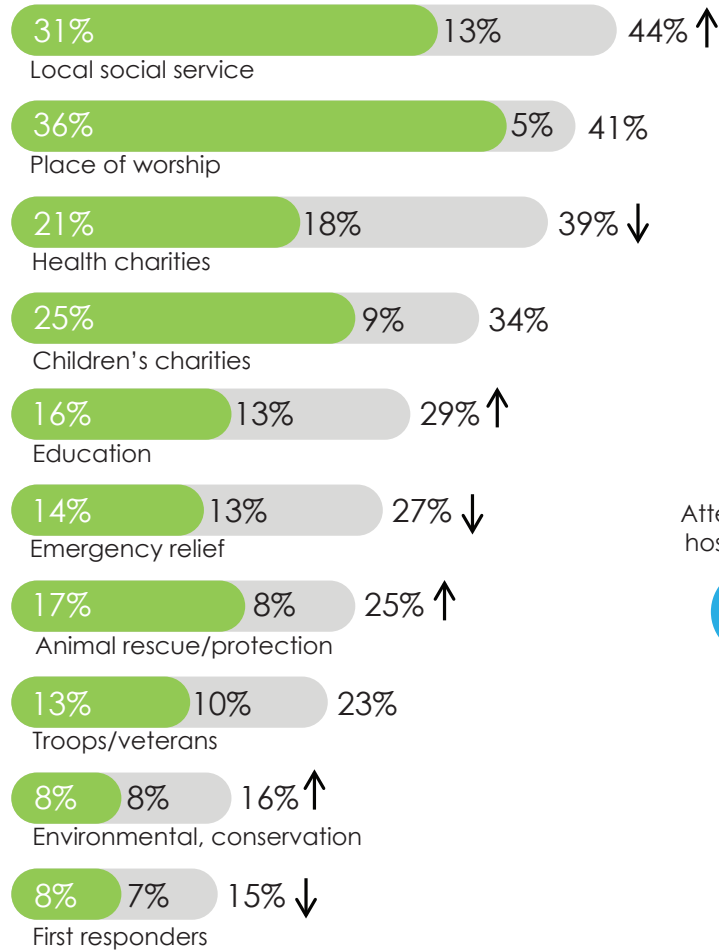


How Do Americans Donate to Causes?

Donors are engaged in supporting causes important to them through many different channels.

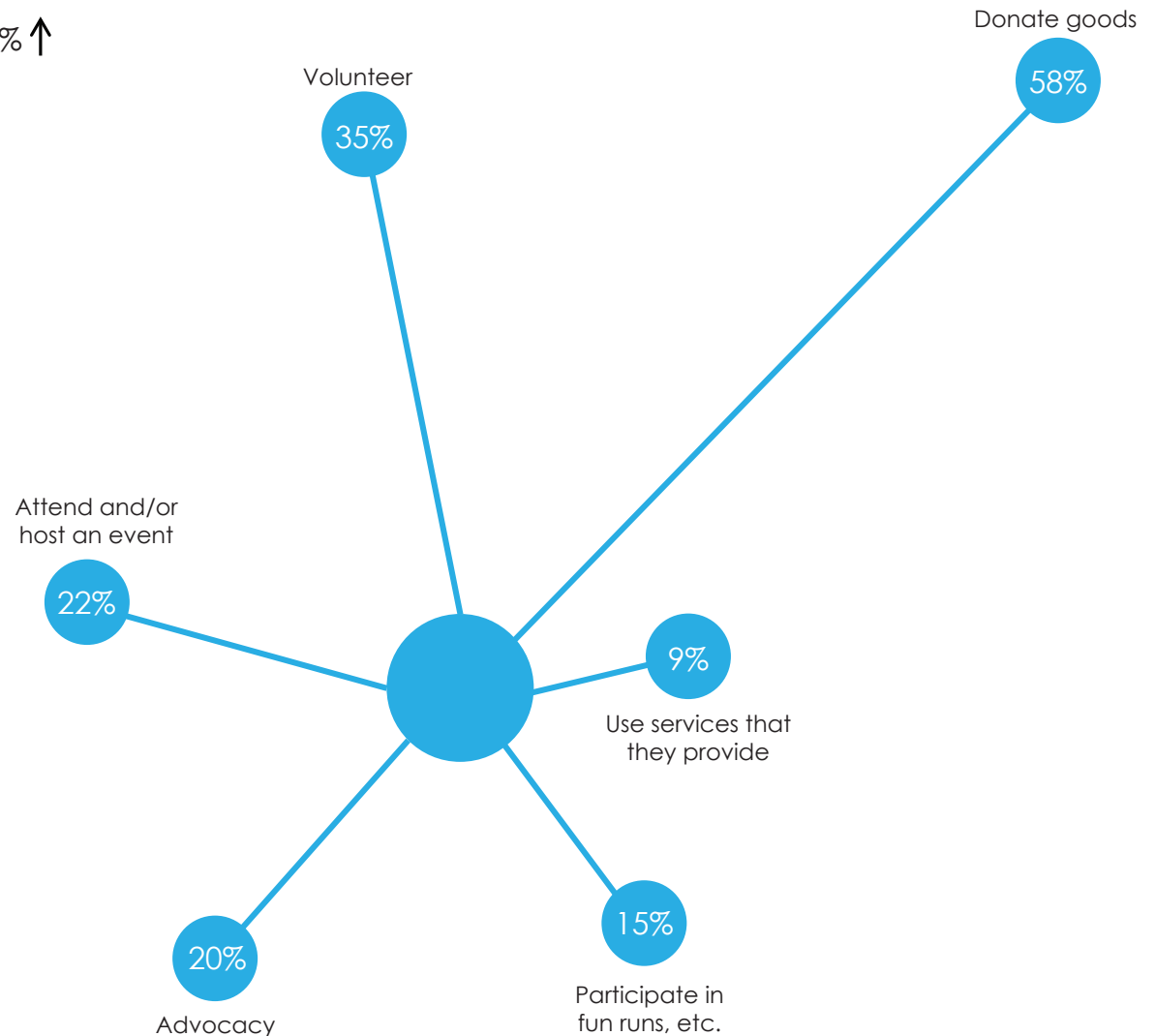
Monetary Donations



● Priority cause ● Overall cause

Arrows indicate statistical significance between 2010 and 2013.

Other Ways Donors Support Causes



The Next Generation of American Giving. Blackbaud, August 2013.

Commissioned by Blackbaud, Edge Research conducted an online survey of 1,014 U.S. donors. A sample of adults aged 18+ was drawn from a national survey panel of more than two million households. The deployed and incoming sample was controlled to be U.S. Census representative, and qualifying participants reported that they had made a monetary donation to at least one nonprofit organization/charitable cause within the last 12 months (excluding trade union, children's school, alma mater, and place of worship). The survey was in the field May 13-24, 2013. Copyright © 2013, The BAM ALLIANCE.



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