

Donor Pulse

Spring Edition 2022: Insights from Enthuse Intelligence



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Foreword by Chester Mojay-Sinclare

I wanted to start this foreword with a few words on Ukraine. I have been horrified by Putin's attack on the country and the millions of people who live there. Charities are already doing incredible work to help and we will do everything we can to support their efforts. The speed of the full-scale invasion means that the majority of this research was carried out before it started, so there is limited mention of it in the report. There is no doubt that the generosity of the public towards Ukraine will be clearly seen in the next edition.

And that generosity of the public is evident in more general terms within this edition. This research project began at the start of the pandemic, and the last three months have seen 76% of people donating – the highest amount we have recorded.

However, there are challenges on the horizon with the rapidly increasing cost of living starting to have an impact on the public. Nearly half of people already feel worse off than they did six months ago and this translates into slightly more than half stating it is harder for them to donate. Despite this, three quarters of the public intend to donate in the next three months – a promising figure, but while volume may hold up, it's likely that there will be downward pressure on the average amount donated.

This edition also looks at how concerns about finances are starting to become a bigger worry for some than Covid. For younger generations, who have been consistently generous donors throughout the pandemic, money worries are having more of an impact on their lives than Covid now. The reverse is true for older generations.

The challenges for charities continue, but the public is continuing to feel positive about the sector and is looking forward to getting involved in physical fundraising events again – a positive piece of news to end this foreword on.

I hope the research provides you with useful insights for your fundraising plans and campaigns. Thank you for taking the time to read it and best of luck with your fundraising efforts.

Chester



Introduction

This is the seventh edition of our quarterly donor research report, Donor Pulse. Previous editions have primarily focused on the reactions of supporters and donors to the different stages of the pandemic. This has included how the public is reacting to the country's emergence from the pandemic in terms of donating, their desire to get involved in fundraising events and how the nation feels about their data being used.

The new edition continues to cover these changing reactions and also starts to look in detail at the impact the increasing cost of living is having on donors and fundraisers. The study covers a number of tracking questions to follow shifts in key donor indicators. This includes the amount of people donating over the last three months, as well as the types of charities people are giving to, the number of different causes being donated to and public sentiment towards the third sector. Tracking questions also include the impact different methods of donation have on a donor's ability to remember the names of the charities they are giving to, and why they struggle to remember them.

The study looks at the current financial position of the public and how this has changed over the last six months. It covers the main drivers behind how people are feeling financially, and how different changes are affecting different income groups. It

then examines how people's financial situation is impacting on their ability to give to charity, and how this varies across the UK.

Finally the report looks in more detail about how the public is feeling about the future, and how ready they are to move on and start planning ahead again or whether concerns around Covid are stopping them from committing to longer term activities. It also looks at what is holding people back from planning and whether the public see Covid or the cost of living as a bigger concern. The research examines how people are feeling about taking part in fundraising events and campaigns, the types of events they want to engage with, and what helps them to drive their fundraising when participating.

This report will explore all of these questions and provide insights and answers to help guide charities with their fundraising strategy and campaigns, particularly around balancing concerns about Covid and the cost of living.

Please note the research was carried out before the full scale invasion of Ukraine started.

Methodology

Donor Pulse is an independent research project, conducted by [RedFox Research](#). A nationally representative sample of 2,010 members of the UK public were surveyed about their attitudes to charity, willingness to donate and appetite to support good causes. Interviews and analysis were completed in February 2022.

Tracking back towards normality



Tracking back towards normality

With the last of the pandemic restrictions being lifted, there is an accelerating shift back to more normal ways of life for many members of the public. However, while the worst impact of Covid may be behind us, the cost of living crisis is gathering pace and the international backdrop is bleak.

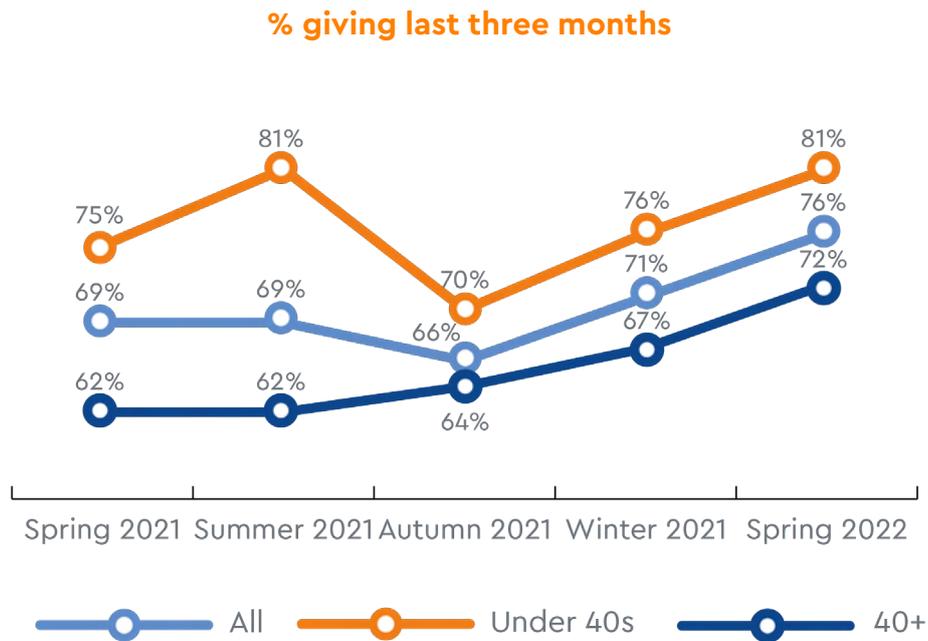


Figure 1: Percentage of the public who have donated to charity over the last three months

Despite the shifting and significant issues in the background, the number of people giving to charity has hit its highest level since the start of the pandemic, with 76% of the public having donated. The last three months include the Christmas giving period, which always provides an uplift, but this is still a significant increase from a total of 69% this time last year. Figure 1 shows that this rise has come equally from under 40s and over 40s, with an overall increase of five percentage points from the last quarter. The under 40s have reached their highest level of giving since last summer at 81%, with Gen Z being the most generous with 82% donating. 72% of over 40s have donated, the highest this study has tracked since the start of the pandemic.

The number of people donating to multiple causes (Figure 2) over the period has also risen, with 50% donating to two or more charities – an increase of four percentage points since the last report. This was mainly driven by more people donating to three or more charities, with that figure having risen from 26% to 32% over the last three months. This increased range of charity giving is again likely, at least in part, to the generosity of the public over the Christmas period.

Tracking back towards normality

Number of causes donated to

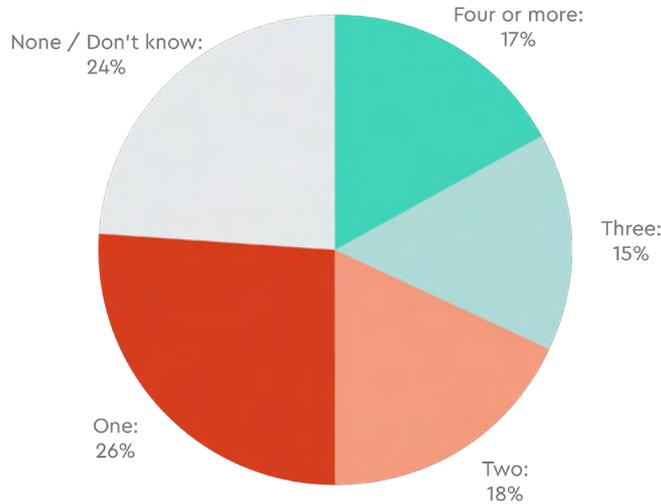


Figure 2: Percentage of the public who have donated to multiple charities over the last three months

Figure 3 shows the demographic split for people donating to multiple causes. Millennials and Gen Z give to the widest range of charities with 59% and 57% respectively donating to two or more causes. Two fifths of each of these age groups give to three or more charities. In comparison, 44% of Baby Boomers give to two or more charities and just over a fifth (23%) to three or more causes. The under 40s continue to represent a key audience for charities to attract by creating campaigns and appeals that engage with them.

Number of causes supported in the last three months

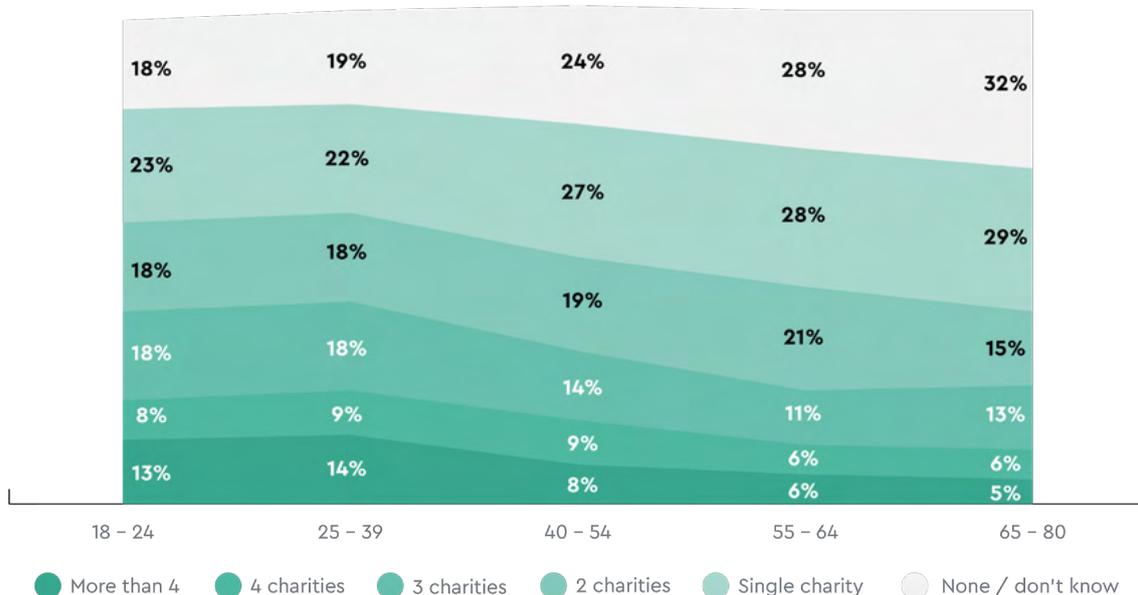


Figure 3: Percentage of the public who have donated to multiple charities over the last three months

Tracking back towards normality

Over the course of the pandemic, support for charities has shifted as the public has reacted to headlines and what they have seen as priority areas for giving, with surges for the NHS, mental health and poverty. Figure 4 shows some indication of the sector returning to more traditional priorities with animal and children's charities occupying the two most popular spots.

Meanwhile, NHS and public health dropped out of the top five donation areas for the first time since the start of the pandemic. Local and community causes also saw a marked drop, as people focused on more traditional issues. Poverty rose five percentage points since the last report – likely due to the increased giving this area sees at Christmas, and donors recognising the impact of the cost of living crisis. Also noticeable is that mental health has now moved into the top five donation areas. This sector has received a boost during the pandemic, and is now establishing itself in the most frequently donated to sectors.

While the return to more normal patterns of giving is a positive in lots of ways, it is important for charities outside of the top donation areas to consider how they can continue to make their campaigns and appeals relevant to ensure they do not get squeezed out by more traditional donor thinking.

Charities donated to in past three months % of those who made a donation

	Spring 2021	Summer 2021	Autumn 2021	Winter 2021	Spring 2022
Animal	32%	30%	31%	30%	34% ↑
Children	27%	32%	29%	28%	33% ↑
Support / research into disease	28%	30%	35%	33%	32% ↓
Poverty e.g. foodbanks, homelessness	27%	24%	25%	25%	30% ↑
Mental health	23%	30%	26%	26%	29% ↑
NHS / public health	31%	33%	28%	28%	26% ↓
Local / community causes	17%	17%	17%	17%	14% ↓
Older people	12%	14%	15%	13%	13%
Environment	12%	14%	16%	12%	12%
Overseas aid	10%	13%	14%	10%	9%
Education	9%	13%	10%	9%	9%
Faith	8%	9%	9%	8%	8%
Arts and culture	5%	4%	6%	6%	5%
Other (Includes: Armed forces/veterans, lifeboats, hospices, air ambulance/rescue, guide dogs/blind, baby loss/miscarriage)	8%	6%	5%	7%	5%

Figure 4: Types of charities donated to in the last three months

Tracking back towards normality

As things edge back towards normality, charities looking to secure interest with the public may consider the tried and tested route of working with celebrities and influencers to catch the eye of donors. Figure 5 shows the potential impact of this on people donating, spreading the word and fundraising for a charity. It shows that there is an uplift across the board, with 40% more likely to donate to a charity, 37% more likely to talk about the cause and 33% to actively raise funds. These all show the potentially significant impact of this route, but it is worth noting that the influence is considerably higher for under 40s than over 40s – more than twice as much across the board. While celebrities can be powerful, charities should always of course make sure they do their due diligence before linking their brand and reputation with them and make sure they are authentically aligned with the cause.

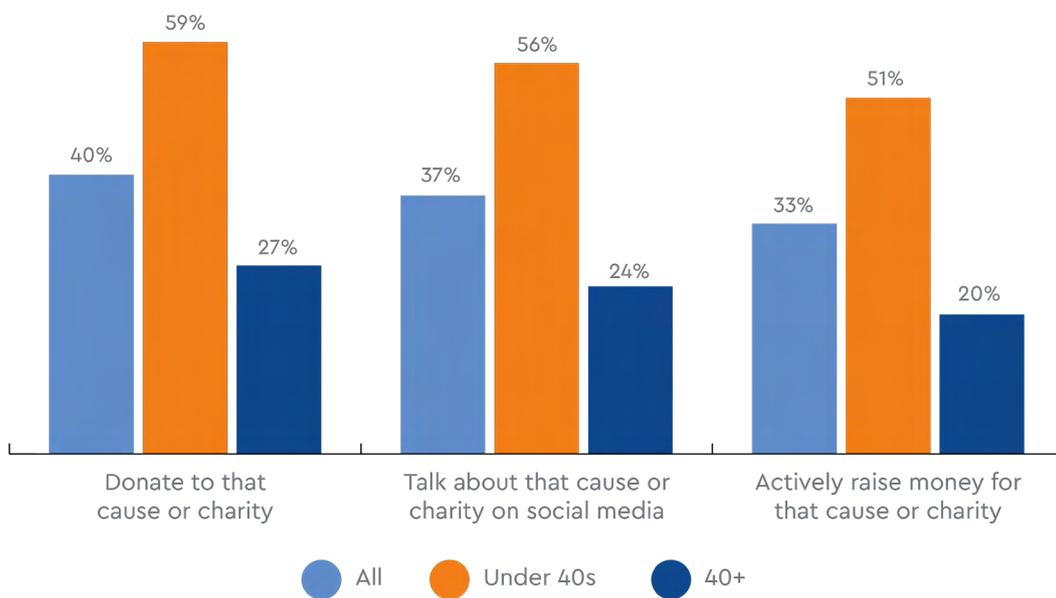


Figure 5: Impact of celebrities and influencers on public's support for charities

Tracking back towards normality

The public's view of charities and the work they do has continued to steadily increase over the last quarter. Figure 6 shows the positivity index over the last year, with 31% of people feeling more positive in the last three months. The overall data (Figure 7) shows that 92% of people feel either positive or neutral towards charities. Figure 6 suggests there may be a seasonal pattern to positive support for charities, with a boost after Christmas and then a drop over the summer that builds up again from the autumn onwards. This may be partially down to the challenges the pandemic presented last year for larger events and campaigns across the summer months. The likelihood of a more normal summer this year provides opportunities for charities to drive more campaigns and more positive sentiment towards their work.

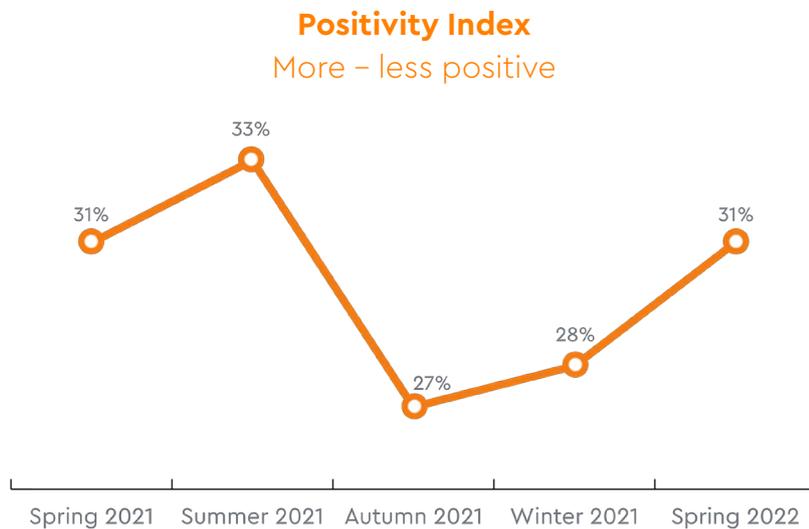


Figure 6: Positivity Index (members of the public feeling more positive about charities minus those feeling less positive)

Change in perception of charities

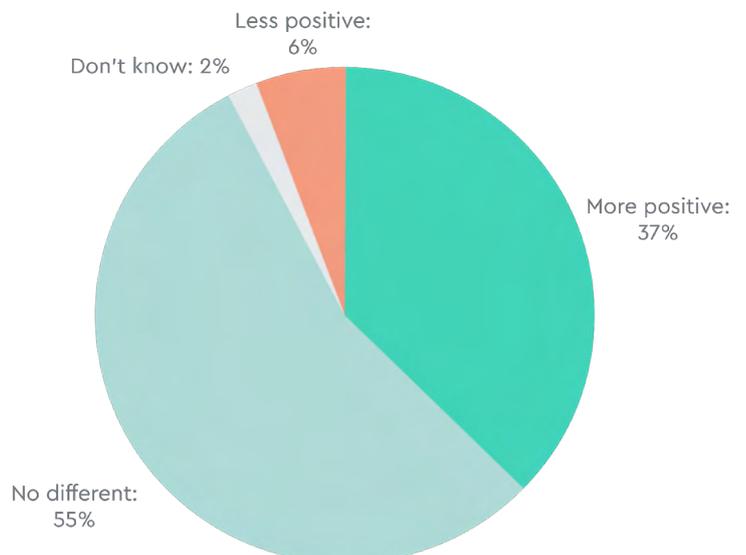


Figure 7: Change in perceptions of charities and the work they do

Tracking back towards normality

Online giving has reached its highest point since this research series began with 45% of donors having given online in the last three months. While it is easy to think that the rise of online donations would correlate with the strictness of pandemic restrictions, in fact, as Figure 8 shows, this most recent figure is five percentage points higher than a year ago, when the country was emerging from a lockdown. Gen Z continues to lead the way with online giving, with 63% using this method, followed by millennials at 54%. Other age groups also increased their online giving with Gen X moving from 41% to 46%, and Baby Boomers moving from 29% to 34% donating online.

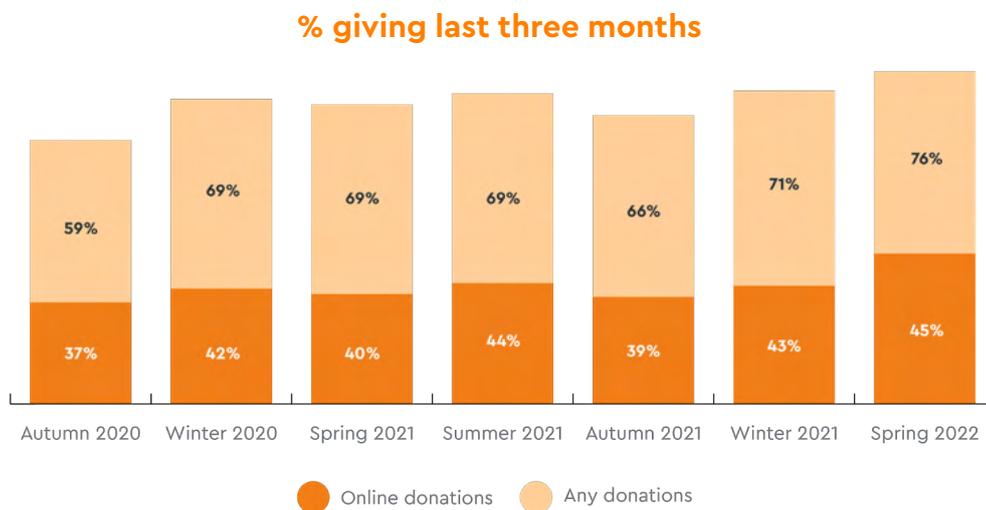


Figure 8: Percentage donating online in last three months

The last three months have shown a consistent amount of donations going through consumer giving platforms compared to a charity's own website, as shown in Figure 9. This is an increase on previous quarters though and is a trend that should concern charities as the average amount donated to a charity directly vs a consumer giving platform is 9% lower (£32.09 vs £29.52). This underlines how important it is for charities to drive direct donations.

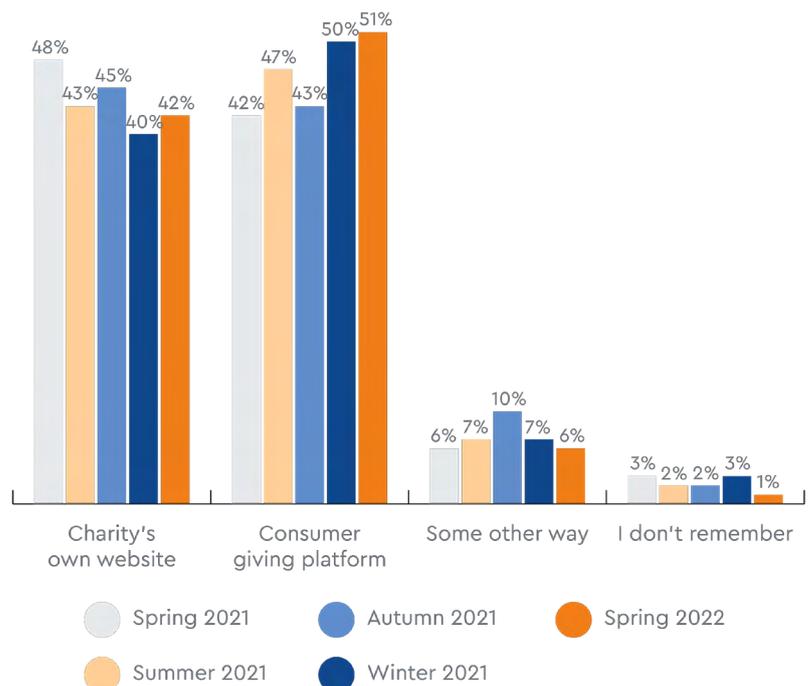


Figure 9: Methods of donating online

Tracking back towards normality

The issue of 'give and forget' is an area this report tracks on an ongoing basis. This is when the public is less likely to remember the name of the charity and even the type of cause when they donate via consumer giving platforms, as shown in Figure 10. The number of people able to remember the name of the charity they last donated to, rose slightly from 63% to 67% in the last quarter.

Brand recall among online donors



Figure 10: Brand recall among online donors

Brand recall by platform is summarised in Figure 11, and shows that donors are 45% more likely to remember the name of the charity if they donate directly. This is the highest gap this study has tracked and it has been rising for the last year. The issue is something charities should factor into their plans, because of the impact it has on the ability to convert donors into long term supporters. The key reason for poor recall is that the charity's branding is not clearly visible. This has risen to its highest figure since this research started with 51% of donors citing this as the reason they couldn't remember the name of the charity they gave to.

Charity brand recall by platform used



Figure 11: Brand recall among online donors by platform

Overall, there is a definite shift to more normal donation behaviours, and this has been accompanied by the highest level of giving since the pandemic began. The NHS and public health dropping out of the top five donation areas and the return of animal and children's charities to the top spots seems to underline this shift to more normal times, though this will likely see a shift to international aid in the next quarter with the public support for Ukraine. One area that has changed is the amount of online giving, which has also hit its highest level since the pandemic started, and is a key area of focus for charities. This is all very positive but charities need to be mindful of driving donations through their own websites to maximise the opportunity.

The cost of giving crisis



The cost of giving crisis

While the worst of the pandemic is hopefully in the past, the challenges that fundraisers and donors face around the heightened cost of living are just starting to come into view. There is no doubt that charities need to factor this into their plans, both in terms of potential demand for their services, but also for their fundraising strategies.

Inflation has been accelerating during this period, which is having a knock on impact on food prices. Energy bills are also increasing rapidly. As can be seen in Figure 12, that means that already close to half (46%) of the public feel worse off than they did just six months ago. Just over a third (36%) feel about the same and only around one in six (17%) would say they feel better off.

Finances compared to six months ago

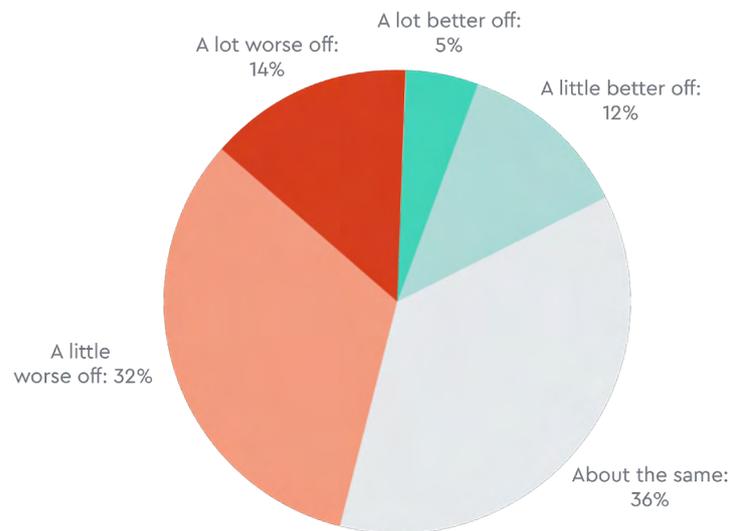


Figure 12: Do you feel financially better or worse off, compared to six months ago?

Figure 13 shows the split of how different age groups are feeling financially. Gen Z is the best placed in that it has had mixed fortunes with around a third (36%) feeling better off and the same number feeling worse off. It is worth remembering that Gen Z will include people leaving school or university and getting jobs during this time period, and they are likely to be the majority of those saying they are feeling better off.

Other age groups have had a much harder time of it, with half of Gen X stating they are worse off and more than half (53%) of Baby Boomers saying the same. There are few members of each generation seeing an upside with just 14% of Gen X and 7% of Baby Boomers stating they were better off.

The cost of giving crisis

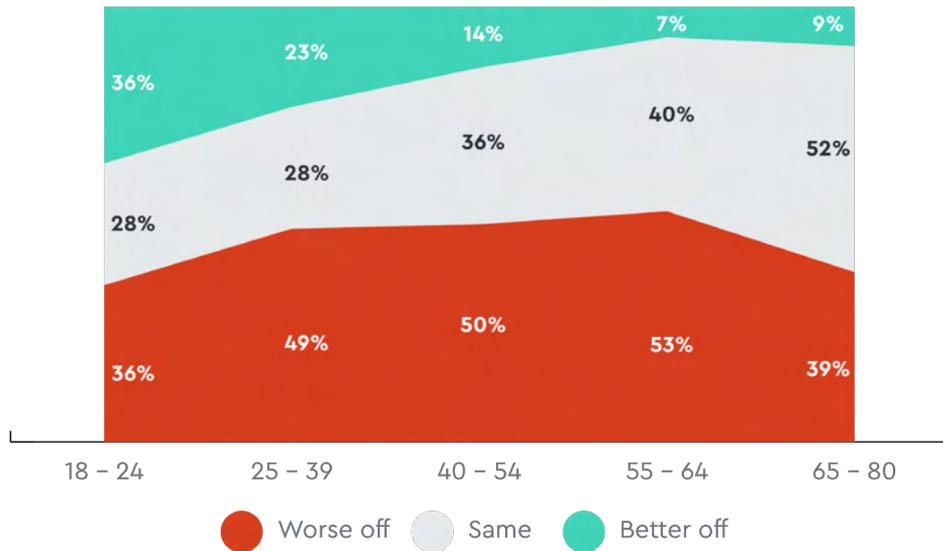


Figure 13: Do you feel financially better or worse off, compared to six months ago (split by age)?

Figure 14 shows the reasons behind why people are financially worse off, and two areas stand out – gas and electricity prices (67%) and other cost of living changes, such as food, petrol and entertainment (58%). These were far and away the two biggest concerns across the board. Gas and electricity prices were the highest figure for all age groups, and increased with age, with 75% of over 40s citing the area as an issue. While these prices are rising already, April will see another jump as the energy cap increases, so this is likely to become a more significant issue over the coming months. While rent and mortgage costs are currently a limited concern with only 22% stating this, it is likely that these will become more of a worry over the coming months, with interest rates likely to continue to rise. This is particularly important for people starting to look for a new mortgage deal after such a long period of record low rates.

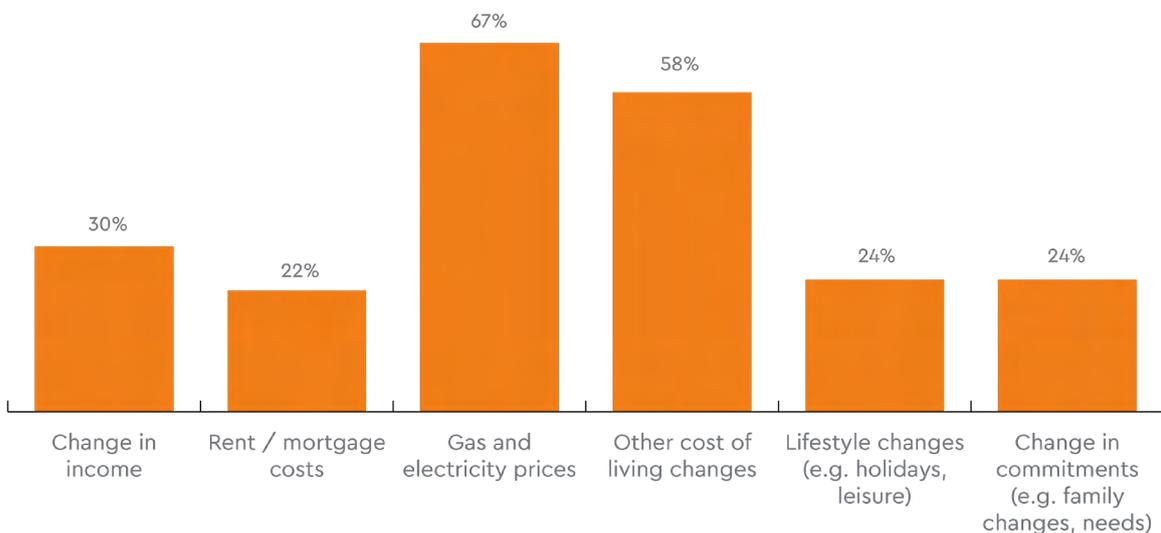


Figure 14: Top reasons for change in situation

The cost of giving crisis

When looking at the links between these areas, those who feel better off are likely to have been less impacted by day to day costs such as energy price increases, as set out in Figure 15. This may reflect smaller family units with lower outgoings, or higher incomes and hence more disposable income. Again, it is worth noting the current lack of concern across all three groups around the cost of rent or mortgages.

Top three causes of change in situation

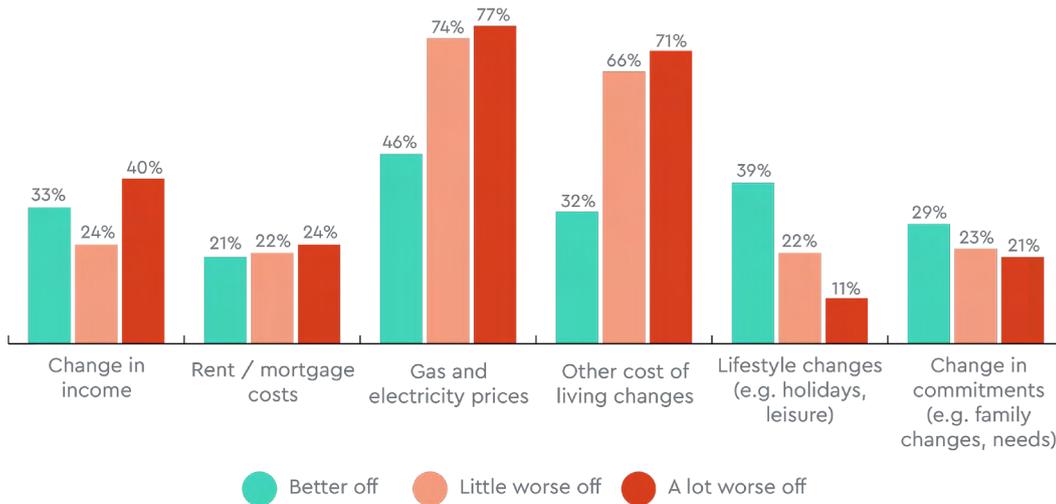


Figure 15: Top reasons for change in situation linked to feeling better or worse off

There is no doubt that there is a growing cost of living crisis, but is this turning into a cost of giving crisis? Figure 16 shows that there is an increasingly strong link between the financial position of the public and their ability to give. 53% of the public say that they now find it harder to donate to charity than they did just six months ago.

There is a strong correlation between the 53% finding it harder to donate and the 46% of people who find themselves in a worse financial position. While 38% say their ability to give is about the same, a mere 1 in 10 state that they would find it easier to donate than six months ago. This is largely down to under 40s, with 16% stating it's easier to give, whereas just 5% of over 40s say this. Charities need to be mindful of this in their messaging and providing flexibility and a range of donation options to supporters will be an important part of planning any activities. It is also worth considering how else people can help, and it may lead to more interest in volunteering.

Ability to give to charity compared to six months ago

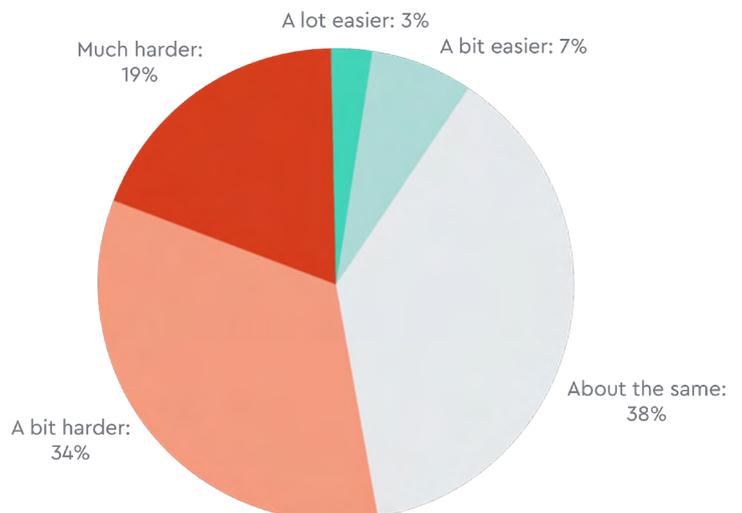


Figure 16: Does your financial position make it easier or harder to donate?

The cost of giving crisis

Splitting this data into regions also reveals some marked differences across the UK. Figure 17 shows the net figure of people's ability to donate now vs six months ago (people who find it easier to donate minus those who find it harder). All regions of the UK are in a negative position overall with far more people finding it harder to give. London stands out as being much closer to zero than the rest of the country, and this is mainly driven by 19% of people based there stating they feel better able to help charities now. These figures in London could give the impression for charities headquartered in the capital (or that drive income from it) that the situation is better than the reality is for most of the country. Again for charities planning fundraising campaigns, flexibility in donation options should be a key element to cater for everyone. It is also worth considering geographic targeting for areas that are doing comparatively better.

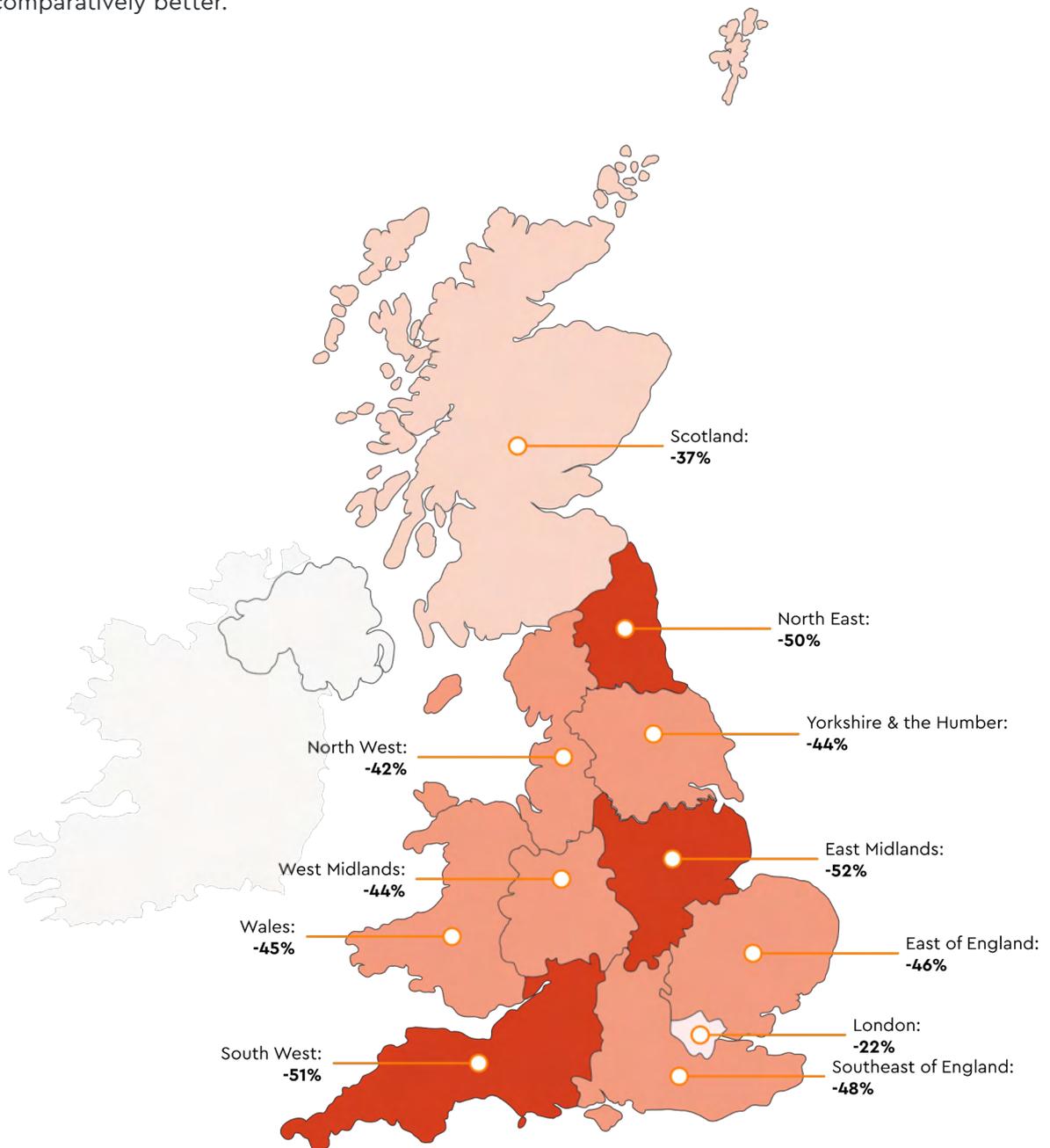


Figure 17: Net ability to donate (split by region)

The cost of giving crisis

However, despite the economic pressures, this does not seem to be translating into a cost of giving crisis immediately, at least. Figure 18 shows that three quarters of the public are planning to donate in the next three months. This is both an increase on the last quarter and an eight percentage point rise on this time last year. The figures for 'somewhat likely to give' and 'very likely to give' are both at their highest levels in a year, as can be seen in Figure 19. Under 40s (80%) are also more likely to state they will give in the future than over 40s (72%).

Overall this is promising for the sector and shows that donations look set to hold up well. However, charities should consider that while people are factoring in future giving to their plans, limits on their disposable income may impact on the amount they are able to donate. Charities should look for the different levers that can help them raise their average donation, such as driving traffic to their own website for donations, to help support their campaigns.

Active donors continue to make up the bulk of those who are likely to donate with 88% of recent donors planning to give again. It is worth noting though that 35% of those who have not donated in the last quarter are planning on doing so in the next three months. This is a figure that has steadily increased over the last few editions of this research, and the 35% is only just below the Winter edition of this report. It's encouraging to see that this Christmas giving spirit is holding up.

Likely to give in the next three months

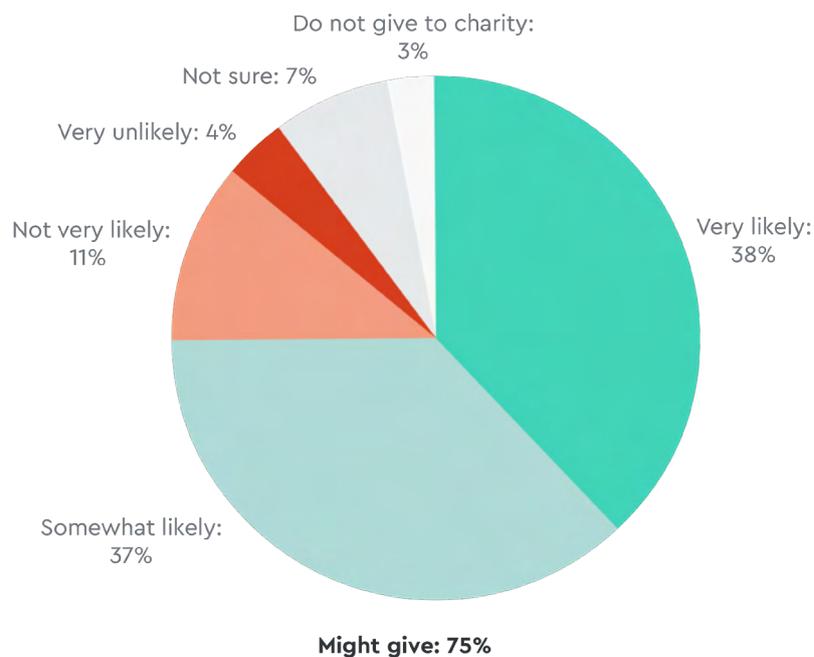


Figure 18: Likelihood to give in the next three months

The cost of giving crisis

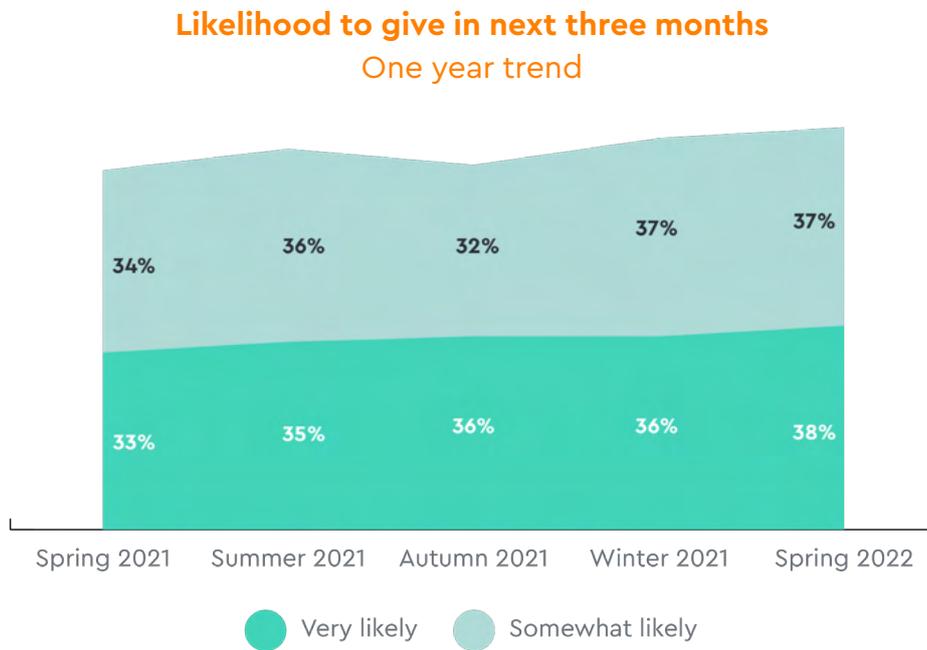
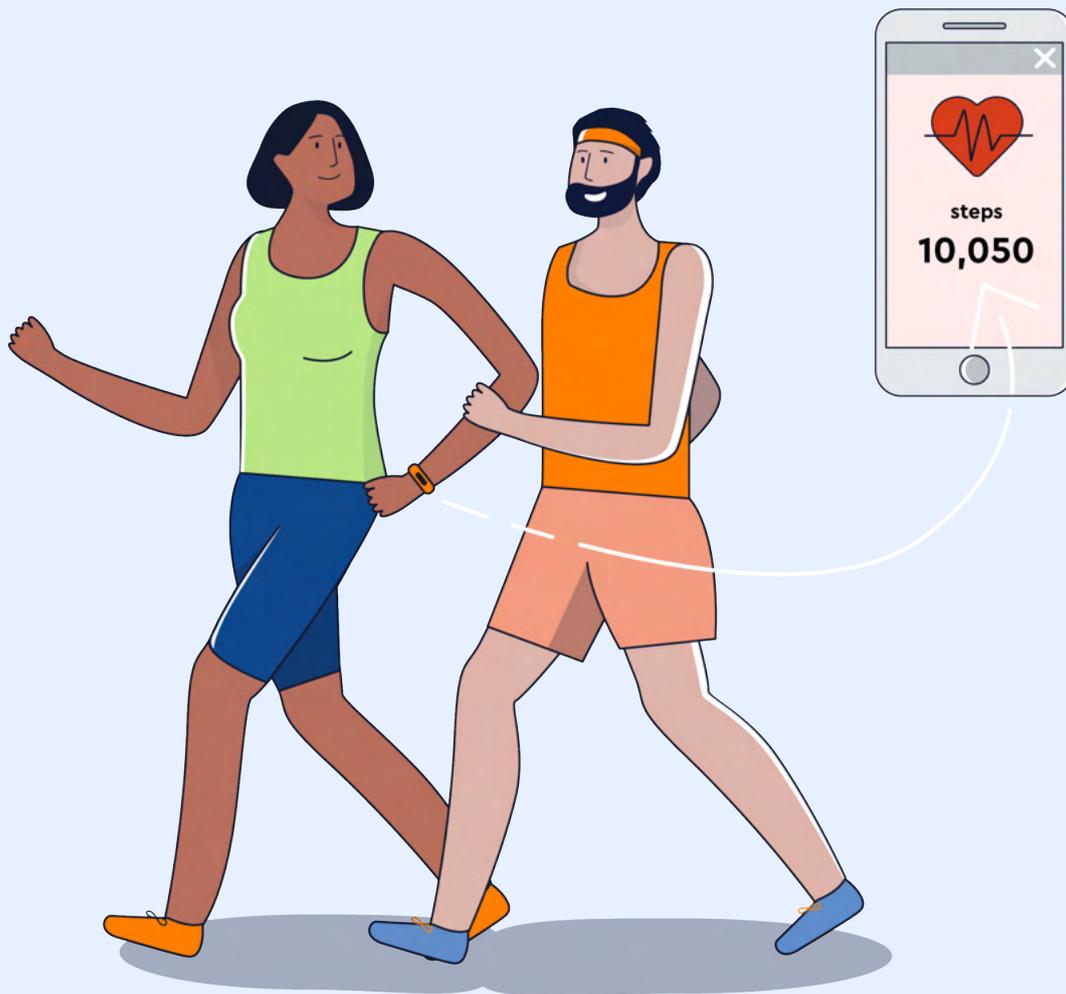


Figure 19: Likelihood to give in the next three months (split by commitment)

Nearly half of people are feeling worse off than they were six months ago, because of the increases in energy prices and the impact of inflation on other costs of living such as food and petrol. This is already having a knock on impact on supporters with more than half saying they are finding it harder to donate than they were six months ago. Despite this there is still a positive outlook from the public with their intention to give at the highest levels this research study has tracked. But charities need to be mindful that even though the number of people giving may stay high, the average donation may be less, so providing flexibility for donors will be a key part of campaign and appeal planning.

Socialising and wellbeing driving events resurgence



Socialising and wellbeing driving events resurgence

It is promising to see that the public is feeling optimistic about future giving. With all Covid restrictions largely removed, that optimism is also starting to feed into how people are feeling about their future plans and taking part in fundraising events.

Figure 20 shows how people are feeling in general about planning major commitments for 2022. This largely falls into three groups – just over two fifths (43%) are getting on with it and hoping for the best; a third (34%) are making some plans, but still not as many as they used to; and a fifth (21%) are avoiding making any major plans.

Major commitments for 2022

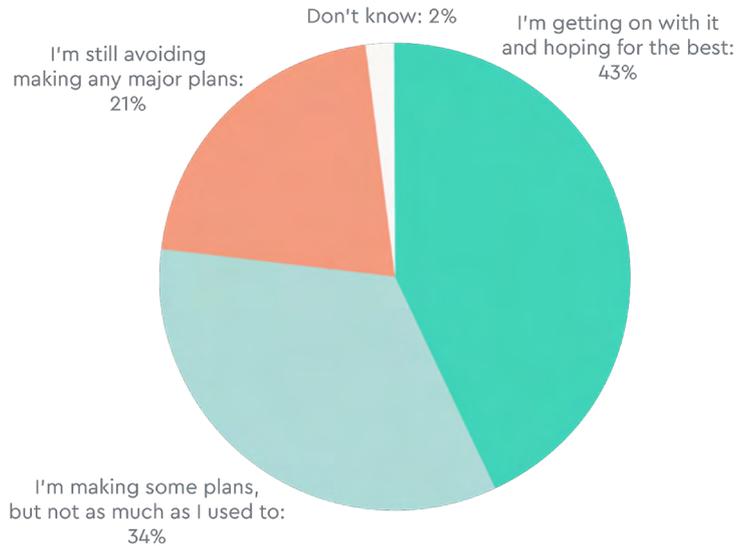


Figure 20: How are you feeling about commitments for 2022?

Figure 21 shows that these splits are very much correlated with age. More than half of Gen Z (54%) and Millennials (51%) are just getting on with life. This lowers as age rises with just over a third (36%) of 55–64 year olds and less than a third (31%) of 65+ feeling completely comfortable about getting on with life. The reverse is true for the amount of people avoiding any major plans with two fifths (39%) of 65+ and 29% of 55–64 year olds taking a very careful approach. These figures are just 10% and 8% for Millennials and Gen Z respectively.

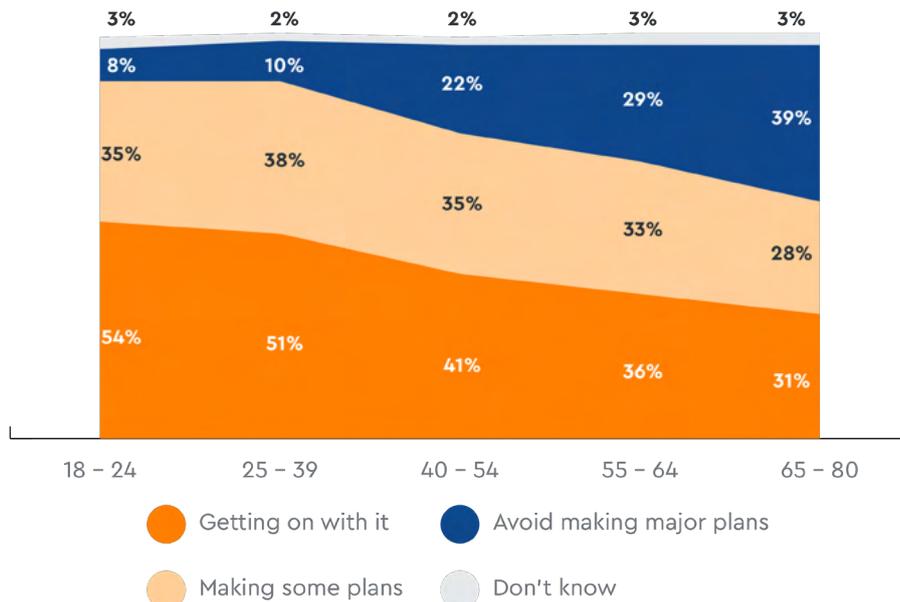


Figure 21: How are you feeling about commitments for 2022 (split by age)?

Socialising and wellbeing driving events resurgence

It is not just Covid that is holding people back though – the challenges around the cost of living are also having a significant impact on the public's future planning. Figure 22 shows the split between people's major concerns when it comes to planning commitments for 2022 – with Covid being the biggest worry for just over half (55%) of people, slightly ahead of financial concerns (45%).

Despite the near equal division of concerns overall, when looking at the demographic split, there is a marked difference with age. Figure 23 shows how much concerns around Covid increase with age, and also how steep the decline in concern about finances is as age goes up. For Gen Z, 64% cite financial concerns as their biggest obstacle to planning, whereas only 22% of 65–80 year olds do. Whereas Covid ranks as a concern for just over a third (36%) of 18–24 year olds, but rises to 78% of 65–80 year olds. This edition of Donor Pulse has already shown the generosity of younger age groups, but charities need to be careful to ensure they are not putting financial barriers in the way of under 40s taking part in their own events, as this could limit their participation. Nuanced messaging may also be necessary to appeal to different age groups.

Major concerns for 2022

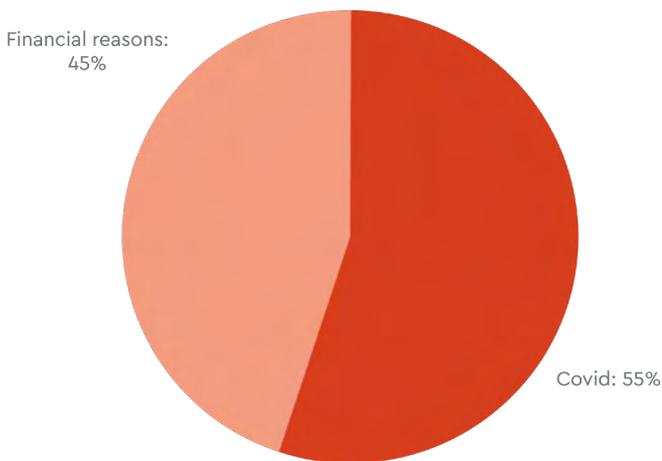


Figure 22: What is your biggest concern about 2022?

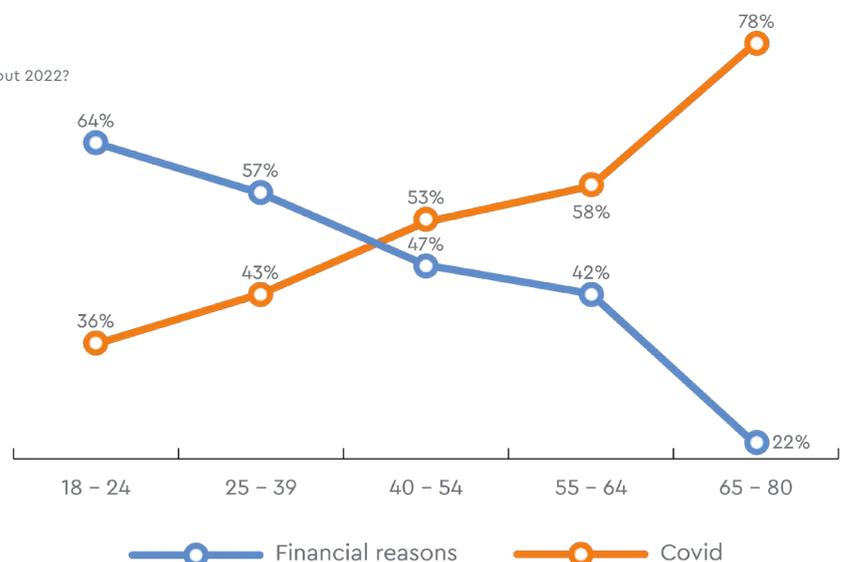


Figure 23: What is your biggest concern about 2022 (split by age)?

Socialising and wellbeing driving events resurgence

Likelihood of taking part in an event

While there are still concerns about long term commitments and plans, the public is becoming increasingly comfortable with participating in fundraising activities for charities. Figure 24 shows that close to half (48%) of the public are either very likely or quite likely to take part in a fundraising event over the course of the next six months. This is a significant return of confidence in participating in events as shown in Figure 25. A year ago, this figure was just 29% and even six months ago it was only just over a third (36%).

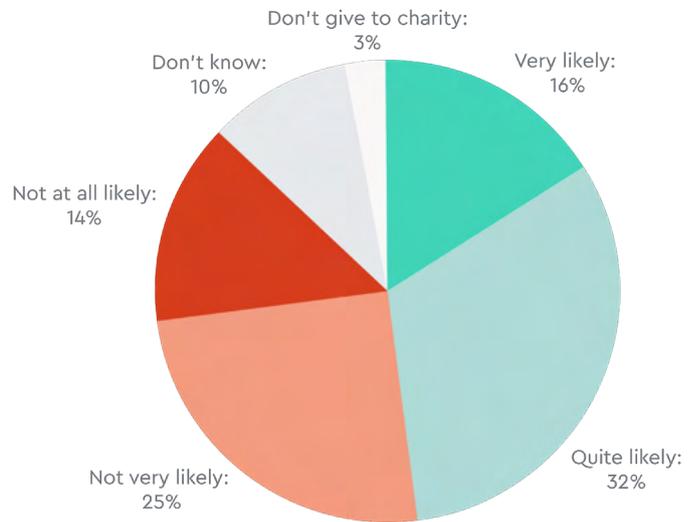


Figure 24: How likely are you to take part in a fundraising event in the next six months?

Importantly, Figure 25 also shows that the desire to get involved in fundraising events is increasing in all age groups. The confidence that was felt six months ago by Gen Z has filtered through to Millennials and this age group is now leading the way in likelihood to take part in a fundraising event, with two thirds stating they will. In total for under 40s, 65% expect to take part in a charity event, compared to 37% of over 40s. This points to a return to more normal expectations about taking part in fundraising events for all age groups. For charities this is encouraging and provides an opportunity to communicate with all supporters about participation.

Willingness to take part

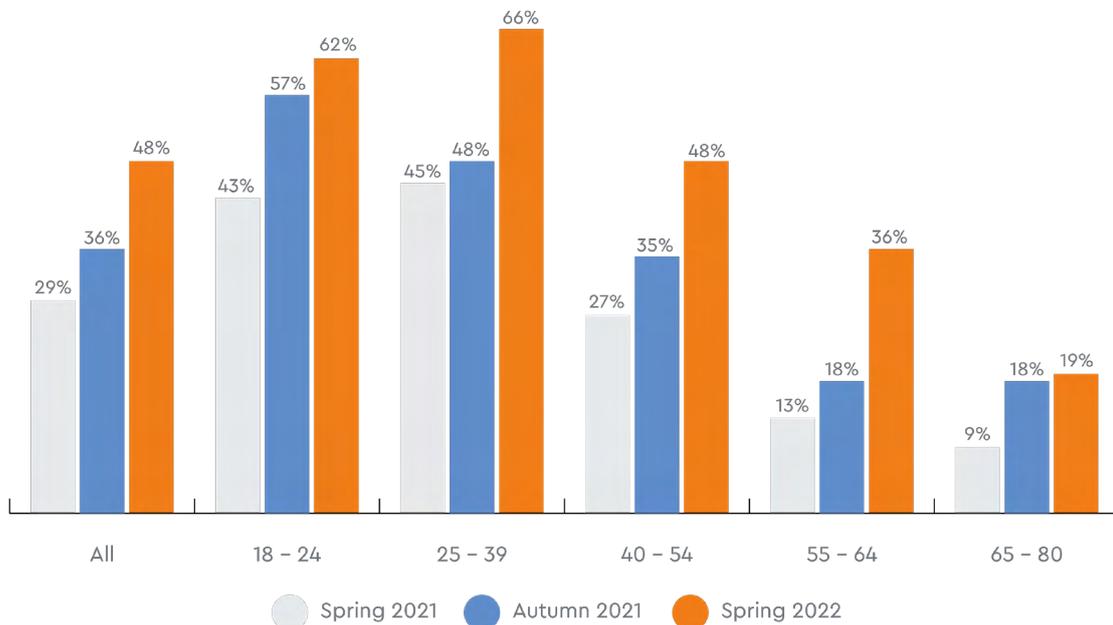


Figure 25: How likely are you to take part in a fundraising event in the next six months (split by age)?

Socialising and wellbeing driving events resurgence

Another encouraging sign is the variety of event styles that the public is willing to get involved in. Figure 26 shows more than half (54%) are happy to take part in mass participation events now – more than twice the number of those who are not (26%). The 54% figure is also a significant shift from a year ago when just 27% were willing to get involved in mass participation events.

Even with this uplift in willingness to get involved with in-person events, there is still significant interest in virtual versions. 58% say they are interested in virtual events where you take part in your own time, and 63% state they would be happy to take part in virtual activities taking place at the same time as a physical event. This suggests that virtual events are both here to stay and have a complementary role to play to in-person activities. For charities, this means they should consider how they can use virtual elements to extend the reach of their in-person activities.

Preference for format

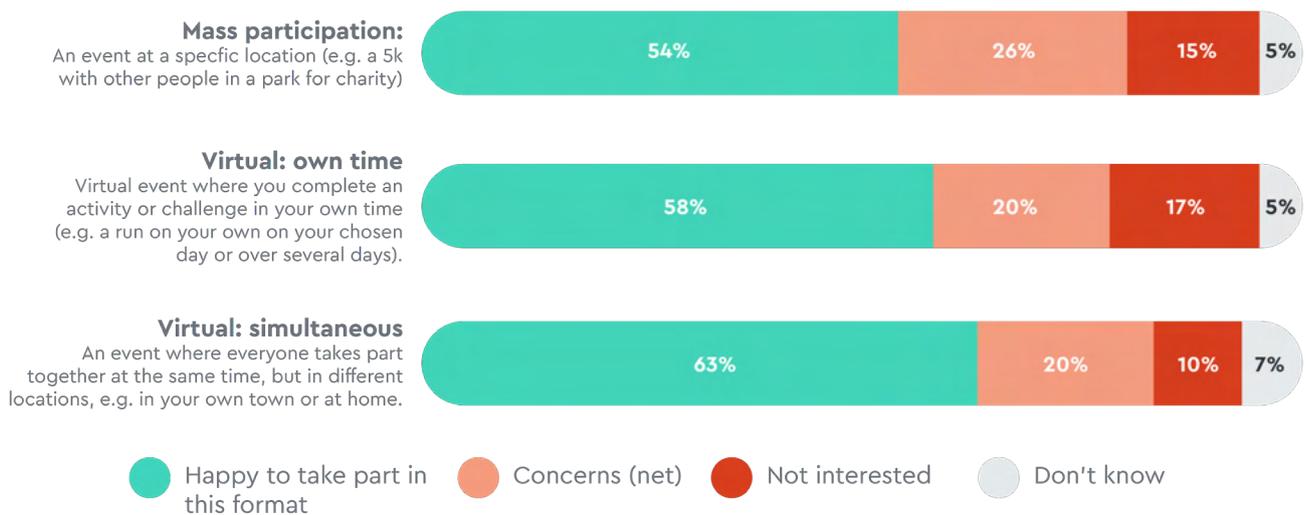


Figure 26: How comfortable would you be taking part in the following type of event?

Socialising and wellbeing driving events resurgence

Drilling down further to look at the particular types of event that the public are interested in shows a leaning towards those that help their personal wellbeing, as well as drive fundraising. Figure 27 shows how smaller and more socially driven activities have the widest popularity among all age groups, with 46% interested in them overall. This area was also much more popular with women (53%) than men (38%).

Exercise challenges which contribute to health goals also have wide appeal with 44% interested in taking part, and more than a third (37%) wanted to get involved in large group events such as fun runs and walks. Distance races, such as marathons or half marathons were of a lower general interest as you would expect with the commitment needed to take part. They were also more appealing to men than women and skewed towards under 40s.

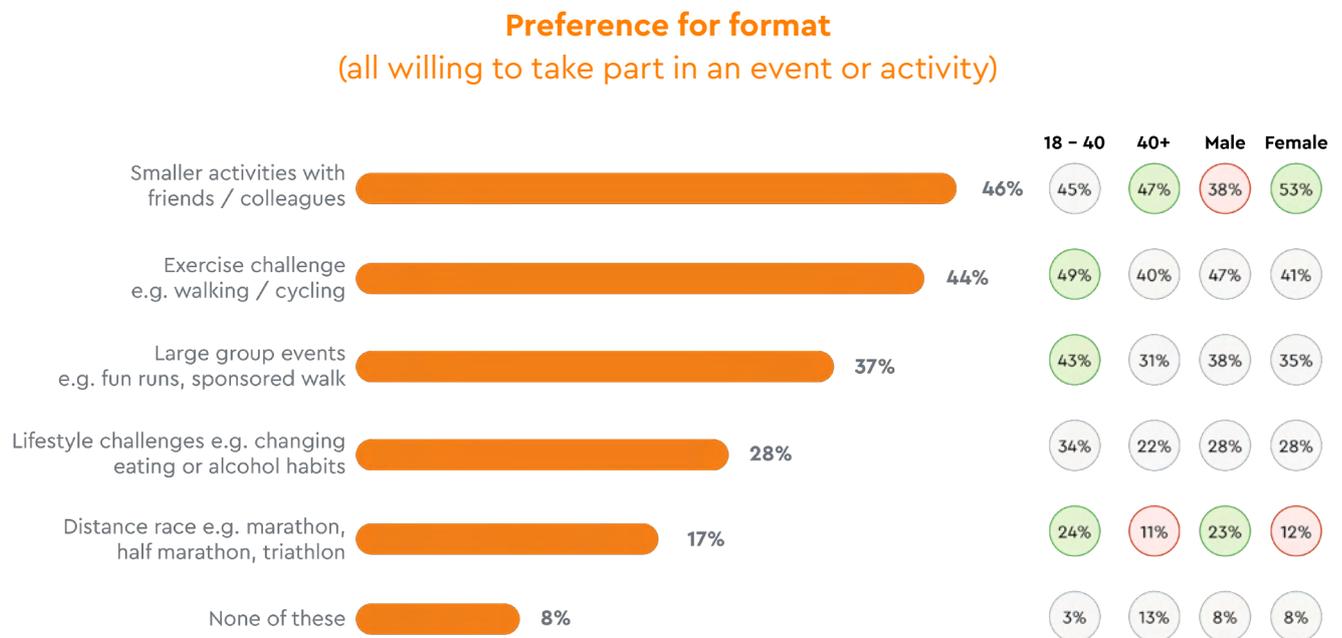


Figure 27: What type of fundraising activity would you be most interested in taking part in?

Socialising and wellbeing driving events resurgence

The interest in more social and personal wellbeing events is likely a reaction to the restrictions and effects of the pandemic. This is also reflected in what fundraisers think would help them feel more motivated when taking part in a fundraising event, as shown in Figure 28. While information on the cause and how charities spend their income occupy two of the top three spots, the other position in the top three is taking part as a team, with 39% citing this. In fact for under 40s this was the top factor that would motivate them to get involved – 44% stated this. Staples such as email and social media templates (12%), and merchandise and rewards (20%) did not fare as well as motivators for taking part, though no doubt these would be seen as helpful once participating.

Sponsored events: What would help to get people involved?

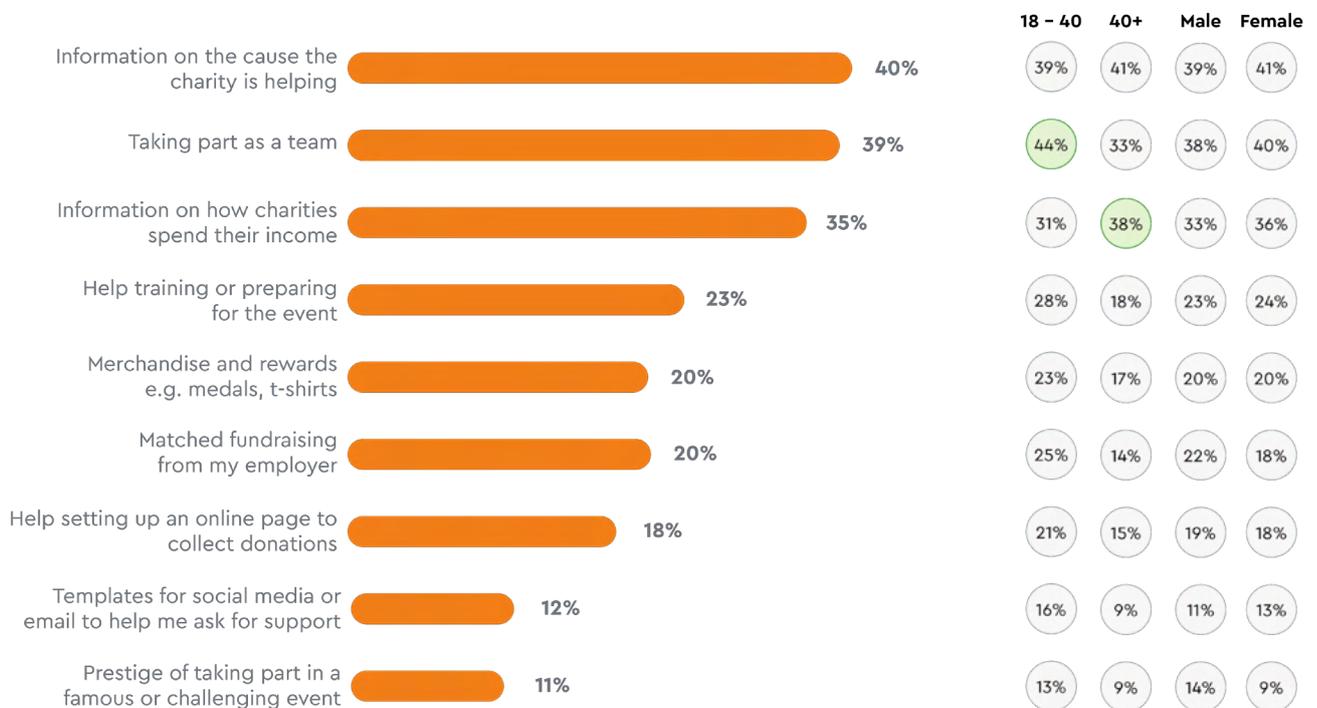
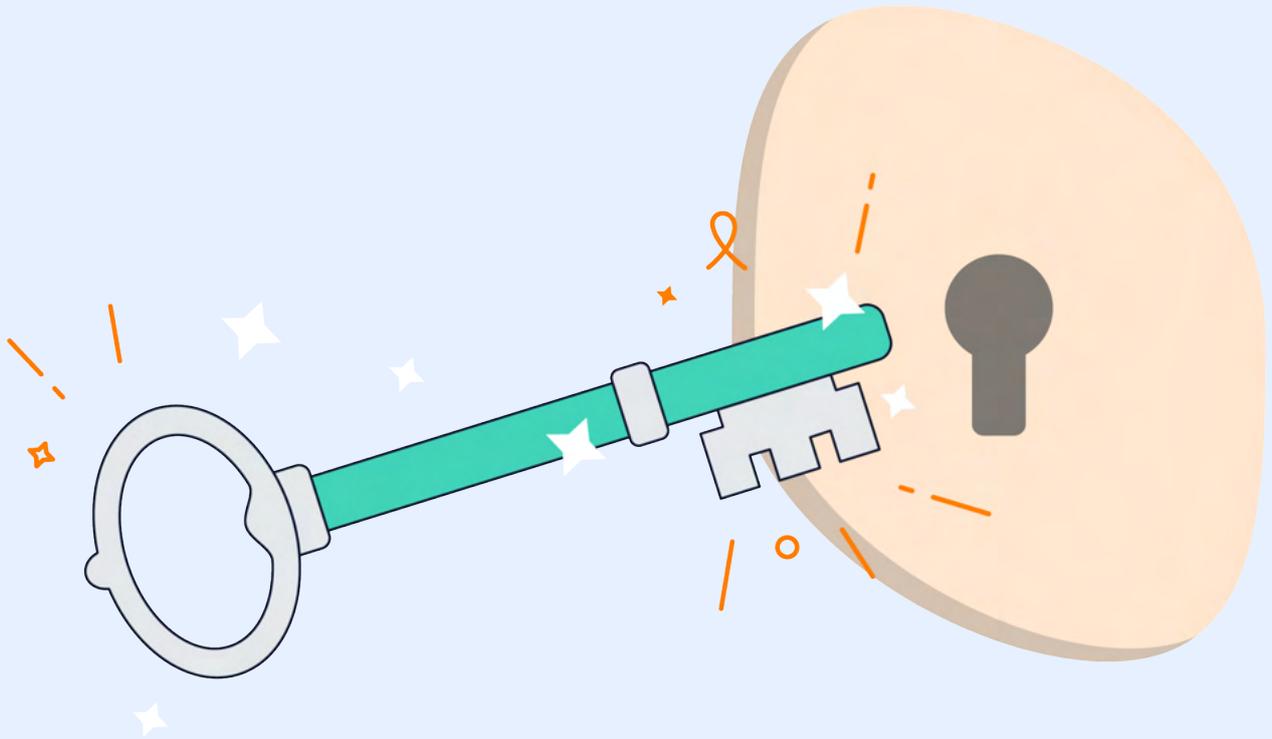


Figure 28: What would make you feel more motivated to take part in a fundraising event?

The public's attitudes to events again signals a return to more normal times, but there is an important backdrop of both economic and health concerns that charities need to factor into their planning. Some of the challenges around Covid concerns can be dealt with by continuing to provide virtual options for events – as these innovations from the pandemic become a more permanent complementary event offering. And while some have worries about Covid, others are more concerned about the lack of social activity they have had and are looking for events that can provide this element that has been missing from so much of their lives for the last two years.

Events: the key to unlocking the cost of giving



Events: the key to unlocking the cost of giving

The last three months have seen the highest number of donors since the start of the pandemic. There has also been a return to more normal patterns of giving with animal and children's charities the most popular to donate to, and the NHS and public health dropping out of the top five donation areas as the country starts to emerge from the pandemic. But there are economic challenges ahead and they are already starting to be felt as people find it harder to find the money to donate. This sharply rising cost of living and the current bleak international picture mean that the country starting to move on from the pandemic may only lead to further challenges in the medium term. But currently there are significant opportunities around fundraising events and these may be the key to combatting the looming cost of giving crisis.

These are the five key takeaways from this edition of the research:

- 1 Cost of giving:** 46% feel they are worse off than six months ago, and 53% say their financial position makes it harder to donate. Charities need to be mindful of the financial challenges people are facing and provide multiple donation options.
- 2 Future donors:** 75% of the public say they plan to donate in the next three months. However, with the economic challenges people face, charities need to be ready for lower average donations, and should prepare approaches that maximise the number of donors. Acquiring younger donors could be an important part of that approach.
- 3 Covid vs cost of living:** Different age groups have markedly different concerns, with younger age groups much more concerned about finances and older age groups continuing to worry about Covid. Charities need to create and deliver nuanced messaging through segmentation.
- 4 Virtual gains:** While confidence in physical events has returned with more than half of people now happy to take part, there is still significant interest in virtual events. This innovation from the pandemic is set to stay and charities should consider how a virtual version of all physical events can help in their fundraising plans.
- 5 Team game:** After the restrictions of the pandemic, people are more motivated to take part in events and activities by a desire to socialise and improve their wellbeing. Charities should consider how to provide a range of events to get involved with which offer both large and small scale activities, together with the opportunity to participate in teams.

This is the seventh edition of the quarterly Donor Pulse research project from the Enthuse Intelligence team, looking at how the public's opinions on supporting charities and donating are changing over time.

About Enthuse



Enthuse is a fundraising, donations and events registration technology provider that has helped thousands of charities raise millions. Enthuse's solutions are customised under a cause's own brand and put the organisation in control of the data. This allows charities to build and nurture a loyal supporter base, raise more and ultimately have more impact. Enthuse was founded in 2012 and is headquartered in London, with offices in Scotland and Northern Ireland.



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