

# 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?

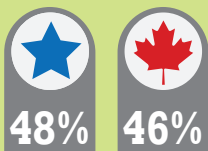


55%



51%

## How Donors Give

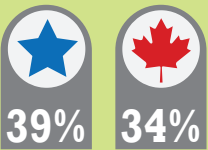


48%



46%

Direct Mail

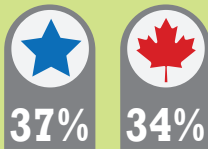


39%



34%

Online



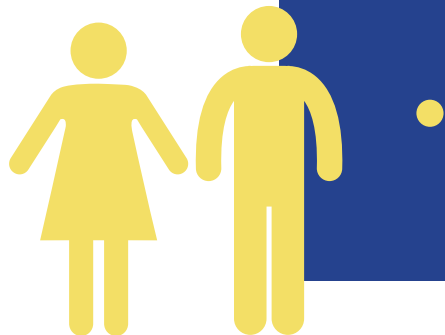
37%



34%

Recurring Gifts

## In Person Requests



Gave with direct, in person request



14%



13%

## Under 35 Get Social



32%



30%

Gave via social media last year

## Token Gifts



Donors who say stop sending gifts



23%



35%

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