




NONPROFIT SUPPORTER PERSPECTIVES: 2021 REPORT

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PREPARED BY OP4G





Nonprofit organizations have experienced many unexpected hurdles during the COVID-19 pandemic, from budget cuts and staff layoffs to cancelled fundraising events. Between high unemployment rates, quarantining, and fear of the unknown, nonprofit supporters have also been no exception to the pandemic's impact. This has led to continued uncertainty around the nonprofit sector's 2021 outlook, including supporter attitudes and behaviors.

Study Scope

Op4G recently surveyed 700 supporters of nonprofit organizations to better understand their current volunteering efforts, donation habits, and other behaviors.

Volunteering Habits

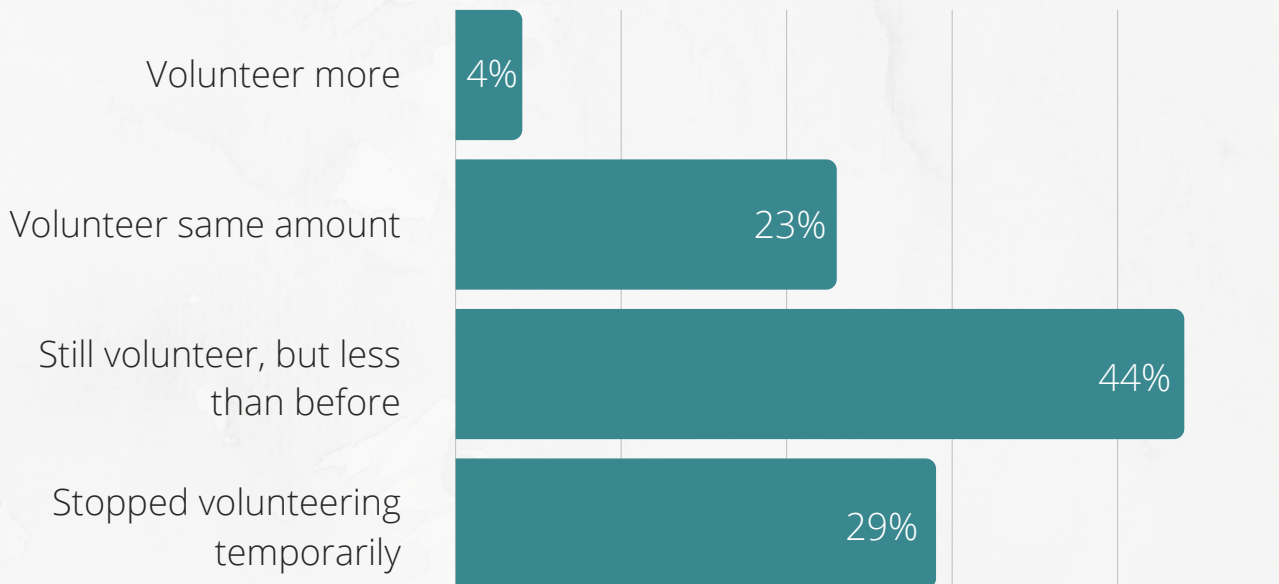
Nearly 7 in 10 respondents have volunteered for a nonprofit within the last three years.

67 average hours volunteered each year

Those aged 55+ had double the average number of volunteer hours when compared to those aged 18-34 (82 hours vs. 41 hours).



How has COVID impacted your current volunteering frequency?



For those who are volunteering less or stopped temporarily, we asked what would make them feel comfortable returning to in-person volunteering.

The top three developments that would make these individuals feel more comfortable were:

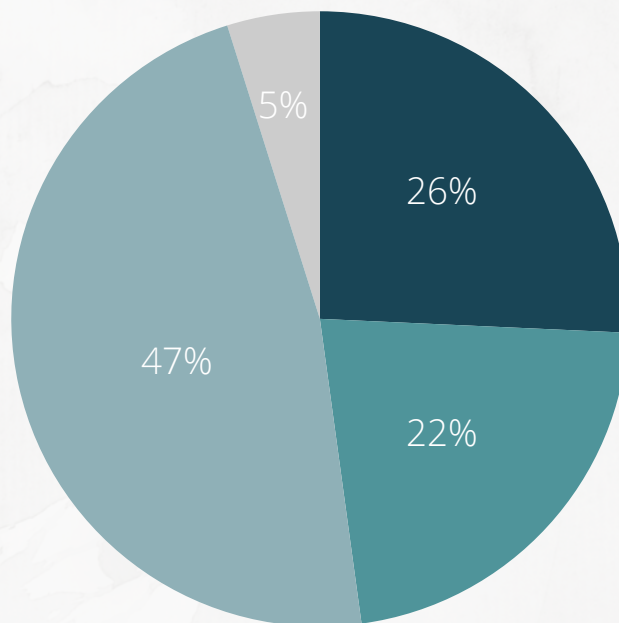
- Once my nonprofit reopens in-person volunteering (**52%**)
- Once I am fully vaccinated (**41%**)
- Once the majority of my nonprofit's volunteers are vaccinated (**36%**)

Donation Habits

On average, respondents donate **\$1,825** per year to nonprofit organizations.

Individuals located in the South donate an average of nearly double what those in the Northeast donate (\$1,269 per year vs. \$2,498 per year).

How have your donation habits changed during COVID-19?

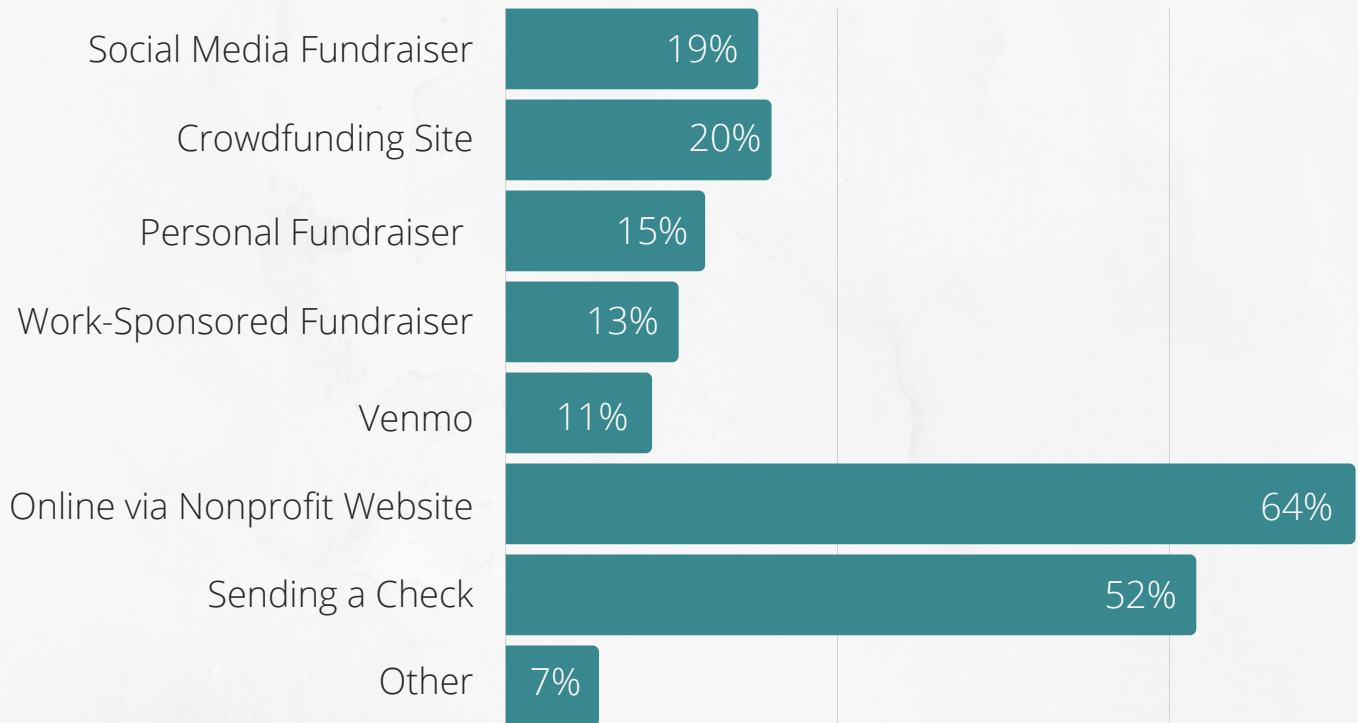


- Donated More Money
- Donated Less Money
- Donated The Same Amount
- Haven't Donated At All



Donation Habits (Continued)

In which ways do you typically make a financial donation to a nonprofit?



7 in 10 of those aged 55+
typically donate by mailing
a check

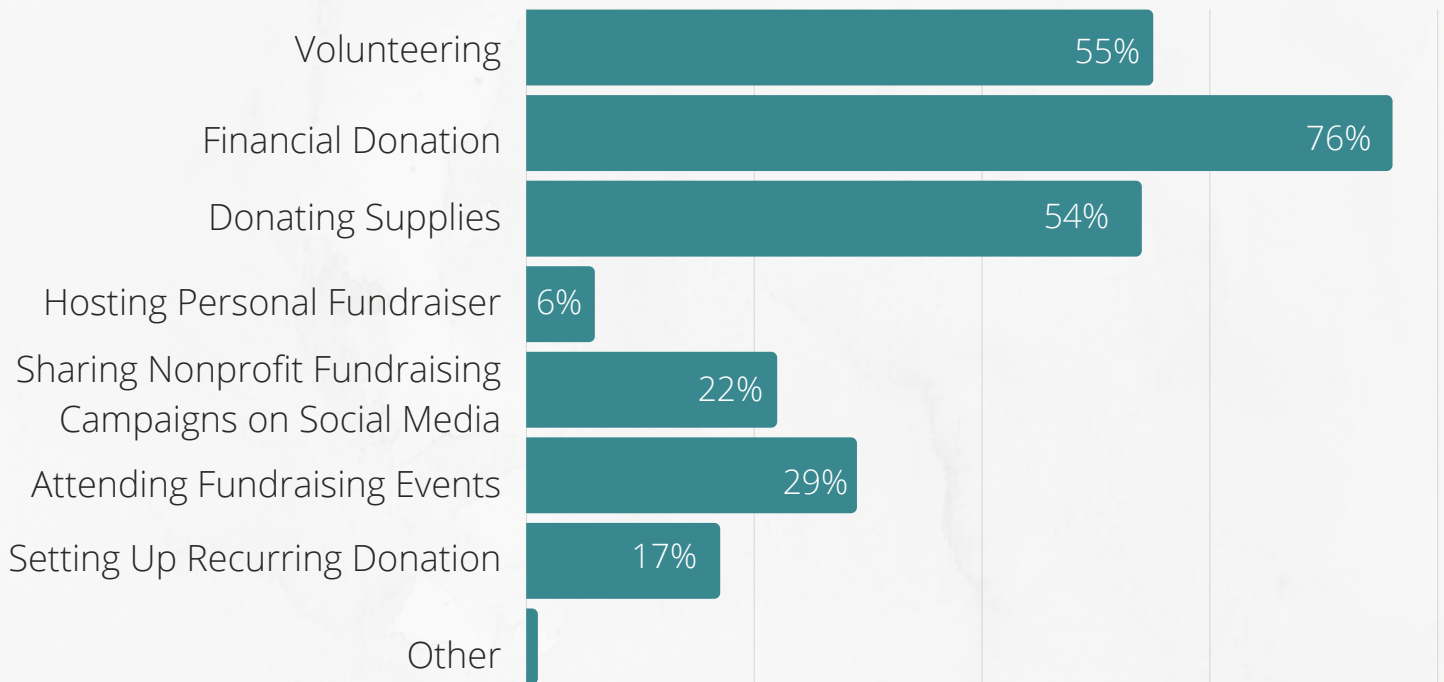
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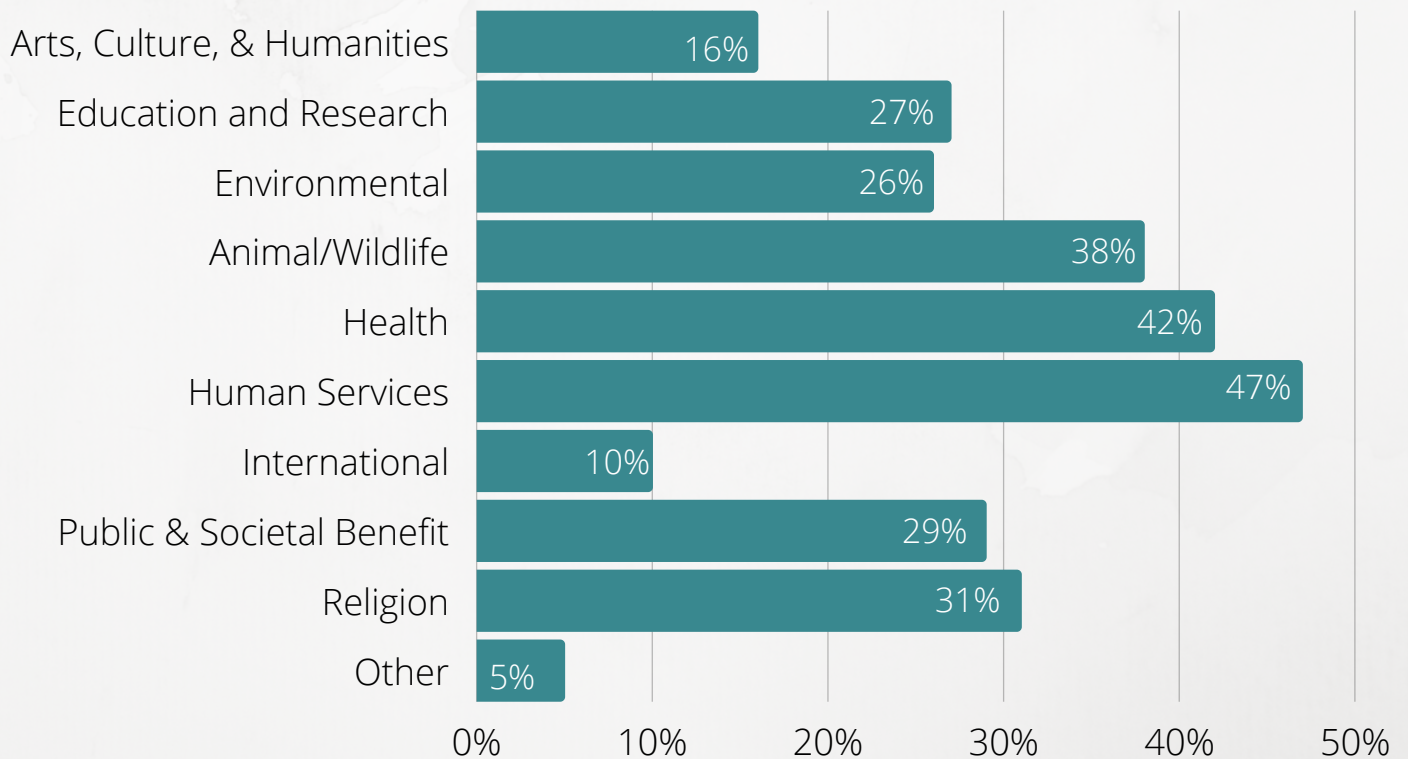
7 in 10 of those aged 18-54
typically donate online via a
nonprofit's website

Supporter Behavior & Preferences

How do you typically support nonprofit organizations?



Which of the below categories of nonprofit organizations do you support?

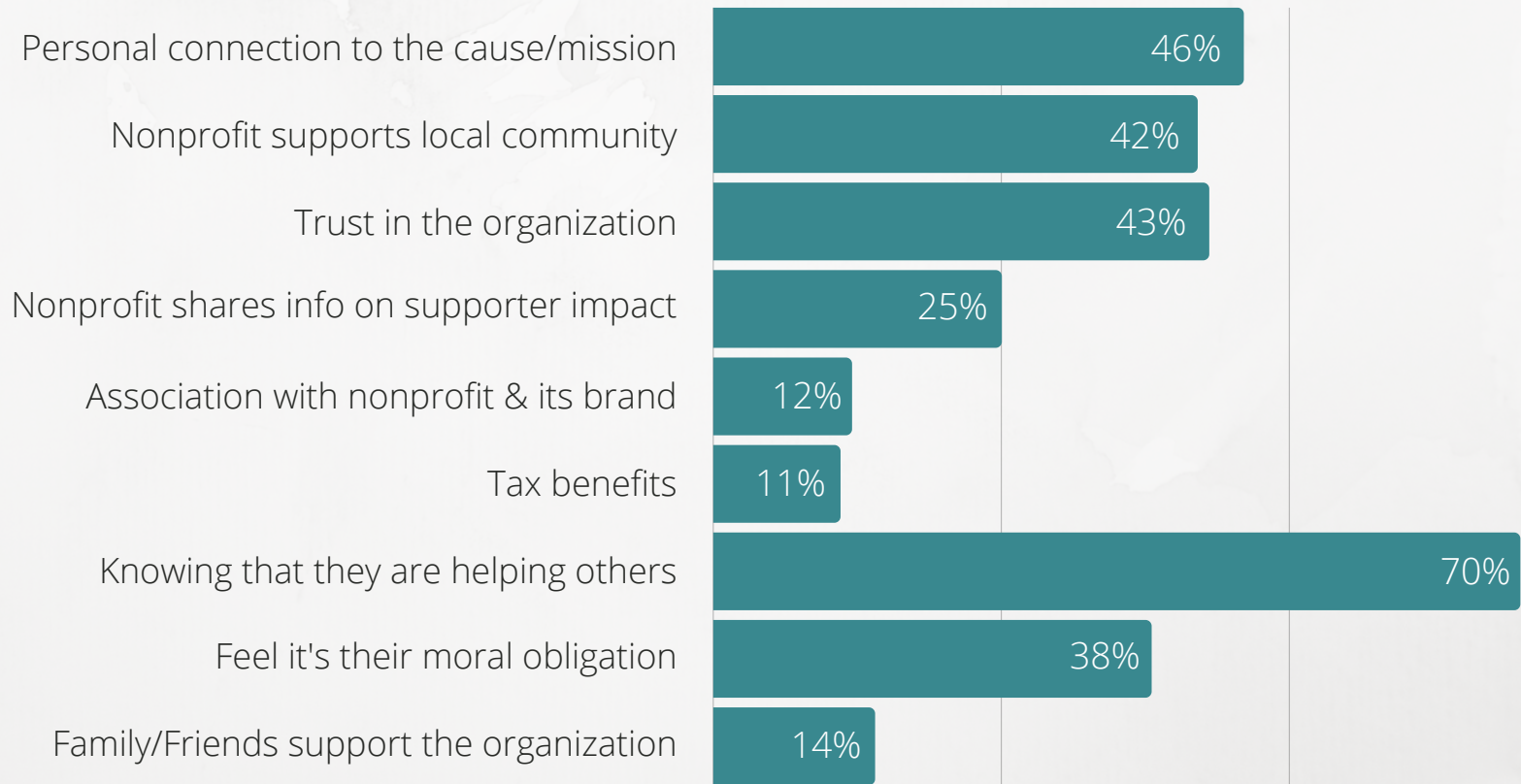


Supporter Behavior & Preferences (Continued)

Most-Mentioned Organizations Supported By Respondents

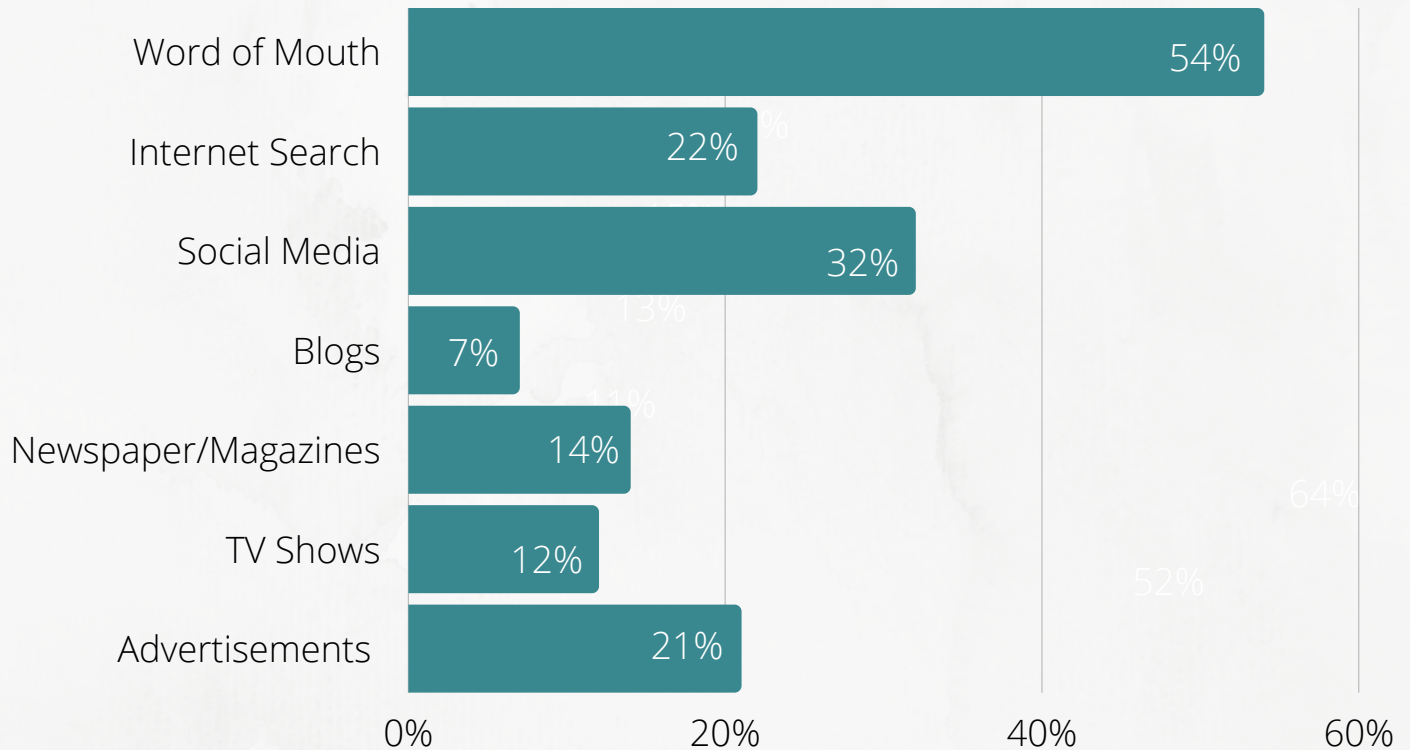


Top Reasons Why Participants Support Nonprofits



Supporter Behavior & Preferences (Continued)

How do you typically discover new nonprofits to support?



Does the location of a nonprofit factor into the decision to support it?

3 in 5 prefer to support local or U.S. based organizations

1 in 5 say location doesn't matter

About This Study:

This national study was conducted in May of 2021 using Op4G's proprietary panel. Op4G surveyed 700 supporters of nonprofit organizations to better understand their current volunteering efforts, donation habits, and other behaviors.

Respondents were qualified based on the following criteria: they have supported a nonprofit within the last 3 years (financial donation, volunteering, donating supplies, etc.).

About Op4G:

Op4G is a premier data collection company with unique recruitment methods and best-in-class programming services. We work in conjunction with nonprofit partners and trade associations to find hard-to-reach audiences for participation in our clients' surveys.

Our unique approach to recruiting yields a highly engaged group of people who, as respondents, are dedicated to helping our market research clients fulfill their information needs. Clients' survey incentive funds have allowed our panel members to donate nearly half a million dollars to nonprofits worldwide.

Op4G is your trusted partner for everything, from difficult recruits to everyday consumers. Op4G is headquartered in Portsmouth, NH, and operates globally.