

**Just giving?**

**Insights into individual fundraising from JustGiving data**

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# Individual fundraising

21m people raised £1.5 bn since 2001

## Benefits for charities

- Cost-effective
- Endorsement of charity
- Personal solicitation/ messages

## Benefits for fundraisers

- Personal reward/ enjoyment



*I'm running the 2014 London Marathon for Cancer Research UK because of their relentless pursuit to cure cancer*



*I'm shaving off my hair with Jacobs friends for Leukaemia & Lymphoma Research because we want to support Jacob.*

# Just giving?

- What do donors care about?
- Standard (economic) models of giving
  - Donors care about the good cause
  - Donors care about how giving makes them feel (“warm glow”)
- Individual fundraising – it’s personal, it’s social
  - Donors care about the fundraiser and how much the fundraiser raises (“relational warm glow”)
  - Donors care about how much other donors give

# Analysis of JustGiving fundraisers and donors

- 2009 30,000 donors surveyed about Gift Aid reform
  - 2010 – 2012 15,000+ London marathon fundraisers
  - 2011 – now 100,000+ fundraisers with first page in 2010
  - 2012 – 2014 40,000+ fundraisers with a FB link
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- Questions
  - What is the motivation of the fundraisers?
  - What is the effect of the personal relationship between the donors and fundraisers?
  - How are donors affected by other donors?

# What determines how much donors give?

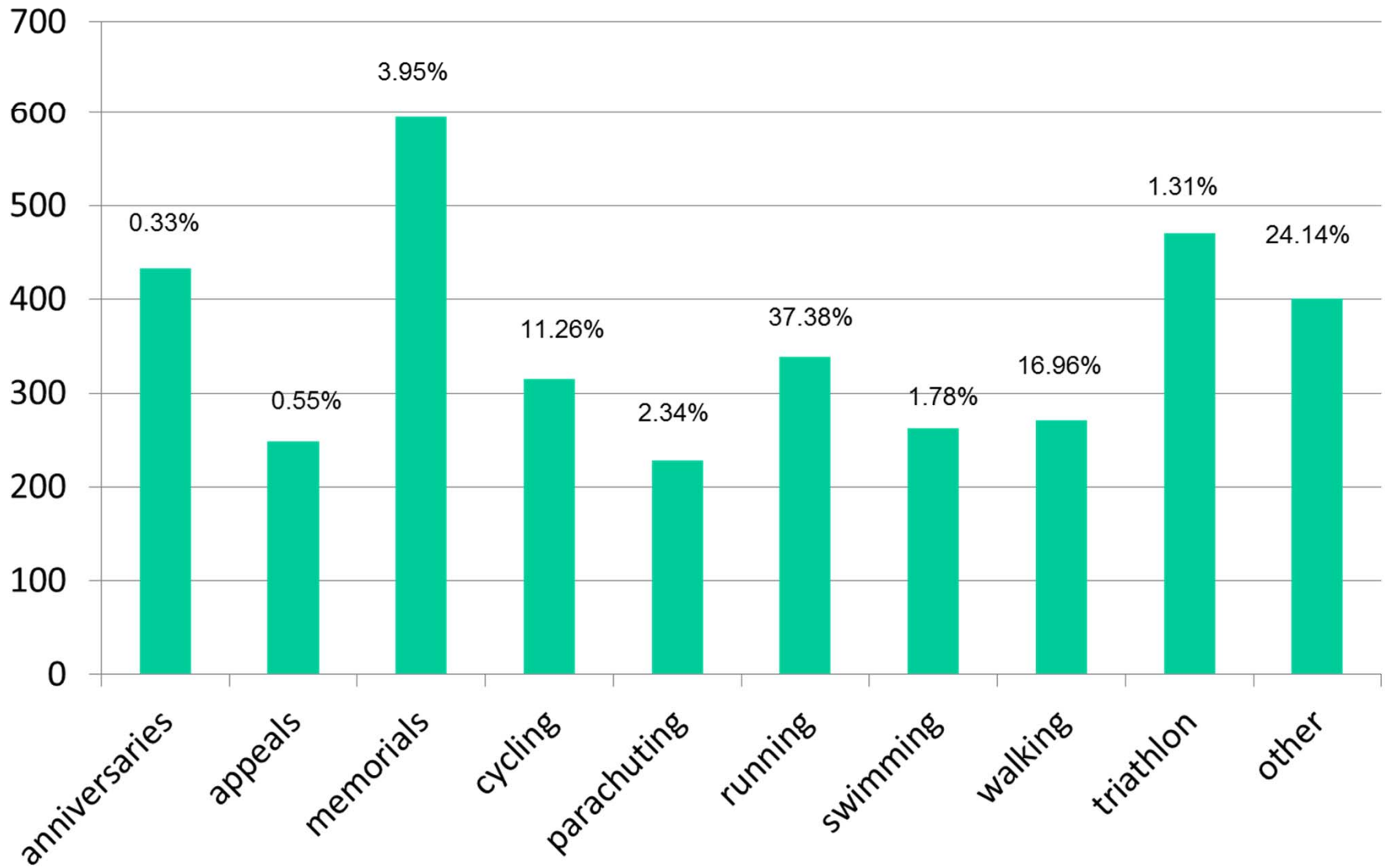
	Very important
A sense that my money will be used effectively	56.1%
The charity's cause or mission	45.1%
My income and what I can afford	45.3%
A personal connection to the fundraiser	41.5%
The fundraiser's reason for fundraising	38.0%
The reputation of the charity	32.7%
Tax relief (e.g. Gift Aid)	21.7%
Type of fundraising event	14.4%
The name of the charity	14.1%
The amount the fundraiser is seeking to raise	3.3%
How much other people have given	2.7%
An amount suggested by the fundraiser	1.4%

# Key factors

- Individual fundraising strategy
  - Choice of event
  - Fundraiser's motivation
  - Target setting
- Personal connections between donor and fundraiser
- Donor interaction

Key factors: The event

## £ amount raised (% pages)





Key factors: Fundraiser motivation

## Individual-led versus mass event fundraising

**Lone fundraiser**

**Mass fundraiser**

## Individual-led versus mass event fundraising

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- High level of motivation/  
commitment to cause

### Mass fundraiser

- May be drawn in by the event

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Are there differences in how much is raised?

## Individual-led versus mass event fundraising

	% Sample (FRs)	Number of donations per FR	Total amount raised per FR	% FRs who fundraise again
Individual-led	17.1%			
Mass event	44.8%			
Charity mass event	38.1%			

Individual-led: individual is the sole FR in a unique event

Mass event: many fundraisers, many possible charities (London marathon)

Charity mass event: many fundraisers, one charity (Race for Life)



## Individual-led versus mass event fundraising

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Individual-led	17.1%	25	£853	
Mass event	44.8%	22	£588	
Charity mass event	38.1%	16	£439	

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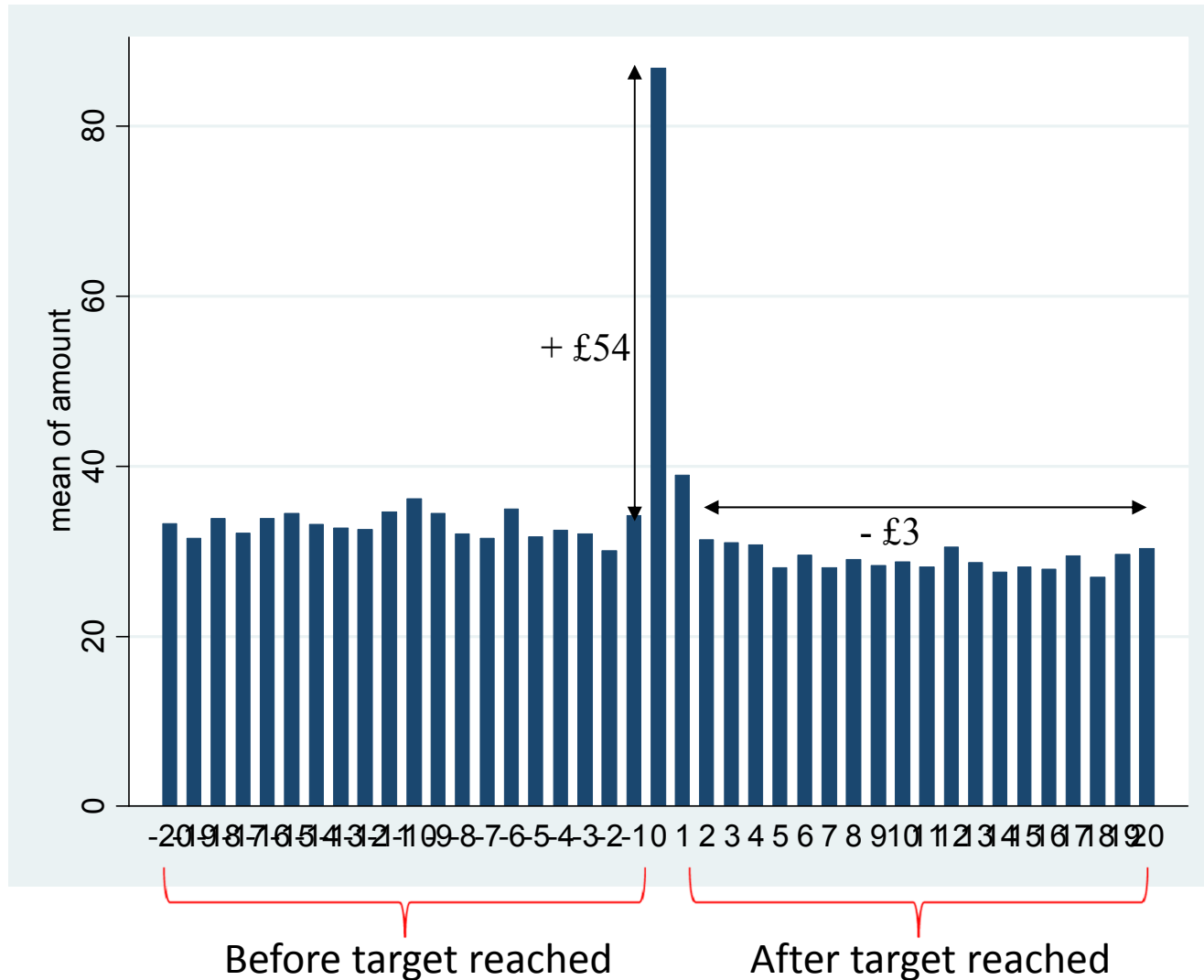
Charity mass event: many fundraisers, one charity (Race for Life)

Key factors: The target

## The target

- Most fundraisers set a target
  - Pages with a target raise significantly more than pages without (+ £140)
  - Pages with targets get more donations (+5) and larger donations (+£2.50)
  - Donors give less once the target has been reached

# Profile of donations around the target



0 = first donation to take total over target

Key factors: Personal connections

## Personal connections

- Most donations to a fundraising page come from the fundraiser's existing social group
- Of those asked to give (survey of 17,000):
  - 96% had been asked by a friend (67% always gave)
  - 89% had been asked by a colleague (48% always gave)
  - 84% had been asked by a family member (87% always gave)
  - 70% had been asked by a charity representative (9% always gave)
- Social group size varies widely across fundraisers.
- How many Facebook friends do fundraisers have?
- 10<sup>th</sup> percentile = 82; 50<sup>th</sup> percentile = 251; 75<sup>th</sup> percentile = 701

## Personal connections

- The size of the fundraiser's social group makes a difference
- People with larger social groups receive more donations
  - 250 versus 100 Facebook friends: One more donor
- But the average donation size is smaller
  - 250 versus 100 Facebook friends: Each donation is £1.30 smaller
  - The first donation is smaller, the maximum donation is smaller
  
- What is going on?
- Each individual donor matters more in a smaller group (less free-riding)
- Personal connections are stronger in smaller groups
- Fundraisers (can) invest more effort in smaller groups

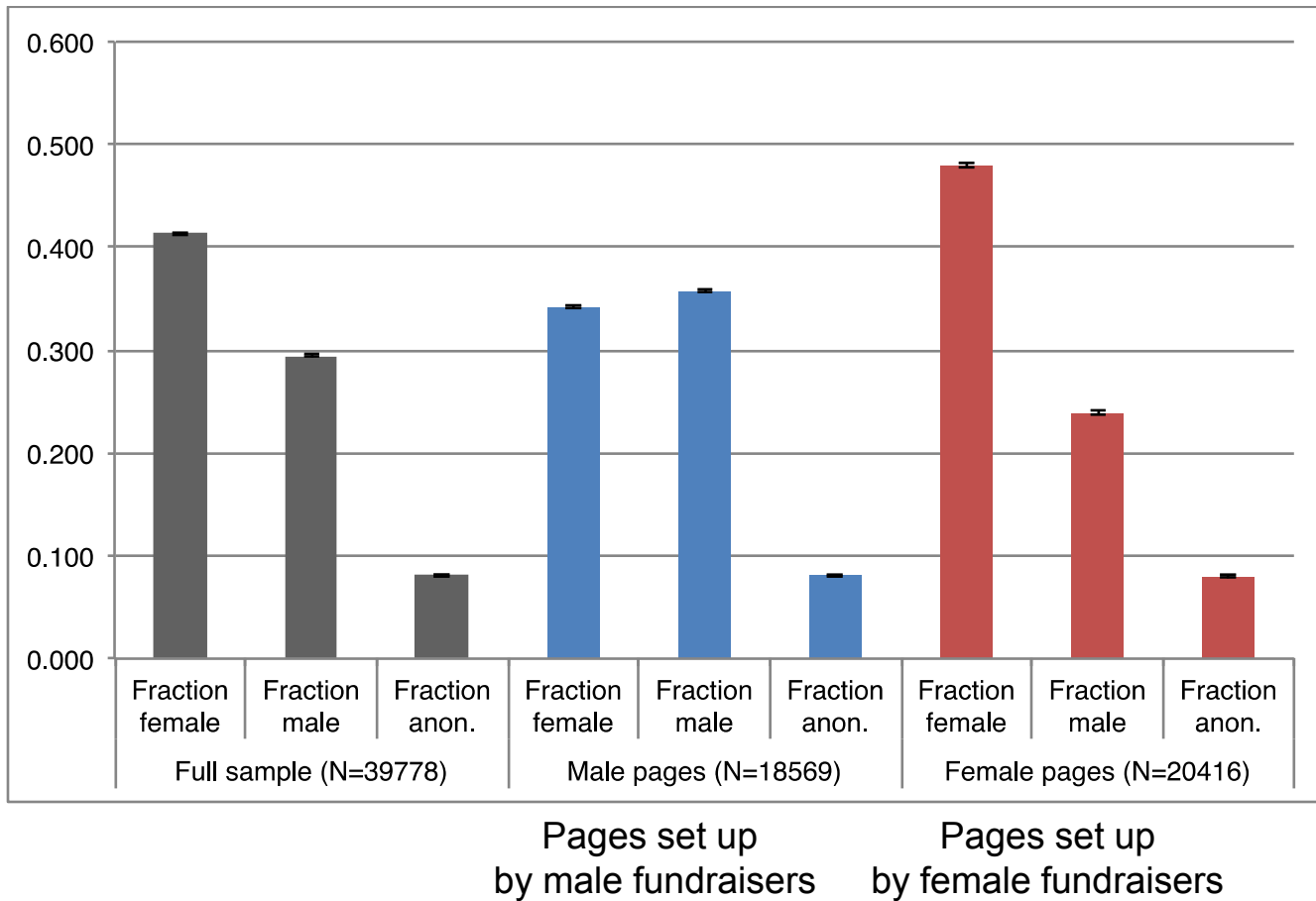


## Key factors: Donors

- Gender
- What other donors do

# Women are the majority of donors

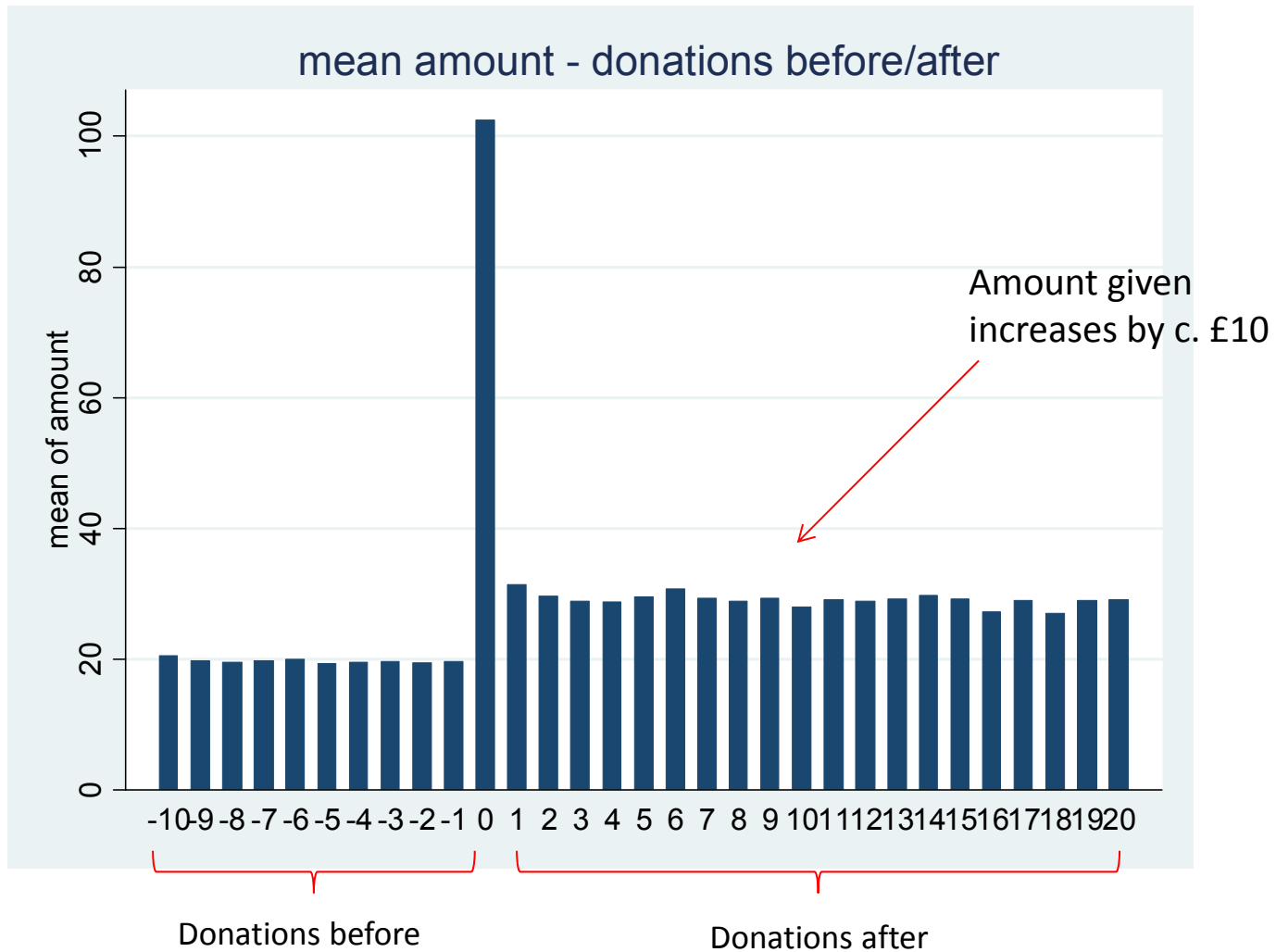
Gender of donors on Justgiving fundraising pages



Female donors give less on average than men (£15.3 compared by £20.0)

## Donors respond to other donors

If there is a “large” donation, it increases the amount that people give



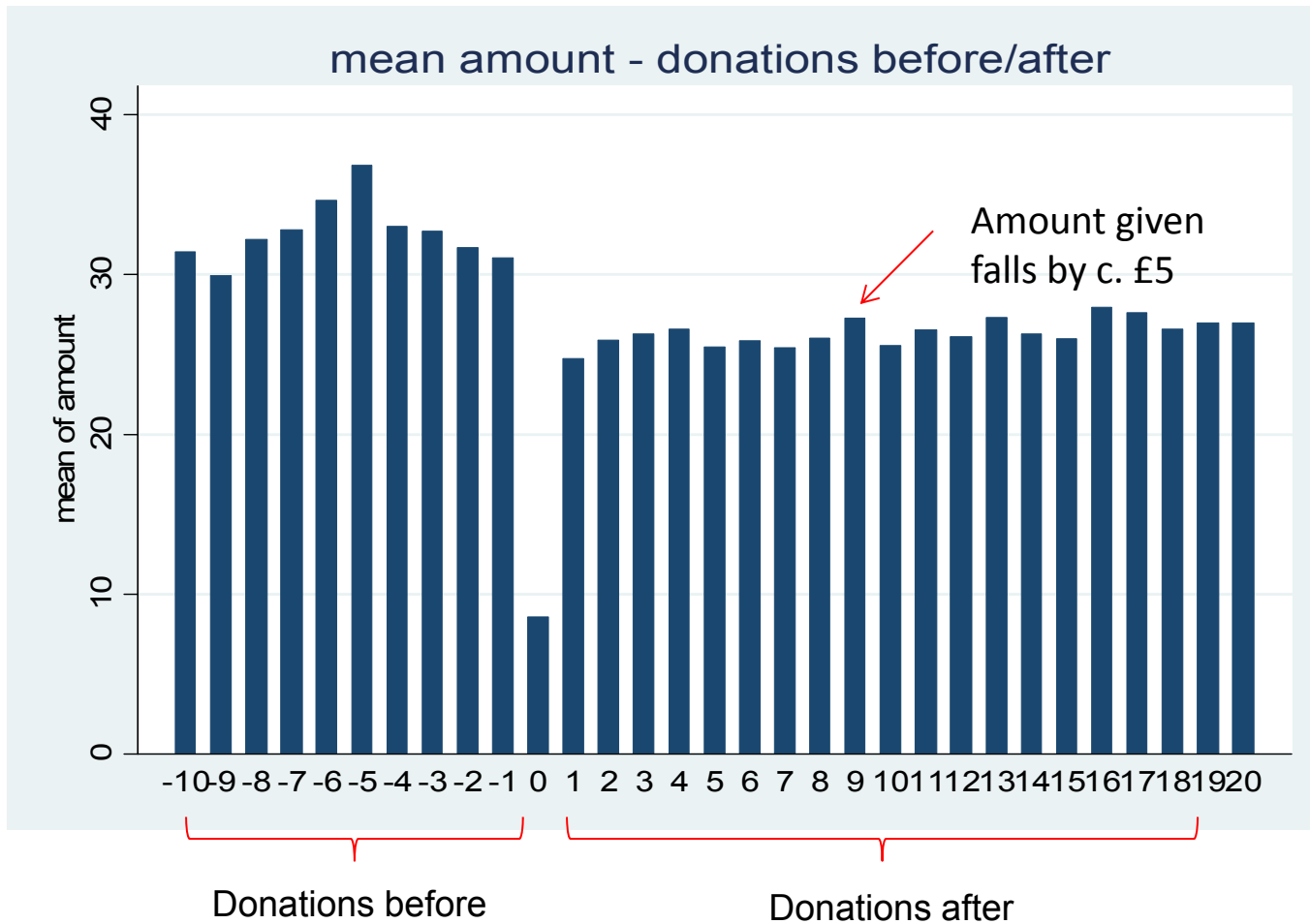
Sample of pages from  
the 2010 London marathon

## The power of large donations

- Single £100 donation will “pay back” in ten donations’ time
- Early, large donations are better
  - There is more time to pay back
  - The information value of a large donation is higher (because there are fewer other donations for people to benchmark against)

## Donors respond to other donors

If there is a “small” donation, it reduces the amount that people give



Sample of pages from  
the 2010 London marathon

## Gender differences

- Men respond significantly more than women to a large donation
- There is no difference in the response to a small donation

# Summary

- Large, rich administrative datasets are a potential goldmine for learning about donor behaviour
- Cleaning and analysis can be time-consuming; makes sense to focus on fundamental behaviours
  - Fundraiser motivation, gender differences, donor responses....
- Possible to combine with other methods (surveys, laboratory experiments and field trials) to dig deeper

Thanks for listening!