



**HELP START
EDUCATION
FOUNDATION**

**BYU PR
Intelligence Lab
Sept-Dec 2025**

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BYU PR
INTELLIGENCE

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ABOUT US

The BYU PR Intelligence Lab prepares students for the world of public relations. In a mentored environment connected to courses, students gain hard skills, become data literate, learn client relations skills, and rise to leadership positions as they engage in hands-on training and client projects. The PRI lab strives to make a difference in the world and, therefore, works with organizations that value social impact. Students in the lab create data-driven and strategic public relations deliverables for clients in the community and nationwide.



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EXECUTIVE SUMMARY

The Help Start Education Foundation approached the Brigham Young University PR Intelligence Lab to conduct a research project aimed at understanding and identifying groups interested in donating to their cause and organization. This project has been executed on their behalf by students in the Public Relations program under the guidance and instruction of Dr. Michael Burke and Alicia Matthews.

The following report presents the findings of this research, as well as insights and recommendations that can be used by HSEF to further their mission of gathering Israel through education in Africa, the Philippines and across the globe.

RESEARCH OBJECTIVES

1

UNDERSTAND TARGET AUDIENCE

Demographic, Psychographic, Behavioral

2

DETERMINE DONOR MOTIVATION

Underlying Drive for Actions

3

DEVELOP COMMUNICATION STRATEGY

Digital, Physical, or Social Best Practices

KEY IDEAS

1

The **general public shows a strong propensity for giving** and should be treated as a key target group. Specifically, **older individuals with higher levels of education** are the most likely to donate (see pages 16-22).

2

The **three most popular causes** for donations are religious organizations, humanitarian aid groups, and educational non-profits. Within these sectors, donors look to support organizations that demonstrate **financial transparency** and real-world impact. Additionally, programs that foster **self-reliance** rather than short-term solutions are particularly attractive to donors (see pages 25, 28).

3

Donors primarily discover non-profits through **religious groups, word of mouth, and social media**. Among social platforms, Instagram is preferred and should serve as a primary communication channel. Beyond social updates, donors also desire **quarterly or annual impact reports** to visualize the tangible difference their contributions make (see page 31-34).

PERSONAS



Meet Dallin

BIO

Dallin has been home from his mission for about two years and has finally figured out what career he wants to pursue. His time at BYU is spent navigating the world of dating, studying for tests, and trying to stay awake during Tuesday devotional.

While Dallin enjoys living on his own, he visits home often. He loves spending time with his siblings, playing board games, and teaching them skills that he's gained at school. He sees life as an opportunity to serve others around him, and values learning through the difficulties.

Age Range: 18-24

Family: Single, no children

BIO

Angela's the "planner" type. When she's not working as a finance admin for a local healthcare provider, she's mothering her teenage children. As she nears her 50s, she has found that she most enjoys spending time at home with her family.

Angela finds fulfillment in her job and is grateful that her workplace values charitable giving. Through her involvement in charity, she hopes to teach her children to be wise with their money, value their education, and support long-term sustainability.



Meet Angela

Age Range: 45-64

Family: Married, 4 children

PERSONAS

Bio

David is a retired financial analyst who spent over 35 years working in regional banking and investment services. He and his wife raised their family in Utah and remain close to their children and grandchildren, who all live nearby.

David lives a steady, well-organized life. He enjoys golfing twice a week, traveling with his wife, and maintaining a modest fitness routine. David believes that with privilege comes responsibility. He sees his contributions as a way to help individuals build better lives, gain stability, and become self-reliant.



Family: Married, 6 adult children

Age Range: 65+

Everyone is a potential donor.

These personas are meant to demonstrate that nearly everyone is a potential donor. From college students to working parents to retired businessmen, people of all backgrounds are looking for ways to give back to the community.



METHODOLOGY

TIMELINE

This is a general timeline of the work the team did on the Help Start Education Foundation project from September to December of 2025.

09/23

PR Lab & HSEF kickoff meeting

9/30-10/31

Conducted interviews

10/7-10/14

Conducted focus groups

10/21-11/19

Conducted field survey

11/20-12/16

Data analysis and report finalization

INTERVIEW OVERVIEW

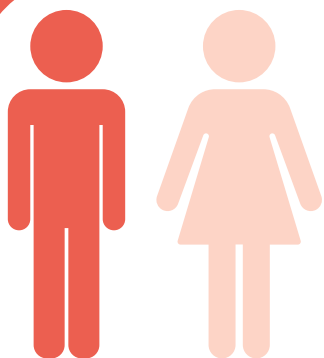
Ages ranged
from

20-87



29

Interviewed



9
female
20
male

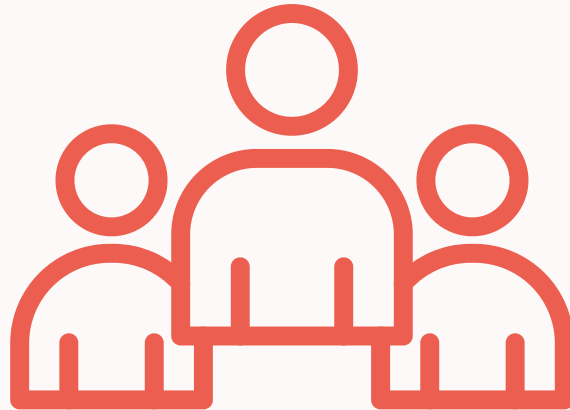
Analyzed
through

- **Otter AI**
- **Notebook LM**

FOCUS GROUP OVERVIEW

Participants ranged
from students
to retirees

Focus groups
administered on
10/14



3

separate focus
groups

24

total focus group
participants

SURVEY DESCRIPTION



Demographics

- Age
- Gender
- Ethnicity/Race
- Employment status
- State
- Income
- Education



Humanitarian Efforts

- Frequency
- Organizations
- Communications
- Motivations



Social Media Usage

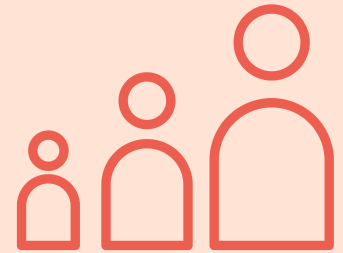
- Platforms



Understand Target Audience

OVERALL INSIGHTS

1 **Employment status and income** do not reflect likelihood of donation



2 **Education** is related to willingness to donate



3 **Gender and frequency of donation** have no correlation



4 **Older age groups** are more likely to donate



INSIGHT #1



EMPLOYMENT STATUS AND INCOME DO NOT REFLECT LIKELIHOOD OF DONATION

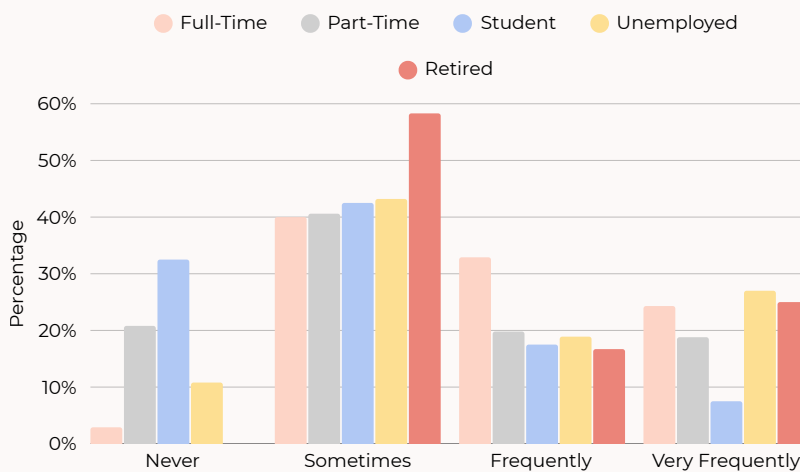
SUMMARY

When comparing how frequently someone donates with their employment status, there was **no significant relationship** between the two variables. All groups were willing to donate, including student respondents who may also fall under the part-time and full-time employed groups.

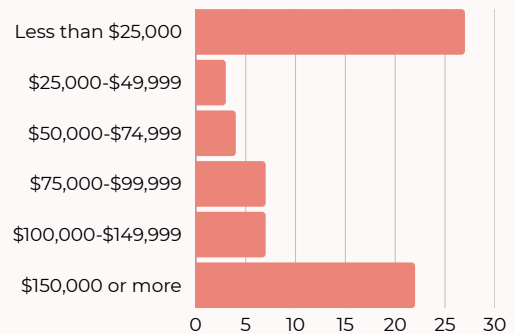
Furthermore, there was no relationship between making a charitable donation and yearly household income. Every group surveyed was inclined to donate **regardless of their income**, rendering financial circumstances insignificant in one's ability or likelihood to donate.

*It may not be hundreds of dollars, but it can be \$5 or \$10... everybody can donate, **everybody can give a little bit**—the amount will vary. - Anonymous*

How often do you make a monetary donation to a non-profit organization?



Frequent non-profit donors categorized by household income



INSIGHT #2

EDUCATION IS RELATED TO WILLINGNESS TO DONATE



SUMMARY

Survey data indicate that individuals with **higher education** donate the most frequently. 31.3% of survey respondents with a Doctorate degree and 32.1% of respondents with a Master's degree said that they donate very frequently.

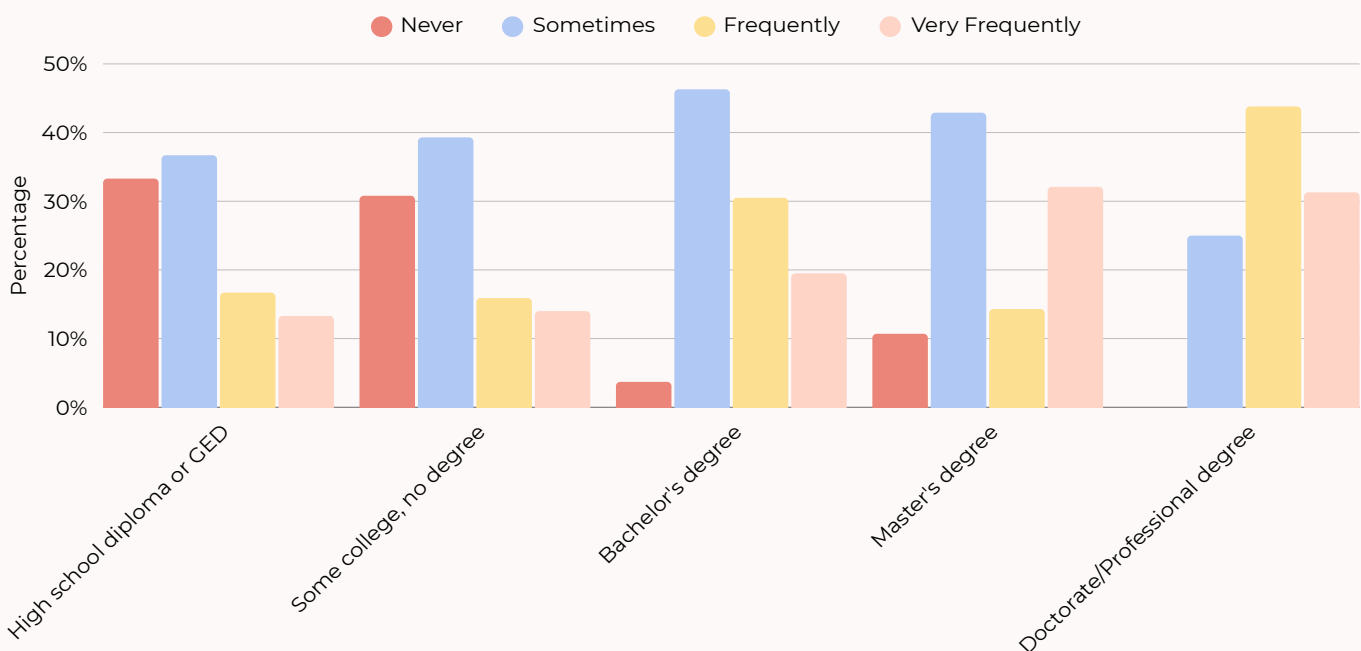
One interview participant explained that their education at BYU “set a foundation that allowed [them] to really understand how to learn” and “gave [them] credibility,” suggesting they valued the purpose of education.

-Anonymous

*When asked about donating to educational non-profits, one interviewee said, “The ones that I have [supported] usually focused on two aspects: **does it help education**, or does it help children? And **is it bettering people** in those two categories in some way in order to help them lead better lives?”*

- Anonymous

How often do you make a monetary donation to a non-profit organization?



INSIGHT #3

GENDER AND FREQUENCY OF DONATION HAVE NO CORRELATION



SUMMARY:

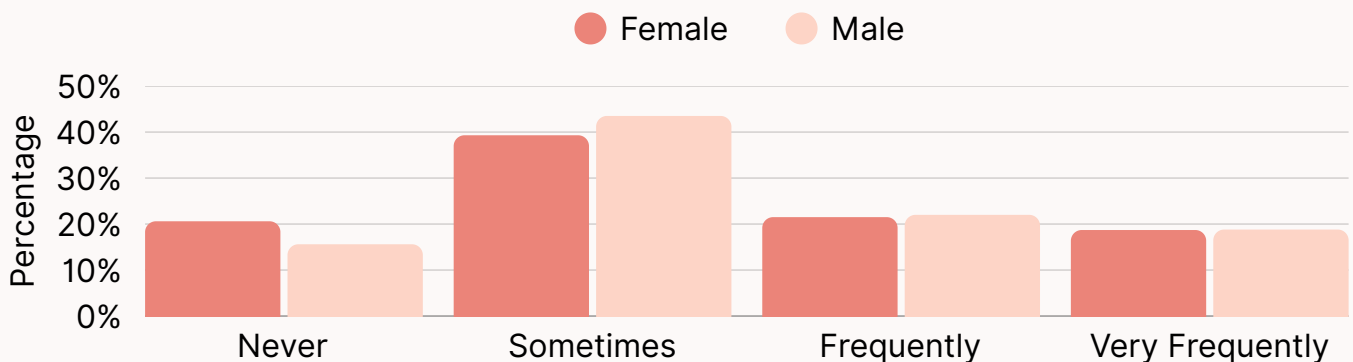
According to the final data, there is **no significant difference** between men and women and how often they donate. Donation frequency is not strongly tied to gender.

I want to understand how much of that money goes to administration and how much gets to where it's going, and if it doesn't reach that threshold, I don't donate. - Anonymous

*I think what motivates me is **I feel very blessed with all that I have**, I want to give back and support others. - Anonymous*

I can feel the joy as I talk to students in Africa of having gotten a computer and being able to do a good job and to study well, what they're doing is marvelous. - Anonymous

How often do you make a monetary donation to a non-profit organization?



INSIGHT #4

OLDER AGE GROUPS ARE MORE LIKELY TO DONATE



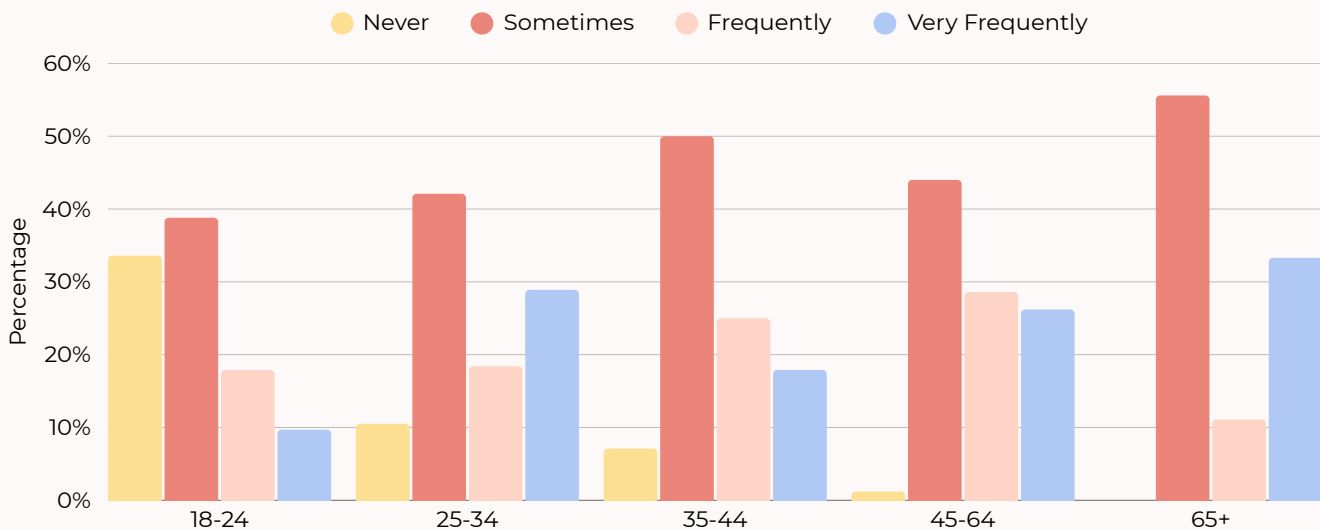
SUMMARY

18 to 24-year-olds donate the least, with about 34% saying they never give money. Older individuals give the most—**every respondent to the survey in the 65+ group has donated before**, with most of them donating very often. People ages 45–64 are also generous, with many saying they donate “frequently” or “very frequently.” For most age groups, “sometimes” is the most common answer, especially for ages 35–44, where exactly 50% donate only sometimes.

One donor said he wants to join nonprofit boards to give “time and talent”.

*An 81-year-old donor said he “donate[s] to about **12 charities every year** and even run[s] a family foundation.”*

How often do you make a monetary donation to a non-profit organization?



RECOMMENDATIONS

- Emphasize that **small donations** are acceptable and appreciated. Many individuals want to donate, but feel they don't have enough. Encourage every effort.
- Understand that money oftentimes comes out of **budgets specifically set aside for donation**, especially with middle-aged donors. This means individuals are willing to give, but it is an extremely limited resource. Cater towards these people through ongoing promotion and advocacy for HSEF.
- Consider showcasing where the money goes with each donation. The Church of Jesus Christ's "Light the World" campaign and efforts work well because individuals can see what items they are helping to donate. A text or picture feature online showcasing what their efforts have done could evoke **strong feelings of accomplishment, leading to future donations**.
- **Involve younger generations** in donating by utilizing programs such as the LDS Returned Missionaries Association of Nigeria, SA Johannesburg Moms and Sunday, and the African Cultures and Languages Association.
- Engage the educated demographic by **partnering with universities** such as Brigham Young University, Utah State, UVU, and Westminster University. Utilize on-campus clubs and Alumni events as a way to promote HSEF.

**Find more resources in the appendix*



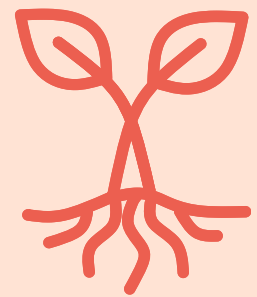
Determine Donor Motivation

OVERALL INSIGHTS

1 People prefer donating to **religious organizations, humanitarian efforts, and educational non-profits**



2 Donors look for **long-term** solutions



3 An organization's financial and real-world impacts must be **transparent**



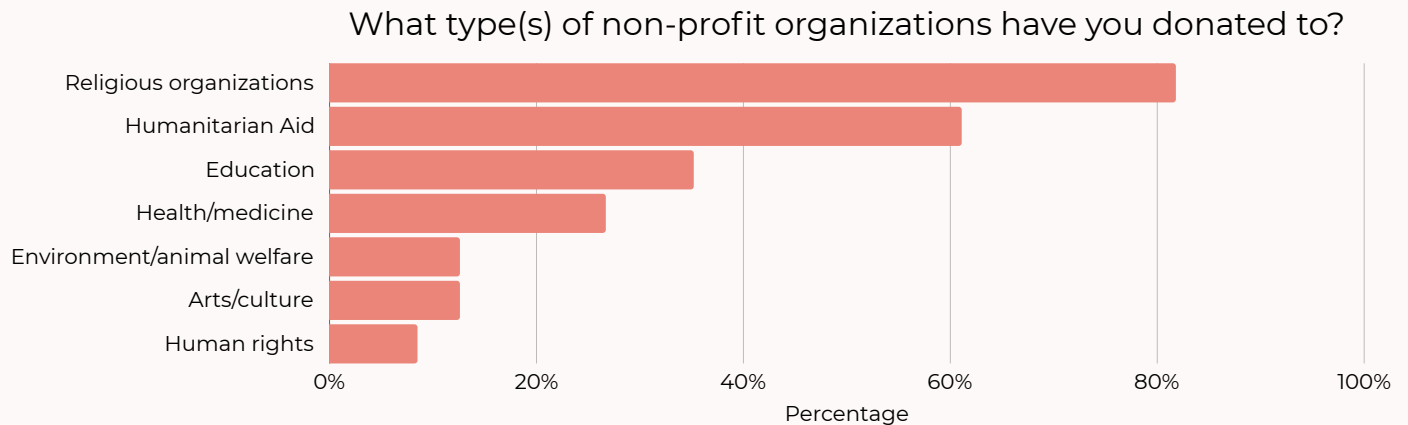
INSIGHT #1



PEOPLE PREFER DONATING TO RELIGIOUS ORGANIZATIONS, HUMANITARIAN EFFORTS, AND EDUCATIONAL NON-PROFITS

SUMMARY

Based on the team's research, data indicates that donors prefer to donate to the following types of non-profit organizations: religious organizations (**81.8%**), humanitarian aid (**61.1%**), and education (**35.2%**).



HSEF'S CONNECTIONS

Survey findings show that respondents' top three preferred donation categories correspond to sectors where HSEF is already active. This alignment demonstrates that HSEF has existing connections within each of the nonprofit types that received the highest support. Through the Church Education System, BYU Pathway, and Bloom's partnership with BYU Pathway, **HSEF is already engaged in religious, educational, and poverty-relief work.**



INSIGHT #2

DONORS LOOK FOR LONG-TERM SOLUTIONS



SUMMARY

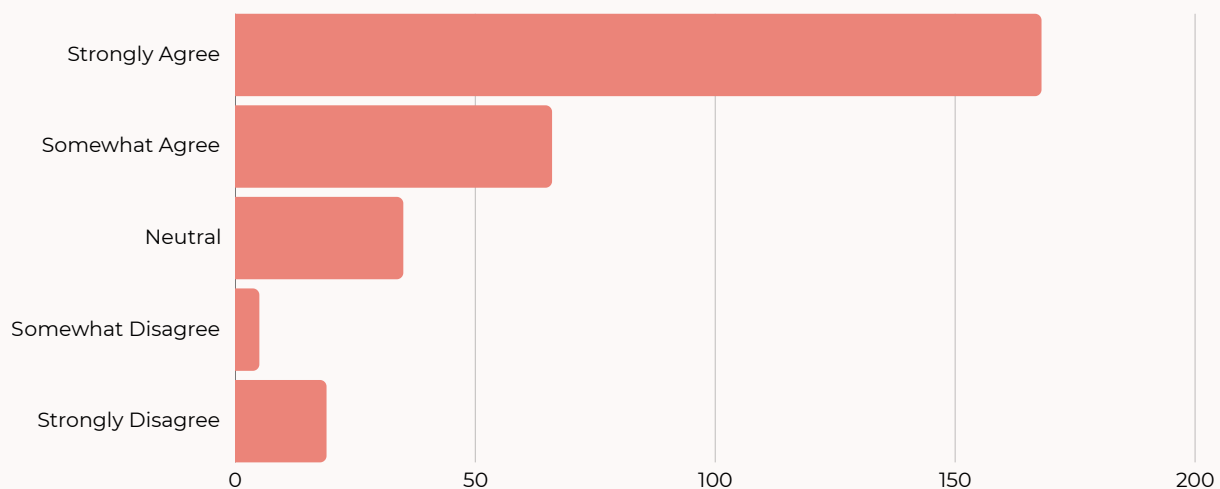
The data shows donors are motivated by organizations that prioritize long-term solutions. Individuals who strongly value education, self-reliance, and sustainable change are also the most consistent donors. This indicates **people want their contributions to create a lasting impact** that helps individuals build stability and gain valuable life skills.

*I believe that education can really help an individual, to **empower the individual**, but to provide opportunities to do anything that they want. - Anonymous*

*I think it's essential to realize that we need to be able to help people become **self-reliant**. - Anonymous*

*It's the ability to become self reliant that builds their character and **strength they'll carry on for generations**. - Anonymous*

I prefer donating to organizations that focus on empowering self-reliance through education, rather than simply providing short-term aid.



INSIGHT #3

AN ORGANIZATION'S FINANCIAL AND REAL-WORLD IMPACTS MUST BE TRANSPARENT



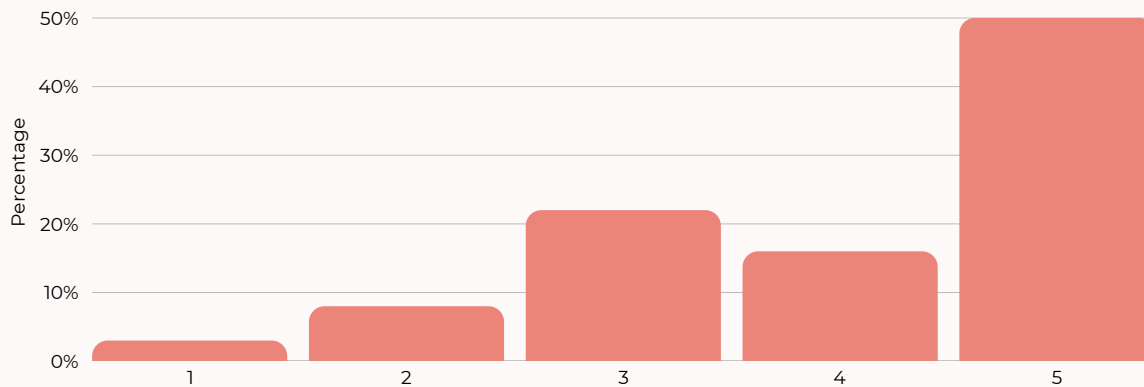
SUMMARY

The data indicates people tend to prefer non-profit organizations that are transparent with their finances and real-world impacts.

50% of survey respondents said **transparency was very important** to them when deciding to donate to a non-profit organization. One concern potential donors have is ensuring organizations direct donations toward the cause rather than toward administrative costs.

HSEF can enhance their transparency by demonstrating their measurable impact of donation. HSEF should also be prepared to verify the percentages of funds they allocate to their projects, since non-profits must legally disclose this information.

On a scale of 1 to 5, please rate how important transparency is in your decision to donate to a non-profit organization.



I will say the most difficult part of vetting Help Start Education Foundation is their website. I feel like their website did not provide a lot of concrete information... I could tell that they were a smaller organization. I think just trying to find a person to contact them to submit an application was a little bit difficult, but once I had a point of contact, it was smooth sailing from there. - Anonymous

RECOMMENDATIONS

- Seek guidance from financial professionals to strengthen financial transparency and increase clarity around HSEF's organizational goals.
 - Adhere to best practice guidelines outlined by **reputable nonprofit rating tools**. For example, Charity Navigator recommends implementing and publicly sharing policies such as
 - Conflict of Interest Policy,
 - Whistleblower Policy,
 - Documentation Retention and Destruction Policy,
 - Making your annual tax filings (e.g., Form 990) easily accessible on your website.
- Explore building relationships with **third-party validation platforms** such as GlobalGiving, Global Search, and Devex. These organizations can provide external credibility and help reinforce trust among potential donors.
- Once endorsements or partnerships with these platforms are secured (as well as any third-party mentions of HSEF), **feature their badges** or recognition statements in the footer of your website. Organizations such as [ChildFund](#), which highlight their third-party validations in a dedicated section, may be a website from which to draw inspiration.
- Consider adding new website sections to **enhance communication transparency**, such as:
 - A gallery of past newsletters
 - A blog or feed that integrates recent Instagram posts
 - A page for annual reports and financial information.
- **Find more resources in the appendix*



Develop Communication Strategy

OVERALL INSIGHTS

1

Three common ways to hear about non-profits: religion, word of mouth, social media



2

Instagram is the most commonly used form of social media



3

Donors prefer quarterly or annual contact



4

Donors prefer an Impact Report



INSIGHT #1

THREE COMMON WAYS TO HEAR ABOUT NON-PROFITS



SUMMARY

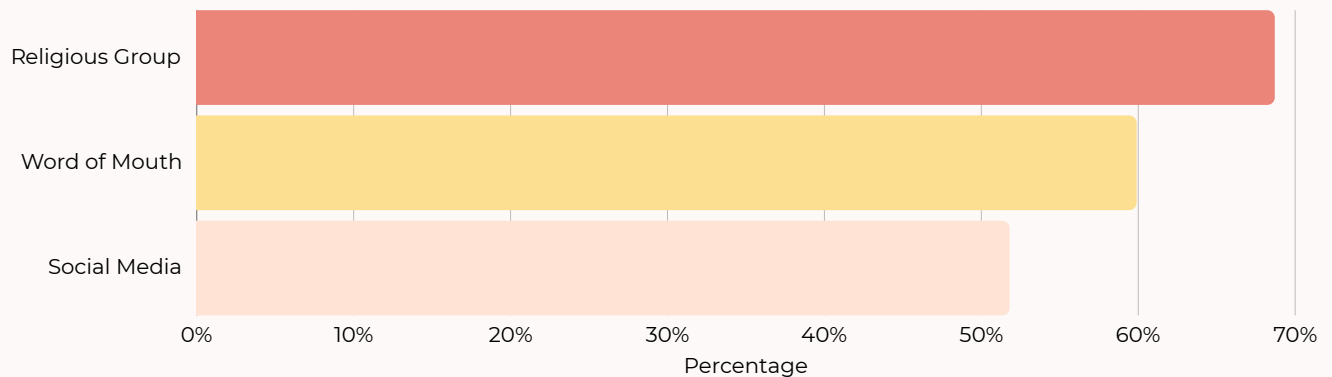
Most individuals heard about nonprofit organizations from religious groups, social media causes, or through word of mouth.

*Honestly, if I were to choose between any charity, I would always look to The Church of Jesus Christ of Latter-day Saints. I think **there's no better model than what the Church has.** - Anonymous*

*I would say the [nonprofits] we donate to the most are ones that **I've been particularly involved with,** and then I've seen how they work with the various resources they have. So oftentimes, like it could be the community services in our area. - Anonymous*

*The **biggest** one has just been **social media.** Especially seeing people like social media influencers, they'll team up with charitable organizations, and they'll post basically their own experience working with them. - Anonymous*

Where do you typically receive information about non-profit organizations?



INSIGHT #2

INSTAGRAM IS THE MOST COMMONLY USED FORM OF SOCIAL MEDIA



SUMMARY

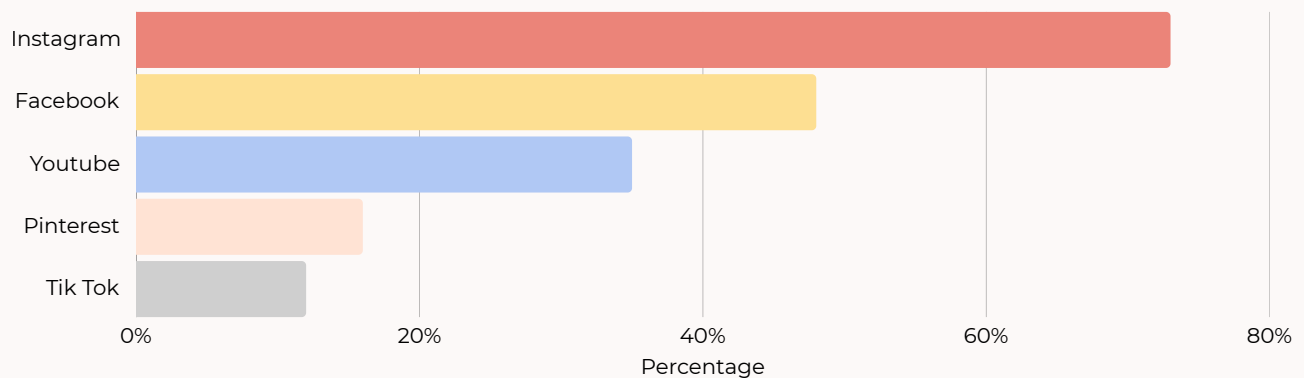
Instagram is the most widely used platform, with 73.5% of respondents listing it in their top three, significantly outpacing Facebook at 48.5%. Regardless of age, these two platforms dominate usage, with **Instagram consistently leading as the primary choice for both young adults and seniors.**

We also use **Facebook and Instagram** to connect with people just those two, [Instagram and Facebook], really. - Anonymous

I'm old, so it's Facebook. - Anonymous

There was a time when this charity was, you know, just kind of **all over my social media**, and it just kind of drew me, like on into it and more interested in it. You know, the more I see it, the more I'm gonna read about it. And right? I want to donate more. - Anonymous

Which social media platforms do you use the most?



INSIGHT #3

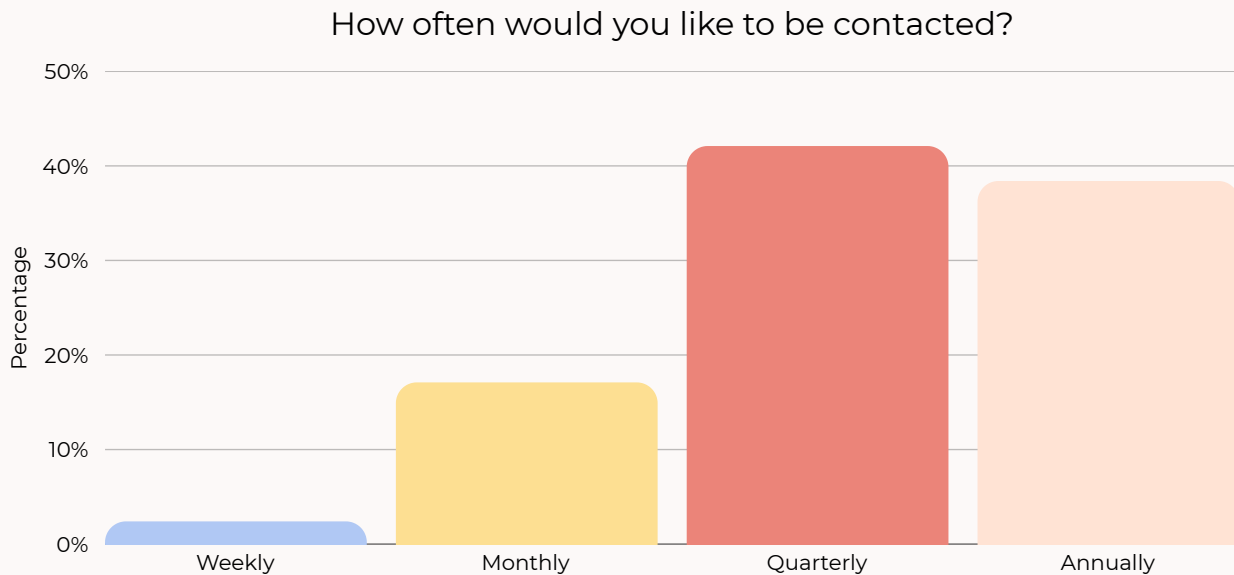
DONORS PREFER QUARTERLY OR ANNUAL CONTACT



SUMMARY

When interested in receiving communications from the organizations they have donated to, respondents said they would prefer to receive **either quarterly or annual updates**. Quarterly was slightly favored, with annually coming in second. A difference of this size is within the survey's margin of error.

*I may think, 'Oh, I would love to help out, and I'll give a donation, but it may be just a one-time donation—not every week', or something like that. **[I prefer updates] probably quarterly.** - Anonymous*



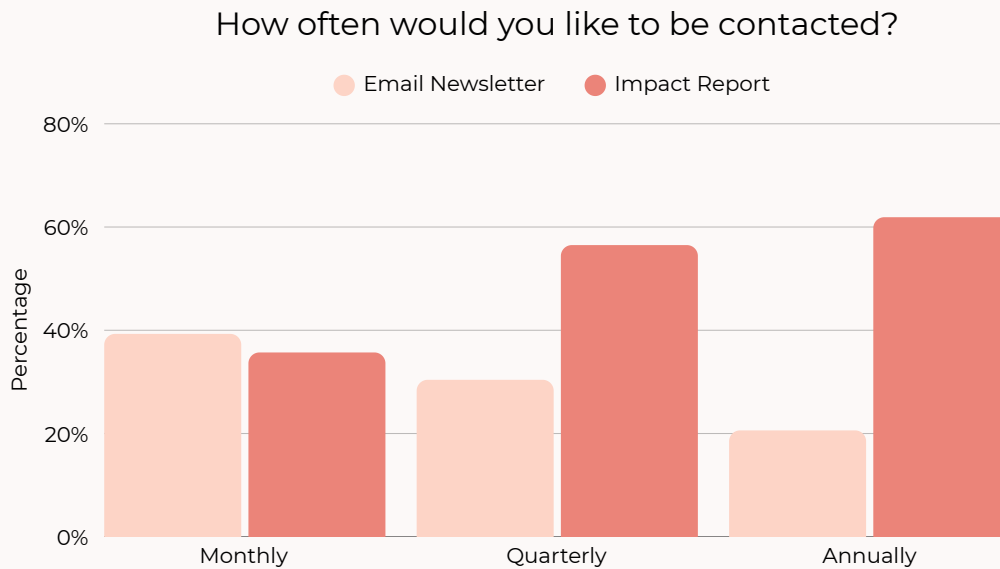
INSIGHT #4

DONORS PREFER A HUMAN-FOCUSED IMPACT REPORT



SUMMARY

The data shows the most favored form of communication is **an impact report**, with an email newsletter being the second choice. This report should be issued quarterly or annually.



*I would love to get maybe **an annual report about the students** that [were] given [laptops]. Maybe, what is their situation? [...] you know, making it more personal for me to be engaged. - Anonymous*

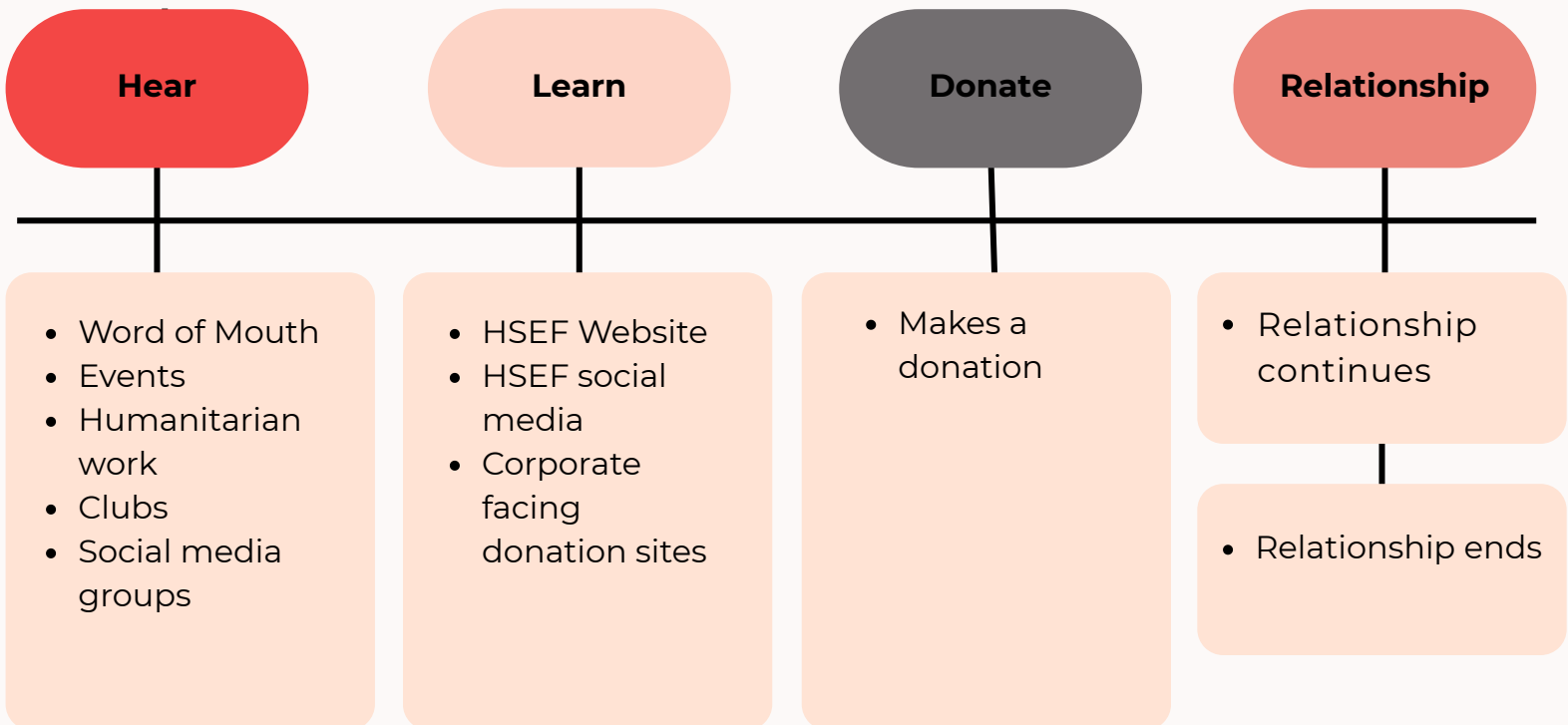
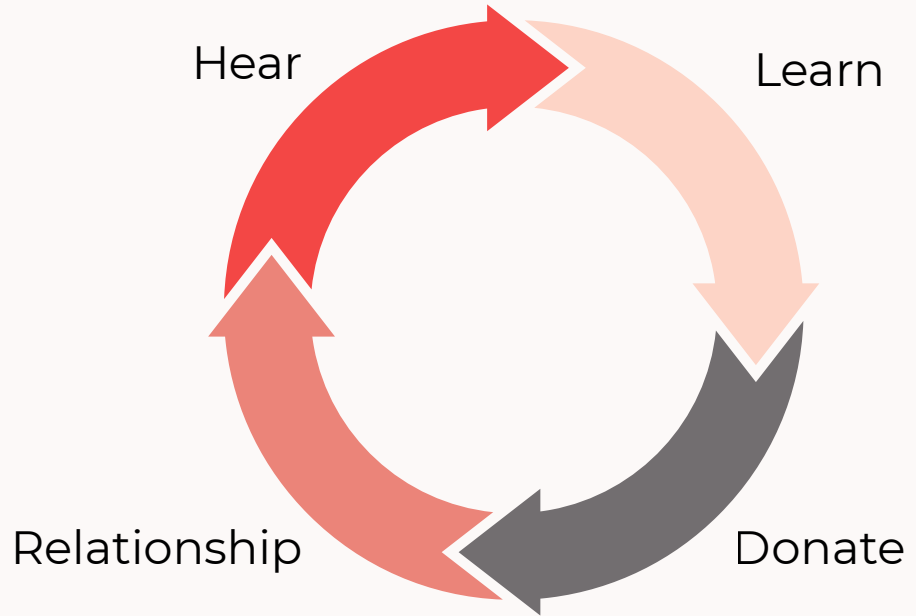
I would want to see, 'here's what we did this year. Here is the impact. I'd like to see a picture of the person, what they're doing with their life.

You've got to be accountable to me. - Anonymous

DONOR LIFECYCLE

HOW IT STARTS AND WHERE IT GOES

It is helpful to consider the donor lifecycle to plan for effective communications strategy. The following pages include quotes from interview and focus group data which relate to each step of the lifecycle.



DONOR LIFECYCLE CONTINUED

Hear

- One individual described the value of a physical meeting over online solicitation: "if someone from the organization takes the time to come and do 20–30 minute presentation and help me understand their objectives, their mission, what they want to accomplish... definitely that would be more powerful for me".

Learn

- "We do have an application that we ask our partners to fill out, to ask about the work they do, their history, and we also ask them what they're trying to do to improve...Also financials, are they financially sound? Is their budget? Is there any self-dealing?"
- "I will say that the most difficult part of vetting Help Start Education Foundation is their website. I feel like their website did not provide a lot of concrete information... I could tell that they were a smaller organization. I think just trying to find a person to contact them to submit an application was a little bit difficult, but once I had a point of contact, it was smooth sailing from there."

DONOR LIFECYCLE CONTINUED

Donate

- One interviewee found that fundraising efforts that allowed people to give a "relatively small amount and know exactly where that money's going" were highly effective and motivated a "pure desire to contribute".
- Ease of Donation: Novel methods, like the "Light the World" giving machines, are praised for making the experience "fun to contribute".


Relationship

- One interviewee stated that he and his wife donate "every year, to about a dozen organizations," in addition to regular tithing to the Church. His spouse confirmed this practice, noting that they donate to approximately "12 organizations a year". She also mentioned that their family specifically sponsors a child in India "each year."
- Some individuals find that while they want to help a cause, their financial situation limits them, meaning their contribution "may be just a one-time donation," rather than weekly or regular giving.

RECOMMENDATIONS

- Continue to utilize **word of mouth** in seeking donations.
- **Prioritize social media**, including Instagram, Facebook and LinkedIn.
 - Instagram specifically will bring to life the organization and engage with new audiences.
- Consider partnering with **other religious organizations** to build awareness (for example, presenting at another church).
- Follow a **“less is more”** approach when communicating with donors and incorporate hard data to showcase growth and action.
 - Respondents showed interest in receiving a quarterly or annual impact report following their donations.
 - Create a human-focused impact report. Include an image, quote or testimonial of an HSEF recipient to perpetuate an enduring relationship between HSEF and its donors.





NEXT STEPS

NEXT STEPS

Target Audience

How can HSEF apply the recommendations?

- **The younger generations:**

- **Encourage small contributions:** Explicitly state that every amount is valued to engage donors who feel their funds are insufficient
- To engage in the younger and educated demographic, **partner with universities and programs** like the ones listed below:
- LDS Returned Missionaries Association of Nigeria
- South Africa Johannesburg Mission Moms & Friends
- African Cultures and Languages Association
- BYU Collaborator Organizations
- Utah State Community-Engaged Learning
- UVU Center for Social Impact

- **Middle-aged donors:**

- **Target fixed budgets:** Maintain consistent advocacy to stay top-of-mind for middle-aged donors working with limited, pre-set charitable funds
- **Seek corporate partnerships:** Connect with corporations who will donate yearly
- Leverage university partnerships: Promote HSEF through **alumni events** and clubs at institutions like BYU, UofU, USU, UVU, and Westminster

- **Older donors:**

- Seek involvement with educational, humanitarian and religious groups
- **Visualize the impact:** Mimic the "Light the World" model by using images or text to show exactly what specific donations provide

NEXT STEPS

Transparency

- Follow best practice guidelines as outlined by reputable nonprofit rating tools:
 - **Charity Navigator**
 - Guide Star
 - GlobalGiving NGO Directory
 - Devex
 - InterAction
 - UN Global Compact
 - ReliefWeb - Organizations List
- **Feature endorsements** as badges or recognition statements in the footer of your website. Example of a successful website: ChildFund.org.
- Strengthen the HSEF website by adding sections such as: program impact pages, advocacy and evidence, **accountability and leadership**, ways to give, impact blog, global footprint, and careers and volunteer.

NEXT STEPS

Communication Strategy

- Enhance existing word-of-mouth strategies by **focusing share efforts** on groups that value **education, humanitarian efforts, and religion**. This could include, but is not limited to:
 - Presentations to social impact students
 - Pop-up booths on college campuses
 - Building relationships with local church leaders
- **Enhance social media presence**, specifically on Instagram, to increase brand visibility. Some potential media approaches include, but are not limited to:
 - Sharing recipient testimonials
 - Livestreams with HSEF leadership to build trust and rapport with new publics
 - “A Day in the Life” posts that show how HSEF recipients are using their computers
- **Data-driven, Human-centered Impact Reports:** To perpetuate an enduring relationship between HSEF and its donors, ensure the report includes:
 - An image, quote, or testimonial of an HSEF recipient.
 - Hard data to showcase HSEF’s growth and impact



THANK YOU

FOR READING



BYU PR
INTELLIGENCE



Appendix

APPENDIX

Interview Excerpts

This appendix compiles qualitative insights from interviews and focus groups concerning donor motivations, preferences for outreach, expectations for transparency, and the overall donation experience. Names have been replaced with anonymous descriptors (e.g., "a male interviewee," "a female donor," etc.).

I. Communication and Solicitation

A. In-Person Invitations and Direct Contact

- Direct, personal, and often in-person contact is highlighted as effective, especially for soliciting substantial contributions and building initial trust.
- A female interviewee suggested that a nonprofit seeking connection should, "Invite them to a meeting so that they get involved personally if you can" [46:23].
- A male interviewee noted that securing major donations "almost always has to be a face to face". He specified that for major gifts, you need a "face to face. You need and then have them come in and be a part of what you're doing".
- A male interviewee (an educator) explained his preference for personal outreach: "I will say word of mouth will be more powerful if these people will take the time to come and visit with me and sit and tell me and show me the impact that it will do in not in a pushy way, but in a persuasive way".
- The same male interviewee noted that a meeting is more powerful than online solicitation: "if someone from the organization takes the time to come and do 20–30 minute presentation and help me understand their objectives, their mission, what they want to accomplish... definitely that would be more powerful for me".

APPENDIX

Interview Excerpts Continued

- A male entrepreneur emphasized the difficulty of building trust without direct interaction: "...I think until you get in front of somebody and talk to them, it's very difficult, especially a new idea something you're trying to get them into something unique, and you're trying to get people to trust you".
- A male interviewee described a successful fundraising tactic where friends called and invited him to an event, leading to a donation based on "respect for the friendship".

B. Ease of Donation and Communication Channels

- Donors seek simple, clear requests and convenient methods for communication.
- A male executive favored email or text messages over phone calls or physical mail for initial contact, noting he typically throws away mail and avoids answering calls from unknown numbers.
- The consensus among interviewees was that the organization's message "has to be simple" and easy to understand [35:39]. Confusing websites or complicated messaging can be a "huge turn-off".
- A female interviewee working in philanthropy noted a website needs "ease of navigation," ease of contact, and transparency about staff, as trying to find a contact person was challenging during vetting.
- A male donor advised organizations to enable people to give a "relatively small amount and know exactly where that money's going" for maximum impact [52:08], [52:37].
- The Church's Giving Machines were praised for making contributing "fun to contribute",, and it was suggested that integrating this fun, easy method, perhaps using QR codes at high-traffic events, could be beneficial.

APPENDIX

Interview Excerpts Continued

II. Donor Motivations and Deciding Factors

A. Personal Connection and Emotional Drive

- Personal ties and emotional fulfillment are primary motivators for giving.
- A male foundation owner stated frankly that "personal connection matters". He explained his family gives primarily where they or their children "have a real connection—whether it's from a mission, friendship, or direct experience".
- An entrepreneur confirmed that "people give donations to people that they know".
- A female foundation owner cited her core motivation as "Love," stating, "It breaks my heart to see suffering," and believing that helping even a small amount "still makes a difference".
- A male entrepreneur noted that people are motivated by "gratitude" and achieving a level of "self fulfillment, blessing others, reaching out, having impact".
- A male interviewee noted that you "gain a lot of joy from giving".

B. Transparency, Trust, and Efficiency (The Vetting Process)

- Before deciding to donate, individuals scrutinize the organization's use of funds and overall credibility.
- A male foundation owner emphasized: "Efficiency—how much of the donation actually reaches the people in need versus administrative costs", [18:00].
- An executive favored giving to an organization where 90% or 95% goes to the end user.

APPENDIX

Interview Excerpts Continued

- A male interviewee warned that trust is crucial because "if you don't, you really don't know where that money is going".
- A male donor quickly loses interest if a charity is not efficient, recalling he stopped donating to one organization because the unnecessary physical incentives they sent "seemed like a huge waste".
- A male donor mentioned that high administrative costs "really turns me off".
- A female interviewee confirmed that her foundation's vetting process examines whether organizations are "financially sound" and checks for "any self-dealing",.
- A focus group noted that donations are given primarily to trusted institutions like the Church because there is knowledge that the funds are "well utilized and monitored" with minimal overhead

C. Measurable Impact and Specificity

- Donors decide to give when they know precisely how their money will be used and can see quantifiable results.
- A male foundation owner advised nonprofits to "Be specific" so donors know exactly where their money goes, citing examples like, "\$23 buys a pair of shoes for a child", [20:07].
- The crucial two-step process for retention is: "One, tell them what their money's buying and two show them what it bought" [54:04].
- An African mission volunteer noted that showing how a donation—even a small amount like \$250 for a computer—can change "a family and then a generation is pennies" is highly effective.

APPENDIX

Interview Excerpts Continued

- A male donor requires evidence that his money is "actually going to go towards helping people".
 - A female interviewee found that receiving letters or "cute little cards from the kids" who benefit makes the impact "more real",.
 - A male interviewee preferred supporting recipients who demonstrate commitment to self-improvement (e.g., sweeping floors to earn tuition)
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III. Donation Frequency and Follow-Up

A. Frequency of Contributions

- Giving schedules vary, though annual contributions are common for major causes.
- A male foundation owner reported donating "every year, to about a dozen organizations".
- His wife confirmed this practice, noting they donate to approximately "12 organizations a year" and sponsor a child "each year", [41:27].
- A retired executive makes contributions to Help Start "each year".
- One regular donor affirmed, "I donate to almost all of them pretty regularly".
- Another interviewee decided to donate to Help Start "every month".
- Contributions related to specific events (like races or bike rides) are often "just one on just one offs".

APPENDIX

Interview Excerpts Continued

B. Follow-Up and Retention

- Personalized updates and evidence of impact are key to maintaining long-term donor relationships.
- A male executive recommended receiving an annual letter or "thank you letters from the students" to make the experience more personal and motivate larger contributions.
- A female interviewee appreciated organizations that sent letters from program participants because hearing back from the people benefiting makes the impact "more real",.
- One male donor noted that receiving updates, possibly in a newsletter or blog, and seeing visuals (charts, pie graphs, or videos) of the results are impactful.
- A female donor preferred receiving updates no more than quarterly.

APPENDIX

Relationship Opportunities

- Humanitarian work Opportunities
 - Go Volunteer Africa (Education & Community Projects in Africa) – Offers programs for seniors/retirees in Africa that include teaching, community service, and social work among other project types. Go Volunteer Africa
 - <https://govolunteerafrica.org/volunteering-as-a-senior-in-africa/>
 - International Volunteer HQ (IVHQ) – Volunteer abroad organization with community development and volunteer teaching opportunities in African countries. International Volunteer HQ
 - <https://www.volunteerhq.org/regions/africa/>
 - Global Volunteers – International volunteer organization that supports community development and education assistance projects globally, including in Africa.
 - <https://globalvolunteers.org/home/>
 - Projects Abroad (Africa Volunteer Programs) – Offers a wide range of volunteer placements working on education, community development, and support roles across multiple African countries.
 - <https://www.projects-abroad.org/volunteer-africa/>
 - GVI (Global Vision International) – Volunteer programs (including education and community development components) in Africa suitable for older adults and retirees.
 - <https://www.gviusa.com/volunteer-in-africa/>

APPENDIX

Additional Studies and Data

- A recent study from Harvard that shows that corporate giving is trending towards universally supported causes like education. This may be good reading for development of strategy tailored to corporate donors.
 - Corporate giving: <https://corpgov.law.harvard.edu/2025/09/23/corporate-citizenship-in-transition-lessons-from-2025-planning-for-2026/>
- Giving statistics from Charity engine's Blog This article reveals why recurring monthly giving has become the most powerful engine of long-term nonprofit sustainability. It highlights key trends—such as the fact that monthly donors stay engaged for eight years or more, and that major giving moments like GivingTuesday dramatically increase recurring donor sign-ups. The piece also breaks down how retention skyrockets once donors give more than once, making recurring givers far more loyal and valuable than one-time donors.
- Overall, it offers data-backed insights that can help HSEF build a stable donor base, strengthen long-term relationships, and increase predictable revenue through recurring gifts.
 - Recurring Giving stats: <https://blog.charityengine.net/recurring-giving-statistics>