

# RESEARCHING CHARITY & NOT-FOR-PROFIT ORGANISATIONS IN AUSTRALIA



# Background



*“Research is a powerful tool for charities but due to budget and resources we rarely have access to it, so this study will be incredibly useful to us”*

*National Manager WWF – Brand, Marketing and Innovation*

# Methodology



N=1000 Australians aged 18+, not working in a paid position for a charity or not-for-profit organisation  
Nationally representative sample

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Research conducted 15<sup>th</sup>-22<sup>nd</sup> November 2011

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Online methodology, using the Lightspeed panel

# Contents

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1. Landscape: How Cluttered Is The Market?
2. Perceptions: How Does The General Public Perceive The Different Charities?
3. Interaction: How Do Australians Prefer To Get Involved?
4. Segments: Who To Target With Your Marketing Activity?



# 1. Landscape

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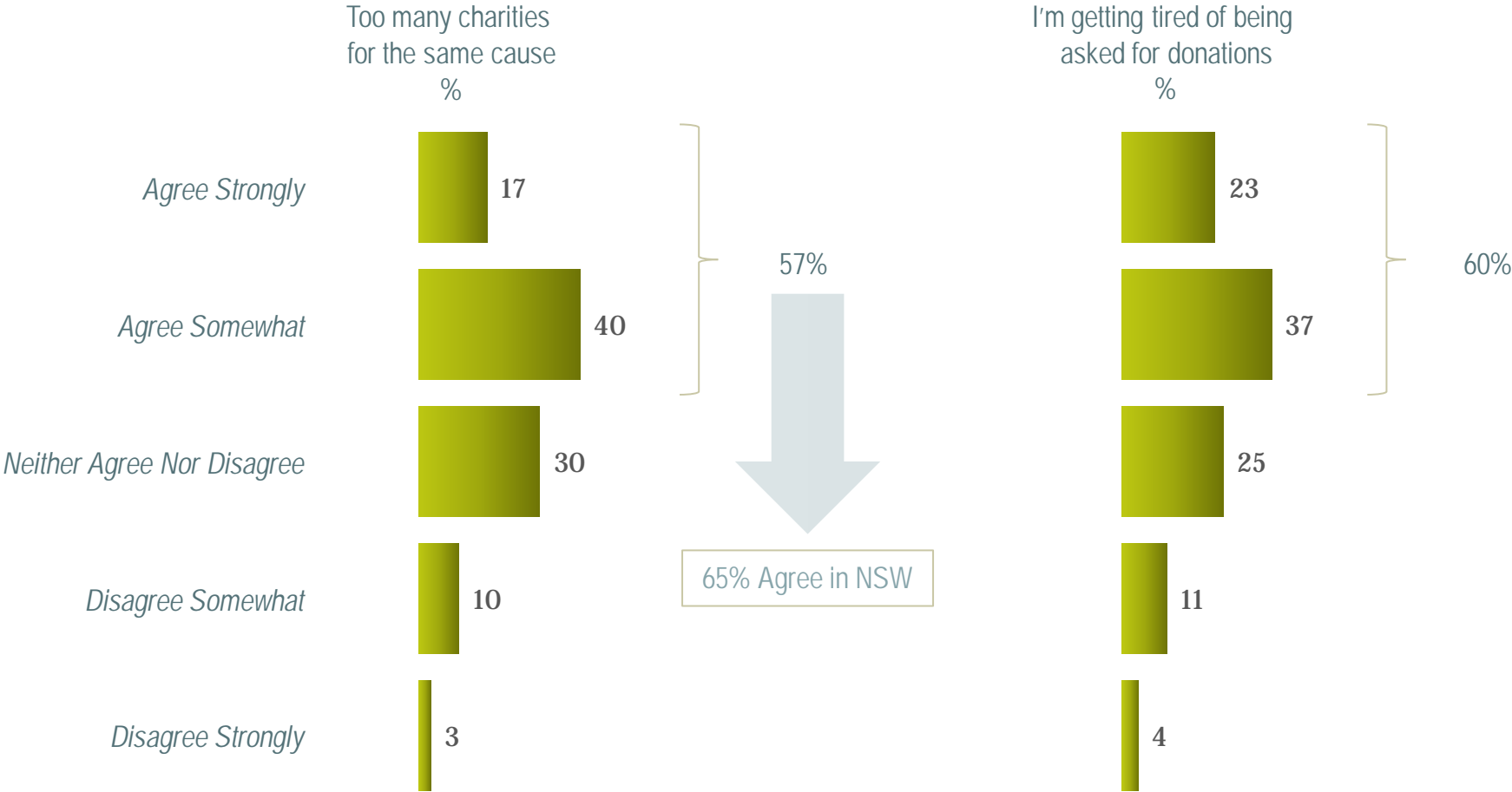
HOW CLUTTERED IS  
THE MARKET?

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# Cluttered Landscape

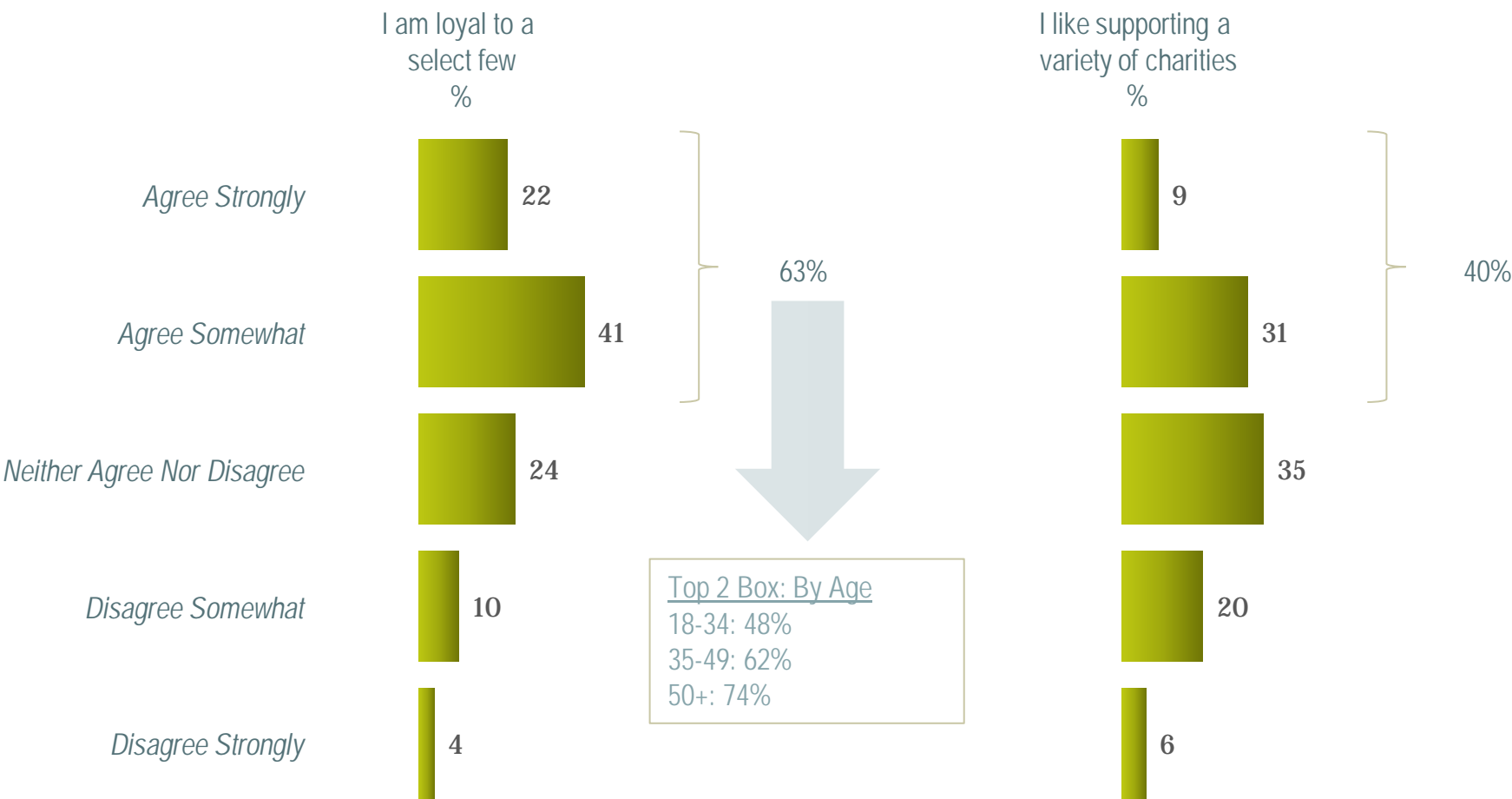
To what extent do you agree or disagree with the following statements?



*Over half of respondents agree that there are too many charities for the same cause and this is causing frustration - constantly feeling pressure to give*

# Cluttered Landscape

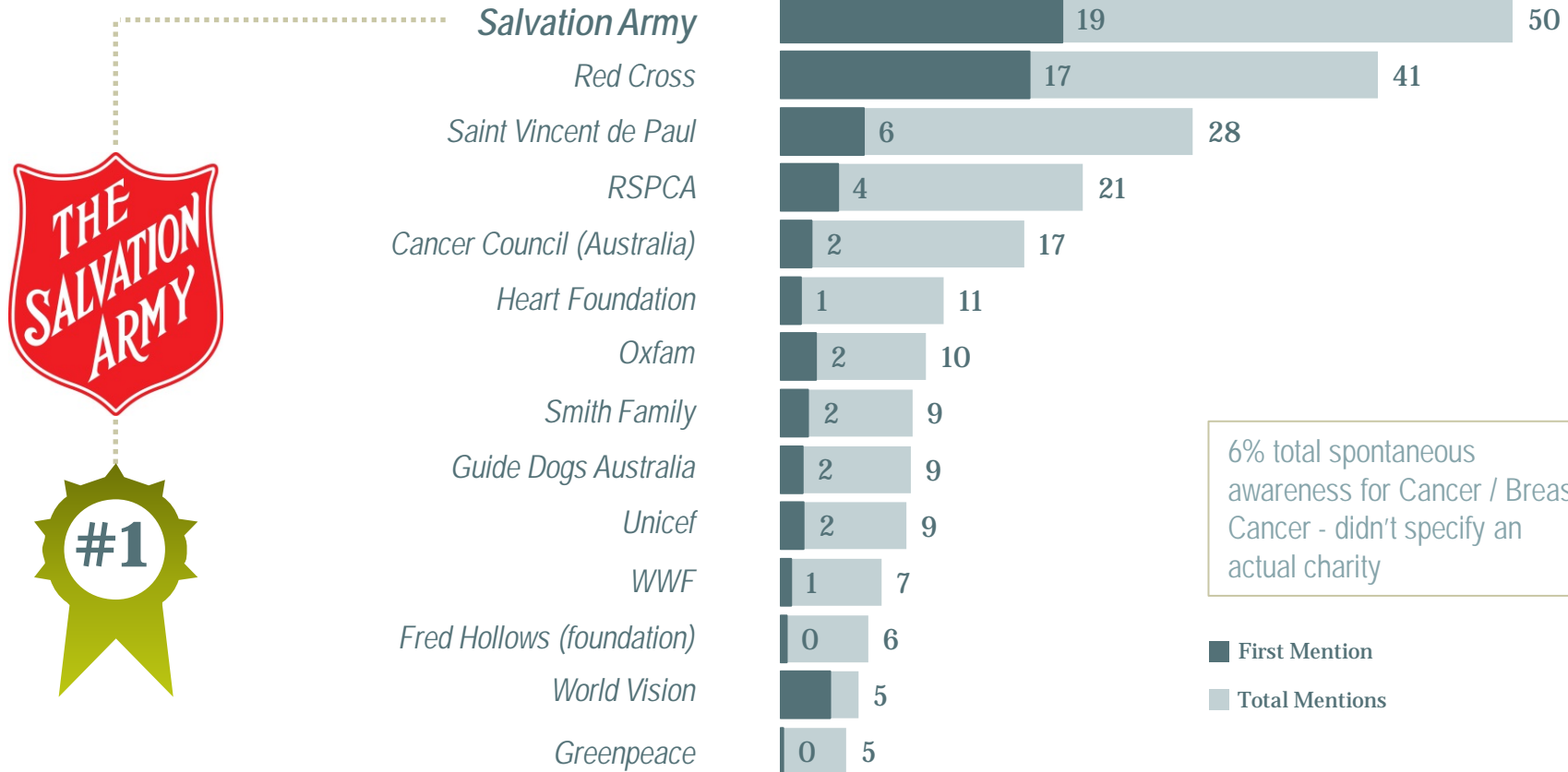
To what extent do you agree or disagree with the following statements?



*Australians prefer to be loyal to a select few charities, with the younger demographic slightly more promiscuous in their giving*

# Charity Awareness: Unaided

What charities and not-for-profit organisations have you heard of?



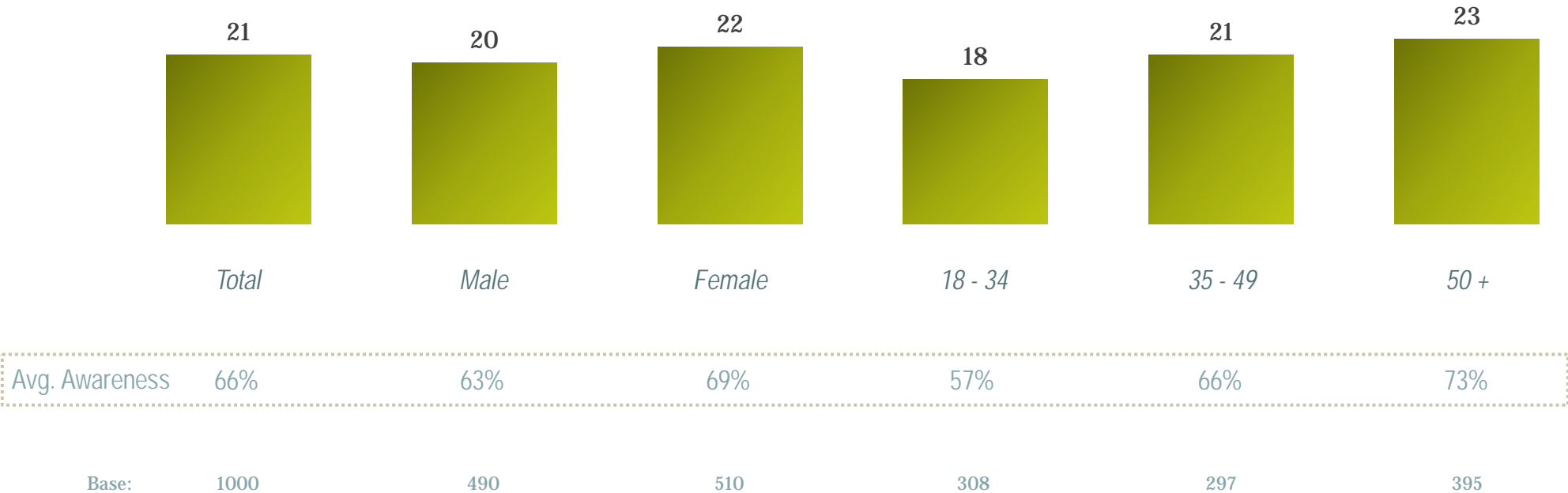
*Share of mind is hard fought with only a select few charities and not-for-profits having saliency. This is not due to a lack of awareness but rather the cluttered landscape...*



# Charity Awareness: Aided

Please select all the charities and not-for-profit organisations you have ever heard of, even if you're not very familiar with them.

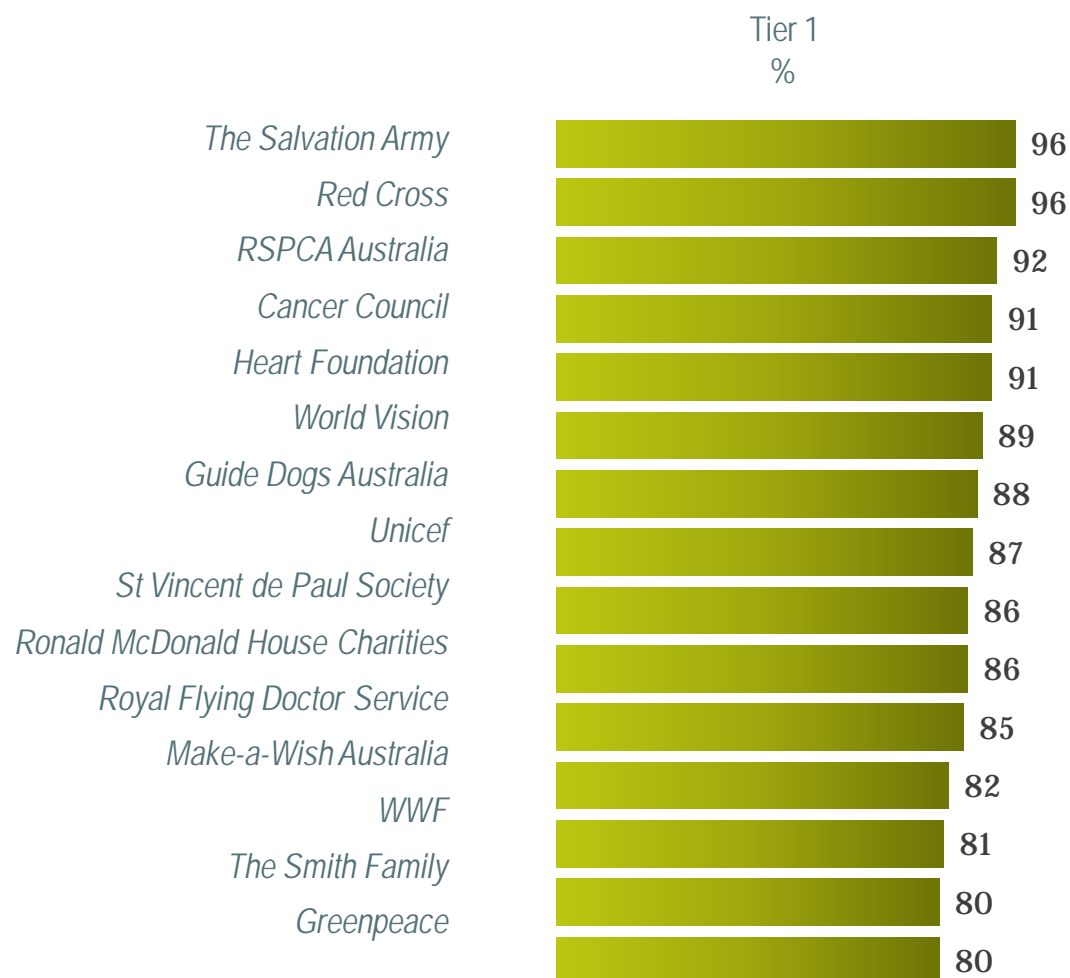
# of charities aware of - Based on list of 32 charities



*...As evident at a prompted level, with people in fact aware of a large number of different charities and not-for-profit organisations*

# Charity Awareness: Aided

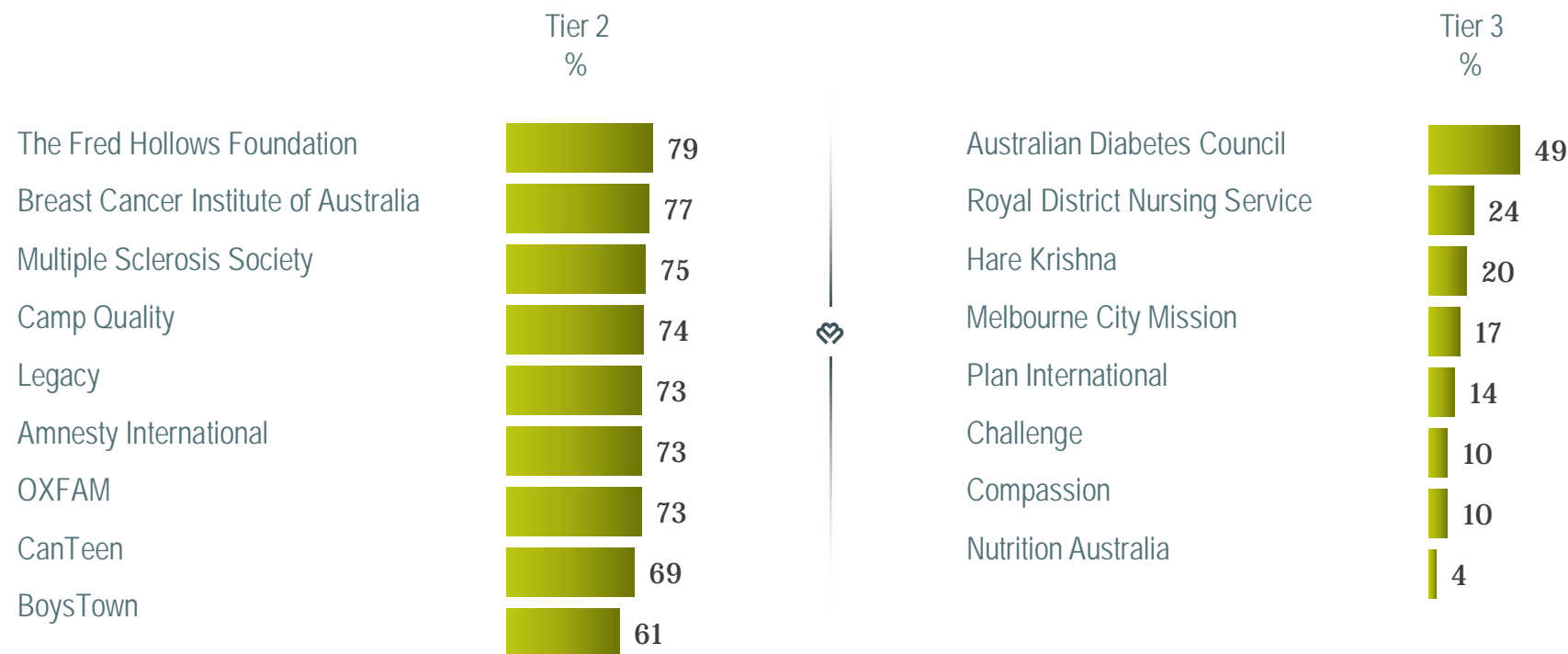
Please select all the charities and not-for-profit organisations you have ever heard of, even if you're not very familiar with them.



*Prompted awareness is nearly universal for the 'bigger' charity organisations*

# Charity Awareness: Aided

Please select all the charities and not-for-profit organisations you have ever heard of, even if you're not very familiar with them.

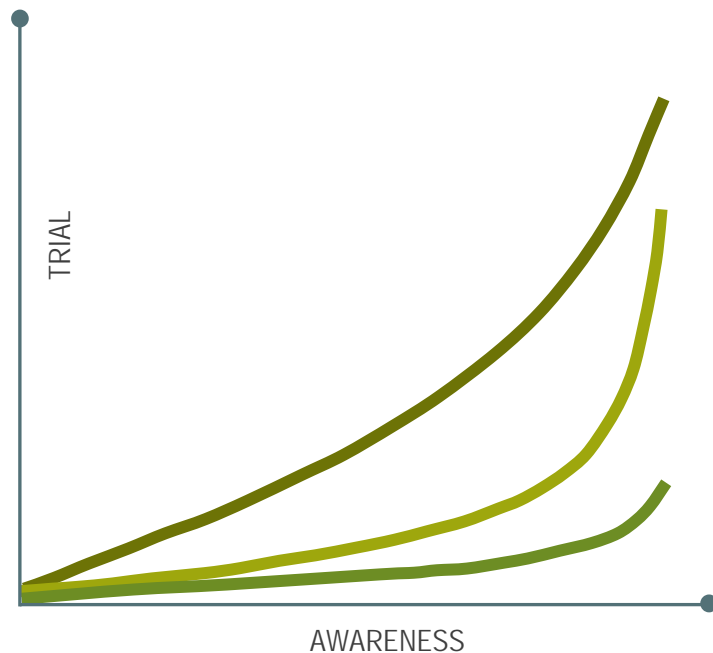


*Tier 2 charities still garner strong levels of awareness. Room to grow the Tier 3 charities.*

# 1. Landscape: Conclusions and Implications

The current landscape has not only a huge array of charities and not-for-profits fighting for the same time and dollar, but also several overlapping for the same cause. With Australians preferring to remain largely loyal to a select few charities, it's integral to be on the radar. What principles can we apply from our research with top brands?

■ *Impulse*   ■ *Personal Care*   ■ *Financial*



- Presence is considered the first critical step to gaining a stronger relationship
- There is a strong relationship between salience and trial (we can think of this as interaction in the case of charities), believed to be for two reasons:
  - Most people like to be part of the herd, involved with respected brands
  - Large brands have more leverage: PR, advertising etc.
- True presence is the result of more than just top of mind awareness however:
  - Presence requires respondents to know enough about the charity to state an opinion about it – to assess whether it is relevant to them or not. What is the public's perception of us?



# Questionnaire Flow - Imagery

## IMAGERY GRIDS

### Grid One – Local/Small

### Grid Two – Global/Large

1	The Smith Family	Unicef
2	St Vincent de Paul Society	World Vision
3	Heart Foundation	Ronald McDonald House Charities
4	Breast Cancer Institute of Australia	WWF
5	Legacy	Greenpeace
6	CanTeen	Amnesty International
7	Royal Flying Doctor Service	OXFAM
8	Multiple Sclerosis Society	Red Cross
9	Make-a-Wish Australia	Plan International
10	Guide Dogs Australia	The Salvation Army
11	RSPCA Australia	The Cancer Council
12	Royal District Nursing Service	
13	Hare Krishna	

*Respondents were routed through one of the above grids on a least fill basis (must be aware of at least one brand in the grid)*

# Questionnaire Flow - Imagery

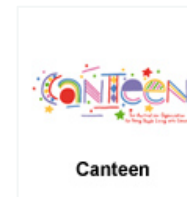
## IMAGERY STATEMENTS

Appeal to you more than other charities and not-for-profit organisations  
Are setting the trends  
Do you have a higher opinion of than others  
Are trustworthy  
Offer something different to other charities and not-for-profit organisations  
Would you recommend to others  
Are honest  
Use donations appropriately  
Anyone can be involved with  
Are transparent  
Are Australian  
Make a true difference  
Help the most people  
Are good at raising awareness for an important cause  
Receive the most government support  
Are essential  
Do not need my support as much as other charities and not-for-profit organisations  
Is the most popular (One Code Only)

## EXAMPLE

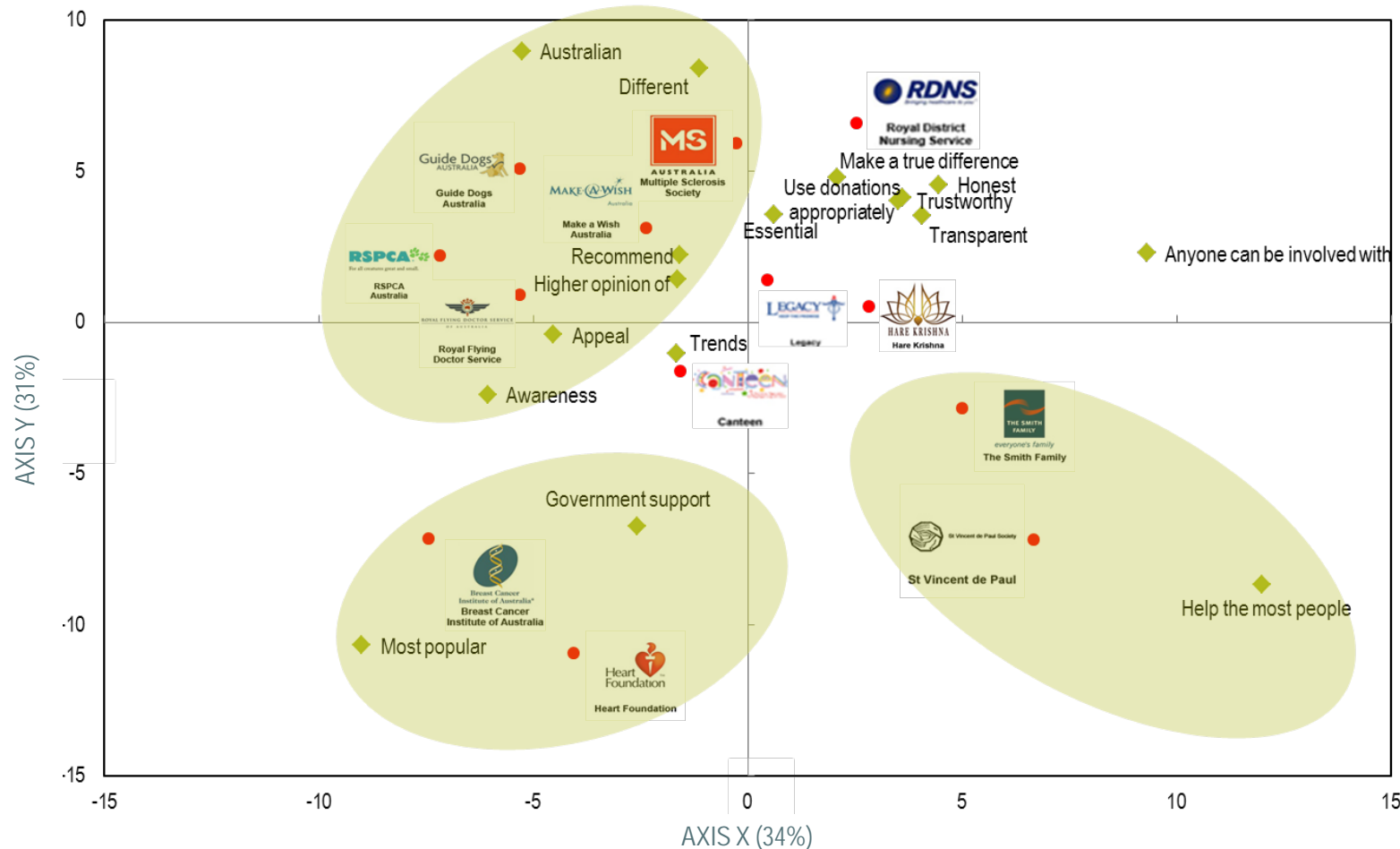
Which of these Are good at raising awareness for an important cause?

*Please select **all** the charities and not-for-profit organisations you think this applies to.*



*They were then asked to endorse brands (only shown those they are aware of) on a variety of statements taking into account the competitive context*

# Local/Small – Map



*The Smith Family and Vinnies own perceptions of helping the most people, whilst The Breast Cancer Council and Heart Foundation have popularity.  
A large group of charities are Australian and have strong appeal*



# Global/Large - Map



*The larger charities are finding it more difficult to differentiate themselves. The Salvos, Cancer Council and RMHC are Australian and have high appeal, whilst the Red Cross owns popularity and helps the most people*

# Importance of Imagery Attributes


## GRID ONE – LOCAL/SMALL


Appeal to you more  
Recommend  
Higher opinion of  
Are good at raising awareness for an important cause  
Use donations appropriately  
Setting the trends  
Help the most people  
Are essential  
Anyone can be involved with  
Transparent  
Trustworthy  
Make a true difference  
Honest  
Most popular  
Australian  
Different  
Receive the most government support  
Do not need my support as much


## GRID TWO – GLOBAL/LARGE


Appeal to you more  
Recommend  
Higher opinion of  
Make a true difference  
Help the most people  
Use donations appropriately  
Trustworthy  
Are Australian  
Are essential  
Are good at raising awareness for an important cause  
Are honest  
Setting the trends  
Most popular  
Are transparent  
Different  
Anyone can be involved with  
Receive the most government support  
Don't need my support as much

CATEGORY  
AVERAGE

 *Leadership and Emotional Connection*

 *Trust and Transparency*

 *Essentialism*

 *Australian*

Based on correlations analysis to interaction/participation

*Key statements deemed of importance for gaining interaction can be grouped into four key areas: Leadership and emotional connection, trust and transparency, essentialism and being Australian*

# Leadership and Emotional Connection: Small / Local



Leadership %

## Would Recommend

### Top 3 endorsed

<i>Royal Flying Doctor Service</i>	55
<i>RSPCA</i>	51
<i>Guide Dogs Australia</i>	51

## Setting the Trends

### Top 3 endorsed

<i>Breast Cancer Council of Australia</i>	31
<i>CanTeen</i>	28
<i>Make-A-Wish Australia</i>	24
<i>Heart Foundation</i>	23

Emotional Connection %



## Appeal To You More

### Top 3 raw endorsement

<i>Royal Flying Doctor Service</i>	41
<i>RSPCA</i>	40
<i>Guide Dogs Australia</i>	38

## Higher opinion of

### Top 3 raw endorsement

<i>Royal Flying Doctor Service</i>	49
<i>Breast Cancer Council</i>	39
<i>RSPCA</i>	37
<i>Guide Dogs Australia</i>	37

*The Royal Flying Doctor Service, RSPCA and Guide Dogs Australia lead the local charities and garner the greatest levels of appeal*

# Leadership and Emotional Connection: Large / Global



Leadership %

## Would Recommend

### Top 3 endorsed

<i>The Salvation Army</i>	60
<i>Red Cross</i>	58
<i>Cancer Council Australia</i>	51

## Setting the Trends

### Top 3 raw endorsed

<i>Ronald McDonald House Charities</i>	30
<i>Cancer Council Australia</i>	25
<i>The Salvation Army</i>	23

Emotional Connection %



## Appeal To You More

### Top 3 raw endorsement

<i>The Salvation Army</i>	53
<i>Red Cross</i>	50
<i>Cancer Council Australia</i>	46

## Higher opinion of

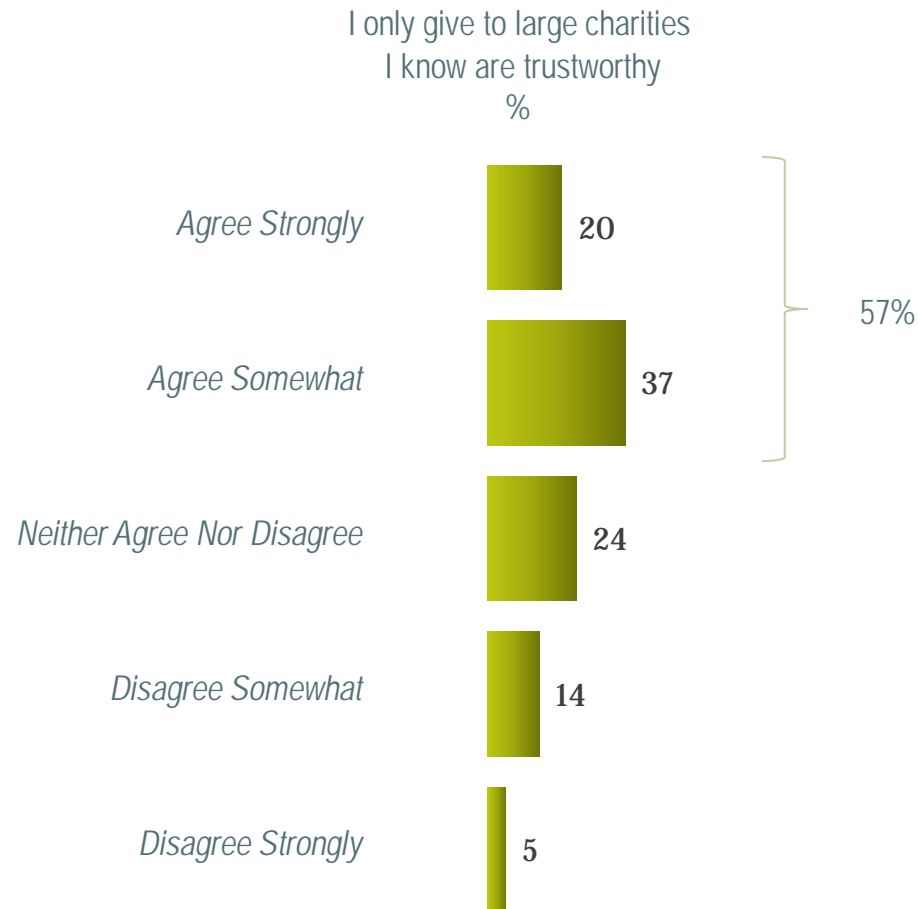
### Top 3 raw endorsement

<i>The Salvation Army</i>	55
<i>Red Cross</i>	52
<i>Cancer Council Australia</i>	44

*The larger/global charities generate greater levels of appeal and leadership—with the Salvo, Red Cross and Cancer Council leading the way across nearly all metrics*

# Trust and Transparency

To what extent do you agree or disagree with the following statements?



*Beyond leadership status and personal relevance, trust is vital when donating to charity*

# Trust and Transparency

What helps you to identify that a particular charity or not-for-profit organisation is trustworthy?

*“The community response and their ability to keep their word”*

*“They can tell you exactly what your donation will be spent on”*

*“Reputation; transparency; registration with government”*

*“By seeing the end results of their fundraising and hearing from people etc that have benefited from them as a result”*

*“If I have heard about them frequently in the media”*

*“They usually have logos that I recognise”*

*“If they’ve got a reputable history in Australia”*

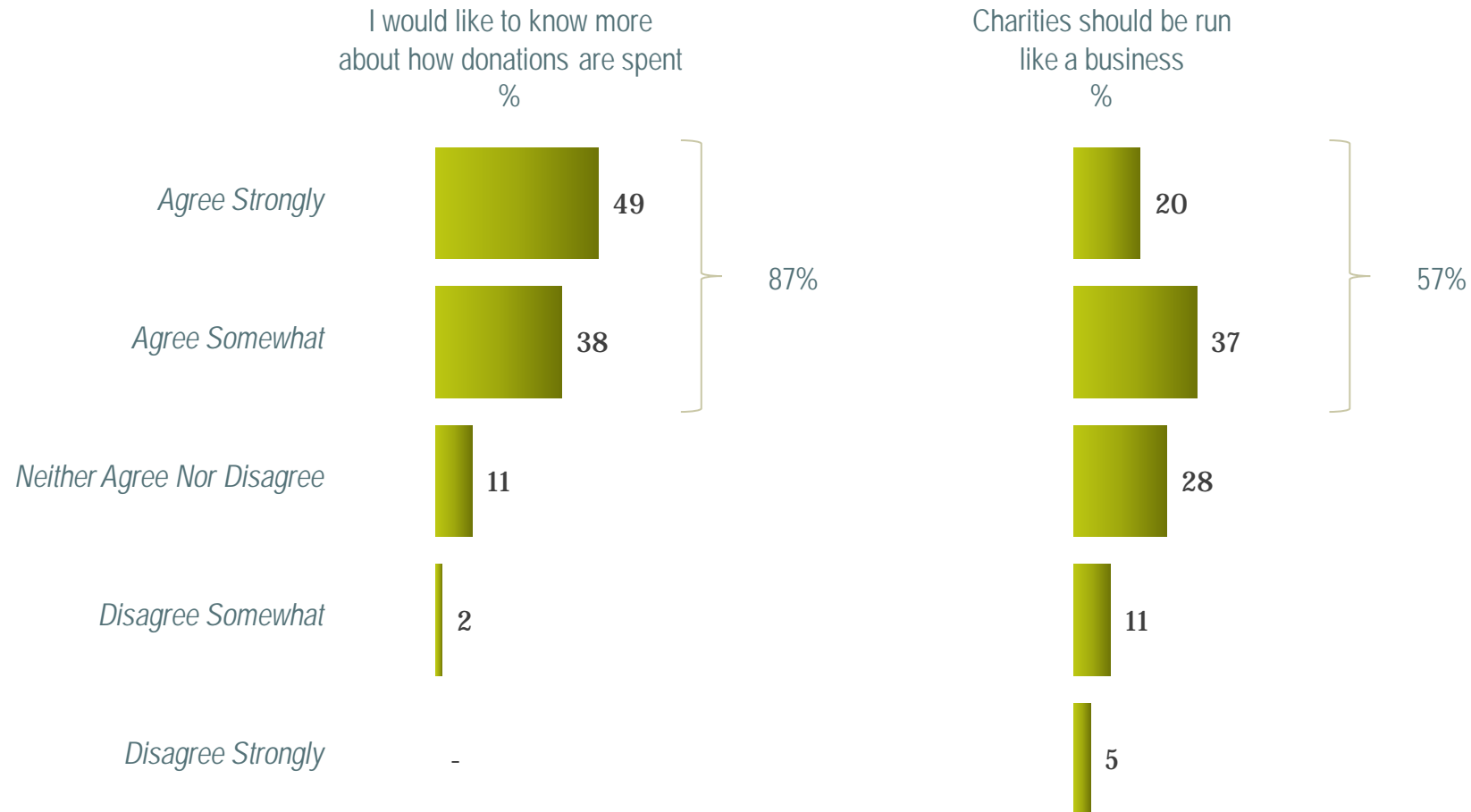
**“Knowing what they do with the donations – seeing a physical difference”**



*For most, transparency of donations is key to being trustworthy*

# Trust and Transparency

To what extent do you agree or disagree with the following statements?



*The majority of people would like to know more about how their money is being spent and think charities should be run like a business*

# Trust and Transparency: Small / Local



Trust %

## Trustworthy

### Top 3 endorsed

<i>Royal Flying Doctor Service</i>	74
<i>Guide Dogs Australia</i>	69
<i>Legacy</i>	67
<i>Royal District Nursing Service</i>	67

## Honest

### Top 3 endorsed

<i>Royal Flying Doctor Service</i>	72
<i>Legacy</i>	68
<i>Breast Cancer Council of Australia</i>	68

Transparency %



## Use donations appropriately

### Top 3 endorsed

<i>Royal Flying Doctor Service</i>	65
<i>Breast Cancer Council of Australia</i>	60
<i>Guide Dogs Australia</i>	59

## Are Transparent

### Top 3 endorsed

<i>Royal Flying Doctor Service</i>	31
<i>Guide Dogs Australia</i>	29
<i>Legacy</i>	28
<i>RSPCA</i>	28

*Along with emotive attributes, the Royal Flying Doctor Service and Guide Dogs Australia generate trust and are seen to use donations appropriately. Transparency is weak across all brands.*



# Trust and Transparency: Large / Global



Trust %

## Trustworthy

### Top 3 endorsed

<i>The Salvation Army</i>	78
<i>Red Cross</i>	72
<i>Cancer Council</i>	64

## Honest

### Top 3 endorsed

<i>The Salvation Army</i>	75
<i>Red Cross</i>	68
<i>Cancer Council</i>	60

Transparency %



## Use donations appropriately

### Top 3 endorsed

<i>The Salvation Army</i>	67
<i>Red Cross</i>	62
<i>Ronald McDonald House</i>	54

## Are Transparent

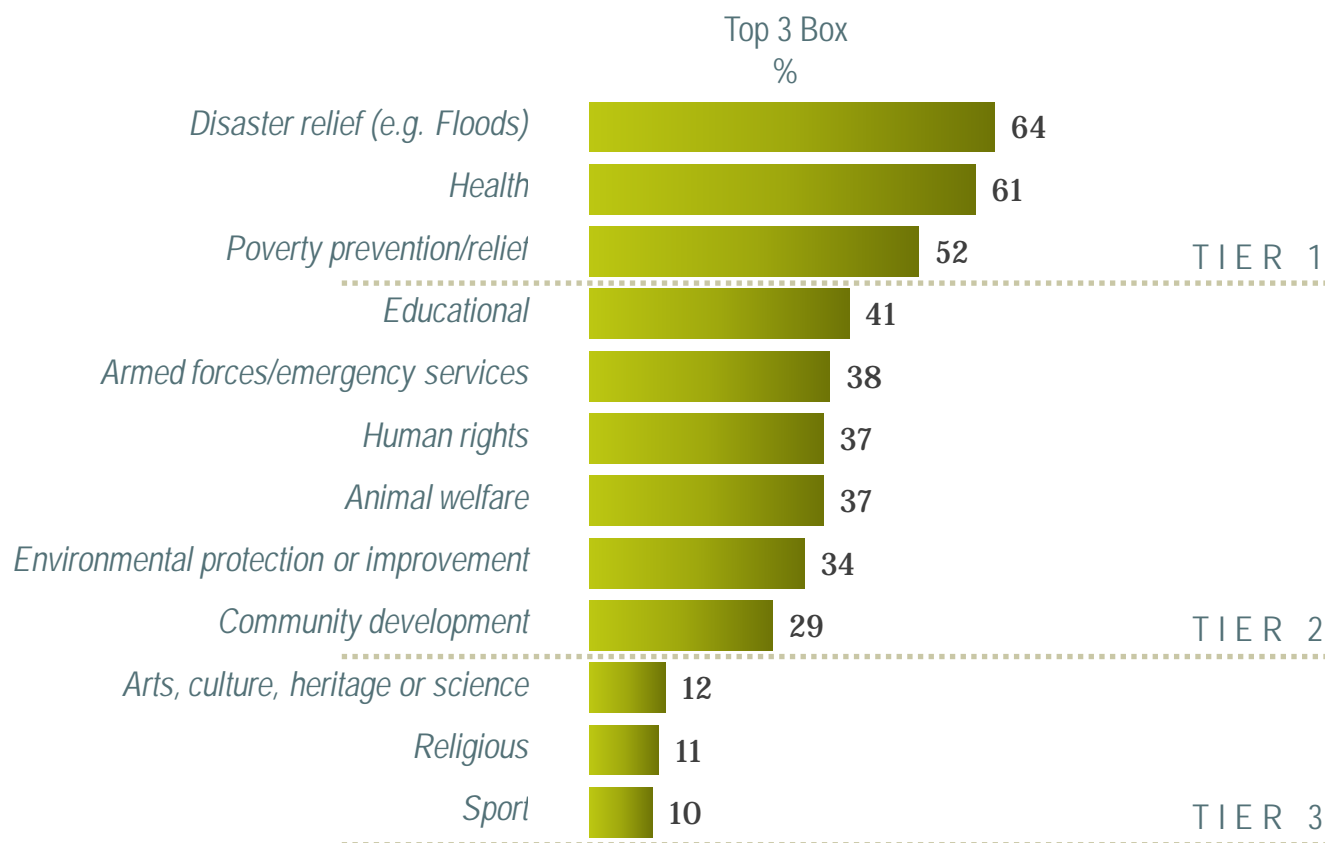
### Top 3 endorsed

<i>The Salvation Army</i>	36
<i>Red Cross</i>	33
<i>Cancer Council</i>	27

*Transparency is a concern amongst the larger charities as well. The Salvation Army, Red Cross and Cancer Council deemed to be the most trustworthy.*

# Essentialism

How important do you feel each type of charity or not-for-profit organisation is? Scale 1-10



*“Over the last 12 months, there have been numerous disasters e.g. Queensland floods, earthquake in Turkey etc . I felt sorry for these disadvantaged people. While I live in a relative state of luxury, these people have no access to essential resources - particularly those affected in developing countries”*

*Disaster relief is at the forefront of importance for Australians after the many natural disasters over the past year, both on home soil and abroad. Health and poverty prevention also rise to the top tier.*

# Essentialism: Small / Local



Essentialism %

Are good at raising awareness for an important cause

Top 3 endorsed

<i>Breast Cancer Council of Australia</i>	62
<i>Heart Foundation</i>	59
<i>RSPCA</i>	54

Are essential

Top 3 endorsed

<i>Royal Flying Doctor Service</i>	80
<i>Breast Cancer Council of Australia</i>	69
<i>Royal District Nursing Service</i>	69

Help the most people

Top 3 endorsed

<i>St Vincent de Paul Society</i>	57
<i>The Smith Family</i>	53
<i>Royal District Nursing Service</i>	44

*The wider-known health related charities are essential, but St Vincent de Paul Society and The Smith Family are seen to help the most people (likely due to their less 'niche' purpose)*

# Essentialism: Large / Global



Essentialism %

Are good at raising awareness for an important cause

Top 3 endorsed

<i>Cancer Council</i>	62
<i>The Salvation Army</i>	56
<i>Ronald McDonald House</i>	54

Are essential

Top 3 endorsed

<i>Red Cross</i>	79
<i>The Salvation Army</i>	75
<i>Cancer Council</i>	62

Help the most people

Top 3 endorsed

<i>Red Cross</i>	71
<i>The Salvation Army</i>	68
<i>World Vision/ Unicef</i>	34

Make a true difference

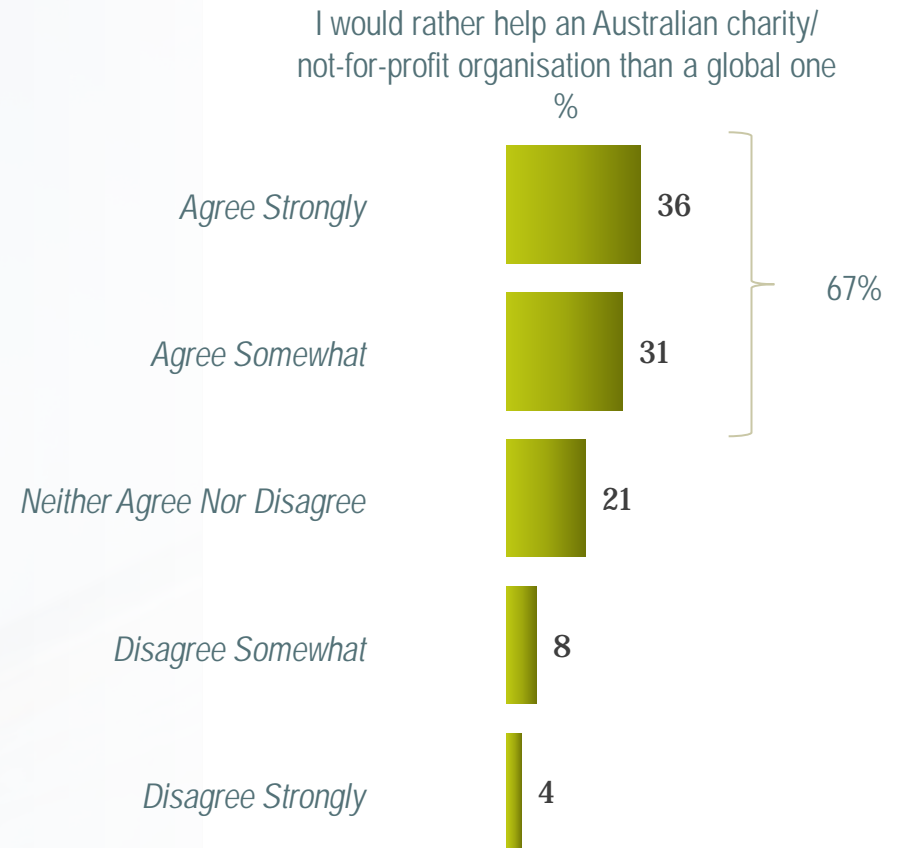
Top 3 endorsed

<i>The Salvation Army</i>	75
<i>Red Cross</i>	70
<i>Ronald McDonald House</i>	62

*The Red Cross and Salvation Army are the only large charities seen to offer widespread assistance. But perceptions around Ronald McDonald House and Cancer Council are still strong, with people thinking these charities make a true difference.*

# Being Australian

To what extent do you agree or disagree with the following statement?



*Being seen as Australian is an essential attribute to gaining interaction (particularly for smaller/local charities) and this also rings true in key attitudes towards the category*

# Being Australian

Why did you give to/support a charity or not-for-profit organisation in the past 12 months?

*“Australian ordinary people are doing it tough”*

*“...I also like to give monetary donations to help people that are less fortunate and need a helping a hand but I do prefer Australian charities that support our own first and foremost”*

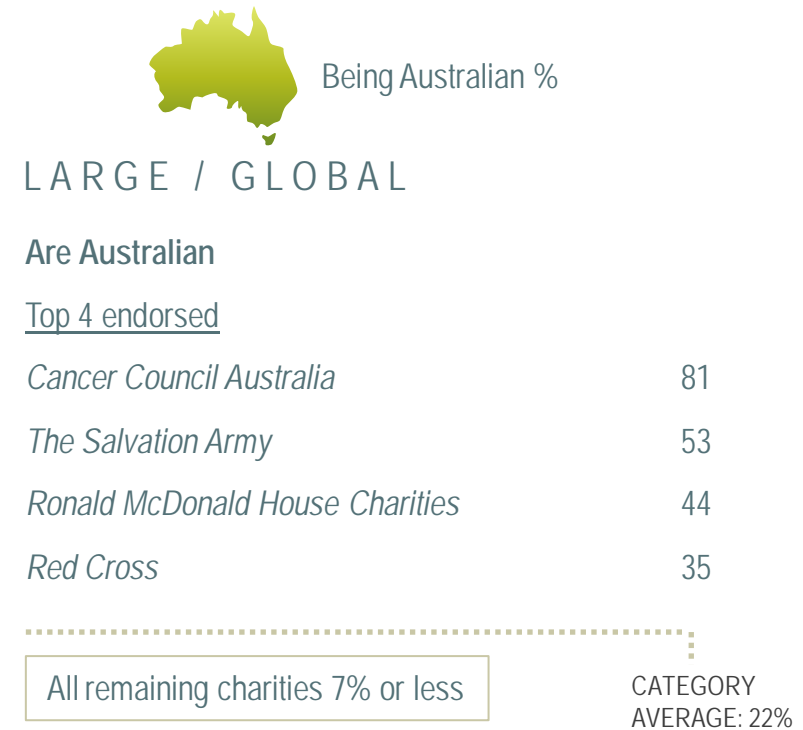
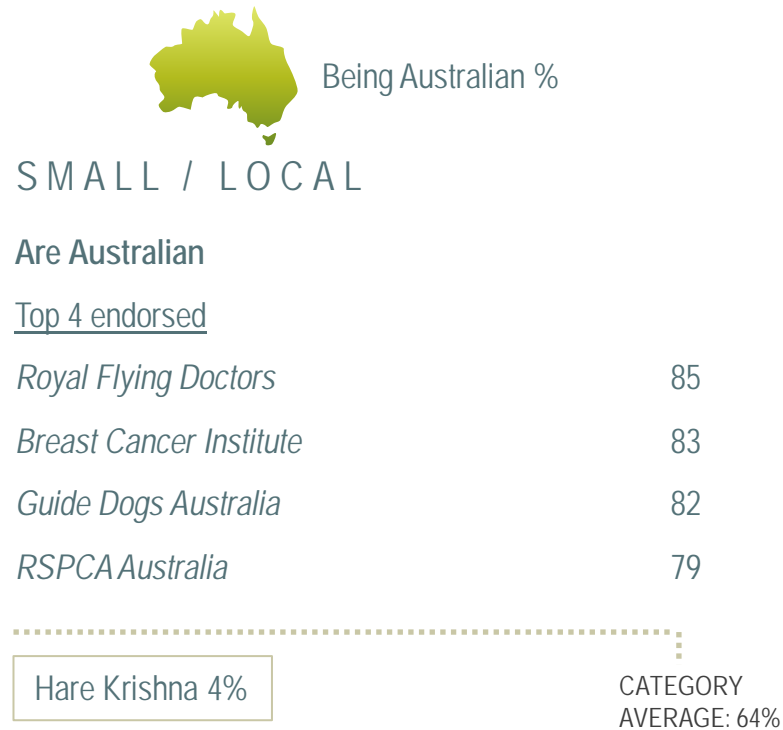
*“As an Australian we dig in for fellow Australians when the going gets tough”*

*“I feel it is the least I can do but only when it is directly an Australian charity. I don't have much time or interest in the global charities. As I said I feel there are so many children suffering in our own backyards that need to be fixed first”*

*“Government doesn't help out as much as they should for Australian organisations”*

*Being seen as Australian is an essential attribute to gaining interaction (particularly for smaller/local charities) and this also rings true in key attitudes towards the category*

# Being Australian: Small / Local



Ronald McDonald HCs and the Red Cross are proof that you can 'not be Australian' but still put forth these perceptions by making sure all communications / touch points emphasise this . As a first point of call this can be as simple as adding it to your logo.



*Solid levels of endorsement in being Australian for most smaller charities apart from Hare Krishna . For the larger charities there is a significant drop off from the top four to the remaining, all being endorsed at 7% or less.*

## 2.Perceptions: Conclusions and Implications

Local and small charities differentiate themselves to a greater extent than their global/large counterparts. There is still a great deal of work to be done for most to own a true positioning.

- Essential key imagery attributes which relate to interaction should be considered when planning: leadership and emotional connection, trust and transparency, essentialism & being Australian
- Transparency regulations are currently being put into place by the Australian government. However it is important to remember that this is a key concern for people so don't only adhere to what is required, go above and beyond to make this information accessible and clear

Millward Brown's analysis has proven that brands will grow if they leverage the four key drivers of success; clarity of associations (standing for something) is key to this. This in turn impacts 'Bonding' and loyalty.

- There are five main attitudinal dimensions by which brands differentiate themselves and create loyalty:
  - Rational affinity – Friend or family member affected by cancer and therefore donate to The Cancer Council Australia
  - Emotional affinity – Childhood memories of eating a cheeseburger on McHappy Day – Ronald McDonald House Charities
  - Challenge – Fred Hollows taking on Western doctors and proving that eye surgery costs only \$25
  - Fame – The RSPCA ad (animals walk across the screen), a long running successful campaign
  - Price - NA





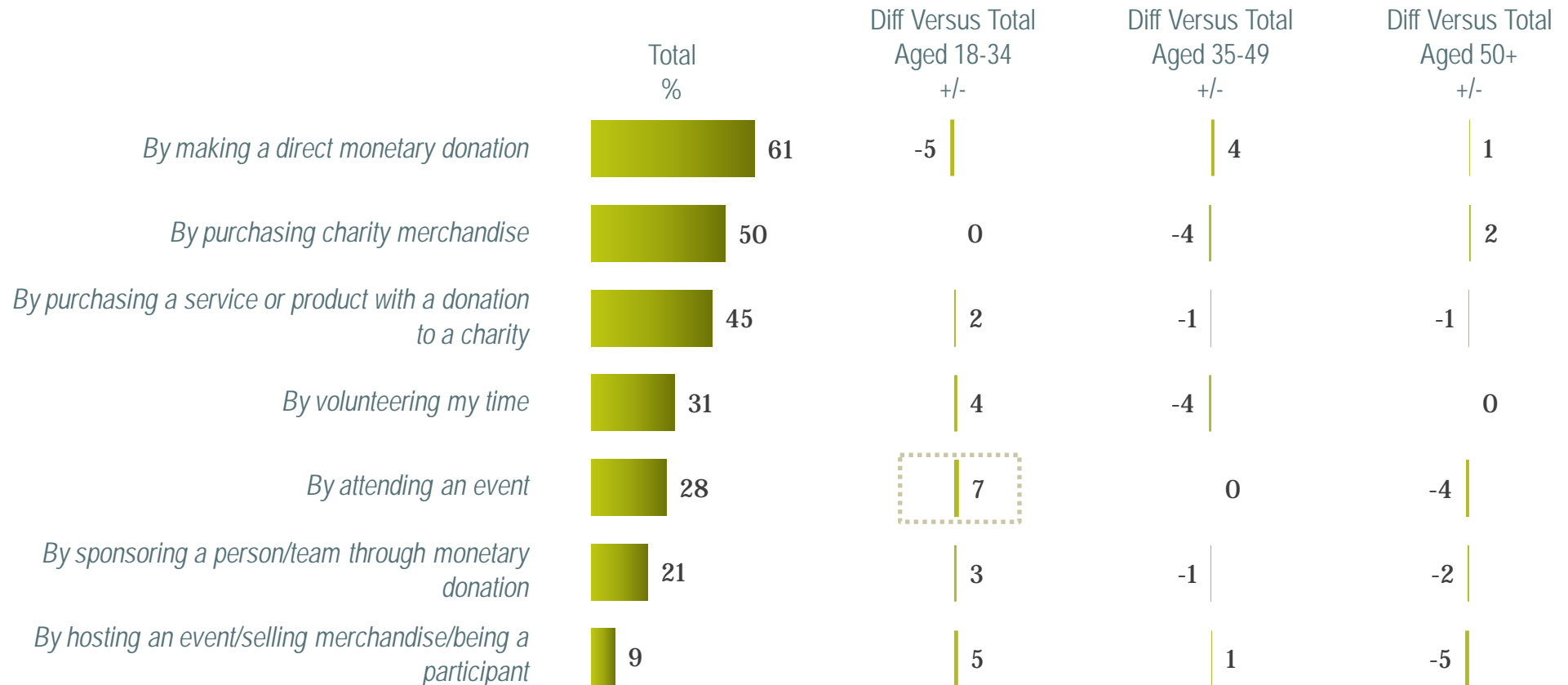
# 3. Interaction

HOW DO AUSTRALIANS PREFER  
TO GET INVOLVED WITH  
CHARITIES?



# Preference for Support

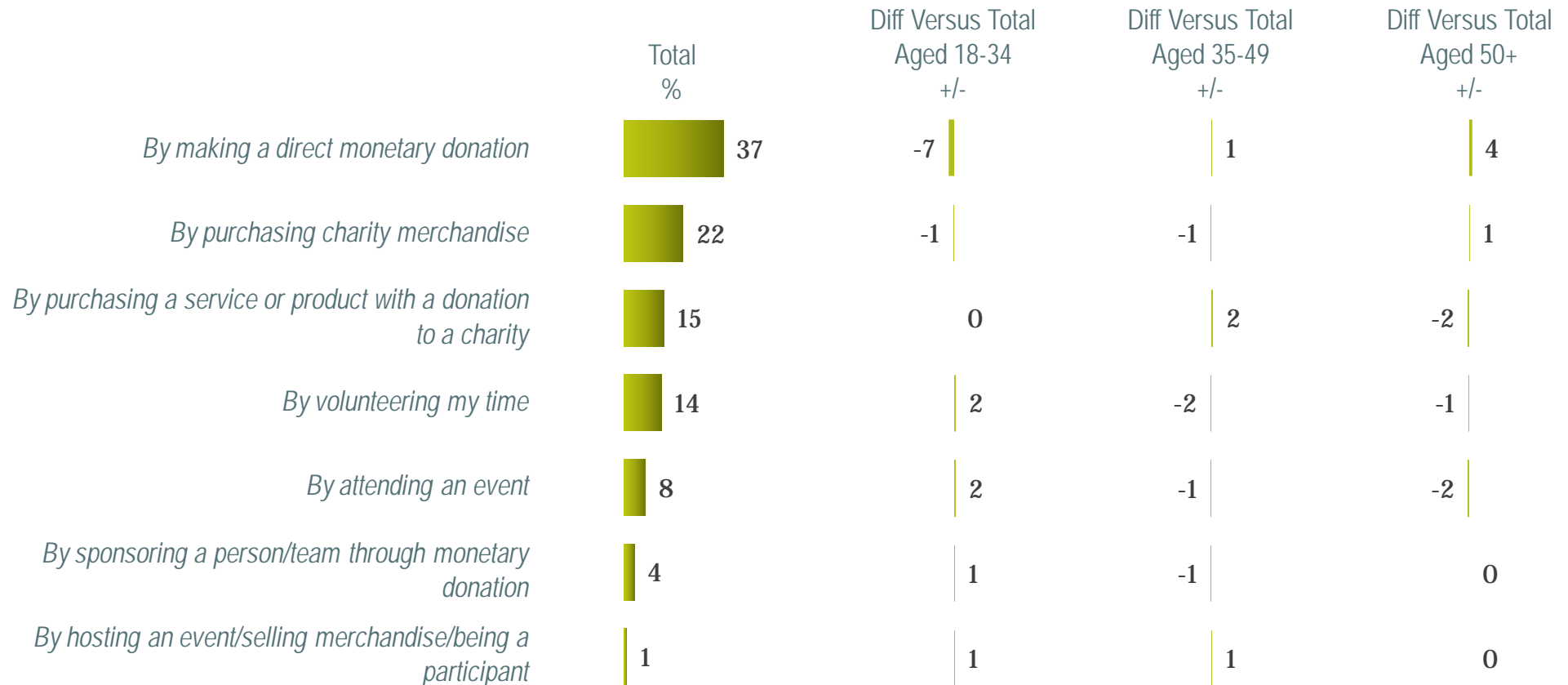
Which of the following ways do you prefer to support charities and not-for-profit organisations?



*Across all ages, monetary donations and purchasing merchandise/services are the top ways Australians prefer to support their charities. The younger age group more inclined to actively get involved.*

# No 1 Preference for Support

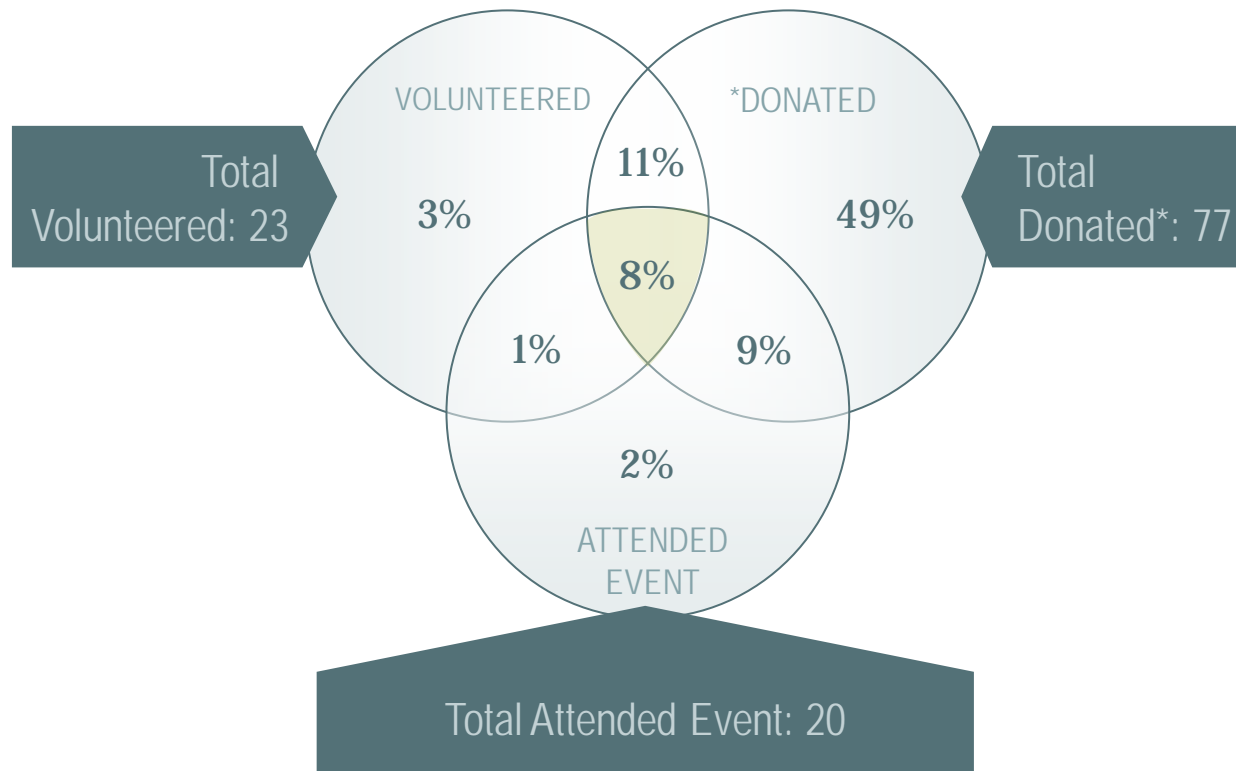
And which is your favourite way to support charities and not-for-profit organisations?



*A similar pattern is witnessed when looking at people's 'favourite' way of getting involved*

# Support Past Year - Overlap

Which of the following ways have you supported a charity or not for profit organisation over the past 12 months?



Total = 83% Interacted in one of these ways

*This preference is clearly illustrated by people's behaviour this past year, with half donating money and only and few donating their time*

# Donation Behaviour



## FREQUENCY OF DONATIONS IN PAST 12 MONTHS %

<i>Once</i>	10
<i>2-3 times</i>	38
<i>4-6 times</i>	24
<i>7-11 times</i>	8
<i>Once a month</i>	15
<i>More than once a month</i>	5

Base: 770



## AMOUNT DONATED IN PAST 12 MONTHS %

<i>Less than \$5</i>	4
<i>\$5-\$20</i>	17
<i>\$21-\$50</i>	26
<i>\$51-\$75</i>	9
<i>\$76-\$100</i>	10
<i>\$101-\$200</i>	13
<i>\$201 or more</i>	21

Base: 770

## REASONS FOR NOT DONATING IN THE PAST 12 MONTHS %



<i>I can't afford to donate money</i>	53
<i>I don't believe the money will be used correctly</i>	20
<i>I don't want to spend my money in that way</i>	11
<i>I feel that volunteering my time or attending/hosting an event is more worthwhile</i>	11

Base: 230

*Donations are frequent throughout the year, with a third giving over \$100 over the past 12 months. Available funds and scepticism hinder some.*

# Volunteering Behaviour



## FREQUENCY OF VOLUNTEERING IN PAST 12 MONTHS %

Once	22
2-3 times	22
4-6 times	14
7-11 times	10
Once a month	5
More than once a month	29

Base: 232

## TYPE OF VOLUNTEERING WORK:

*"I hold an unpaid position responsible for clerical and administrative duties in a not-for-profit organisation"*

*"Gardening for older people so they can remain in their own homes"*



*"I do service work for AA, so I open meetings, wash dishes, set up meetings, buy tea/coffee, do work with alcoholics still suffering, or those in early recovery, I host meetings, do banking, serve on committees & a heap of other stuff"*



*"Planting trees, helping with education documents, contributing to policy discussions"*

*"Help out at fund raising BBQs, shaking tins and collection money that way, carrying fund raising banners in collection areas"*

## REASONS FOR NOT VOLUNTEERING IN THE PAST 12 MONTHS %



<i>I don't have time</i>	46
<i>I don't want to spend my time that way</i>	18
<i>I feel donations or attending/hosting an event is more worthwhile</i>	18
<i>I keep meaning to but never get around to it</i>	10
<i>I'd like to but don't know how to</i>	9

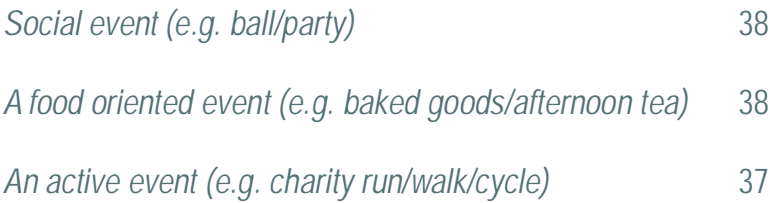
Base: 768

*Those who volunteer, do so often, but time is the biggest barrier to this*

# Attendance Behaviour

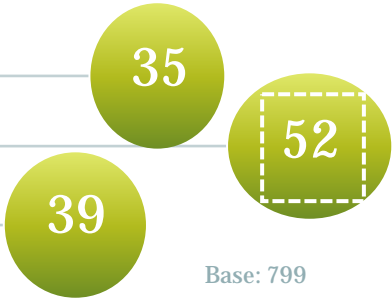


TYPE OF EVENT ATTENDED IN PAST 12 MONTHS %



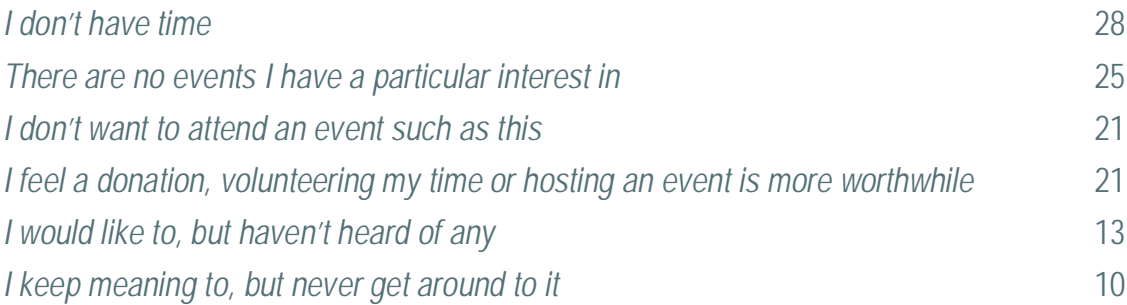
Base: 201

WILLINGNESS TO ATTEND THIS TYPE OF EVENT %



Base: 799

REASONS FOR NOT ATTENDING AN EVENT IN THE PAST 12 MONTHS %



Base: 799



*Food oriented events have the greatest appeal, though many claim they do not have time for or interest in these types of events*



### 3. Interaction: Conclusions and Implications

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Monetary donation is by far the preferred form of support, followed by purchasing charity merchandise. The younger demographic are more inclined to get involved in events and should be targeted accordingly.

Millward Brown learnings tell us that an active engagement with a brand leads to greater levels of loyalty and hence share of wallet. It is integral to get people involved in your charity in a meaningful way.

#### Recommendations for tackling current interaction issues:

- Scepticism is a barrier for donations for some. Attitudes toward trust and transparency continue to play a role here and an emphasis within the organisation must be placed on this.
- Lack of volunteers comes down to people not feeling they have the time to spare. Tackle this by making volunteering positions easy to find and get involved with. Is there an obvious link and application form on your website? Are there jobs people can help out with that only take a few hours after work and not a full day.
- Food events hold the greatest appeal but there are still a quarter of people saying there aren't any events they're interested in. How can you leverage this in an exciting and different way, beyond the classic 'afternoon tea + donation'.



# 4. Segments

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WHO TO TARGET WITH YOUR  
MARKETING ACTIVITY ?

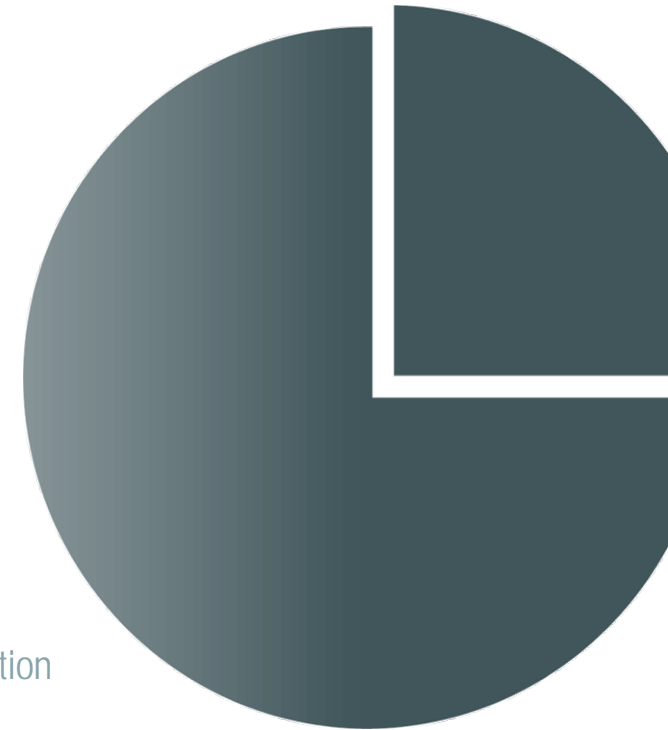
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# Segments

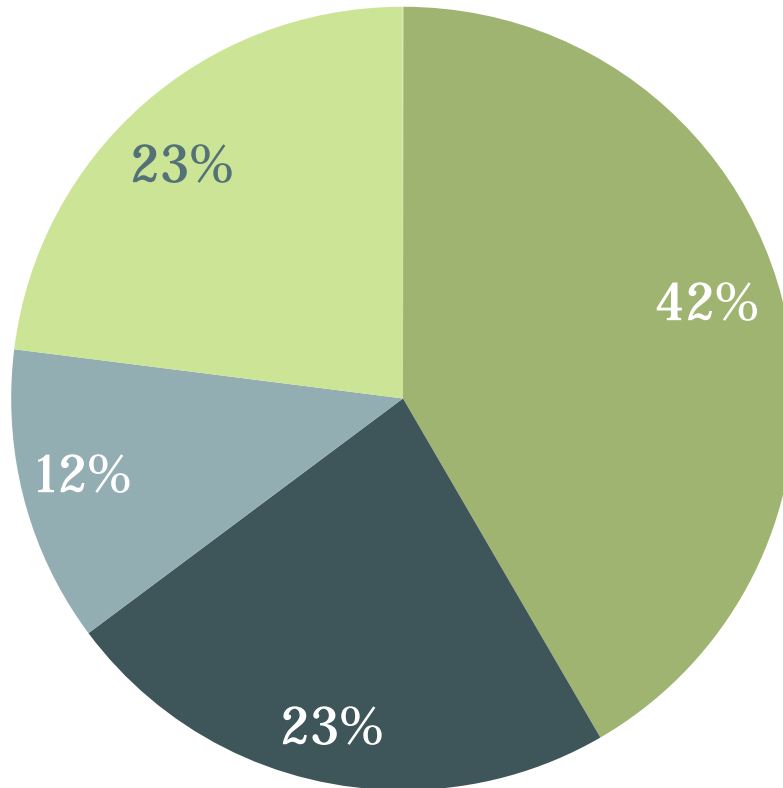
To understand how the market segments in regards to attitudes toward charities and not-for-profit organisations, a factor analysis and cluster analysis has been undertaken. The statements below were used to identify segments within the market and cover a range of themes within the category including: how Australians prefer you to communicate your cause, how charities and not-for-profits should run their organisations, what interaction they have had etc.

- I'm getting tired of being asked for donations
- There are too many charities for the same cause
- I think most charities are wasteful with their donations
- I would consider leaving money for a charity in my will
- I only give to large charities that I know are trustworthy
- I am loyal to a select few charities
- I often give to volunteers who approach me for a donation on the street
- Charities should not advertise on TV
- Charities should be run like a business
- I would like to know more about how donations are spent
- I would rather help a small local community group than a large charity or not-for-profit organisation
- I would rather help an Australian charity/not-for-profit organisation than a global one
- I have close friends or family whose lives have been positively impacted by a charity or not for profit organisation
- Charities and not-for-profit organisations have had a significant impact on the most fundamental issues in society
- I like supporting a wide variety of charities
- Corporations have a social responsibility to give to charities or to host events and donate the profits



# Segment Size

SEGMENTS AS PROPORTION OF TOTAL SAMPLE



*Discerning Aussies make up a large portion of the population. Personally Impacted Traditionalists are key for small/local organisations, however be wary of their limited size and look to other segments also*

# Defining perceptions

## DISCERNING AUSSIES



- Only give to large charities that they know are trustworthy
- Rather help an Australian charity/not-for-profit than a global one
- They are tired of being asked for donations
- Believe there are too many charities for the same cause
- *Targeting - Play on your Australian heritage and emphasise size. Do not badger for constant donations, engage through other interactions such as events.*

## VARIETY GIVING SCEPTICS



- Believe charities are wasteful with donations
- Want to know more about how donation money is spent
- Think charities should be run more like a business
- They are happy to support a variety of charities/not-for-profits
- *Targeting – Transparency is key, you must fully disclose where money is going and what proportion is spent on administration costs*

## PERSONALLY IMPACTED TRADITIONALISTS



- Have had a close friend or family member positively impacted by a charity/not-for-profit
- Do not think charities should advertise on TV
- Happy to give to volunteers on the street and would consider leaving money in their will
- Prefer to help small/local community groups
- *Targeting - For smaller organisations this segment is practical as they prefer to give to local causes and like traditional forms of charity interaction i.e. intersected by volunteers*

## LOYAL FUNDAMENTALISTS



- They are loyal to a select few charities
- Have had a close friend or family member positively impacted by a charity/not-for-profit
- Think charities have a significant impact on the most fundamental issues in society
- Believe corporations have a social responsibility to give
- *Targeting – This segment has an idealistic view of the charity landscape and are perfect to target with events in which they could encourage their entire workplace to get involved*

# Profiles

## DISCERNING AUSSIES



- Age: 50+
- No gender skew
- Blue Collar
- Irregular donators (1-3 times over past 12 months)
- Low donations (\$5-\$20 total in past 12 months)

## VARIETY GIVING SCEPTICS



- Age: 18-34
- Gender: Female
- White Collar
- Household income: High \$90K+
- Moderate donating behavior (4-11 times over past 12 months)
- Strong importance placed on human rights/poverty prevention

## PERSONALLY IMPACTED TRADITIONALISTS



- Age: 18-34
- Gender: Male
- Blue Collar
- Married with children
- Moderate to high donating behavior (4-11 times or once a month + over past 12 months)
- Importance placed on community causes/arts and sports
- Solid donations (\$21-\$50 last time donated)

## LOYAL FUNDAMENTALISTS



- Age: 35-49 and 50+
- Gender: Female
- Household Income: Medium \$30-\$59K
- Donate often: At least once per month
- Large Donations: (\$75-\$200 total in past 12 months)

## 4. Segments: Conclusions and Implications



### Key issues to remember when targeting:

- Discerning Aussies may be the largest segment but they give irregular, small donations. None the less they are important to all charities growth due to their size and their desire to only help 'Australian' and 'trustworthy' organisations. Remember that you don't need to be an Australian charity to project a persona of 'Being Australian' (see section 2. Perceptions).
- For Variety Giving Sceptics, again, the issue of trust and transparency arises, however it is even more prevalent for this group. Administration costs and what donations are used for must be 'overtly' disclosed. This segment is highly appealing with strong, regular donation behavior and making up almost one quarter of the population. In order to curb their propensity to give to a variety charities and encourage loyalty, find a way to build a true and meaningful relationship with these Australians and encourage an active engagement in the charity (see section 3. Interaction).
- Personally Impacted Traditionalists prefer to be communicated with through traditional touch points, i.e. volunteers on the street and not TV. They are a particularly practical target for small/local charities and not-for-profits, with a preference to give to these groups and particular importance placed on community causes, the arts and sports. They donate regularly and substantial amounts having the potential to make a big impact. Be wary of the size of this segment and consider also looking to other segment which are more substantial as part of your communication strategy.
- Loyal Fundamentalists have the most regular donating behavior and this can equate to hundreds of dollars over a yearly period. They also represent almost one quarter of the population and hence gaining their support is a huge win for any charity. Not all organisations will be deemed to affect the most 'fundamental issues in society' and this suggests they'll lean toward larger charities for the most part. With the strong belief that corporations have a responsibility to give back, consider targeting this segment with workplace events and sponsorships.