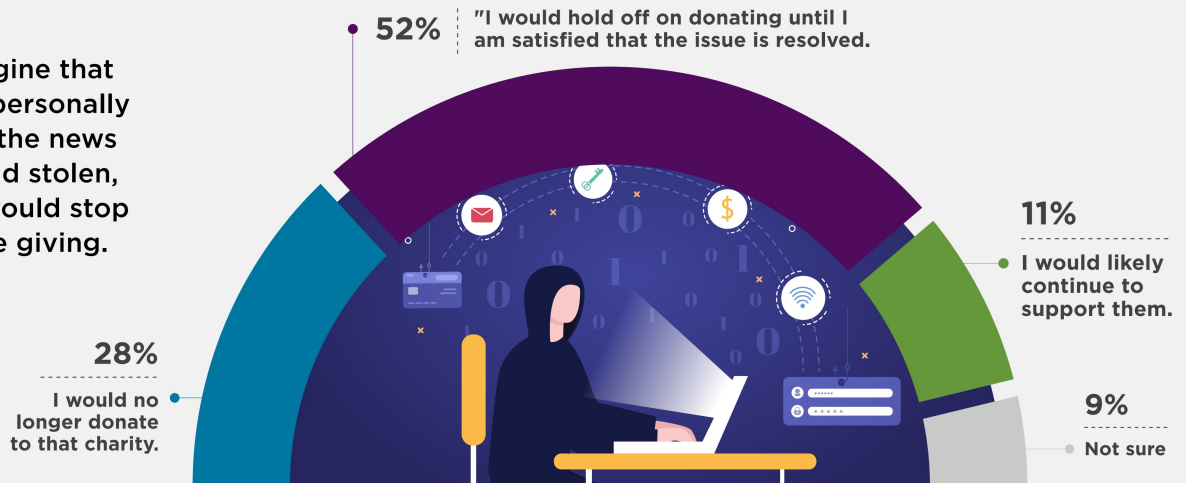


When asked to imagine that a charity that they personally support appears in the news for being hacked and stolen, most participants would stop or hold off on future giving.

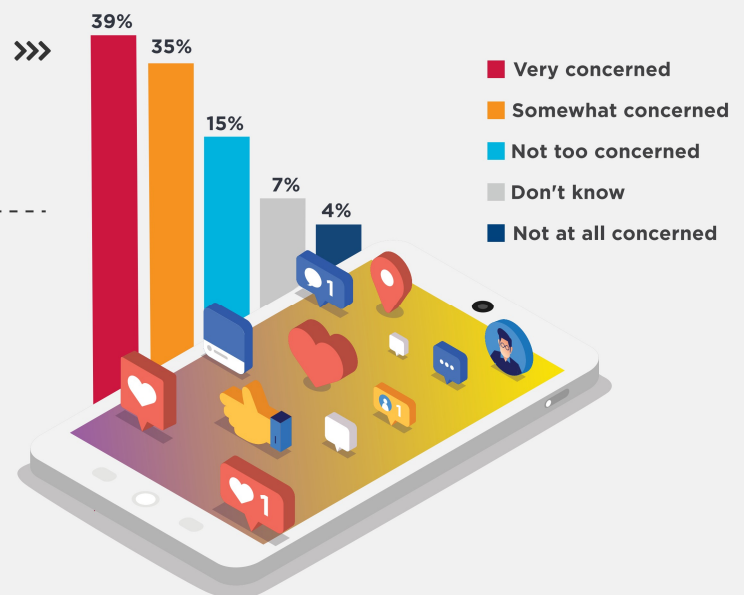


When asked to imagine a charity using AI to identify them as a potential donor, some participants express hesitation.



When considering connecting with a charity on social media, most participants worry about the charity gathering their information or intruding in their profile.

Donors are sensitive to how their information is collected, used, and protected. Building and maintaining trust in the digital age goes beyond effective outreach, calling for intentional, transparent, and ethical data practices.



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