

Donor Segments

In May, 2010, the *Money for Good Project*, a study initiated to understand consumer preferences, behaviors, and demand for impact investment products and charitable giving opportunities, stated that; “statistically, donors break out into six behavioral segments.”

These **Six Donor Segments** are as follows:

Repayer

“I give to my alma mater.”

“I support organizations that have had an impact on me or a loved one.”

Casual Giver

“I primarily give to well known nonprofits through a payroll deduction at work.”

“I donated \$1,000 so I could host a table at the event.”

High Impact

“I give to the nonprofits that I feel are generating the greatest social good.”

“I support causes that seem overlooked by others.”

See the Difference

“I think it’s important to support local charities.”

“I only give to small organizations where I feel I can make a difference.”

Faith Based

“We give to our church.”

“We only give to organizations that fit with our religious beliefs.”

Personal Ties

“I only give when I am familiar with the people who run an organization.”

“A lot of my giving is in response to friends who ask me to support their causes.”

Note: The “Repayer” segment has the largest number of donors; the “Personal Ties” segment has the largest amount of donations.