Donor Drivers ®

The global standard on donor motivations

Dutch Donors

Identifying the Drivers for Giving

ABOUT DONORDRIVERS®

A critical tool empowering fundraisers to gain deeper psychological understanding on what drives giving the most for their target audience.

We first developed DonorDrivers® when we helped St Vincent's Health about 20 years ago. While we had done this work in many other categories, nothing like this existed in charitable support. We researched major donors (a great selection of high-net-worth individuals), corporates, grant-givers and, of course, individual donors.

Over the last 20 years, this has grown into an amazing body of insight and experience with continuous qualitative and quantitative research and implementation globally - helping clients improve their marketing and fundraising results significantly.

Importantly, with DonorDrivers® we want to support the Third Sector. That's why we focus on the provision of the core, quantitative tools at a price any NFP can afford - and empower your teams and agency partners to apply the findings successfully.

DONORDRIVERS SUBSCRIPTION

The subscription to the tool is a cost-effective investment that gives you and your team all possibilities.

Service inclusions for the subscription:
- We onboard your team or supplier in setting DonorDrivers up in your survey platform (or ours) and how to get the results with a few clicks. That way you are independent, and you can maximise the use
- We conduct the first study for and with you. You are welcome to involve your usual insights providers, too
- We will onboard you with the results and workshop with you what this means for your mission. We will brainstorm first, practical changes with you. This way we also onboard your team in the application. The session is recorded for your continuous use
- We allocate 2 days for the year to support you. Additional support is provided at discounted prices

DONORDRIVERS SUBSCRIPTION USAGE INLUSIONS

Conduct as many DonorDrivers surveys as you want. In the onboarding we will take you through the applications and we are always happy to help you.

- Prospects
- Supporters
- Public, middle, major donors
- Specific segments (and develop/enrich your segments)
- Channels
- Products
- Regular, ad hoc, gift in will
- Competitor check
- Brand positioning
- Cause focused
- Track the DonorDrivers you want to focus

BACKGROUND

In this study, we looked at what drives Dutch Donors to give to charity overall.
The results will vary depending on the cause and by specific charity brand.

About the Dutch sample:
> Population representative
> 18+
> Likely to donate to charity in next 12 month
> Exclusion of (former) Charity employees
> Error margin max 5-6% at a 95% confidence level.

THE 27 VALIDATED DRIVERS OF GIVING

WHAT WE NEED TO KNOW

WHICH DRIVERS DUTCH DONORS CLAIM TO BE IMPORTANT

In a survey, donors answer rationally and skewed towards reasons to give that are more justifiable and acceptable. We need to know these, because they are still important to fulfill as a basis. However, typically they are the category generic reasons to give, and they can apply to any charity. We often call them as the **Hygiene Needs**.
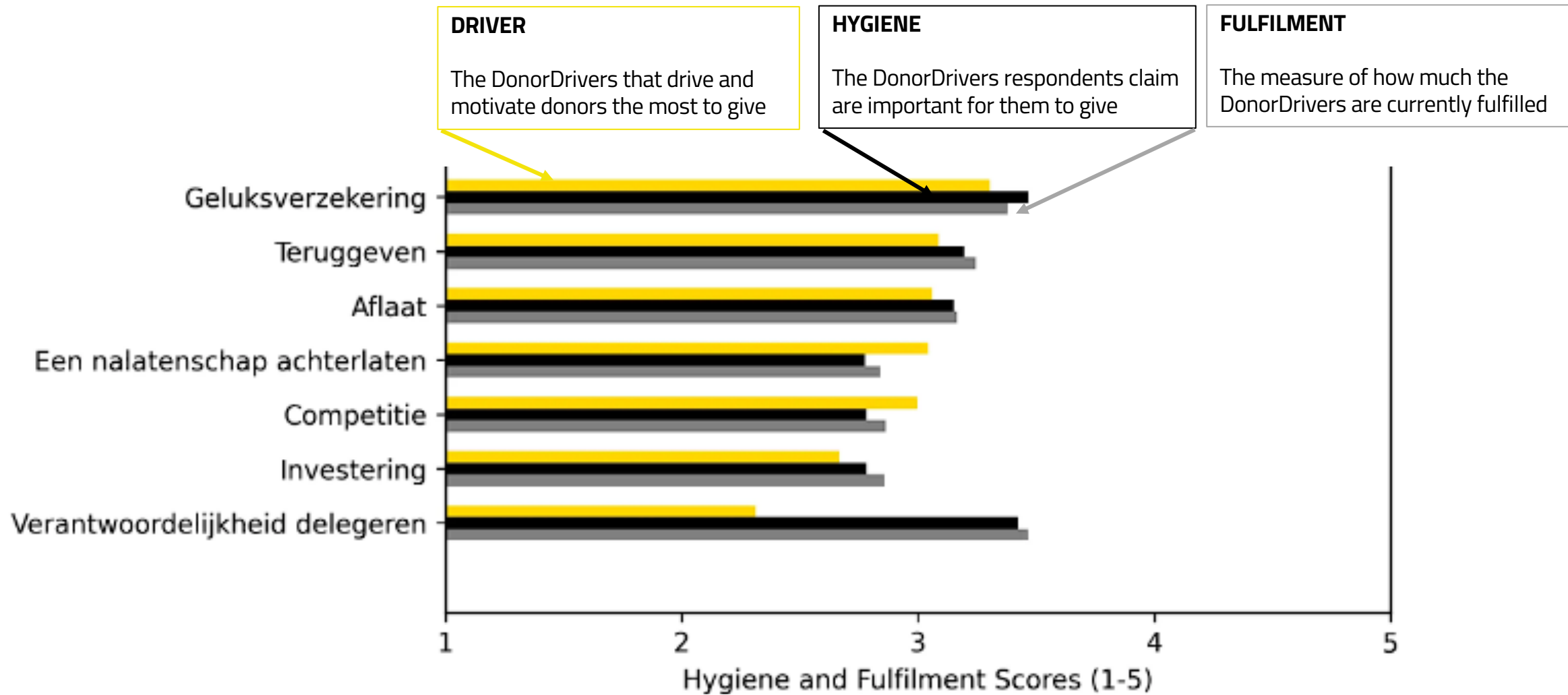
WHICH DRIVERS REALLY DRIVE GIVING

To ascertain what really motivates donors to give, we conduct a driver analysis. While our driver analysis is custom algorithm, during modelling we made sure that the driver results align with our previous 20 years of implementation experience. We also tested the results during concurrent implementation. Therefore, it's not just theory, but a statistical representation of practical application. The driver analysis tells us which DonorDrivers® motivate donors most to give. We often call them as the **Driver Needs**.

HOW WELL ARE THE DONORDRIVERS® FULFILLED

This tells us how well the Hygiene and Driver Needs are fulfilled – and what the opportunities are to drive more giving from the donors.

HOW TO READ THE RESULTS

DRIVER

The DonorDrivers that drive and motivate donors the most to give

HYGIENE

The DonorDrivers respondents claim are important for them to give

FULFILMENT

The measure of how much the DonorDrivers are currently fulfilled

Geluksverzekering
Teruggeven
Aflaat
Een nalatenschap achterlaten
Competitie
Investering
Verantwoordelijkheid delegeren

Hygiene and Fulfilment Scores (1-5)
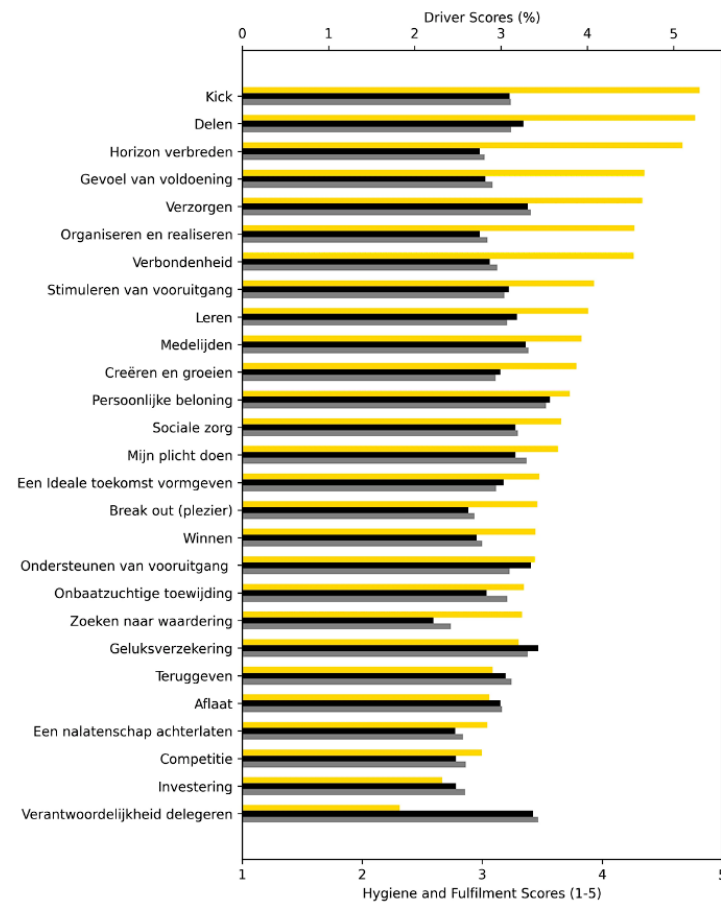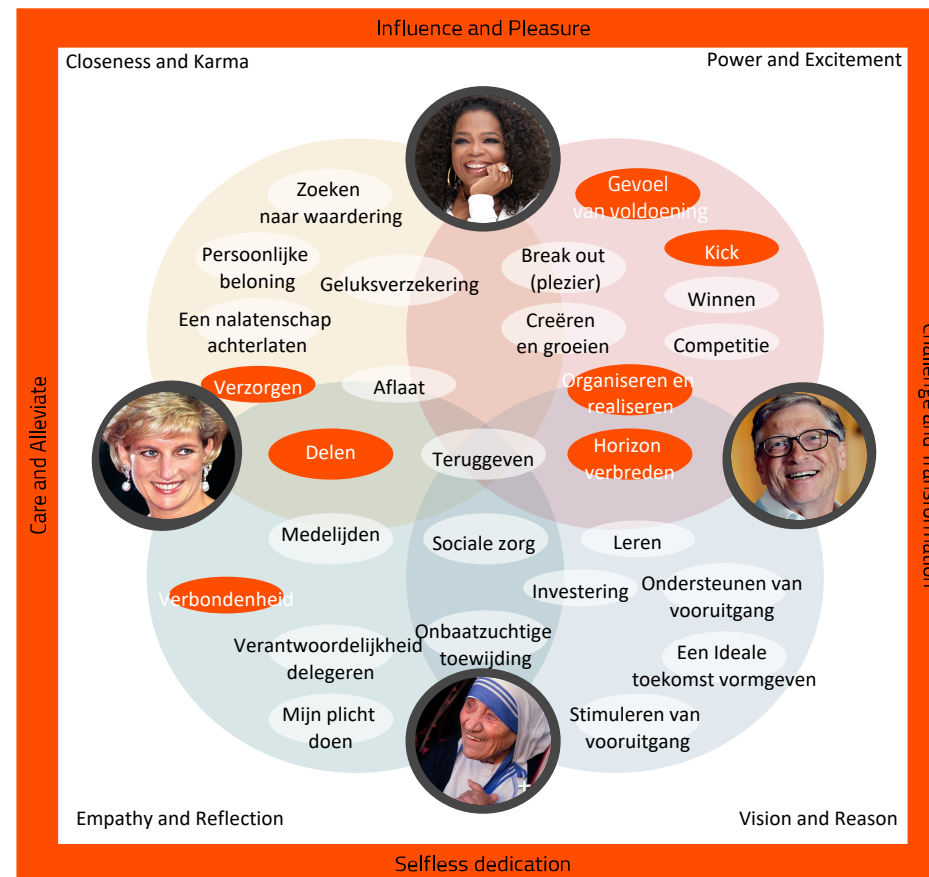
In The Netherlands, the key drivers are polarised between the left, regressive side and the right, very progressive side – and a mix between self-focused and altruistic.

TOTAL SAMPLE RESULTS

DonorDrivers®

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Kick	3.2	5.3
Delen	3.2	5.2
Horizon verbreden	3.0	5.1
Gevoel van voldoening	3.0	4.6
Verzorgen	3.4	4.6
Organiseren en realiseren	3.0	4.5
Verbondenheid	3.1	4.5

WHICH DONORDRIVERS DUTCH FUNDRAISERS GUESSED ARE THE MOST IMPORTANT TO GIVE*

1. Gevoel van voldoening
2. Verbondenheid
3. Delen
4. Verzorgen
5. Organiseren en realiseren
6. Horizon verbreden
7. Kick

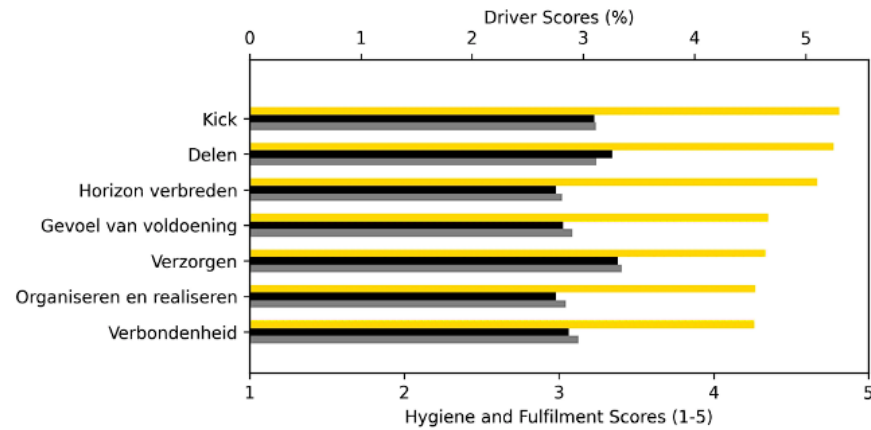*Quiz Vakdag Fondsenwerving, 17/09/2024

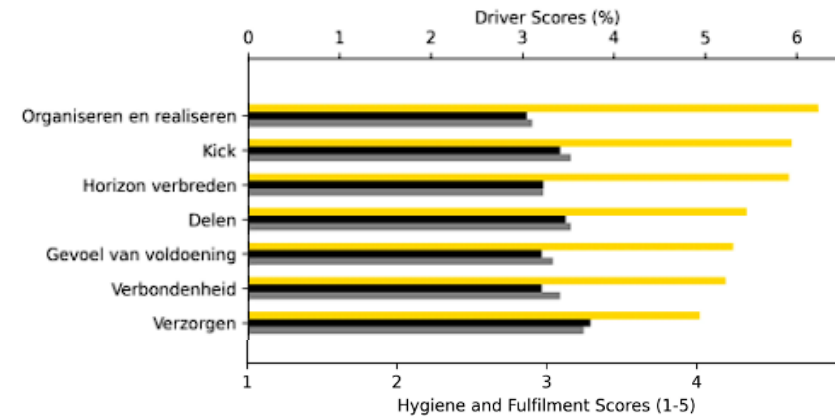*DonorDrivers, The Four Faces of Giving and their 27 drivers are copyright stefan Grafe/mext*

DONORDRIVERS® PER SEGMENT

Gender: DonorDrivers® for all vs per gender breakdown

TOTAL SAMPLE

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Kick	3.2	5.3
Delen	3.2	5.2
Horizon verbreden	3.0	5.1
Gevoel van voldoening	3.0	4.6
Verzorgen	3.4	4.6
Organiseren en realiseren	3.0	4.5
Verbondenheid	3.1	4.5

MEN

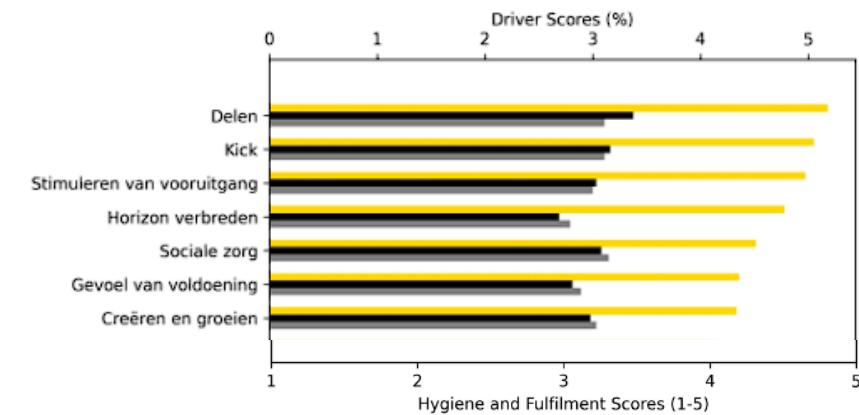| Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren	2.9	6.2
Kick	3.2	6.0
Horizon verbreden	3.0	5.9
Delen	3.1	5.5
Gevoel van voldoening	3.0	5.3
Verbondenheid	3.1	5.2
Verzorgen	3.2	4.9

WOMEN

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Delen	3.3	5.2
Kick	3.3	5.1
Stimuleren van vooruitgang	3.2	5.0
Horizon verbreden	3.1	4.8
Sociale zorg	3.3	4.5
Gevoel van voldoening	3.1	4.4
Creëren en groeien	3.2	4.3

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The DonorDrivers® across all respondents and the male respondents are the same – however we see the shift for the female respondents – where it is more on the progressive side

TOTAL

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Kick	3.2	5.3
Delen	3.2	5.2
Horizon verbreden	3.0	5.1
Gevoel van voldoening	3.0	4.6
Verzorgen	3.4	4.6
Organiseren en realiseren	3.0	4.5
Verbondenheid	3.1	4.5

MEN

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren	2.9	6.2
Kick	3.2	6.0
Horizon verbreden	3.0	5.9
Delen	3.1	5.5
Gevoel van voldoening	3.0	5.3
Verbondenheid	3.1	5.2
Verzorgen	3.2	4.9

WOMEN

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Creëren en groeien	3.2	4.3

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Age Group: DonorDrivers® per age group
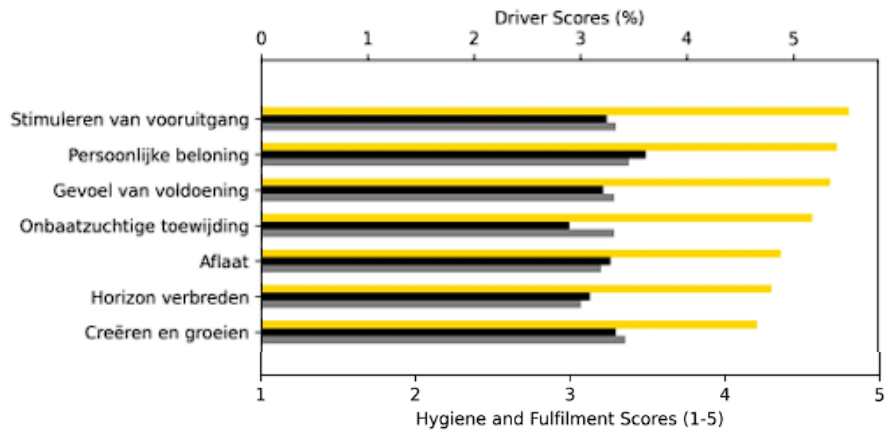
18-34

Driver Scores (%)

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Stimuleren van vooruitgang	3.3	5.5
Persoonlijke beloning	3.4	5.4
Gevoel van voldoening	3.3	5.3
Onbaatzuchtige toewijding	3.3	5.2
Aflaat	3.2	4.9
Horizon verbreden	3.1	4.8
Creëren en groeien	3.4	4.7

35-54

Driver Scores (%)

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren	3.2	6.0
Delen	3.4	5.9
Kick	3.3	5.6
Verzorgen	3.5	5.1
Leren	3.3	4.7
Horizon verbreden	3.2	4.4
Break out (plezier)	3.2	4.3

55+
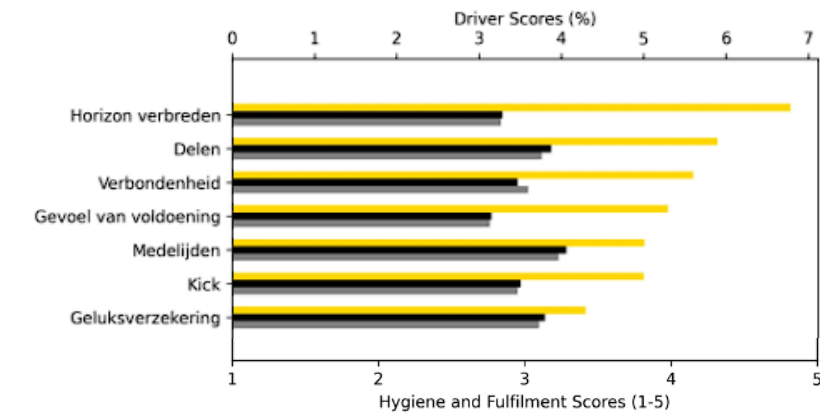
Driver Scores (%)

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden	2.8	6.8
Delen	3.1	5.9
Verbondenheid	3.0	5.6
Gevoel van voldoening	2.8	5.3
Medelijden	3.2	5.0
Kick	3.0	5.0
Geluksverzekering	3.1	4.3

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Across different age groups, we see further differences on their DonorDrivers® - where we see the younger group seeking more a sense of belonging and reward and giving whereas the older age groups seek a sense of fortune insurance and achievement when they give

18-34

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Stimuleren van vooruitgang	3.3	5.5
Persoonlijke beloning	3.4	5.4
Gevoel van voldoening	3.3	5.3
Onbaatzuchtige toewijding	3.3	5.2
Aflaat	3.2	4.9
Horizon verbreden	3.1	4.8
Creëren en groeien	3.4	4.7

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Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren	3.2	6.0
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Leren	3.3	4.7
Horizon verbreden	3.2	4.4
Break out (plezier)	3.2	4.3

55+

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden	2.8	6.8
Delen	3.1	5.9
Verbondenheid	3.0	5.6
Gevoel van voldoening	2.8	5.3
Medelijden	3.2	5.0
Kick	3.0	5.0
Geluksverzekering	3.1	4.3

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Income: DonorDrivers® per Income Bracket

€ 30.000 and below

Most Important Needs	Fulfillment	Driver Needs
	(associate with charities in Netherlands 0-5 scale)	(top 7 needs obtained from factor analysis and regression)
Horizon verbreden	3.0	5.9
Stimuleren van vooruitgang	3.1	5.4
Geluksverzekering	3.5	5.2
Persoonlijke beloning	3.5	5.0
Delen	3.4	4.9
Ondersteunen van vooruitgang	3.2	4.7
Medelijden	3.4	4.3

€ 30.000 - € 60.000

Most Important Needs	Fulfillment	Driver Needs
	(associate with charities in Netherlands 0-5 scale)	(top 7 needs obtained from factor analysis and regression)
Delen	3.1	5.4
Kick	3.2	5.3
Organiseren en realiseren	3.2	5.3
Gevoel van voldoening	3.0	4.8
Verbondenheid	3.1	4.7
Horizon verbreden	3.0	4.6
Verzorgen	3.4	4.5

€ 60.000 and up

Most Important Needs	Fulfillment	Driver Needs
	(associate with charities in Netherlands 0-5 scale)	(top 7 needs obtained from factor analysis and regression)
Verbondenheid	3.1	6.8
Gevoel van voldoening	3.2	6.4
Kick	3.3	6.2
Verzorgen	3.4	5.5
Delen	3.2	5.1
Organiseren en realiseren	2.8	4.9
Een Ideale toekomst vormgeven	3.2	4.3

Across the income brackets we also see shifts in their DonorDrivers®, where those who are earning more have DonorDrivers® which are more on the progressive side

€ 30.000 and below

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden	3.0	5.9
Stimuleren van vooruitgang	3.1	5.4
Geluksverzekering	3.5	5.2
Persoonlijke beloning	3.5	5.0
Delen	3.4	4.9
Ondersteunen van vooruitgang	3.2	4.7
Medelijden	3.4	4.3

€ 30.000 - € 60.000

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Delen	3.1	5.4
Kick	3.2	5.3
Organiseren en realiseren	3.2	5.3
Gevoel van voldoening	3.0	4.8
Verbondenheid	3.1	4.7
Horizon verbreden	3.0	4.6
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€ 60.000 and up

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Verbondenheid	3.1	6.8
Gevoel van voldoening	3.2	6.4
Kick	3.3	6.2
Verzorgen	3.4	5.5
Delen	3.2	5.1
Organiseren en realiseren	2.8	4.9
Een Ideale toekomst vormgeven	3.2	4.3

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BARRIERS TO GIVING

We also asked the Dutch Donors what their barriers to giving are and below are the ranking of the barriers to giving

T2B
(score 4 or 5)

Statement	1 - Mee Oneens	2	3 - Neutraal	4	5 - Helemaal Mee Eens	T2B
Ik ben bang dat als ik één keer doneer, ik word lastiggevallen met de vraag om meer donaties.	12%	12%	34%	26%	16%	42%
Er zijn zoveel zaken belangrijk voor mij. Het zou geweldig zijn als er maar één goed doel zou zijn die zich richtte op vrijwel alles.	14%	13%	39%	23%	11%	34%
Er zijn zoveel goede doelen: ik weet gewoon niet welke ik moet kiezen.	13%	16%	38%	22%	11%	33%
Ik sta sceptisch tegenover goede doelen en ben bang dat het geld dat ik doneer niet terecht komt waar het terecht zou moeten komen.	9%	16%	42%	21%	13%	33%
Ik vraag me af of er wel vooruitgang wordt geboekt en of ze echt een verschil kunnen maken met hun werk.	10%	16%	43%	21%	10%	31%
Als ik een kind sponsor, maak ik me zorgen over de impact die het heeft op het kind als ik mijn steun niet wil of kan voortzetten.	13%	15%	49%	17%	7%	23%
Ik steun een goed doel liever met mijn kennis en tijd, bijvoorbeeld als vrijwilliger of door mee te doen aan events in plaats van alleen maar geld te doneren.	21%	22%	39%	15%	3%	19%
Alle goede doelen zijn eigenlijk hetzelfde: niet een springt eruit of spreekt mij aan.	22%	24%	36%	10%	7%	17%
Geen enkel goed doel inspireert mij echt of spreekt mij volledig aan.	27%	24%	33%	10%	7%	16%
Ik doneer liever aan de kerk, synagoge of moskee dan aan een goed doel.	49%	13%	27%	8%	2%	11%

Let's do some serious good

Donor Drivers

The global standard on donor motivations

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