

When it comes to funding your mission, the biggest advantage you can have is understanding your donors.

This in-depth look at the future of donor behavior in a post-pandemic world identifies trends in individual giving and provides an actionable framework to understand how behavior has evolved and where it's going.

Using research and data from 50+ industry reports, including partners such as The Fundraising Effectiveness Project and Visa, and analyzing more than 2 billion dollars in transaction data, this report is one of the most comprehensive resources on donor behavior in the industry.

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