



# The Latino Donor: Cultural Influences & Research Findings

---

Victoria Salgado Diggs

WHY IS IT  
IMPORTANT?

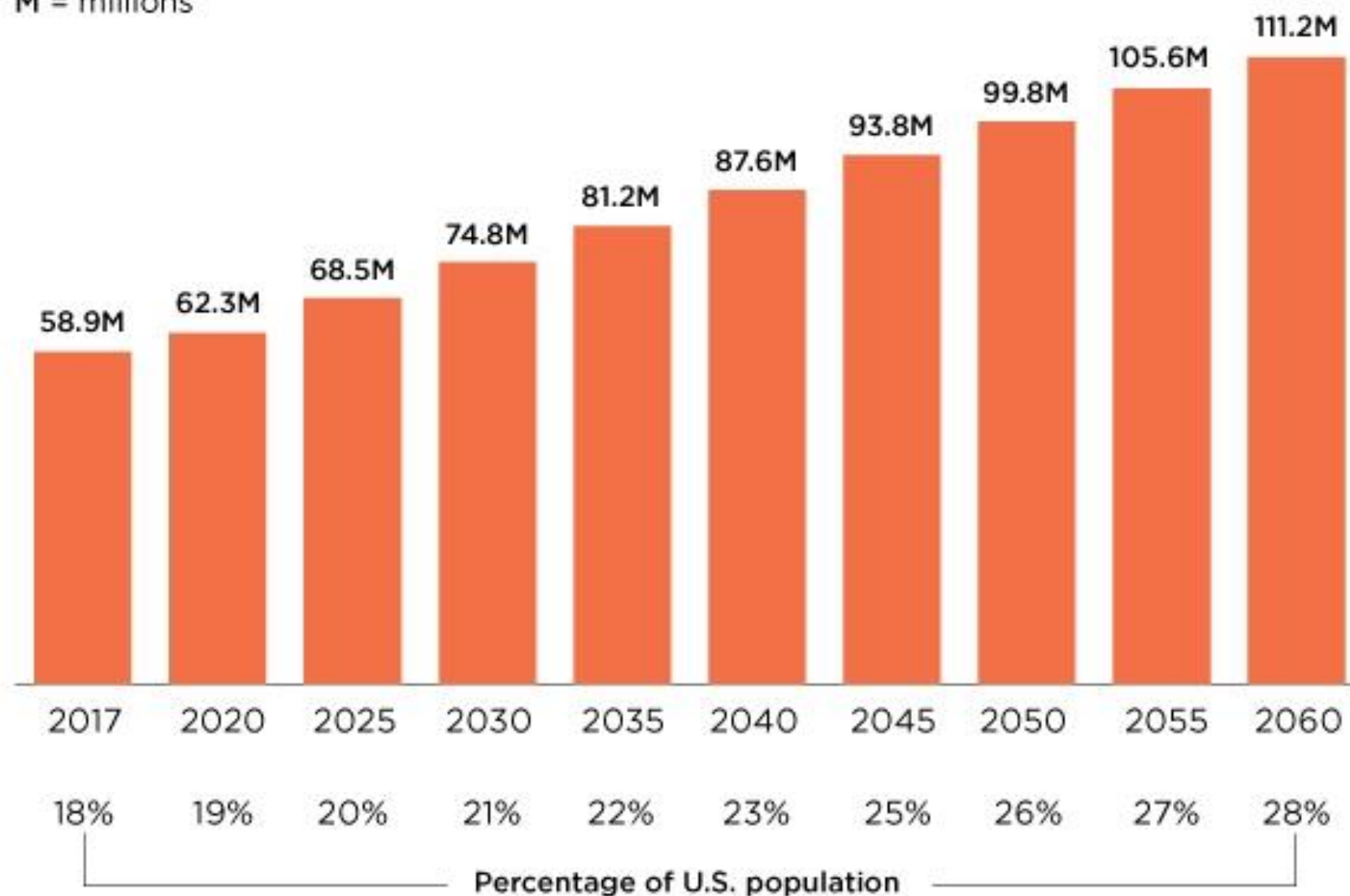
# LATINOS IN THE U.S. ARE



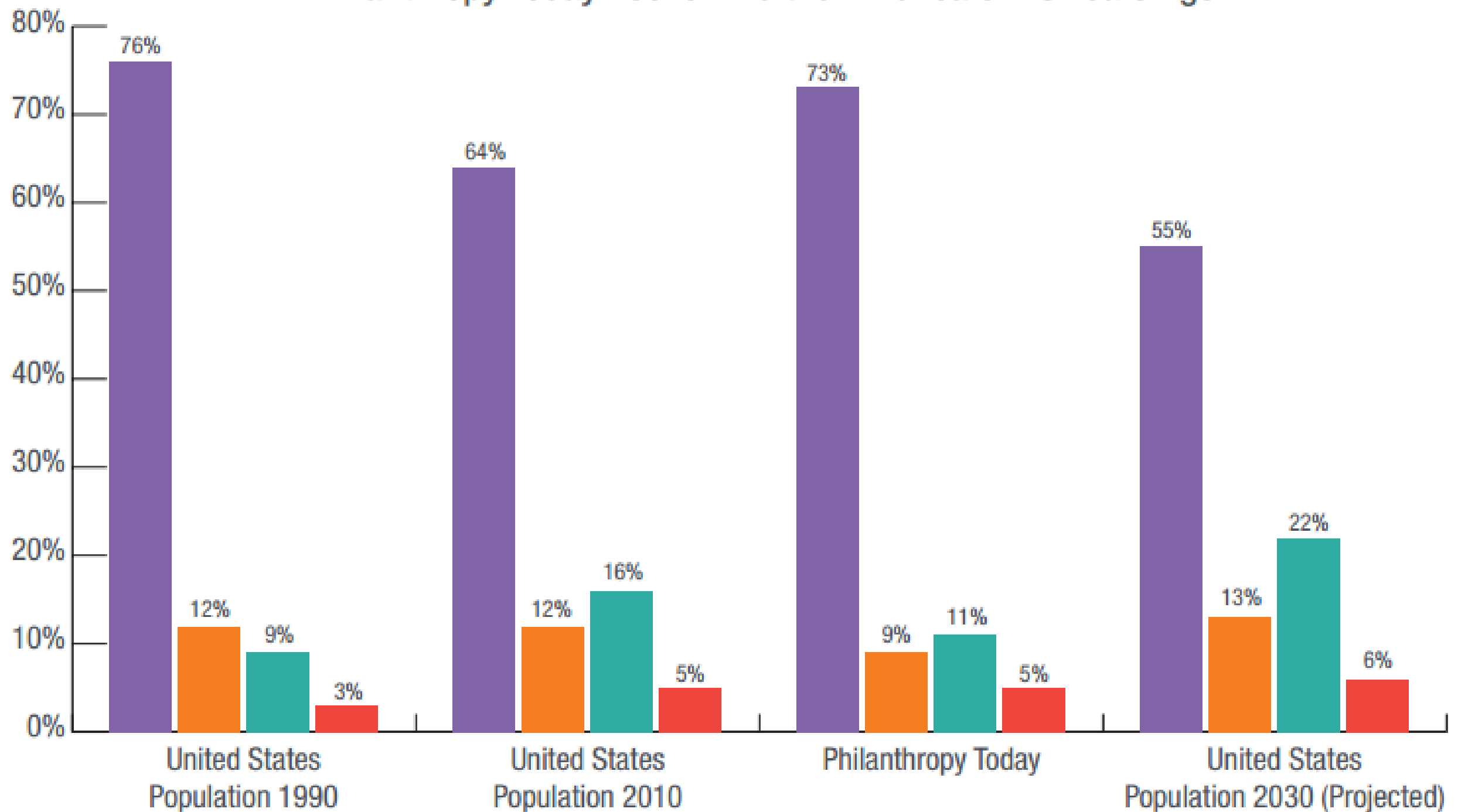
# Hispanic Population to Reach 111 Million by 2060

Projected Hispanic Population 2020 to 2060

M = millions



## Philanthropy Today Looks Like the America of 25 Years Ago



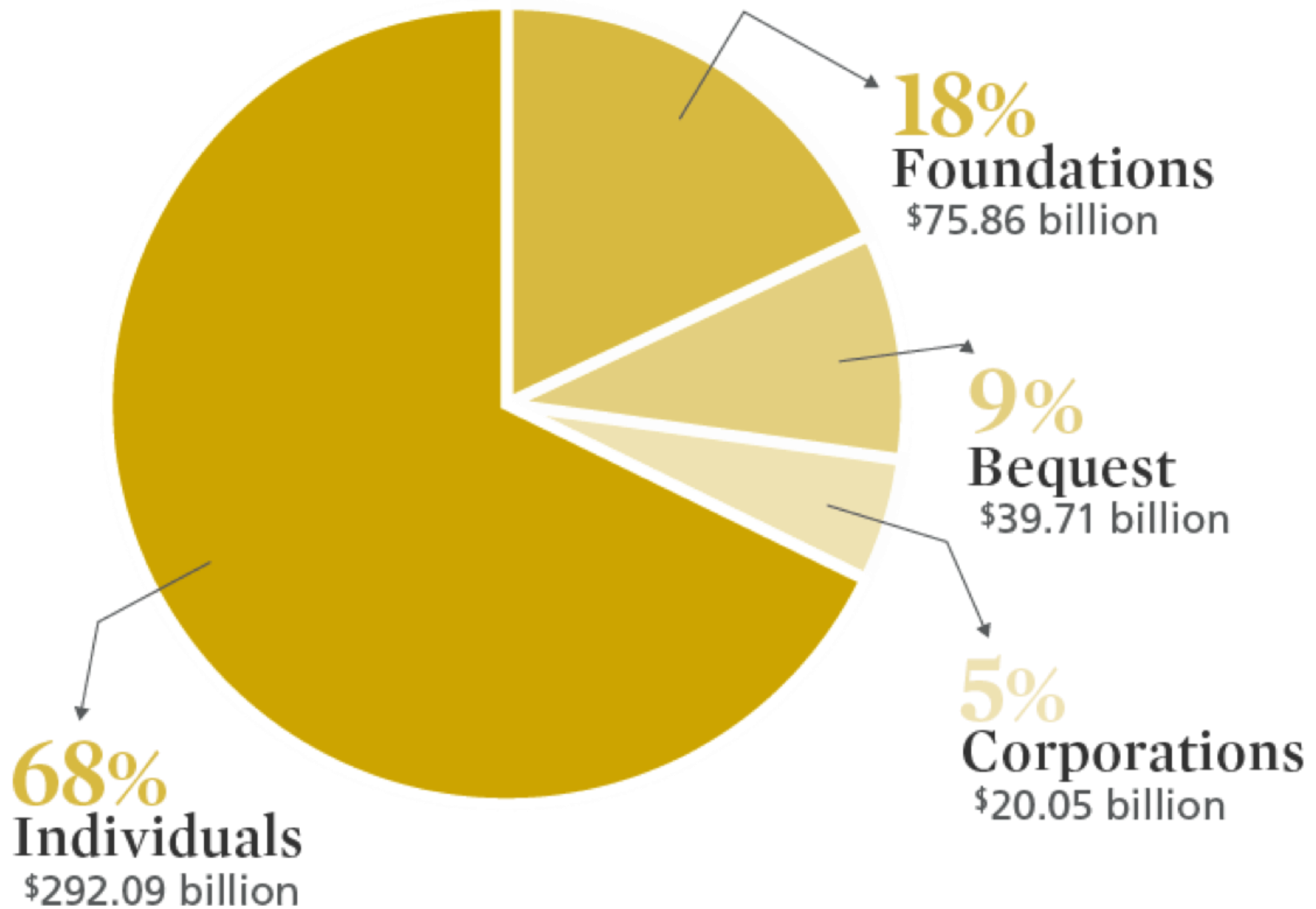
■ Caucasians

■ African Americans

■ Hispanics

■ Asians

Source: Pew Research Center, The Next America – America's Racial Tapestry is Changing: <http://www.pewresearch.org/next-america/#Americas-Racial-Tapestry-Is-Changing>



A solid blue vertical bar is positioned on the left side of the image.

THOUGHT-

PROVOKING

FACTS

# IDENTITY





# PRIMARY LANGUAGE

## Primary Language

(%)

■ Spanish dominant ■ Bilingual ■ English dominant



## Hispanics by generation

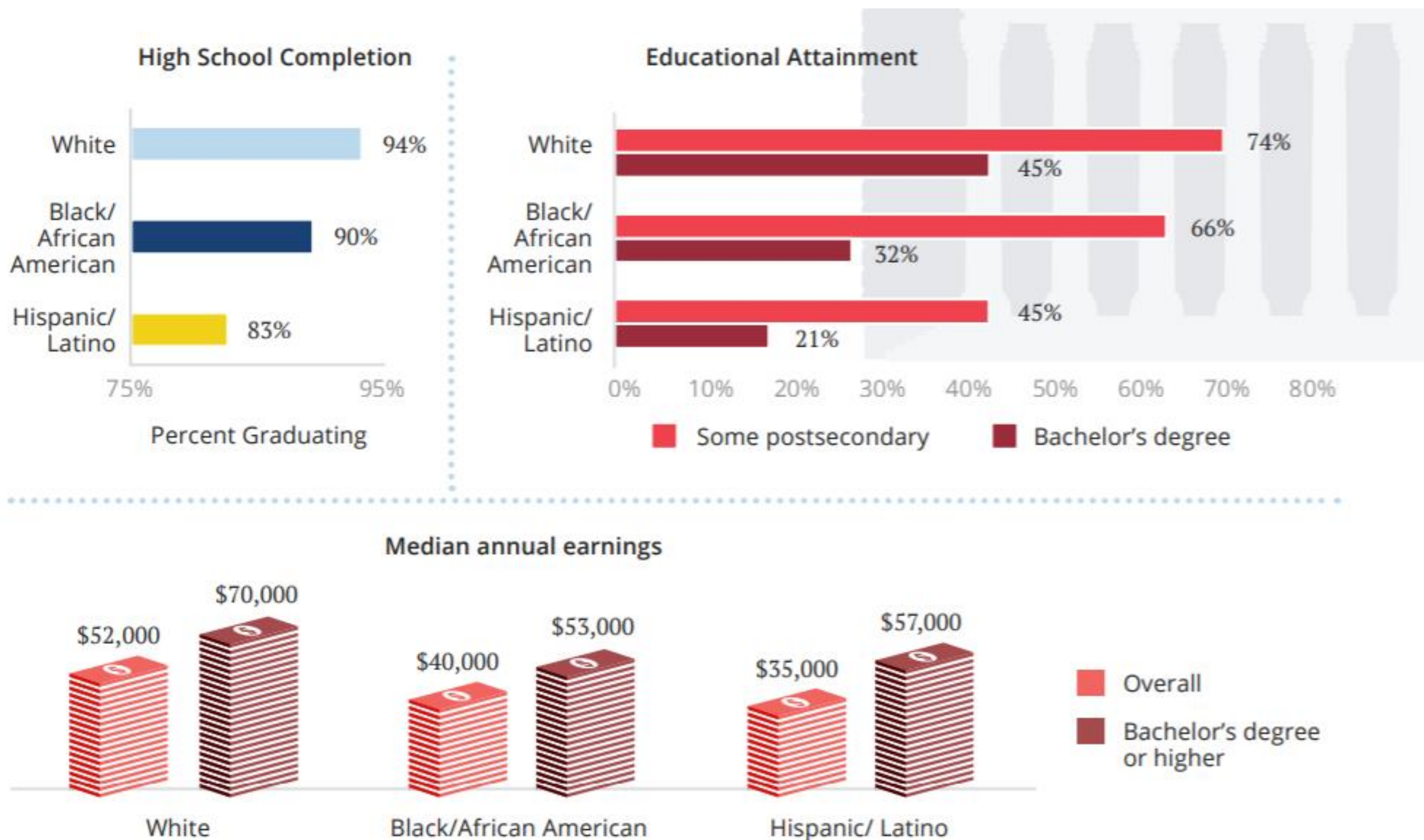


Notes: N=1,220. Language dominance is a composite measure based on self-described assessments of speaking and reading abilities. "Spanish-dominant" persons are more proficient in Spanish than in English, i.e., they speak and read Spanish "very well" or "pretty well" but rate their ability to speak and read English lower. "Bilingual" refers to persons who are proficient in both English and Spanish. "English-dominant" persons are more proficient in English than in Spanish.

Source: Pew Hispanic Center, 2011 National Survey of Latinos

PEW RESEARCH CENTER

# EDUCATION & ECONOMIC LANDSCAPE



Source: Georgetown University Center on Education and the Workforce analysis of data from the US Census Bureau's *Current Population Survey*, 2016.

# ENTREPRENEURS

Latinos businesses  
are growing 2.5  
times faster than all  
U.S. businesses.

Latinos account for  
1 out of every 5  
new entrepreneurs  
in the U.S.



\$4.4

This infographic consists of a large yellow circle. Inside the circle, the text '\$4.4' is written in a large, white, sans-serif font. Below the circle, the text 'Million' and 'Latino owned businesses' are written in a smaller, black, sans-serif font.

Million  
Latino owned businesses



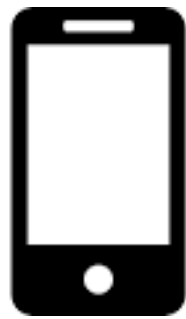
\$700

This infographic consists of a large light blue circle. Inside the circle, the text '\$700' is written in a large, yellow, sans-serif font. Below the circle, the text 'Billion' and 'Contribution to U.S. economy' are written in a smaller, black, sans-serif font.

Billion  
Contribution to U.S. economy



# COMMUNICATION PREFERENCES

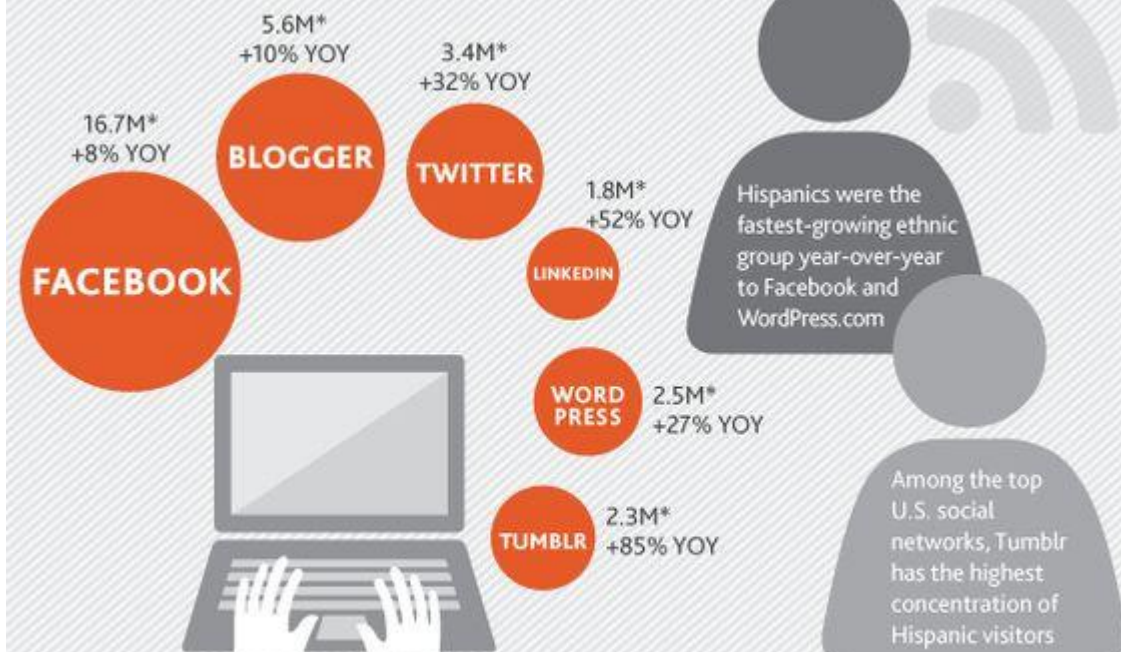


## The SOCIALLY CONNECTED Hispanic Consumer

Compared to the average U.S. adult online, Hispanic adults are:



### Top U.S. Social Networks/Blogs from Home & Work Computers - Feb 2012



\* Unique Hispanic Visitors in Millions

Source: Nielsen

nielsen

A solid blue vertical bar is located on the left side of the slide.

# CULTURAL & HISTORICAL INFLUENCE

# PHILANTHROPY DEFINED



**Philanthropy:** Goodwill to fellow members of the human race (Merriam Webster).

**Formal philanthropy:** An organization distributing or supported by funds set aside for humanitarian purposes. Voluntary actions for the public good within the nonprofit sector.

**Informal philanthropy:** An act or gift done or made for humanitarian purposes. In the Latino culture this is characterized by donations of time, talent and treasure to family, friends and the church.



# GOVERNMENT





# CHURCH

45%





# FAMILY DRIVEN





# FAMILY DRIVEN

## Outgoing Remittances from United States to other Countries

Migrants working in the United States sent a staggering \$138 billion back to their families last year \*

<sup>a</sup> Latest available data is from 2006.

### Article & Sources:

<https://howmuch.net/articles/outgoing-remittances-from-usa>

<http://www.pewglobal.org/interactives/heritance-map/>

howmuch.net



# MUTUAL AID SOCIETIES

## Late 1800's



Many factors contributed to immigration of Latinos in Texas to include: the annexation of Mexican territory and the Mexican revolution of 1910.

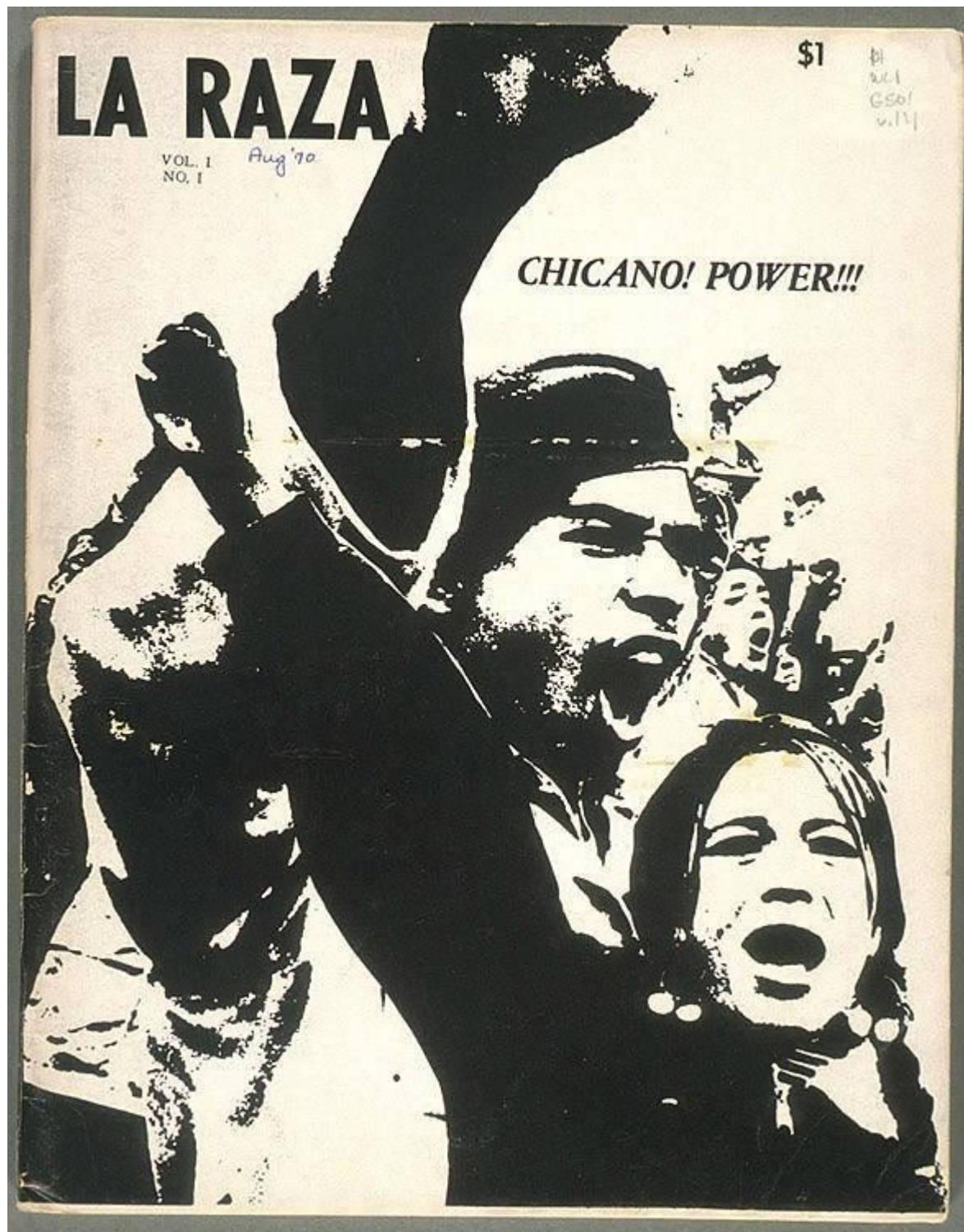
Mutual Aids Societies formed initially to address concerns associated with settling, but they eventually focused on **anti-discrimination.**





# CIVIL RIGHTS MOVEMENT

## 1960's – 1970's



**NCLR**  
NATIONAL COUNCIL OF LA RAZA



# LATINO FUNDS

## 1980's – Present



# IMPULSE & IDENTIFICATION

## Family Separations



\$20 Million



## Disaster Relief



\$38.8 Million



A solid blue vertical bar is located on the left side of the slide.

RESEARCH

FINDINGS

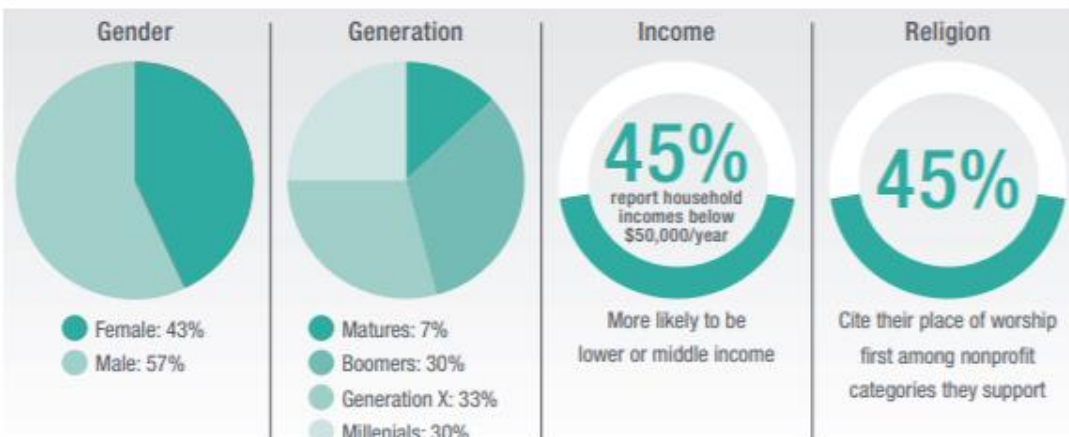


# BLACKBAUD STUDY FINDINGS (2015)

blackbaud

Diversity in Giving | f t in

## THE HISPANIC DONOR COMMUNITY



### At a Glance



Youngest of all groups and most likely to have children in their households



Strong commitment to children's causes



Much more likely to say they give spontaneously, when something pulls at their heart strings



Give larger percentage of income to church than donors overall



Not asked for donations as frequently as others, and not as likely to give through traditional direct response channels; most interested in hearing more from nonprofits

Spontaneity is the hallmark of Hispanic giving. By every measure, Hispanic donors say they are more likely to make their giving decisions "in the moment" based on what pulls on their heartstrings, rather than plan their donations in advance.

In addition, Hispanic donors appear to be underserved by core direct marketing channels. Hispanic donors are also the youngest of all donor sub-groups, and the only one that is majority male.

Hispanic donors with children at home donate significantly more (average \$930/year) than their childless counterparts (average \$618/year).

### Giving Priorities

Hispanic donors are most likely to cite their place of worship first among nonprofit categories they support (45 percent). Other categories favored by Hispanic donors include children's organizations

(40 percent), health organizations (31 percent), and social service organizations (30 percent). Hispanic donors, however, are somewhat less likely to give either to health or local service organizations than donors as a whole.

blackbaud

Diversity in Giving | f t in

## Giving Habits and Attitudes

Compared with the overall donor universe, Hispanic donors are more likely to agree with the following statements:

- "Most of the giving I do is spontaneous and based on who asks me and/or what pulls at my heartstrings." (52 percent of Hispanic donors compared with 36 percent of all donors)
- "I would support more nonprofits if I was asked more often." (18 percent vs. 9 percent).
- "I would like to support more nonprofits I care about, but I don't know how." (21 percent vs. 10 percent)

Compared with the overall donor universe, Hispanic donors are less likely to say they agree with the following statements:

- "I have an idea of which nonprofits I will give to each year." (57 percent of Hispanic donors compared with 79 percent of all donors)
- "I have an idea of how much I will budget for nonprofits each year." (39 percent vs. 56 percent);
- "I am concerned about what portion of the dollars I give to a nonprofit goes to overhead versus the cause." (63 percent vs. 80 percent).

## Reaching Hispanic Donors

Looking at past giving channels and habits, Hispanic donors are more likely to say they:

- Have given to canvassers on the street or at home (22 percent of Hispanic donors compared with 18 percent of all donors)



More than half of Hispanics say they prefer appeals in English.

- Have purchased items from commercial vendors like Amazon.com® or Target® where a portion of sales go to support a specific cause (23 percent vs. 18 percent)

Looking at past giving channels and habits, Hispanic donors are less likely to say they:

- Have given online via an organization's website (23 percent of Hispanic donors compared with 31 percent of all donors)
- Have given in response to a postal mail appeal (27 percent vs. 32 percent)
- Have made a tribute or memorial donation (13 percent vs. 24 percent)

## English vs. Spanish

Hispanic donors were asked whether they would prefer receiving fundraising appeals in English or Spanish. A majority—55 percent—say they prefer English. Seventeen percent say they prefer Spanish. And an additional 17 percent say they are fine with both. Among Hispanics born outside the United States, preference for Spanish is greater—37 percent prefer Spanish; 31 percent prefer English; and 17 percent prefer both.



# BLACKBAUD STUDY FINDINGS (2015)

## THE LATINO DONOR COMMUNITY

### Giving Priorities:

- Place of Worship
- Children Organizations
- Health Organizations
- Social Service Organizations

# BLACKBAUD STUDY FINDINGS (2015)

## THE LATINO DONOR COMMUNITY

### At a Glance:

- Youngest of all donor groups
- Strong commitment to children's causes
- Give larger percentage of income to church
- Spontaneous givers
- Majority male
- More likely to be from lower or middle income households
- Not asked for donations as frequently as others

# BLACKBAUD STUDY FINDINGS (2015)

## THE LATINO DONOR COMMUNITY

### Planned Giving:

- Less likely to make a tribute or memorial donation

### English vs. Spanish:

- Latinos born in the US prefer English appeals, those born abroad prefer Spanish appeals

A solid blue vertical bar is located on the left side of the image.

GETTING  
STARTED

# RECOMMENDATIONS

## To Reach and Engage with Latino Donors:

- Know your audience: take time to understand the cultural backgrounds and preferences of Latinos in your community
- Partner with well-respected community leaders, civic leaders, successful business owners and consider, if able, partnering with a local celebrities
- Recruit and train emerging Latino philanthropists to your board and consider starting a young professional board
- Hire and develop a diverse internal staff, including your fundraising staff

# RECOMMENDATIONS

## To Reach and Engage with Latino Donors:

- Organize small special events and ask Latinos in your community to give
- Join well established professional Latino affinity groups
- Go bilingual and build on the Latinos value of family
- Demystify formal giving and take the time to educate the Latino community about the benefits philanthropy could have on their community
- Maintain a strong online presence
- Feature your organization in popular Spanish language media, preferably TV.

