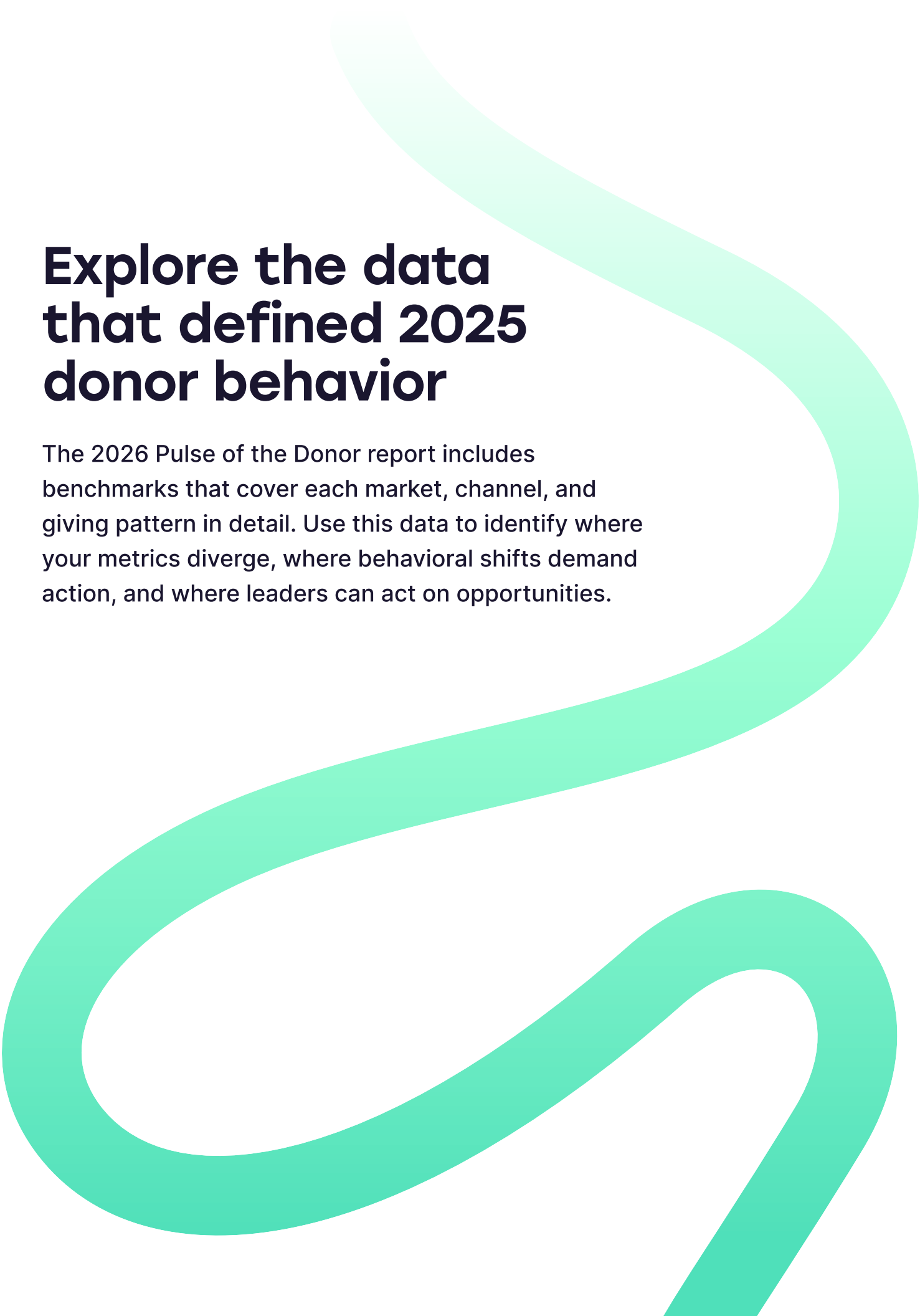


Pulse of the Donor: the paradox year

2025 marked a fundamental shift in donor behavior. The organizations that won built infrastructure to turn broader participation into long-term giving. The bottom line is that it's time to meet donors where they are and turn these new behaviors into revenue.





Explore the data that defined 2025 donor behavior

The 2026 Pulse of the Donor report includes benchmarks that cover each market, channel, and giving pattern in detail. Use this data to identify where your metrics diverge, where behavioral shifts demand action, and where leaders can act on opportunities.

CONVERSION

Conversion grew unevenly across markets

More donors converted this year than in 2024 across nearly every market, except for Canada. The UK led with 12% growth, nearly double Australia's 6.8% gain. The US grew modestly at 1.6%.



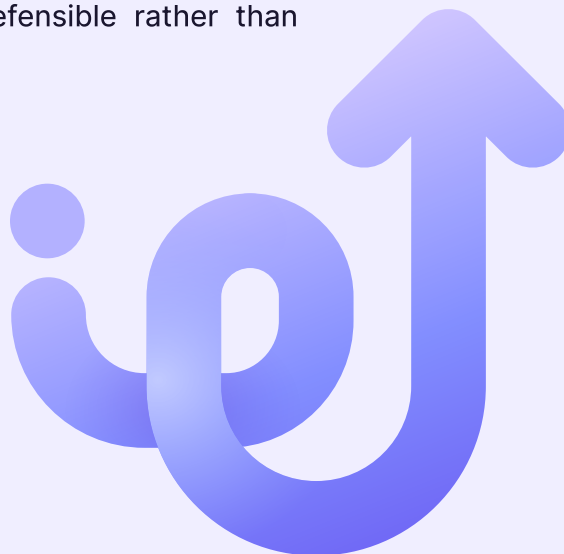
What the data shows

Canada held flat at zero growth while the UK posted 12% — a gap that can't be explained by donor intent alone. The range of outcomes within each market tells the real story: in the US, some organizations saw double-digit declines while others posted double-digit gains. The same wide spread appears in every market. Overall conversion growth is real, but it is concentrated — a meaningful share of organizations declined even in markets where the median moved up.

Social media was the primary driver of conversion growth across markets, with social traffic posting the strongest YoY gains of any channel in all four countries. Email also grew consistently across all markets, reflecting its role in reaching already-engaged audiences. Search, by contrast, declined in the US and Canada.

Why this matters

Conversion growth is unevenly distributed, which means the return on optimization efforts isn't equal across markets either. The UK's 12% gain signals an audience that's increasingly ready to complete transactions — improvements to checkout, mobile experience, or campaign messaging build on top of that momentum. Understanding where your market sits in this distribution is the input that makes prioritization decisions defensible rather than intuitive.



What you can do about it

- 1 Benchmark your conversion rate against your country, not a global average.
- 2 If you're below benchmark, audit your checkout for friction: unnecessary fields, slow load times, unclear asks.
- 3 Since social traffic skews heavily toward mobile, consider express checkout options like Apple Pay or Google Pay to reduce completion time.

OVERALL CONVERSION TO DONATE

	US	CA	UK	AU
Conversion rate	26.7%	30.5%	32.9%	38.3%
Median YoY change	+1.6%	0	+12%	+6.8%
Range of YoY differences (25th-75th percentile)	-20.8%, +27.2%	-24.3%, +23.4%	-10.2%, +32.8%	-27.7%, +21.8%

CONVERSION TO DONATE YOY DIFFERENCE BY SECTOR

SECTOR	US	CA	UK
Healthcare and Medical Research	+5%	-2.3%	+28%
International, Foreign Affairs, and National Security	+2.5%	-13.7%	+13%
Religion and Spiritual Development	-1.1%	-3%	+8%
Social and Legal Initiatives	+0.03%	-1.6%	-12%
Food and Housing	+12%	+10%	–

CHANNELS

Social wins on conversion, search on value

In the US, social traffic drove 10% conversion growth.
Social first gift value was \$14.40 versus \$71 for search.
The 60-day recurring conversion data shows why that
gap doesn't tell the whole story.



What the data shows

Search first give value leads in every market — \$71 in the US, \$71.40 in Canada, \$63.80 in Australia, \$40 in the UK — but search conversion declined in the US (-0.7%) and Canada (-1.5%). Social shows the opposite pattern: high conversion momentum and low first-transaction value.

Social donors consistently converted to recurring giving within 60 days at higher rates than email donors across all four markets. In the US, social's 60-day recurring rate was 5.8% versus 2.9% for email. The UK showed a similar gap at 6.7% versus 3%. Australia showed the starkest difference: social converted at 9.1% within 60 days compared to 2.1% for email — more than four times the rate.

Why this matters

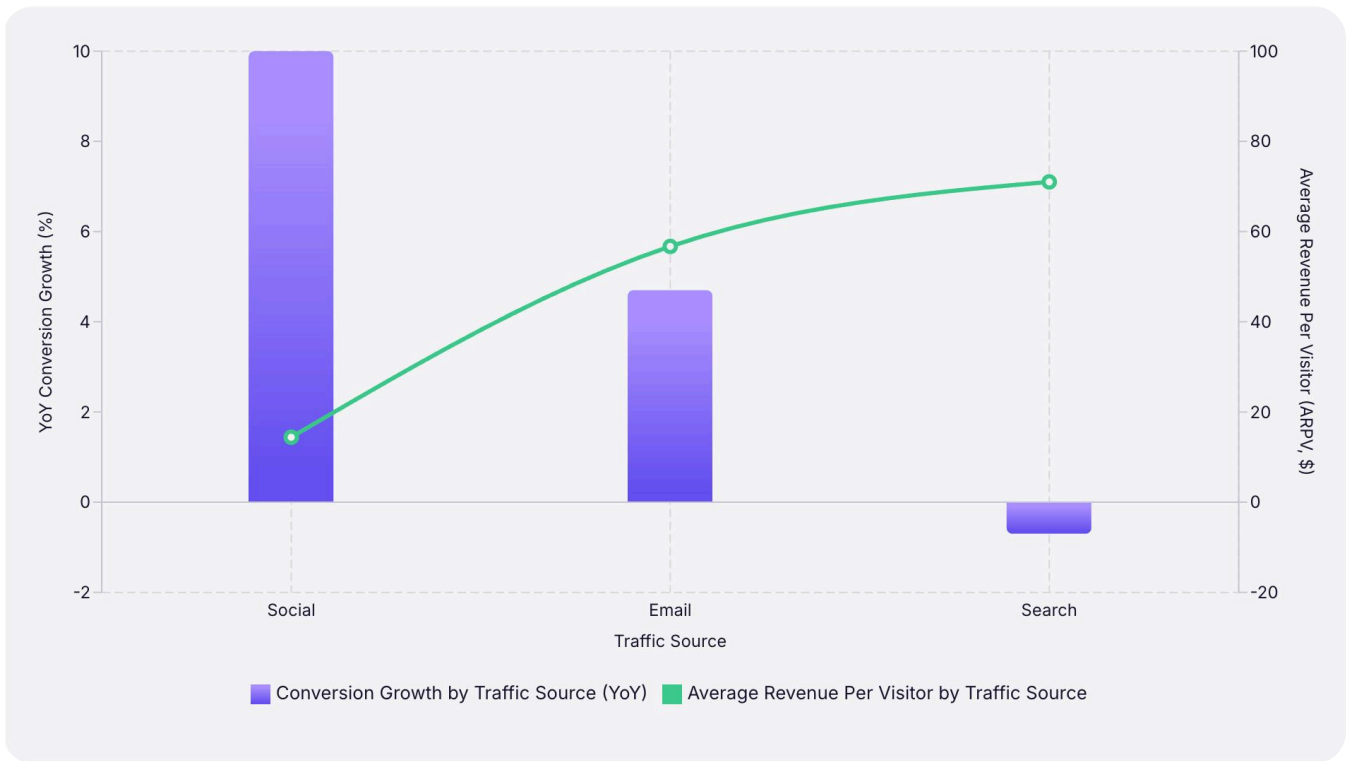
First-transaction value measures the entry point, not the relationship. If you measure social only on the value of the first gift, you may be under-investing in your highest-LTV acquisition source. Social donors convert to recurring giving within 60 days at substantially higher rates than email donors in every market — which means the leadership decision is not which channel drives the biggest first gift, but which channel builds the most durable donor relationships.



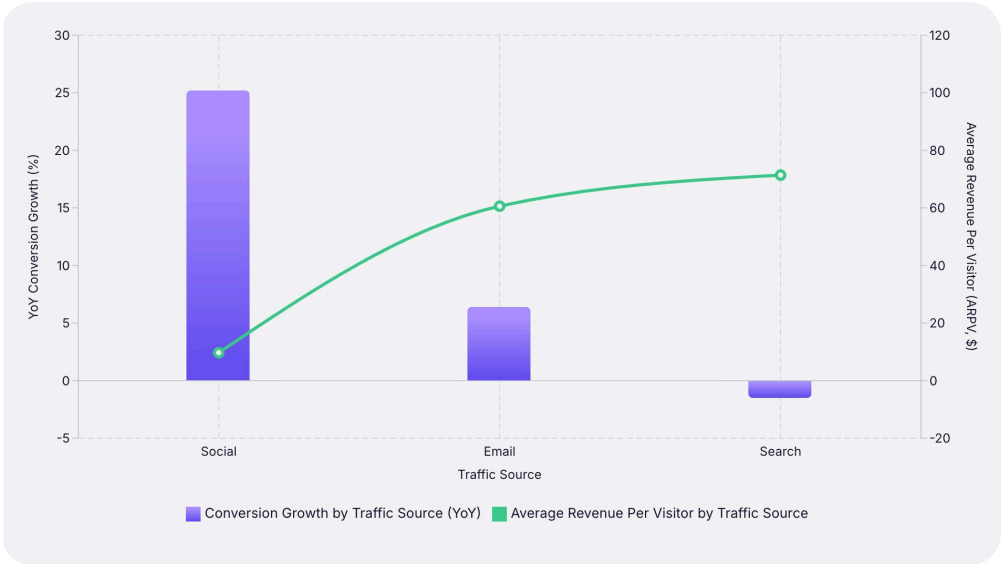
What you can do about it

- 1 Track social by 60-day recurring conversion rate alongside first gift value to get an accurate picture of channel value.
- 2 Run cohort analysis comparing social versus search donors at the 6-month mark.
- 3 Use channel-specific post-gift upsells — emotional, story-driven messaging on social and impact-based content for search.
- 4 Rely on AI-powered suggested amounts to optimize presets by source, keeping social presets lower to match first-gift behavior.

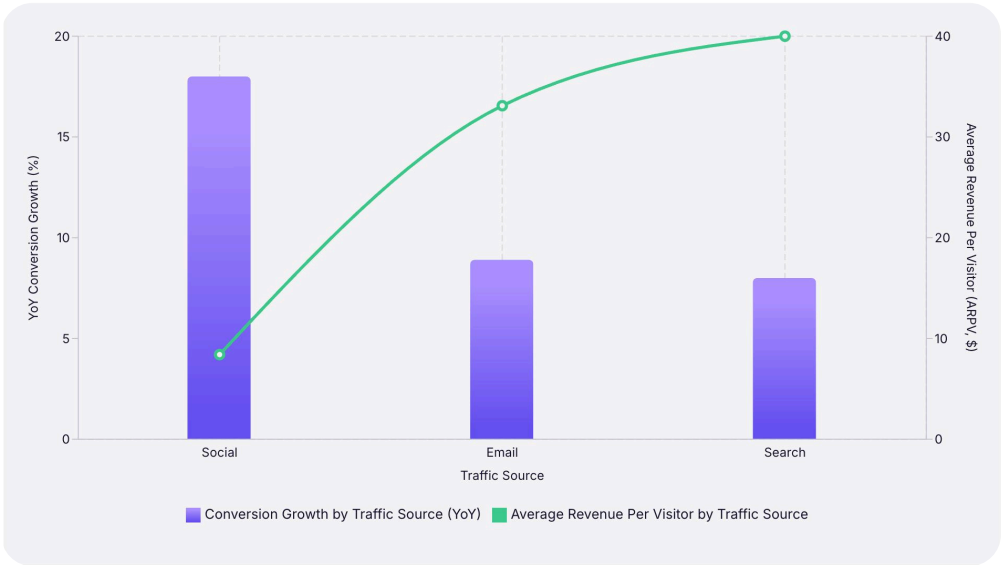
US OVERALL PERFORMANCE



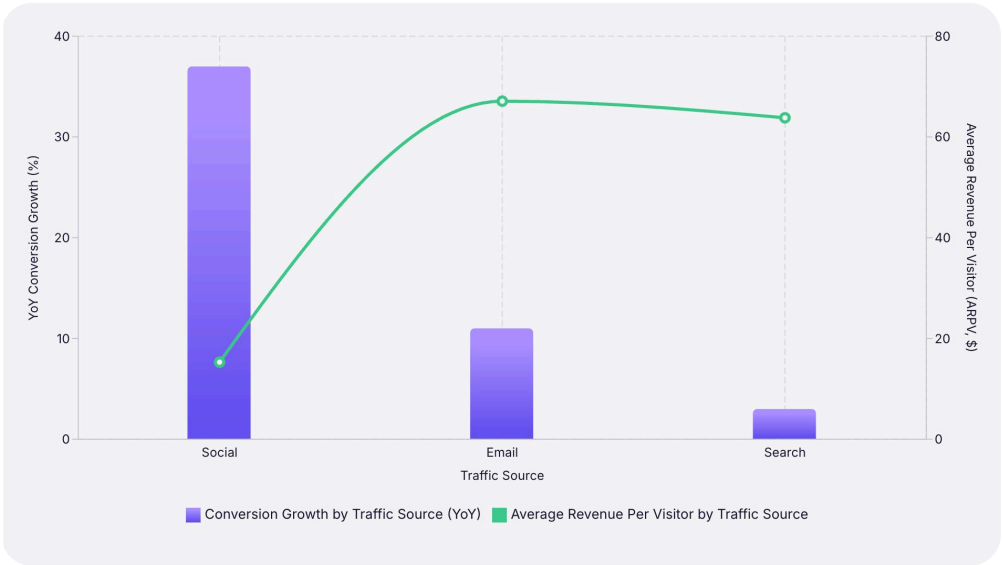
CA OVERALL
PERFORMANCE



UK OVERALL
PERFORMANCE



AU OVERALL
PERFORMANCE



Facebook = donations, TikTok = commitment

Facebook drove strong conversion growth everywhere — up 9.6% in the US, 40% in Canada, 17.5% in the UK, and 49% in Australia — while Instagram, LinkedIn, X, and YouTube declined.



What the data shows

The "social" channel is not a single audience. Facebook is growing as a conversion driver while others contract. TikTok tells a different story: it has the highest recurring enrollment rate of any social media in the US at 18.7% and Australia at 22.2%, despite not appearing as a conversion growth leader. Facebook brings donors in; TikTok appears to bring donors who commit.

Why this matters

Treating social as a single channel produces averages that obscure two meaningfully different donor behaviors. Platform-level data changes both where you invest and how you structure the ask — Facebook donors and TikTok donors are not the same audience arriving through the same door.

And if you're measuring those channels only on immediate Return On Ad Spend, you're making it worse. A TikTok donor who converts at a lower rate today but recurs at 2x the rate over 18 months doesn't look like your best acquisition source, until you stop measuring the door and start measuring where it leads.



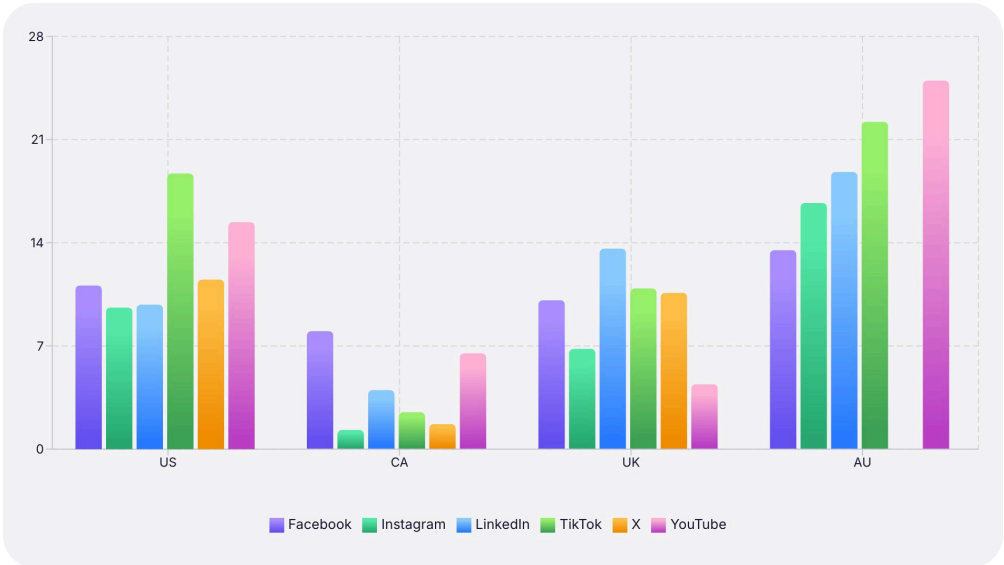
What you can do about it

- 1 Consider allocating social spend toward Facebook if it's your primary conversion driver.
- 2 Structure TikTok content and asks around recurring giving, given its disproportionate recurring enrollment rate.
- 3 Monitor LinkedIn, Instagram, and YouTube performance in your specific market before maintaining significant investment in those platforms.

**MEDIAN YOY
CONVERSION TO
DONATE DIFF BY
SOCIAL NETWORKS**



**RECURRING
ENROLLMENT RATE
BY SOCIAL NETWORK**



GIFT AMOUNTS

Smaller gifts, more donors

One-time gift amounts declined in the US (-2%), Canada (-2.5%), and Australia (-1%). Monthly gift amounts fell further: US -5%, Canada -9%, Australia -14%. The UK was the exception, with both growing.



What the data shows

Declining gift amounts coincided with growing conversion rates across most markets — more donors giving smaller amounts. The recurring enrollment picture adds another layer: the UK sits in the growth leader position with both monthly gift amounts and enrollment rates rising. The US shows a sustainable commitment pattern — enrollment up, amounts down. Canada and Australia show both metrics declining, which is the more urgent market signal.

Why this matters

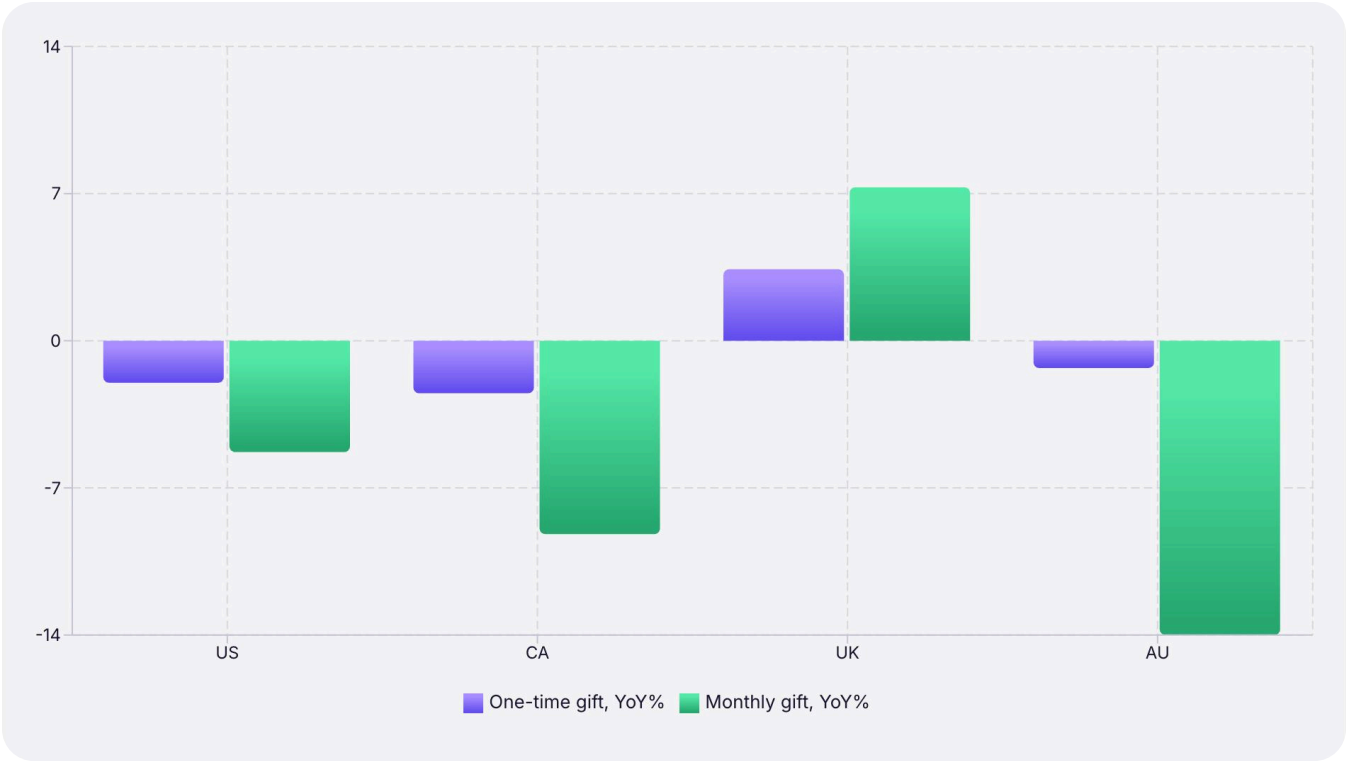
Two things can be true at once: average gift amounts are falling and the active donor base is growing. Organizations optimizing solely for average gift size are reading 2025's data backwards. The more important signal is whether enrollment is growing, because that's what determines the long-term revenue base, not the size of any single transaction.



What you can do about it

- ① Track recurring enrollment rate alongside average gift amount rather than treating gift size as the primary health metric.
- ② In markets where both metrics are declining — Canada and Australia — prioritize enrollment recovery before gift size optimization.
- ③ Use AI-suggested amounts to calibrate presets by market, device, and channel rather than applying a single default.

ONE-TIME VS RECURRING GIFT AMOUNT DYNAMICS (YOY)



RECURRING GIVING PERFORMANCE BY MARKET



AVERAGE ONE-TIME DONATION AMOUNT

	US	CA	UK	AU
Amount	\$209.90	\$152.60	\$78.30	\$115.00
Median YoY difference	-2%	-2.5%	+3.4%	-1.3%
Range of YoY differences (25th-75th percentile)	-16.4%, +9.7%	-13.3%, +5.9%	-12.0%, +13.8%	-15.4%, +8.0%
BY SECTOR	US	CA	UK	AU
Healthcare and Medical Research	\$200.00	\$147.40	\$78.20	\$134.70
International, Foreign Affairs, and National Security	\$243.40	\$180.10	\$92.80	\$165.80
Religion and Spiritual Development	\$212.70	\$142.00	\$75.00	–
Social and Legal Initiatives	\$253.60	\$178.80	\$63.60	\$90.90

AVERAGE MONTHLY DONATION AMOUNT

	US	CA	UK	AU
Amount	\$37.00	\$27.50	\$20.90	\$28.10
Median YoY difference	-5.3%	-9.2%	+7.3%	-14%
Range of YoY differences (25th-75th percentile)	-22.9%, +8.3%	-20.1%, +4.8%	-3.1%, +24.4%	-26.7%, -2.3%
BY SECTOR	US	CA	UK	AU
Healthcare and Medical Research	\$37.00	\$25.90	\$21.40	\$20.90
International, Foreign Affairs, and National Security	\$38.10	\$29.50	\$22.10	\$33.10
Religion and Spiritual Development	\$47.40	\$27.90	\$21.80	–
Social and Legal Initiatives	\$43.20	\$32.30	\$21.00	\$34.60

Digital wallets displace cards, but at a cost

Digital wallets are the fastest-growing payment category across all four markets. The speed they add to checkout comes with a consistent tradeoff: smaller one-time gifts in most markets.



What the data shows

The gift size gap between credit cards and digital wallets is significant in most markets. In the US, credit card one-time gifts averaged \$239.40 versus \$163.50 for Apple Pay — a 32% difference. Canada shows a 26% gap, the UK 42%. Australia is the exception: Apple Pay donors gave more on average (\$144.20) than credit card donors (\$135.80). At the same time Fundraise Up followed up this trend and released features to support it: we've added Express Checkout to the mobile web flow. It delivered a 1.5% increase in one-time donation conversions, confirming that removing friction improves completion rates.

Why this matters

Donors are choosing speed, and the checkout experience shapes what they give. The gift size gap isn't inevitable — Australia's data shows market context and checkout design both play a role. The strategic question isn't whether to support digital wallets, but how to configure the experience around them.



What you can do about it

- 1 Use AI-suggested amounts calibrated by payment method to present appropriate presets for digital wallet users.
- 2 Add a post-gift upsell for wallet completions — wallet donors are strong candidates for recurring upgrade prompts.
- 3 Track wallet donor behavior at 60 and 90 days to capture the full value picture.

AVERAGE ONE-TIME GIFT BY PAYMENT METHOD



PAYMENT TYPES

Payment types vary widely across markets

Canada shows 80% credit card dominance. The UK leads on Apple Pay at 24%. Australia leads on PayPal at 27%. The US has the most fragmented payment landscape of any market we looked at.



What the data shows

Credit cards remain dominant across all four markets but are declining — down 4.8% in the US, 3.3% in Canada, 6.3% in UK, and 5.8% in Australia. Apple Pay is the only method growing in every market: 38% in the US, 9% in Canada, 38% in the UK, and 13% in Australia. In the US, Venmo dropped 71% and now represents just 0.5% of donations. Payment preferences are not converging across markets, they are diverging.

Why this matters

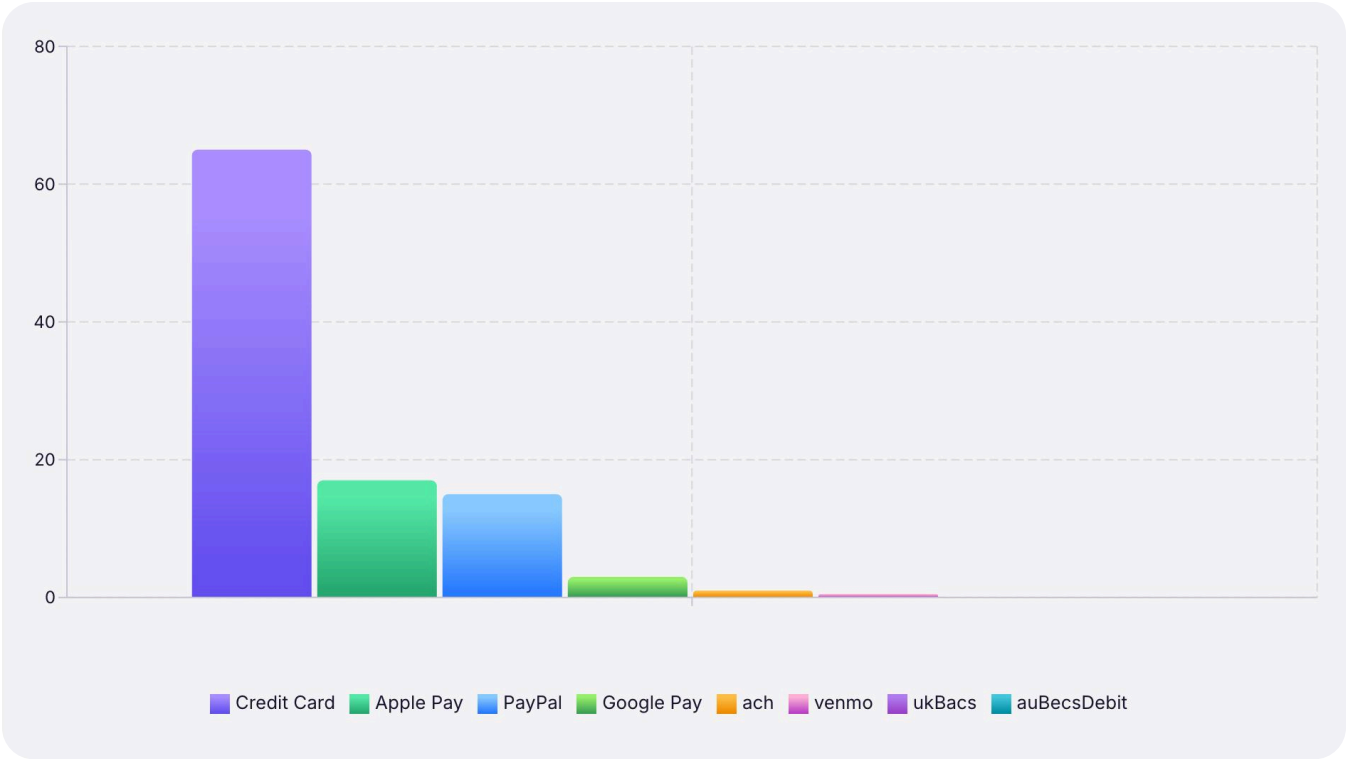
Checkout optimization is market specific. Canada's 80% credit card share means optimizing deeply for one method. The UK's 24% Apple Pay share aligns directly with its position as the highest mobile giving market. Australia's 26% PayPal share makes it a primary giving channel there, not a secondary option. A payment hierarchy built for one market will underserve another.



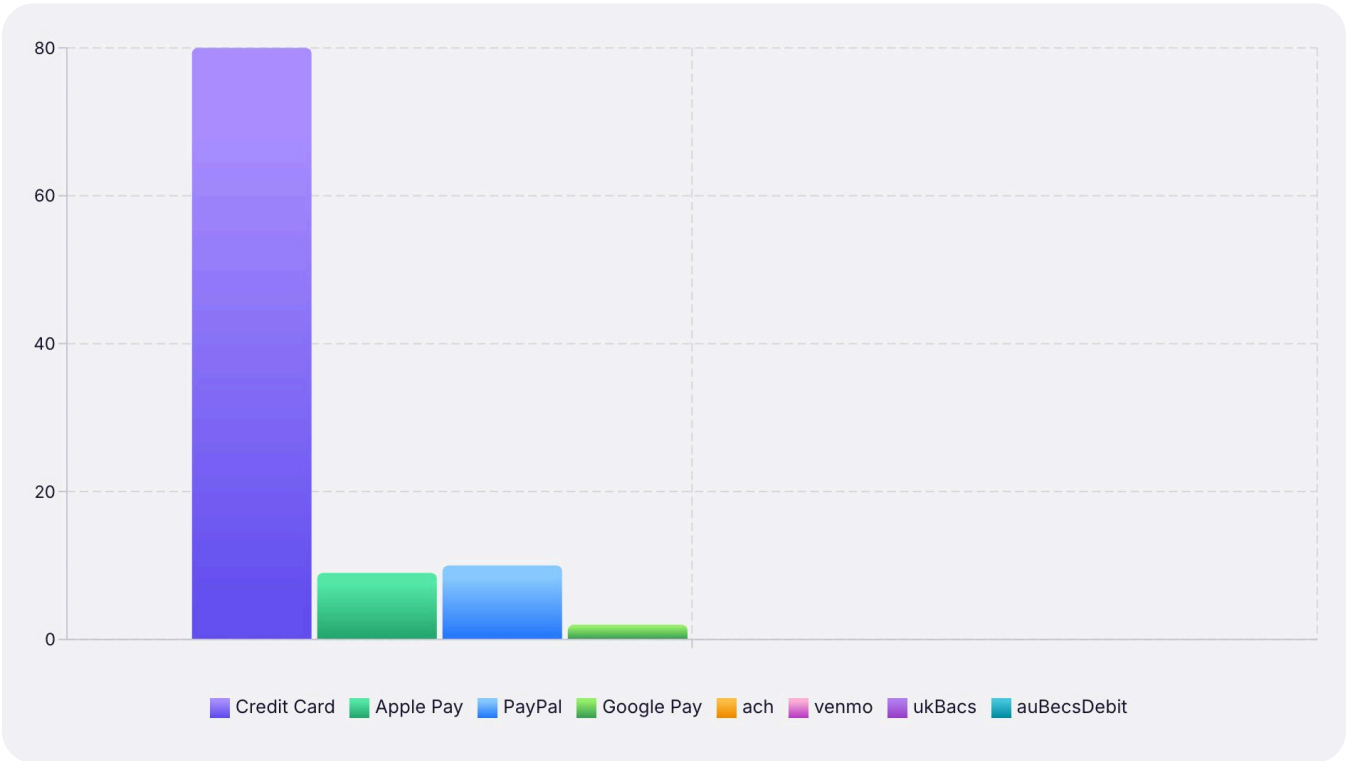
What you can do about it

- 1 In Canada, prioritize frictionless credit card payments — fast load times and saved card support.
- 2 In the UK and the US, treat Apple Pay as a primary checkout option alongside credit cards.
- 3 In Australia, position PayPal as a primary giving channel, not an alternative.
- 4 In the US, monitor Venmo as a possible signal of shifting preferences — its 71% decline and 0.5% share reflect broader consolidation toward digital wallets.

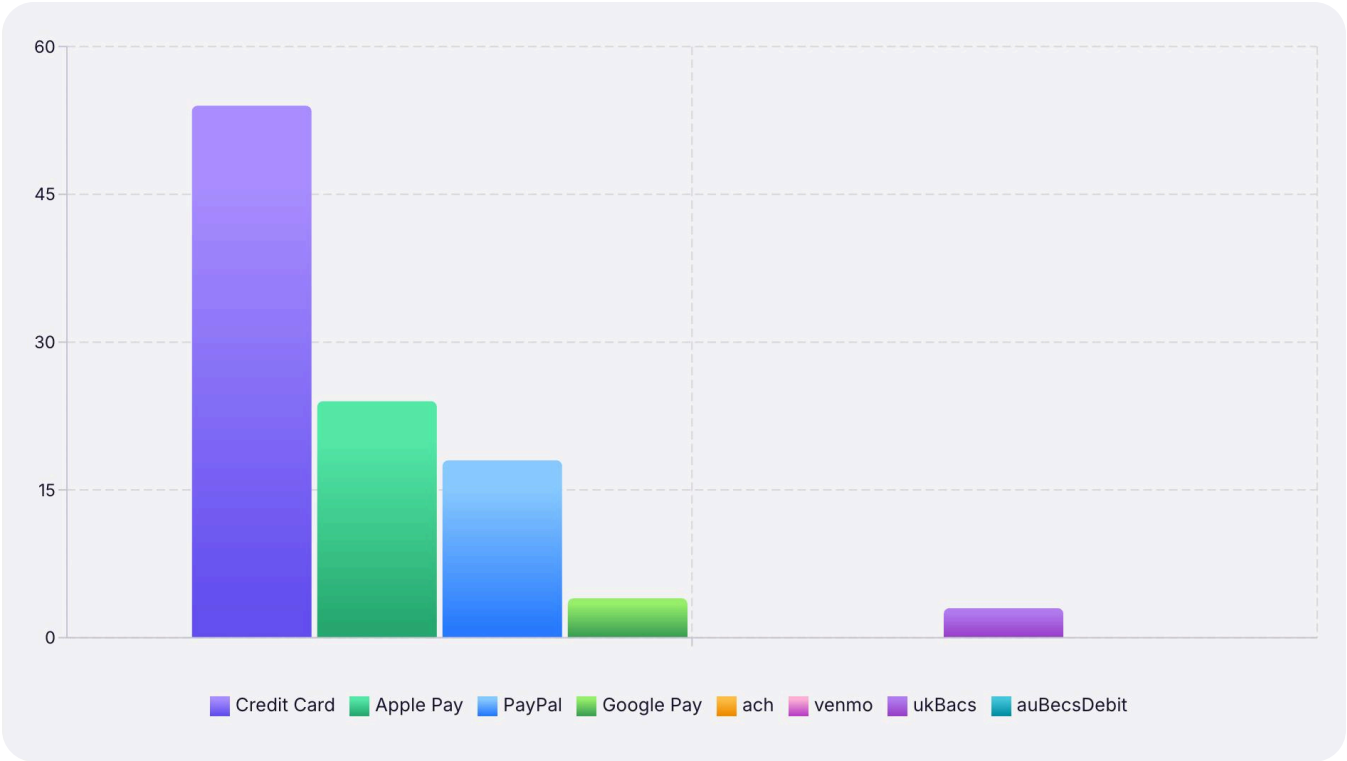
US – PAYMENT METHOD SHARE



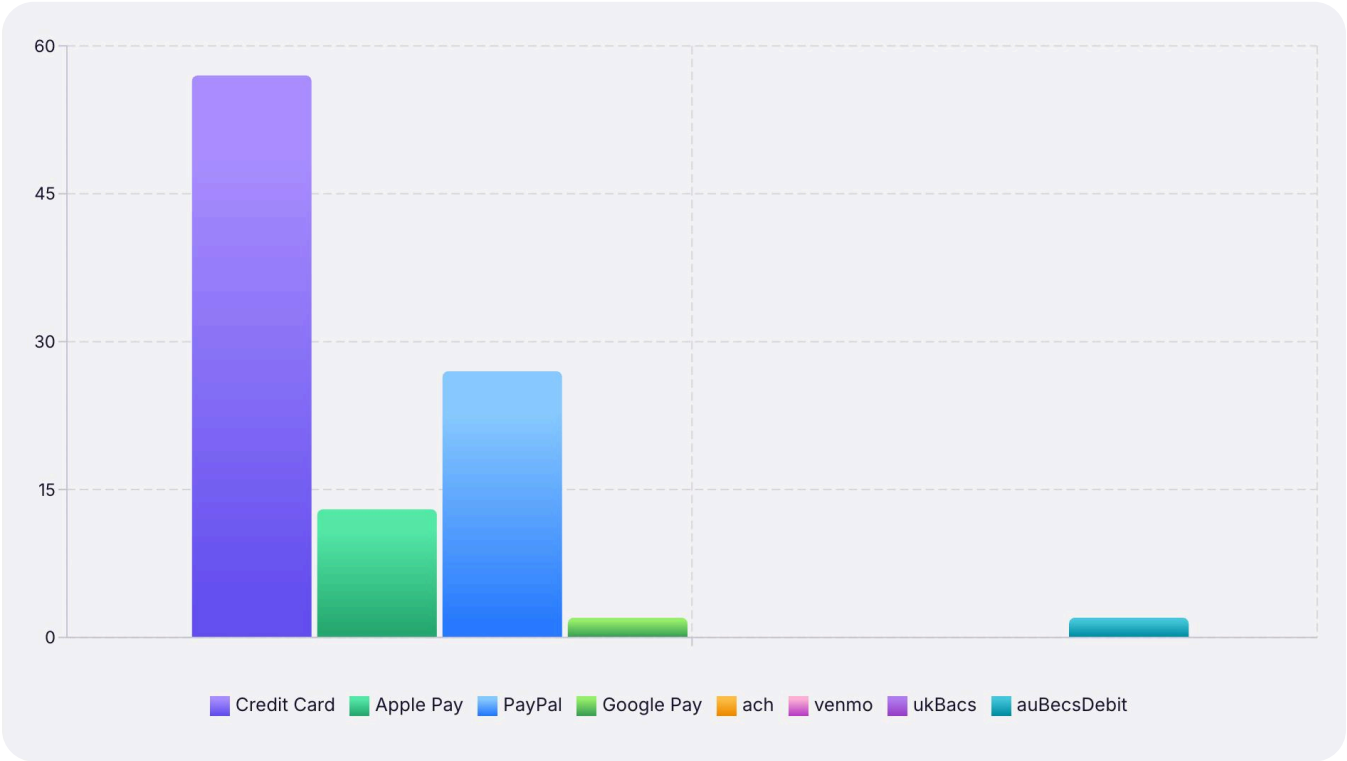
CA – PAYMENT METHOD SHARE



UK – PAYMENT METHOD SHARE



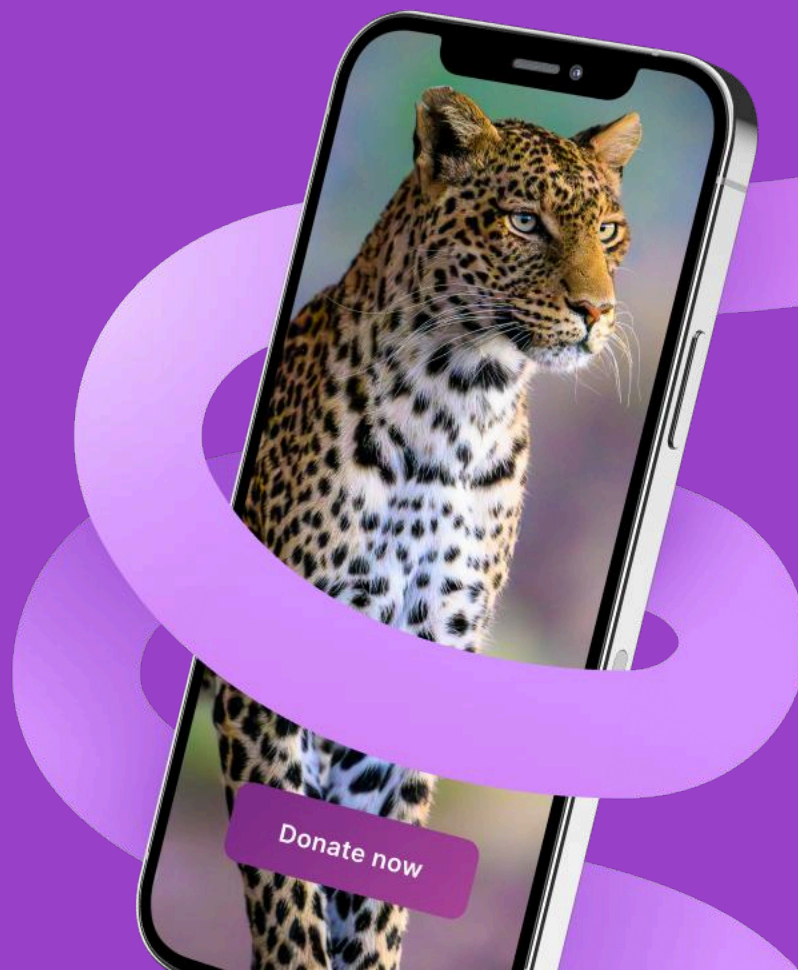
AU – PAYMENT METHOD SHARE



MOBILE

Mobile now dominates giving in three markets

The UK leads at 64.4% mobile giving share. Australia reached 52.1% YoY after a 10% increase YoY. The US crossed the majority threshold at 51.1%. Canada trails at 39.6% but gained 8 points YoY.



What the data shows

Mobile conversion rates are growing faster than desktop in every market. Mobile completion time dropped faster than desktop YoY — the UK showed the sharpest decrease in completion time at -11% on mobile versus -4% on desktop. Desktop one-time gifts remain 1.5 to 2 times larger than mobile gifts across all markets, and monthly gifts follow a similar pattern. The exception is Australia, where the desktop-to-mobile gap for monthly gifts is more than twice, with desktop averaging \$52 versus \$24 on mobile.

Why this matters

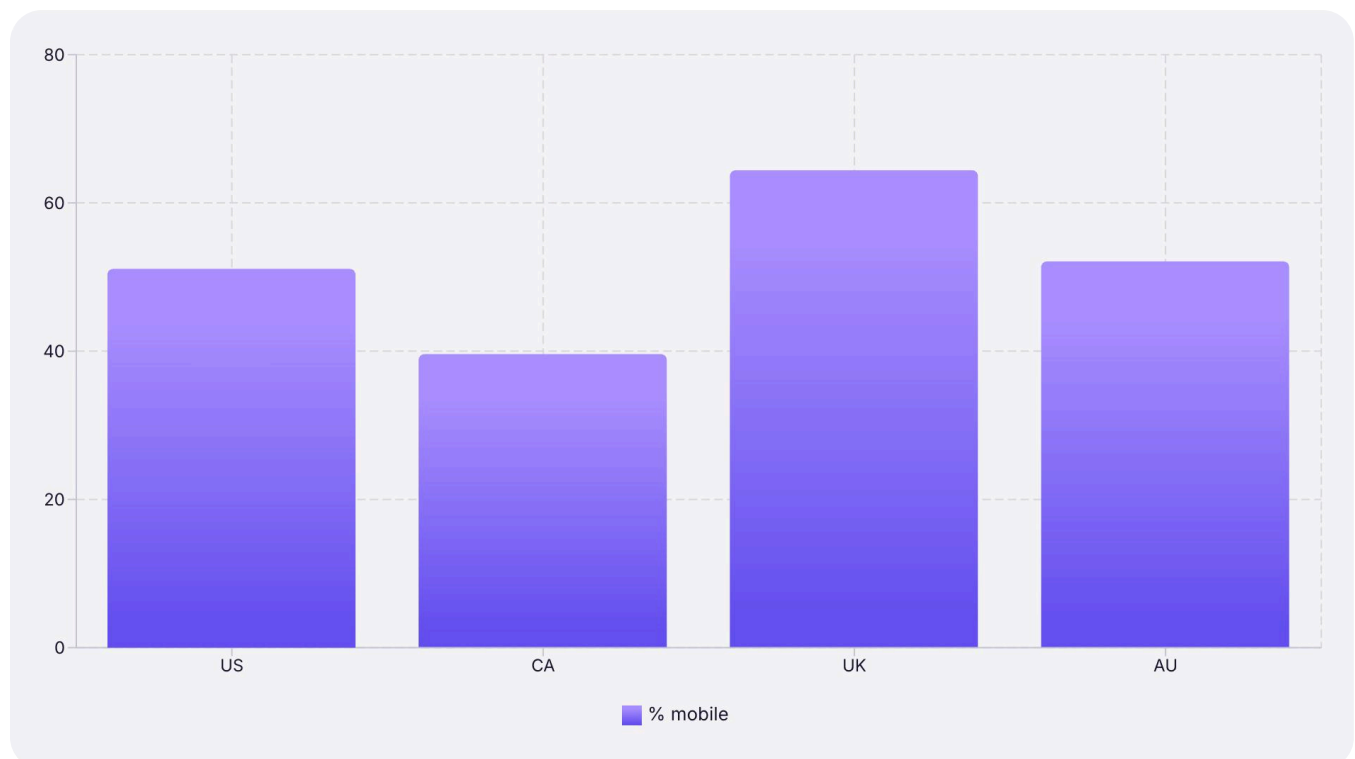
Mobile is the primary entry point for giving in three markets and is closing fast in the fourth. Smaller mobile gifts and larger desktop gifts are both expected behaviors — donors on mobile are giving in a different context, not a different mindset. When 50%+ of your donation revenue is already coming from mobile, a desktop-first design focus is a structural misalignment. Mobile-first UX is a revenue architecture decision; your budget, design priorities, and checkout configuration should reflect device revenue share. Organizations that build around mobile volume rather than trying to replicate desktop gift sizes are better positioned for where the distribution is heading.



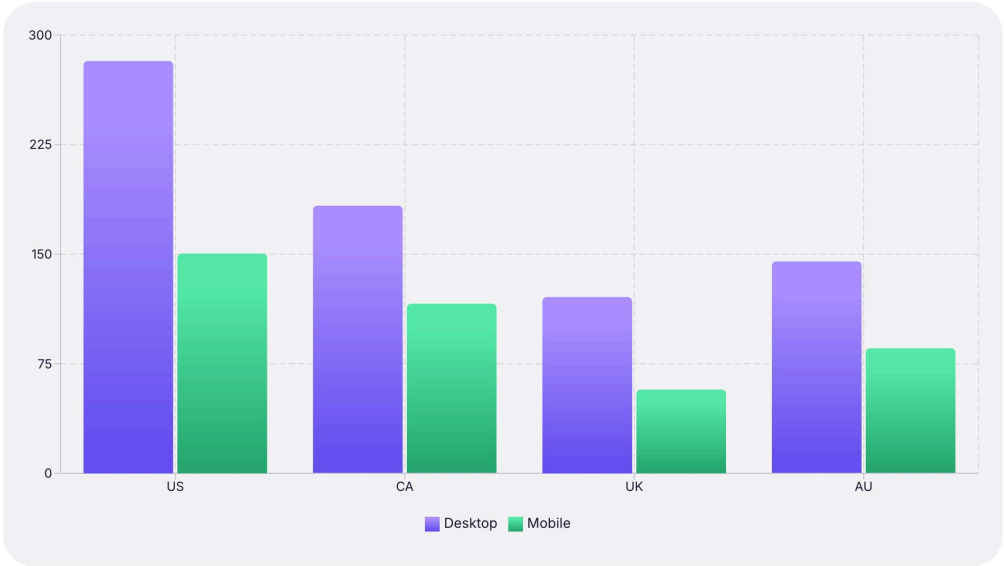
What you can do about it

- 1 Enable express checkout options — Apple Pay, Google Pay, PayPal — as primary options on mobile, which showed a 1.5% lift in one-time conversion.
- 2 Remove unnecessary form fields from mobile checkout and target a completion time under two minutes.
- 3 Show mobile-calibrated presets using AI-suggested amounts rather than applying desktop defaults to mobile donors.
- 4 Enable autofill to pre-populate donor data and further reduce completion time on mobile.
- 5 If 50%+ of revenue is mobile, realign your desktop-first design focus.
- 6 Ensure your budgets reflect device revenue share.

MOBILE DONATION SHARE



AVERAGE ONE-TIME
GIFT BY DEVICE



CONVERSION TO DONATE

BY DEVICE	US	CA	UK	AU
Desktop	31.8%	41.3%	37.8%	44.1%
Median YoY difference desktop	+0.3%	-1.2%	+9.8%	+5.8%
Mobile	24.1%	22.7%	31%	34.7%
Median YoY difference mobile	+4.8%	+3%	+11.8%	+3%

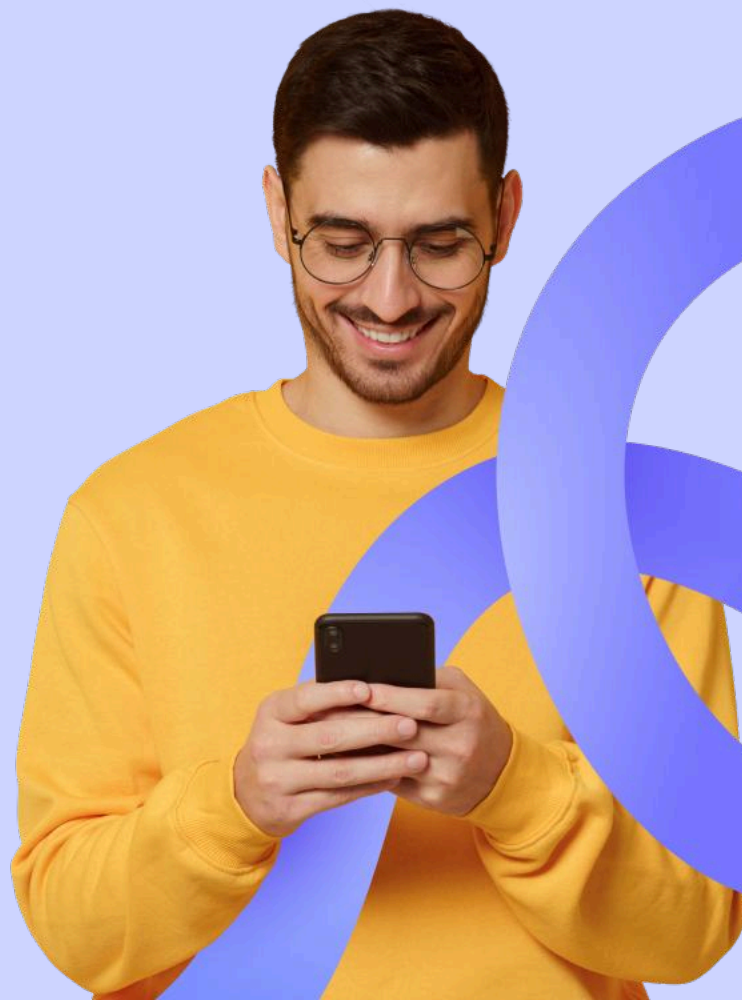
DONATION TIME (COMPLETION TIME)

	US	CA	UK	AU
Desktop	136.3	156.9	200.4	123.2
Median YoY difference desktop	-0.2%	-3%	-4%	-3%
Mobile	123.5	151.4	148.4	116.5
Median YoY difference mobile	-7%	-7%	-11%	-6%

CANCELLATIONS

Self-service decreases cancellations

Orgs with self-service donor infrastructure saw cancellation completion rates drop across most markets in 2025. Portal logins rose 26% in the UK, 25% in Canada, 18% in the US, and 6% in Australia.



What the data shows

Donor retention held in line with industry norms: US 20%, UK 19%, Canada 26%, and Australia 26%. Canada and Australia lead retention, likely reflecting less fragmented donor attention markets. On cancellations, the data shows that when donors attempt to cancel, redirecting them to a payment method update rather than completing the cancellation is working — Canada and Australia each saved 12% of cancellation attempts this way.

Why this matters

Retention improvements in 2025 came primarily from operational infrastructure — payment retry logic, save flows, and donor control tools — not stewardship alone. Donors who can manage their giving relationship through self-service tools are less likely to cancel. The portal login growth in Canada and the UK suggests donors are willing to engage when the tools are useful.



What you can do about it

- 1 Enable AI-optimized payment retry timing to reduce involuntary churn.
- 2 Deploy proactive credit card expiration alerts 30 days to 60 days before expiry.
- 3 Invest in donor portal self-service with pause, reduce, and payment update options.
- 4 Use save flows that offer payment method alternatives before completing a cancellation.

DONOR PORTAL ENGAGEMENT (YOY)

	US	CA	UK	AU
Ratio of cancellation attempts result in Cancel (Percentage of times when a subscription cancellation attempt results in the cancellation, %) YoY	-4.22%	-8.96%	-1.89%	+1.82%
Ratio of cancellation attempts result in Payment Method Update (Percentage of times when a subscription cancellation attempt results in the Payment Method Update instead of cancelling, %) YoY	+7.14%	+11.83%	-8.01%	+11.54%
Donor portal logins (Percentage of donors log into portal, %) YoY	+18%	+25%	+26%	+6%

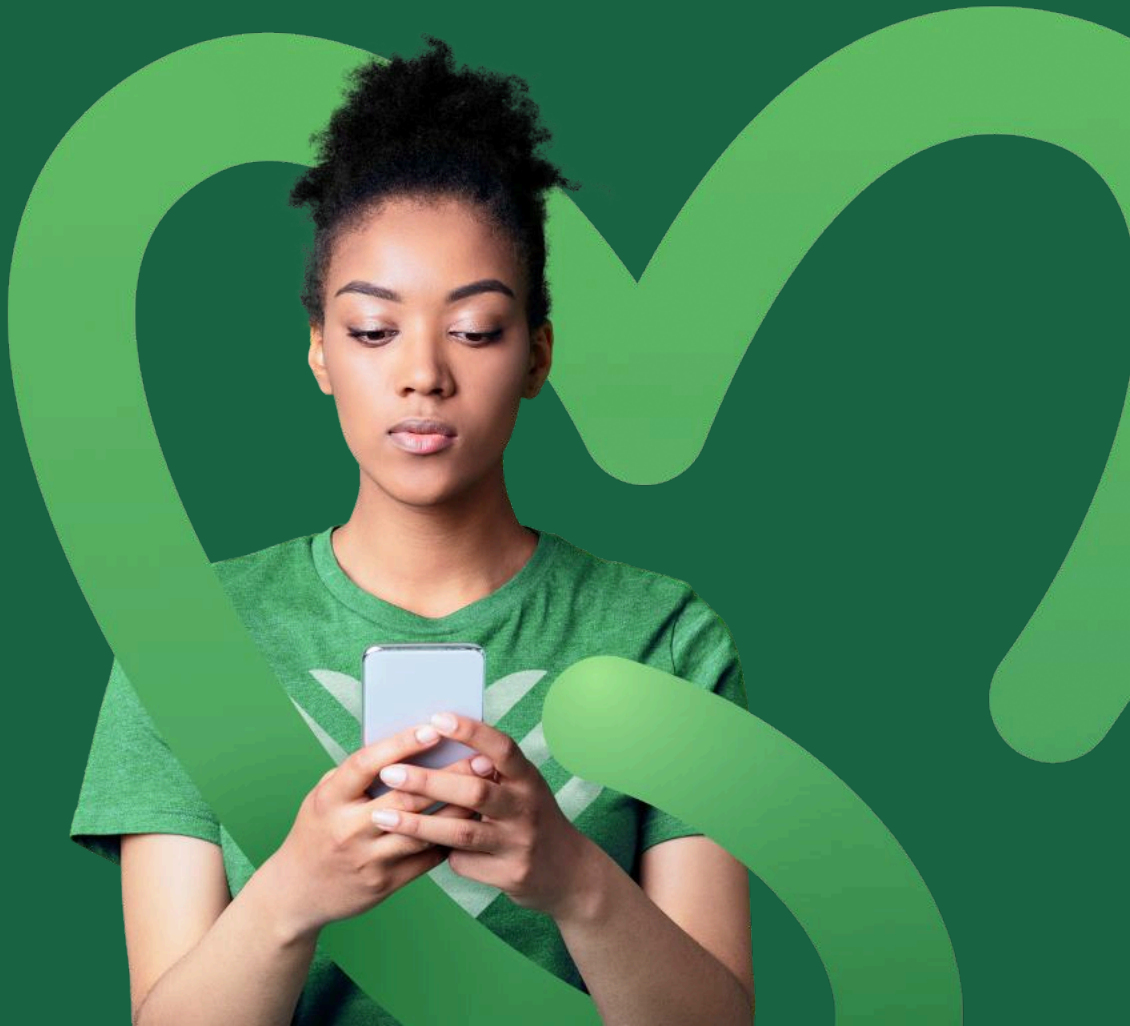
DONOR RETENTION (2024 → 2025)

	US	CA	UK	AU
Retention %	20%	26%	19%	26%
BY SECTOR	US	CA	UK	AU
Healthcare and Medical Research	17.1%	25%	15%	23%
International, Foreign Affairs, and National Security	20.4%	28%	19%	21%
Religion and Spiritual Development	23%	34%	24%	–
Social and Legal Initiatives	18%	27%	22%	22%

GIVINGTUESDAY

GivingTuesday delivers exceptional conversion

US conversion on GivingTuesday reached 40.2% —
50% above the annual average of 26.7%. Canada reached
51.7%, nearly 70% above its annual average of 30.5%.



What the data shows

Processing volume grew 25.4% YoY in the US and 34% in Canada on GivingTuesday. Conversion is high because intent is high — donors arrive on this day already committed. Recurring enrollment drops during GivingTuesday as donors shift into one-time completion psychology. Evening giving dominates in the US, with the peak at 8pm to 9pm becoming the primary spike of the day. Canada, normally a morning-peak market with no evening activity, transforms into an evening-peak market on GivingTuesday.

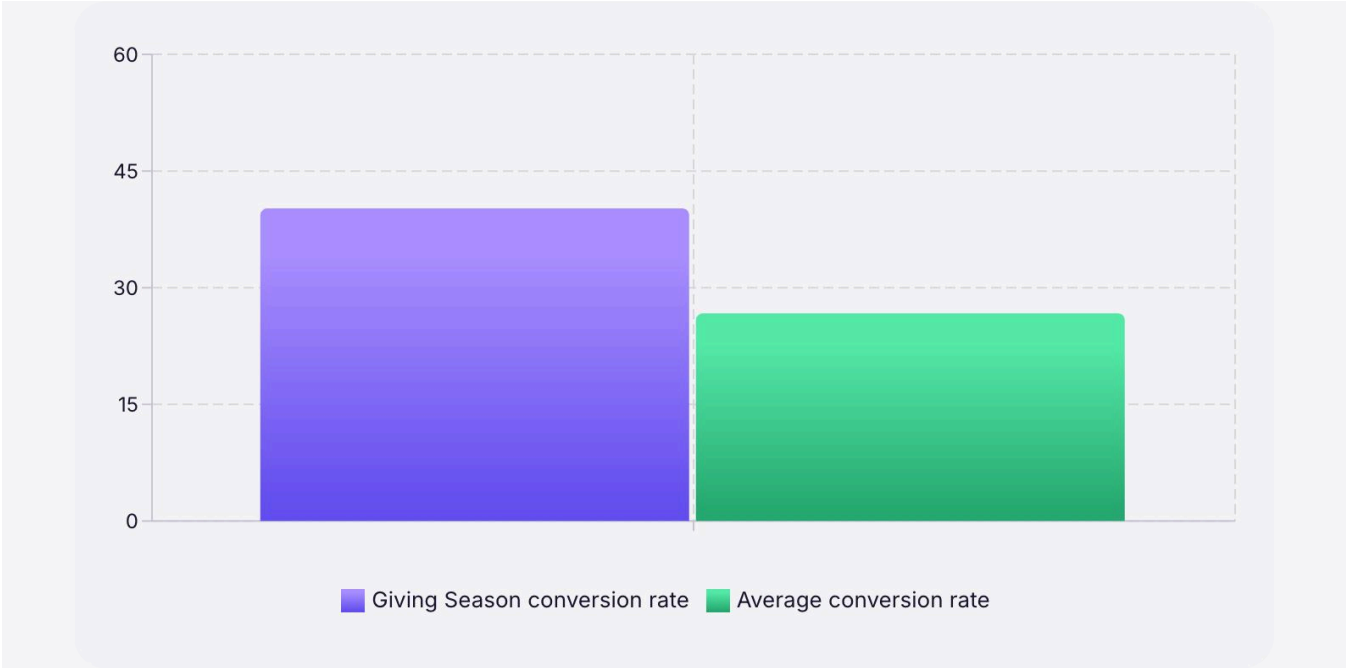
Why this matters

GivingTuesday is a volume day for committed donors, not a persuasion day for undecided ones. The evening dominance in both markets means campaign momentum builds throughout the day and peaks after work hours — which has direct implications for email send timing and social campaign scheduling.

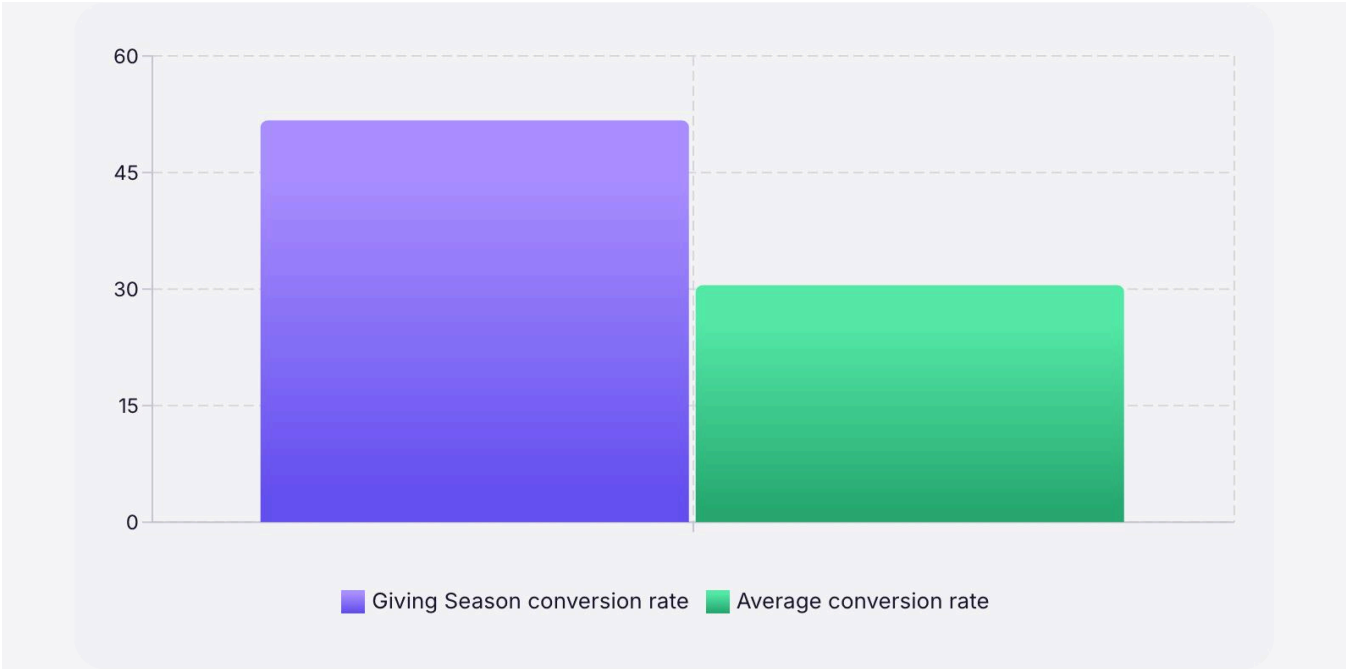
What you can do about it

- ① Segment donors who gave on GivingTuesday in prior years and target them with countdown and match campaigns.
- ② Show higher presets to match giving season donor mindsets.
- ③ Schedule your heaviest campaign sends for late afternoon and early evening.
- ④ Use social proof elements to build momentum throughout the day.
- ③ Automate instant tax receipts for year-end tax planning.

CONVERSION — BASELINE VS GIVINGTUESDAY (US)



CONVERSION — BASELINE VS GIVINGTUESDAY (CA)



GIVINGTUESDAY PROCESSING VOLUME

	US	CA
Median Processing difference, YoY	+25.4%	+34%

GIVING SEASON

Year-end gifts are up but recurring declined

One-time gift amounts spike 39% in the US and 25% in Canada during November and December. Monthly gift amounts rose modestly at 8% to 10%. Recurring enrollment dropped in both markets.



What the data shows

During giving season, US recurring enrollment dropped from 9% to 7% of all donations. Canada dropped from 5.1% to 3%. Donors shift into one-time completion psychology — they are willing to give significantly more as a single gift but less likely to commit to an ongoing plan. The one-time gift spike is substantial: US average one-time gifts reached \$291.40 during giving season versus a \$209.90 baseline. Canada moved from \$152.60 to \$190.40.

Why this matters

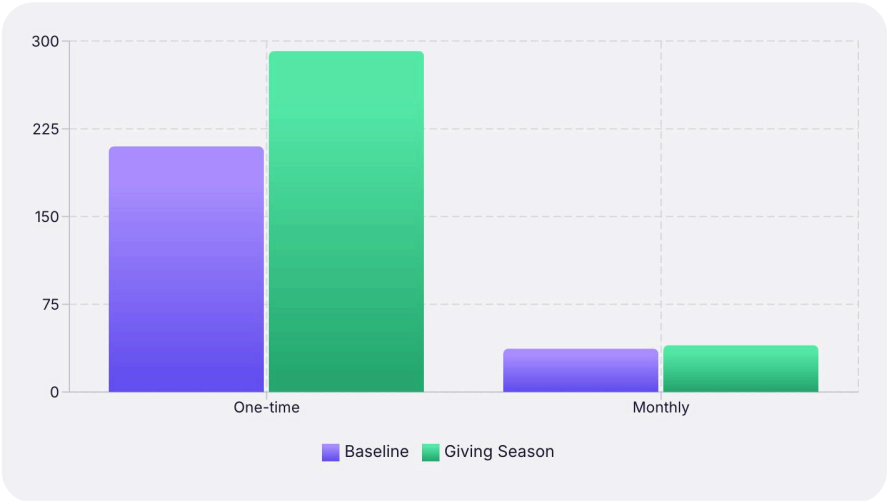
Giving season and recurring acquisition are working against each other in the same window. Donors who give in November and December are primed for larger one-time gifts — pushing recurring enrollment in that period works against the grain of demonstrated donor behavior. The more effective approach is to use giving season to maximize one-time gift size and reserve recurring acquisition efforts for the rest of the year.



What you can do about it

- 1 Show elevated presets during giving season to match donor willingness to give larger one-time amounts.
- 2 Replace recurring upgrade messaging with year-end and tax-planning framing during November and December.
- 3 Target GivingTuesday and giving season donors for recurring conversion in January and February, when one-time completion psychology has passed.
- 4 Automate instant tax receipts for all giving season donations.

DONATION AMOUNTS — BASELINE VS GIVING SEASON (US)



DONATION AMOUNTS — BASELINE VS GIVING SEASON (CA)



AI

AI features generated major revenue lift

They accounted for 48% of the 70 A/B tests ran last year
and drove the largest individual gains.



What the data shows

When donors see AI-suggested gift amounts, organizations raise 10% to 15% more revenue on average — and acquire twice as many donors. The AI model that sets default donation frequency based on who's visiting a campaign generated annual uplift across three tested variants. When the platform automatically determines whether to ask a donor to cover transaction fees, 87% say yes — producing a 3% revenue lift.

Smaller features add up, too. One-tap checkout via Apple Pay, Google Pay, or PayPal raised first gift value by 0.21% and lifted one-time conversion by 1.5%. Timed email reminders to donors who started but didn't finish a donation converted 10% of those donors into completed gifts. AI-based retries for failed recurring charges reduced cancellations by 6%. Fraud detection flagged 1.3% of transactions and blocked 98.8% of them before they reached payment processing.

Why this matters

AI features don't operate in isolation — the largest gains come from combining suggested amounts, default frequency determination, and checkout optimization into a connected experience rather than enabling features individually.

AI optimization powers small decisions in real time for every donor: what amount to show, whether to suggest monthly giving, whether to ask about fees. Individually, each decision moves a small number. Together, across every transaction, they build. The 87% adoption rate of adaptive cost coverage signals that transparency about fees strengthens donor trust rather than weakening it.



What you can do about it

- 1 Turn on AI-suggested amounts, adaptive cost coverage, and AI-default frequency determination together — these three features are the strongest revenue levers in this dataset.
- 2 Set up email recovery for abandoned donations with AI-optimized timing.
- 3 Donors are increasingly aware that digital experiences are tailored to them. Organizations that are upfront about how it works build more durable trust. Make sure your donor communications are transparent about personalization.

AI & FEATURE IMPACT

FEATURE	IMPACT
AI-suggested amounts	+10-15% revenue
Adaptive cost coverage	+3% revenue, 87% adoption
Social proof element	+4% conversion, +3.5% revenue
Email recovery	10% conversion rate
Fast Track autofill	+0.21% ARPV

Data governance & AI: what nonprofit leaders need to know

Donors trust organizations with their personal and financial information. That trust extends to how organizations use AI. A data breach or improper data handling is both a compliance and a donor relationship problem. As AI becomes more embedded in fundraising infrastructure, the organizations maintaining donor confidence are those that have governance policies in place before something goes wrong, not after. Your guiding principles:

- ① Audit which AI tools your team is currently using and whether they're consumer or enterprise tier. If teams are using free tools for fundraising work, upgrade or restrict access.
- ② Create a clear internal policy: no identifiable donor data in public AI tools. Use anonymized datasets, aggregated performance exports, or synthetic examples instead.
- ③ Ask your fundraising platform provider directly how your data is stored, whether it's used to train shared models, and what protections are in place.
- ④ Document your AI data practices and make them available to your board.

PRE-DONATION UPSELL

Recurring starts at the pre-donation upsell

At 2.4% conversion of 10,000 one-time donors, the pre-donation upsell is associated with 240 recurring plan enrollments from a single checkout touchpoint.



What the data shows

The pre-donation upsell prompts donors to switch from a one-time gift to a recurring plan before completing their transaction. A user interface redesign of the upsell screen in 2025 was associated with a 10% increase in recurring conversions across all markets. Conversion rates differ by market — US 2.4%, the UK 2.1%, Australia 1.8%, and Canada 1.1% — but improvement was consistent across all four, confirming the tool performs across geographies when configured correctly.

Why this matters

The pre-donation upsell is a single touchpoint — the question is whether it's configured to perform at current benchmarks or below them. With 51.1% to 64.4% of donations now coming from mobile in three markets, the mobile upsell experience is where most of the volume opportunity sits.



What you can do about it

- 1 Enable the pre-donation upsell on all donation forms and ensure you are using the 2025 updated UI, which was associated with the 10% conversion improvement.
- 2 Pair it with AI-suggested amounts on the upsell screen to show the right recurring amount based on the one-time gift context.
- 3 Test the upsell prompt on mobile checkout specifically.

	US	CA	UK	AU
Conversion rate	2.4%	1.1%	2.1%	1.8%
YoY growth	+20%	+12%	+18%	+15%

TRIBUTES

Tribute rates vary by sector and culture

The US and Canada see 13% tribute donation rates — more than twice the UK's 6% and Australia's 5%. Healthcare leads all sectors at 24% to 26% in North America.



What the data shows

Tribute giving — donations made in honor or memory of a person — makes up 9% of all donations on average when the option is available, but varies significantly by market and sector. Healthcare shows the highest rates across all markets: 26% in the US, 24% in Canada, 12% in the UK, and 13% in Australia. International affairs is consistently lowest across all markets. Religion sits at 9% in the US and Canada despite high overall donor engagement — religious giving is more often about belonging than memorialization.

Why this matters

Tribute rate is only actionable when benchmarked against your sector and market, not as a universal average. A North American healthcare organization at 13% is underperforming relative to its sector norm of 24% to 26%. An international affairs organization at 8% is performing above its sector average. The cultural gap between North America, the UK, and Australia also means that checkout prominence for tribute should reflect local giving motivations — memorial-driven in North America, more mission-driven elsewhere.



What you can do about it

- 1 Benchmark your tribute rate against your sector and market before drawing conclusions about performance.
- 2 For healthcare organizations, make tribute prominent at checkout with automated honoree notifications and memorial pages.
- 3 For international affairs organizations, keep the tribute option available but unobtrusive.
- 4 For all sectors, consider anniversary-based memorial giving prompts for existing tribute donors at the one-year mark.

TRIBUTED GIFT ADOPTION

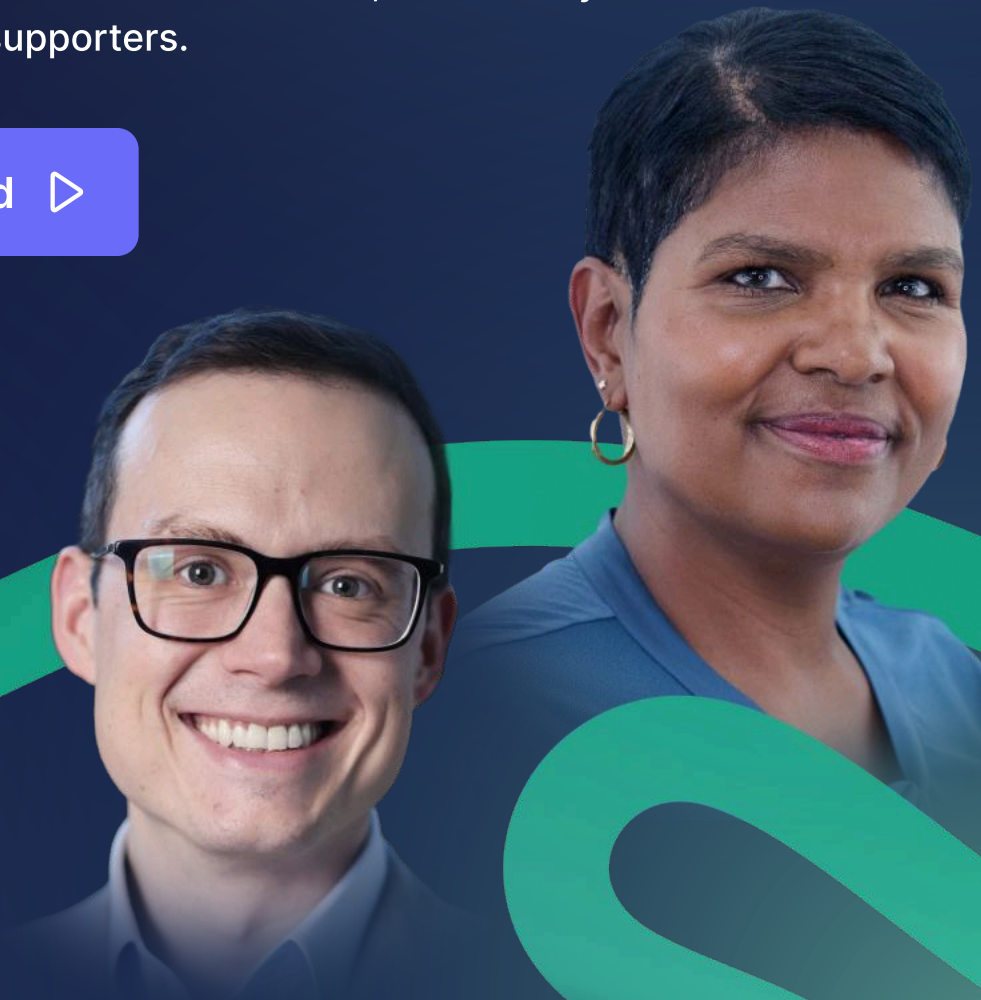
	US	CA	UK	AU
Ratio of donations tributed in 2025	13%	13%	6%	5%
BY SECTOR	US	CA	UK	AU
Healthcare	26%	24%	12%	13%
International Affairs	8%	9%	3%	3%
Religion	9%	9%	6%	–
Social Initiatives	11%	8%	5%	5%

ON-DEMAND WEBINAR

The paradox year

See why 2025's donation trends signal an opportunity for your organization in our Pulse of the Donor 2026 webinar. Learn how top nonprofits use modern payment strategies and lifetime value metrics to turn mobile-first, lower-entry donors into committed supporters.

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