

Today's Best Donors

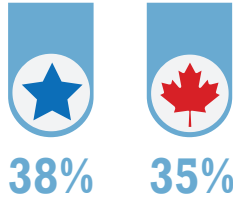
More than 20,000 donors in the United States and Canada shared their impressions in *The 2017 Burk Donor Survey* by Cygnus Applied Research. Here's a look at what they said.



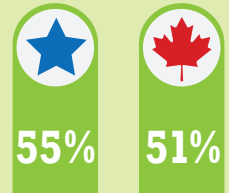
Ability to Give



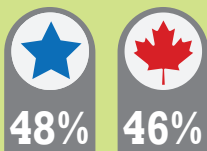
Could have given more



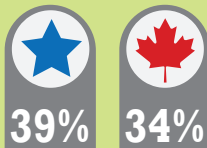
How many donors research before giving for the first time?



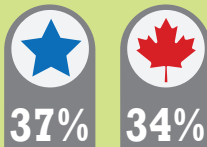
How Donors Give



Direct Mail

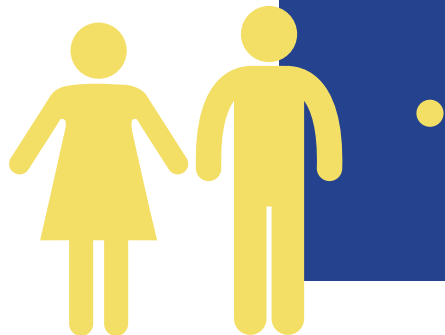


Online

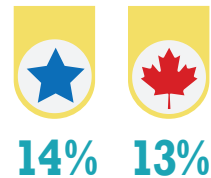


Recurring Gifts

In Person Requests



Gave with direct, in person request



Under 35 Get Social



Gave via social media last year

Token Gifts



Donors who say stop sending gifts



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Source: *The Burk Donor Survey, Where Philanthropy is Headed*, Penelope Burk, Cygnus Applied Research, Inc., September 2016