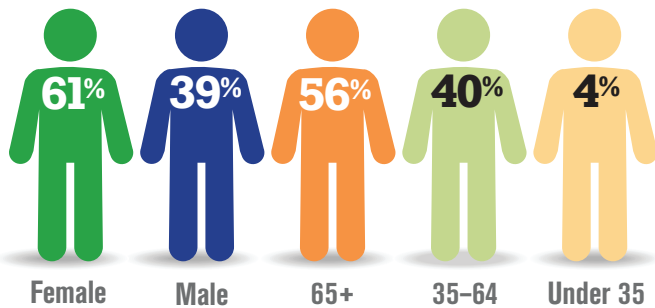


Today's Nonprofit Donors

Donors across the U.S. and Canada shared their impressions in the 2021 Burk Donor Survey by Cygnus Applied Research.

Who was surveyed?



20% of respondents are motivated to give more to nonprofits whose performance impressed them

What impacts donor support?

81% pull back if admin costs appear too high

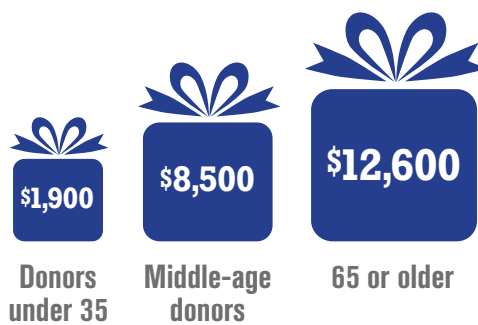
78% conduct research before giving

73% reduce if fundraising costs are high

67% are more likely to reduce support when solicited too frequently

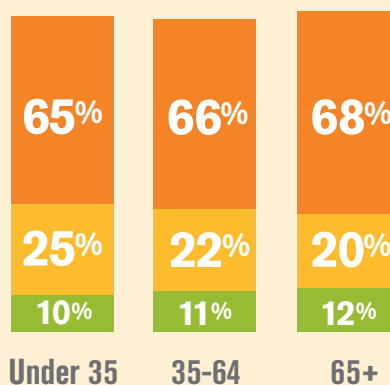
50% prefer to receive information via email

Average Gift Value



Donors indicated that they planned to give more

How important are appeals?



- All donations I made were the result of appeals.
- Some donations I made were the result of appeals
- Did not respond to fundraising appeals. All my donations were unsolicited.

Contact your local Allegra today.
Your Local, Single Source for Strategic Marketing and Print Communications with Measurable Results.



Distributed by an independently owned and operated Allegra® business.