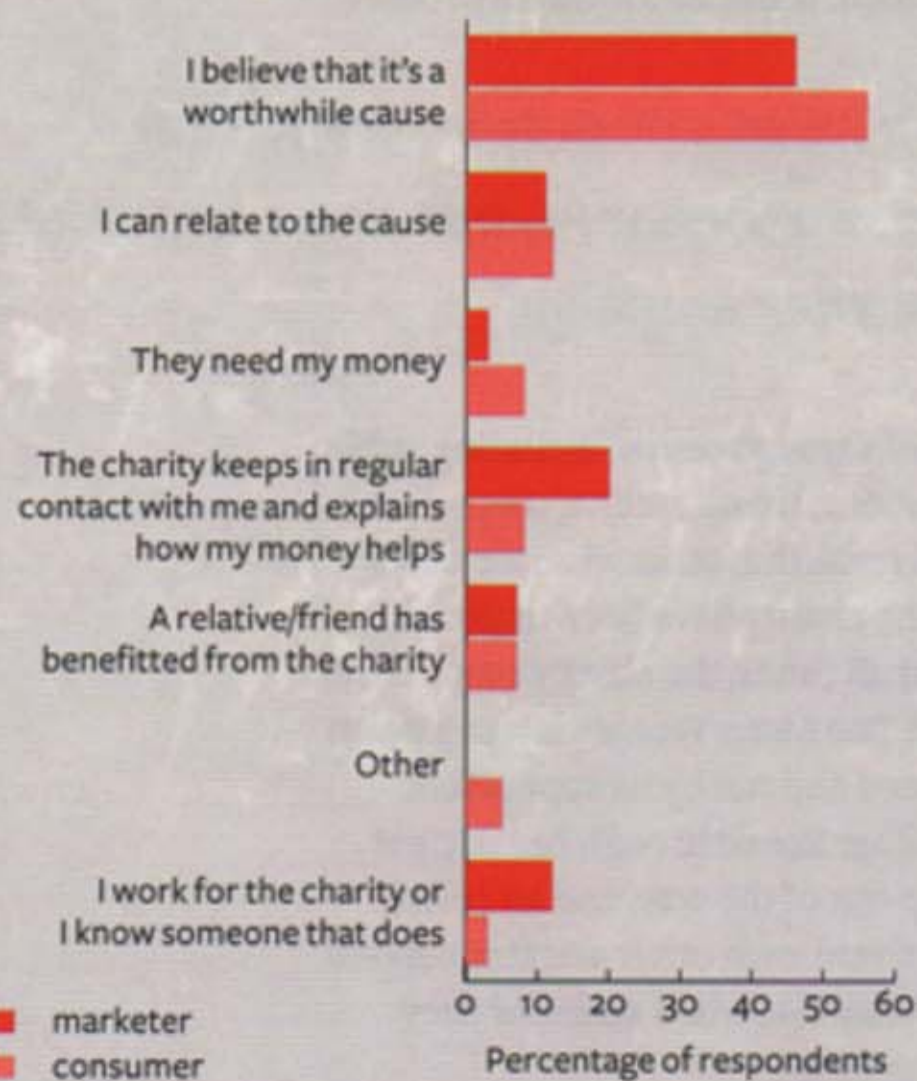
Shorter-term loyalty is even stronger, with around 80 per cent of donors reporting that they have been giving to the same charity consistently for

the previous three years.

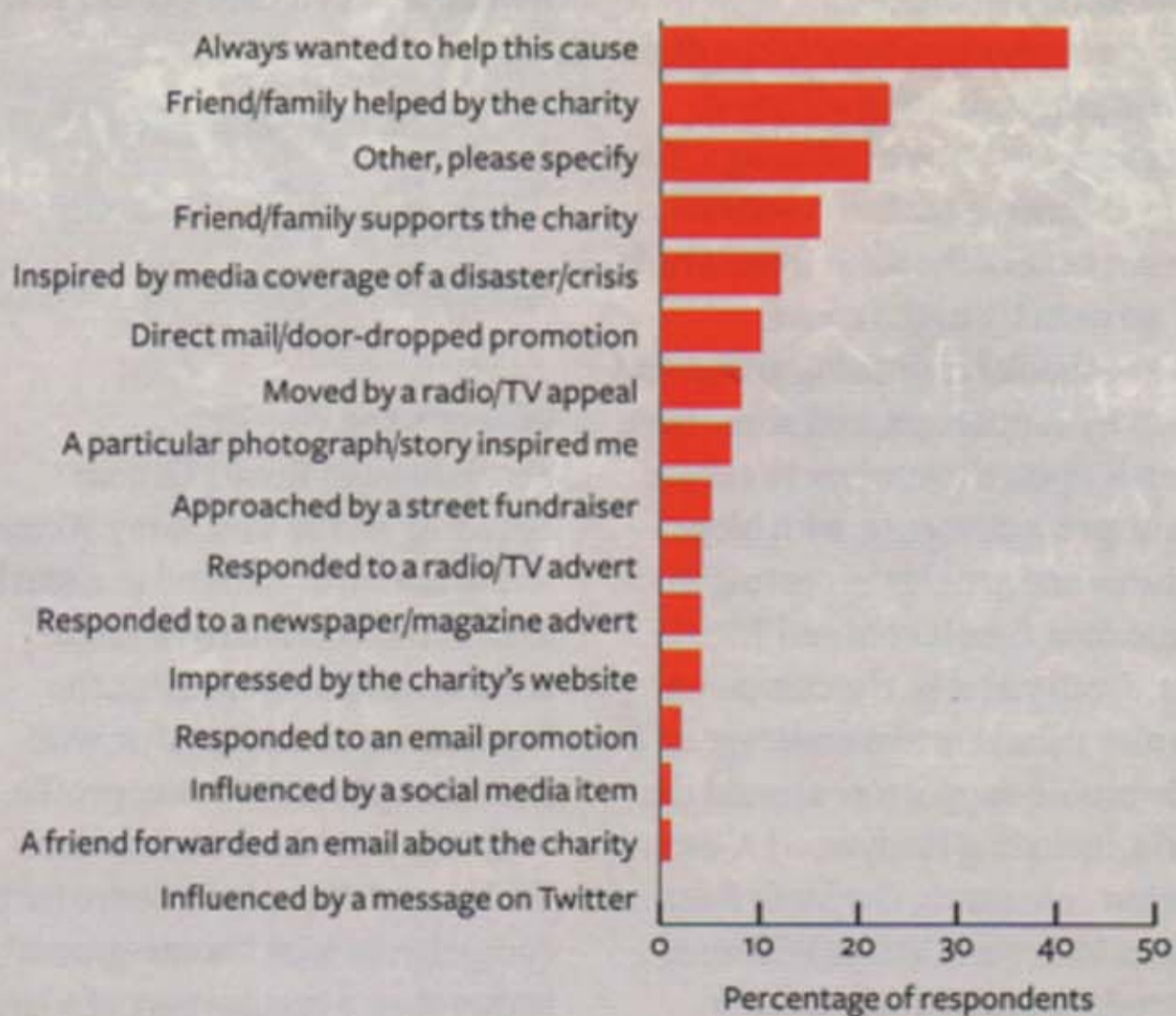
As for the reasons for staying with a charity, the majority of donors said they did so because they feel the cause is worthwhile – which, incidentally, is what marketers predicted they would say. However, fundraisers over-estimated the importance of the charity keeping in contact with donors and informing them of the impact of their donation. Less than one in ten donors said this type of communication motivated them to remain loyal to a charity, whereas marketers expected 20 per cent of donors to identify this as a critical issue.

Relating to the cause was the second-most cited reason that donors used to explain their loyalty.

Why do you still donate?



What moved you to donate to charity?



SOURCE: FAST.MAP MARKETING-GAP, OCTOBER 2010

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Why did you stop giving to your charity?

	2010	2005
Couldn't afford it anymore	45%	36%
Other	23%	17%
It wasn't clear to me how my money was helping	22%	12%
Another charity seemed like a more worthwhile cause	13%	-
I decided to support a different charity sector	12%	-

About the study

The sixth *fast.MAP Marketing-Gap Tracking Study* was carried out in October 2010 by fast.MAP among a panel of 1,430 consumers whose profile echoes that of the UK's demographic and simultaneously among a panel of more than 200 fundraisers and marketers.

In the first place

With regard to what motivates donors to give in the first place, givers emphasise their own inclinations and the impact of their relationships.

Two out of five donors said that they had always wanted to give to a particular cause anyway. Nearly a quarter cited the fact that a friend or relative had been helped by the charity, and 16 per cent said they were influenced by their loved ones' own involvement with that charity.

General media coverage appears to be a strong motivator, with this being particularly important for crisis appeals. Donors don't recognise social or digital media

as a personal motivation for giving. None were inspired to give due to Twitter and the inspirational power of charity websites seems also to have little sway, with just 4 per cent of donors citing this as a motivation – though this is double the proportion who said a charity's website prompted them to give in 2009.

Falling behind

While in 2009 a third of donors said they stopped giving to a particular charity, this fell – marginally – to 30 per cent last year.

As has been the case since 2005, being unable to afford the donation topped the reasons donors gave

for ceasing their gift. However, people clearly felt richer last year; in 2009 more than half of donors said affordability was the key issue in ending their gift, whereas in 2010 this fell to 45 per cent – still significantly above the lows of 2005, when just over a third blamed financial circumstances.

But while donors say that communication about the impact of their gift does not buy their loyalty, a much higher proportion cite that exact same issue for deciding to stop donating. In 2010 nearly a quarter said that a lack of clarity about the impact of their gift made them stop giving, well up from one in eight in 2005. ■

What do you know about your supporters?

Optimise your website to reduce donor acquisition costs

- Usability testing
- Donor journeys
- User tracking and segmentation

Find out how you can increase donations in our latest White Paper
www.gossinteractive.com/charity

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