

GIVING CIRCLE MEMBERSHIP: How Collective Giving Impacts Donors

Giving circles in the United States tripled in number from 2007-2017, with women making up the majority of members. How is this women-driven model of giving influencing charitable behavior? And how are the profiles of giving circle participants changing over time?

This study by the Collective Giving Research Group and supported by the Women's Philanthropy Institute explores those questions. Here's what it found:

Established vs. New Members

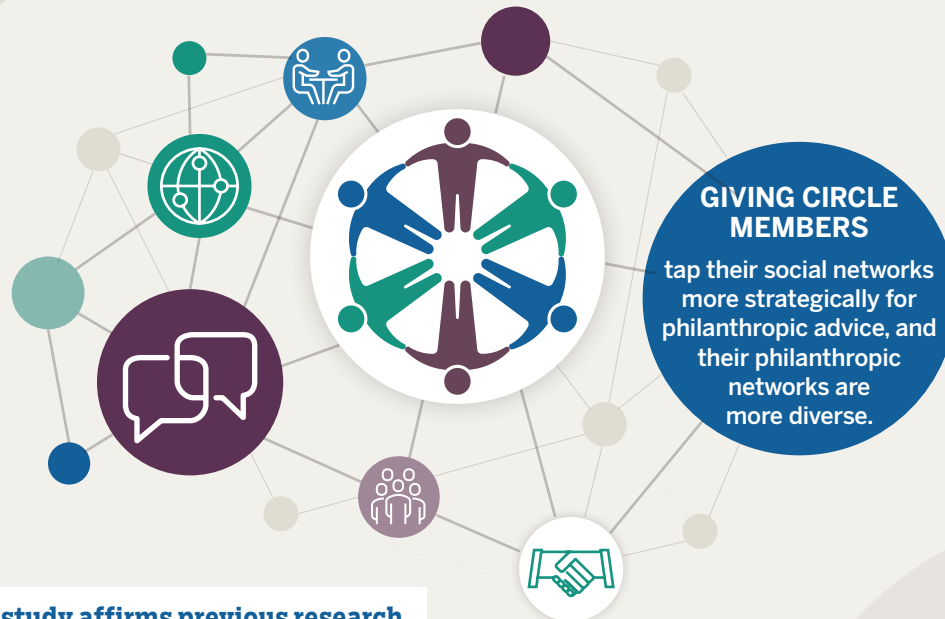
Newer giving circle members differ from established members in significant ways.

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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