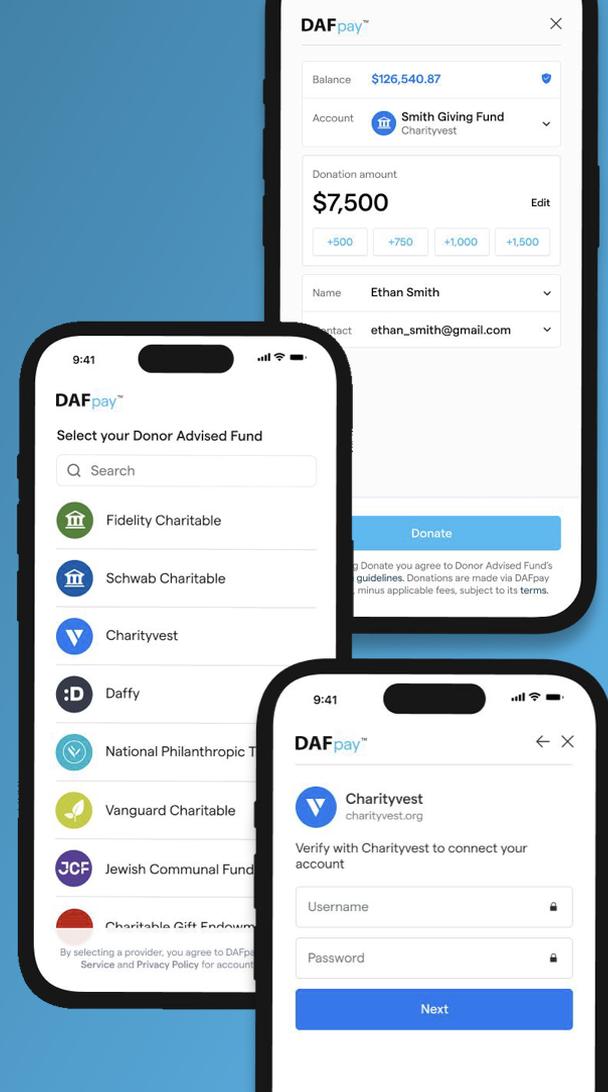


Chariot | DonorDock

Unlocking the Power of DAFs



1. Introductions

Your Hosts

Chariot



Mitch Stein
Head of Strategy

DonorDock



Bridgette Bitzegaio
Account Manager

Agenda

- 1 Introductions
- 2 Understanding DAFs
- 3 DAFpay on DonorDock
- 4 Proactive DAF Strategy
- 5 Q&A

Chariot is on a mission to accelerate philanthropy

Education

Research

DAF Fundraising Report

Conferences



Workshops & Trainings



Promotion

DAFday

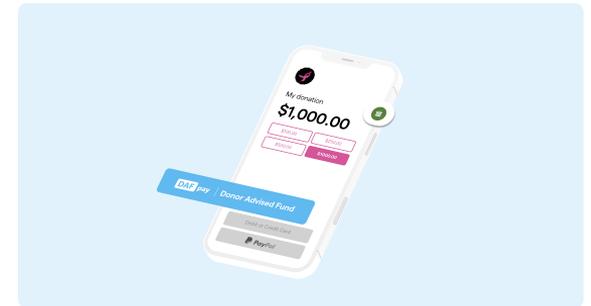


Press



Technology

DAFpay



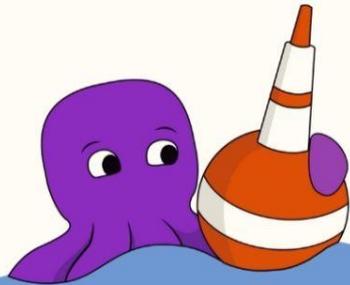
Disbursements



ONE PLACE TO GET FUNDRAISING

CRM, Outreach, and Giving

 **DonorDock**

A screenshot of the DonorDock CRM interface. The top navigation bar includes 'Action Board', 'Contacts', 'Marketing', 'Fundraising', and 'Reporting'. The user profile 'AR Arlene Richards' is shown with various badges: 'Individual', 'Donor', 'Highly Engaged', 'Badge Name', 'Badge Name', and 'Major Donor'. The main content area is divided into three sections: 'Overview' (Contact Information), 'Insights' (Donor Engagement), and 'Activity & Gifts'.

Contact Information

Account Number	142432145123
Email	arlene.r@acmfoundation.org
Main	(217) 555-0113
Cell	(308) 555-0121
Date of Birth	April 11, 1980
Primary Address	2727 Lakeshore Rd Nampa, Tennessee 78410 United States
Secondary Address	1473 Ranchview Dr San Jose, Maryland 48301 United States
Household	The Richards Family
Employer	ACME Co

Donor Engagement

Donations

LIFETIME AMOUNT	FIRST DONATION
\$4,906.57	\$200

Activity & Gifts

UPCOMING

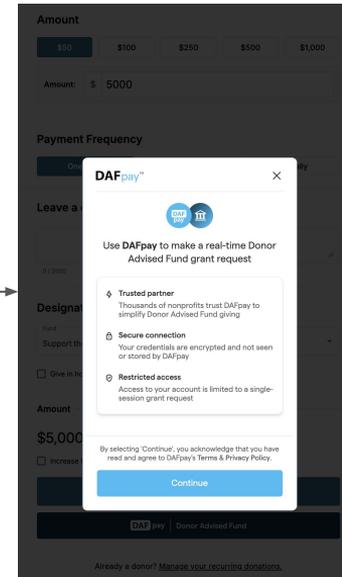
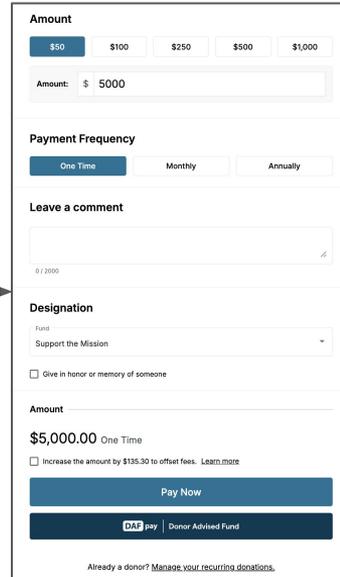
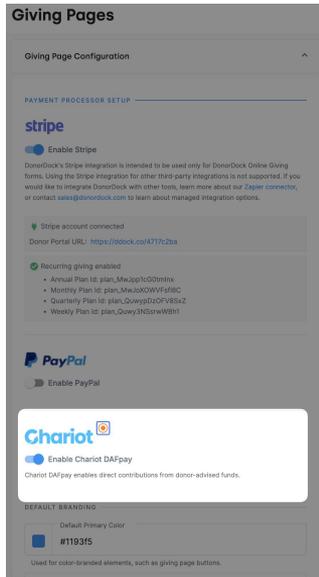
- EMAIL** 2/17/12
SUBJECT: Send follow up email to event attendees
STATUS: Upcoming
- MEETING** 2/17/12
SUBJECT: Meet with John at Twenty Below Coffee
STATUS: Upcoming

COMPLETED

- MEMBERSHIP** 2/17/12
\$9.00 RECEIVED

DonorDock partners with Chariot to bring DAFpay to our donation forms!

DonorDock offers a native DAFpay integration, allowing nonprofits to enable the function with ease.



Polling the Room

2. Understanding DAFs

DAFs: a tax-advantaged account for charitable giving

Donor Advised Fund accounts allows donors to make a **charitable contribution**, receive an **immediate tax deduction** and then **recommend grants** to tax-exempt organizations over time.



DAF Benefits for Donors

Streamlined

- One tax receipt
- One portal to manage gifts
- No admin or overhead

Accountability

- Set goals
- Automate contributions & grants
- Pre-commit

Tax Savings

- Full write-off in year 1
- Avoid capital gains
- DAF assets grow tax-free

The Power of Pre-Commitment

Having a DAF is like going into a store with a gift card, instead of cash

Typical Donation

- Making two decisions:
 - **Budgeting** (How much money should I part with?)
 - **Allocation** (Do I want to give it to this cause / org?)
- Decisions **slow us down**, and budgeting weighs against the joy of giving



DAF Giving

- Budget your giving up front
- Grant decisions are pure allocation, not hitting your current budget
- Purely experiencing the joy of giving, more likely to give & give more

DAF Donor Archetypes

DAF Donors come in all shapes and sizes, but there are 3 broad categories that may speak to you:

Organizer

Streamline & maximize giving

Funding & using most of DAF annually

Often individuals, employee benefit

Optimizer

Getting most tax benefit

Lump sum, spend down over a few years

Often a couple, stock comp or private co

Builder

Alternative to private foundation

Windfall financial event, long term use

Whole family, planned giving

The Dramatic Rise of DAFs

DAFs have become a large portion of philanthropy - and are still growing fast

DAF Market Data			
	2013	2023	10yr Change
Assets	\$53.7	\$251.52	5x
Grants	\$9.6	\$54.77	6x
Number of Accounts	217,367	1,782,120	8x
Average Account Size	\$247,217	\$141,120	0.6x

First 2024 Results | Grant Volume



\$15B | +25%



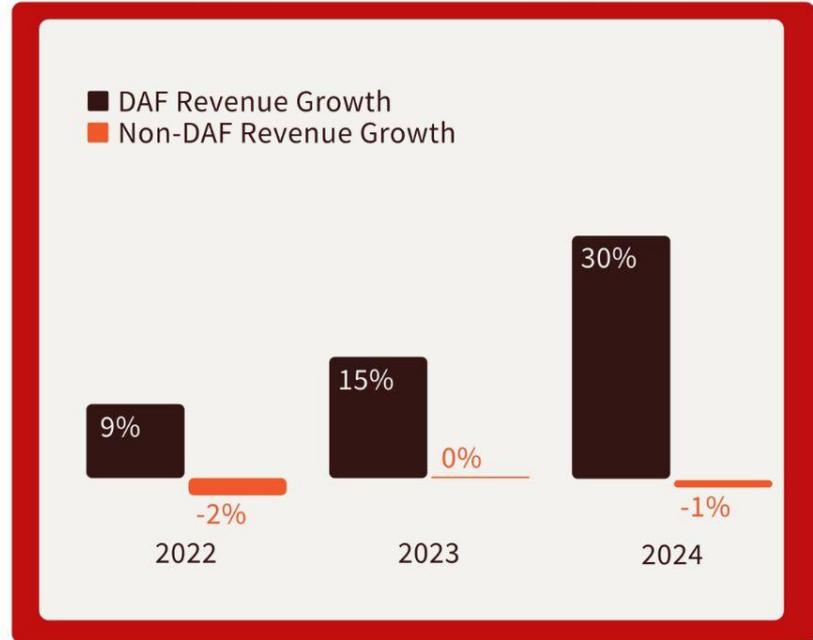
\$8B | +25%

:Daffy

\$40M | +311%

DAF Revenue is drastically outpacing non-DAF

>80% saw DAF revenue growth in 2024,
while non-DAF revenue is declining for more than half.



DAF Revenue Growth is a bright spot for many orgs

Over one-third of orgs saw DAF revenue growth make up for declining non-DAF revenue growth.

2024

Percentile	DAF	Non-DAF
10th	-6%	-19%
25th	6%	-6%
Median	30%	-1%
75th	41%	5%
90th	67%	22%

What Has Changed Most in the DAF Market?

Who uses a DAF	When DAFs are used	How DAFs are used
All donor levels are using DAFs	DAF Giving is growing at every donor level	
69% of DAF gifts below \$1k	Penetration for >\$25k donors: +62% from 2020	DAFs can now be a core payment option
92% of DAF gifts below \$5k	Penetration for <\$100 donors: +43% from 2020	Brings DAF giving into all channels

Source: 2025 DAF Fundraising Report

DEMO!

3. DAFpay in  DonorDock

Key Benefits of DAFpay with DonorDock

1

Find more **DAF donors** from their very first donations

2

Convert donors for **larger gifts** (DAF gifts avg 10x credit card gift!)

3

Capture **full DAF donor data** and **ease gift processing** burden

4

Immediately **acknowledge and steward** DAF donors

When DAFs are not Used

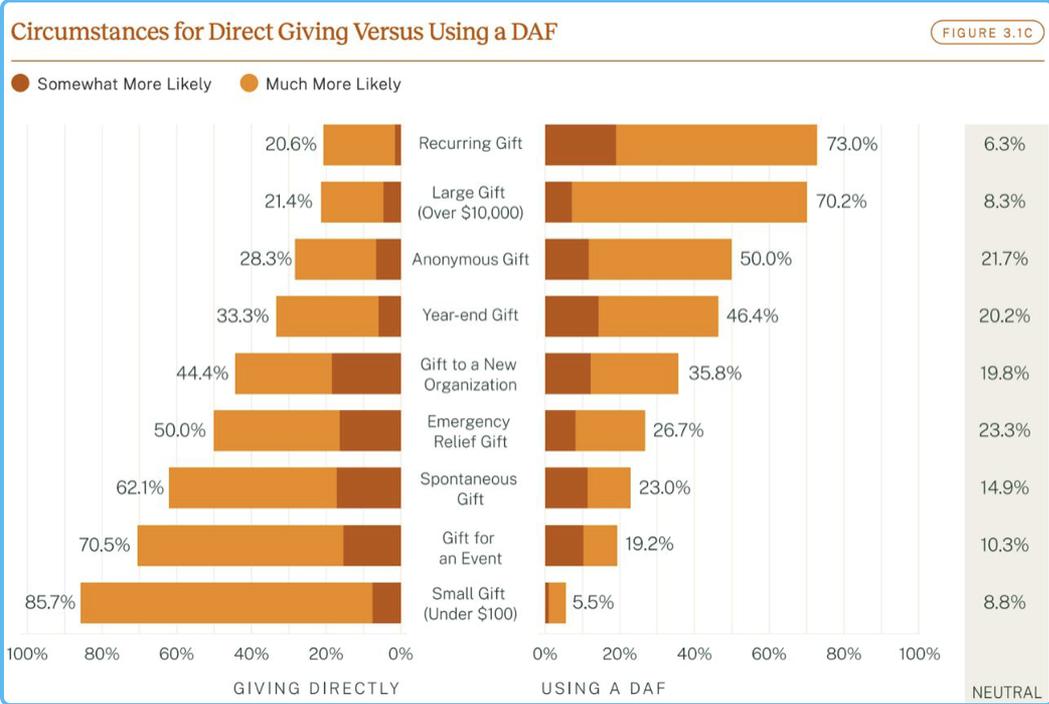
Research shows that nearly every DAF donor regularly donates outside of their DAF.

Top reasons include:

- Spontaneity
- Events
- Time-sensitivity
- New Organizations

Friction is the enemy of inspiration-based giving.

Heist, H. D., Vance-McMullen, D., Sumsion, R. M., Williams, J. (2025). The national survey of DAF donors. DAF Research Collaborative (DAFRC).

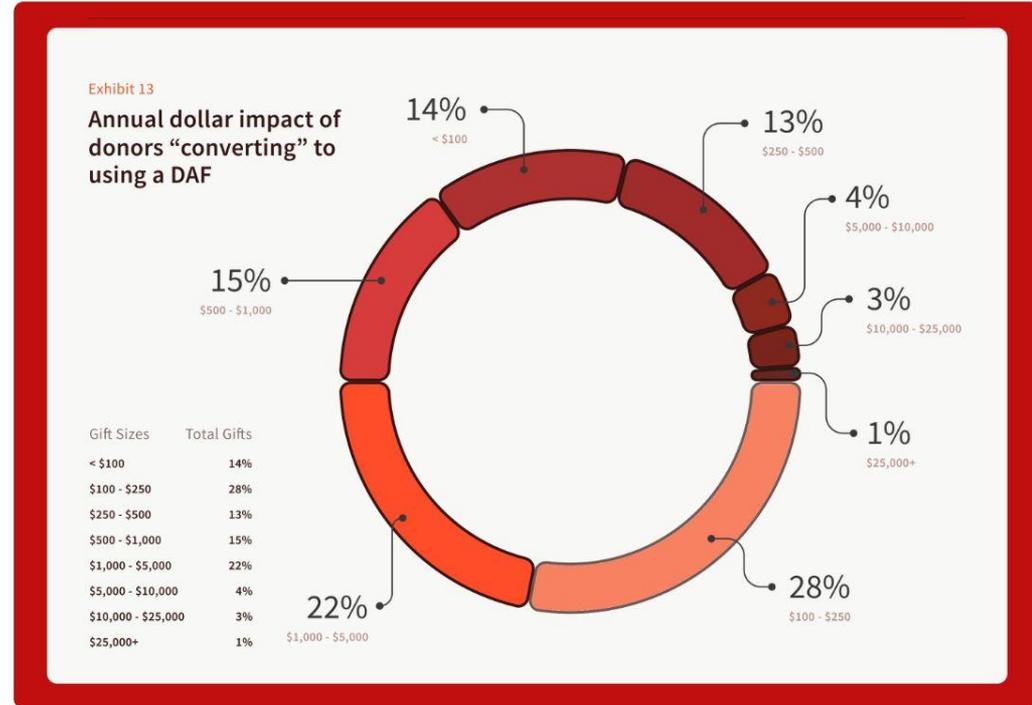


Vast majority of DAF gifts are not “major” gifts

Distribution of DAF Gift Sizes

Key Takeaway

- 69% of DAF gifts were <\$1,000
- 92% <\$5,000
- 1% >\$25,000



DAF Usage Results in Drastically Higher Giving

In 2024, donors who changed to giving with a DAF to the same organization showed a:

10x

Average

+888% was the average net impact
vs. prior non-DAF gift.

2x

Median

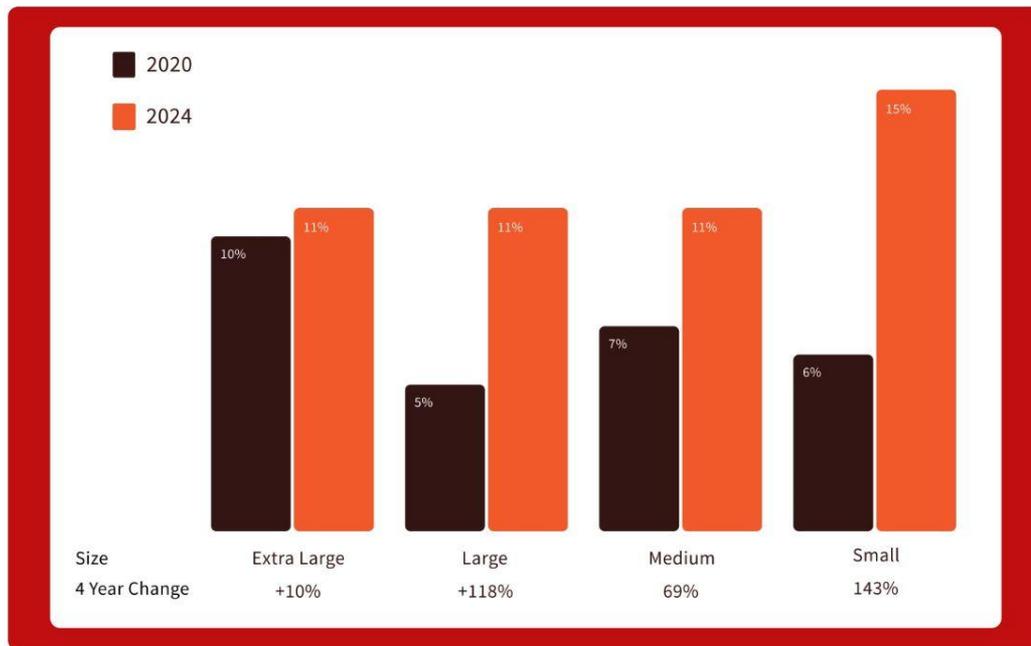
+100% was the median impact
vs. prior non-DAF gift

DAF revenue is fastest growing for small nonprofits

Relative DAF Revenue by Org Size, 2020 vs. 2024

Key Takeaway

From 2020 - 2024, DAF revenue as a percentage of total revenue grew by 143% for small orgs (<\$10M rev)



4. Proactive DAF Strategy

Use DonorDock to Find & Activate DAF Donors

A

Make it easy: [Support DAF Giving Everywhere](#)

B

Steward them: [Send An Immediate “Thank You”](#)

C

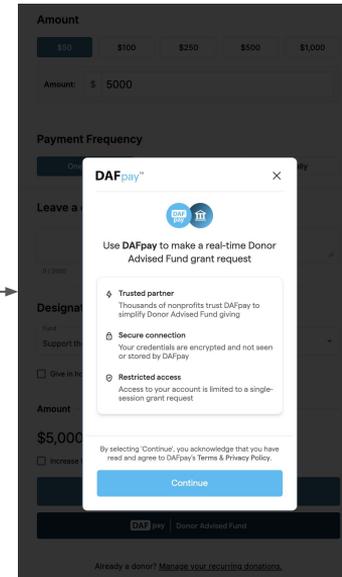
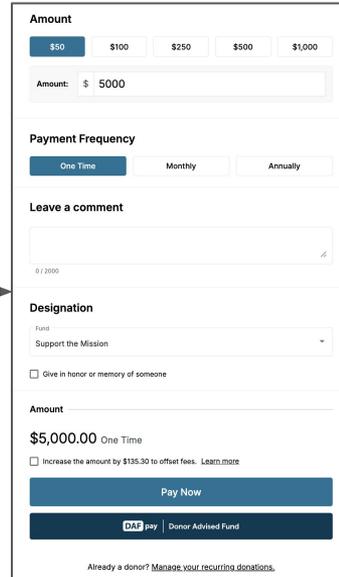
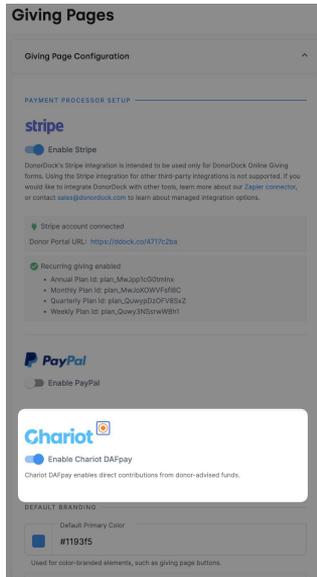
Remind them: [DAF Marketing & Communications](#)

D

Make new DAF donors: [DAF Education](#)

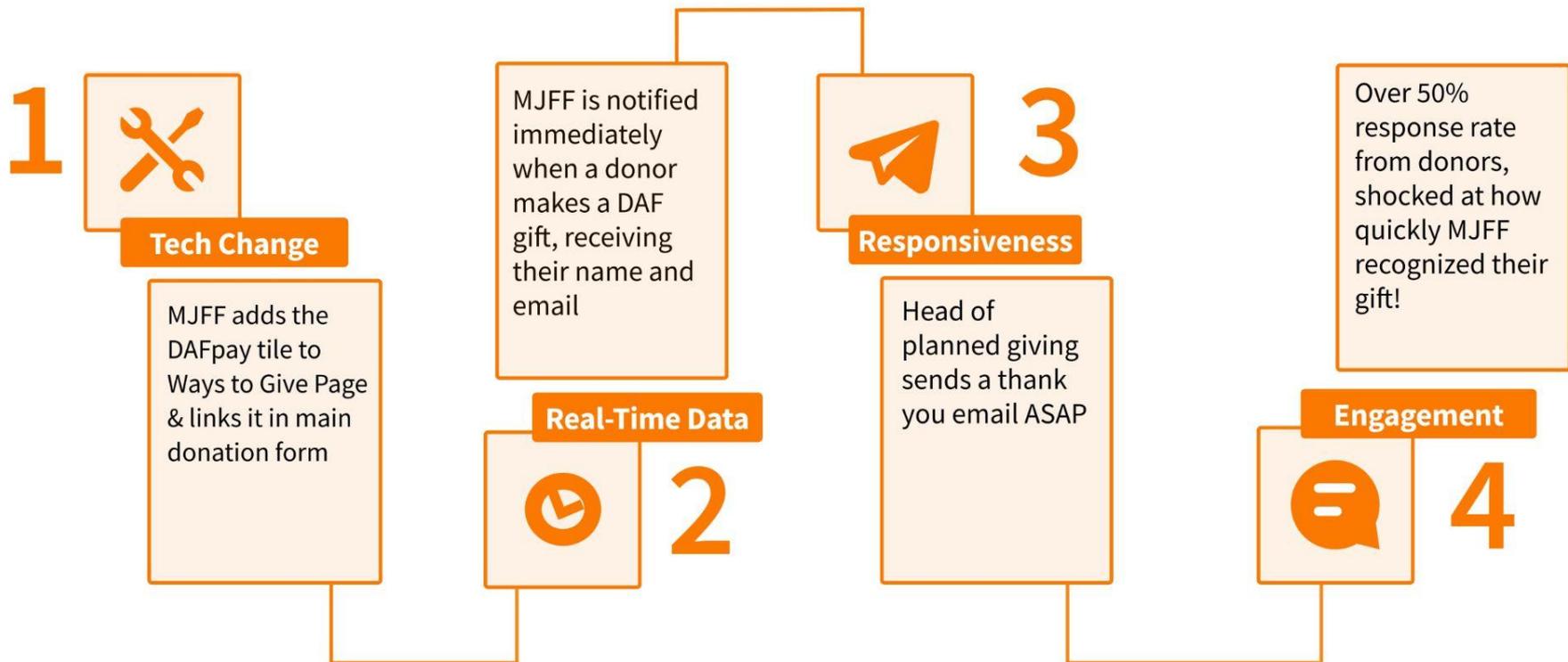
A: Support DAF Giving Everywhere

DonorDock supports DAFpay as a core payment option on donation forms



B: Steward Your DAF Donors

How MJFF combined DAF technology with personalized outreach to steward DAF donors



B: Win small donors, steward towards mid-level giving

Key Takeaway

More than 15% of donors that make **\$1,000+ gifts** are using DAFs by 2024.

DAF giving penetration at each donor level, 2020 vs. 2024

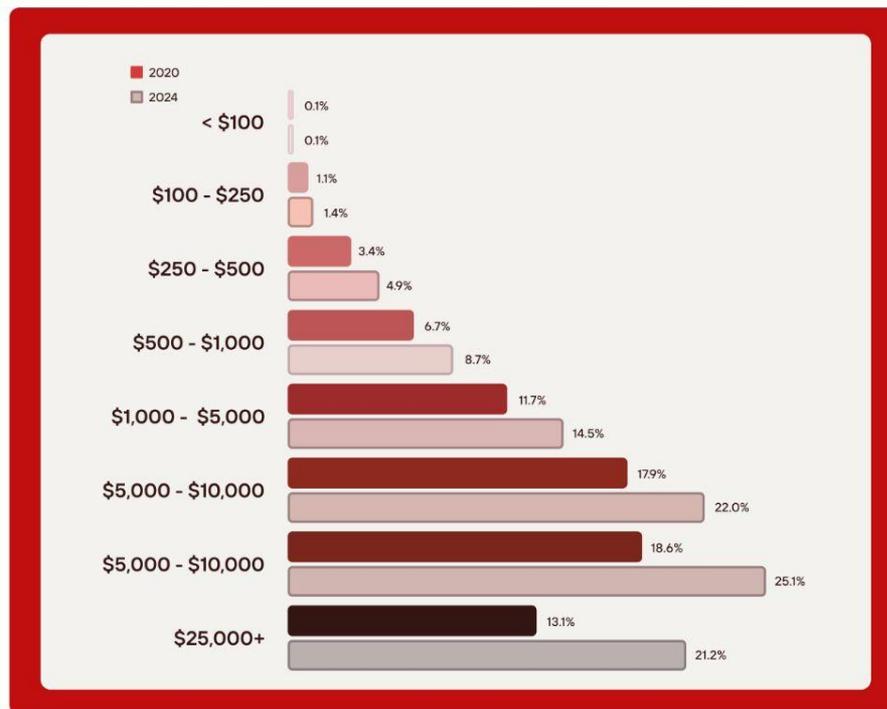


Exhibit 14: Comparing the percentage of overall gifts coming from DAFs at each giving level, between 2020 and 2024.

C: DAF Marketing & Comms

Un-silo & align DAF strategy across the organization

Email Comms

“Click [here](#) to give with your Donor Advised Fund (DAF)”

Direct Mail

“Scan the QR Code to give with your Donor Advised Fund (DAF)”

Website

Put DAF at the top of your “Ways to Give” Page

Donor Advised Funds

The **Michael J. Fox Foundation** partners with Chariot to facilitate instant donations from your Donor Advised Fund.

Why our organization prefers you donate here

-  Avoid lost checks & mailing delays
-  Secure donations with end-to-end encryption
-  Donate directly on our website in 3 clicks

Donate from 1000+ DAF providers



Click below to get started

DAF pay | Give with Donor Advised Fund

D: DAF Education

Lead the conversation with donors on Donor Advised Funds - similar to Planned Giving

Simplify Philanthropy

- Accesible digital platforms
- No admin work (filings, receipt tracking, etc.)
- Diligence done by the DAF

Higher Impact

- Proven to double people's giving
- Combination of tax savings, market growth & accountability)
- Can keep your assets local with a community foundation DAF

Easier than ever

- Can be managed online
- Lower minimums
- Now can use DAFpay so giving with a DAF is faster than a credit card



Critical Gap

Only DAF research on nonprofit data

Large Scale

100M+ Transactions \$12B+ Revenue

Unique Insights

DAF donor behavior, demographics & key trends

Practical Use

Case studies, peer advice & actionable resources throughout



Q&A