

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

The Rise of the 'Rage-Donation' x

gq.com/story/the-rise-of-the-rage-donation

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Shakeil Greeley for GQ / Getty Images

Culture

The Rise of the 'Rage-Donation'

A lazy, middle-class citizen's form of protest—that actually works.

BY ASHLEY FETERS

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 wedding favors on their big day with donations on

The ACLU Is Ready for a War with Trump

And pushing back the immigration ban is

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Seth MacFarlane donates \$2.5M

thehill.com/homenews/media/393068-seth-macfarlane-donates-25-million-to-npr-in-response-to-tucker-carlson

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TRENDING: DONALD TRUMP IMPEACHMENT USMCA



Seth MacFarlane donates \$2.5M to NPR in response to Tucker Carlson attacks on media

BY ARIS FOLLEY - 06/19/18 03:25 PM EDT

275 COMMENTS

Just In...

Ford adding thousands of jobs around Detroit, investing \$1.45B

TRANSPORTATION — 2M 45S AGO

Trump expected to attend World Economic Forum in January: reports

ADMINISTRATION — 3M 11S AGO

Manafort hospitalized after heart problems: report

CAMPAIGN — 4M 21S AGO

Both sides make their closing arguments on Trump impeachment articles

HOUSE — 4M 56S AGO

McConnell: Senate trial should not include witnesses

20,769 SHARES

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Seth MacFarlane is donating \$2.5 million to NPR in response to Fox News host Tucker Carlson's comments about dishonesty in the media.

According to Deadline, MacFarlane, who has worked with Fox on shows including "American Dad!" and "Family Guy," will be making a \$2 million donation to NPR and a \$500,000 donation to Los Angeles's NPR member station, KPCC.

The report comes after Carlson told viewers on Thursday: "If you're looking to understand what's actually happening in this country, always assume the opposite of whatever they're telling you on the big news stations."

In response to Carlson's remarks, MacFarlane told his followers on Twitter: "In other words, don't think critically, don't consult multiple news sources, and in general, don't use your brain. Just blindly obey Fox News. This is fringe shit, and it's business like this that

Seth MacFarlane

@SethMacFarlane

In other words, don't think critically, don't consult multiple news sources, and in general, don't use your brain. Just blindly obey Fox News. This is fringe shit, and it's business like this that

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McConnell takes heat from all...

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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?**

ARTICLE
NOVEMBER 05, 2019
✓ PREMIUM



The Challenge After the 'Trump Bump': Encouraging Donors to Make a Second Gift

The ACLU has turned to data to figure out the best ways to keep contributors giving.

By Emily Haynes
Chronicle reporter



100 AMERICAN CIVIL LIBERTIES UNION
Raised \$188 million

Progressive organizations that saw a big increase in donations after the 2016 election — a.k.a. the Trump Bump — are now faced with the perennial fundraising challenge of how

RESOURCES & TOOLS


 TEMPLATE ✓ PREMIUM | ★
A Stewardship Plan for Midlevel Donors

AUDIO  **Audio: How Colorado State Fundraisers Make Phone-athons Work** ✓ PREMIUM 


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The Future of College Phone-athons:
How One State University Is Adapting

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TOP JOBS

Institutional Giving Manager
Los Angeles Master Chorale

Data analysis

IRA giving

We are seeing a shift in record numbers

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With fewer taxpayers itemizing, donations from retirement accounts are looking better and better. But most nonprofits aren't doing enough to reel them in.

A man wearing a light-colored straw hat, sunglasses, a blue long-sleeved shirt, and an orange life vest is holding a large brown trout. He is standing in a shallow stream surrounded by lush green vegetation.

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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