

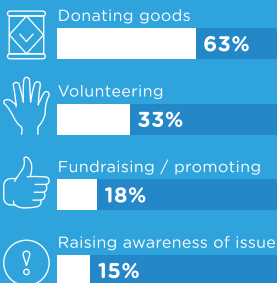
HOW AUSTRALIANS GIVE

4 in 5 Australians give financially...

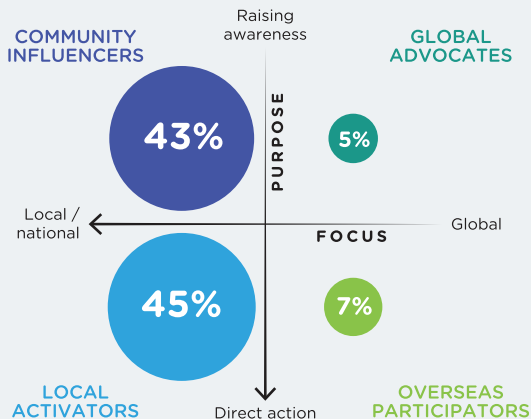


84%

Most of these support in other ways too



More have a local focus, and support activity not just advocacy

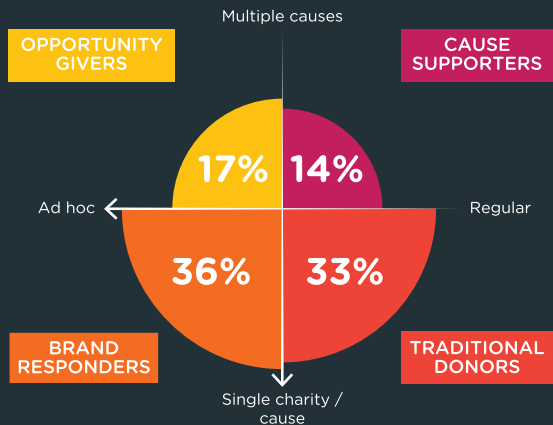


Givers are altruistic and trust matters most

MOTIVATIONS TO GIVE
Extremely / very significant



Givers are most likely to connect with a single charity / cause...



And are sporadic rather than regular givers



Health & disaster relief are the top causes

Extremely / very high priority



METHODOLOGY: National representative survey, n = 1,512.
Charity supporter survey, n = 6,625. Not-for-profit staff survey, n = 556. 4 focus groups (Syd & Mel), n = 34. Not-for-profit leadership consultation, n = 22.
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HOW CHARITIES CAN ENGAGE

It is the cause that is key...

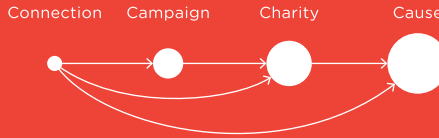
WHAT HAS MOST INFLUENCED AUSTRALIANS TO GIVE
Extremely / very important



“ The cause gets me in. It's the cause first and social media is quite important for that. ”

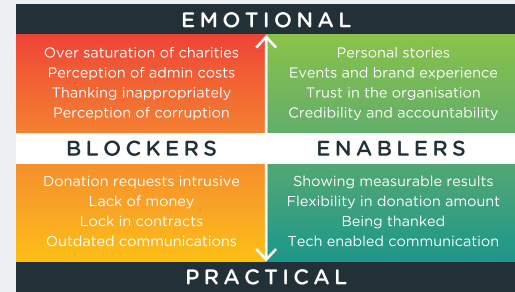
But the personal connection often engages the unaware

THE JOURNEY FROM DISCONNECTED TO DONOR



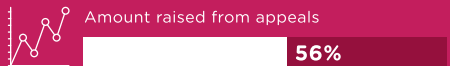
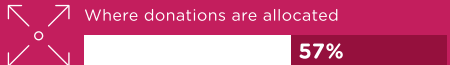
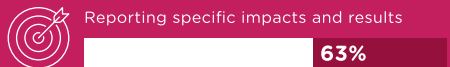
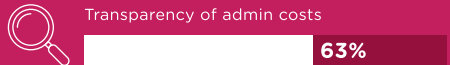
“ I like to have a personal connection... and support a particular campaign or fundraiser. ”

Blockers & enablers to charitable giving



The 5 charity essentials

Extremely / very important



One of Australia's leading NPS & NCS

scores of promoters scores of detractors
NPS = [9+10] - [0+1+2+3+4+5+6]

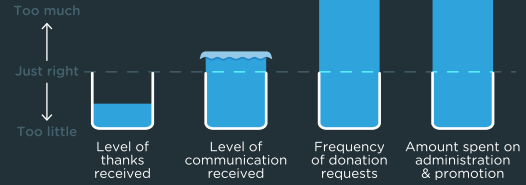
AUSTRALIA'S HIGHEST RATED SECTOR

27 NET PROMOTER SCORE (SUPPORTERS)
How likely would you be to recommend this organisation to a friend looking for a charity to support?

NET CULTURE SCORE (STAFF) **31**
How likely would you be to recommend this organisation to a friend as a place to work?

More thanks, less requests

Too much - too little



The pathway from reluctancy to advocacy - the participation scale

(ER) Emotional reluctancy	(RR) Rational reluctancy	(SA) Strong apathy	(MA) Moderate apathy	(NI) No interest	(LI) Low interest	(SI) Some interest	(LA) Low activity	(HA) High activity	(IA) Independant advocacy	(RA) Relational advocacy
-5	-4	-3	-2	-1	0	1	2	3	4	5
RELUCTANCY		APATHY		PASSIVITY			ACTIVITY		ADVOCACY	
Removing blockers, reframing negative perceptions		Recommendation from a friend or family member, story telling		Increased awareness, education around the issue			Showing the difference that is made, importance of issue shown		Opportunity for volunteering, resourcing effectively	