

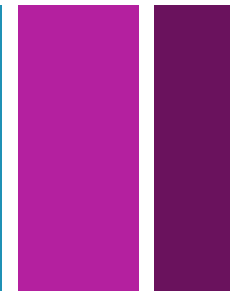
SlideZone

A selection of free data and analysis

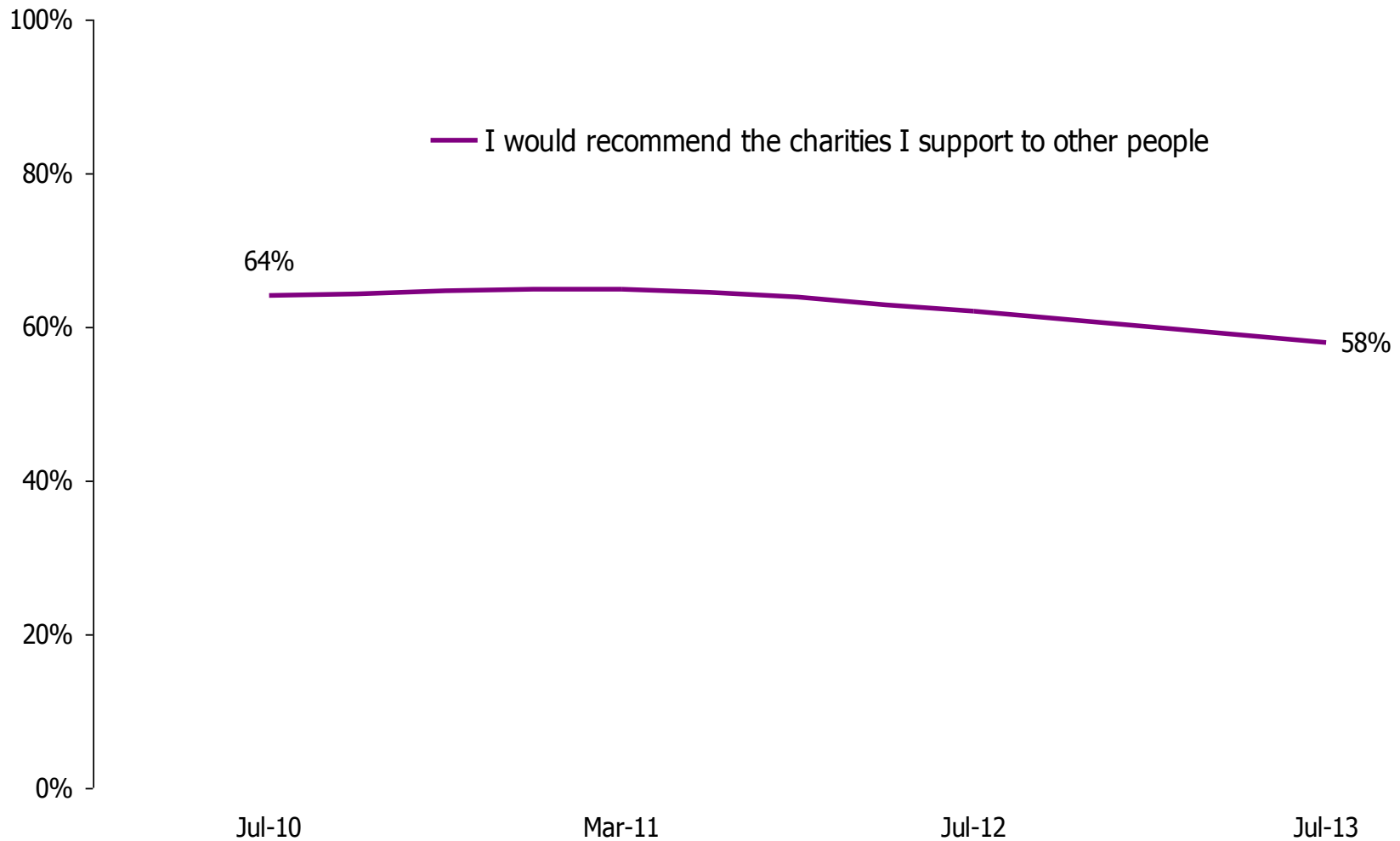


Recommendations by Donors

Charity Awareness Monitor (July 2013)



Decline in recommendations



"Please look at the statements below and indicate how much you agree or disagree with each statement by ticking the appropriate box." **Strongly agree/Agree**

What does it mean for charities?

We know the 'recommendation' is increasingly important in the digital age for all brands. Social media and review websites such as TripAdvisor tell consumers what their peers think about a product or brand in an unprecedented way. Surely the same principle can be applied to charities to help spread their message and garner support?

Unfortunately, the last three years has actually seen a gradual decline in the proportion of respondents saying that they would recommend the charities they support to other people – from 64% in 2010 to 58% in 2013. This may be a cause for concern for charities – not only are they not keeping up with the trend for recommendations, but they are actually slipping backwards.



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