

# Up-To-The-Minute Donor Trends

A Special Update for:

## NCCF Partner Organizations

June 4, 2026

|             |              |           |              |            |
|-------------|--------------|-----------|--------------|------------|
| Barkhamsted | Bethlehem    | Canaan    | Colebrook    | Cornwall   |
| Goshen      | Hartland     | Harwinton | Kent         | Litchfield |
| Morris      | New Hartford | Norfolk   | North Canaan | Salisbury  |
| Sharon      | Torrington   | Warren    | Washington   | Winchester |

**Please keep in mind all of this data is PRELIMINARY and PARTIAL data as the current wave of research is currently in progress. To get final results when all of the data is in, contact [bruce@objectivesurveys.com](mailto:bruce@objectivesurveys.com)**

## What is this Data?

**The same market intelligence research that for-profit companies spend billions on, now for nonprofits**

**Hyper-local tracker of nonprofit brands and donor perceptions**

**Designed to help nonprofits greatly increase your pool of donors**

We survey thousands of CT households every 6 months to find out:

- Causes donors care about
- Where, how much, and why they give
- What they care most about
- Brand perceptions of hundreds of nonprofits
- How you can get their attention
- Messages that resonate
- Key decision criteria
- Giving trends

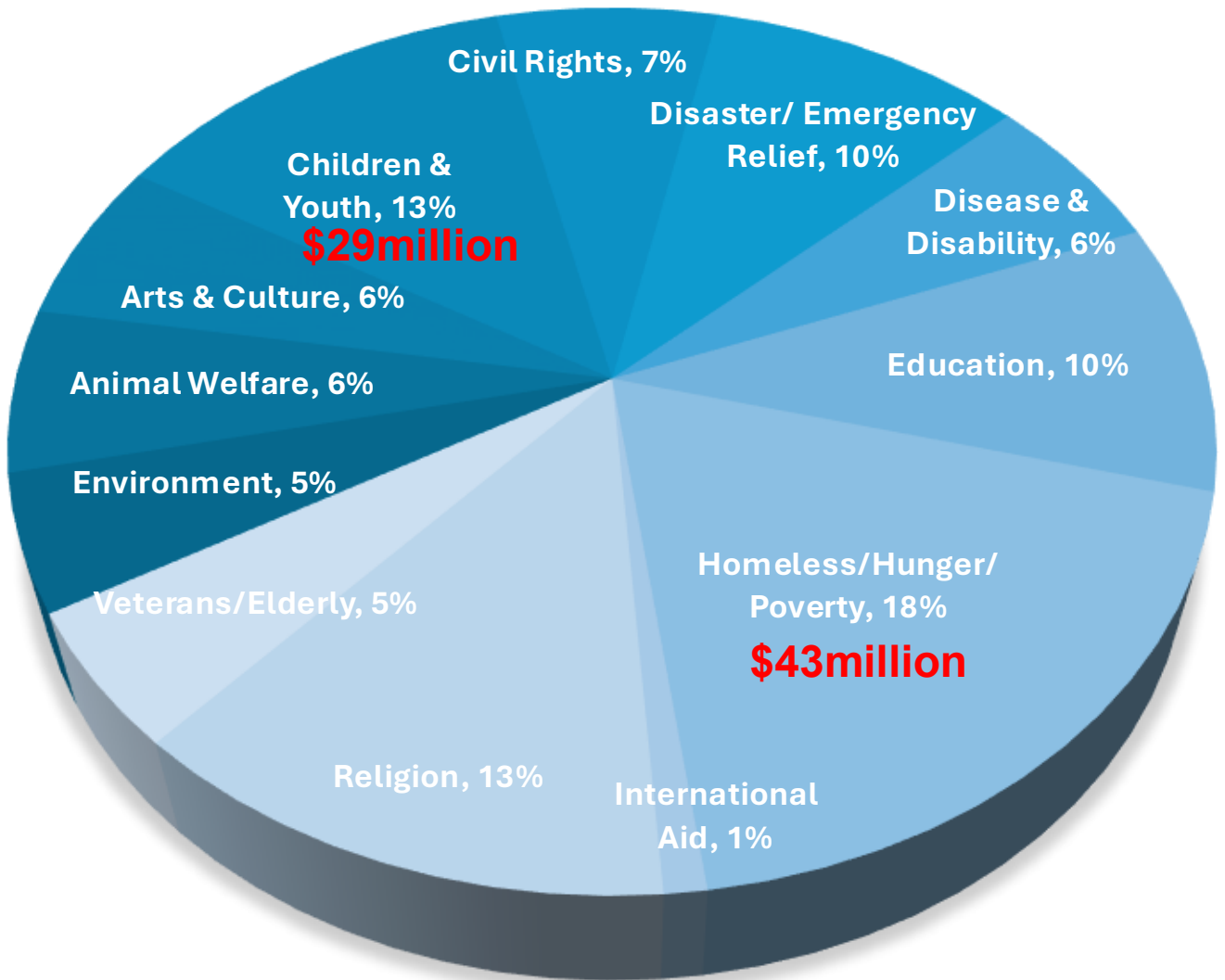
# Topline Trends

**Current annual direct giving  
by the 77,106 Litchfield County  
households**

**\$226,229,004**

*Total direct giving to nonprofits. Does not include  
companies, foundations, bequests, etc.*

## Where Donors Give



## **Giving Trends in 2026**

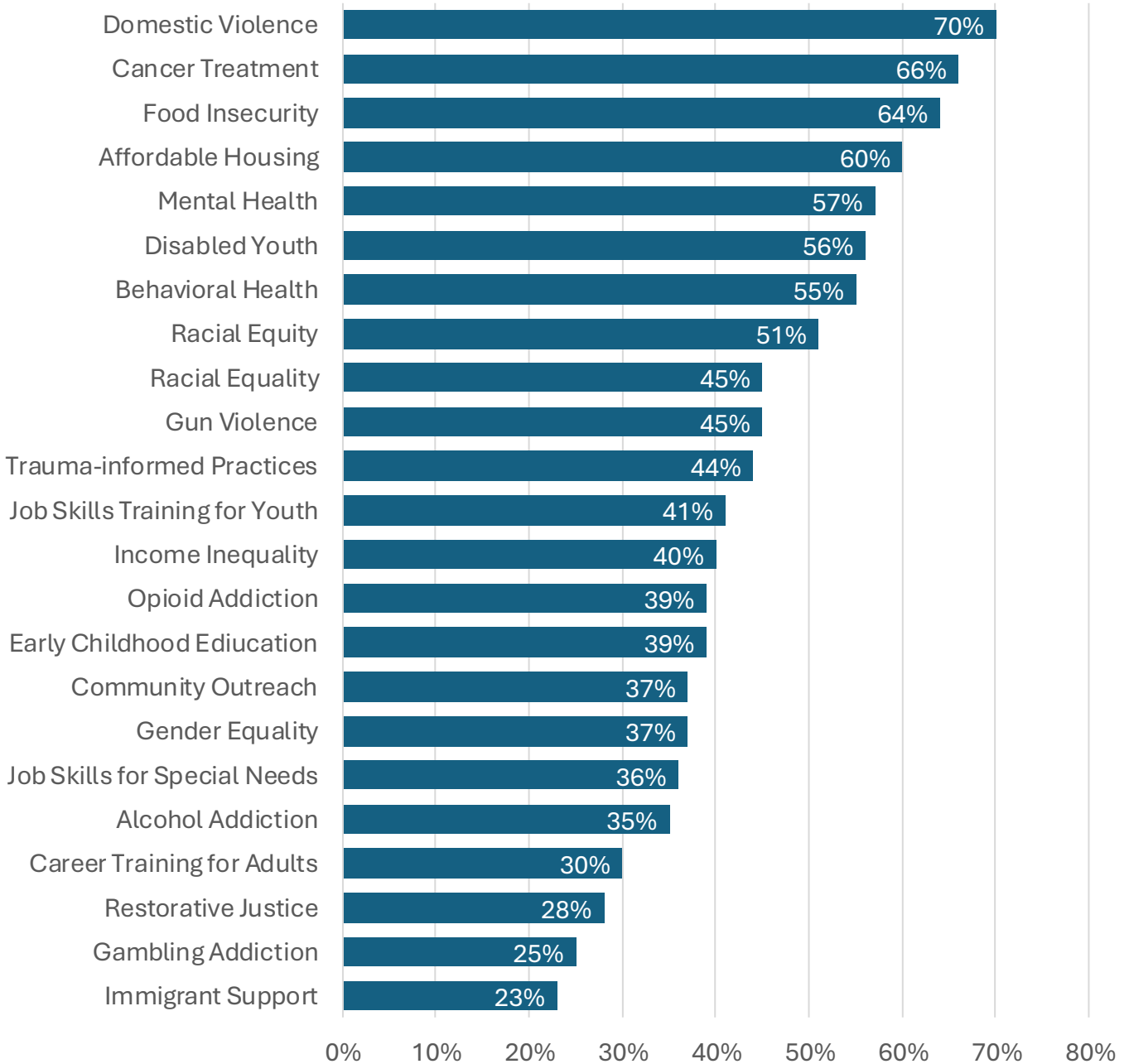
### *Areas that will INCREASE*

- ***Education***
- ***Disease & Disability***
- ***Arts & Culture***

### *Areas that will DECREASE*

- ***International Aid***
- ***Disaster/Emergency Relief***
- ***Religion***

## IMPORTANCE of NARROW CAUSE AREAS



*Percentage Who Say Cause is Extremely Important to Them  
(Most households support more than one Cause)*

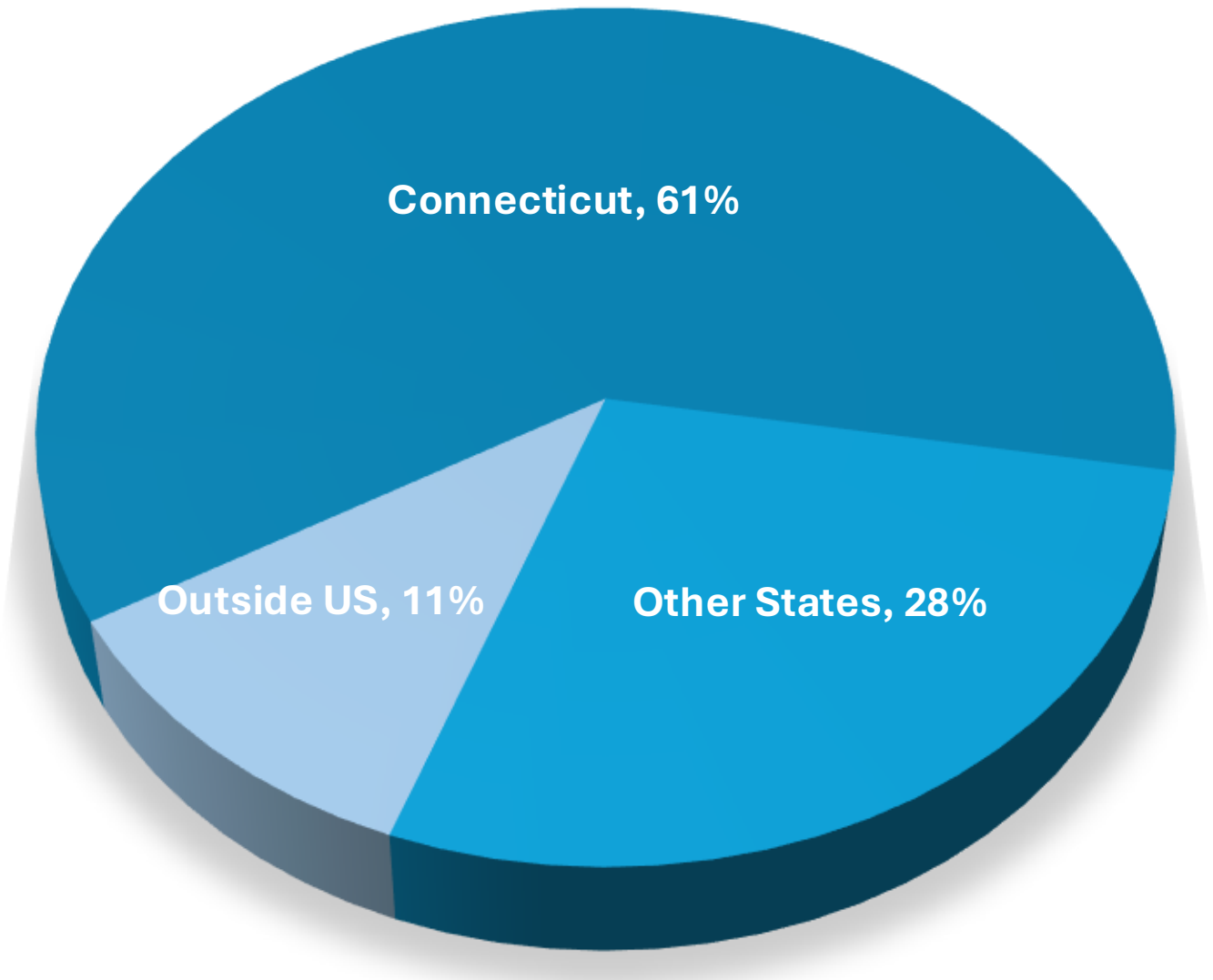
## A Key Metric

**% of households said they could have donated more last year, but did not know who to donate to**

**43%**

There is **huge** potential growth in donations in NCCF Footprint but *only if* nonprofits learn to market themselves better

## LOCAL vs DOMESTIC vs INTERNATIONAL



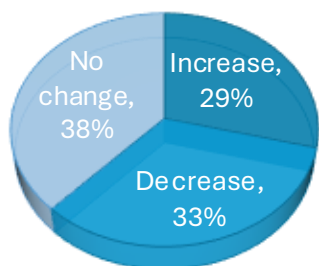
*Most dollars stay in the State.*

## HOW WILL THE POLITICAL AND SOCIAL ENVIRONMENT AFFECT GIVING?

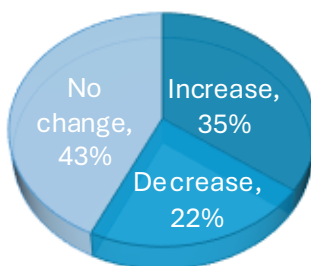
- **31%** say it will encourage them to donate more (this is steady through 2025-26)
- **15%** say it will encourage them to donate less (financial hardship NOT fraud/waste)
- **55%** say it will not affect their giving

## HOW DO HOUSEHOLDS THINK FUNDING FOR NONPROFITS WILL CHANGE?

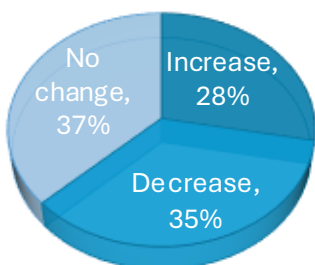
From Households Like Mine



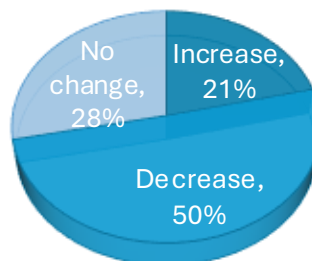
From Private Foundations



From State Government



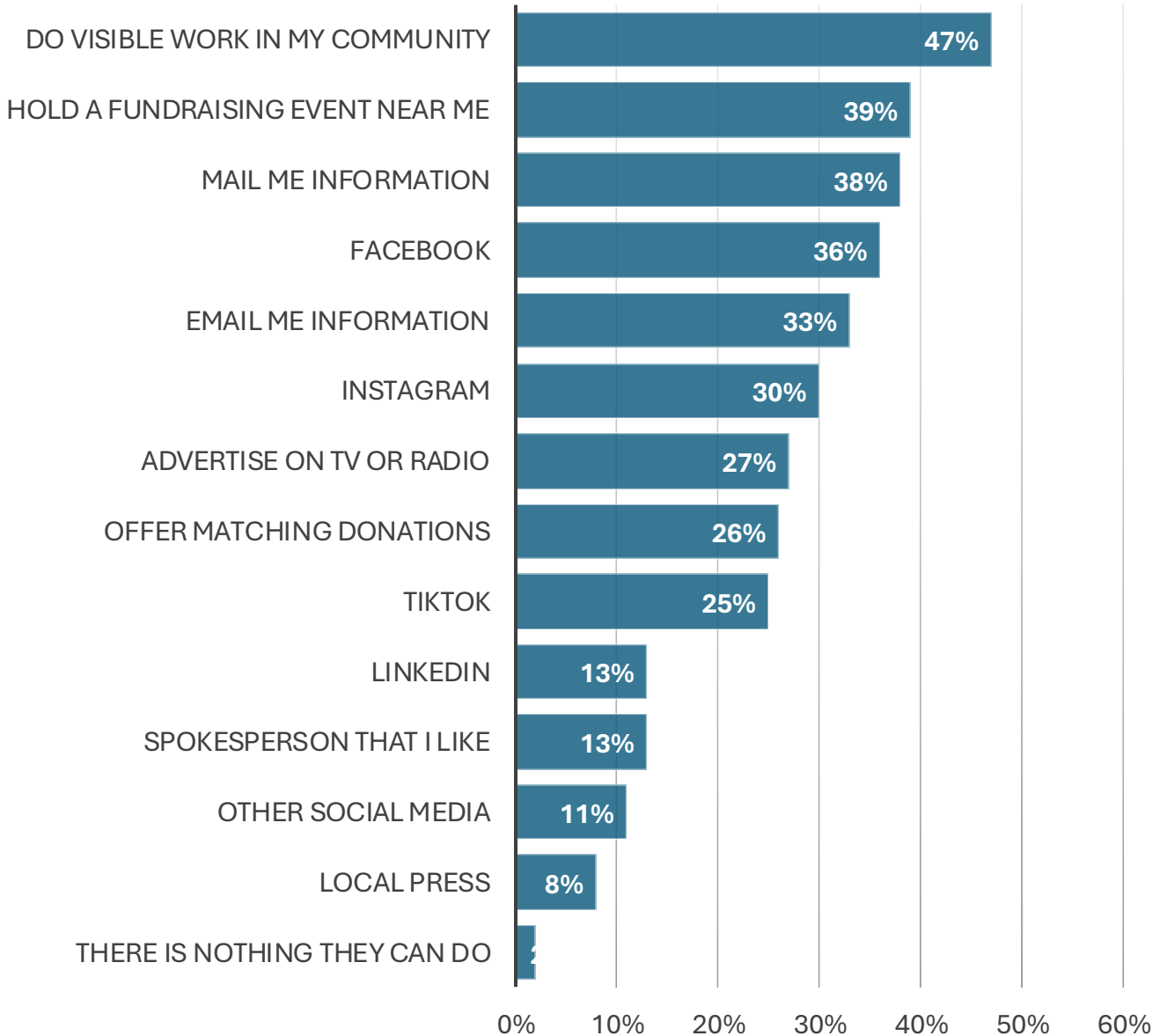
From Federal Government



*There is growing awareness of cuts but a sizeable percentage of households still have no idea of the changes*

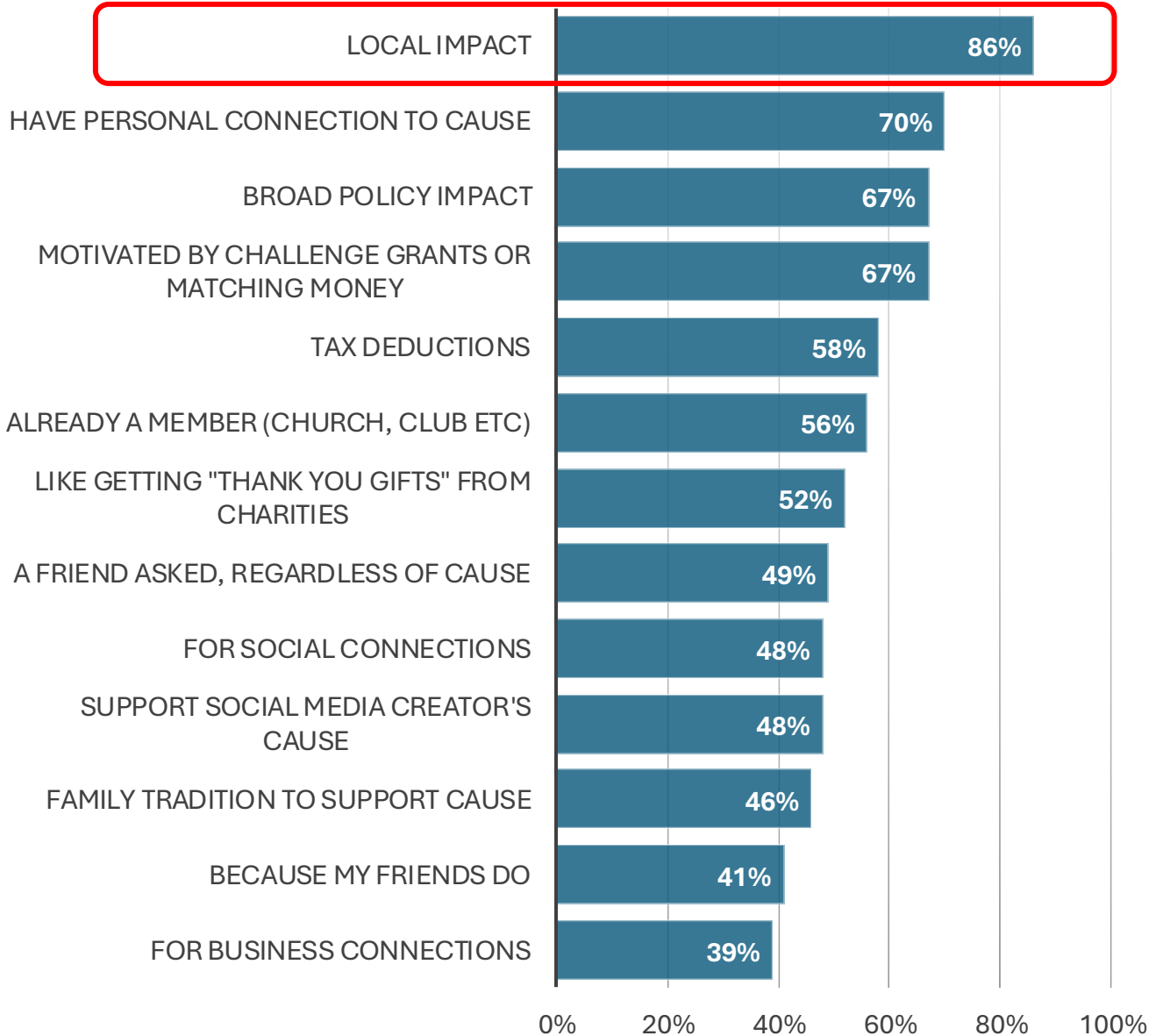
# How to Get More Donors

# How to Get Noticed



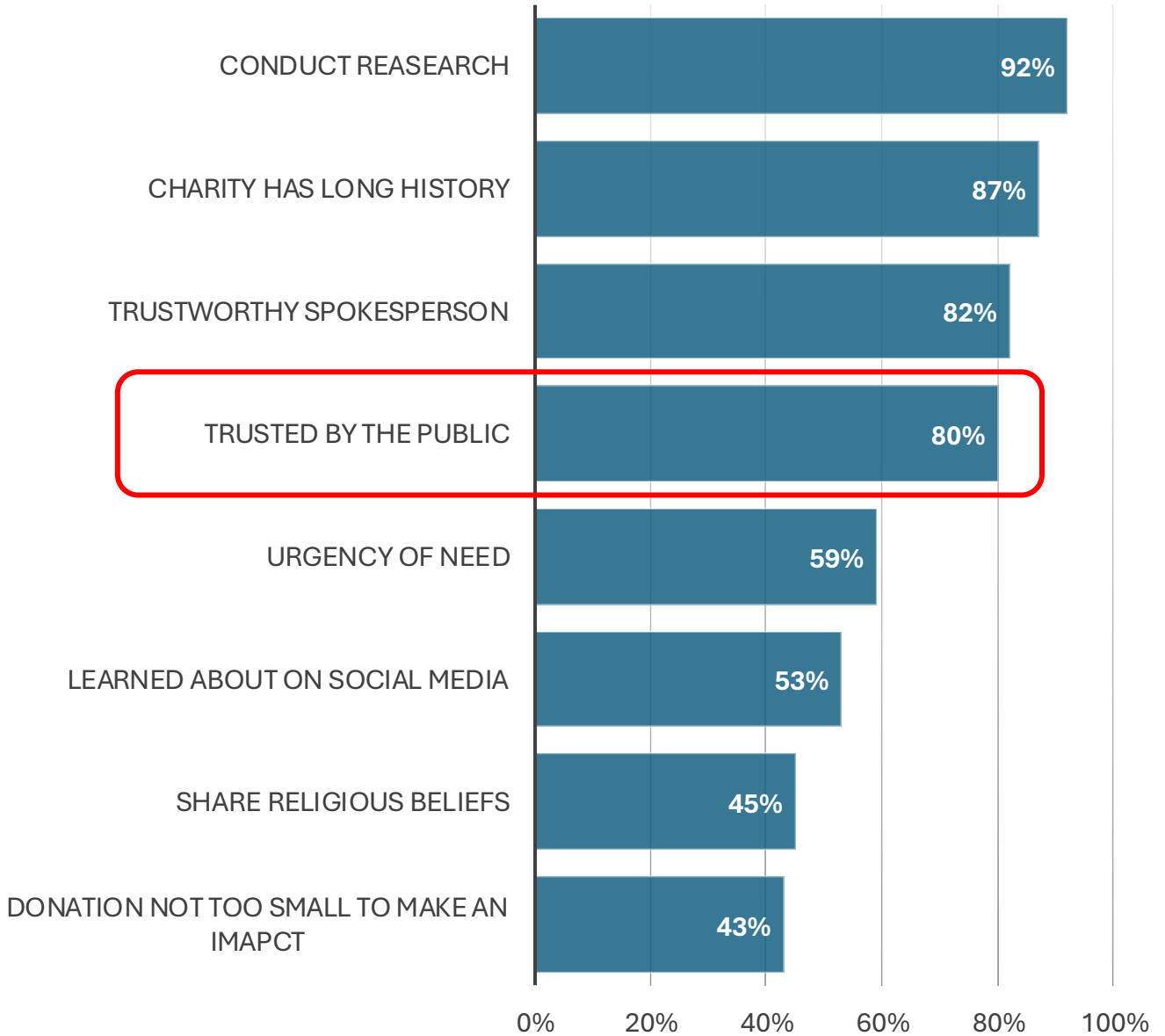
*Local presence and visibility is important to get noticed. But a multi-faceted approach is the best way to break through.*

# Why Donors Give



*Most give for multiple reasons.*

# How Donors Choose



# What They Research

THE EXACT IMPACT OF THEIR PROGRAMS

69%

EXACTLY HOW THEY SPEND THE MONEY THEY RAISE

68%

WHO THEY ARE AFFILIATED WITH

50%

THE QUALITY OF THEIR LEADERSHIP

41%

THE AMOUNT THEY SPEND ON OVERHEAD

39%

THEIR FINANCIAL STATEMENTS

32%

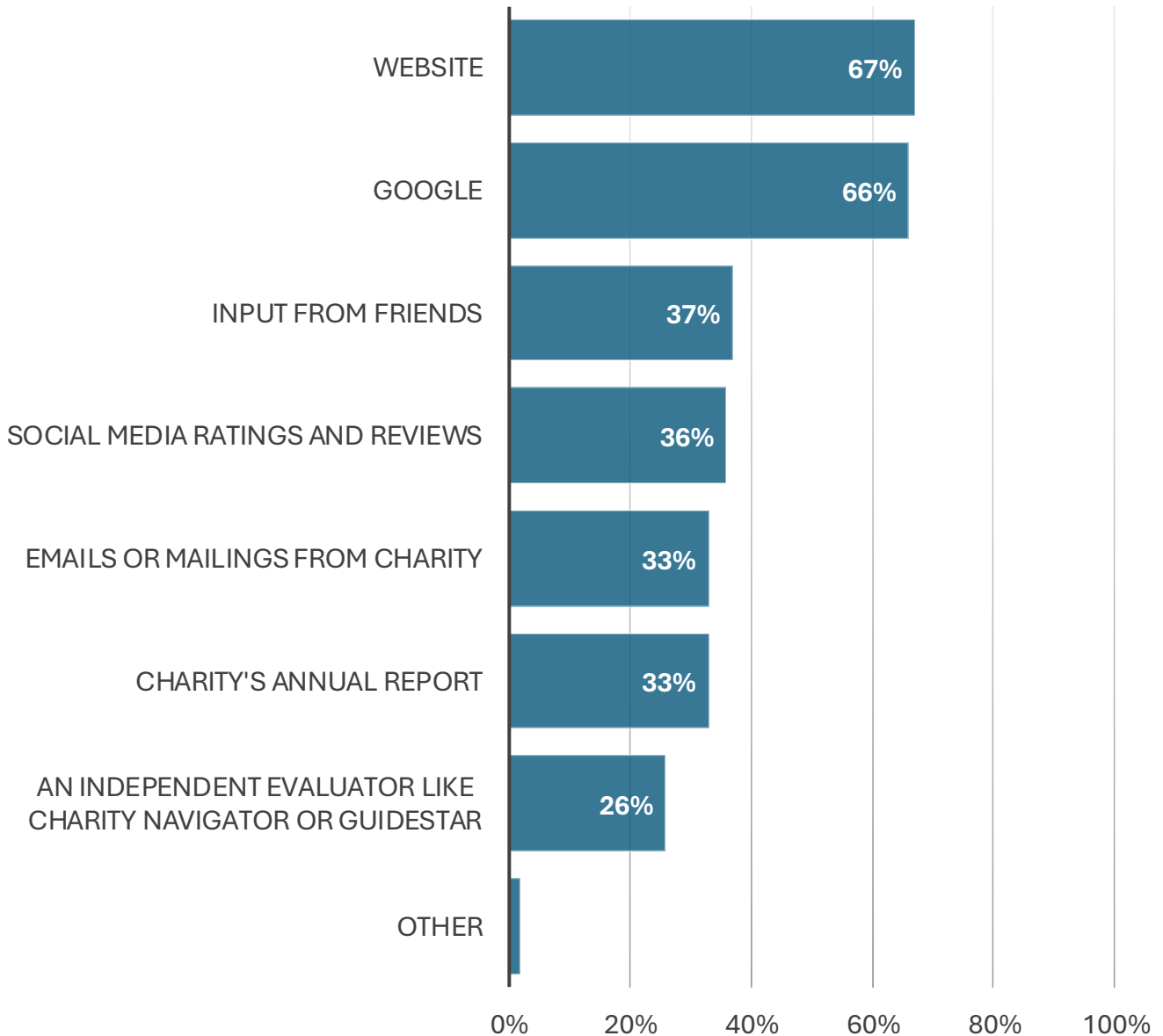
WHO ELSE DONATES TO THEM

16%

0% 20% 40% 60% 80% 100%

*Donors care much more about impact than overhead.*

## Where They Research



*Most give for multiple reasons.*

# What the Public Thinks of Local Nonprofits

## Example Ratings for a Local Nonprofit

|                   | * | Litchfield County norm | Quartile Grades (vs footprint) |
|-------------------|---|------------------------|--------------------------------|
| <b>AWARENESS</b>  |   |                        |                                |
| Clear Mission     |   |                        |                                |
| Important Mission |   |                        |                                |
| Clear Plan        |   |                        |                                |
| Successful        |   |                        |                                |
| Leadership        |   |                        |                                |
| Trustworthy       |   |                        |                                |
| Easy to Support   |   |                        |                                |

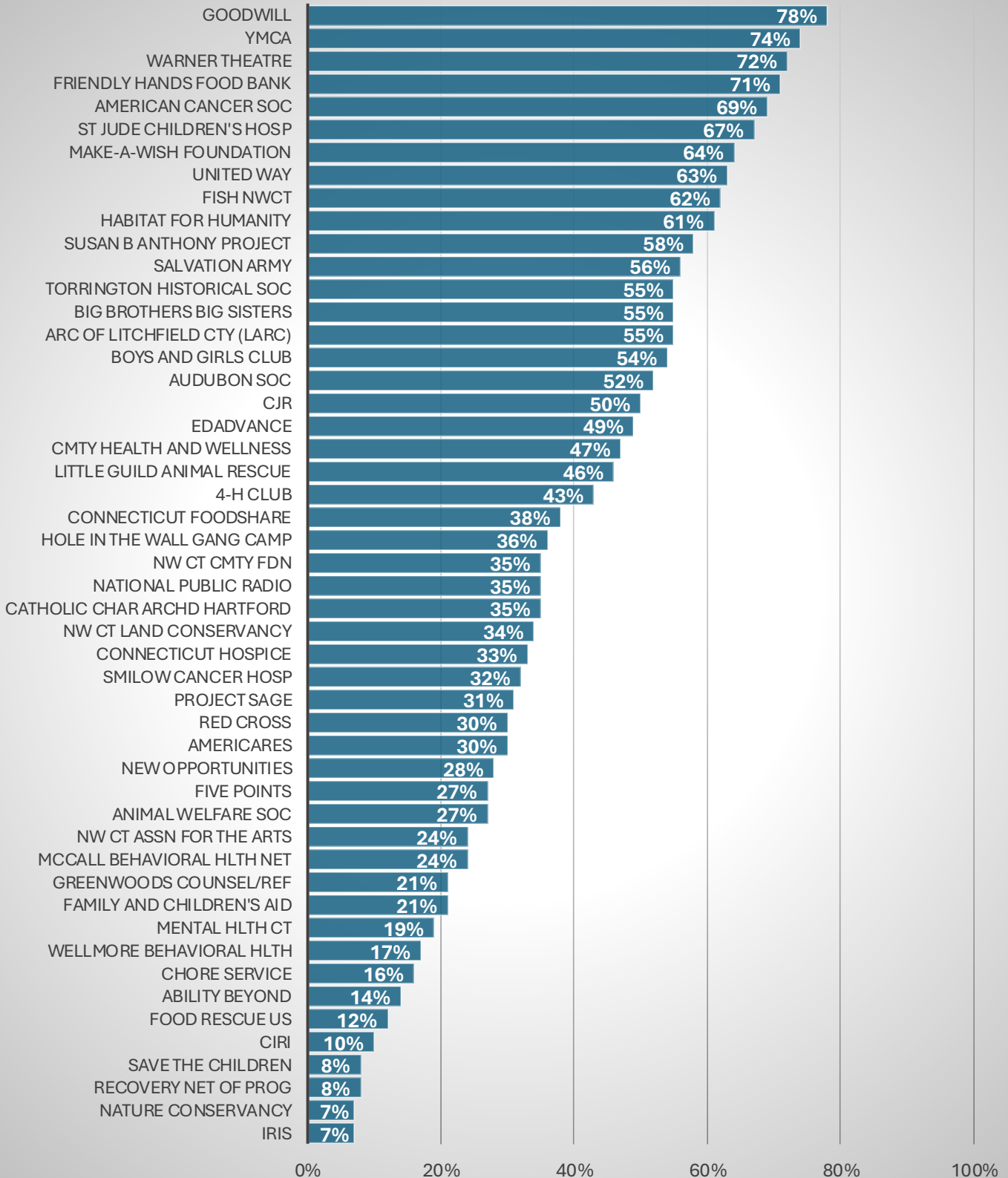
## Example Ratings for a Local Nonprofit

|                   | *         | Litchfield County norm | Quartile Grades (vs footprint) |
|-------------------|-----------|------------------------|--------------------------------|
| <b>AWARENESS</b>  | <b>51</b> | <b>29</b>              | <b>A</b>                       |
| Clear Mission     | 64        | 77                     | D                              |
| Important Mission | 61        | 71                     | D                              |
| Clear Plan        | 64        | 70                     | C                              |
| Successful        | 51        | 64                     | D                              |
| Leadership        | 65        | 61                     | C                              |
| Trustworthy       | 62        | 65                     | C                              |
| Easy to Support   | 59        | 71                     | D                              |

*This nonprofit is high profile but potential donors are very confused about what they do and therefore will not donate*

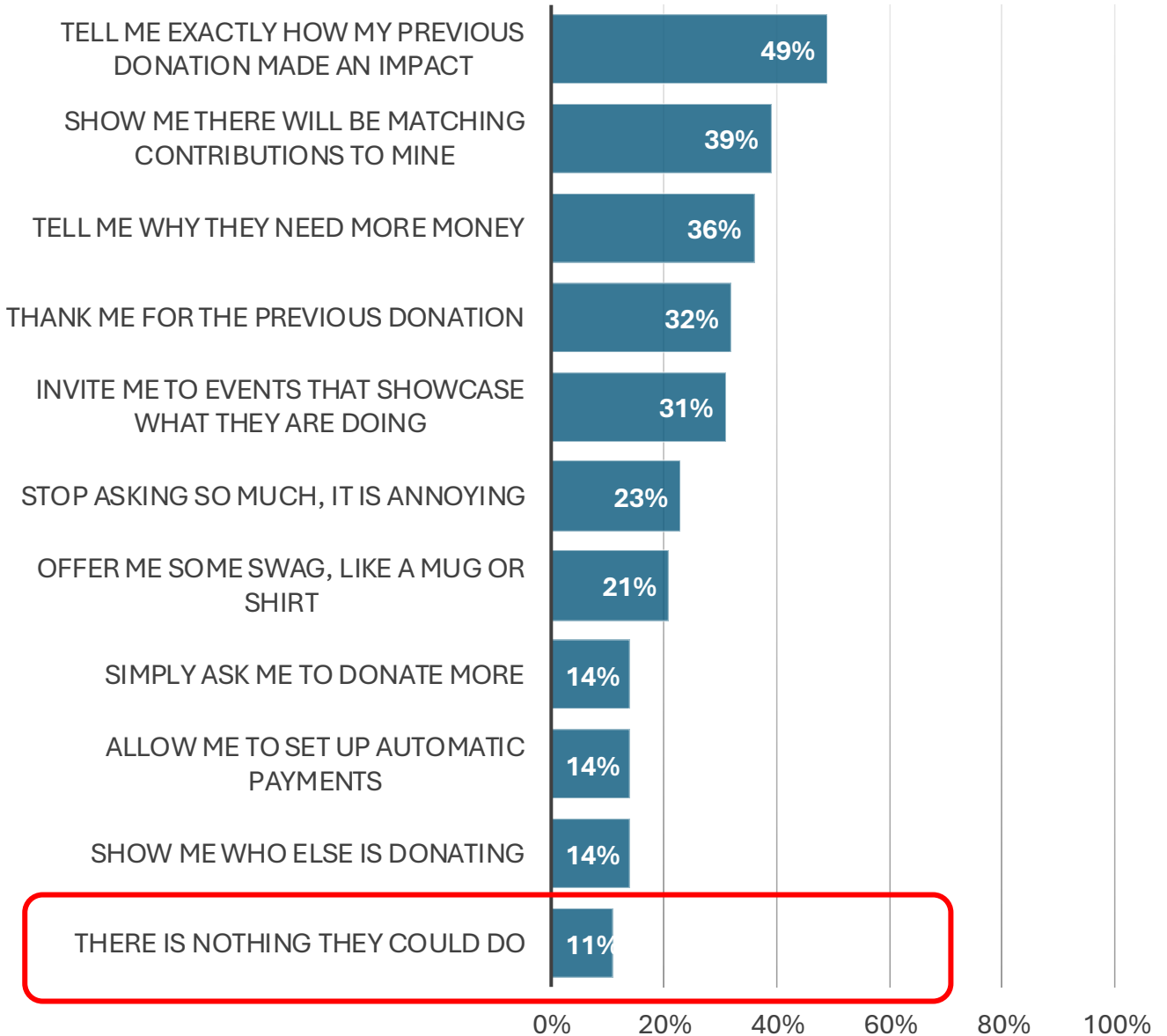
# AWARENESS

## WITHIN EACH ORGANIZATION'S OWN FOOTPRINT



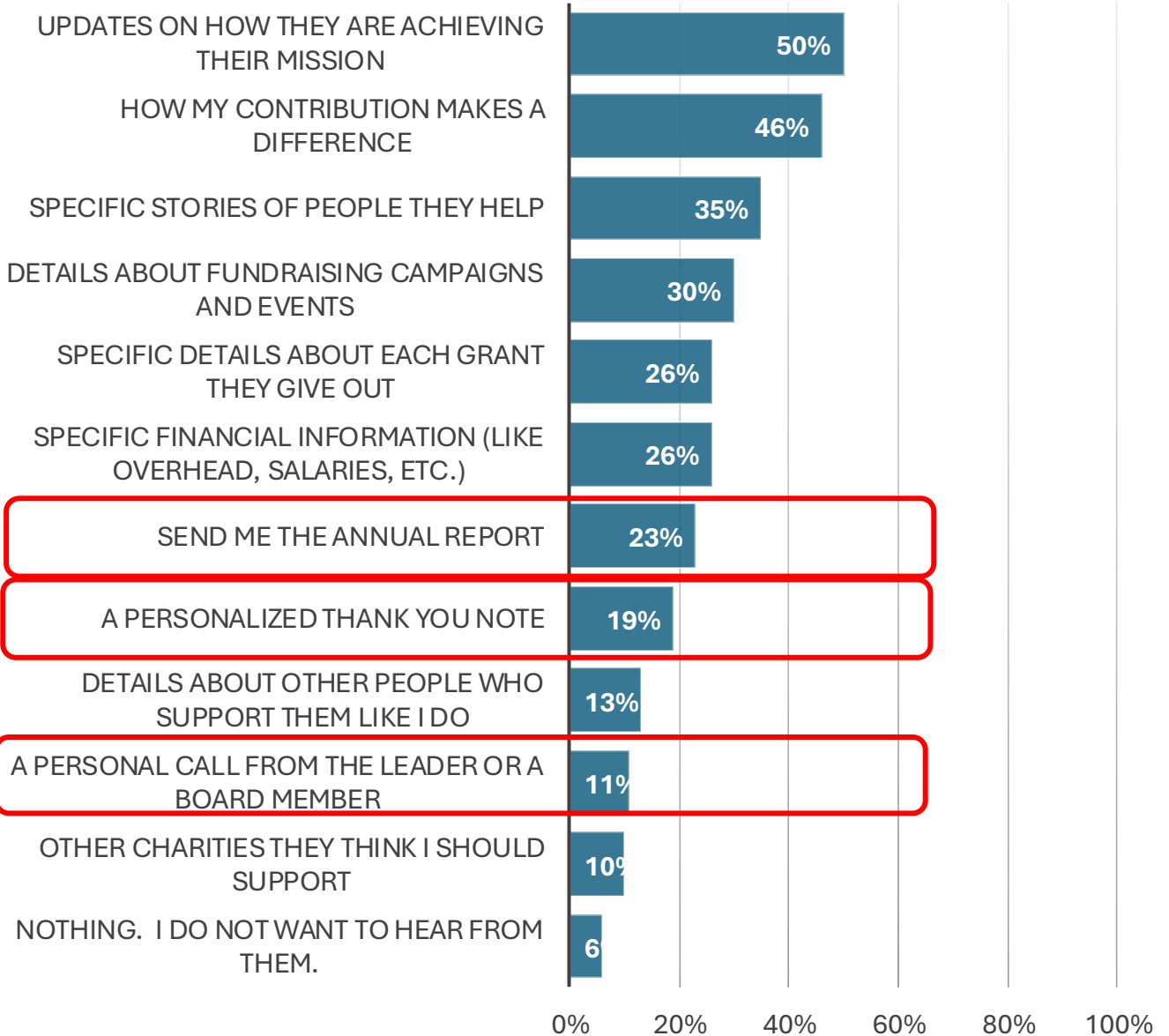
# What Current Donors Want

# How To Increase Donations



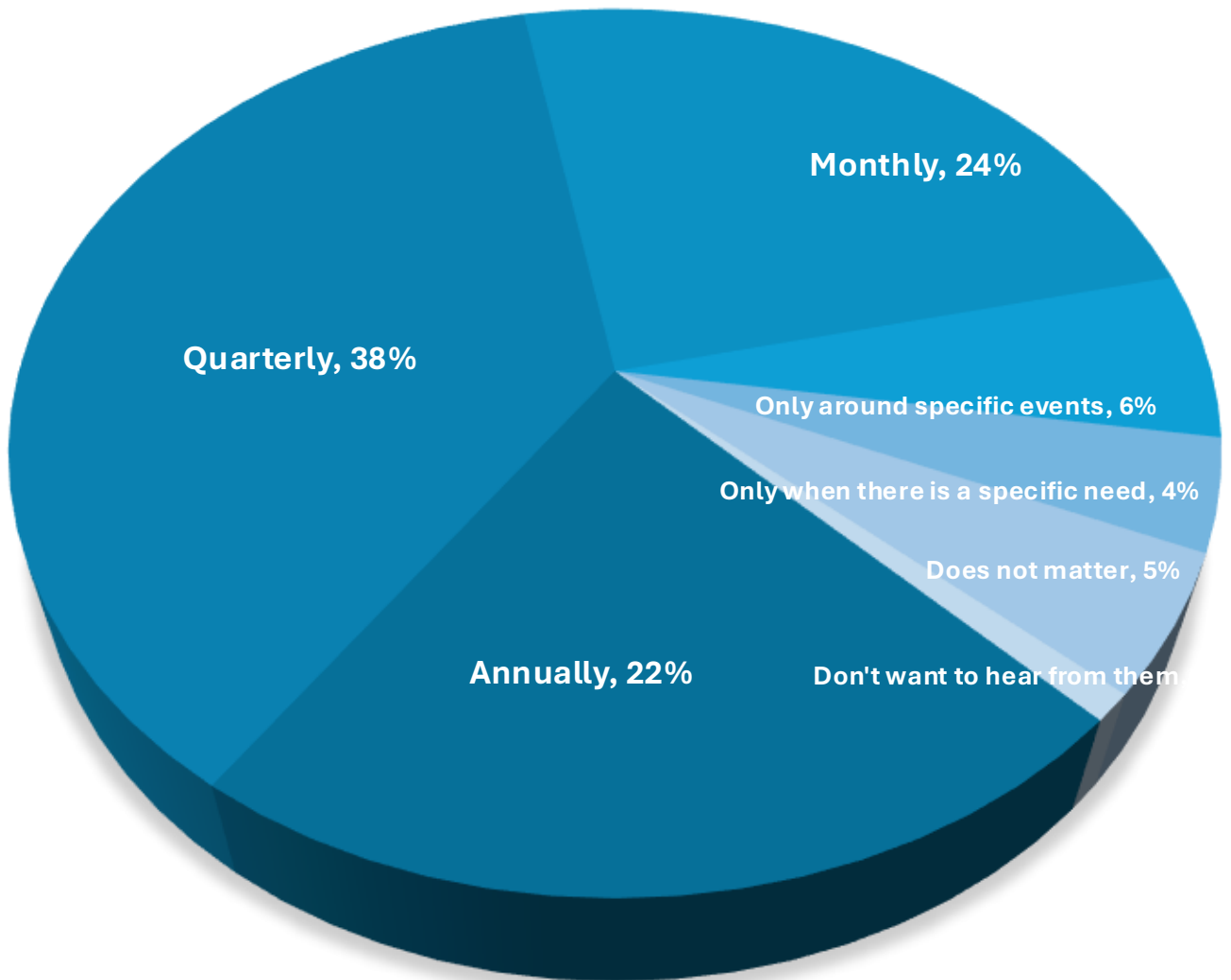
*Most are willing to give more.*

# What Current Donors Want to Hear



*Ask donors, but only if you can follow through.*

## How Often to Communicate



*Ideally, ask how often each donor wants to hear from you and honor that.*

# Questions?

[bruce@donorpoolbuilder.com](mailto:bruce@donorpoolbuilder.com)

## HOW NONPROFITS HAVE USED THE DATA INSIGHTS

- Arts organization shifts to challenge grants and beats annual appeal goal by 41%
- Human Services organization dramatically increases donor pool by changing one word in their marketing materials
- Behavioral Health nonprofit explains less to gain more \$
- Library uses data to drive programming and donations

# Details About the Research

## OVERVIEW

Objective Surveys conducts a comprehensive scientific survey of donors twice per year. Each subscriber receives their individualized results in Q2 and Q4 to help improve their solicitations and track their impact.

The Donor Pool Builder Report® focuses on how your prospects (non-donors) view your nonprofit and how you might gain their trust and support.

## THE BENCHMARK HELPS YOU:

- Determine the maximum potential you can raise from household donors in your local area
- Reveal exactly what local non-donors think of your nonprofit
- Reveal exactly what local non-donors think of your Cause area
- Identify the key local factors driving donation choice
- Distinguish specific ways to win them over
- Prioritize messaging and pathways to attract new donors
- Evaluate the effectiveness of marketing campaigns
- Track the development of your image over time in your local market area

## DETAILS

**Focused** Subscription-based reports available at the local area, county or state level.

**Objective** Independently managed, unbiased results. Respondents are more honest when asked their opinions by an independent third party.

**Intelligent** Utilizes proprietary analytic method that has been developed from 20+ years of experience and over 800 million surveys.

**Comprehensive** Benchmarks include thousands of reviews per year. Any charitable organization can be added to the survey, with comparative results available in the subsequent reporting cycle.

**Timely** Subscriptions include two fully updated reports per year, in Q2 and Q4.

**Affordable** Collective subscription model provides each nonprofit with their specific results at a small fraction of the actual cost.

## METHODOLOGY

### **Nation's largest syndicated Donor study**

- Online interviews, representative sample
- No response bias (not sponsored by any particular nonprofit)
- Double-blind approach
- Total coverage includes all Connecticut counties and towns
- Over 20 Gold Standard quality checks run on every single interview
- Number of organizations covered in-depth: approx. 200
- Interviewing conducted in Q2 and Q4 every year

## DONOR TOPIC COVERAGE

- What is my current growth opportunity?
- Who are my potential donors, and where do they currently give?
- What are the specific motivators of giving?
- What will make potential donors consider me?
- What is the awareness and consideration of my organization by prospects in my local target market?
- Which nonprofit behaviors are most attractive to potential donors?
- How do prospects rank us vs other local organizations in terms of trust and brand image?
- How strong is our reputation and image in the market among non-donors?
- What do potential donors want in a new nonprofit?

## SPECIFIC METRIC NOTES

- All research is conducted using a stringent double-blind randomization methodology to ensure the highest levels of statistical reliability and projectability.
- In order to ensure highly accurate representation of the respective household population, every single interview is subjected to 12 proprietary quality and logic checks. Any violation results in immediate disqualification of respondent and removal of all related data.
- All responses are verified based upon pre-identification of respondents (dual method), location of survey respondent, physical proximity to each organization in the respondent’s personalized survey, and additional industry standard safeguards.
- Interviews are conducted online (via computer) or the respondent’s smartphone, fully encrypted regardless of methodology.
- Each respondent is compensated for their time in answering the surveys and also signs a promise to provide accurate and honest answers throughout all questions in the survey.
- Respondents only answer the specific survey questions which are relevant to them and which they are able to answer. They skip any question that does not pertain to them or to the organization about which they are being asked.
- Respondents can evaluate multiple organizations, depending upon the number of relationships they have and the number of nonprofit organizations in their area.
- All metrics are based upon responses from respondents based in the applicable geographic footprint specified in the report.
- The market/local norm for any particular metric is the average of all responses across all organizations rated by respondents who are in the specified area.
- In order to improve statistical projectability, data may sometimes be rim-weighted to more accurately reflect local demographics.
- Metrics are based upon two semiannual waves of surveys with rolling averages.