

The Latest Trends in Fundraising

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Assistant Dean for External Relations

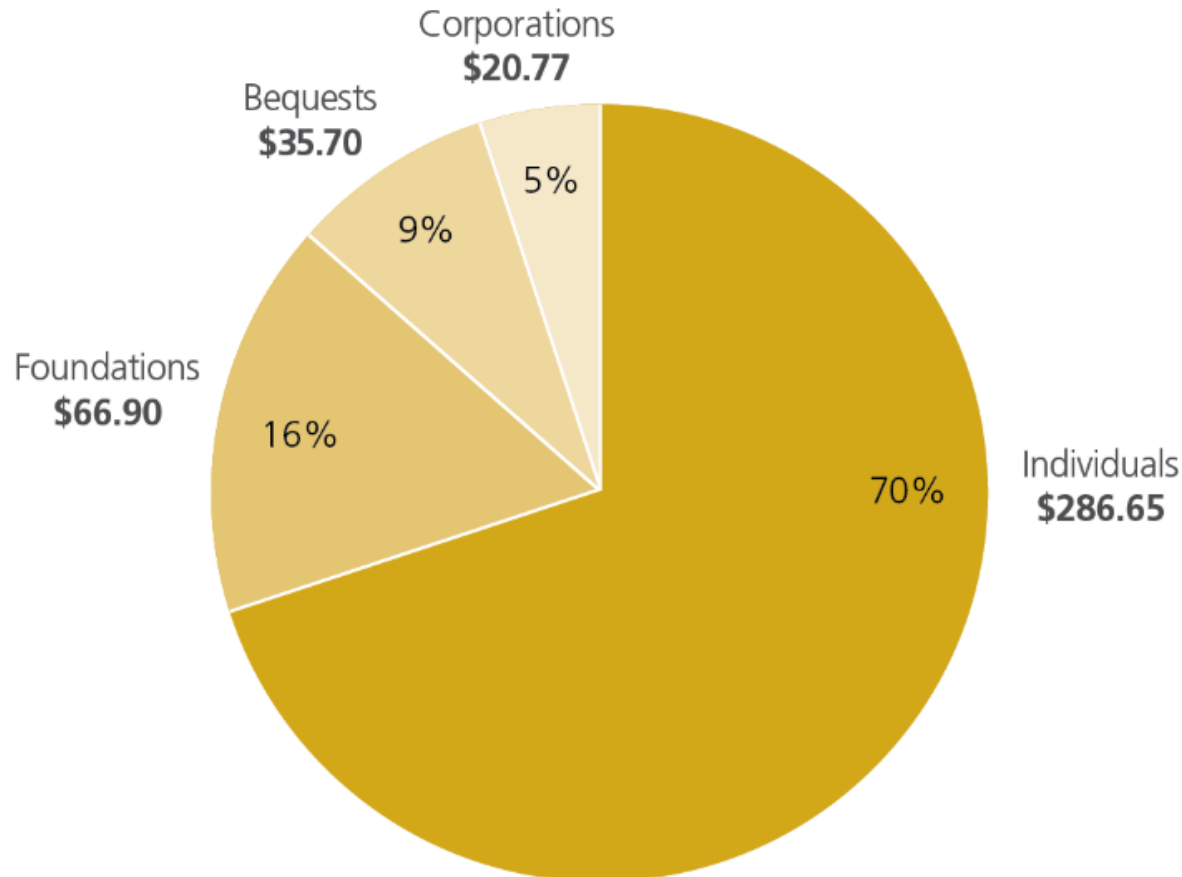


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THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY

2017 Contributions: **\$410.02** billion

by source of contributions
(in billions of dollars – all figures are rounded)



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SOURCE: Giving USA Foundation | *GIVING USA 2018*



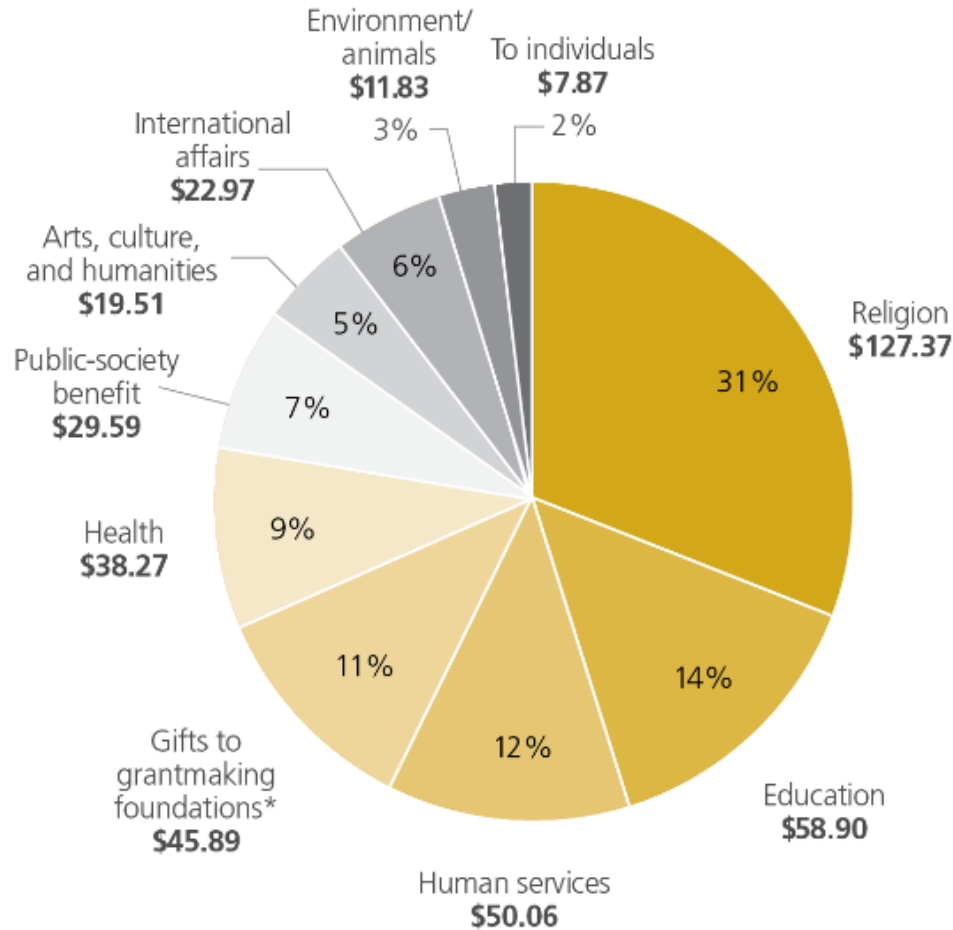
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2017 Contributions: **\$410.02** billion

by type of recipient organization

(in billions of dollars – all figures are rounded)



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Why are DAFs so popular?

- Liquidity moments and timing
- After-tax effects and ease of donating now
- Anonymity (or not)
- Note: May become even more popular with the doubling of the standard deduction.
 - Useful way to “bunch” gifts in one year to maximize ability to deduct gifts.
 - Allocate to charities on timeframe that makes sense to donors.



Three Scenarios for 2018 & 2019

The High Growth Scenario: The Tax Cuts and Jobs Act builds on the momentum generated from the strong economy at the end of 2017.

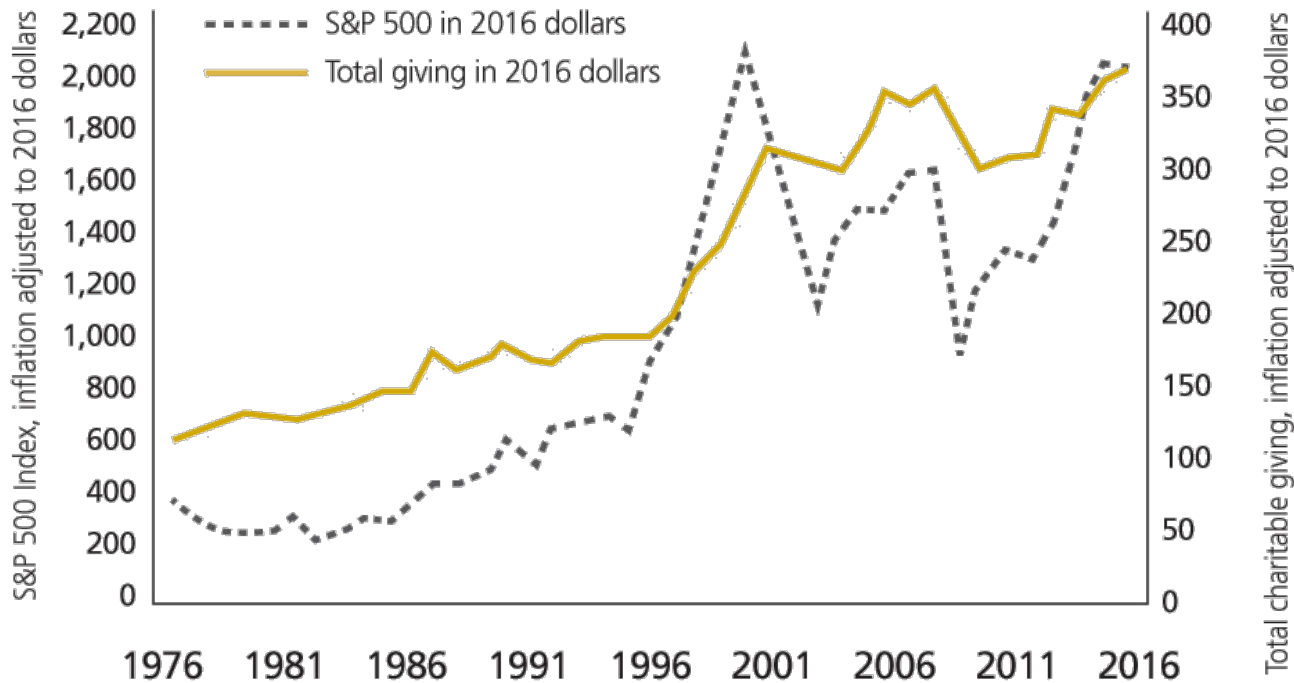
The Uneven Growth Scenario: The Tax Cuts and Jobs Act primarily benefits corporations and wealthy businesses owners with minimal trickle-down effects.

The Flat Growth Scenario: Implementation of the Tax Cuts and Jobs Act has less impact on growth, and exploitation of loopholes prevent the economy from realizing the full benefits of tax reform.

Total Giving and Standard & Poor's 500 Index

In billions of inflation-adjusted dollars, 2016 = \$100

Source: Giving USA Foundation™ | *Giving USA 2017*

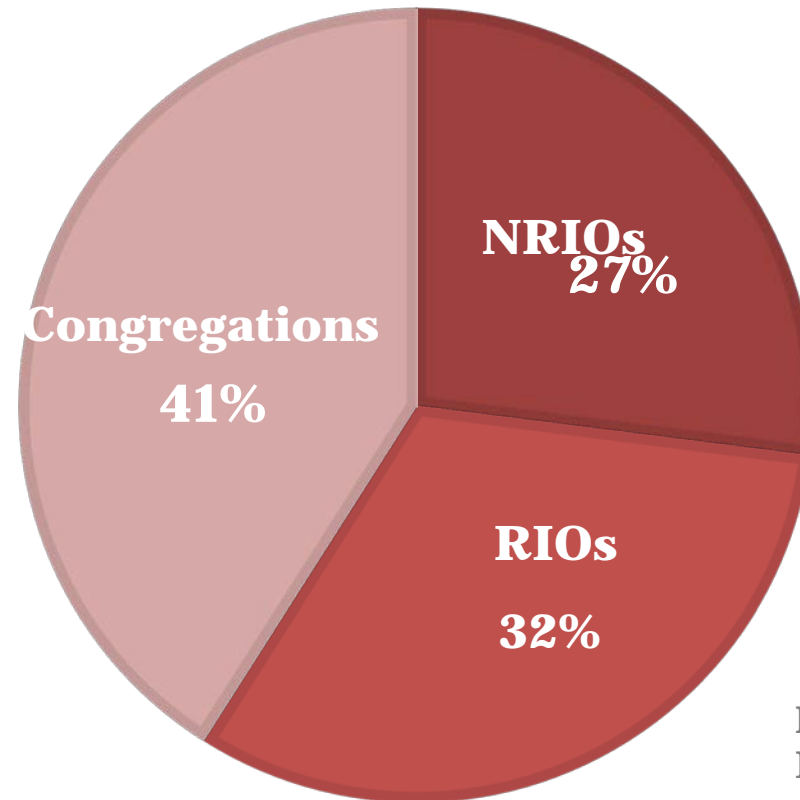


**LILLY FAMILY
SCHOOL OF PHILANTHROPY**

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The majority (73%) of Americans' charitable giving goes to organizations with religious ties: congregations as well as religiously identified organizations pursuing a variety of charitable purposes.

**DISTRIBUTION OF GIVING TO
CONGREGATIONS, RELIGIOUSLY IDENTIFIED ORGS
(RIOS), AND NRIOs**



NRIOs = Not Religiously Identified Orgs, "Secular"

Source: McKittrick, Landres,
Ottoni-Wilhelm, Hayat, 2013



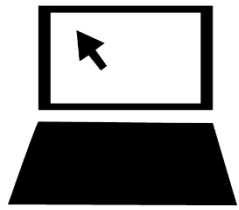
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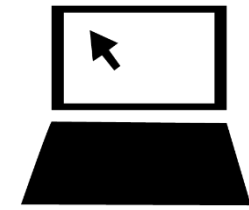
Millennials

- The percentage of families who give large amounts is much lower in the **Baby Boom, GenX and Millennial** generations compared to what it was in the **Greatest and Silent** generations
- However, among Baby Boom, GenX and Millennial families who do give large amounts, the level of giving is higher than or similar to the level of previous generations.
- **Donors down, dollars per donor up.**





Online Giving & Social Media



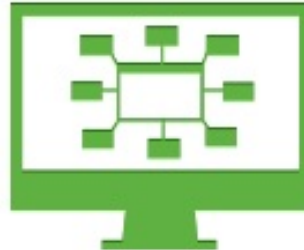
GENERIC GIVING PAGE



BRANDED GIVING PAGE



PORTAL GIVING



EMPLOYEE GIVING



PEER-TO-PEER GIVING



Source: Network for Good,
"2015 Digital Giving Index"



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Giving Tuesday: Key Finding 1

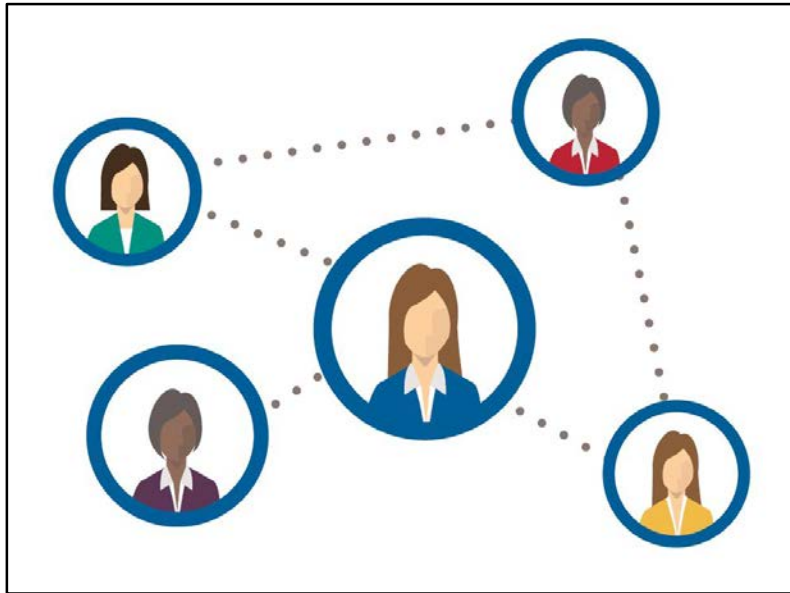
Women are more likely than men to give on #GivingTuesday



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Why do women participate more?

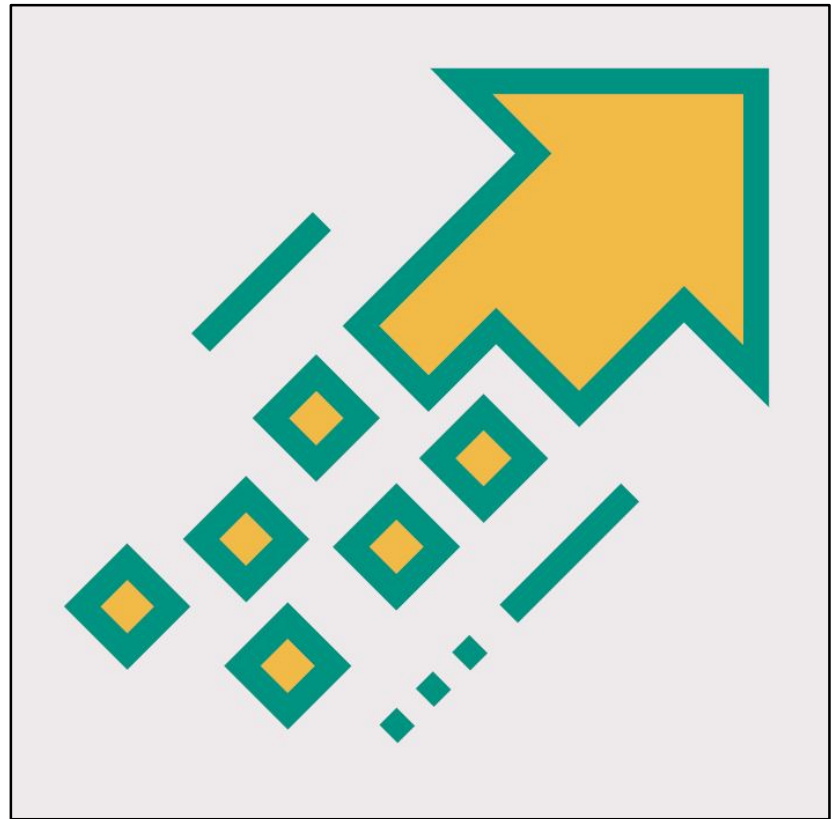


- Asked more often
- Use social media more often
- Participate in collaborative giving, distribute giving more broadly
- Use cell phones more
- Volunteer more



Giving Tuesday: Key Finding 2

Giving goes up sharply on #GivingTuesday for both men and women



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Giving Tuesday: Key Finding 3



Women and men give approximately equal amounts on #GivingTuesday; Women's greater participation means greater total donations from women



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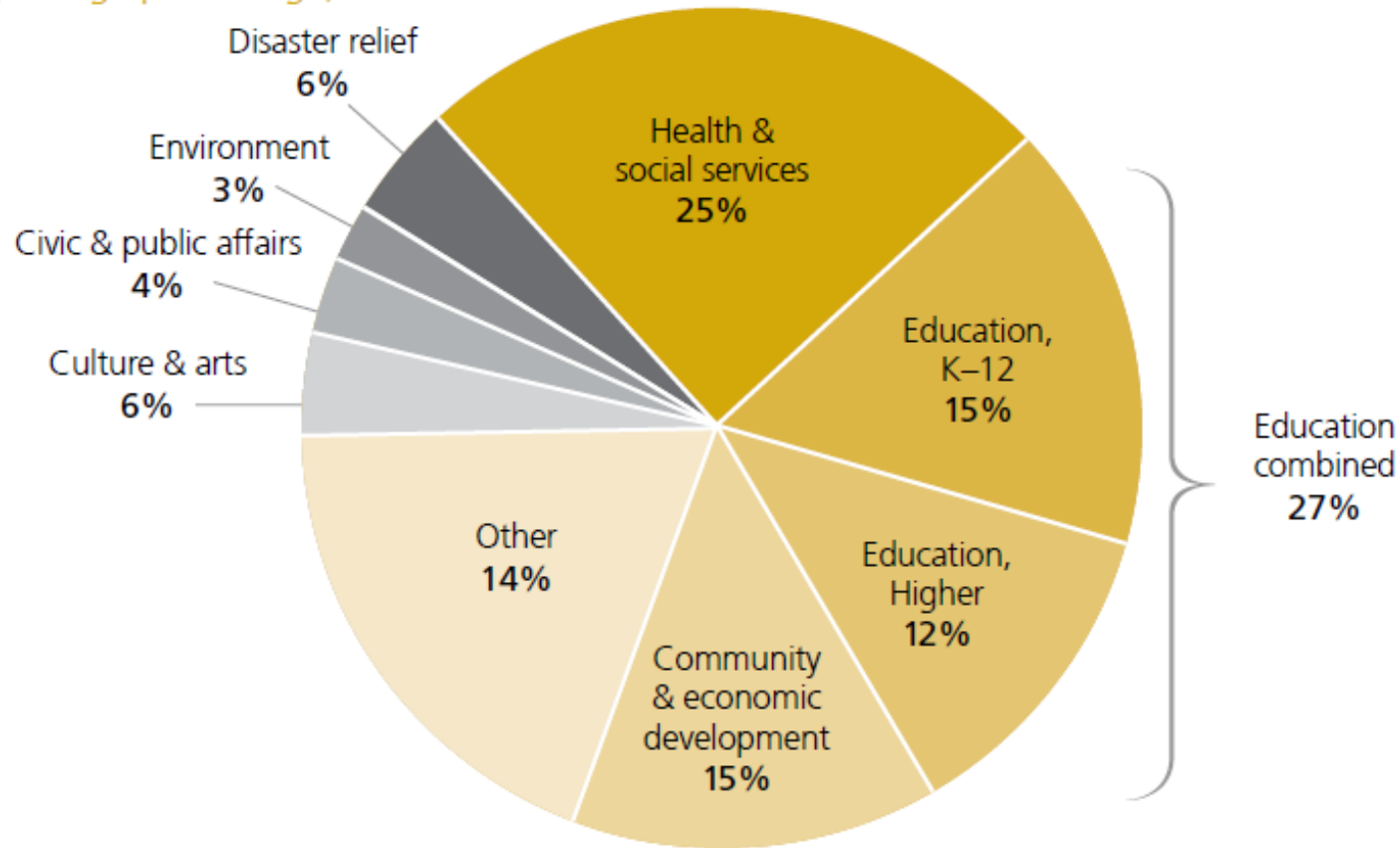
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Corporate Giving Allocations, 2017

Corporate Giving in 2017

\$20.77 billion

5% of total giving



Note: The sample size for these data was 166 companies. Note that these program areas do not correspond with *Giving USA* recipient subsectors, and thus the findings cannot be directly compared.

Data: CECP, in association with The Conference Board, 2018, *Giving in Numbers* survey on 2017 contributions, www.cecp.co

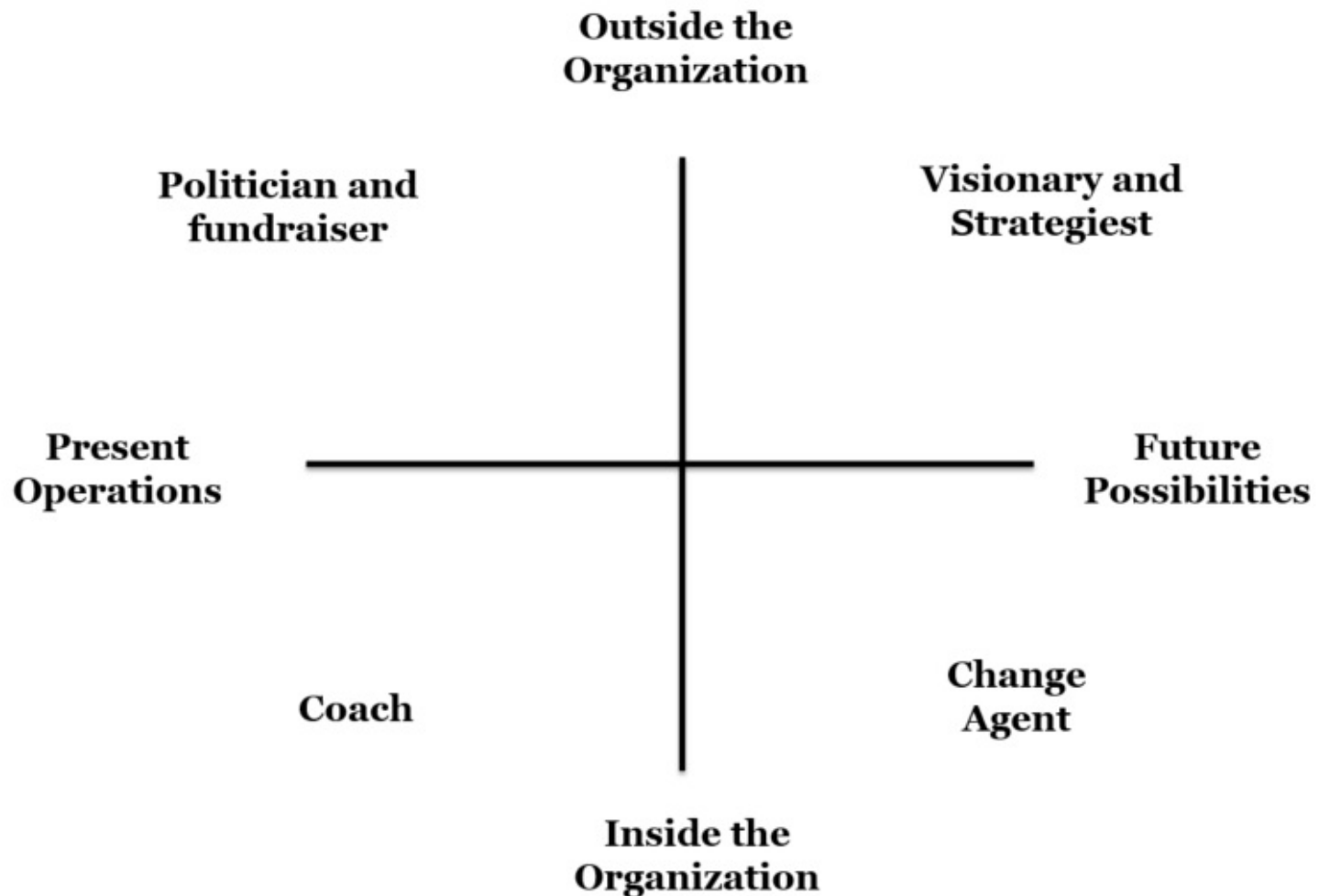
Source: Giving USA Foundation |
Giving USA 2018



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Roles of the Nonprofit Leader



Source: Nanus & Dobbs, 1999



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