



Future of Giving: Online Across Generations

PayPal Giving Fund Canada
Canadian Registered Charity
(CRA# 812867752RR0001)

 **PayPal** Giving Fund

WHY WE CONDUCTED THIS RESEARCH

A Letter From The Executive Director

As we enter the third year of the COVID-19 pandemic, the work Canadian charities do to support communities domestically and around the world is ever more critical. Like other industries, charities have had to adapt quickly to lockdowns and major changes in how our society functions with dizzying uncertainty while also providing more support during these challenging times.

Whether charities were ready or not, the pandemic forced them into an accelerated shift to online operations. Charities saw their revenues plummet during the pandemic and many only stayed afloat due to emergency government assistance. Now, we are starting to see some charities slowly resume operations and service delivery on the ground by returning to in-person or hybrid models. Some charities may be hoping that the move to digital was only a temporary necessity, but as the world grapples with how to move forward in the face of ever-emerging changes and challenges, digital marketing and fundraising has become an essential and permanent reality.

To understand the impact recent years have had on the behaviour and preferences of Canadian donors, we at PayPal Giving Fund Canada commissioned a survey. Our objective was to hear from Canadian donors on giving trends and the impact of technology, and to extract insights so we might help inform how Canadian charities could leverage the momentum of online giving. We were most excited to identify a number of remarkable insights into the minds and habits of Canadian donors, particularly when we analyzed the data by generational groups. **Our analysis of the resulting data led us to develop a report which presents a peek into the future of giving in Canada and aims to provide actionable advice and direction on how charities can ensure their online donations continue to grow.**

The ability to reach donors online is now crucial to the sustainability of our sector. Whether we want to enable existing donors to give from the safety of their homes or the convenience of their phones, or to expand a donor base to reach more diverse supporters located right next door or around the world, digital fundraising has more potential now than ever before to bring in significant funding to the charitable sector. In our mission to bring new funds to Canadian charities and inspire a culture of giving that is part of everyday life, PayPal Giving Fund Canada strives to bring real value to charities, with a particular eye to smaller charities that may not have the resources or infrastructure to make the shift to digital on their own. We power easy-to-use digital fundraising tools that are free for donors and charities to use and are already seamlessly integrated into technology platforms that millions of people already use each day. These tools offer a simple way for charities to “go digital,” and enable charities to receive more unrestricted funds online without investing their own resources.

I am inspired by the ongoing work that Canadian charities continue to do throughout the challenges we face. That resilience further drives our organization’s pursuit to find more ways to connect charities and donors digitally, and to increase charities’ access to new donors and new funds. **We hope that in reading this report, charities may discover ideas on how to better target new and existing donors online.** I encourage readers to seek out those discoveries that will help inform more effective fundraising strategies and activities, so together, we continue to support and grow our sector and the significant work it does to better our communities and our world.

Yours truly,



Wen-Chih O’Connell
Executive Director & President
PayPal Giving Fund Canada

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EXECUTIVE SUMMARY

The pandemic drove a lot of giving activity online out of necessity. As charities start to adapt their fundraising strategies for the coming years, a number of assumptions about if and how older and younger generations engage online may be driving the allocation of scarce resources. Our report provides real data on the behaviours and preferences of Canadian donors, that can help inform go-forward fundraising and donor engagement strategies.

Our data indicates the shift to online giving is not temporary, and donors across all generations in Canada are planning to give more digitally in the future. The following are some key insights our study uncovered.

Our study identifies trends in giving motivations and methods that differ across generations, with a particular divide between donors 41 years and older (Generation X, Baby Boomers and the Silver Generation) and donors 40 years and younger (Millennials and Generation Z).

Donors in older generations (41 years and older) are loyal to their favourite causes and donate to feel like they are helping others. 64 per cent of older Canadian donors who responded to our survey (including 55% of the Silver Generation, ages 76 and older) reported being likely to donate online in the next 12 months.

Younger donors (40 years and younger) are driven by the impact they have, and their giving is much more likely to be influenced by family and friends and by a concern of feeling left out if they don't give to causes that are popular in the moment. Almost eight in ten younger donors plan on donating online in the coming year.

Gen Z (ages 18-24) may represent a small portion of donors today, but they will drive changes in giving into the future. Gen Zers give to the causes that pique their interest at the moment, and they pay more attention to causes and charities they learn about on social media. Over half of Gen Zers prefer to donate their time and skills over giving monetary donations.



EXECUTIVE SUMMARY (CONTINUED)

Our study adds to the evidence that online donations continue to drive giving, but it also uncovers the most important factors that encourage Canadian donors across different generations to give digitally.

When making online donations, security of their financial information and tax receipts are more important to older generations. In contrast, younger generations focus more on their trust in the payment platform and being informed of the impact of their donation.

Younger generations use a range of different methods for their donations such as social media, give at check out when shopping, crowd-funding, or via live-streaming. The older generations are more traditional, many still preferring to send a cheque – but a sizable portion of them also give on charity websites.

Millennials are the generation to target for online giving: over three-quarters of Millennials who responded to our survey gave online in the past twelve months, the highest of all generations, and 65 per cent of their total donations were made online.

When making donations online, it's not one device fits all. The majority of Canadians surveyed are using a laptop or desktop, while 27 per cent are using a mobile phone and only 9 per cent use a tablet. The data also reveals that older Canadians are using computers to make their donations while younger Canadians use their mobile phone.

With overall giving continuing to go digital, our study reveals what the future of online giving in Canada looks like – including the barriers that need to be overcome and all the ways that Canadians will want, and expect, to give online.

The majority (84%) of Canadian donors who donated online in 2021 say they are likely to keep donating online in the next 12 months; plus, over a third of offline-only donors say they are likely to donate online in the next year.

The primary concerns Canadian donors have with donating online versus offline is feeling they know where their donation is going, followed by feeling more connected to the charity when giving offline.

While most Canadians would donate directly on a charity's website in future, one out of three Canadians would prefer to give via online platforms or apps, crowd-funding sites, and social media platforms.

Social media platforms are a key channel for charities to reach younger generations, as among our survey respondents almost six in ten (59%) of Gen Z donors and over half of Millennial donors (52%) pay more attention to causes and charities they learn about on social media. A majority (81%) of Gen Z indicate they would use social media to make a charitable donation if the platform made it possible. Further, 60 per cent of Gen Z reported that they tend to give to causes and charities that are supported by the influencers they follow.

ABOUT THIS SURVEY

The online survey was conducted by independent research company Logica Research between 26 October and 4 November 2021, among a total of 1,500 adult Canadian donors. Participants had to have made a monetary donation to a charitable organization in the past 12 months. The study included a nationally representative mix of gender, age, and geographic region. Participants could take the survey either in English or French.

Our survey asked a wide range of questions about donors' giving habits, preferences and motivators, with an emphasis on online charitable donations. This report highlights key findings for charities to integrate into their fundraising strategies and plans.

We analyzed the data by looking at generations, which are defined as follows:

GENERATION	Generation Z (Gen Z)	18 to 24 years old	AGE RANGE
	Millennials	25 to 40 years old	
	Generation X (Gen X)	41 to 56 years old	
	Baby Boomers	57 to 75 years old	
	Silver Generation	76 years old and over	

We also looked at those who donated online only (e.g., charity website, social platforms, crowdfunding), offline only (e.g., cheque, cash, attended an event) and those who donated both online and offline in the past 12 months.

ABOUT PAYPAL GIVING FUND CANADA

PayPal Giving Fund Canada is a Canadian registered charity that aims to harness the power of technology to make giving a part of everyday life. We make it easy for donors to support the charities they care about through social media platforms, websites and mobile apps they use almost every day. We partner with tech companies such as PayPal, Facebook, and GoFundMe to enable charitable giving online – all without charging individual donors or charities for our services.

Charities registered with the Canada Revenue Agency are eligible to benefit from the donations made through our partner programs and the digital fundraising tools that we power. Donors can make donations to PayPal Giving Fund Canada via our partners' platforms, with the assurance that we grant 100% of the funds received to charities. PayPal Giving Fund Canada issues donation receipts to the donors, and charities may use the unrestricted funds we grant toward their charitable mission as needed. Since PayPal Giving Fund Canada builds the relationships and leverages the technology of our partners, charities can take advantage of the giving opportunities seamlessly integrated into our partners' online experiences without any significant outlay of their own resources. We hope donors and charities will make the most of these free digital giving tools to increase funds going to support the Canadian charitable sector.

The Generational Gap



Our study uncovered a generational gap in the giving mindset between older and younger Canadian donors — both in terms of what motivates them, and how they give. In comparing the data across the generations and their preferences around giving during the pandemic and into the future, we appear to be witnessing a transition to the next phase of giving in Canada.

Donors from Older Generations: Loyal and Consistent

Loyalty is what best defines donors from the Gen X, Baby Boomer, and Silver generations (ages 41 and up) who responded to our survey. They have identified causes and charities they care deeply about and focus their giving on those (49% Gen X, 54% Baby Boomers, and 62% Silver Generation). In addition, most older donors provide a steady stream of donations as they give to the charities of their choice on a recurring basis (57% Baby Boomers and 76% Silver Generation) and they plan to continue to do so.

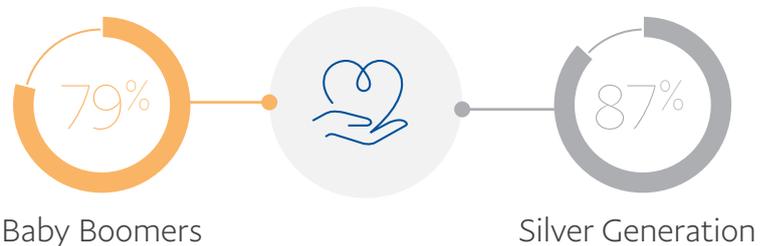
In addition to loyalty, another major motivator to charitable giving for this age group is altruism. Over half of older generations (56% Baby Boomers, 57% Silver Generation) say that their charitable giving makes them happy by helping others.

Older donors are a very attractive group to fundraisers as they prefer to make monetary donations over giving their time or donating goods (70% Gen X, 77% Baby Boomers, and 80% Silver Generation). Although not brought up in the age of digital technology, most older donors still give online. They are split evenly into three groups: those who make all their donations offline, those who donate online only and those who give both online and offline.

Older Canadian donors reported that they will continue to donate online. Even among the third of older donors who only gave offline in the past year, 30 per cent of them indicated plans to donate online in the future.

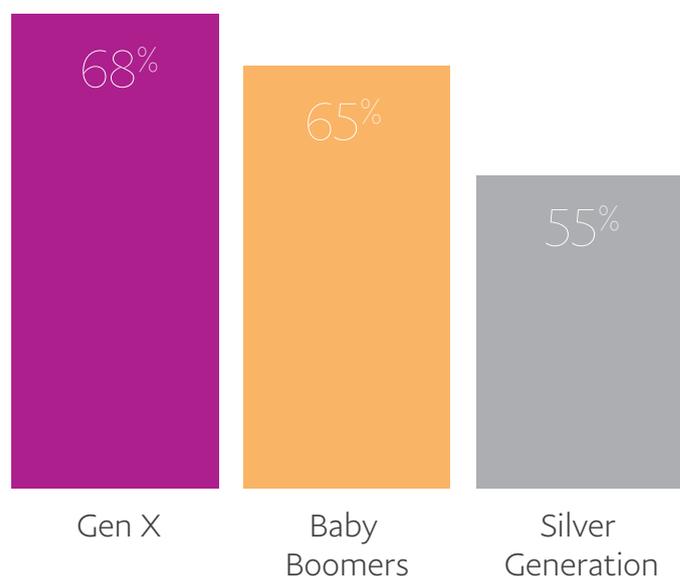
As older donors currently represent the majority of donors for charities (67% in our survey), catering to this group and supporting them in their online giving is crucial for charitable organizations.

CONTINUE TO DONATE TO THE SAME TYPE OF CHARITABLE CAUSES



LIKELIHOOD TO GIVE ONLINE IN THE NEXT 12 MONTHS

(Very/Somewhat likely)



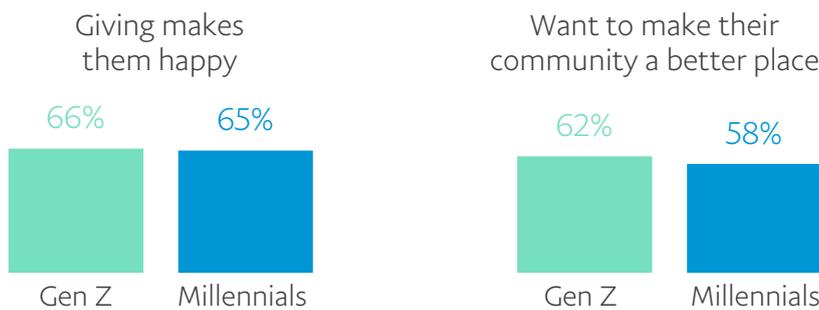
Donors From Younger Generations: Online and Giving for Impact

Introducing the next generation of donors: Gen Zers and Millennials (ages 18 to 40) are the future of growth in giving and will drive changes in philanthropy. Plus, our data indicates their giving will be happening online.

The biggest motivators for these younger generations of donors are feeling helpful and impactful. Two-thirds say that giving makes them happy because they are helping others, and they are very eager to make an impact on their community with their giving. It would be important for charities who want to court younger donors to communicate the benefits of their donations on their community.

TOP MOTIVATIONS FOR CHARITABLE GIVING

(Describes them completely)



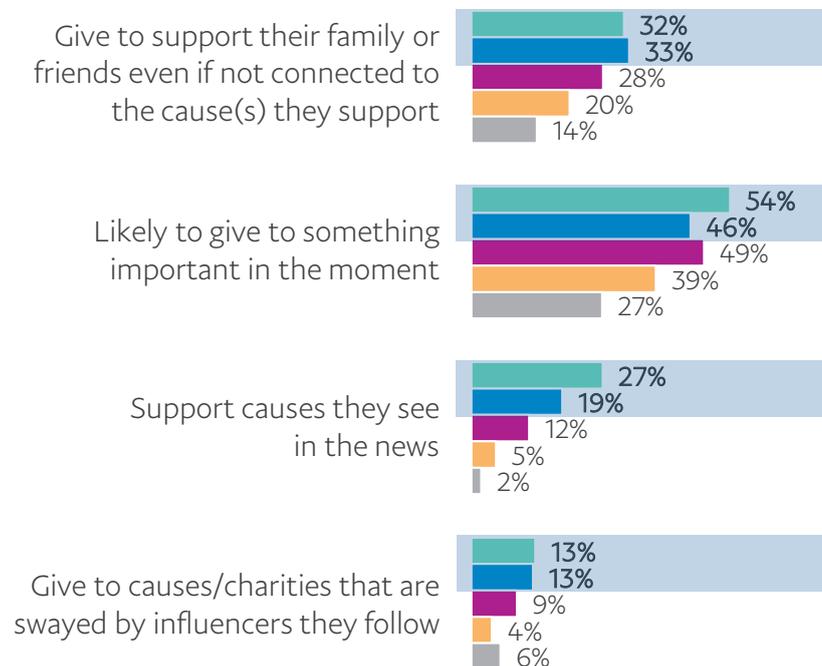
Younger donors are much more likely to be influenced by family and friends, and they are more impacted by influencers they follow and by causes that are important in the moment and are in the news.

Also, more younger donors experience the “fear of missing out” and are concerned about being left out if they don’t give to causes that are popular in the moment (38% for Gen Z and 23% for Millennials vs. 18% for Gen X, 17% for Baby Boomers and 9% for the Silver Generation).

MOTIVATIONS FOR CHARITABLE GIVING

(Describes them completely)

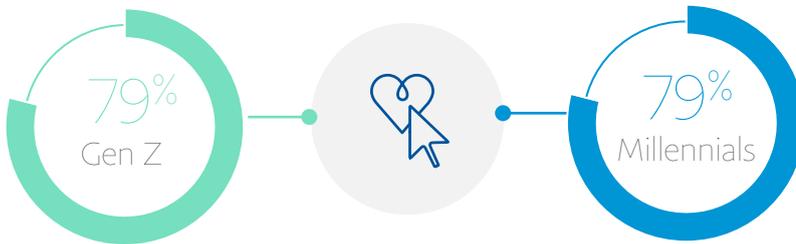
■ Total ■ Gen Z ■ Millennials ■ Gen X ■ Baby Boomers ■ Silver Generation



Charities that can leverage current events in their communications so that they are regularly “in the news” will better capture the attention of these younger generations. They should connect directly with younger donors, and inform them right away on the impact they made to ensure they feel rewarded emotionally by their donations. It is also important that these donors engage with their family and friends about their donations.

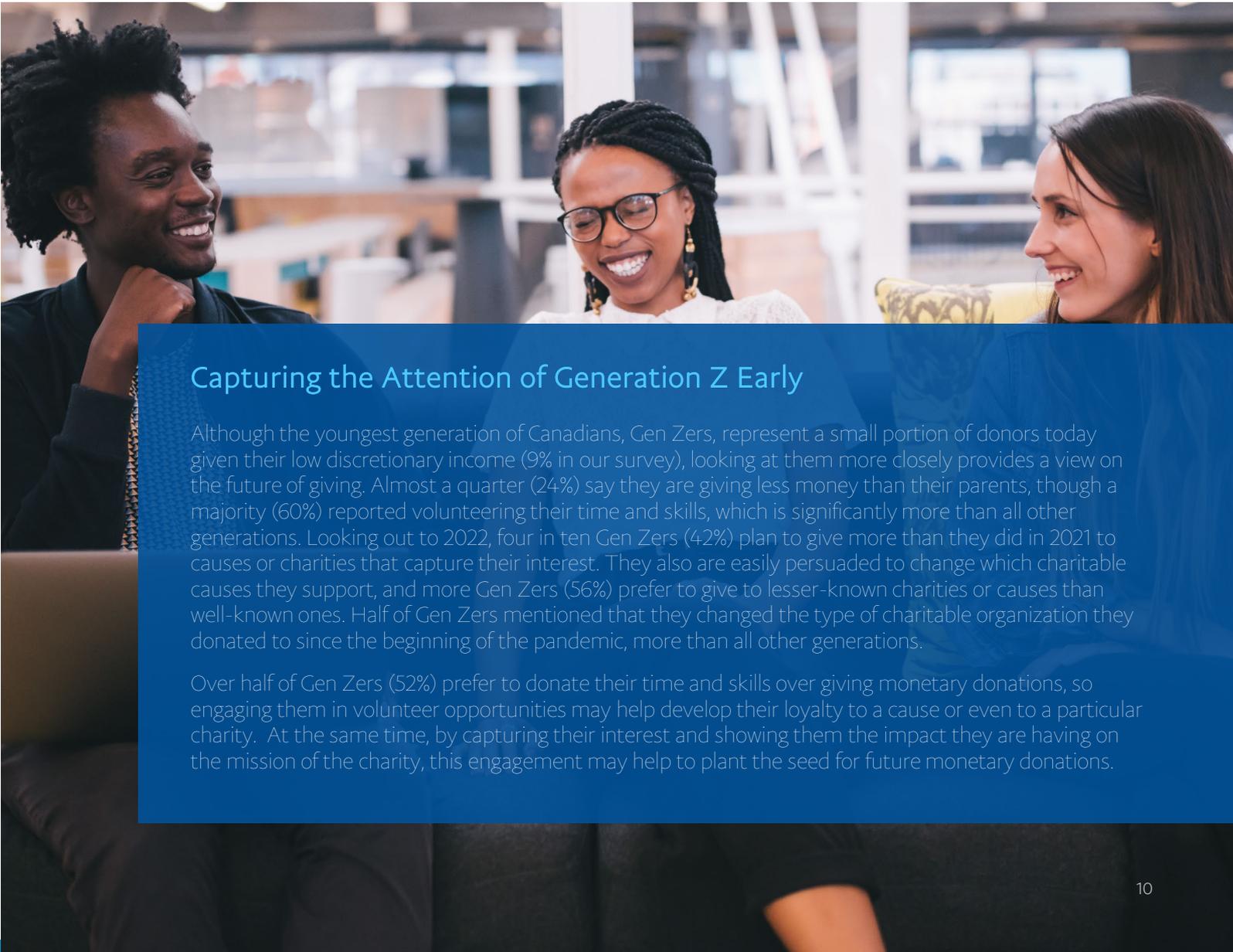
LIKELIHOOD TO GIVE ONLINE IN NEXT 12 MONTHS

(Very/Somewhat likely)



When it comes to monetary donations, younger donors are more digital than other generations. Over three quarters of younger donors donated online in the past year, with half donating online only and half donating both online and offline. When looking ahead to the next 12 months, the proportion of these younger donors who plan on donating online increases to almost eight in ten. Charities that facilitate online donations have the potential to capture this group’s charitable giving going forward.

Charities have a tremendous opportunity to connect with younger donors online, and implement a fundraising strategy that communicates what is most important to these donors.



Capturing the Attention of Generation Z Early

Although the youngest generation of Canadians, Gen Zers, represent a small portion of donors today given their low discretionary income (9% in our survey), looking at them more closely provides a view on the future of giving. Almost a quarter (24%) say they are giving less money than their parents, though a majority (60%) reported volunteering their time and skills, which is significantly more than all other generations. Looking out to 2022, four in ten Gen Zers (42%) plan to give more than they did in 2021 to causes or charities that capture their interest. They also are easily persuaded to change which charitable causes they support, and more Gen Zers (56%) prefer to give to lesser-known charities or causes than well-known ones. Half of Gen Zers mentioned that they changed the type of charitable organization they donated to since the beginning of the pandemic, more than all other generations.

Over half of Gen Zers (52%) prefer to donate their time and skills over giving monetary donations, so engaging them in volunteer opportunities may help develop their loyalty to a cause or even to a particular charity. At the same time, by capturing their interest and showing them the impact they are having on the mission of the charity, this engagement may help to plant the seed for future monetary donations.

Tips For Attracting Donors From Different Generations

Targeting Baby Boomer and Silver Generation donors:



Recognize these donors for their loyalty in supporting your charity



Identify ways to deepen relationships with these older donors, and actively communicate how their giving is helping others



Don't assume older donors won't make online donations – offer easy options for them to make (especially recurring) donations on your website



Targeting Gen Z and Millennial donors:



When targeting these generations, focus messaging on how they are helping the community and others through their support - use real examples to show the impact donations have on the cause/people/community your charity is addressing



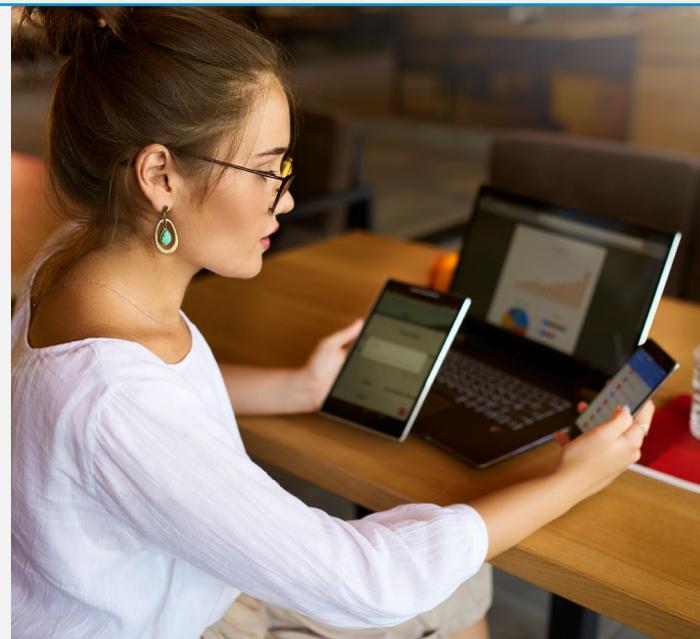
Build marketing/communications campaigns to leverage current events in the news to be top of mind



Make it easy for younger generations to share with others about their donations and their support for your charity on social media



Offer opportunities for younger Canadians to volunteer their time to get them engaged, and to also make monetary (online) contributions when they can



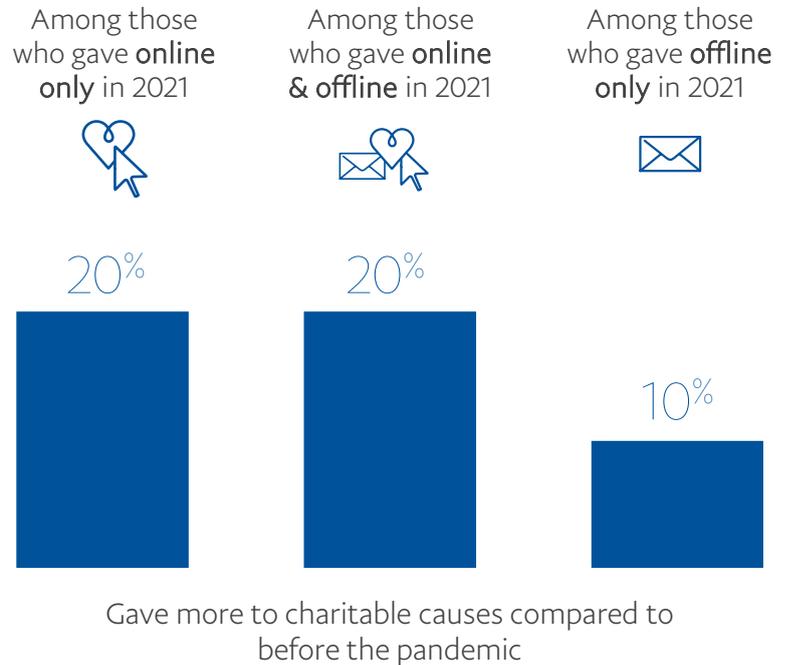
Online Donations Continue to Drive Giving



The pandemic has dramatically accelerated the use of online payments across all age demographics, and this is particularly true for charitable giving. A major shift to online donations occurred due to the pandemic. Compared to offline only donors, twice as many Canadian donors who donated online increased their donations during the pandemic. In fact, on average, Canadians reported giving more than half (55%) of their total donations online in 2021.

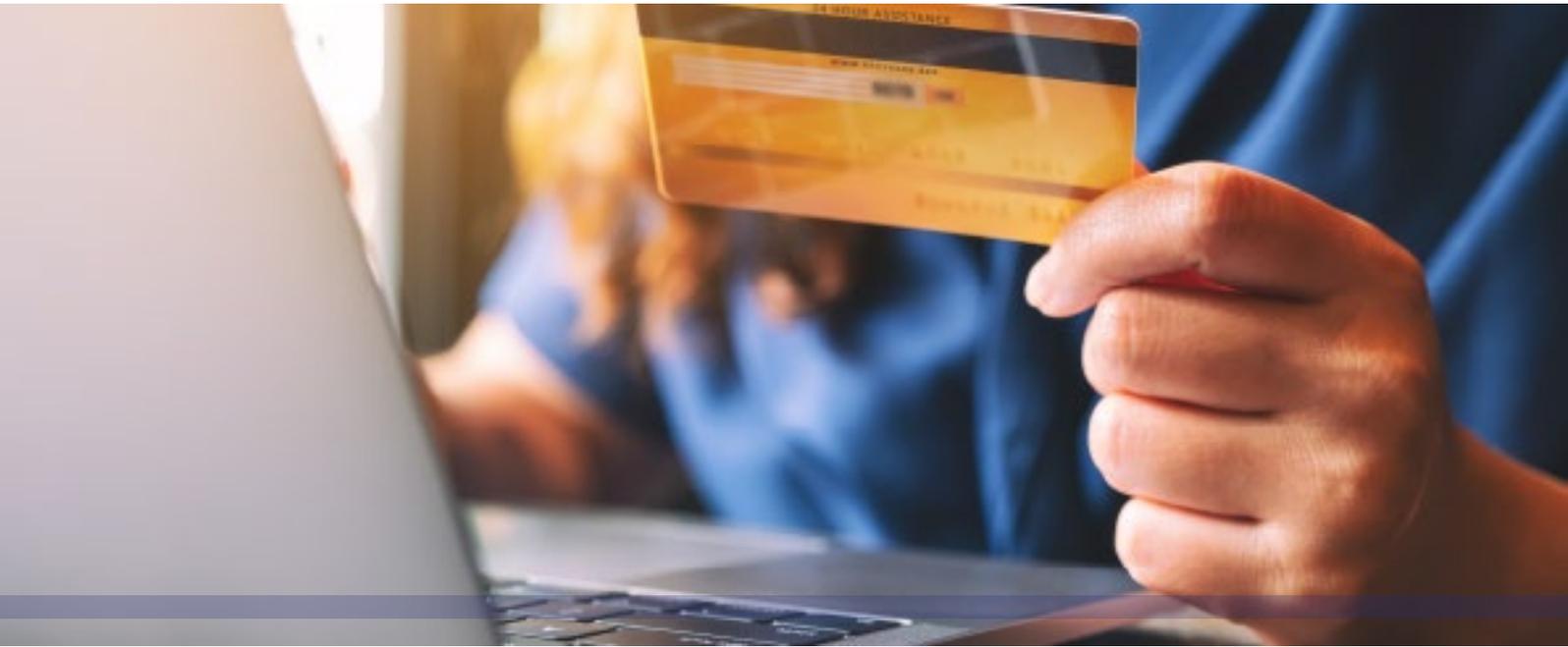
All generations are giving online, but Millennials are the generation to target for online giving: over three-quarters of Millennials gave online in the past 12 months, the highest of all generations. On average, Millennials gave almost two thirds (65%) of their donations online in 2021, more than all other generations.

INCREASED GIVING: NOW VS. BEFORE PANDEMIC



ONLINE VS. OFFLINE GIVING (IN THE PAST YEAR)

	Total	Gen Z	Millennials	Gen X	Baby Boomers	Silver Generation
Gave online (Net)	69%	72%	77%	67%	65%	62%
Gave online only	36%	36%	39%	37%	36%	29%
Gave online & offline	33%	36%	38%	30%	29%	33%
Gave offline only	31%	28%	23%	33%	35%	38%



What are the key drivers behind donor comfort with online donations? The most important factors donors care about are information security, along with trust of payment processing, followed closely by the ability to have a tax receipt. However, this ranking masks differences by generation. The security of their financial information and tax receipts are more important to older generations than to younger ones. In contrast, younger generations focus more on their trust in the payment platform and being informed of the impact of their donation.

TOP 5 MOST IMPORTANT DONOR FACTORS FOR GIVING ONLINE

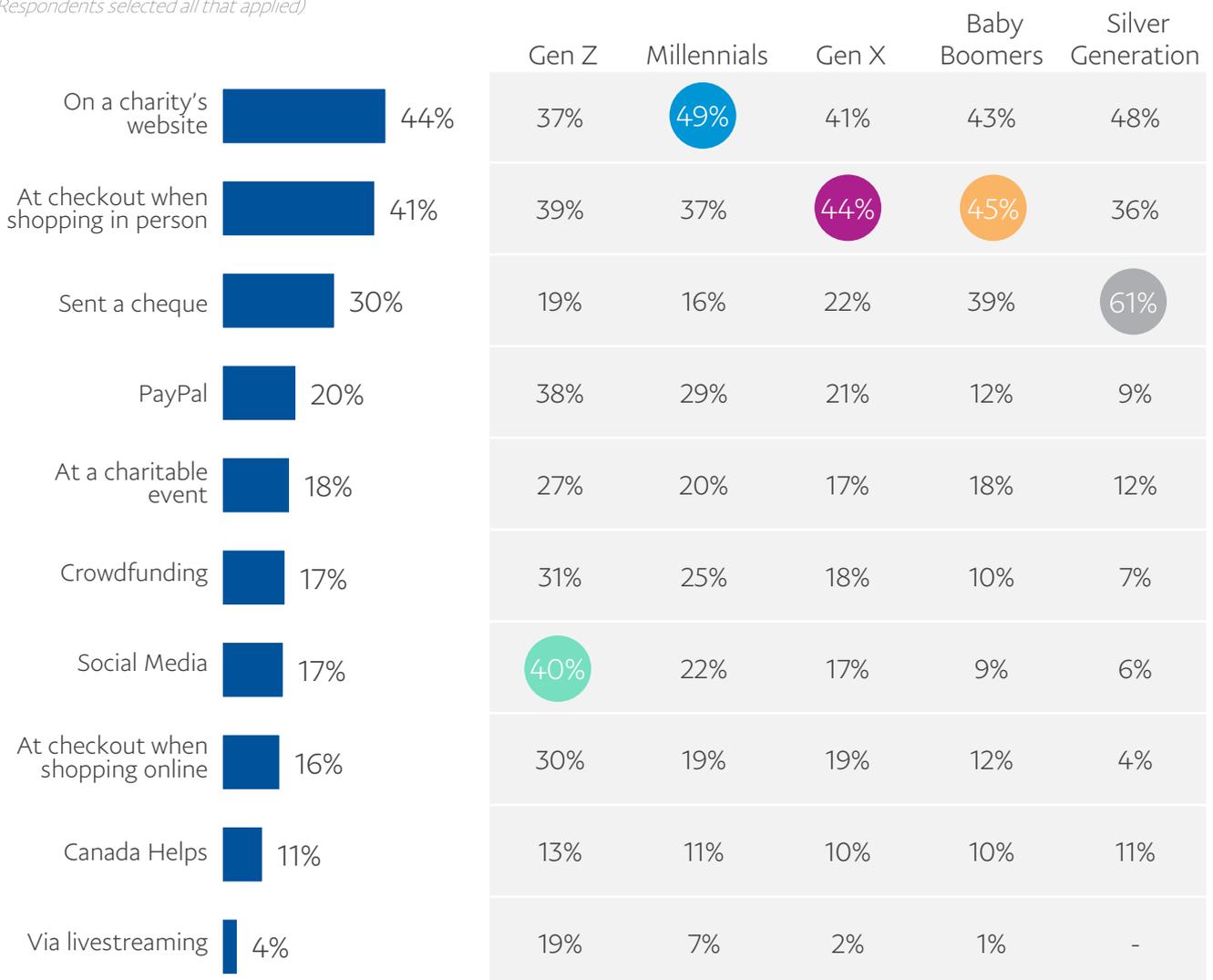
(Out of 12 factors)

	TOTAL	Gen Z	Millennials	Gen X	Baby Boomers	Silver Generation
1	38% Security of financial information	39% Trustworthy payment platform	36% Trustworthy payment platform	38% Security of financial information	41% Security of financial information	44% Security of financial information
2	33% Trustworthy payment platform	32% Informed of impact of donation	35% Security of financial information	34% Trustworthy payment platform	38% Receiving a tax receipt	43% Receiving a tax receipt
3	31% Receiving a tax receipt	30% Ease of transaction	28% Informed of impact of donation	34% Ease of transaction	33% Trustworthy payment platform	27% Convenience
4	29% Ease of transaction	27% Security of financial information	28% Convenience	29% Convenience	29% Ease of transaction	25% Trustworthy payment platform
5	27% Convenience	27% Convenience	28% Ease of transaction	27% Receiving a tax receipt	23% Convenience	23% Ease of transaction

Younger generations are not only more open to making donations online but are also using a range of different methods for their donations such as social media, at check out when shopping, crowdfunding, and via livestreaming. The oldest generations are more traditional, many still preferring to send a cheque – but a sizable portion of them also gave on charity websites. Offering a variety of donation method options and ensuring your charity is available where donors are looking, while tailoring the appeal to target group preferences, can help to grow a charity’s donor audience across age groups.

TOP 10 WAYS DONORS GAVE IN THE PAST YEAR

(Respondents selected all that applied)



Online donations are here to stay and are expected to increase in the future. The majority of Canadian donors (69%) plan on giving online in the next 12 months. Optimizing strategies to cultivate online donors will continue to be key to charity fundraising. To drive up online donations, it will become more critical for charities to capture the attention of younger and online donors by emotionally linking them to the charity’s cause, connecting with them personally through their social networks, and showing them the impact their donations will have. The next section will look at the future of online giving.



Going Mobile

When making donations online, it's not one device fits all. The majority of Canadians are using a laptop or desktop (64%), just over a quarter (27%) are using a mobile phone and only 9 per cent use a tablet.

There is also a generational divide. Older Canadians are using computers to make their donations while more younger Canadians use their mobile phone. Although a minority are using their phones for donations today, having mobile-optimized websites and payment options in the future will be increasingly important to capture younger donors throughout their lifetimes.



27%
Overall Mobile
Device Usage

40%
Gen Z

42%
Millennials

34%
Gen X

12%
Baby
Boomers

5%
Silver
Generation

Tips For Attracting Donors Online

Assess your website for the following elements to help drive online donations:



Make sure your website is mobile optimized



Offer trusted online and mobile payment processing on your charity's website



Have easy-to-use navigation and donor experience



Specify how donors can receive a tax receipt for their donations



Make it clear how personal (including financial) information is secure and protected



State in concrete ways how your charitable organization is making an impact (e.g., number of meals served, lives saved, homes built)

Find ways to offer donation options at checkout, both online and in-person



Look into existing ways consumers can add a micro-donation to benefit your charity when making an online purchase (e.g., PayPal's Give at Checkout)

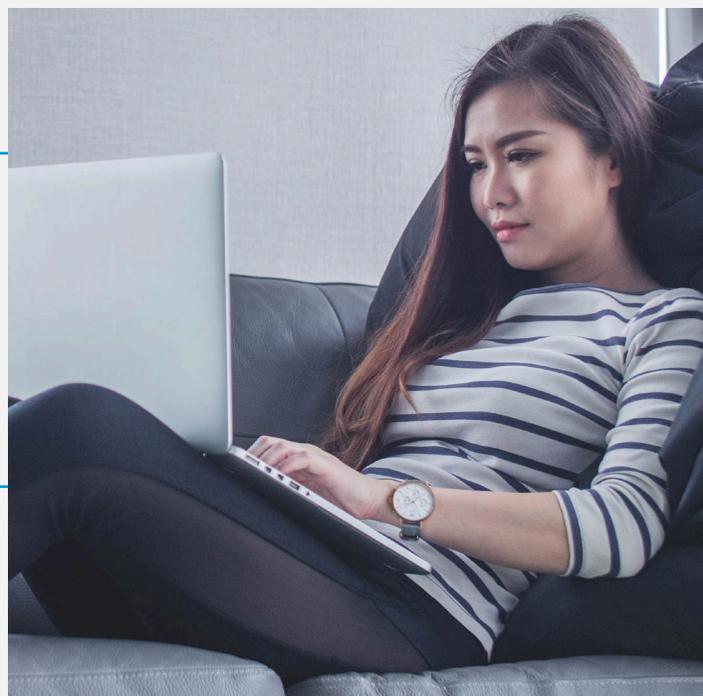


Explore partnerships with brands and retail chains

Communicate with your older donors about how easy and secure it is for them to give online



Use social media to raise awareness of your cause, particularly for younger generations



The Future of Online Giving in Canada



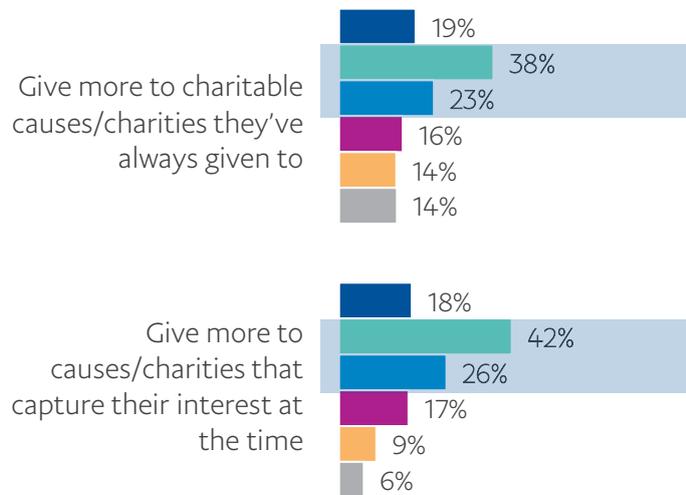
Despite the challenges posed by the new realities of the pandemic, the future looks positive as the majority of Canadian donors are planning to give as much or more in 2022 as in 2021.

Furthermore, a fifth of donors plan to give more to charities they have previously given to, and a similar proportion say they will give more than before to the charities that capture their interest. Younger generations are driving these potential increases in donations and charities should look at the opportunities to retain and attract these donors.

While charities that are more comfortable with offline fundraising may be tempted to revert to it once pandemic concerns have waned, the overwhelming majority of Canadian donors who donated online in 2021 say they are likely to keep donating online in the next 12 months. In addition, only 39 per cent of those who donated offline only in 2021 report having no plans to donate online in the future. In fact, over a third of them say they are likely to donate online in the next year, confirming the shift to online giving even among offline donors.

GIVING PLANNED FOR 2022

■ Total ■ Gen Z ■ Millennials ■ Gen X ■ Baby Boomers ■ Silver Generation



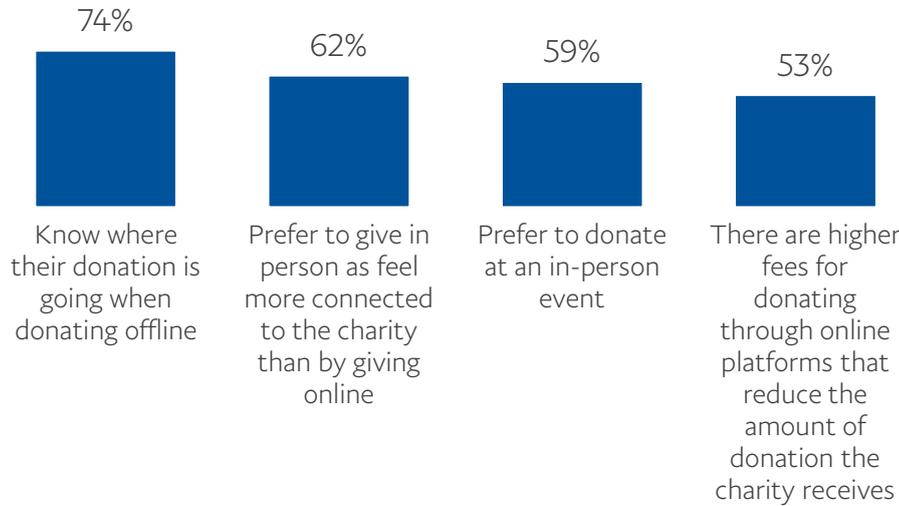
LIKELIHOOD TO DONATE ONLINE IN THE NEXT 12 MONTHS

(Very/Somewhat likely)



Despite the enthusiasm for online giving, our research revealed barriers to overcome to encourage more Canadians to donate online. Canadians report that giving offline enables them to feel more confident they know where their money is going, and more connected to the charity. Charities that want to increase online donations will effectively address these concerns — building trust in online donation methods by providing assurances that the charity receives donations made online, communicating clearly where the money is going and whether there may be alternate donation methods that would reduce fees, creating a connection between the donor and the cause, and showing facts on how donated funds have impacted the charity’s mission.

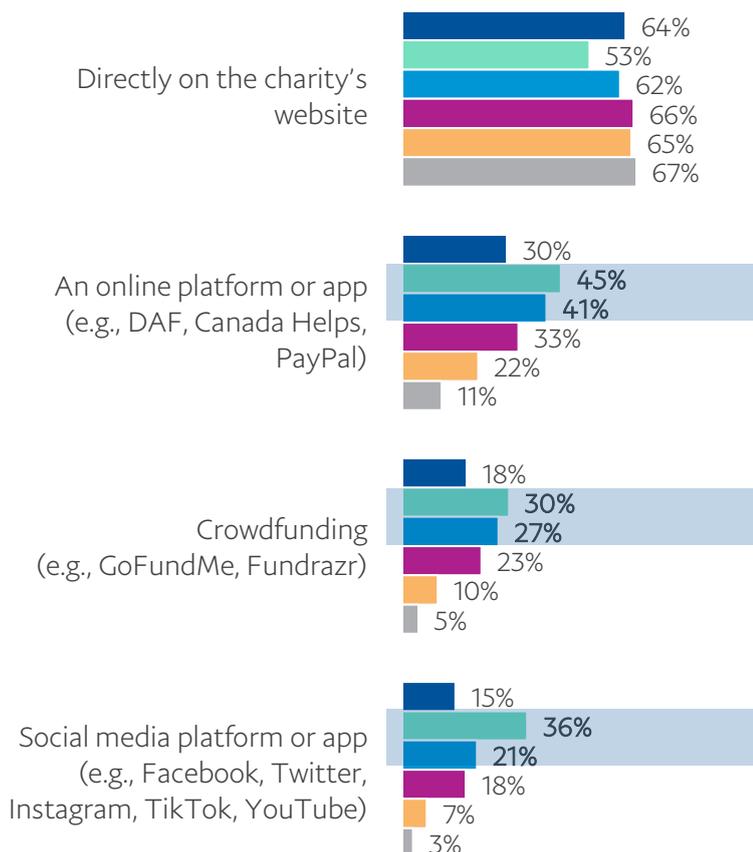
ONLINE GIVING: TOP CONCERNS TO ADDRESS



A majority of Canadians reported being most comfortable donating directly on the charity’s website when making charitable online donations in the future. However, when asked to indicate their preferred method for making digital donations in the future, one out of three Canadians who plan to donate online selected options other than a charity’s website — their top choices being online platforms or apps, crowdfunding sites, and social media platforms.

WAYS CANADIAN DONORS WOULD MAKE FUTURE ONLINE DONATIONS

■ Total ■ Gen Z ■ Millennials ■ Gen X ■ Baby Boomers ■ Silver Generation



Online platforms and social media will play an increasingly important role in attracting Gen Z donors particularly, as these channels were the top choices for making future donations for 25 per cent and 21 per cent of Gen Zers, respectively. These study results show that growth in funds raised can come from driving donations through multiple online channels.

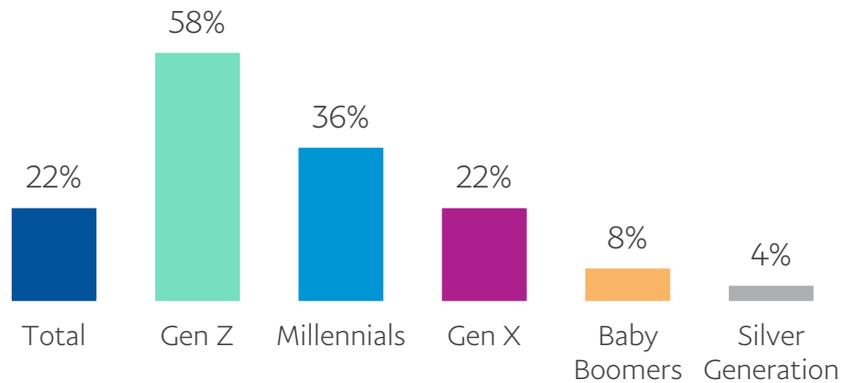
Although donations through social media platforms represent a small portion of donations today (17%), findings suggest that these platforms have high potential in the future. Social media platforms are a key channel for charities to reach younger generations, as almost six in ten (59%) of Gen Z donors and over half of Millennial donors (52%) pay more attention to causes they learn about

on social media. About a fifth of Canadian donors would be motivated to give more to charities if social media platforms they use had an option for making donations. This is especially true for younger generations. In fact, 81 per cent of Gen Z indicate they would use social media to make a charitable donation if the platform made it possible, with the top three platforms being Instagram, YouTube, and Facebook.

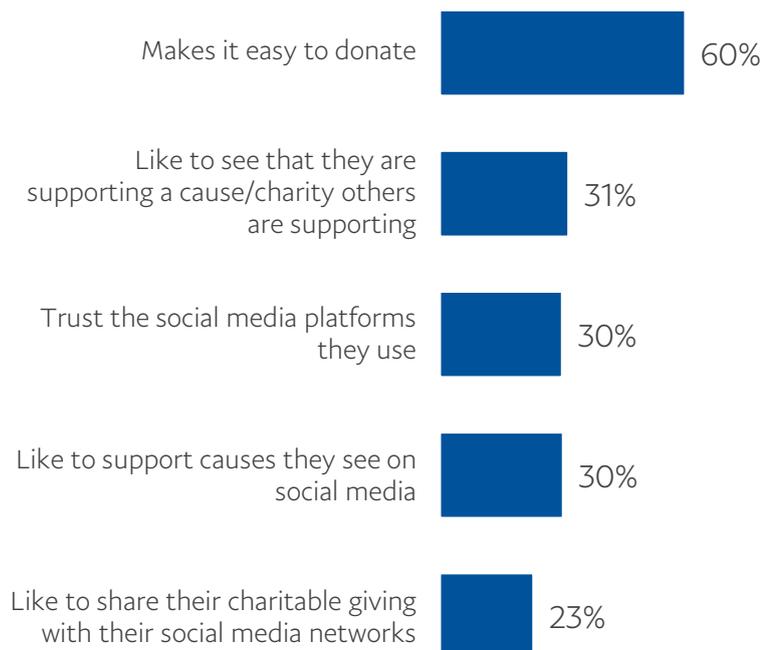
As more social media companies enable in-platform charitable donations in Canada, charities should at a minimum ensure they are eligible to receive funds and that donors can easily find them on those platforms. Existing and new social media companies who want to further engage Gen Z should appreciate the value of this increased engagement on their platforms by charities and influencers, which, in turn, will help encourage the companies to incorporate and improve their platform’s giving experiences.

Donors who would give more via social media reported a number of reasons behind their motivation, with ease of donating being the primary reason they would give via social media platforms and apps in the future.

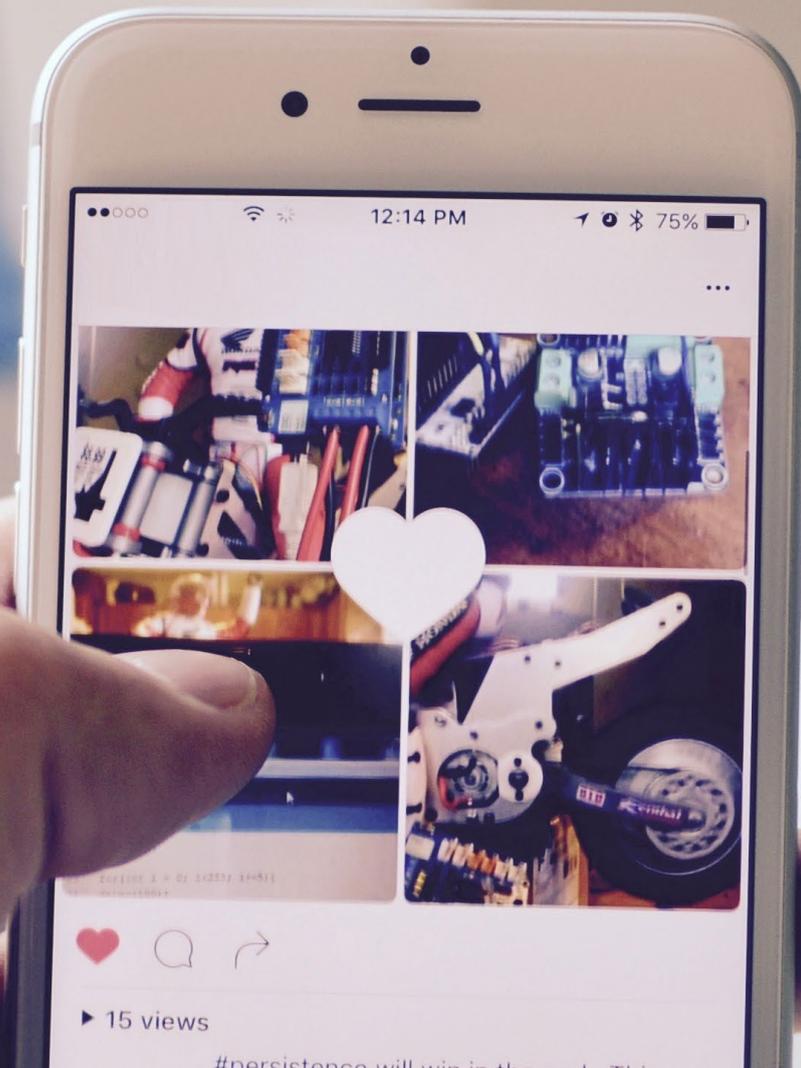
WOULD DONATE *MORE* IF SOCIAL MEDIA PLATFORM(S) HAD DONATION OPTION



REASONS CANADIAN DONORS WOULD GIVE *MORE* ON SOCIAL MEDIA



The future of giving is online. Donor preference is already shifting to online donations, and this trend will continue as the younger generations become a greater share of the population. Offering different ways of making online donations, and enabling supporters to give to your charity via online platforms and apps, social media and crowdfunding will help increase funds raised into the future.



Building Trust in Online Social Giving

For those charities that drive fundraising through social media platforms, trust is critical. Among those who would not give more via social media platforms, almost half (48%) prefer to donate directly on the charity's website and as many as four in ten don't trust social media platforms. These findings did not differ much across the generation groups. However, as evidenced by the survey data, the power of social media to reach younger donors is undeniable. Indeed, 60 per cent of Gen Z reported that they tend to give to causes and charities that are supported by the influencers they follow. Encouraging people who are engaged in your charity to share about the cause with their social networks or leveraging influencers with many followers could help build trust, particularly for younger generations. As indicated by donor responses to how to increase trust in online giving generally, donors will also feel more comfortable giving through social media platforms that offer a trusted process to receive donations and deliver them securely to the charities.

Tips For Preparing for the Next Generation of Online Giving

Optimize your charity's digital fundraising strategy to facilitate future donations from existing donors and target new donor groups



Evaluate your target donor base to determine which groups may offer the greatest opportunity for future donations



Identify gaps in your existing communication and marketing messages and channels based on what your target donors prefer



Determine what channels and messages you may want to focus attention on to attract future donations from your target donor groups

Build trust in online donation methods with your donors by addressing the concerns they have in your communications



Optimize for social sharing to enable donors to show support through their networks and potentially bring in more donations / support for your cause



Focus attention on social media platforms where there is more trust — ones that offer a reliable donation process, and where trusted influencers are active



CONCLUSION

The pandemic accelerated the use of online donations by Canadian charities and donors, and based on donor preferences, this change is here to stay. For the charitable sector to continue to grow, it is imperative that charities build on the digital fundraising accomplished during the pandemic, and continue to encourage donors to give online from the comfort of their home or the convenience of their mobile phone.

Our study identified generational differences and provided insights as to how to best leverage these distinctions. Charities should continue to engage their loyal older donor base while building their confidence in trusted online donation methods they will likely want to use in the near future. The key for charities to attract younger donors will be to clearly communicate the impact their giving has on their community, and reaching them where they are — on social media and through their social networks. To prepare for the future of giving in Canada, charities can develop targeted campaigns that are sensitive to different generational needs, informed by the data in this report.

The overwhelming majority of responding Canadian donors who donated online in 2021 say they are likely to keep donating online and they plan to give more, so charities must be ready. Not only should charities have a website that enables online giving, but charities need to be present on online platforms and apps in order to captivate younger generations. By combining learnings from our data, charities can go one step further by offering clear value propositions and regular giving options on their websites, while aiming to keep their mobile experiences and social marketing current and focused on immediate impacts. New ways to donate online are going to grow in popularity as the younger generations embrace these platforms in their daily lives and find it easy to donate where their attention is held.

Digital fundraising is a permanent reality and can help ensure the future growth of the charity sector in Canada. We hope that the insights from this report will arm your charity with the tools to take advantage of this new normal that can bolster organizational sustainability for years to come.

PayPal Giving Fund

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