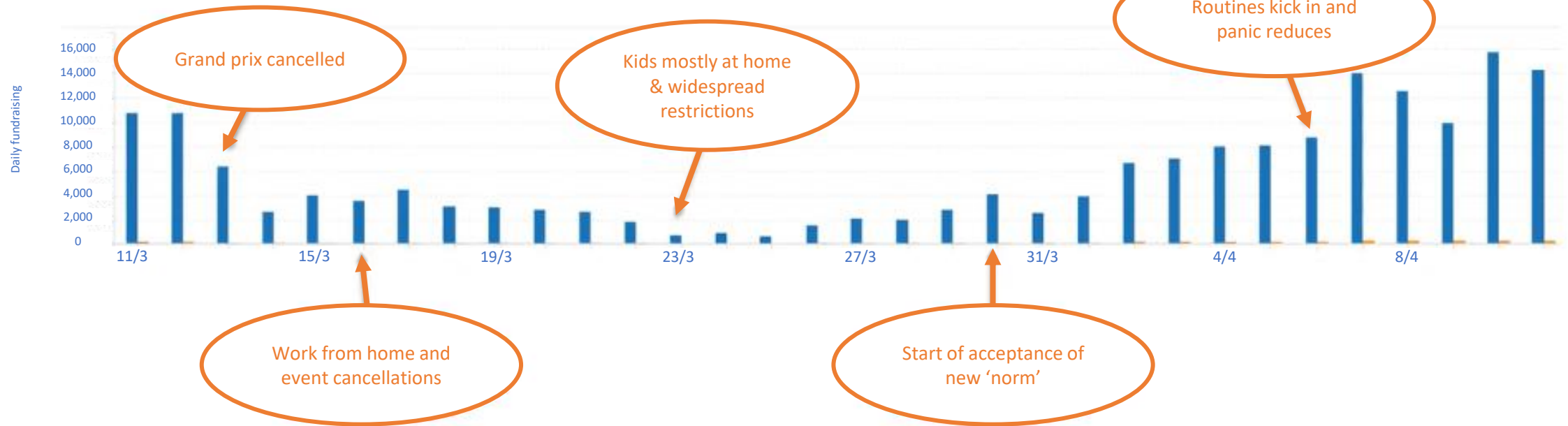


High level assessment of donor sentiment and behaviour - April 2020

Based on a large number of conversations and research over the past week we have identified some emerging trends and indicators in donor sentiment and behaviour.

Indicative daily fundraising data trend

Data courtesy of Elevate Fundraising real world example



Anecdotal insights

- > **People have been quick to adapt** – It has taken one month for a large proportion of Australians to create some degree of new normal
- > **Stimulus impact has been positive** - Government stimulus has reduced panic and provided relatively high levels of confidence
- > **Reduced spending opportunities** - Household spending has naturally reduced and left people looking for discretionary spend opportunities, of which there are not many
- > **Community focused psyche** – The increased focus on community has raised the profile of giving for those who are not usually as driven to give
- > **Increased consumption of social media** – Having good and relevant content is critical – A Facebook first approach is still recommended for most organisations
- > **Giving is currently heavily based on perceived need** – Making sure that you explicitly tell your audience and supporters that your organisation and cause needs support is critical. There is real risk that they will otherwise assume that you are fine and will give to others that are perceived to have more relevant or urgent needs.