



GIVINGTUESDAY

# GivingPulse

Expanding Our View of the Generosity Ecosystem

01

About the GivingTuesday  
Data Commons

---

02

About GivingPulse

---

03

Generosity in  
GivingPulse

---

04

Solicitation & Sector  
Engagement

---



**GivingTuesday Data Commons**



# How GivingTuesday is supporting the sector



**Check out our work!**



**Datasets  
& analysis**



**Putting  
research  
into practice**



**Tools &  
infrastructure**

# GivingTuesday Datasets



## GivingPulse Dataset

US-Based weekly survey data capturing giving behaviors and attitudes



## 990 Dataset

Transaction-level dataset from multiple data providers that spans over \$60B in transactions dating back to 2005

Where Are We Now?  
AI Readiness and  
Adoption in the  
Nonprofit Sector in 2024

## AI Readiness Survey Results Dataset

Survey of 1,000 professionals on AI use and needs



## FEP Dataset

Transaction-level dataset from multiple data providers that spans over \$60B in transactions dating back to 2005



## Global Omnibus Survey Dataset

A global survey profiling donor behaviors across countries



## Generosity in Florida Dataset

Data about dynamics of individual givers aged 18-45 across the US state of Florida



## US Giving Survey Dataset

Annual survey of American giving behaviors, mechanisms, and sentiments

DAF Research Collaborative

## Donor Advised Funds Dataset

The most comprehensive research on DAFs to date, analyzing their account characteristics and giving behavior

**GivingPulse**

# Why we did it

## Goals

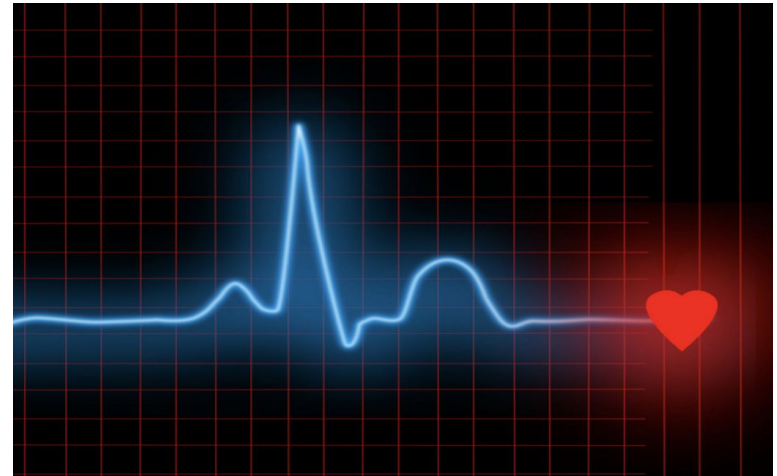
1. Gather timely insights about generosity
2. Measure generally broadly and holistically (don't overlook non-monetary generosity)

## Others influences to our work

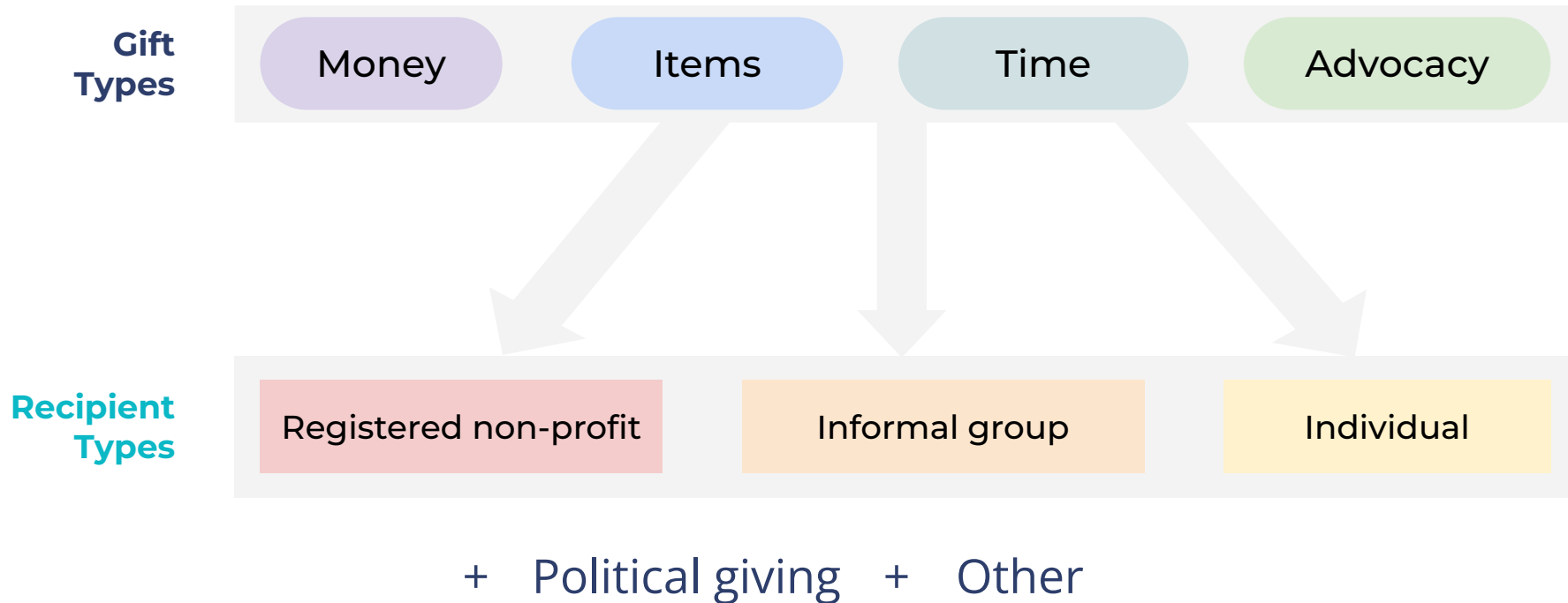
- CPS & AmeriCorps Civic Engagement and Volunteering Supplement
- Pew Political Typologies
- American Communities Project
- Belonging Barometer
- Regional barometers (Afro, Americas, China, Asia)

## Why Seasonal?

- Solicitation rates
- Crisis and news cycles
- Response to political events



# Giving Taxonomy





## Behaviours

Amount given  
Causes  
Methods  
Solicitation and response  
Crisis awareness/response  
Workplace giving  
Geographic scope of giving  
Activism

## Attitudes

Motivations for giving  
Trust in nonprofits  
Political worldview  
Trust in people  
Community belonging  
Future giving intentions

## Demographics

Age  
Sex  
Geography (county-level)  
Ethnic identity  
Religiosity  
Living with children  
Employment status

# Survey Methodology

# Sample

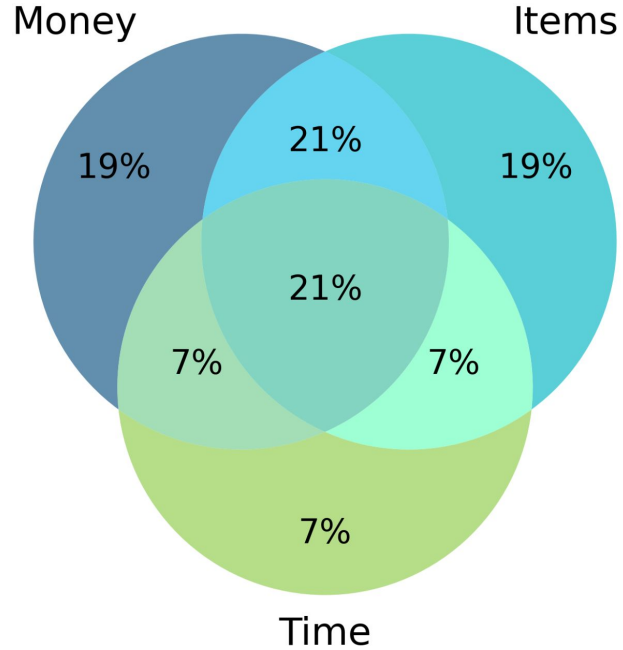
- 18 to 85 year olds, living in US for past 12 months
- Quota sample – Age, sex, US region
- ~100 different respondents weekly
  - Upsampled to ~600 respondents weekly, November and December
- Total sample size: ~24,000 respondents

# Questionnaire & Data Collection

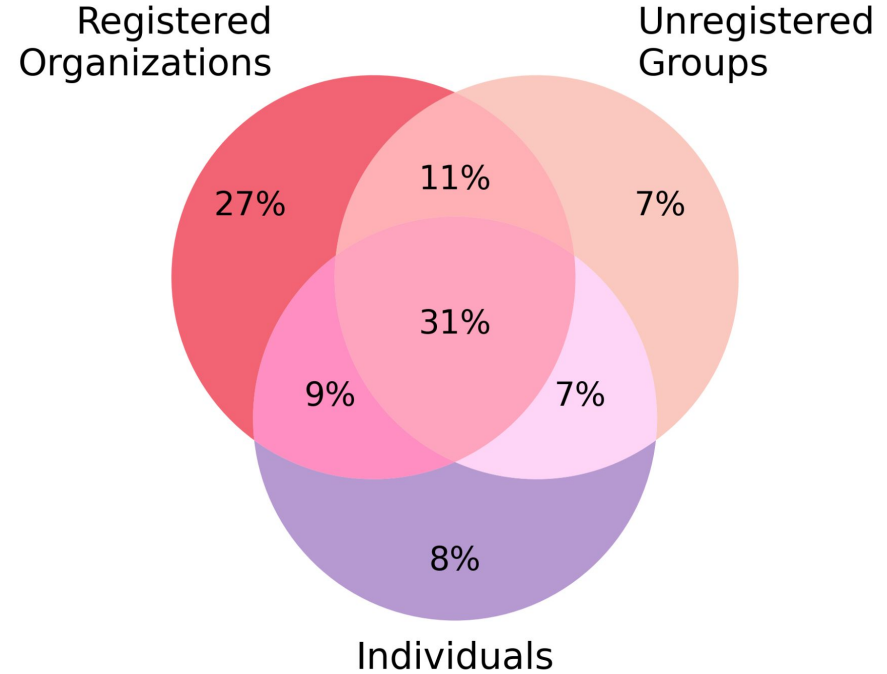
- Online survey
- Weekly data collection
  - Beginning February 2022, ongoing with methodology changes
- Measures recall of activities in past 7 days
  - Switched from “past 4 weeks” in September 2022
- Questionnaire reviewed and updated quarterly

# Generosity Breakdown

## Generosity Breakdown by Gift Type



## Generosity Breakdown by Recipient Type



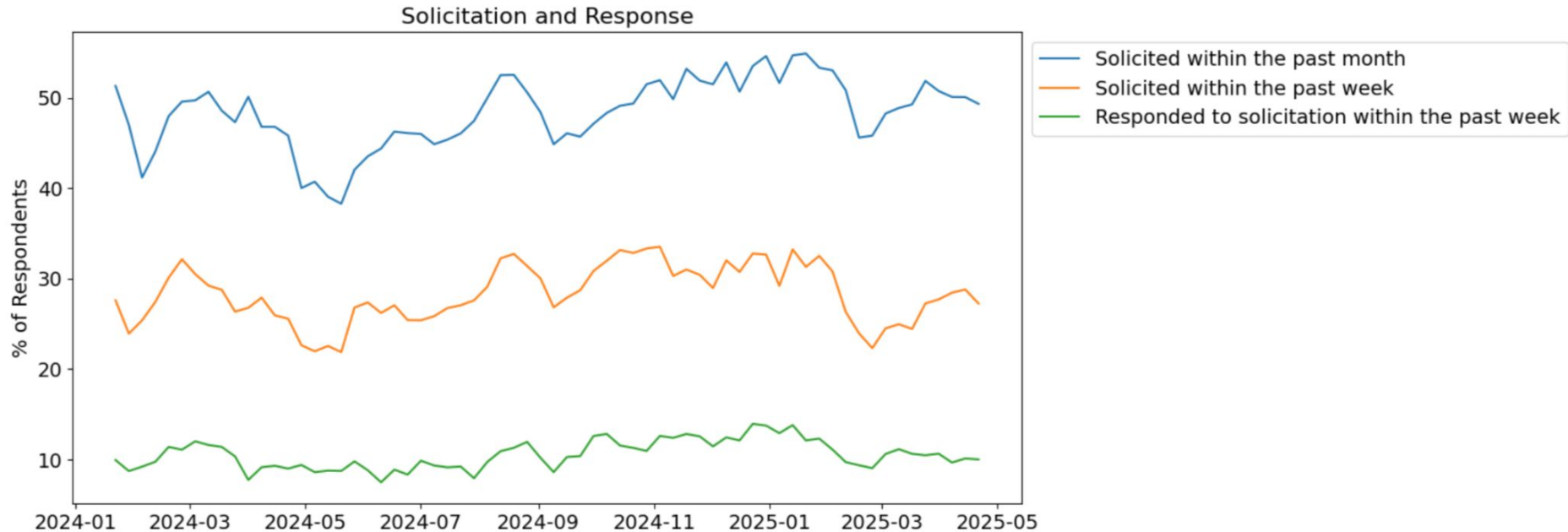
If gave money...	If gave items...	If volunteered...	If advocated...	
100%	60%	65%	67%	...also gave money
62%	100%	67%	70%	...also gave items
43%	43%	100%	58%	...also volunteered
38%	39%	50%	100%	...also advocated

# **Solicitation & Sector Engagement**

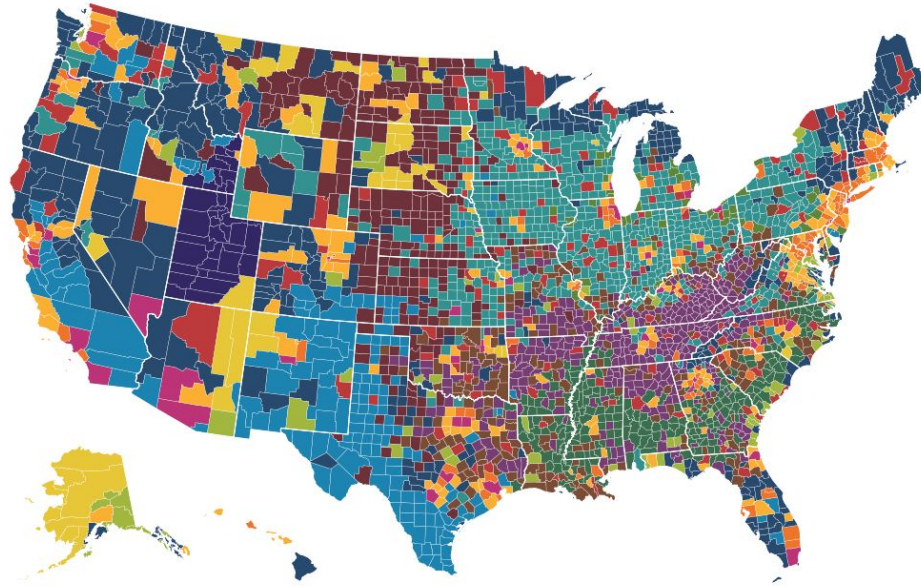


# Solicitation & Response in GivingPulse

“When were you, yourself, most recently solicited or asked (via online, email, SMS, face-to-face in-person, or via traditional mail) to make a donation of money, to give items, to volunteer, and/or to help others (excluding family members) even if you decided not to do so?”



# American Communities Project



## EXPLORE THE AMERICAN COMMUNITIES

- African American South
- Exurbs
- Military Posts
- Aging Farmlands
- Graying America
- Native American Lands
- Big Cities
- Hispanic Centers
- Rural Middle America
- College Towns
- LDS Enclaves
- Urban Suburbs
- Evangelical Hubs
- Middle Suburbs
- Working Class Country

# Who is not being reached?

Overall solicitation rate: 28%

Overall response rate: 37%

	Solicited within the past week	Responded generously when solicited
ACP African American South	16%	51%
ACP Hispanic Centers	22%	47%
ACP Evangelical Hubs	19%	39%
Non-white ethnicity	21%	43%
18 to 24 years	22%	42%

# Who is not being reached?

Overall solicitation rate: 28%

Overall response rate: 37%

	Solicited within the past week	Responded generously when solicited
Non-white ethnicity, residing in Southern USA, highly religious	19%	68%
ACP African American South, under 50 years	16%	51%
Non-white ethnicity, residing in Southern USA	19%	50%
18 to 24 years, male	20%	50%

# Want to use Giving Pulse Data?



Check out the  
GivingPulse  
report



To access  
GivingPulse  
data



Submit a  
question

For more information or to get involved, email [annie@givingtuesday.org](mailto:annie@givingtuesday.org)

# Opportunities to Utilize and Explore GivingPulse Data

- Reuse the graphics from this report with our [Visualizations Library](#)
- Download full, raw data: [Access our Dataset](#)
- Access our [Methodology](#) and our [Survey Questions](#)
- Add questions to the survey quarterly: [Put on a Request](#)
- Access RKD's GivingPulse companion report for nonprofits: [GivingPulse Field Guide | Q1 2025](#)



# Other GTDC Resources

- Read more on our latest [Growing Giving research](#).
- Check our latest [Fundraising Effectiveness Project \(FEP\) report](#).
- Access our [990 Data Infrastructure](#).
- Receive the latest news, research, resources, events, and insights from the GivingTuesday Data Commons network. [Sign Up for Our Newsletter](#).

