



Unmasking the implications of pandemic fundraising creative

ANA Nonprofit Federation Winter Conference Thought Leadership Session

About the Research



Survey Methodology

A survey of 1,200 U.S. human services charitable donors was conducted online 9/18–28/2020. Demographic targets were used to reflect precise general population prior to the donor screener.

Respondents must have given a financial donation to at least one human services charitable organization that provides food or shelter to those in need in the past 12 months. Custom profiles were conducted amongst multiple types of human services donors, including food banks and rescue missions.



Testing Pandemic Creative

Respondents were asked to evaluate six images in matched sets of two, shown in random order. “Relative Preferences”

The selected image from each set was then evaluated in a group of three, to rank the preference of all images.

“Comparative Strength”



VS



VS









VS



Q: Which of these two billboards do you find most compelling in encouraging a monetary donation? Q: From the three images you selected earlier, which would you most likely give a monetary donation to?

Relative Preferences

Across all three relative preference tests, the winning images were the masked versions, which beat out the unmasked versions with 72% preference on average.

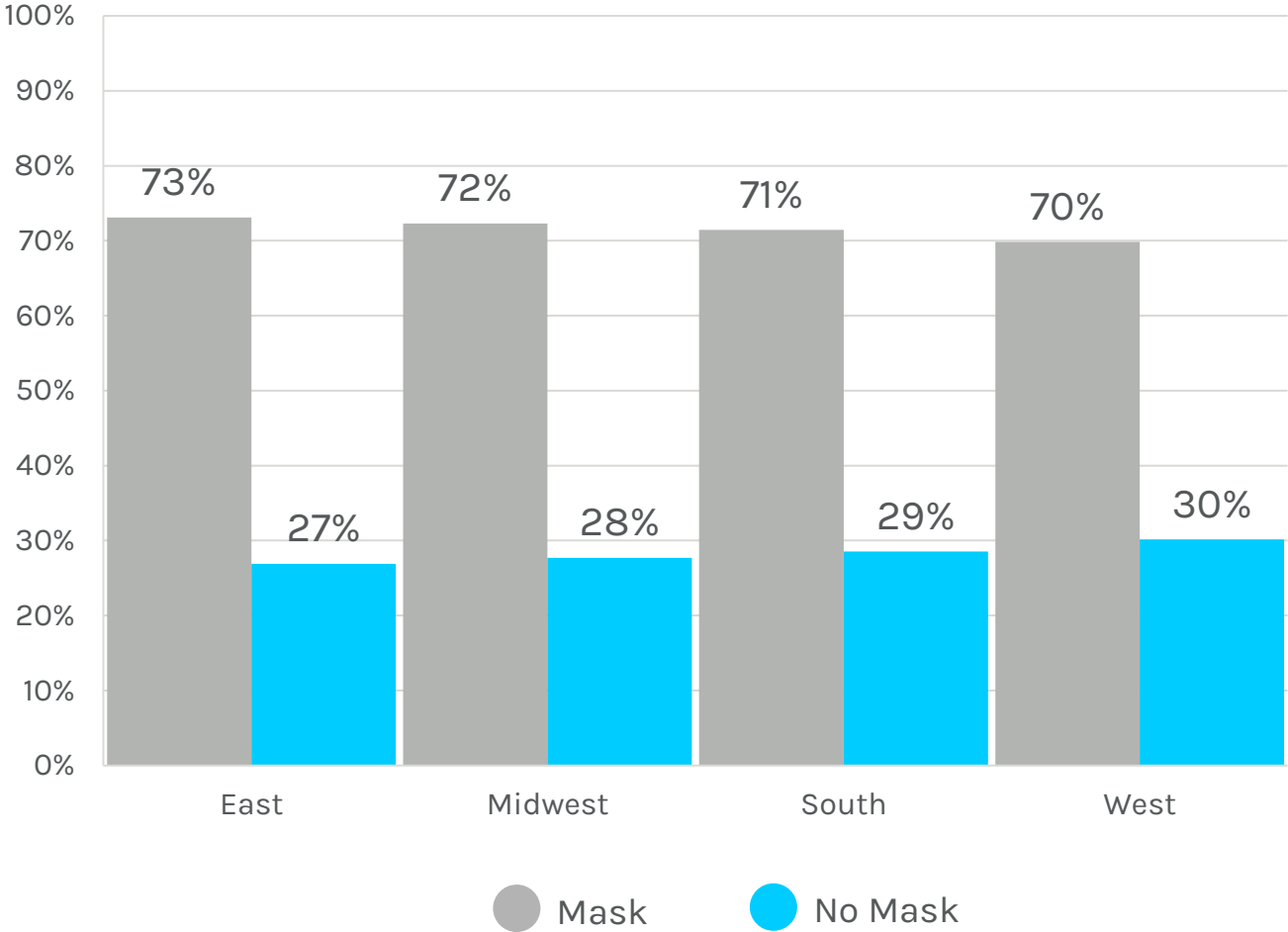
Most Preferred	Least Preferred	Percentages
		72.3% 27.7%
		71.7% 28.3%
		71.0% 29.0%

Q: Which of these two billboards do you find most compelling in encouraging a monetary donation? Each row represents a test, and sums to 100%.
Source: One & All's Pandemic Research Study, Fall 2020. Base: N = 1,200 U.S. human services charitable donors,

Mask Preference by Region

Donor preference for images with masks were consistent across geographical regions of the U.S.

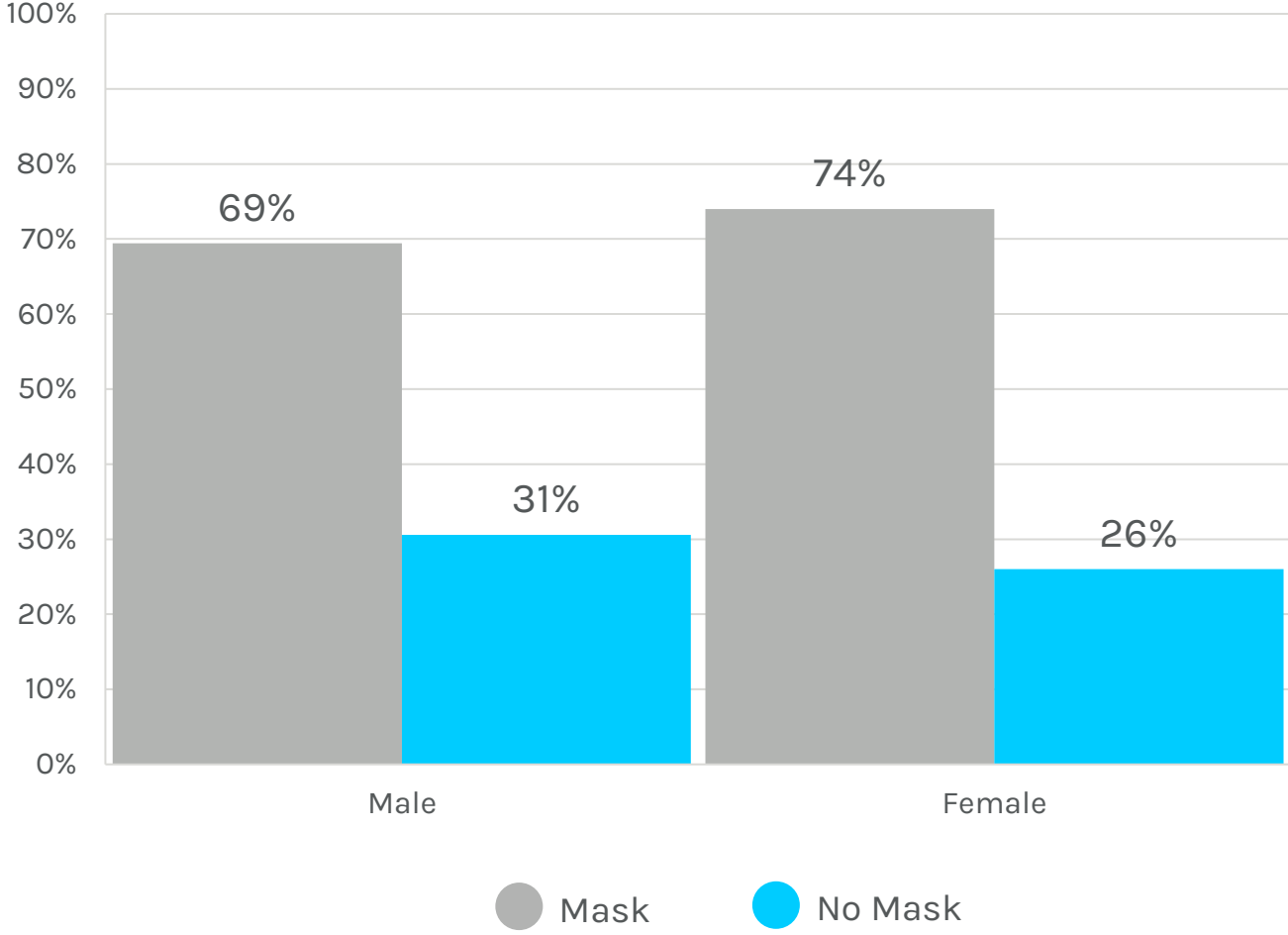
Each region had a strong preference for masked images, which garnered between 70% and 73% of preference.



Q: Which of these two billboards do you find most compelling in encouraging a monetary donation? Percentages shown are the averages of those who selected the masked vs. unmasked images across six images tested.
Source: One & All's Pandemic Research Study, Fall 2020. Base: N = 1,200 U.S. human services charitable donors.

Mask Preference by Gender

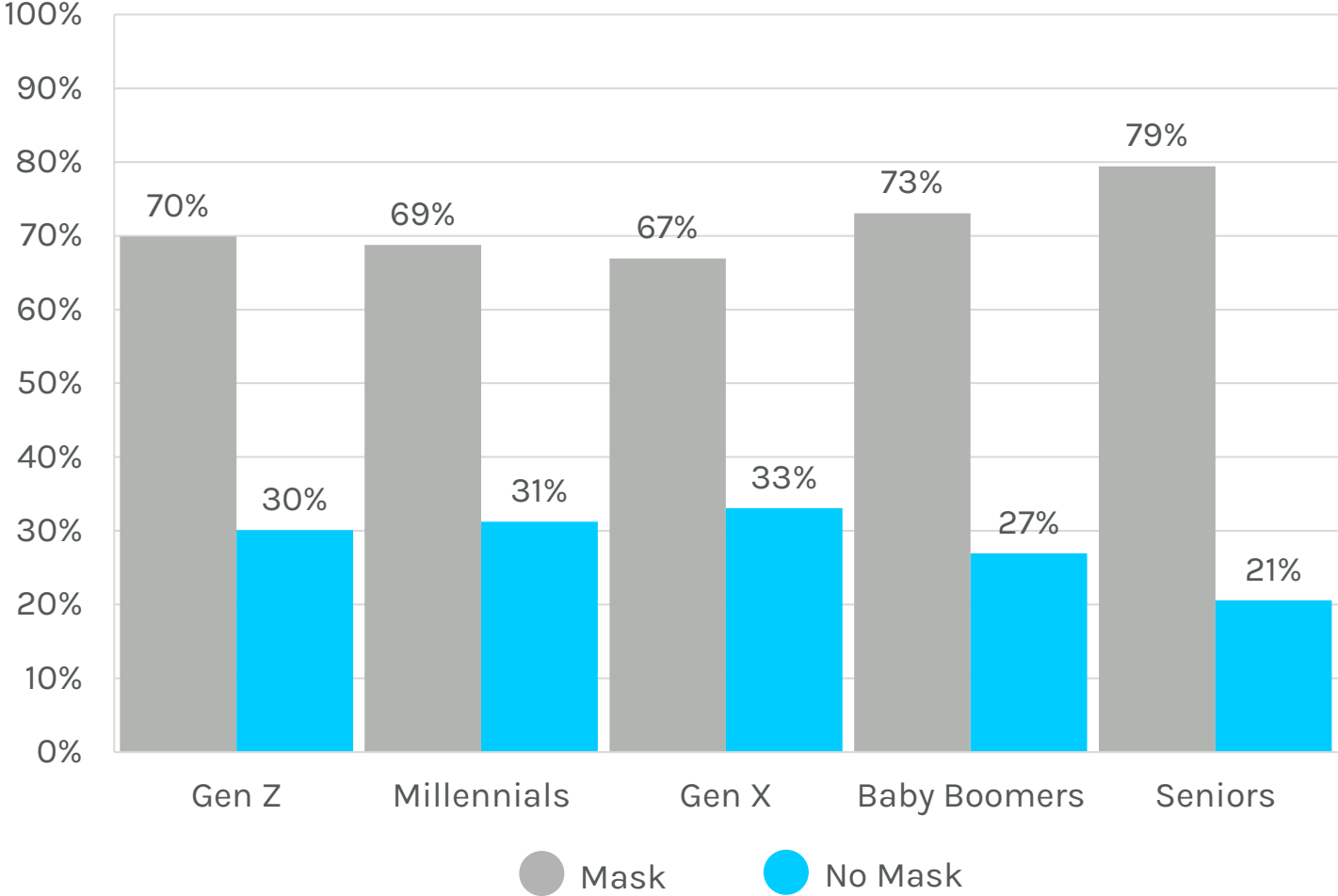
Females show a slightly higher preference for masked images, at 74% vs. 69%.



Q: Which of these two billboards do you find most compelling in encouraging a monetary donation? Percentages shown are the averages of those who selected the masked vs. unmasked images across six images tested. Source: One & All's Pandemic Research Study, Fall 2020. Base: N = 1,200 U.S. human services charitable donors.

Mask Preference by Generation

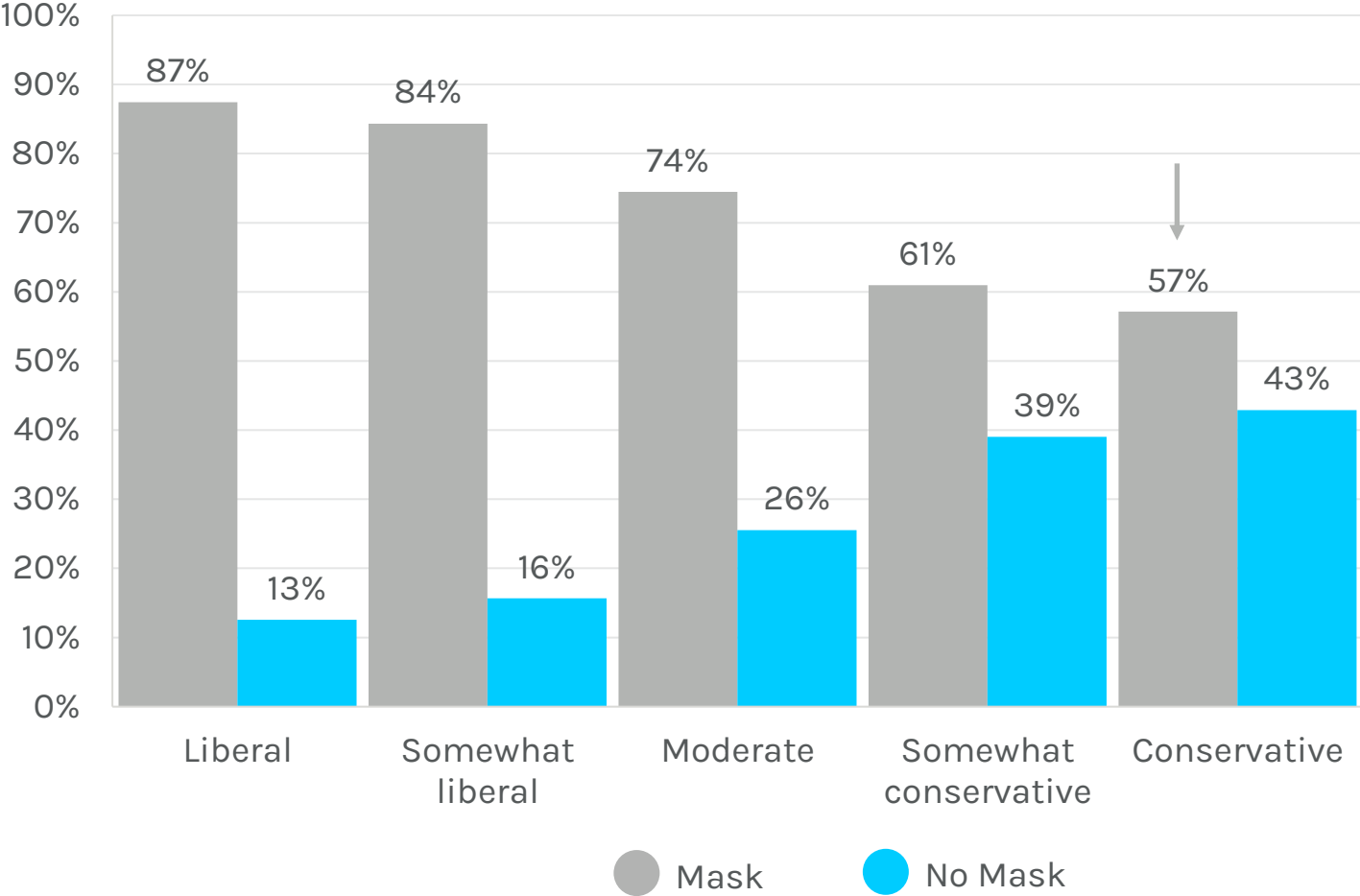
Seniors showed the largest preference for masked images, followed closely by the Baby Boomers. This makes intuitive sense, as the Covid-19 death rate increases with age.



Q: Which of these two billboards do you find most compelling in encouraging a monetary donation? Percentages shown are the averages of those who selected the masked vs. unmasked images across six images tested.
Source: One & All's Pandemic Research Study, Fall 2020. Base: N = 1,200 U.S. human services charitable donors.

Mask Preference by Political Leaning

The largest differences in preferences between masked and unmasked subjects was in political affiliation. But importantly, even the majority of conservative donors preferred the masked subjects!

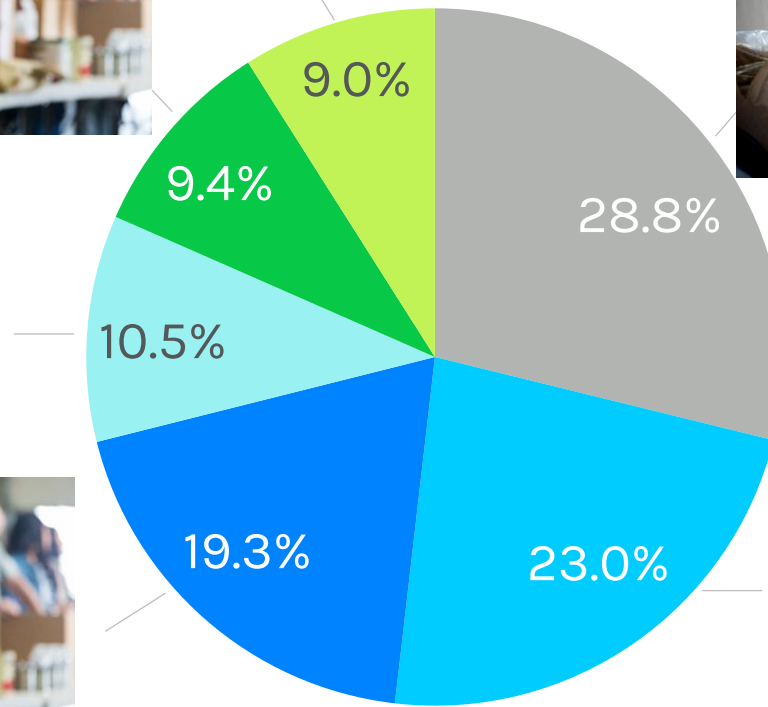


Q: Which of these two billboards do you find most compelling in encouraging a monetary donation? Percentages shown are the averages of those who selected the masked vs. unmasked images across six images tested. Source: One & All's Pandemic Research Study, Fall 2020. Base: N = 1,200 U.S. human services charitable donors.

Comparative Strength

The selected image from each set is then evaluated in a group of three, to rank the preference of all images.

The images with the highest comparative strength were the masked versions of the mother and son, elderly man, and child respectively.



Q: From the three images you selected earlier, which would you most likely give a monetary donation to?
Source: One & All's Pandemic Research Study 2020. Base: U.S. human services charitable donors, n=1,200.



Research Implications

1 TO MASK OR NOT TO MASK

For all demographics, even conservative donors, masked individuals were always preferred. Showing images with masks meets the preference of donors, while also acting as a reinforcement to the increase in need due to the pandemic.

2 COMMONGROUND

Overall, different types of human services donors had similar preferences in this study.

**Thank you.
Let's connect.**

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