

# HOW AUSTRALIANS GET INVOLVED



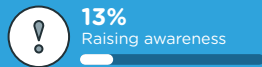
**4 in 5**

AUSTRALIANS GIVE FINANCIALLY TO CHARITIES / NOT-FOR-PROFITS

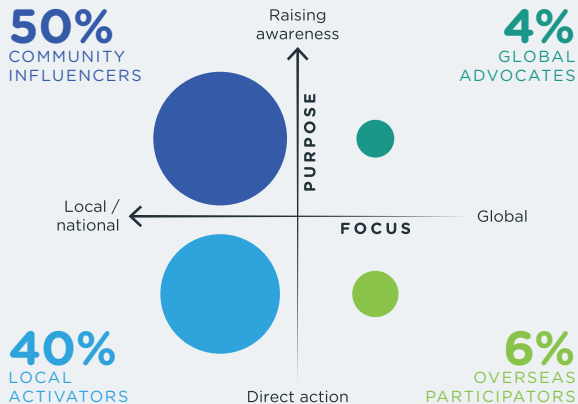
**1 in 4** give at least once a month

However, **1 in 5** don't give at all

MOST OF THESE SUPPORT IN OTHER WAYS TOO



**50%**  
COMMUNITY INFLUENCERS



**40%**  
LOCAL ACTIVATORS

**6%**  
OVERSEAS PARTICIPATORS

**Y** Gen Y are almost twice as likely to prefer raising awareness (**40%**) than direct action (**23%**), but for over 30s it is the reverse.

Gen Y are more global in outlook and have less of a focus on local / national (**48%**) compared to over 30s (**61%**).

## TOP MOTIVATIONS FOR GETTING INVOLVED WITH CHARITIES

### SUPPORTING



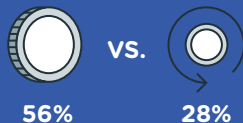
### VOLUNTEERING



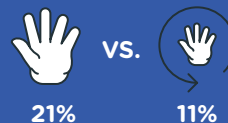
## THE LONG-TERM ENGAGEMENT CHALLENGE

Australians are twice as likely to...

...give a one-off donation than to donate regularly



...volunteer for an event than be an ongoing volunteer

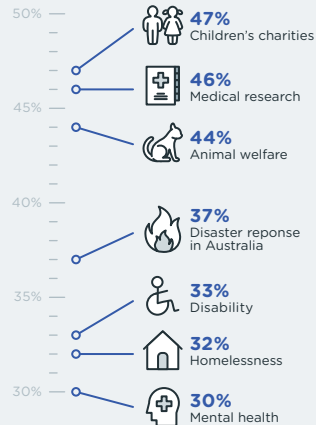


**Y** Gen Y are more likely to have volunteered for a charity (**46%**) than over 30s (**31%**).

Gen Y prefer one-off volunteering activities (**31%** vs. **19%** for over 30s), and represent a new approach to volunteering in Australia.

## TOP 7 CAUSES

% of Australians highly motivated by this cause



**Y** For Gen Y the number 1 cause is **animal welfare (53%)**.

## METHODOLOGY

Nationally representative survey, n = 1,510.  
Charity supporter survey, n = 2,688.  
Not-for-profit staff survey, n = 875.  
6 focus groups (Syd & Mel) of charity givers.  
Expert interviews, n = 14.

Research and infographic by  
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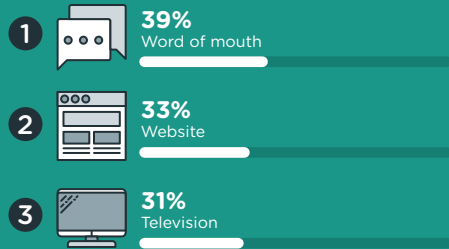
R2L  
R2L.com.au

AUSTRALIAN COMMUNITIES  
australiancommunities.com.au

# HOW CHARITIES CAN ENGAGE

## COMMUNICATION CHANNELS

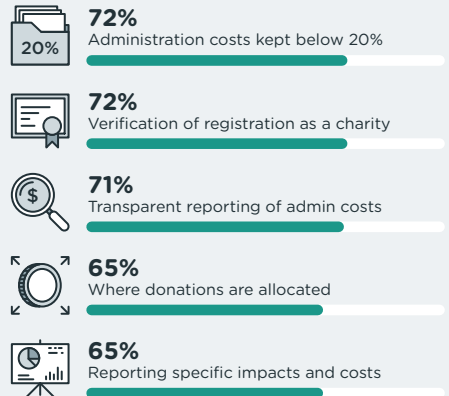
% who say this is extremely / very important



**Y** For Gen Y, number 3 is **social media** (44% vs. 18%).

## THE 5 CHARITY ESSENTIALS

% who say this is extremely / very important



**Y** Gen Y is less focussed on keeping administration costs below 20%, dropping this to 6th position at **56%**.

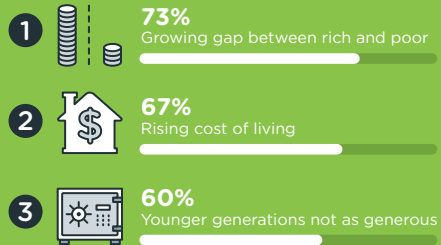


Australians believe the biggest advertising channel in the next decade will be social media campaigns (29%).

**Y** This figure is much higher for Gen Y (44%).

## CHANGES AND CHALLENGES IN THE EXTERNAL ENVIRONMENT

% who strongly / somewhat agree



**Y** Not surprisingly, Gen Y view the generosity of the younger generations less harshly (49% strongly / somewhat agree), but it is still almost half.

## NET PROMOTER SCORE

**NPS/NCS = [9+10] - [0+1+2+3+4+5+6]**  
Scores of promoters      Scores of detractors

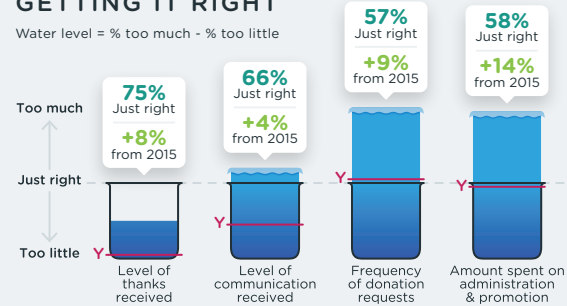
## AUSTRALIA'S HIGHEST RATED SECTOR

**29** NET PROMOTER SCORE (SUPPORTERS)  
 On a scale of 0 to 10, how likely would you be to recommend this organisation to a friend looking for a charity to support?  
 +2 from 2015

**21** NET CULTURE SCORE (STAFF)  
 On a scale of 0 to 10, how likely would you be to recommend this organisation to a friend looking for a place to work?

## CHARITIES ARE INCREASINGLY GETTING IT RIGHT

Water level = % too much - % too little



**Y** Charities are getting the balance right with Gen Y, with equal numbers of Gen Y saying that the frequency of donation requests and the amount spent on administration are either too much or too little.

## BLOCKERS & ENABLERS TO GIVING

EMOTIONAL	
Oversaturation of charities	Personal connection
Doubting how much gets through	Show impact of individual gift
Already give to people in need	Stories of change/impact
Role of government funding	Frontline participation
BLOCKERS	ENABLERS
Donation requests intrusive	Tech-enabled communications
Risings costs, variable income	Values alignment
Set amounts/ongoing contracts	'One-click' giving
Complex giving process	Micro-giving, small steps
PRACTICAL	

**Y** Gen Y desire tech-enabled giving and opportunities to engage with charities by actively participating beyond just giving money.