

# Giving Australia 2016

## INDIVIDUALS

### Planned vs spontaneous giving

#### Do planned donations matter?

Nonprofit organisations (NPOs) cite regular, predictable income as critical to their sustainability and delivering their community work. In recent decades, technology has made it easier to donate in a more planned and often ongoing way, perhaps in a regular pattern (e.g. monthly through a direct debit or fortnightly as a pre-tax payroll deduction).

#### How donors described their giving

Individual donors were asked to think about their giving in the 12 months prior to interview in regards to one particular NPO. There was a mixture of planned and spur of the moment donations within the 80.2% of respondents in the *Giving Australia 2016 Individual giving and volunteering* who gave money at least once.

In 2005, those who planned their donations gave four times as much over the year compared to spontaneous donors. In 2016, those who planned their donations gave six times as much over the year compared to spontaneous donors.

Table 1: Planned vs spontaneous giving to a particular NPO, 2005 & 2016

	2005		2016	
	Percentage	Average total annual donation (2016 \$)	Percentage	Average total annual donation
Spur of the moment donation/s	50%	\$79.40	53.2%	\$71.51
Planned donation/s	16%	\$320.28	38.1%	\$437.77

Among planned donors, those who gave more than once to the same organisation in the year gave significantly more on average than those who gave a one-off planned gift (\$596.05, compared to \$222.18).

#### General method of donating

Respondents were also asked about their general method of giving across all NPOs.

Table 2: General method of charitable giving

	Number	Percentage	Average total annual donations
Spur of the moment/spontaneous	3,275	61.0%	\$395.04
Regular donation to a request from the same cause/s	1,222	22.7%	\$1,216.91
Committed – regular automatic donation by payroll deduction/direct debit	875	16.3%	\$1,434.02

Gender did not alter whether a person was likely to be a committed donor. The mid-age brackets (25–54 years) had the highest percentage of committed donors (18% or above). Those aged 65 years and over had the lowest percentage of committed donors.

The percentage of committed donors increased with education level, with around 20% of those with a bachelor's degree or higher being committed donors.

*... it's [planned giving] much less wasteful of resources ... That they don't have to come out and ask me to pay constantly, that I'm actually giving them money, they know they've got it. They can build a resource base around that, that doesn't require them every year to go around with their hat in their hand.*

*- Focus group, Everyday givers, VIC*



## Reasons for becoming committed

Those who identified that they were committed donors, or would consider it, were asked what prompted or would prompt them to do so.

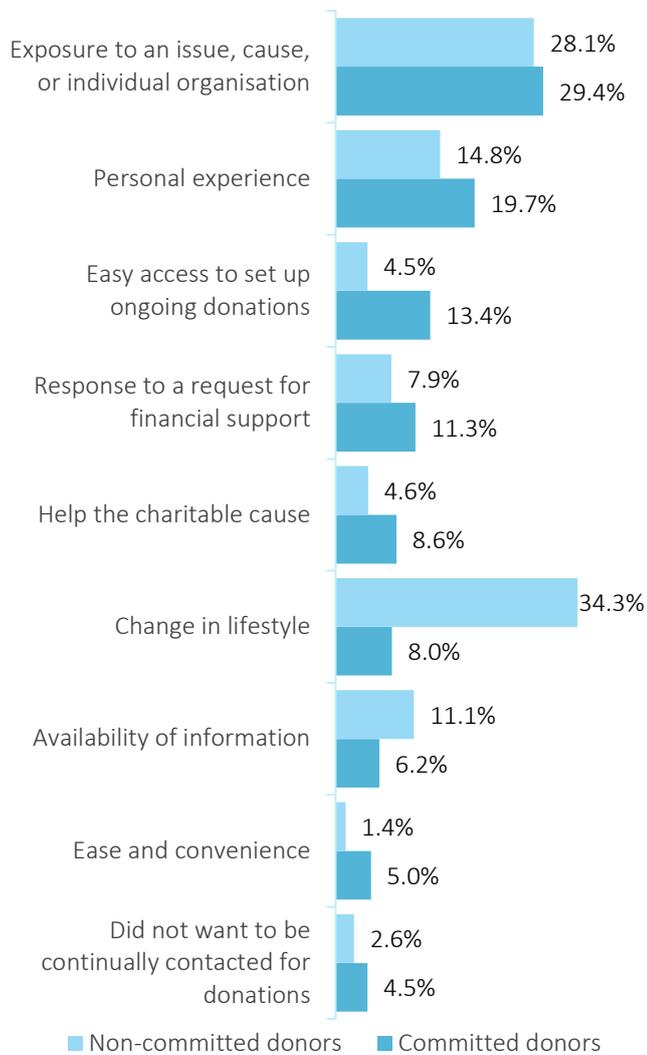


Figure 1: Reasons for becoming a committed donor

*... giving regularly, in the long run, I'm sure it means I give more because it's established.*  
 - Focus group, Everyday givers, VIC

Those who would not consider becoming a committed donor indicated a variety of reasons, most commonly:

- ❖ I am unable to commit funds in an ongoing way
- ❖ I do not want to commit funds in an ongoing way, and
- ❖ I may need extra funds for my own/family needs.

While respondents believed an increase in income was necessary to donate regularly, in reality, people who became committed donors did so due to personal experience or exposure to the cause.

Overall, focus groups and interviews highlighted that regular and committed giving was about building, supporting and maintaining authentic relationships.

*I think the relationships with donors is important, and I think that the stronger the relationship is the more they are willing to give and continue that sustainable type of fundraising.*  
 - Focus group, NPO fundraisers, QLD

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