Do Your Donors Know How You Use Their Data?

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DMF·A DIRECT MARKETING
FUNDRAISERS ASSOCIATION

Shannon McCracken
Chief Executive Officer
The Nonprofit Alliance

Cathy Folkes
Chief Data Officer
RKD Group

Michael J. McCarn
Chief Information Officer
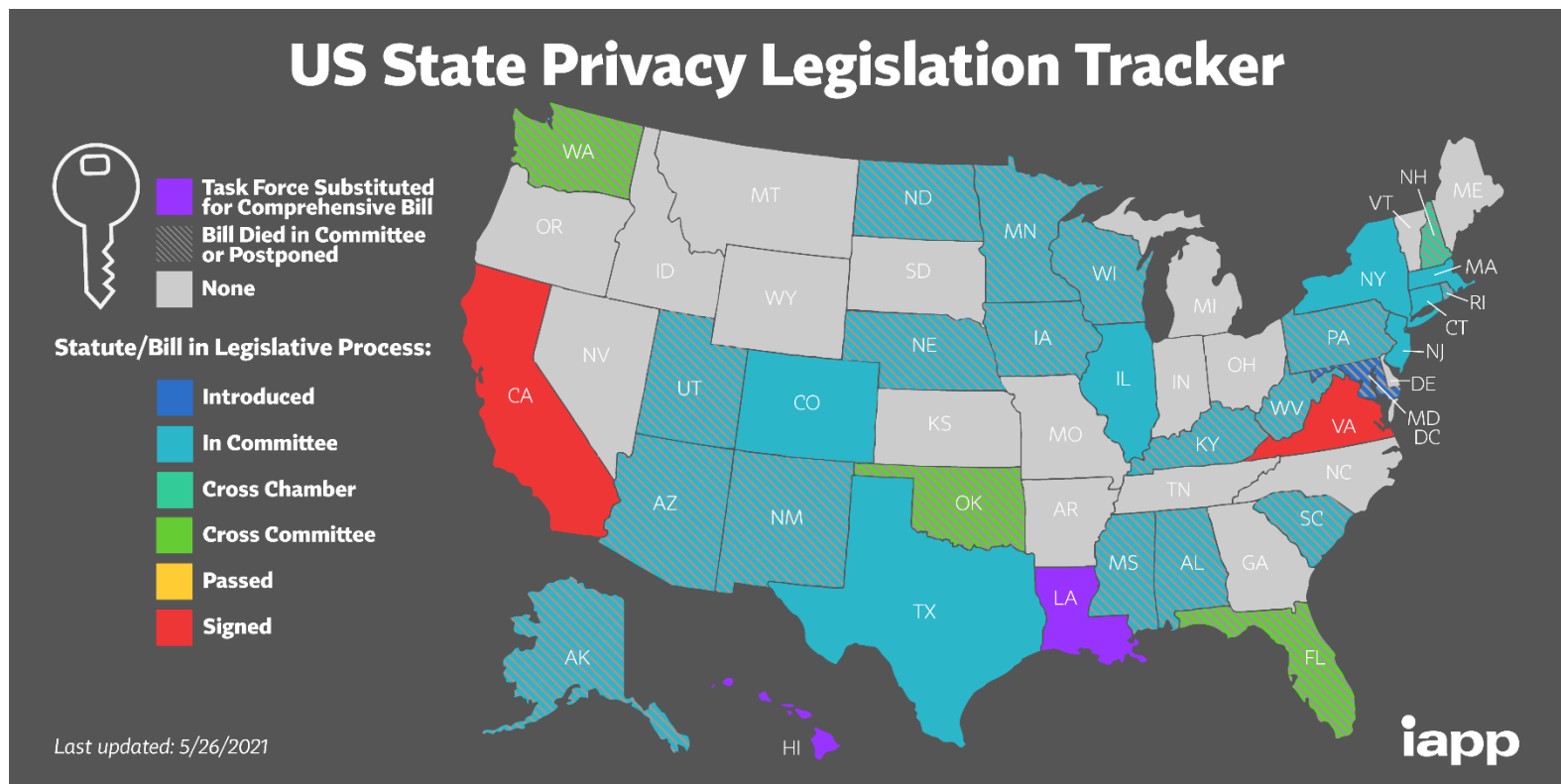**American Institute for Cancer Research**

- Nonprofits recognize the potential of data

- Donors value the importance of privacy

- These trends can create conflict and tension

- Patchwork of regulations vary from state to state
- No comprehensive national data privacy law

Do you think your donors are satisfied with your data privacy practices?

- **Yes**: We keep donor privacy at the forefront of our data practices

- **Somewhat:** We could be more transparent, but our policies are sound

- **No:** Our data privacy practices need a lot of help

Our Survey Findings

- Conducted August 2020

- Survey of 1,050 U.S. donors

- Donors who gave $100 or more in 2019

- 50% men, 50% women

- 25% each of Millennials, Young Gen X, Older Gen X and Baby Boomers

# Finding #1: Strongest support for using data to streamline communications

- **46% positive** support for using data to "ensure you don't get the same information you opened before"

- Only **11% opposed**

Totally Against

Don't Feel Strongly Either Way

Positive Support

11%

43%

46%
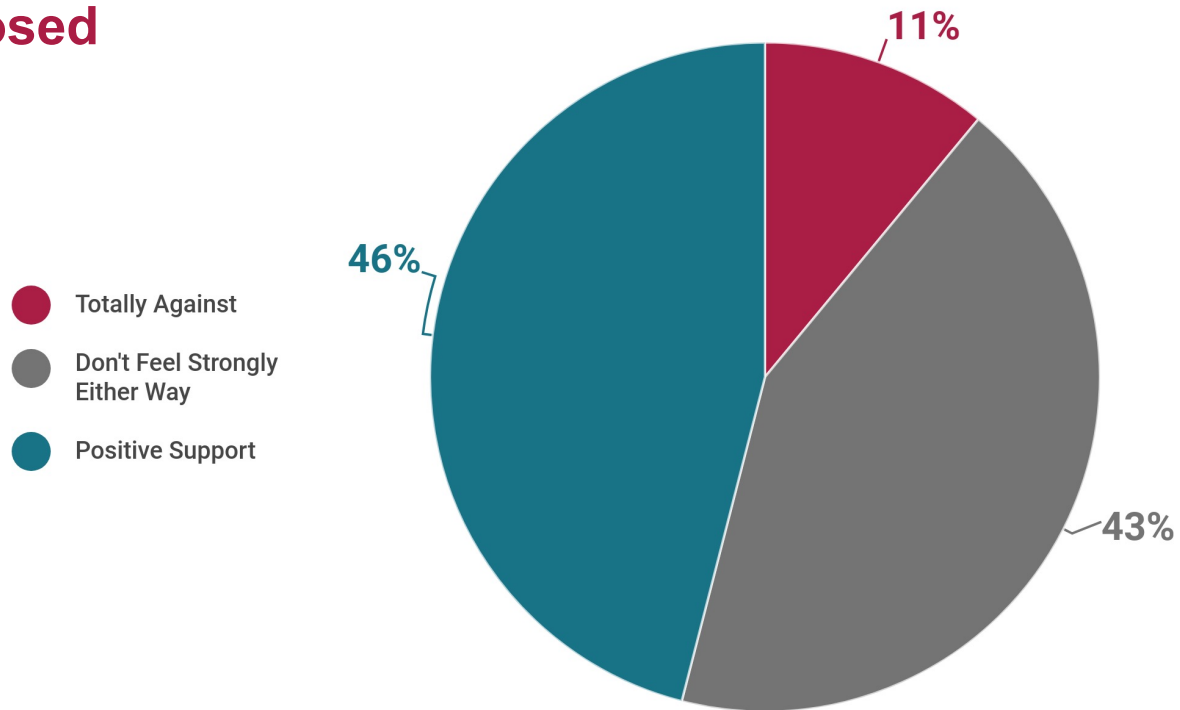
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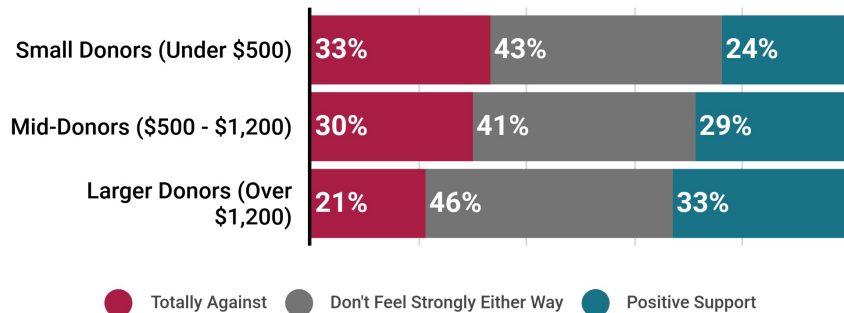- **56% of donors are totally against** bartering or selling their data to nonprofits hoping to reach people like them

- Only **21% support**

21%
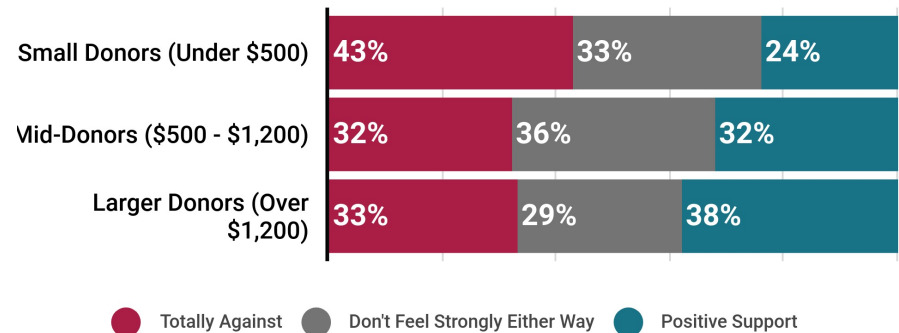
● Totally Against

● Don't Feel Strongly
Either Way

● Positive Support

23%

56%
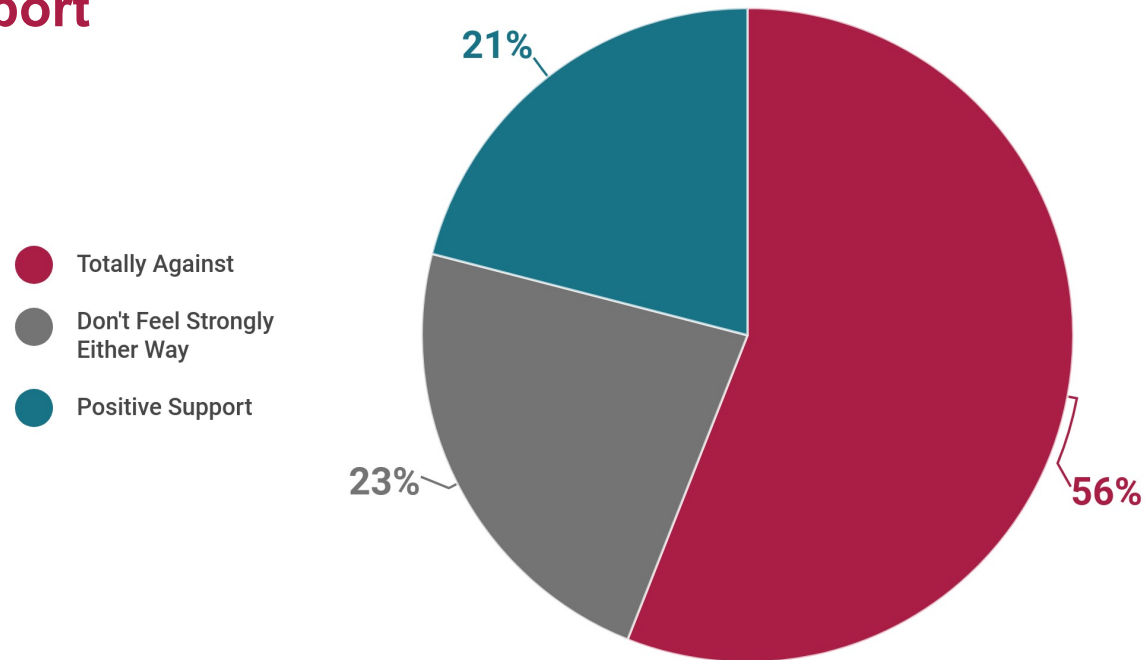
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- Larger donors are more supportive of using data to personalize their experiences and auto-fill forms

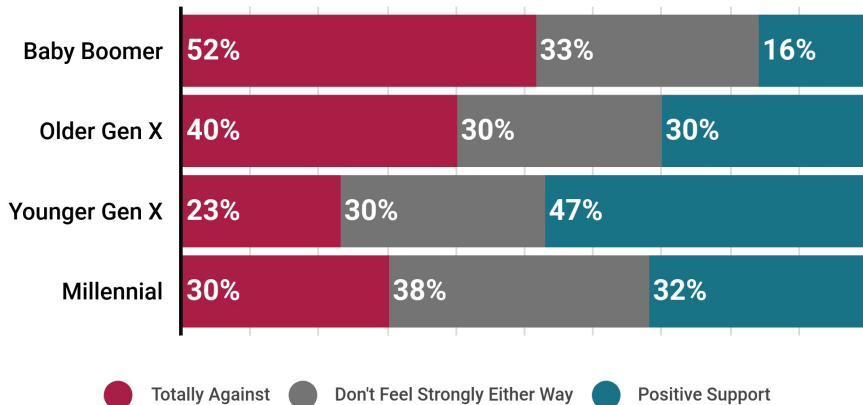**Donor sentiment on using their data to personalize their experience online:**

	Totally Against	Don't Feel Strongly Either Way	Positive Support
Small Donors (Under $500)	33%	43%	24%
Mid-Donors ($500 - $1,200)	30%	41%	29%
Larger Donors (Over $1,200)	21%	46%	33%

Legend: ● Totally Against ● Don't Feel Strongly Either Way ● Positive Support

Donor sentiment on using their data to auto-fill donation forms:

	Totally Against	Don't Feel Strongly Either Way	Positive Support
Small Donors (Under $500)	43%	33%	24%
Mid-Donors ($500 - $1,200)	32%	36%	32%
Larger Donors (Over $1,200)	33%	29%	38%

Legend: ● Totally Against ● Don't Feel Strongly Either Way ● Positive Support

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- Less opposition to organizations selling data

- More support of using data to improve their user experiences

Donor sentiment on using their data to auto-fill donation forms:

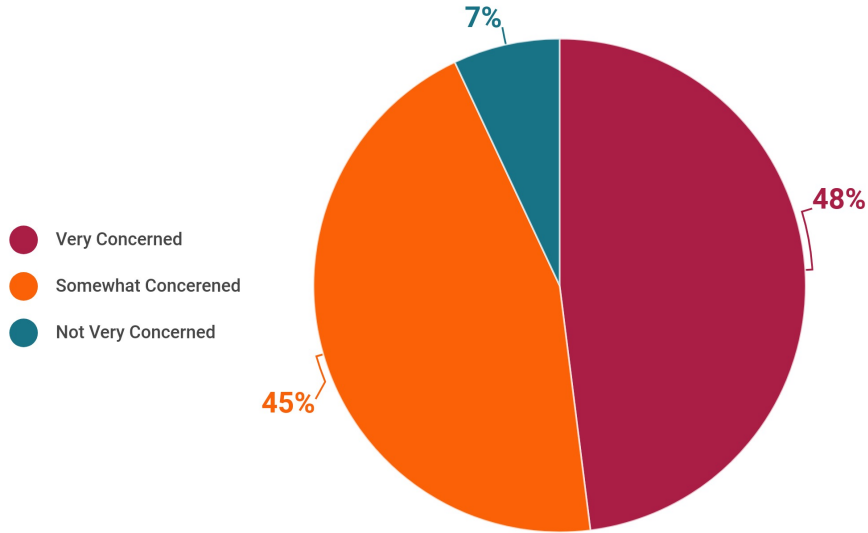|	Totally Against	Don't Feel Strongly Either Way	Positive Support
Baby Boomer	52%	33%	16%
Older Gen X	40%	30%	30%
Younger Gen X	23%	30%	47%
Millennial	30%	38%	32%

● Totally Against   ● Don't Feel Strongly Either Way   ● Positive Support

Donor sentiment on bartering/selling data to nonprofits hoping to reach people like them:
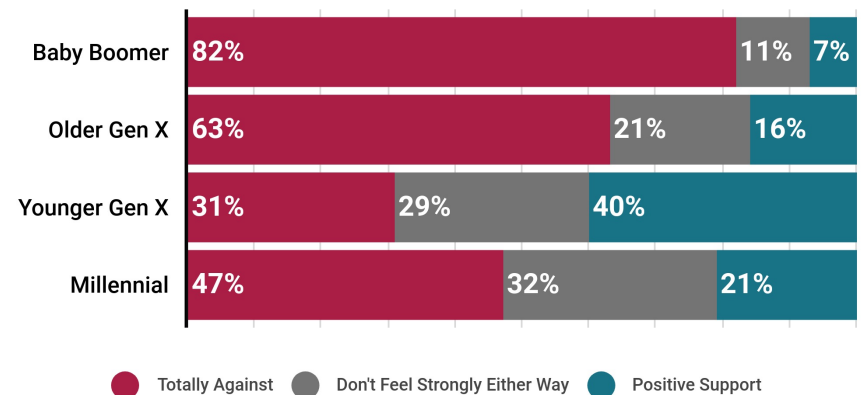
	Totally Against	Don't Feel Strongly Either Way	Positive Support
Baby Boomer	82%	11%	7%
Older Gen X	63%	21%	16%
Younger Gen X	31%	29%	40%
Millennial	47%	32%	21%

● Totally Against   ● Don't Feel Strongly Either Way   ● Positive Support

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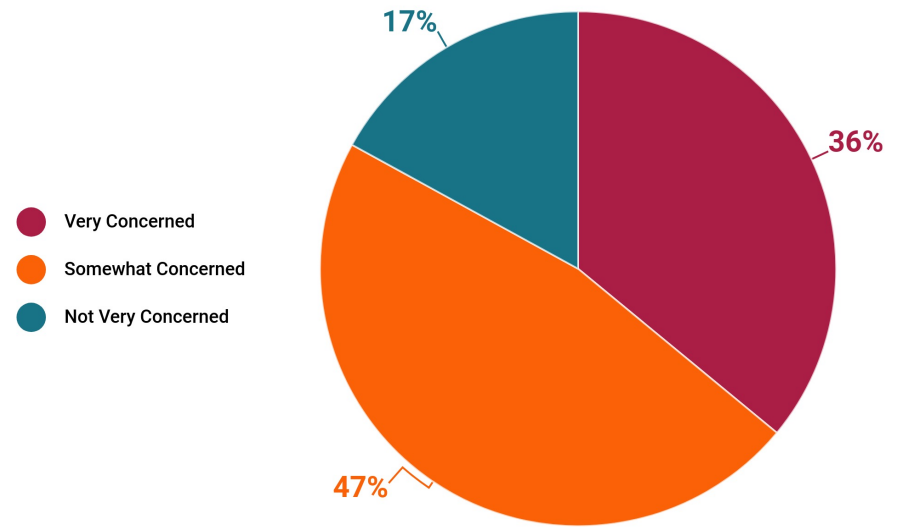
Key Takeaways

- **Donors like the use of data to make their lives easier**

- **Donors don't like the idea of their info being sold**

- **The amount a donor gives and the donor's age matter**

- **Take these into consideration as you think about your practices**

Get the full research eBook at:
rkdgroup.com/donordata

TNPA Data Privacy page:
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