

PROFILE of a DONOR

A study of donors to the national nonprofit CARE shows that multi-channel donor engagement pays. In fact, dual channel donors, those who give online and offline, have the highest annual donor value, giving an average of \$123.29 per year.



55% OF OFFLINE ONLY DONORS ARE MEN

DUAL CHANNEL DONORS EARN THE MOST - AT A HOUSEHOLD LEVEL, 43% EARN MORE THAN \$100K



72% OF DUAL CHANNEL DONORS ARE MARRIED



DUAL CHANNEL DONORS RETURN 46% MORE VALUE THAN DIRECT MAIL ONLY DONORS



56% OF ONLINE ONLY DONORS ARE WOMEN

BOOMERS ARE ONE OF THE FASTEST GROWING SEGMENTS ON SOCIAL SITES - UP 60% FROM LAST YEAR

