American Red Cross: Holiday Poll
October 16-19, 2014
ORC International CARAVAN® Omnibus Surveys

Report Date: November 3, 2014
# Methodology

<table>
<thead>
<tr>
<th>Survey Type</th>
<th>Omnibus Study. The online omnibus study is conducted twice a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>1,021 adults comprising 508 men and 513 women.</td>
</tr>
<tr>
<td>Survey Date</td>
<td>October 16-19, 2014</td>
</tr>
</tbody>
</table>
Key Findings

Those active on social networks are supportive of non-profit organizations.
- 69% of respondents stated they are active on at least one social network and log into that network at least one time per day.
- 71% of those active on social networks have donated to a charity in the past 12 months. Of those, 6 in 10 have donated online.

Cross promotion of online and offline is an important motivator.
- Online solicitations are often cited as influencing offline donations.
- While respondents spend time online each day, they were more likely to increase their giving in retail and public locations during the coming year.

Personal relationships are a key motivator with regard to donations.
- ‘In person’ solicitations are most likely to generate a response.
- 70% of individuals would take one or more action in response to a friend posting a story on social media about making a charitable donation.

Giving through social networks is still evolving.
- Even among social network users, there is mixed emotion around sharing donations online. 34% definitely would not/not likely to share and only 40% would share/likely to share.
- While relationships are important – respondents are less certain about their donation likelihood if they are ‘called out’ on social media. Almost three-quarters of individuals would not or are unsure if they would be more likely to donate if a friend asked them by name on social media.
- While social engagement plays a role in many decisions, it is not the key driver and is only mentioned by 39% as very or somewhat important.
69% of respondents stated they are active on at least one social network and log into that network at least one time per day. Of those, two-thirds are online 2 hours or less each day and spend most of their time on Facebook.
71% of those active on social networks have donated to a charity in the past 12 months. Of those, 6 in 10 have donated online.

Giving money to someone asking for a donation in a public place or putting money in a store countertop canister are the most common ways to give.
Multiple channels are common in motivating donations.

56% of those who made a donation indicated they responded directly to one or more of the ways noted. 24% reported that their donation was made in response to a mailing from a charity.
Cross promotion of online and offline is an important motivator.

Online solicitations are often cited as influencing offline donations; it was less likely to see offline activity driving online donations.

For example, retail checkout campaigns were cited as strongly influenced by social media.

<table>
<thead>
<tr>
<th>Ways donated money in past 12 months</th>
<th>Most effective way for charity to ask</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Offline</td>
</tr>
<tr>
<td></td>
<td>In person</td>
</tr>
<tr>
<td>Offline</td>
<td></td>
</tr>
<tr>
<td>Gave to someone in public place</td>
<td>43%</td>
</tr>
<tr>
<td>Put in store countertop canister</td>
<td>38%</td>
</tr>
<tr>
<td>At checkout with online retailer</td>
<td>27%</td>
</tr>
<tr>
<td>Used credit card over phone</td>
<td>4%</td>
</tr>
<tr>
<td>Mailed a check</td>
<td>17%</td>
</tr>
<tr>
<td>Online</td>
<td></td>
</tr>
<tr>
<td>Used credit card on charity’s website</td>
<td>14%</td>
</tr>
<tr>
<td>Through social media network or platform</td>
<td>10%</td>
</tr>
<tr>
<td>Sent text message/added to cell phone bill</td>
<td>5%</td>
</tr>
</tbody>
</table>
The historical motivation for giving is consistent with the way donors perceive as the best way to ask. For example, a letter is most likely to generate a mailing.

<table>
<thead>
<tr>
<th>Motivation for donation in past 12 months</th>
<th>Most effective way for charity to ask</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Offline</td>
</tr>
<tr>
<td></td>
<td>In person Letter Phone Email Social Media</td>
</tr>
<tr>
<td>Offline</td>
<td></td>
</tr>
<tr>
<td>Mailing from charity</td>
<td>23%</td>
</tr>
<tr>
<td>Phone call from charity</td>
<td>13%</td>
</tr>
<tr>
<td>Online</td>
<td></td>
</tr>
<tr>
<td>Email from friend</td>
<td>21%</td>
</tr>
<tr>
<td>Email from charity</td>
<td>13%</td>
</tr>
<tr>
<td>Message/post on social media</td>
<td>16%</td>
</tr>
<tr>
<td>Either</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base: Active on at least one social network and log into that network at least one time per day and donated money to charity during the past 12 months (n=505)

T5: During the past 12 months, have you donated money to a charity directly in response to any of the following?

T7: What would be the most effective way for a charity to ask you to donate money?
While respondents spend time online each day, they were more likely to increase their giving in retail and public locations during the coming year.

<table>
<thead>
<tr>
<th>Likelihood to donate in the following ways</th>
</tr>
</thead>
<tbody>
<tr>
<td>Put in store countertop canister</td>
</tr>
<tr>
<td>More likely</td>
</tr>
<tr>
<td>28%</td>
</tr>
<tr>
<td>22%</td>
</tr>
<tr>
<td>21%</td>
</tr>
<tr>
<td>20%</td>
</tr>
<tr>
<td>14%</td>
</tr>
<tr>
<td>10%</td>
</tr>
<tr>
<td>10%</td>
</tr>
<tr>
<td>6%</td>
</tr>
</tbody>
</table>

Base: Active on at least one social network and log into that network at least one time per day (n=708)

T6: Compared to last year, are you more likely, less likely, or about as likely to donate to charity in the following ways?
Personal relationships are a key motivator with regard to donations. ‘In person’ solicitations are most likely to generate a response.

Most likely to make donation in response to...

- In person: 37%
- By sending a letter: 22%
- By sending an email: 9%
- By telephone: 8%
- Through Facebook or other social media: 3%
- Don’t know: 21%

Base: T7: Active on at least one social network and log into that network at least one time per day (n=708)

What would be the most effective way for a charity to ask you to donate money?
Personal relationships are a key motivator with regard to social activity. 70% of individuals would take one or more action in response to a friend posting a story on social media about making a charitable donation.

Most all of the actions would have the direct result of either increasing the potential for new donations or gaining additional awareness of the friend’s donation.

**Actions likely to take in response to a friend's post about recent donation**

- Like or favorite the post: 36%
- Go to charity’s website or Facebook page to learn more: 29%
- Ask friend to tell more about donation: 22%
- Donate money yourself: 19%
- Have more respect for person as friend: 19%
- Repost friend’s request for donation: 17%
- Make comment on social media: 15%
- None of these: 30%

**Base:** Active on at least one social network and log into that network at least one time per day (n=708)

T9: If one of your friends donated money to a charity and then posted a story on social media about why he or she supported the charity, which of the following actions would you be likely to take?
Even among social network users, there is mixed emotion around sharing donations online.

34% definitely would not/not likely to share.
40% would share/likely to share.
While social engagement plays a role in many decisions, it is not the key driver and is only mentioned by 39% as very or somewhat important.

**Importance of charity’s social engagement**

- **Very important**: 17%
- **Somewhat important**: 21%
- **Neither important nor unimportant**: 31%
- **Somewhat unimportant**: 4%
- **Very unimportant**: 26%
While relationships are important – respondents are less certain about their donation likelihood if they are ‘called out’ on social media.

Almost three-quarters of individuals would not or are unsure if they would be more likely to donate if a friend asked them by name on social media.

Interestingly – those who participated in the ALS challenge had a similar reaction to being named as the overall sample.

Likelihood to donate if mentioned by name on social media

<table>
<thead>
<tr>
<th></th>
<th>Total Sample</th>
<th>ALS Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td>No</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Maybe</td>
<td>35%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Of those individuals who donate to charity online, 43% view the charity’s mobile web site.

![Pie chart showing the distribution of online and offline donations.]

**View charity’s mobile website**

- **Often**: 14%
- **Sometimes**: 29%
- **Never**: 16%
- **I do not donate to charity online**: 41%

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**Base:**
T11: Active on at least one social network and log into that network at least one time per day (n=708)

**When giving to charity online, how often do you view the charity’s mobile site?**

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**American Red Cross**
Computers remain the primary way that people give – with 89% using laptops and desktops.

Method used to make donation

- Laptop computer: 54%
- Desktop computer: 35%
- Smart phone: 24%
- Tablet: 15%
- Other: 9%

Base: Active on at least one social network and log into that network at least one time per day and donates to charity online (n=419)

T12: When giving to charity online, what do you typically use to give your donation?
Receiving a gift in return is not a primary motivator.
More than half of respondents are not motivated to give by receiving a gift in return.

Likelihood to give to charity if a gift is received

- Yes: 26%
- No: 51%
- Maybe: 23%
Among those who want an incentive – the range varies from something direct (e.g., prize/gift) to something that is more directly impactful to the charity (e.g. matching gift).

**Incentive to make donation**

- Matching gift from a corporation: 24%
- Free prizes or gifts: 20%
- Competition between cities, sports teams, or schools: 16%
- Chance to be featured or recognized on a charity’s website or social media network: 9%
- Celebrity request: 7%
- None of these: 53%

**Base:**
- Active on at least one social network and log into that network at least one time per day (n=708)

**T17:**
- Which of the following would make you more likely to donate to a charity via social media networks?
The majority of individuals do not feel that a charity’s popularity in the media has an impact on their intent to give. However, this response may not factor in the reality that awareness is likely to create a greater willingness to act.

Importance of charity’s popularity in media or potential trending on Twitter

- It doesn’t make a difference to me: 72%
- Trending topics catch my eye and make me more likely to donate: 15%
- Trending topics give some legitimacy to a cause, but I also consider other factors when donating: 13%

Base: Active on at least one social network and log into that network at least one time per day (n=708)

When you are considering donating to a charity or cause, how much does the topic’s popularity in the media or its potential trending on Twitter make a difference to you?
There was almost universal awareness of the ALS Ice Bucket Challenge, with about one in five having participated.
The public is more aware of Black Friday (97%) and Cyber Monday (91%) than they are of Giving Tuesday (41%).

Aware of and will participate in holiday season events

<table>
<thead>
<tr>
<th>Event</th>
<th>Aware (%)</th>
<th>Participate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Friday</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Cyber Monday</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Giving Tuesday</td>
<td>19%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Active on at least one social network and log into that network at least one time per day (n=708)

Which of the following events are you aware of this holiday season? Which do you plan to participate in?