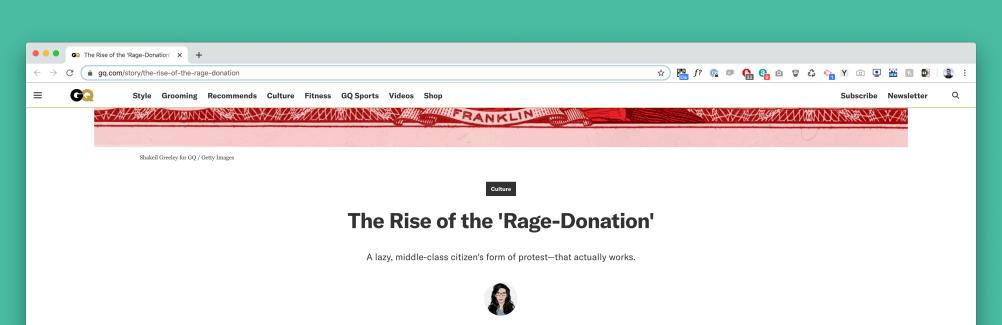
# Changes in giving practices in 2019

What you need to know and what to do about it



### New donor motivations

Rage/catharsis and need for agency



BY ASHLEY FETTERS

January 31, 2017

Someone I know told me recently that he's picked up a new habit since the election of Donald Trump: Every time he gets angry watching the news or reading his Facebook feed, he makes a donation to a nonprofit whose cause he believes in. He likes to choose donation recipients that help "offset" whatever's pissing him off. These days, he says, sometimes he finds himself donating to Planned Parenthood; other times, the American Civil Liberties Union.

He's made at least five donations this month.

It's not the first story I've heard that combines hopelessness or blind fury (or wine-drunk despair) with contributions to charity. Someone I know in New York told me she donated to the Council on American-Islamic Relations when she was feeling frustrated that she couldn't attend the protests at JFK International Airport this past weekend. ("Made me feel like I was at least doing *something*," she said.) An engaged couple in D.C., feeling guilty about being so certain of a Hillary victory that they'd skimped on donating during campaign season, told me they'd decided to replace



The ACLU Is Readying for a War with Trump

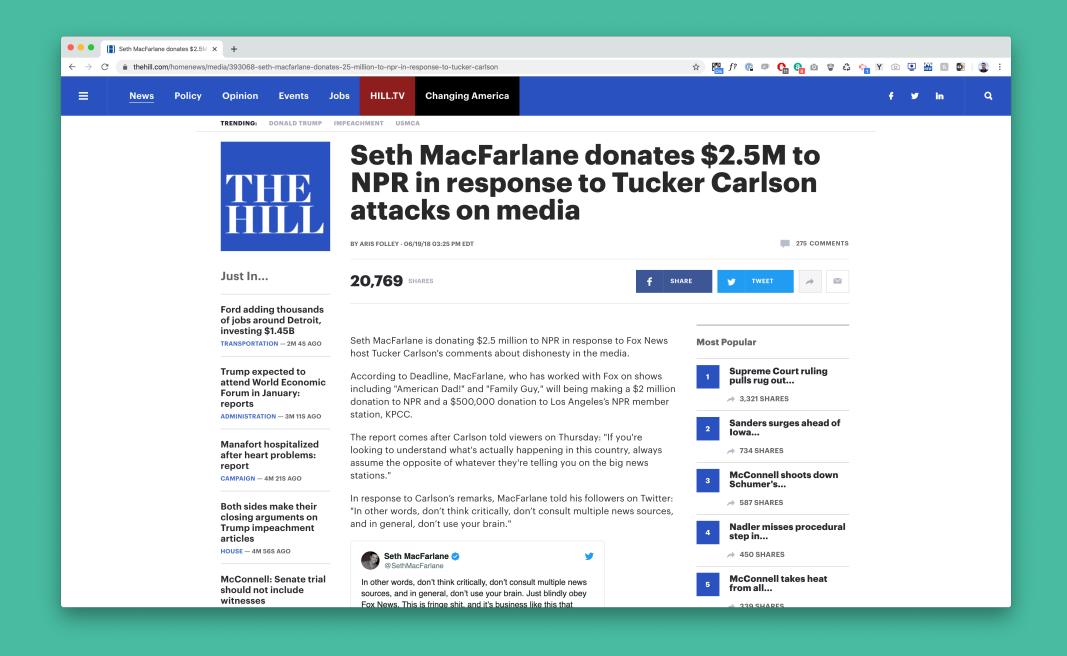
And pushing back the immigration ban is

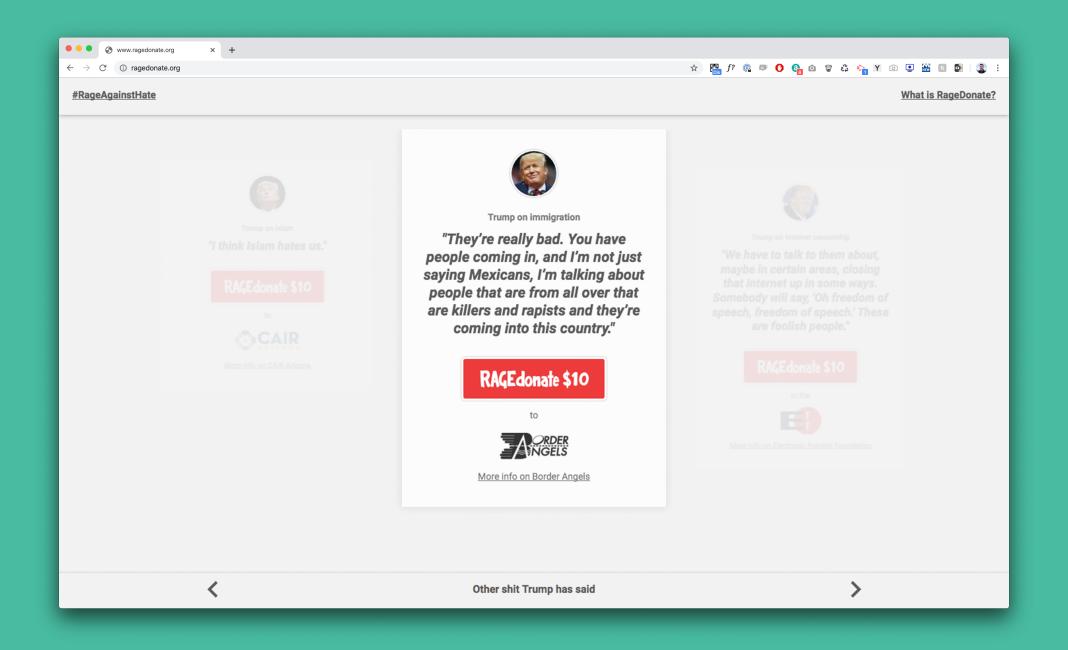
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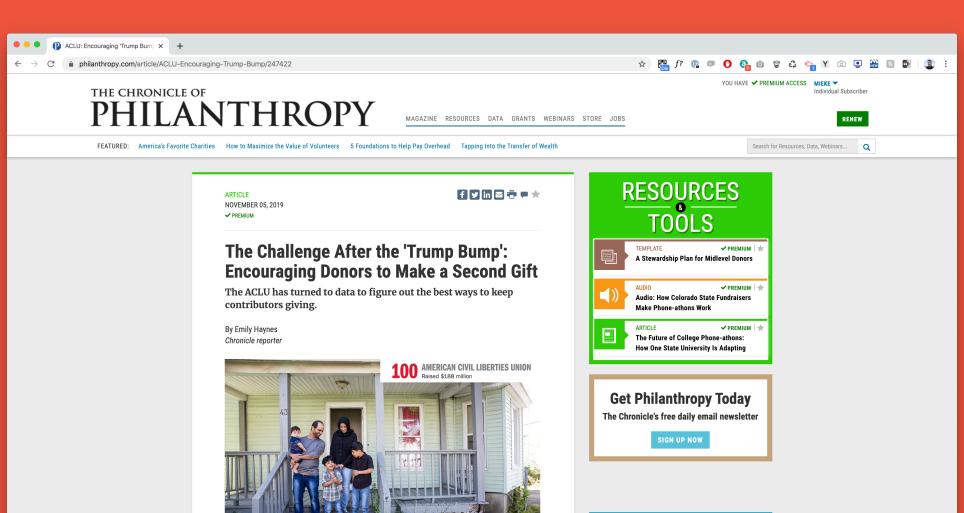




# Stewardship as ministry

When stewardship is ministry, lives are transformed in the giving of gifts to change and repair a broken world as we reconcile ourselves to God.

#### What to do post "Trump bump" in giving?



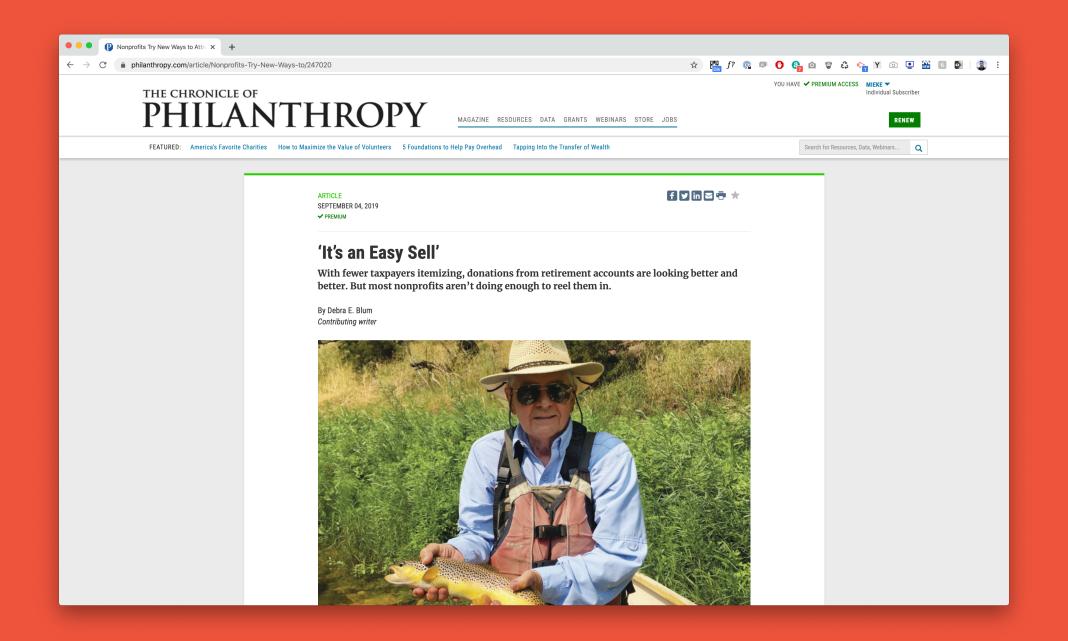
Progressive organizations that saw a big increase in donations after the 2016 election —



#### Data analysis

#### IRA giving

We are seeing a shift in record numbers



#### Changes to charitable giving law

### What to expect in 2020? What to do?

**ASK earlier.** (Don't just plan)

Align theology with need.
(Move from abundance to repair)

Early donor analysis.

(Who are your folks? What strategies need to change/adapt based on what you know?)

Explore IRA's.

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