



Who are the monthly donors in China?



About FIDC & CAFP



Fundraising Innovation Development Center (FIDC), founded in 2017, is the registration organization of China Association of Fundraising Professionals (CAFP). **CAFP is the first and the only Fundraising Industry cultivation Platform dedicated to promoting the professionalization of the fundraising industry in China.**

With more than 500 individuals and organizations, CAFP has been hosting the **China Fundraising Professionals Annual Forums** and fundraisers' salons; translating and publishing international fundraising publications; conducting industry research; developing and promoting the **Chinese Statement of Ethical Principles in Fundraising**; and compiling periodicals featuring updated information in the field of fundraising.

Now FIDC board members are Narada Foundation, Dunhe Foundation, One Foundation, China Foundation for Poverty Alleviation, Alibaba Group (CSR Department) and Shanghai United Foundation.



- 1 Survey design
- 2 Donor profile
- 3 Donor behavior
- 4 Donor preferences

Who are the monthly donors?

According to preliminary statistics, **0.002%** of China's 1.3 billion people donate monthly, and it is the first batch of monthly donor in China.

- What kind of people are they?
- Why did they choose to donate monthly?
- How long did their monthly donation last?
- Why do some people keep donating?
- Why do some people leave midway?
- What are the most influential factors in monthly donor decisions?

The answer you want is here ~

Monthly Donor Survey



Initiated by

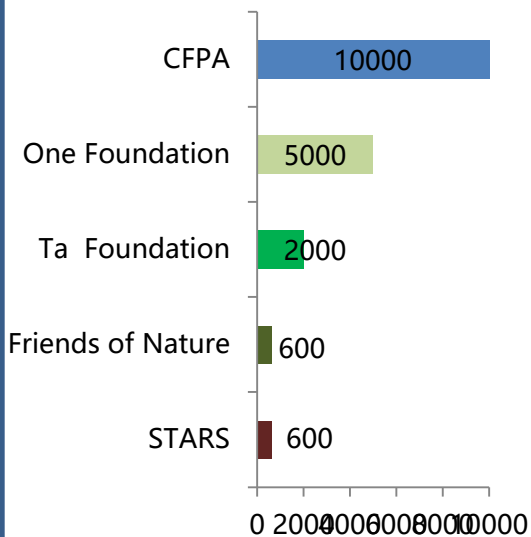


Supported by



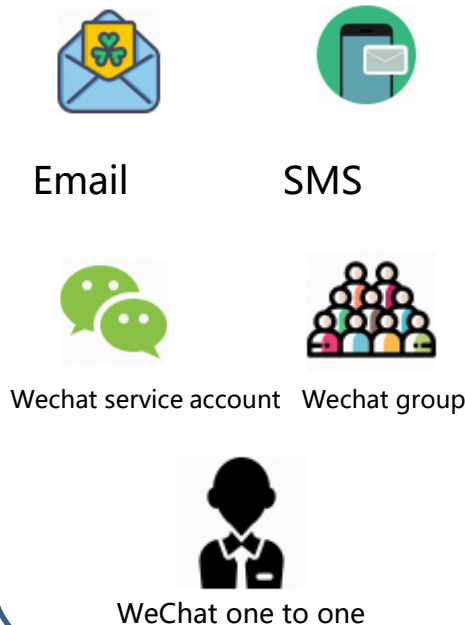
Monthly Donor Survey

Database

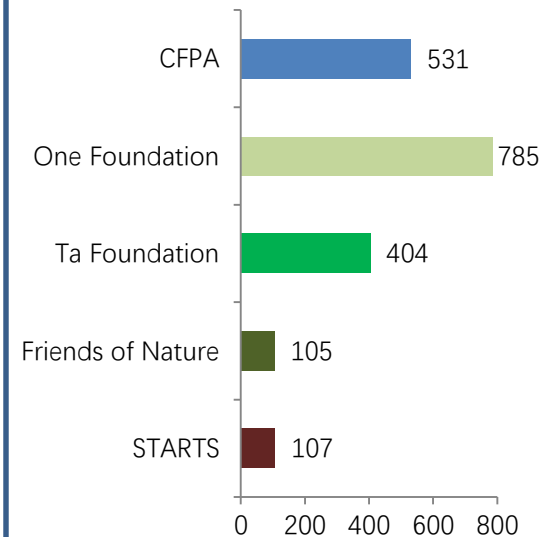


There are **18,200** monthly donors active in the 5 orgs' own channels!

Distribution channels



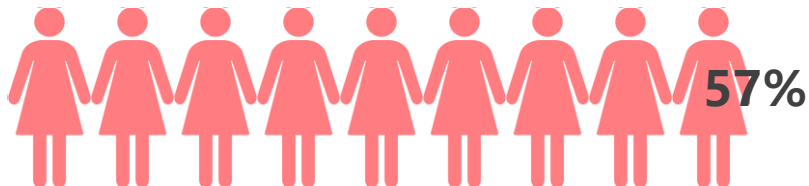
Data Collection



A total of **1932** people were collected from the monthly donor questionnaires.

Monthly Donor Profile

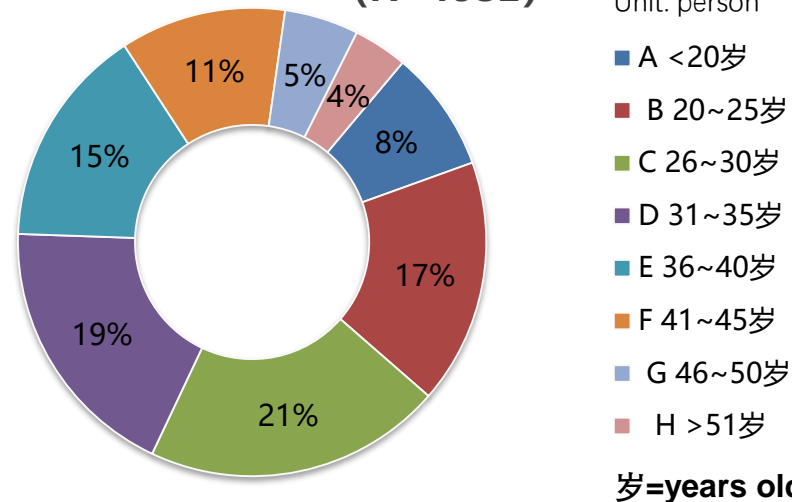
Gender distribution of monthly donors (N=1932)



Unit: person

Are women more willing to donate?
Men are not bad either ~

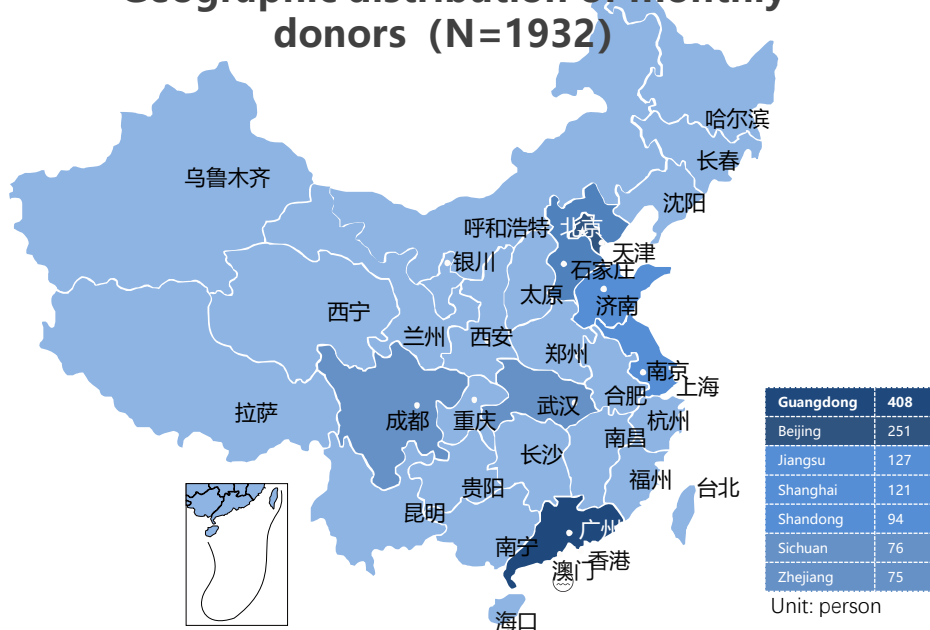
Age distribution of monthly donors (N=1932)



Middle-aged and young people donate up to 72%,
the absolute main force!

Monthly Donor Profile

Geographic distribution of monthly donors (N=1932)

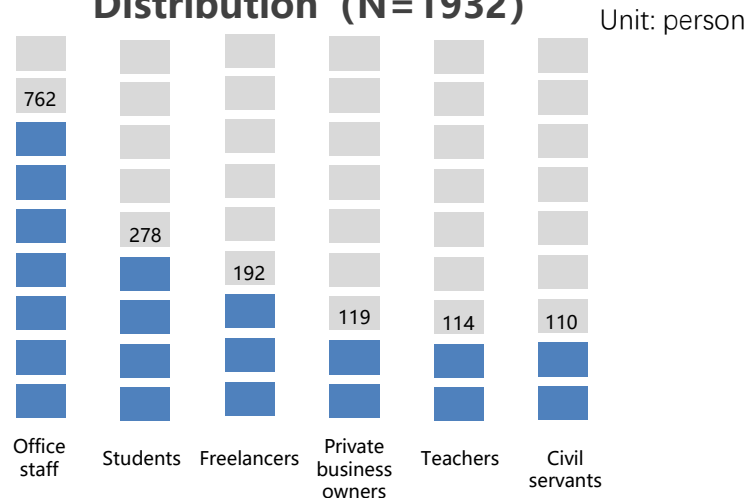


Except for Macau, 33 provinces, municipalities and autonomous regions have our monthly donors.

Guangdong are the most warm-hearted area

Everyone is caring. From F&B staff to institute experts, from housewives to senior managers, monthly donors are at your side.

Monthly Donor Occupation Distribution (N=1932)

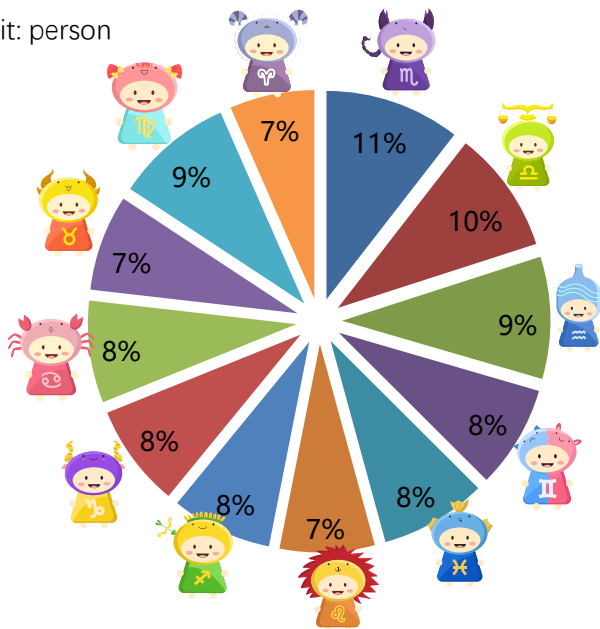


White-collar workers are very proud ~

Monthly Donor Profile

Zodiac Distribution (N=1932)

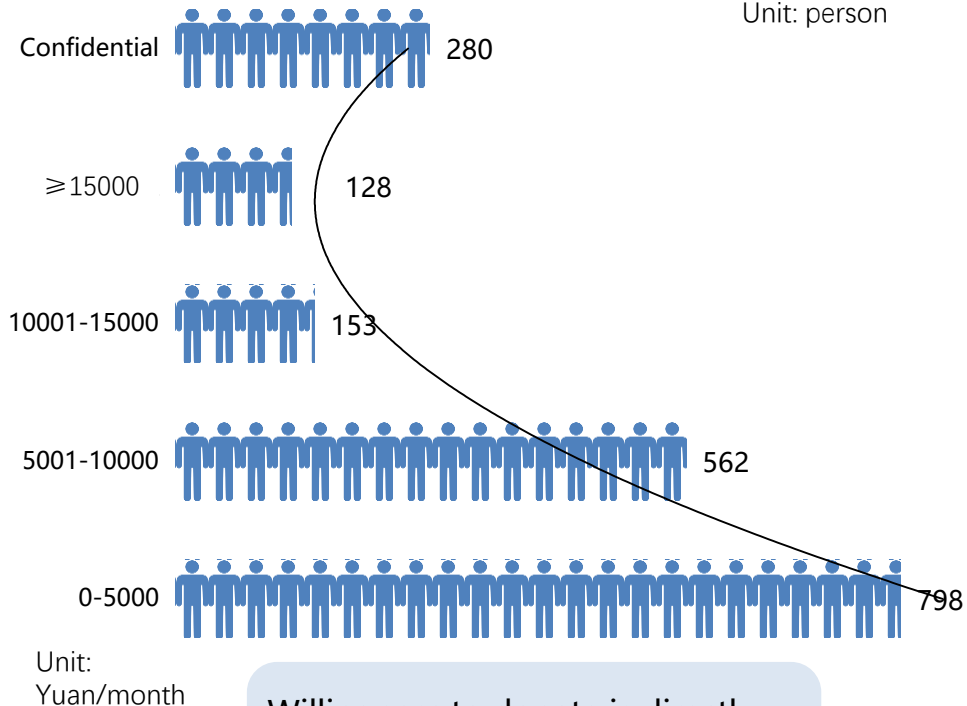
Unit: person



Scorpio is the most generous,
other signs are equally divided

Salary Distribution (N=1932)

Unit: person

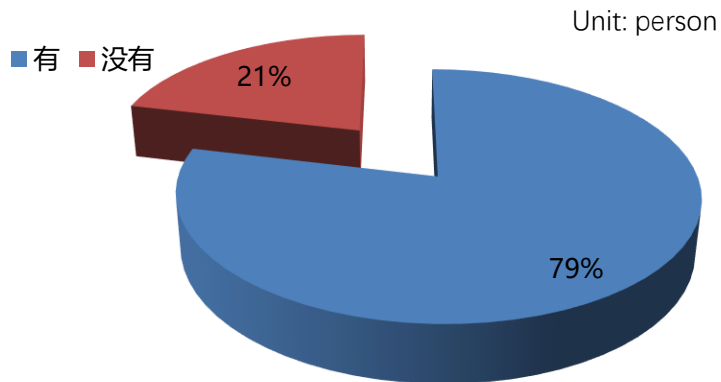


Unit:
Yuan/month

Willingness to donate is directly
proportional to salary?
Data tells the truth~

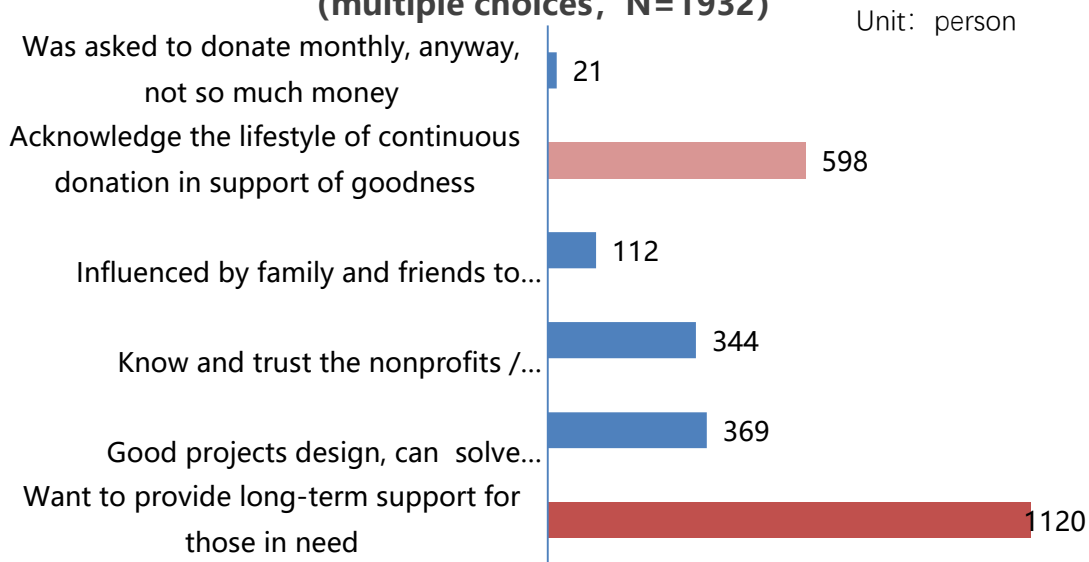
Monthly Donor Behavior

Previous donation experience before monthly donation? (N=1932)



Monthly donations are not made overnight, one-time donors are potentials

Reasons for monthly donation (multiple choices, N=1932)

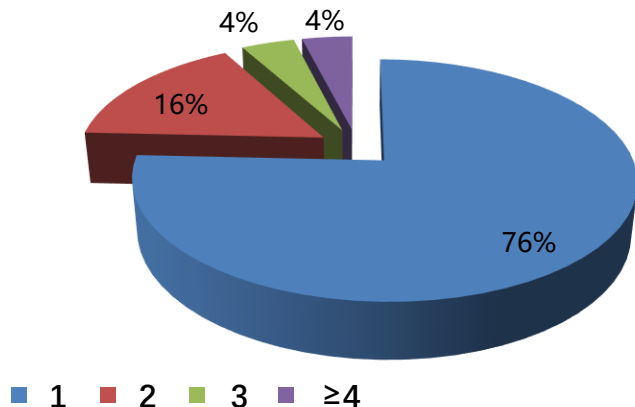


Helping others is the original intention of the monthly donor ~

Monthly Donor Behavior

How many nonprofits to donate to monthly? (N=1932)

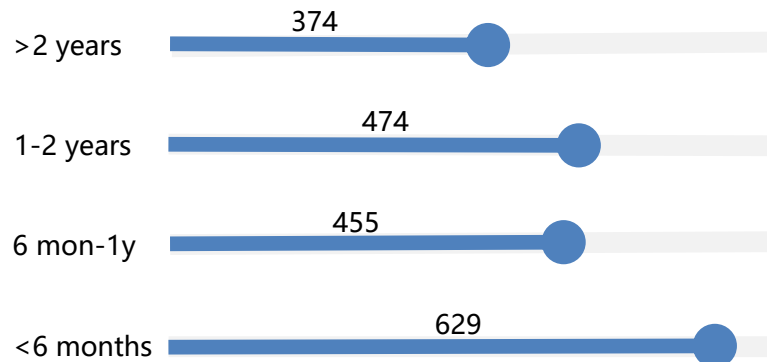
Unit: person



Monthly donors with more than two institutions have a true love for charity activities~

How long have you been donating monthly? (N=1932)

Unit: person

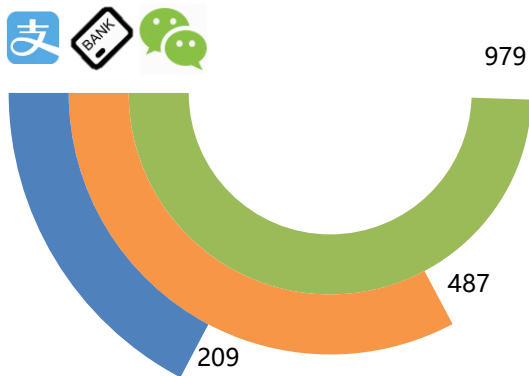


The first batch of monthly donors have been donating more than 2 years~

Monthly Donors' Preferences

Preference on payment method (N=1932)

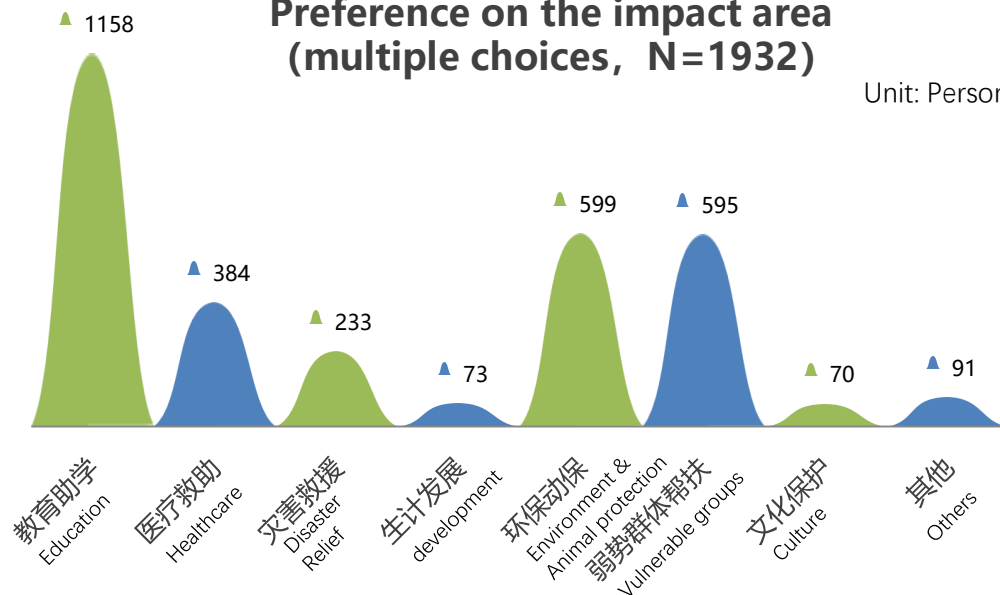
Unit: Person



The mainstream position of mobile payment cannot be shaken in the donation field ~

Preference on the impact area (multiple choices, N=1932)

Unit: Person



No problem for Education being No 1, but...
23 people in "others" do not know what project they donated to, or forgot!!!

Our summary:

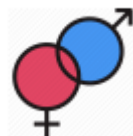
**Different areas attract different donors,
Target your monthly donors in your field!**

Education support

Young people aged 26-30 are the main donors



Age



Gender

51% female, 49% male

Scorpio are the most generous donors



Zodiac



**Monthly
Income**

40% of the donors have monthly
income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff group are the
main donors



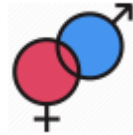
Company staff who are Scorpio and aged between 26 and 30 years old are most concerned about education programs !!!

Environment and animal protection

Young people aged 26-30 are the main donors



Age



Gender

69% female, 31% male

Aquarius ranks the No. 1



Zodiac



**Monthly
Income**

37% of the donors have monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff group are the main donors



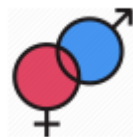
Female company employees originated from Guangdong, Aquarius and aged 26 to 30 years old are most concerned about environmental protection projects !!!

Vulnerable groups support

Young people aged 26-30 are the main donors



Age



Gender

55% Male, 45% female

Libra ranks the No. 1



Zodiac



**Monthly
Income**

Major donors have monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff group are the main donors



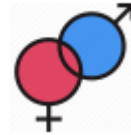
Male company employees originated from Guangdong, Libra and aged 26 to 30 years old are most concerned vulnerable groups!!!

Healthcare and medical support

Young people aged 26-30 are the main donors



Age



Gender

51% female, 49% male

Scorpio are the most generous donors



Zodiac



**Monthly
Income**

Major donors have monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



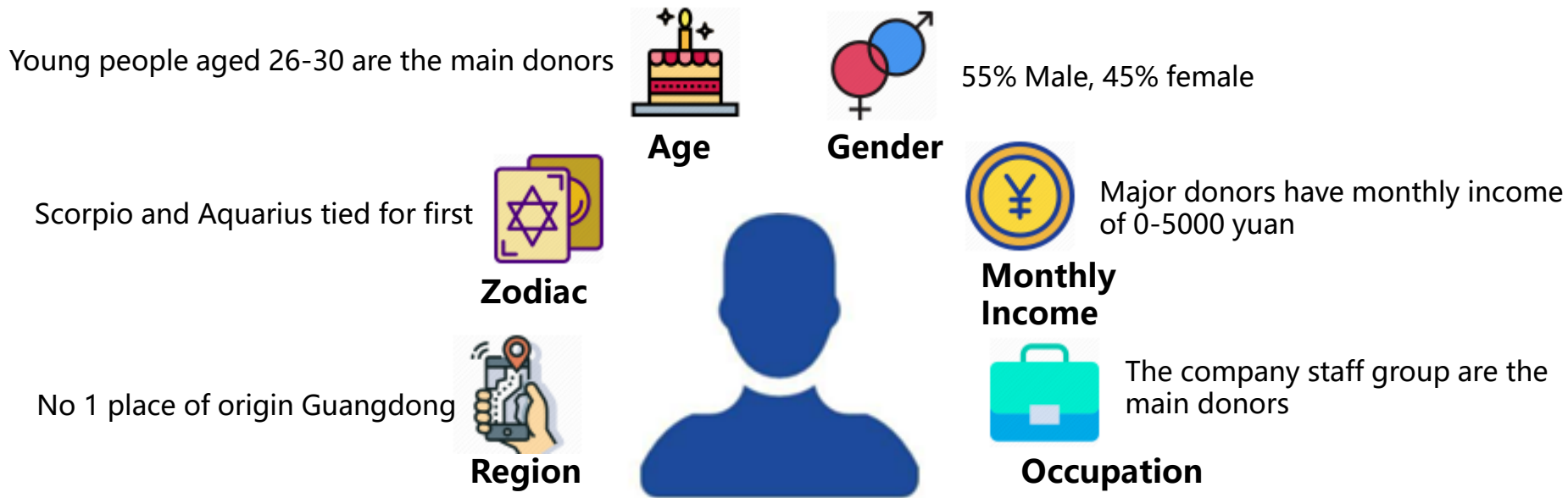
Occupation

The company staff group are the main donors



Female company employees originated from Guangdong, Scorpio and aged 26 to 30 years old are most concerned about healthcare and medical projects !!!

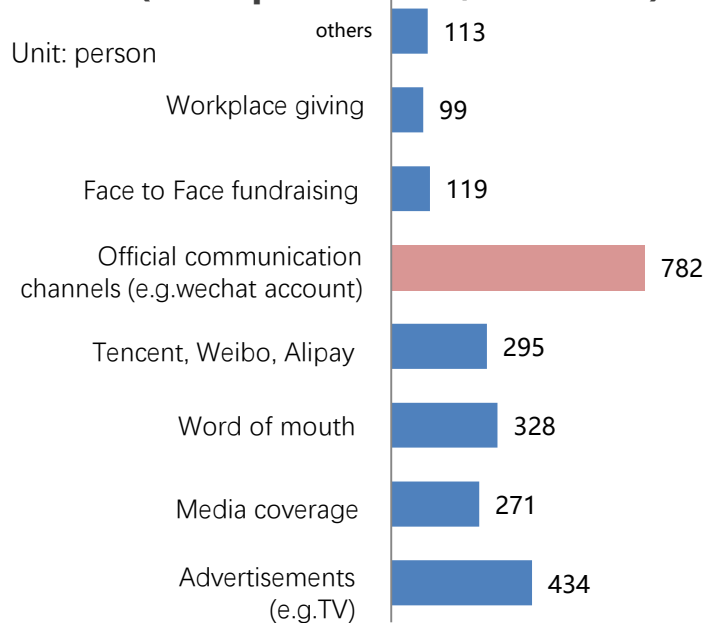
Disaster rescue and relief



Male company employees originated from Guangdong, Scorpio or Aquarius and aged 26 to 30 years old are most concerned about disaster projects!!!

Information for monthly donors

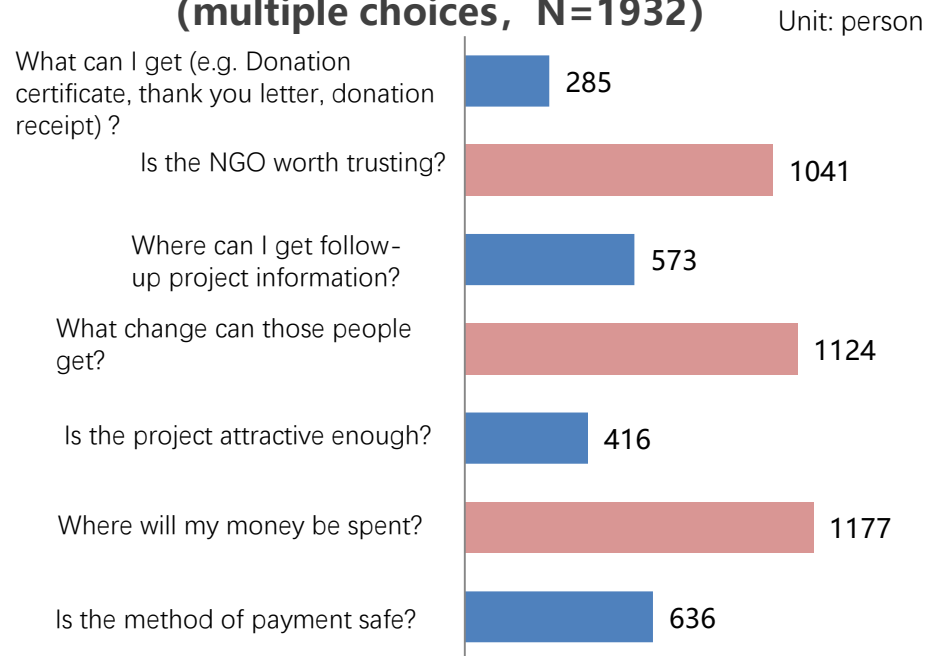
Channels to understand the projects (multiple choices, N=1932)



Easy-to-run official website ?

There are 11 people in "others" who directly searched for the official website~

Main focus on monthly donation (multiple choices, N=1932)



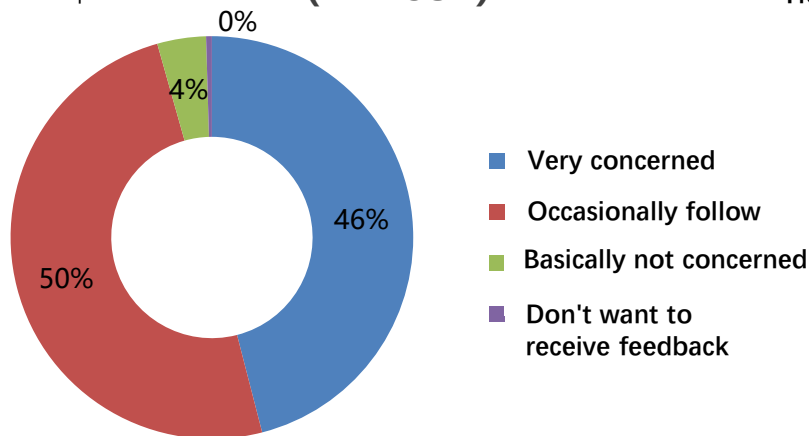
When calling for monthly donations:

The key points are about the real capacity of the nonprofit: how to spend money and what kind of impact it will bring

Monthly donors' project feedback

Follow up feedback on donated projects (N=1932)

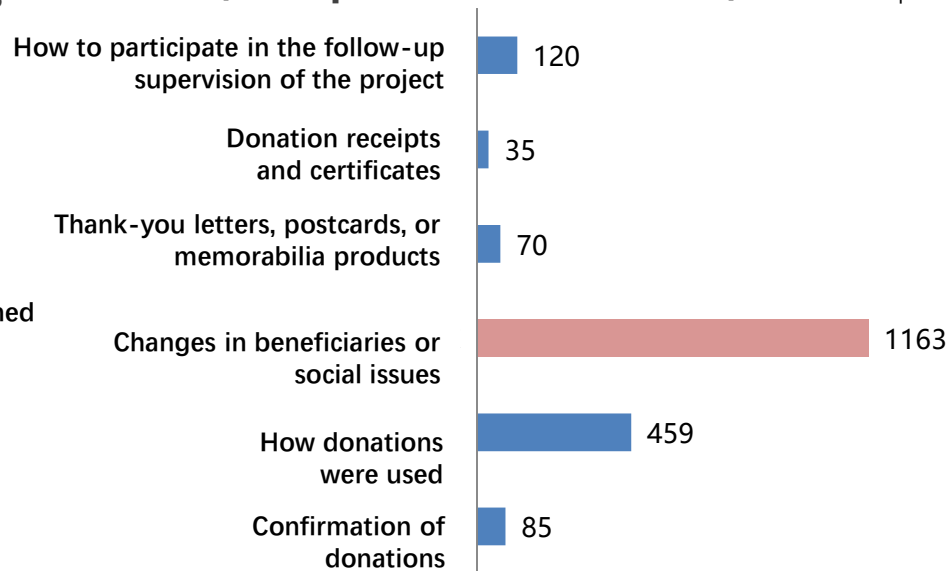
Unit: person



Project feedback is very important, monthly donors may wait quietly on the other side of the Internet ~

Most concerned project feedback (multiple choices, N=1932)

Unit: person



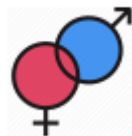
Monthly donor: Did my modest effort actually help you in the long term?

Who care the most of feedback

Young people aged 26-30 are the main donors



Age



Gender

Female 59%

Scorpio and Libra are tied again



Zodiac



Monthly Income

Majority has monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff care the most



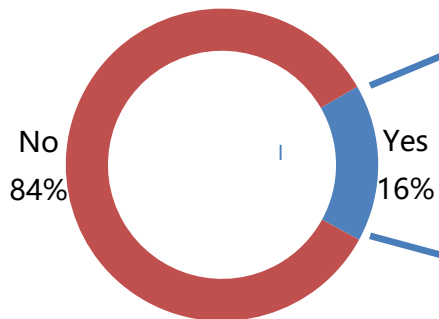
Female Scorpio and Libra company staff in Guangdong, who are aged between 26 and 30, are most concerned about project feedback.
Don't forget to give feedback to these donors~

**12% of monthly donors
stopped monthly donations
because there was no feedback!!!**

Reasons for stopping monthly donation

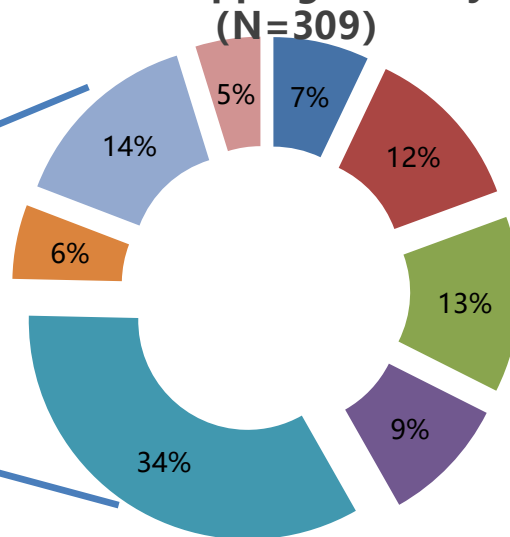
Experience of stopping monthly donation (N=1932)

Unit: Person



Level of loyalty of monthly donors is high ~

Reasons for stopping monthly donation (N=309)



- the project stopped fundraising
- no followup or feedback from nonprofits
- donation method is not convenient
- negative news on the nonprofits/projects
- personal economic situation changed

What interrupted the monthly donation? The personal economic situation, the nonprofits' project feedback, donation methods, and public opinion will also affect it ~

Reasons for stopping monthly donations: No feedback and follow-up were given

Young people aged 26-30 are the main donors



Age



Gender

Female 56%

Leo particularly need feedback!



Zodiac



Monthly Income

Majority has monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff care the most



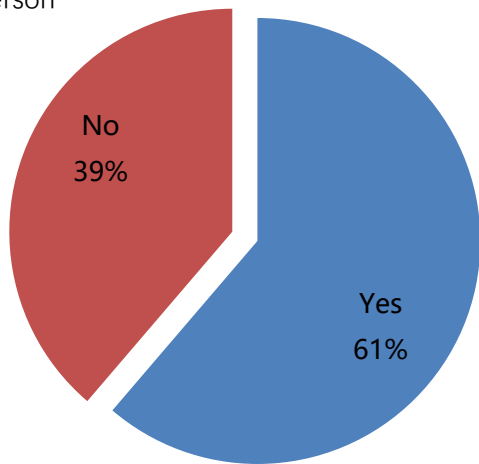
What a pity!
Please say thank you once monthly donor is registered,
and don't forget to share feedbacks~

**Monthly donors
are
potential fundraisers!**

Call for action from monthly donors

Experience (N=1932)

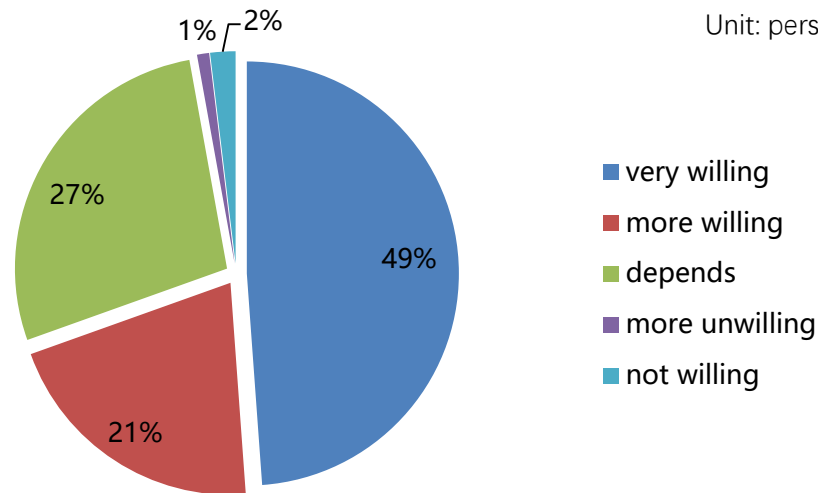
Unit: person



Monthly donors are proactively fundraising for nonprofits~ anonymous hero

Willingness (N=1932)

Unit: person



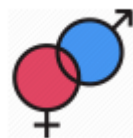
More than 70% of the monthly donors are willing to promote the monthly donation project- What are you waiting for ?

Who have already convinced others to donate monthly

Young people aged 26-30 are the main donors



Age



Gender

Female 56%

Libra are most active!



Zodiac



Monthly Income

Majority has monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff as majority



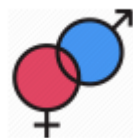
Go checking whether you have Libra female company employees aged 26 to 35 as your monthly donors, Maintain the relationship~

Who are the most willing to ask others to donate monthly

Young people aged 26-30 are the main donors



Age



Gender

Male 53%, Female 47%

Scorpio are most willing to do so



Zodiac



**Monthly
Income**

Majority has monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff as majority

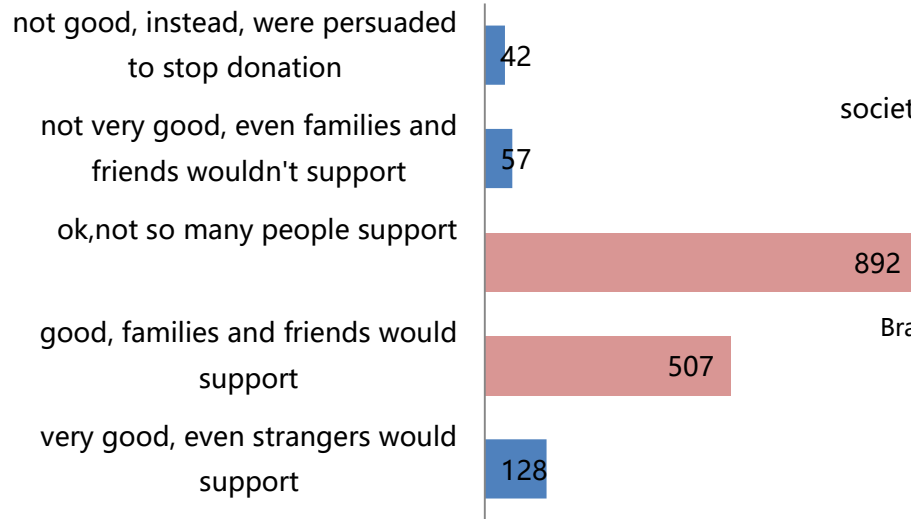


Develop your Scorpio employees donors who are aged between 26 and 30,
Give them a reason to act!

Effect of monthly donors' "call for action"

Effect (N=1179)

Unit: Person

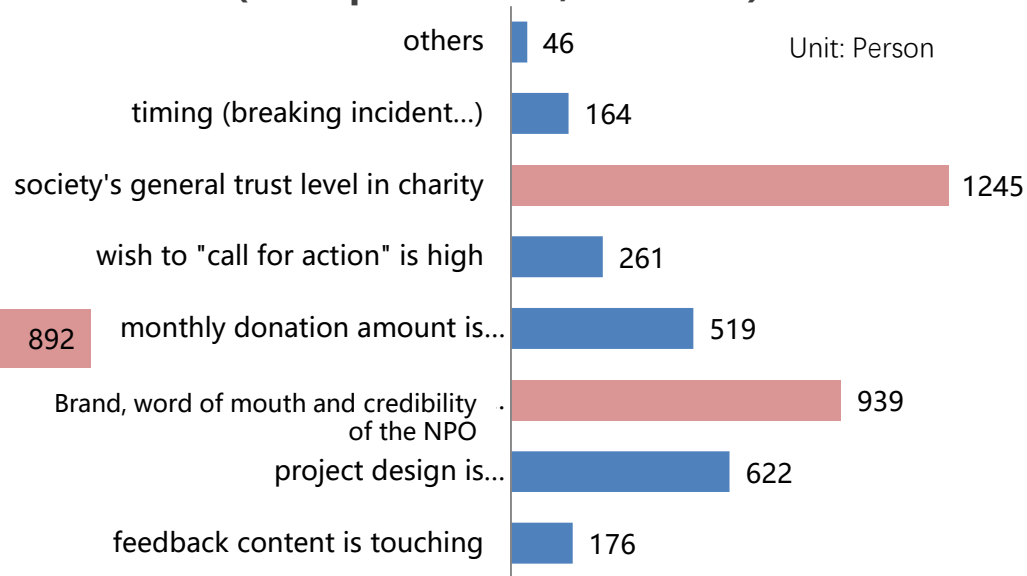


The effect of the call is mixed. How can nonprofits help the external call of monthly donors?

Influencing factors on feedback (multiple choices, N=1179)

others

Unit: Person



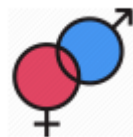
The overall trust of the society determines whether to donate, and the credibility of the nonprofit determines which one to donate to!

Who have the best impact of asking others to donate monthly?

Young people aged 26-30 are the main donors



Age



Gender

Female 52%, Male 48%

Virgo are most persistent



Zodiac



Monthly Income

Majority has monthly income of 0-5000 yuan

No 1 place of origin Guangdong



Region



Occupation

The company staff as majority



Virgo donors who are employees aged between 26 and 30,
You are great fundraisers!

**Appreciate and support
the Virgo(s) !**

Thank you

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