

Dutch Donors

Identifying the Drivers for Giving

DONOR REPORT 2024

donordrivers.com



ABOUT DONORDRIVERS®



A critical tool empowering fundraisers to gain deeper psychological understanding on what drives giving the most for their target audience.

We first developed DonorDrivers® when we helped St Vincent's Health about 20 years ago. While we had done this work in many other categories, nothing like this existed in charitable support. We researched major donors (a great selection of high-net-worth individuals), corporates, grant-givers and, of course, individual donors.

Over the last 20 years, this has grown into an amazing body of insight and experience with continuous qualitative and quantitative research and implementation globally - helping clients improve their marketing and fundraising results significantly.

Importantly, with DonorDrivers® we want to support the Third Sector. That's why we focus on the provision of the core, quantitative tools at a price any NFP can afford - and empower your teams and agency partners to apply the findings successfully.

DONORDRIVERS SUBSCRIPTION

The subscription to the tool is a cost-effective investment that gives you and your team all possibilities.

Service inclusions for the subscription:

- We onboard your team or supplier in setting DonorDrivers up in your survey platform (or ours) and how to get the results with a few clicks. That way you are independent, and you can maximise the use
- We conduct the first study for and with you. You are welcome to involve your usual insights providers, too
- We will onboard you with the results and workshop with you what this means for your mission. We will brainstorm first, practical changes with you. This way we also onboard your team in the application. The session is recorded for your continuous use
- We allocate 2 days for the year to support you. Additional support is provided at discounted prices

DONORDRIVERS SUBSCRIPTION USAGE INCLUSIONS

Conduct as many DonorDrivers surveys as you want. In the onboarding we will take you through the applications and we are always happy to help you.

- Prospects
- Supporters
- Public, middle, major donors
- Specific segments (and develop/enrich your segments)
- Channels
- Products
- Regular, ad hoc, gift in will
- Competitor check
- Brand positioning
- Cause focused
- Track the DonorDrivers you want to focus



BACKGROUND

In this study, we looked at what drives Dutch Donors to give to charity overall. The results will vary depending on the cause and by specific charity brand.

- > Population representative
- > 18+
- > Likely to donate to charity in next 12 month
- > Error margin max 5-6% at a 95% confidence level.

Key findings

- The Dutch DonorDrivers® provide some surprises.
- There is significant under-fulfilment of key drivers of giving – providing Dutch fundraisers with direction on how to better fulfil on their supports' needs and motivations.



THE 27 VALIDATED DRIVERS OF GIVING

[Download the DonorDrivers® Playbook](#)





WHAT WE NEED TO KNOW

WHICH DRIVERS DUTCH DONORS CLAIM TO BE IMPORTANT

In a survey, donors answer rationally and skewed towards reasons to give that are more justifiable and acceptable. We need to know these, because they are still important to fulfill as a basis. However, typically they are the category generic reasons to give, and they can apply to any charity. We often call them as the **Hygiene Needs**.

WHICH DRIVERS REALLY DRIVE GIVING

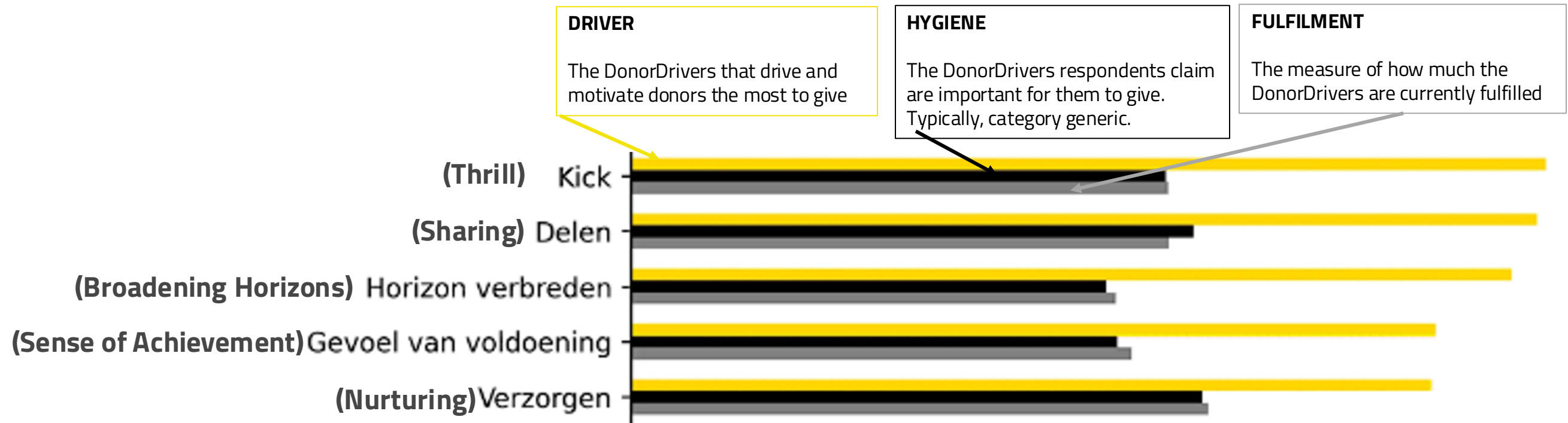
To ascertain what really motivates donors to give, we conduct a driver analysis. While our driver analysis is custom algorithm, during modelling we made sure that the driver results align with our previous 20 years of implementation experience. We also tested the results during concurrent implementation. Therefore, it's not just theory, but a statistical representation of practical application. The driver analysis tells us which DonorDrivers® motivate donors most to give. We often call them as the **Driver Needs**.

HOW WELL ARE THE DONORDRIVERS® FULFILLED

This tells us how well the Hygiene and Driver Needs are fulfilled – and what the opportunities are to drive more giving from the donors.

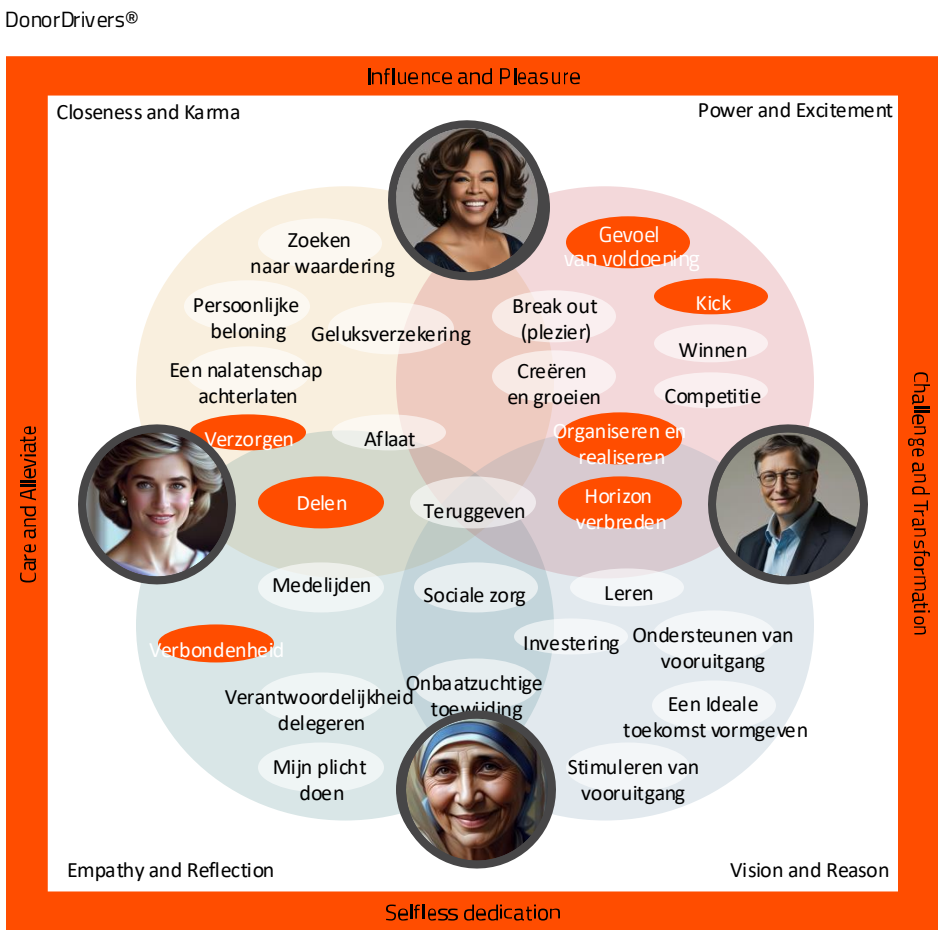
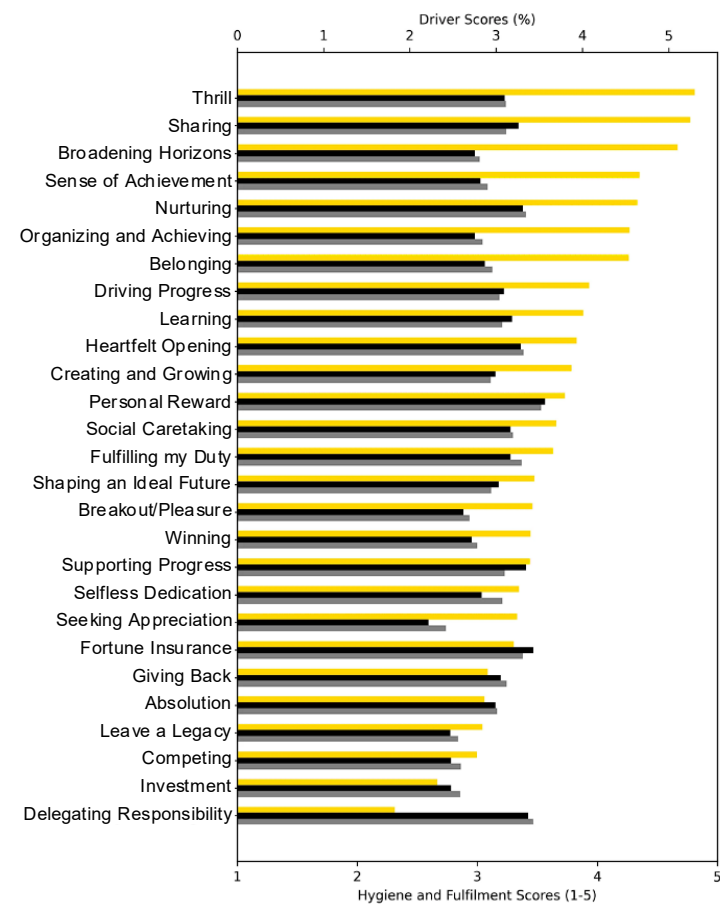


The bigger the gap between the yellow bar and the grey bar, the less this need/motivation to give is fulfilled



In the Netherlands, the key drivers are polarised between the left, regressive side and the right, very progressive side – and a mix between self-focused and altruistic. **It is clear that many organisations have significant potential to fulfil their supporters’ needs and motivations better.**

TOTAL SAMPLE RESULTS



THE KEY DRIVERS FOR GIVING FOR THE DUTCH DONORS

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Kick (Thrill)	3.2	5.3
Delen (Sharing)	3.2	5.2
Horizon verbreden (Broadening Horizons)	3.0	5.1
Gevoel van voldoening (Sense of own achievement)	3.0	4.6
Verzorgen (Nurturing)	3.4	4.6
Organiseren en realiseren (Organising and achieving)	3.0	4.5
Verbondenheid (Belonging)	3.1	4.5

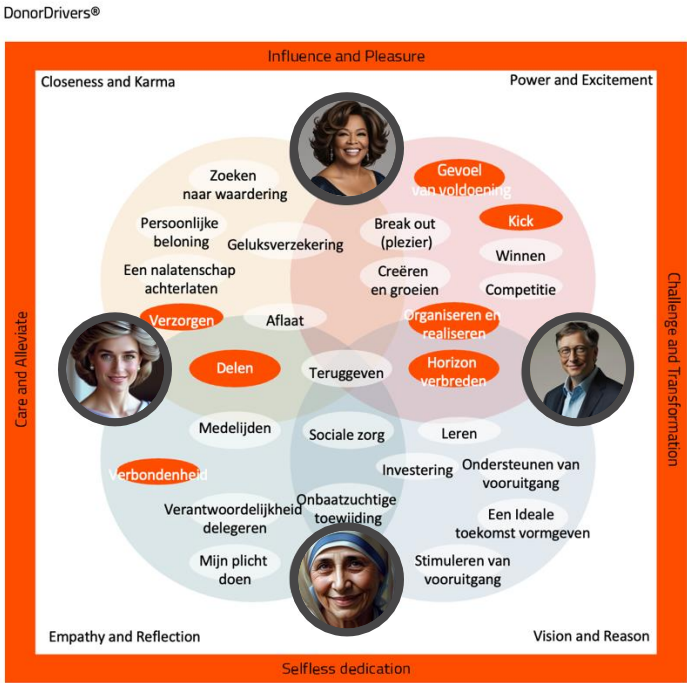
DONORDRIVERS® DUTCH FUNDRAISERS GUESSED ARE THE MOST IMPORTANT TO GIVE

1. Gevoel van voldiening (Sense of own achievement)
2. Verbondenheid (Belonging)
3. Delen (Sharing)
4. Verzorgen (Nurturing)
5. Organiseren en realiseren (Organising and achieving)
6. Horizon verbreden (Broadening horizons)
7. Kick (Thrill)

When comparing the key drivers for giving between Dutch and Australian donors, we find that while four common factors exist, their importance varies. As an example, for Dutch donors, the thrill of giving is the most significant motivator, whereas for Australian donors, their top driver is the desire to broaden their horizons.



DUTCH DONORS



Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Kick (Thrill)	3.2	5.3
Delen (Sharing)	3.2	5.2
Horizon verbreden (Broadening Horizons)	3.0	5.1
Gevoel van voldoening (Sense of own achievement)	3.0	4.6
Verzorgen (Nurturing)	3.4	4.6
Organiseren en realiseren (Organising and achieving)	3.0	4.5
Verbondenheid (Belonging)	3.1	4.5

AUSTRALIAN DONORS

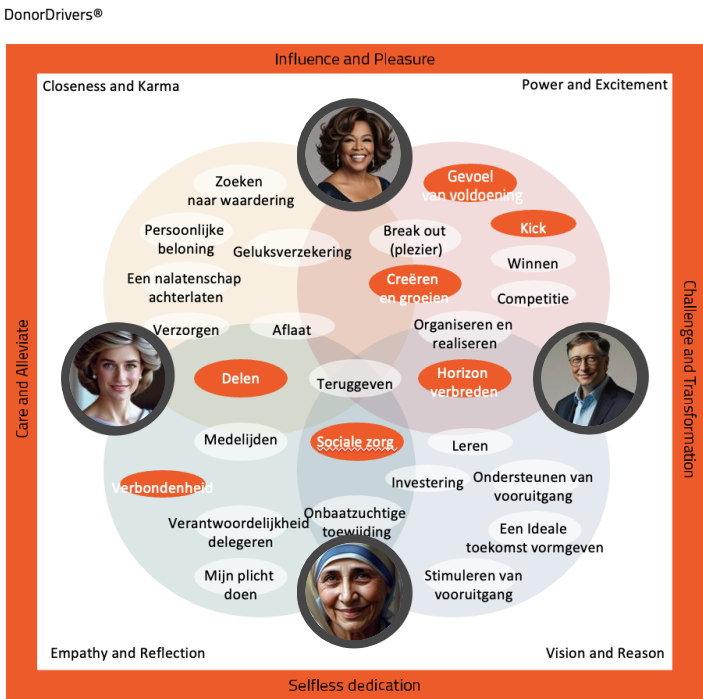


Most Important Needs	Fulfillment (associate with an Overseas Development Organisation)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden (Broadening Horizons)	3.6	5.9
Kick (Thrill)	3.7	5.6
Gevoel van voldoening (Sense of own achievement)	3.6	5.2
Sociale zorg (Social caretaking)	3.7	4.6
Verbondenheid (Belonging)	3.6	4.5
Delen (Sharing)	3.6	4.3
Creëren en groeien (Creating and growing)	3.5	4.2

Comparing Australian donors with those who give to an overseas aid organization in Australia, we see a further shift in the key drivers for giving. Overseas aid donors are more inclined toward experiencing excitement and pleasure in donating.



AUSTRALIAN DONORS



Most Important Needs	Fulfillment (associate with an Overseas Development Organisation)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden (Broadening Horizons)	3.6	5.9
Kick (Thrill)	3.7	5.6
Gevoel van voldoening (Sense of own achievement)	3.6	5.2
Sociale zorg (Social caretaking)	3.7	4.6
Verbondenheid (Belonging)	3.6	4.5
Delen (Sharing)	3.6	4.3
Creëren en groeien (Creating and growing)	3.5	4.2

OVERSEAS AID DONORS




Most Important Needs	Fulfillment (associate with an Overseas Development Organisation)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden (Broadening Horizons)	3.0	6.6
Organiseren en realiseren (Organising and achieving)	2.3	5.8
Gevoel van voldoening (Sense of own achievement)	2.9	5.8
Competitie (Competing)	2.3	5.7
Creëren en groeien (Creating and growing)	2.6	5.7
Break out/plezier (Breakout/Pleasure)	2.4	5.4
Kick (Thrill)	3.0	6.6



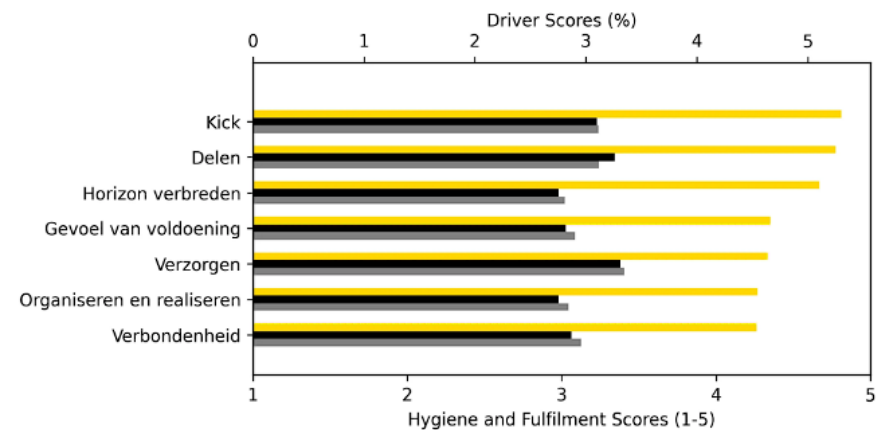
DONORDRIVERS® PER SEGMENT

Gender: DonorDrivers® for all vs per gender breakdown

The DonorDrivers® are similar, but in different priority. That means that the lead DonorDrivers® for engagement can differ in execution (e.g. entry sentence/ad message)

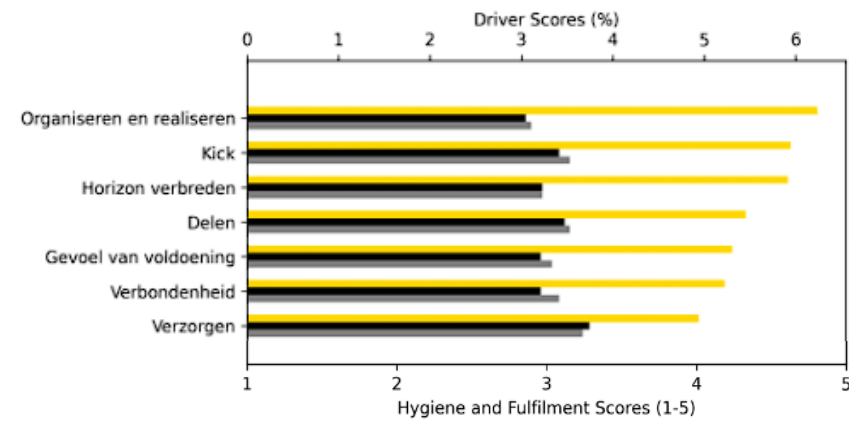


TOTAL SAMPLE



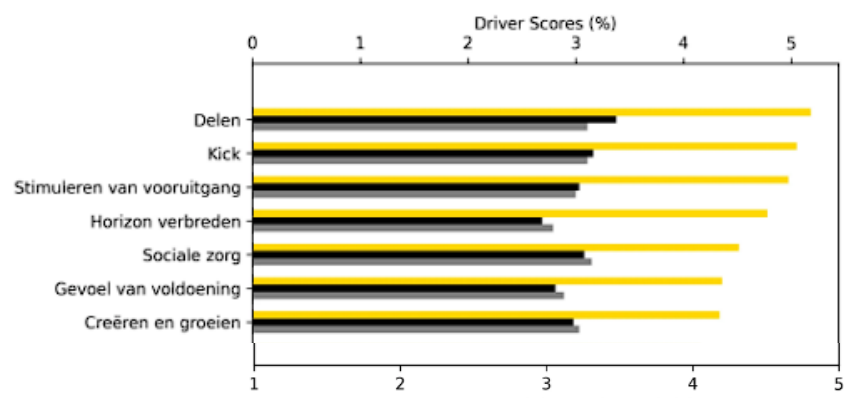
Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Kick (Thrill)	3.2	5.3
Delen (Sharing)	3.2	5.2
Horizon verbreden (Broadening Horizons)	3.0	5.1
Gevoel van voldoening (Sense of Achievement)	3.0	4.6
Verzorgen (Nurturing)	3.4	4.6
Organiseren en realiseren (Organizing and Achieving)	3.0	4.5
Verbondenheid (Belonging)	3.1	4.5

MEN



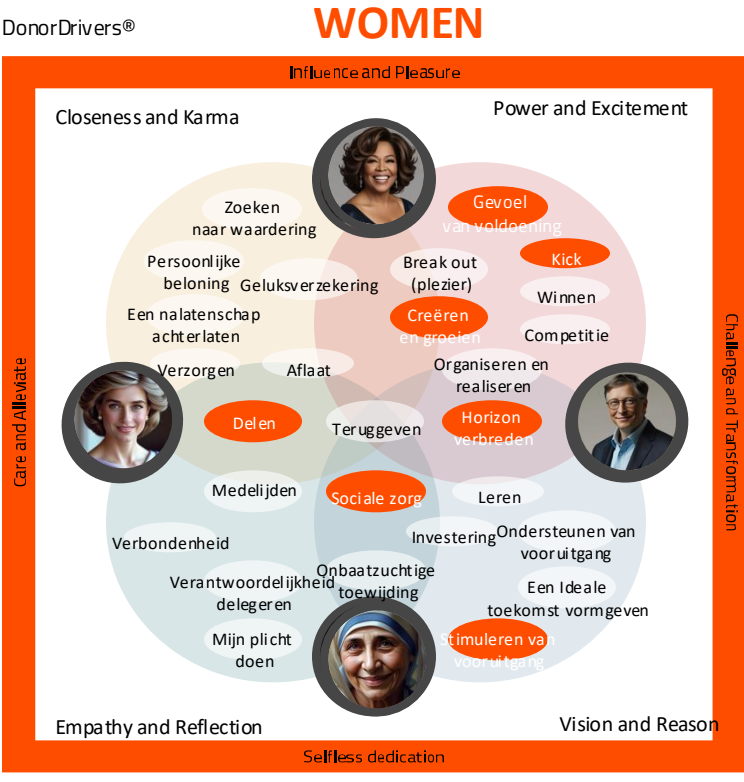
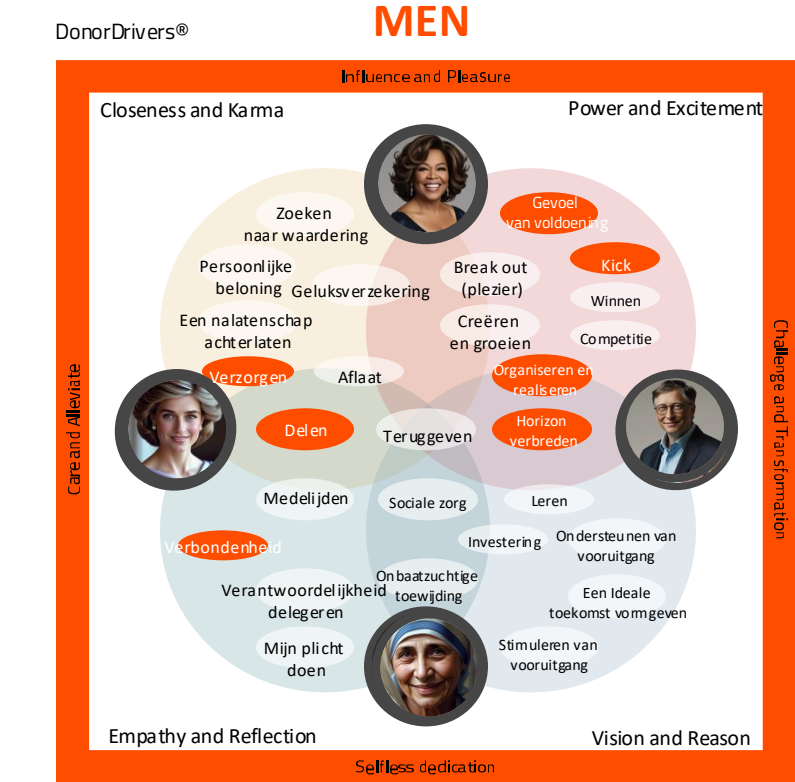
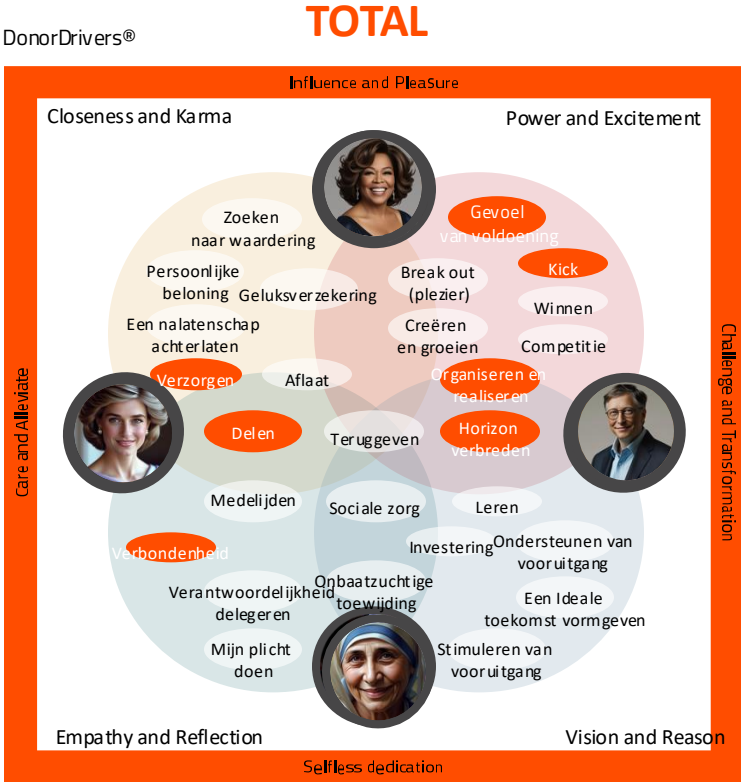
Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren (Organizing and Achieving)	2.9	6.2
Kick (Thrill)	3.2	6.0
Horizon verbreden (Broadening Horizons)	3.0	5.9
Delen (Sharing)	3.1	5.5
Gevoel van voldoening (Sense of Achievement)	3.0	5.3
Verbondenheid (Belonging)	3.1	5.2
Verzorgen (Nurturing)	3.2	4.9

WOMEN



Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Delen (Sharing)	3.3	5.2
Kick (Thrill)	3.3	5.1
Stimuleren van vooruitgang (Driving Progress)	3.2	5.0
Horizon verbreden (Broadening Horizons)	3.1	4.8
Sociale zorg (Social Caretaking)	3.3	4.5
Gevoel van voldoening (Sense of Achievement)	3.1	4.4
Creëren en groeien (Creating and Growing)	3.2	4.3

The DonorDrivers® across all respondents and the male respondents are the same – however we see the shift for the female respondents – where it is more on the progressive side



Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Kick (Thrill)	3.2	5.3
Delen (Sharing)	3.2	5.2
Horizon verbreden (Broadening Horizons)	3.0	5.1
Gevoel van voldoening (Sense of Achievement)	3.0	4.6
Verzorgen (Nurturing)	3.4	4.6
Organiseren en realiseren (Organizing and Achieving)	3.0	4.5
Verbondenheid (Belonging)	3.1	4.5

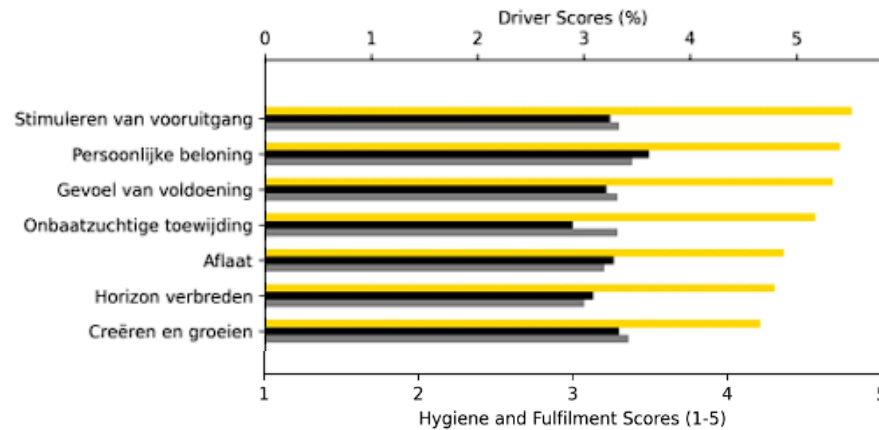
Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren (Organizing and Achieving)	2.9	6.2
Kick (Thrill)	3.2	6.0
Horizon verbreden (Broadening Horizons)	3.0	5.9
Delen (Sharing)	3.1	5.5
Gevoel van voldoening (Sense of Achievement)	3.0	5.3
Verbondenheid (Belonging)	3.1	5.2
Verzorgen (Nurturing)	3.2	4.9

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Delen (Sharing)	3.3	5.2
Kick (Thrill)	3.3	5.1
Stimuleren van vooruitgang (Driving Progress)	3.2	5.0
Horizon verbreden (Broadening Horizons)	3.1	4.8
Sociale zorg (Social Caretaking)	3.3	4.5
Gevoel van voldoening (Sense of Achievement)	3.1	4.4
Creëren en groeien (Creating and Growing)	3.2	4.3



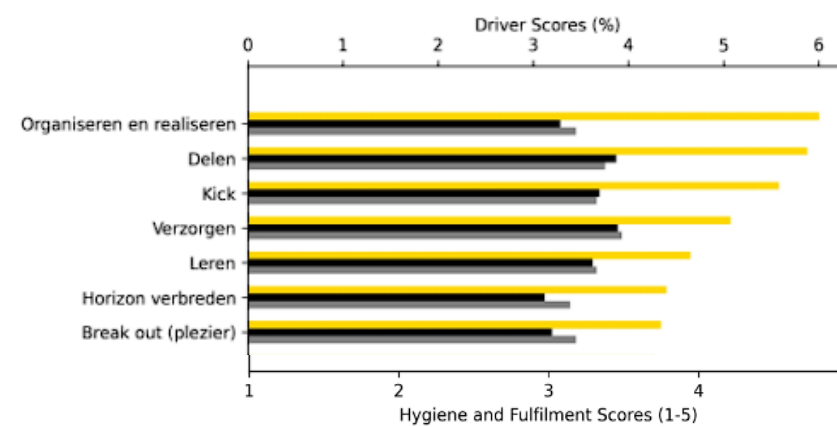
Age Group: DonorDrivers® per age group

18-34



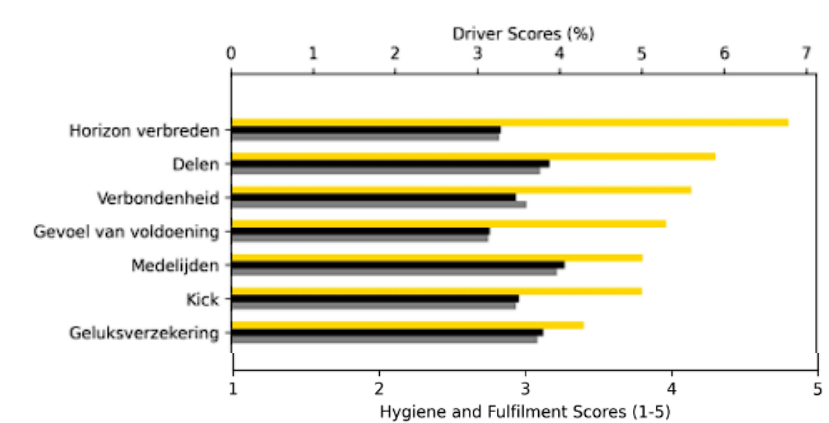
Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Stimuleren van vooruitgang (Driving progress)	3.3	5.5
Persoonlijke beloning (Personal Reward)	3.4	5.4
Gevoel van voldoening (Sense of Achievement)	3.3	5.3
Onbaatzuchtige toewijding (Selfless dedication)	3.3	5.2
Aflaat (Absolution)	3.2	4.9
Horizon verbreden (Broadening Horizons)	3.1	4.8
Creëren en groeien (Creating and Growing)	3.4	4.7

35-54



Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren (Organizing and Achieving)	3.2	6.0
Delen (Sharing)	3.4	5.9
Kick (Thrill)	3.3	5.6
Verzorgen (Nurturing)	3.5	5.1
Leren (Learning)	3.3	4.7
Horizon verbreden (Broadening horizons)	3.2	4.4
Break out/plezier (Breakout/Pleasure)	3.2	4.3

55+

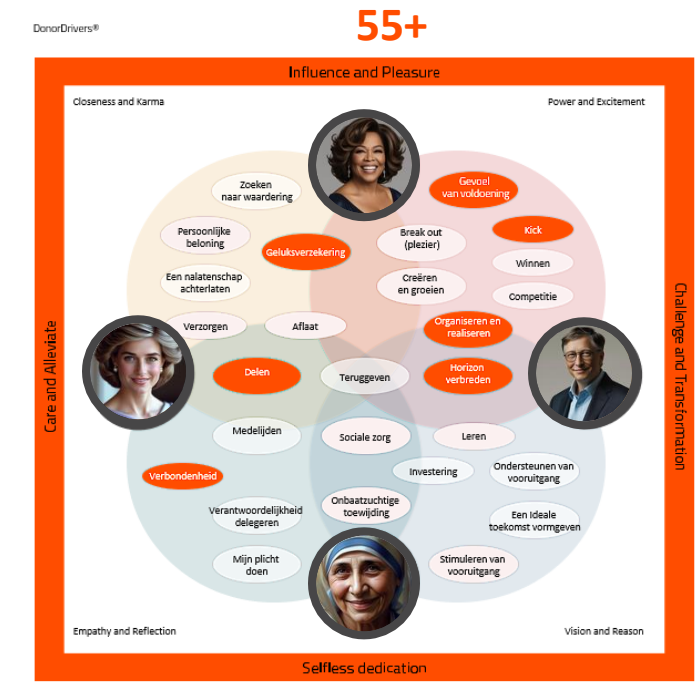
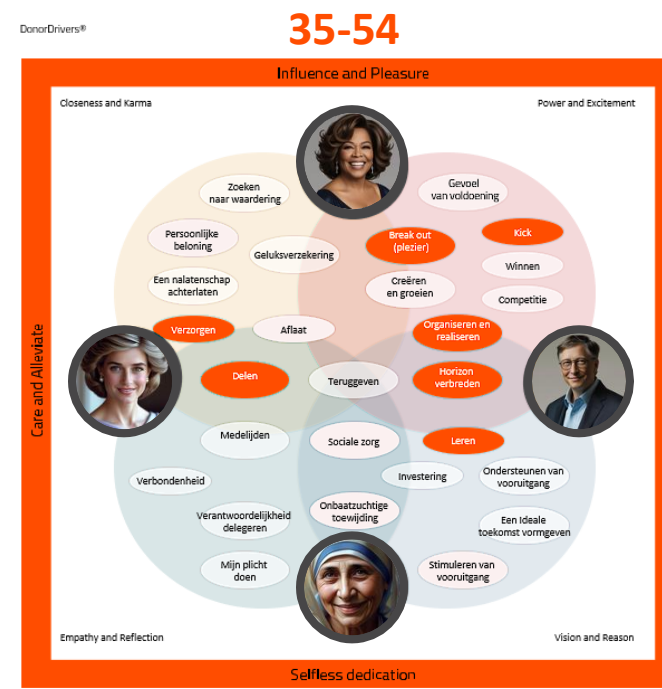


Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden (Broadening Horizons)	2.8	6.8
Delen (Sharing)	3.1	5.9
Verbondenheid (Belonging)	3.0	5.6
Gevoel van voldoening (Sense of Achievement)	2.8	5.3
Medelijden (Heartfelt Opening)	3.2	5.0
Kick (Thrill)	3.0	5.0
Geluksverzekering (Fortune Insurance)	3.1	4.3



DonorDrivers® by age group:

Younger donors seek more big picture progress and a sense of belonging and reward. Older age groups seek more experiential value when giving (organising/achieving, thrill, broadening horizons)



Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Stimuleren van vooruitgang (Driving progress)	3.3	5.5
Persoonlijke beloning (Personal Reward)	3.4	5.4
Gevoel van voldoening (Sense of Achievement)	3.3	5.3
Onbaatzuchtige toewijding (Selfless dedication)	3.3	5.2
Aflaat (Absolution)	3.2	4.9
Horizon verbreden (Broadening Horizons)	3.1	4.8
Creëren en groeien (Creating and Growing)	3.4	4.7

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Organiseren en realiseren (Organizing and Achieving)	3.2	6.0
Delen (Sharing)	3.4	5.9
Kick (Thrill)	3.3	5.6
Verzorgen (Nurturing)	3.5	5.1
Leren (Learning)	3.3	4.7
Horizon verbreden (Broadening horizons)	3.2	4.4
Break out/plezier (Breakout/Pleasure)	3.2	4.3

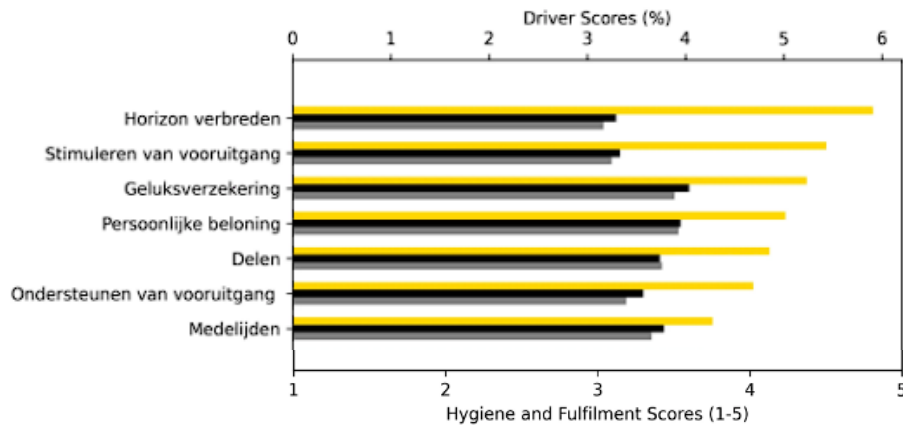
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Medelijden (Heartfelt Opening)	3.2	5.0
Kick (Thrill)	3.0	5.0
Geluksverzekering (Fortune Insurance)	3.1	4.3



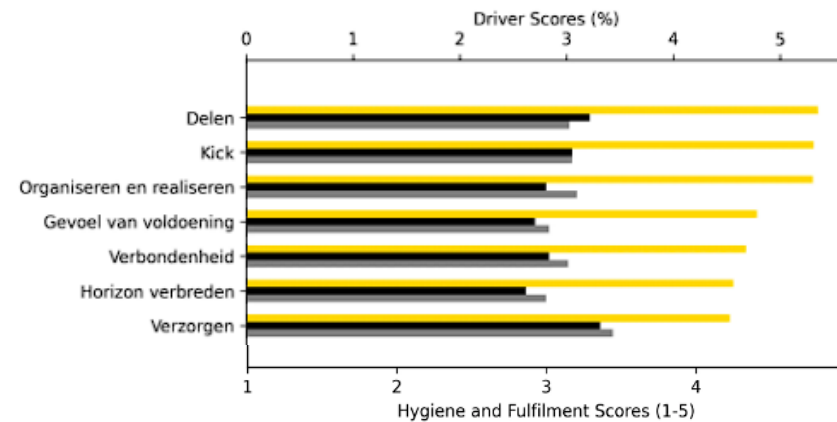
DonorDrivers® by income bracket:

For high income earners, belonging is most important

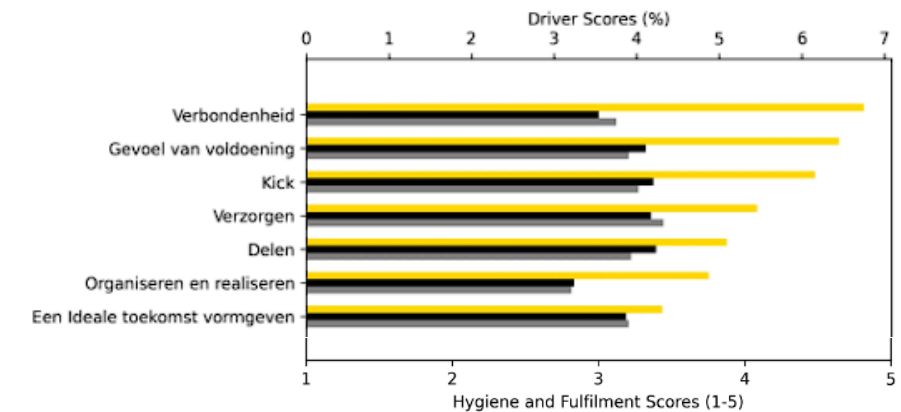
€ 30.000 and below



€ 30.000 - € 60.000



€ 60.000 and up



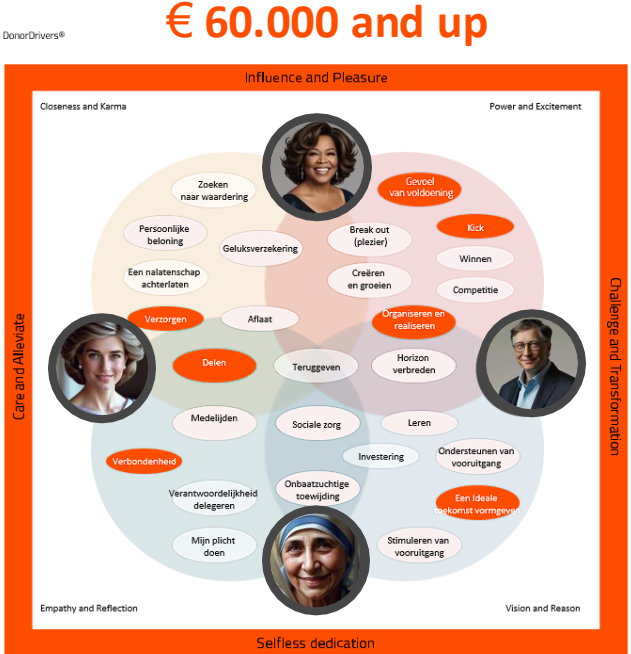
Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Horizon verbreden (Broadening Horizons)	3.0	5.9
Stimuleren van vooruitgang (Driving Progress)	3.1	5.4
Geluksverzekering (Fortune Insurance)	3.5	5.2
Persoonlijke beloning (Personal Reward)	3.5	5.0
Delen (Sharing)	3.4	4.9
Ondersteunen van vooruitgang (Supporting Progress)	3.2	4.7
Medelijden (Heartfelt Opening)	3.4	4.3

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Delen (Sharing)	3.1	5.4
Kick (Thrill)	3.2	5.3
Organiseren en realiseren (Organizing and Achieving)	3.2	5.3
Gevoel van voldoening (Sense of Achievement)	3.0	4.8
Verbondenheid (Belonging)	3.1	4.7
Horizon verbreden (Broadening Horizons)	3.0	4.6
Verzorgen (Nurturing)	3.4	4.5

Most Important Needs	Fulfillment (associate with charities in Netherlands 0-5 scale)	Driver Needs (top 7 needs obtained from factor analysis and regression)
Verbondenheid (Belonging)	3.1	6.8
Gevoel van voldoening (Sense of Achievement)	3.2	6.4
Kick (Thrill)	3.3	6.2
Verzorgen (Nurturing)	3.4	5.5
Delen (Sharing)	3.2	5.1
Organiseren en realiseren (Organizing and Achieving)	2.8	4.9
Een Ideale toekomst vormgeven (Shaping an Ideal Future)	3.2	4.3



Across the income brackets we also see shifts in their DonorDrivers®, where those who are earning more have DonorDrivers® which are more on the progressive and experiential side



Most Important Needs	Fulfillment	Driver Needs
	(associate with charities in Netherlands 0-5 scale)	(top 7 needs obtained from factor analysis and regression)
Horizon verbreden (Broadening Horizons)	3.0	5.9
Stimuleren van vooruitgang (Driving Progress)	3.1	5.4
Geluksverzekering (Fortune Insurance)	3.5	5.2
Persoonlijke beloning (Personal Reward)	3.5	5.0
Delen (Sharing)	3.4	4.9
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Most Important Needs	Fulfillment	Driver Needs
	(associate with charities in Netherlands 0-5 scale)	(top 7 needs obtained from factor analysis and regression)
Delen (Sharing)	3.1	5.4
Kick (Thrill)	3.2	5.3
Organiseren en realiseren (Organizing and Achieving)	3.2	5.3
Gevoel van voldoening (Sense of Achievement)	3.0	4.8
Verbondenheid (Belonging)	3.1	4.7
Horizon verbreden (Broadening Horizons)	3.0	4.6
Verzorgen (Nurturing)	3.4	4.5

Most Important Needs	Fulfillment	Driver Needs
	(associate with charities in Netherlands 0-5 scale)	(top 7 needs obtained from factor analysis and regression)
Verbondenheid (Belonging)	3.1	6.8
Gevoel van voldoening (Sense of Achievement)	3.2	6.4
Kick (Thrill)	3.3	6.2
Verzorgen (Nurturing)	3.4	5.5
Delen (Sharing)	3.2	5.1
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Een Ideale toekomst vormgeven (Shaping an Ideal Future)	3.2	4.3

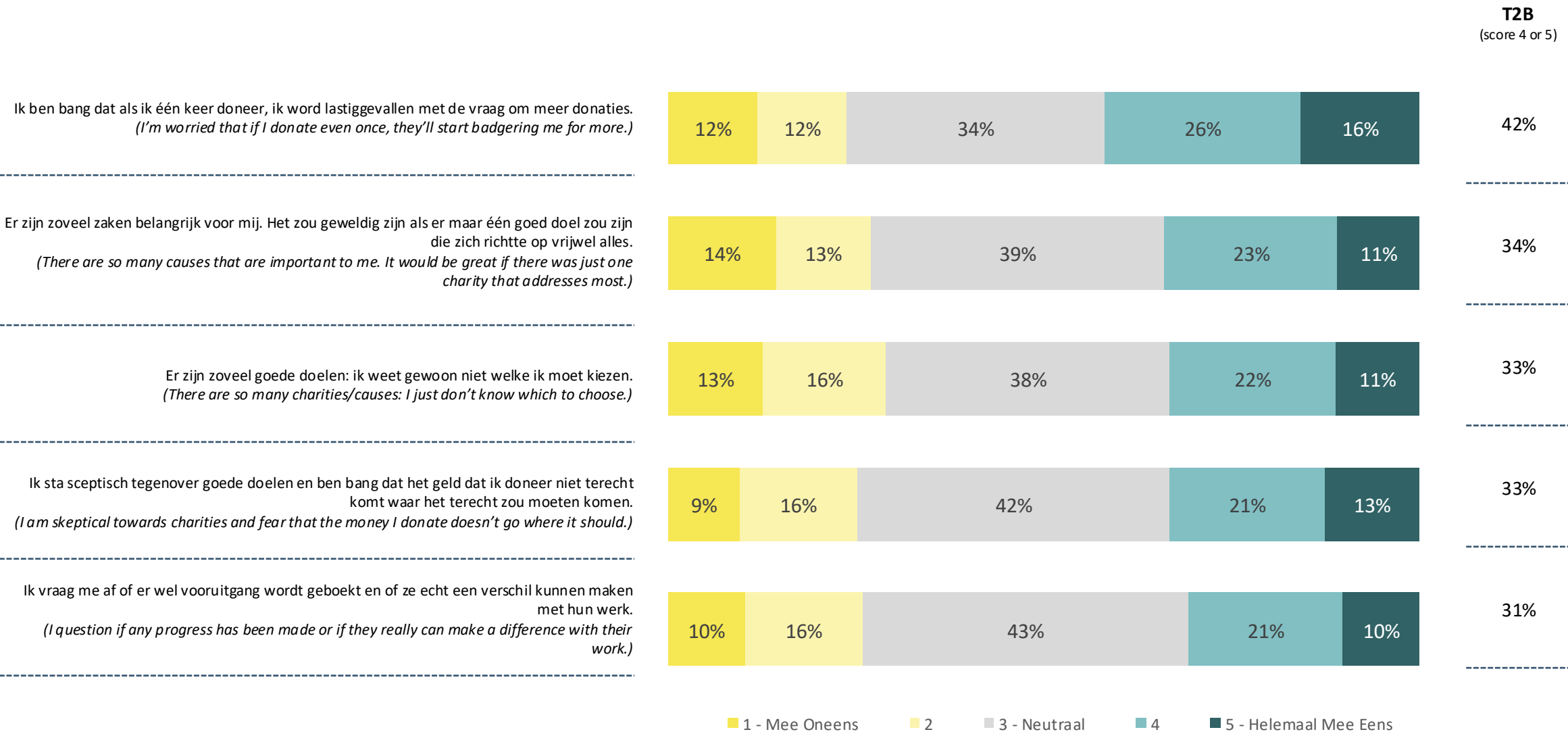


BARRIERS TO GIVING



The barriers to giving:

‘I'm afraid that if I donate once, I'll be harassed asking for more donations’ is the top barrier to giving





Let's do some
serious good





Contact for Netherlands

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