

Today's Best Donors

More than 20,000 donors in the United States and Canada shared their impressions in *The 2017 Burk Donor Survey* by Cygnus Applied Research. Here's a look at what they said.



U.S.



Canada

Ability to Give



Could have given more



38%



35%

How many donors research before giving for the first time?



How Donors Give



48%



46%

Direct Mail



39%



34%

Online



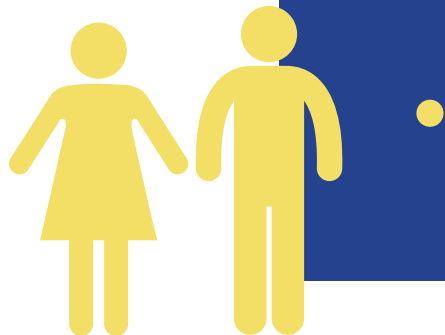
37%



34%

Recurring Gifts

In Person Requests



Gave with direct, in person request



14%



13%

Under 35 Get Social



Gave via social media last year

Token Gifts



Donors who say stop sending gifts

