

**I donate to make an impact according to my values**

**Values and Beliefs**

- Values and Beliefs: I want to make a difference in the world.
- Values and Beliefs: I want to help people in need.
- Values and Beliefs: I want to support a cause that I believe in.
- Values and Beliefs: I want to make a positive impact on the world.
- Values and Beliefs: I want to support a cause that is important to me.
- Values and Beliefs: I want to make a difference in the lives of others.
- Values and Beliefs: I want to support a cause that is aligned with my values.
- Values and Beliefs: I want to make a positive impact on the world.
- Values and Beliefs: I want to support a cause that is important to me.
- Values and Beliefs: I want to make a difference in the lives of others.
- Values and Beliefs: I want to support a cause that is aligned with my values.

**I want to be sure that my donation is going directly to the cause/people**

**Transparency**

- Transparency: I want to know where my money is going.
- Transparency: I want to see how my donation is being used.
- Transparency: I want to know who is receiving the money.
- Transparency: I want to see the impact of my donation.
- Transparency: I want to know if the organization is financially sound.
- Transparency: I want to see the financial statements of the organization.
- Transparency: I want to know if the organization is a 501(c)(3).
- Transparency: I want to see the names of the people who are receiving the money.
- Transparency: I want to know if the organization is a charity.
- Transparency: I want to see the impact of my donation.
- Transparency: I want to know if the organization is a charity.

**I support organizations that have a clear vision and/or are transparent about their record and results.**

**Clear Vision**

- Clear Vision: I want to support an organization that has a clear mission.
- Clear Vision: I want to see the organization's goals and objectives.
- Clear Vision: I want to know what the organization is trying to achieve.
- Clear Vision: I want to see the organization's track record.
- Clear Vision: I want to know if the organization is making a difference.
- Clear Vision: I want to see the organization's impact on the community.
- Clear Vision: I want to know if the organization is a charity.
- Clear Vision: I want to see the organization's financial statements.
- Clear Vision: I want to know if the organization is a 501(c)(3).
- Clear Vision: I want to see the organization's impact on the community.
- Clear Vision: I want to know if the organization is a charity.

**I think there's a right way and a wrong way to receive communications**

**I usually am prompted via an email/mailing or request via a friend to Donate**

**Email/Mailing**

- Email/Mailing: I don't like receiving too many emails.
- Email/Mailing: I don't like receiving emails from organizations I don't know.
- Email/Mailing: I don't like receiving emails that are too frequent.
- Email/Mailing: I don't like receiving emails that are too generic.
- Email/Mailing: I don't like receiving emails that are too salesy.
- Email/Mailing: I don't like receiving emails that are too long.
- Email/Mailing: I don't like receiving emails that are too repetitive.
- Email/Mailing: I don't like receiving emails that are too pushy.
- Email/Mailing: I don't like receiving emails that are too annoying.
- Email/Mailing: I don't like receiving emails that are too spammy.
- Email/Mailing: I don't like receiving emails that are too intrusive.

**I sometimes feel uncomfortable with "the ask" - I don't want to be spammed or feel guilty**

**Spamming**

- Spamming: I don't want to be harassed by constant requests.
- Spamming: I don't want to feel pressured to donate.
- Spamming: I don't want to feel guilty if I don't donate.
- Spamming: I don't want to feel like I'm being sold to.
- Spamming: I don't want to feel like I'm being manipulated.
- Spamming: I don't want to feel like I'm being used.
- Spamming: I don't want to feel like I'm being exploited.
- Spamming: I don't want to feel like I'm being taken advantage of.
- Spamming: I don't want to feel like I'm being abused.
- Spamming: I don't want to feel like I'm being mistreated.
- Spamming: I don't want to feel like I'm being disrespected.

**I need to be able to trust the organization or website enough to donate.**

**Trust**

- Trust: I need to know if the organization is trustworthy.
- Trust: I need to know if the website is secure.
- Trust: I need to know if the organization has a good reputation.
- Trust: I need to know if the organization is a charity.
- Trust: I need to know if the organization is a 501(c)(3).
- Trust: I need to know if the organization is transparent.
- Trust: I need to know if the organization is honest.
- Trust: I need to know if the organization is ethical.
- Trust: I need to know if the organization is responsible.
- Trust: I need to know if the organization is reliable.
- Trust: I need to know if the organization is credible.

**I most often donate to vetted causes/orgs**

**Vetted Causes**

- Vetted Causes: I want to support a cause that has been vetted.
- Vetted Causes: I want to support a cause that is well-known.
- Vetted Causes: I want to support a cause that has a long history.
- Vetted Causes: I want to support a cause that is reputable.
- Vetted Causes: I want to support a cause that is trustworthy.
- Vetted Causes: I want to support a cause that is credible.
- Vetted Causes: I want to support a cause that is reliable.
- Vetted Causes: I want to support a cause that is responsible.
- Vetted Causes: I want to support a cause that is ethical.
- Vetted Causes: I want to support a cause that is honest.
- Vetted Causes: I want to support a cause that is transparent.

**I need to trust the donation process - I want to protect my personal data**

**Trust in Process**

- Trust in Process: I need to know if the donation process is secure.
- Trust in Process: I need to know if my personal data is protected.
- Trust in Process: I need to know if the organization is trustworthy.
- Trust in Process: I need to know if the website is secure.
- Trust in Process: I need to know if the organization has a good reputation.
- Trust in Process: I need to know if the organization is a charity.
- Trust in Process: I need to know if the organization is a 501(c)(3).
- Trust in Process: I need to know if the organization is transparent.
- Trust in Process: I need to know if the organization is honest.
- Trust in Process: I need to know if the organization is ethical.
- Trust in Process: I need to know if the organization is responsible.

**I plan my donations ahead of time b/c of my budget**

**Budgeting**

- Budgeting: I want to plan my donations so I can stay within my budget.
- Budgeting: I want to know how much I can afford to donate.
- Budgeting: I want to know when I can donate.
- Budgeting: I want to know if I can donate regularly.
- Budgeting: I want to know if I can donate once.
- Budgeting: I want to know if I can donate in kind.
- Budgeting: I want to know if I can donate through a friend.
- Budgeting: I want to know if I can donate through a company.
- Budgeting: I want to know if I can donate through a crowdfunding site.
- Budgeting: I want to know if I can donate through a stock exchange.
- Budgeting: I want to know if I can donate through a retirement account.

**I donate online because it's easy**

**Online Donation**

- Online Donation: I like donating online because it's convenient.
- Online Donation: I like donating online because it's fast.
- Online Donation: I like donating online because it's easy to use.
- Online Donation: I like donating online because it's secure.
- Online Donation: I like donating online because it's private.
- Online Donation: I like donating online because it's anonymous.
- Online Donation: I like donating online because it's flexible.
- Online Donation: I like donating online because it's accessible.
- Online Donation: I like donating online because it's convenient.
- Online Donation: I like donating online because it's fast.
- Online Donation: I like donating online because it's easy to use.

**I want the donation process to meet my expectations - no surprises**

**Expectations**

- Expectations: I want to know what to expect when I donate.
- Expectations: I want to know how long it will take to receive my receipt.
- Expectations: I want to know how much of my donation will go to the cause.
- Expectations: I want to know if I will receive any updates.
- Expectations: I want to know if I can cancel my donation.
- Expectations: I want to know if I can get a refund.
- Expectations: I want to know if I can get a receipt for my donation.
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