

Alternatives to cash find favour as recession bites

By Hannah Jordan, Third Sector, 3 February 2009

Raffle tickets and gifts are popular ways to support causes, survey finds

Two-fifths of donors are more likely to remain loyal to charities during the recession if they are offered alternatives to giving money, according to new research.

A survey of 1,000 UK adults, commissioned by marketing company DMS, found that 39 per cent of respondents would use options such as buying charitable goods or raffle tickets rather than simply making financial donations.

The survey also found that 27 per cent of people said they wanted charities to demonstrate greater accountability and explain how their previous donations had been used.

The study, carried out in November 2008 by research firm CCB Fast.MAP, surveyed low and high-level donors. Thirty-seven per cent in the high-value category - defined as those who had given more than £500 in the previous 12 months - said telling them how previous donations had been spent would be the best way to keep them giving during a recession.

Stephens Dodds, head of planning at DMS, said donors were increasingly keen to support charities in ways other than giving money.

"As money becomes tighter, it makes sense that people who want to support charities can go on doing so, but in a way that they perceive doesn't affect them so much financially," he said.