Established vs. New Members

Newer giving circle members differ from established members in significant ways.

**Established Members** (1 year or more)
- More homogenous: older, white, higher income, married
- Motivated by: ability to leverage gifts and for fun

**Newer Members** (less than 1 year)
- More diverse: wider range of age, income, gender and race
- Motivated by: opportunity to engage more deeply on a cause or issue

The study affirms previous research.

**Giving Circle Members**
- Give more
- Give more strategically and proactively
- Give to a wider array of organizations and causes
- Volunteer more, and are more likely to engage in civic activity

**Latinx participation in giving circles** is on the rise.

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