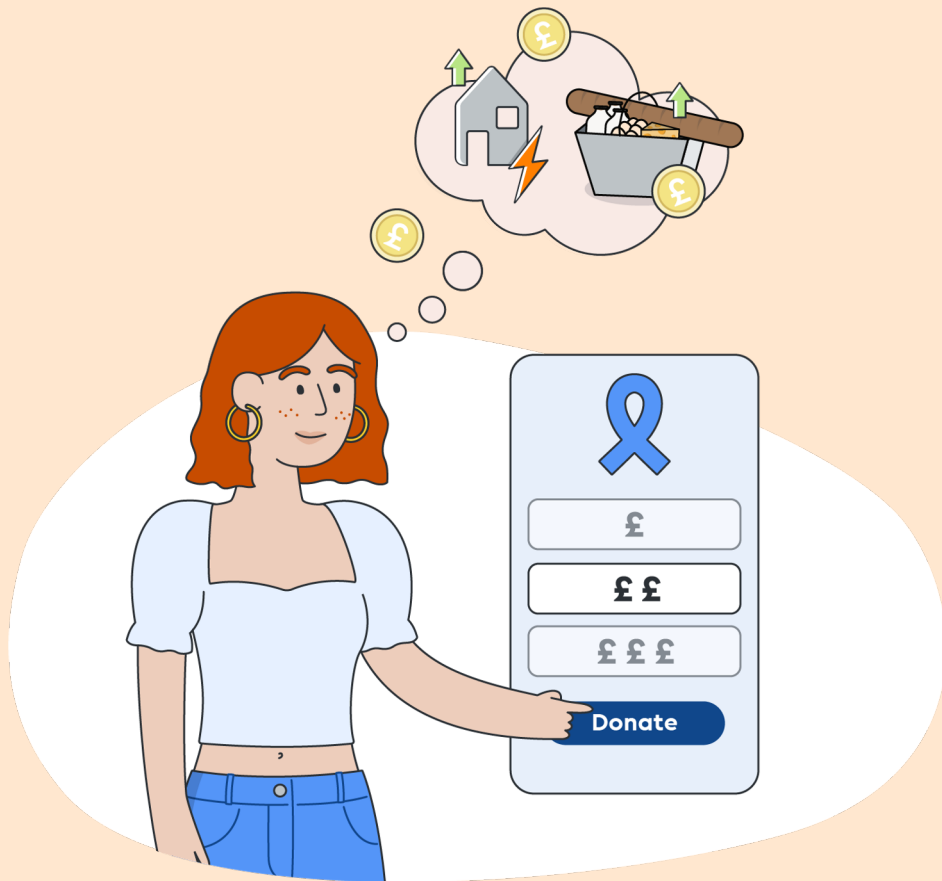


# A brighter future? How Individual Giving is on the rise



— Introductions...



Priya Bhandari  
VP of Customer Success



Jasmine Eaton-Saltwell  
Senior Marketing Manager



As a show of hands...

- ✓ Who's feeling more positive about their personal finances vs 6 months ago?
- ✓ Who's noticed a change in donor behaviour over the past 6 months?
- ✓ Hands up if the changes have been positive
- ✓ Who's planning to refresh their IG strategy in the coming months?



Today we'll be looking at...

1

**The state  
of personal  
finances**

2

**What  
does this  
mean for  
their  
giving?**

3

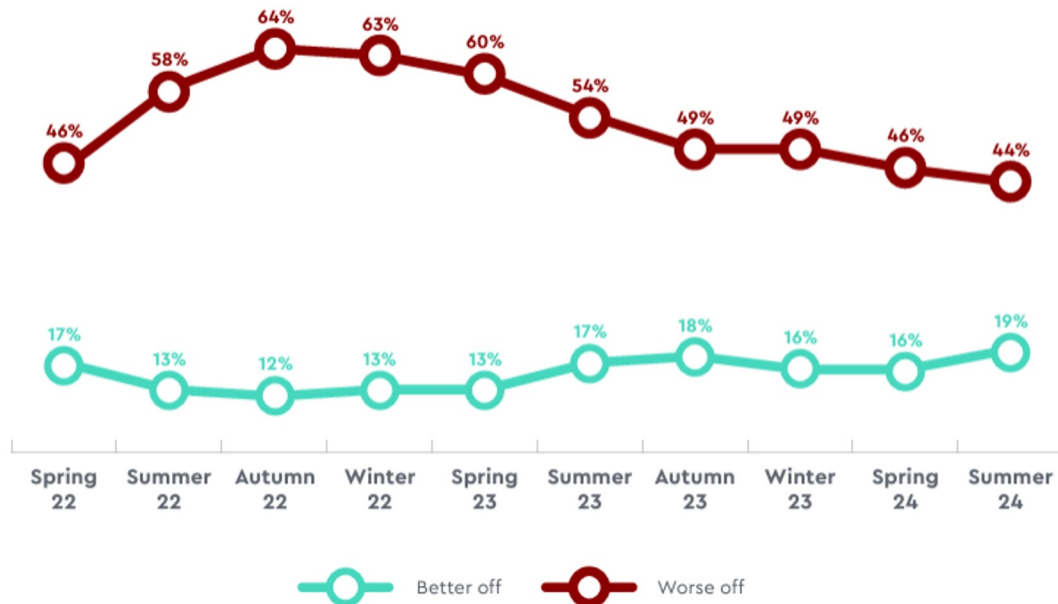
**Macmillan's  
Individual  
Giving  
strategy**

4

**Key  
takeaways  
for  
charities**

## Overall trend: are people feeling better off or worse off?

- ✓ Cautious recovery
- ✓ % of people feeling worse off is lowest since Spring 2022
- ✓ The gap peaked at 52% in Autumn 2022 and has halved since then

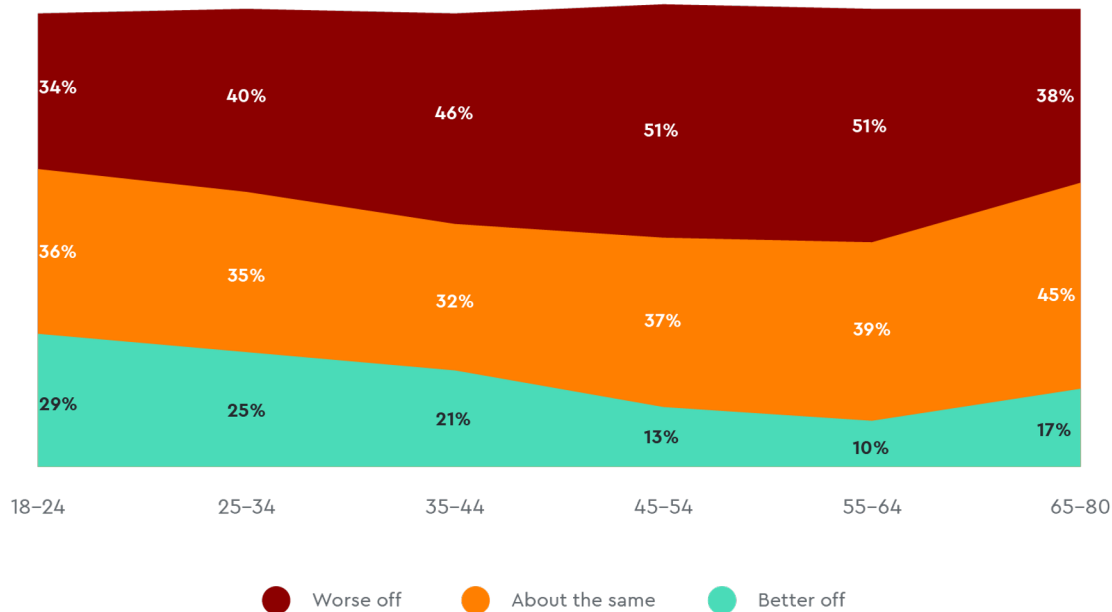


## How are different age groups feeling?

✓ 65% of 18-24 are better off or same

✓ Around 50% of 35-64 are better off or same

✓ This evidence backs up the newly coined term “Generation Generous” for 18-34 year olds



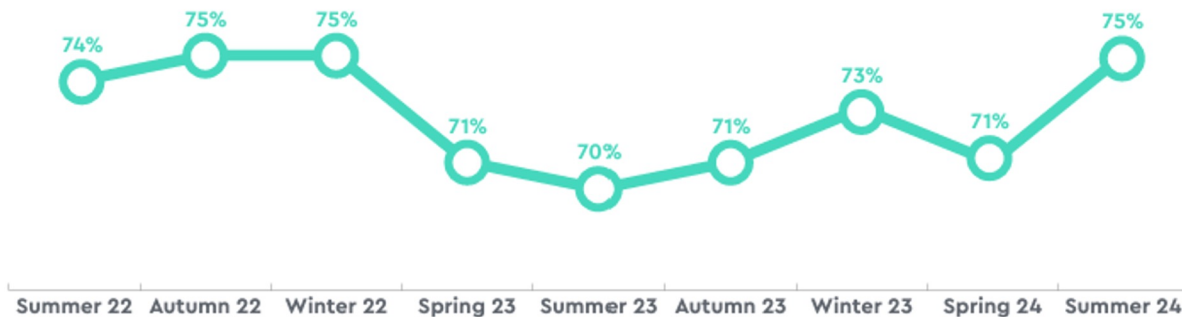
## How is this translating into giving?

✓ Impact is already being seen

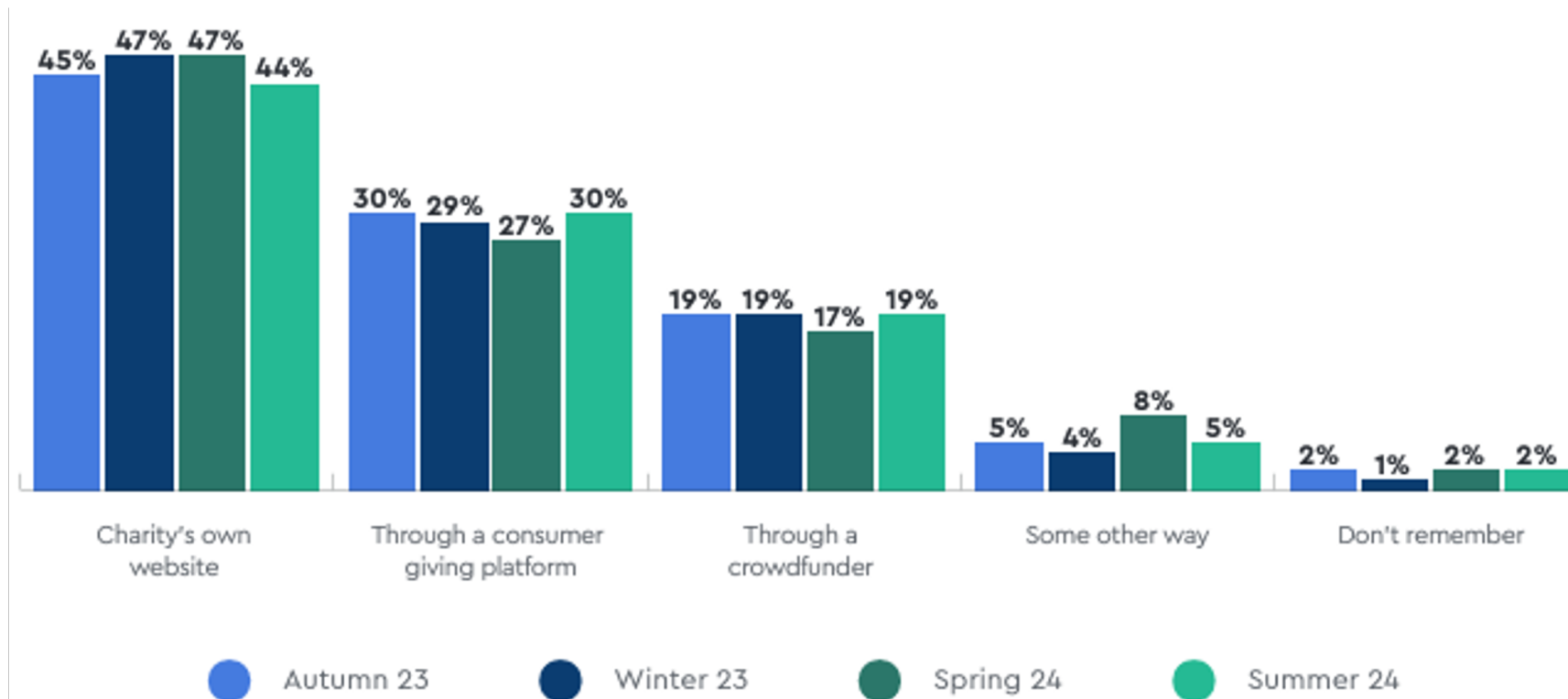
✓ 75% of the public have given in the last 3 months

✓ Highest number since 2022

% of the public who have donated to charity over the last 3 months



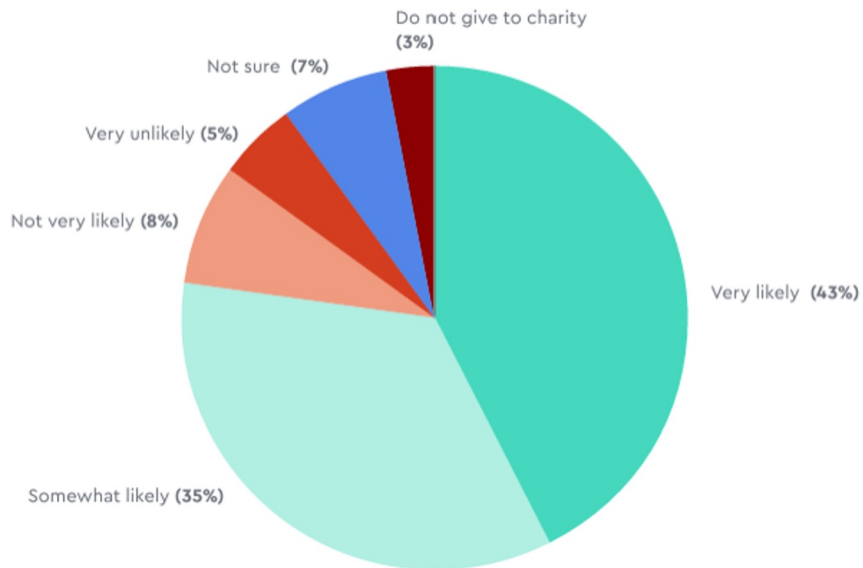
## And which channels are being used for giving?



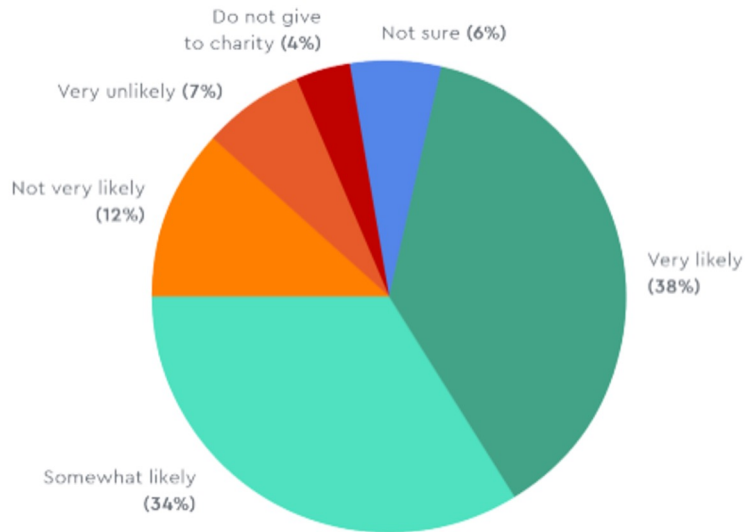


## What can we expect in the near future?

- ✓ 78% of the public plan to give in the next three months...



- ✓ ...compared to 72% six months ago



— Insights from Jasmine Saltwell, Senior Marketing Manager at Macmillan Cancer Support

# MACMILLAN CANCER SUPPORT



## Five takeaways for charities


1 IG is slowly but surely on the rise - time to refresh your strategy!


2 Generation generous - use the right channels messaging to reach young donors




### Recent donations

 **Lisa Smith to Chris Small** 1 hour ago  
You're doing amazing!  
**£10 + £2.50 Gift Aid**

 **Marilyn Carder to Chris Small** 2 hours ago  
You can do it Chris! Good luck x  
**£20 + £5 Gift Aid**

 **Chris Small**  
Thanks a lot Marilyn! ❤️



 **Peter Small to Chris Small** 4 hours ago  
See you at the finish line little bro!  
**£50 + £12.50 Gift Aid**

 **Chris Small**  
Cheers Pete! 🙌



## Five takeaways for charities

3 Drive donations through your site & optimise your donations checkout

4 Put the customer at the centre of your strategy

5 Check out Donor Pulse Summer 2024:  
27th June on enthuse.com

### Your donation

Thank you for donating to Macmillan. Your support means we can be there for more people living with cancer.

1

Donation amount

2

Your details

3

Payment

#### How much would you like to donate?

Please select the amount

£10

£20

£30

£50

£ 0

What the money can do



**£10 makes a difference.** Every £10 we spend on our phone service could help people affected by cancer claim £355 in benefits they are entitled to.



**£20 makes a difference.** £20 could help run our Online Community for over an hour, helping 111 people affected by cancer to connect with each other.



**£30 makes a difference.** £30 could pay for a Macmillan nurse providing essential medical, practical and emotional support for 1 hour.



**£50 makes a difference.** £50 could help an energy specialist deal with a call or query from someone with cancer struggling with their energy bills.



**enthuse**

**Thank you for listening!**

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