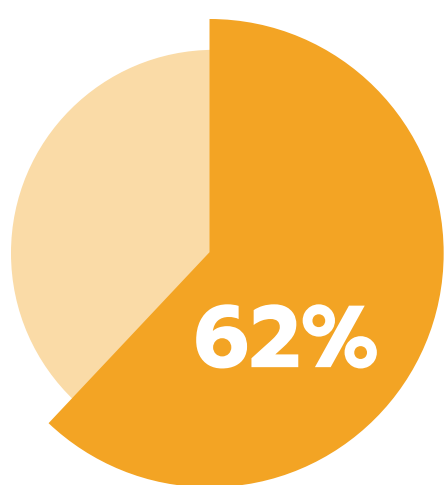


Boost GivingTuesday Engagement with Personalized Communication

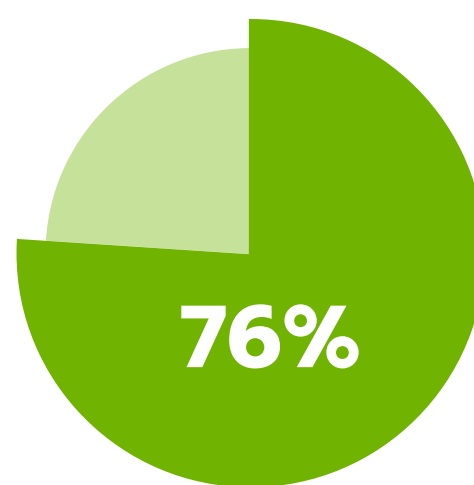
Tapping into awareness to boost end-of-year giving for 2024



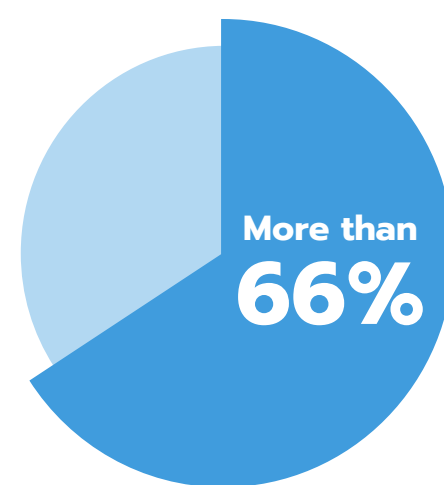
The election isn't affecting donations as much as you might think



of respondents say they have **not changed their charitable contributions** this year.



have **not donated to a political campaign** in the last 12 months.

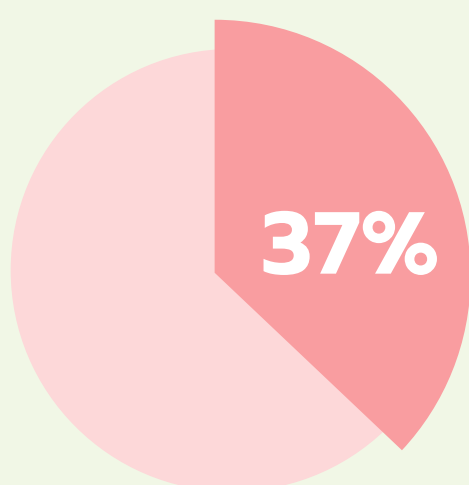


of Millennials and Gen Z have **maintained their support for nonprofits** despite the election.

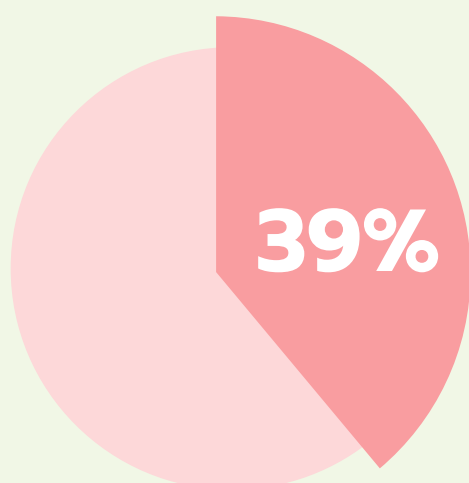
The presidential election in November isn't causing people to rethink their giving. That leaves room to harness moments like **GivingTuesday**, to inspire support as we head into end-of-year giving season.

Growing support for GivingTuesday

There's room to increase awareness of GivingTuesday.

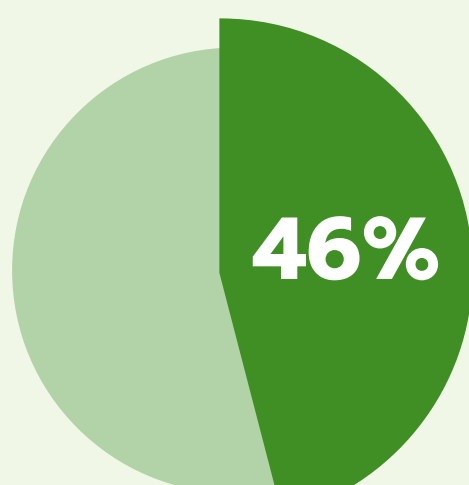


Only 37% of respondents know what GivingTuesday is.

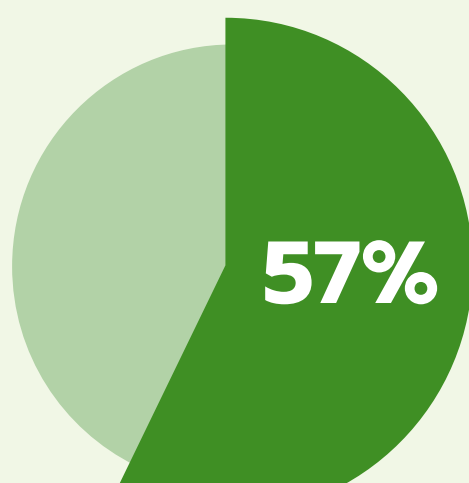


That number increases slightly for Gen Z and Millennials combined, at 39%.

The good news? Interest in giving is rising.

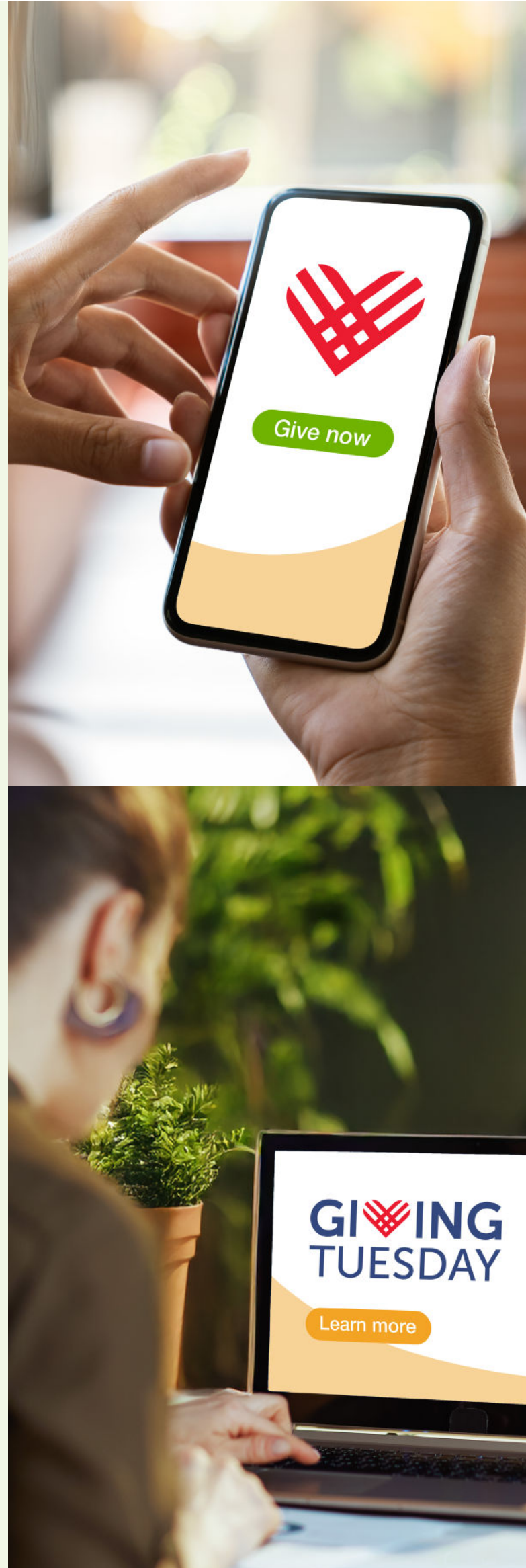


When told about GivingTuesday, 46% **plan to donate on the 2024 holiday.**

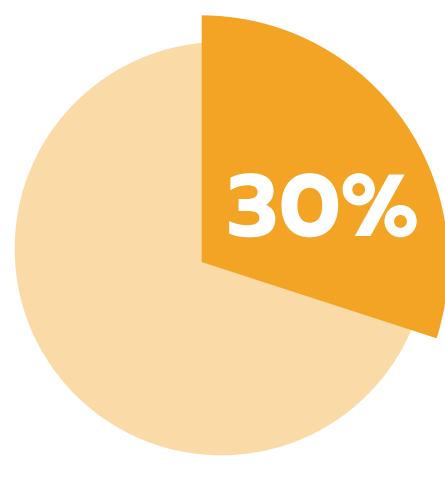


57% of Millennials and Gen Z **plan to donate on GivingTuesday 2024.**

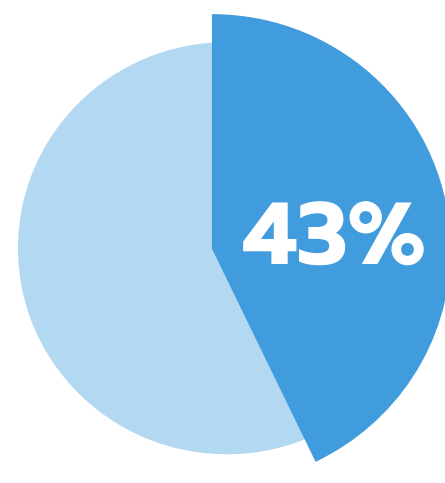
Nonprofits have a real chance to reach more potential supporters with the right messages as the year wraps.



Celebrities and influencers can boost support



30% of respondents **say they'd donate** if a celebrity or influencer they admire also donated there.



For Gen Z and Millennials, that number **jumps to 43%.**

These younger generations are especially drawn to causes promoted by people they follow, making celebrity or influencer participation valuable in GivingTuesday campaigns. Incorporating them can amplify awareness and drive support.

Don't get left behind



The key to closing out the year strong? Effective communication.

Personalized, authentic messaging helps you meet your supporters where they are. Influencer endorsements can further enhance your reach. Create clear paths for your community to rally around your cause.