

1. DAF Introduction

DAFs: A Tax-Advantaged Account for Giving



Comparisons

- DAF : Philanthropy
- 401(k) : Retirement
- HSA : Healthcare Expenses

Key Features

- Invested account, tax benefits
- Restricted Use
- Irrevocable

DAF Benefits for Donors

Streamlined

- One tax receipt
- One portal to manage gifts
- No admin or overhead

Accountability

- Set goals
- Automate contributions & grants
- Pre-commit

Tax Savings

- Full write-off in year 1
- Avoid capital gains
- DAF assets grow tax-free

The Dramatic Rise of DAFs

DAFs have become a large portion of philanthropy - and are still growing fast.

DAF Market Data

	2013	2023	10yr Change
Assets	\$53.7	\$251.52	5x
Grants	\$9.6	\$54.77	6x
Number of Accounts	217,367	1,782,120	8x
Average Account Size	\$247,217	\$141,120	0.6x

First '24/FY25 Results | Grant Volume



FIDELITY
Charitable^s

\$15B | +25%



\$9B | +34%

:Daffy

\$40M | +311%

June 2025

DAF



DAF Fundraising Report 2025

Chariot
K2D
STRATEGIES

Critical Gap

Only DAF research on nonprofit data

Large Scale

100M+ Transactions \$12B+ Revenue

Unique Insights

DAF donor behavior, demographics & key trends

Practical Use

Case studies, peer advice & actionable resources throughout



Key Data Findings

1

DAFs are the fastest growing way to give
+30% median DAF revenue growth 2024.

2

DAFs are used at all donor levels
69% of DAF gifts were below \$1,000.

3

DAF donors are loyal supporters.
+13pts vs. non-DAF retention.

4

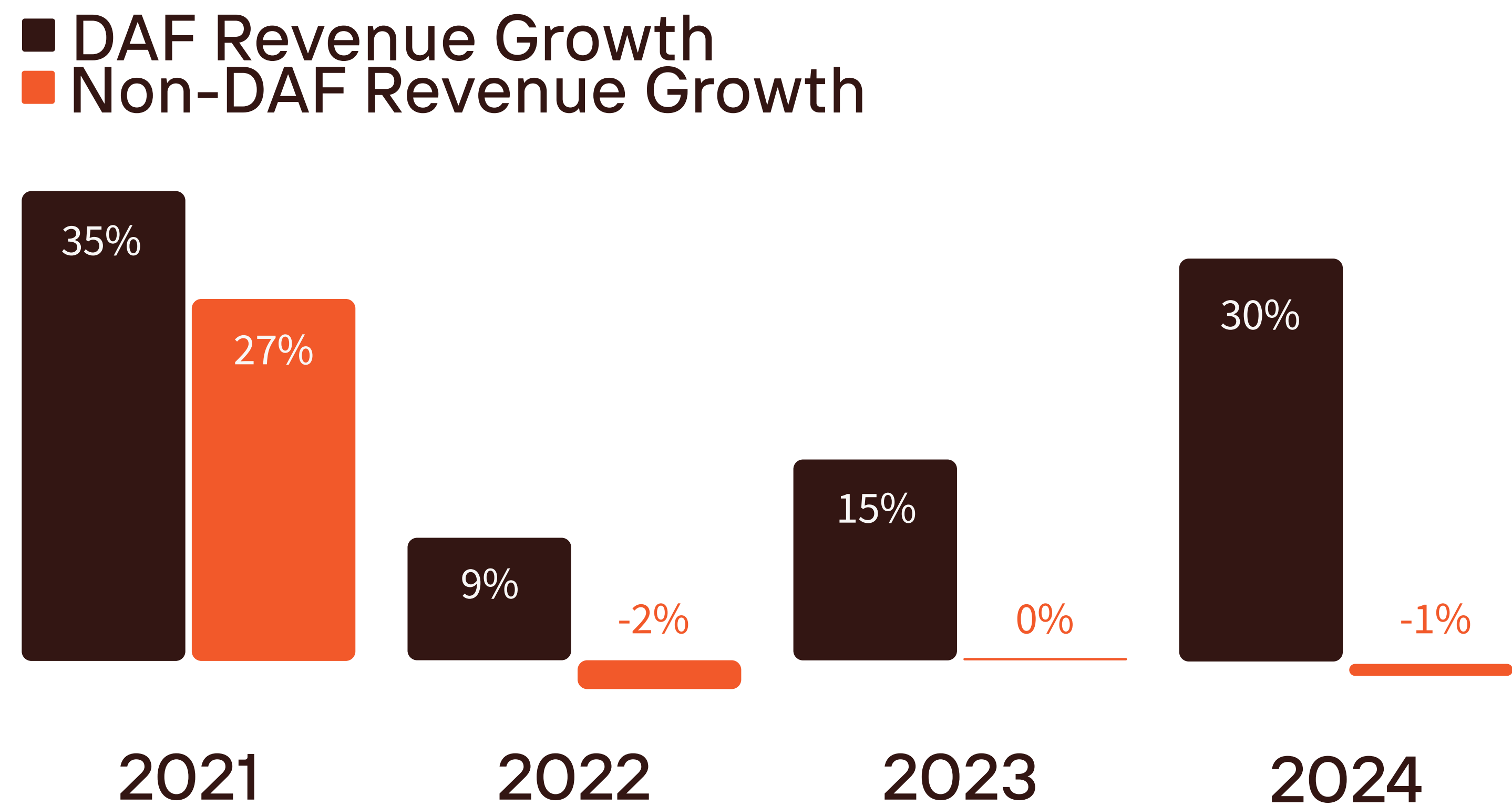
DAFs increase individual giving
+100% increase from 2024 DAF giving conversion.

5

DAFs have more value to small orgs now
+143% growth in the share of revenue from DAFs.

DAFs Play a Huge Role in Nonprofit Sustainability

In 2024, >80% of Participants saw DAF Revenue Growth & >50% saw non-DAF revenue decline.



Source: 2025 DAF Fundraising Report

Vast majority of DAF gifts are not “major” gifts

Key Takeaway

69%

of DAF gifts were under **\$1,000**

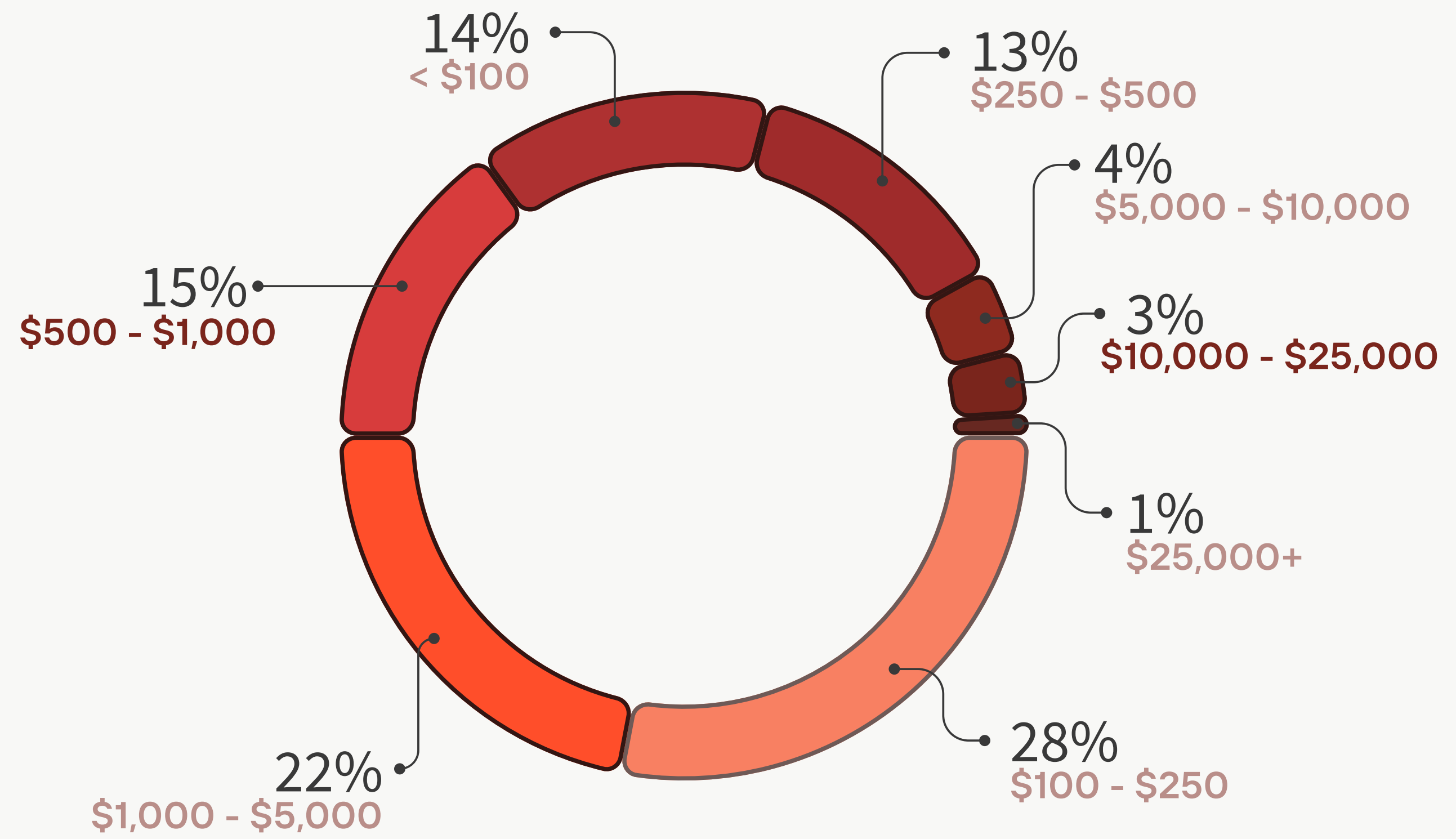
92%

of DAF gifts were under **\$5,000**

1%

of DAF gifts were above **\$25,000**

Distribution of DAF Gift Sizes



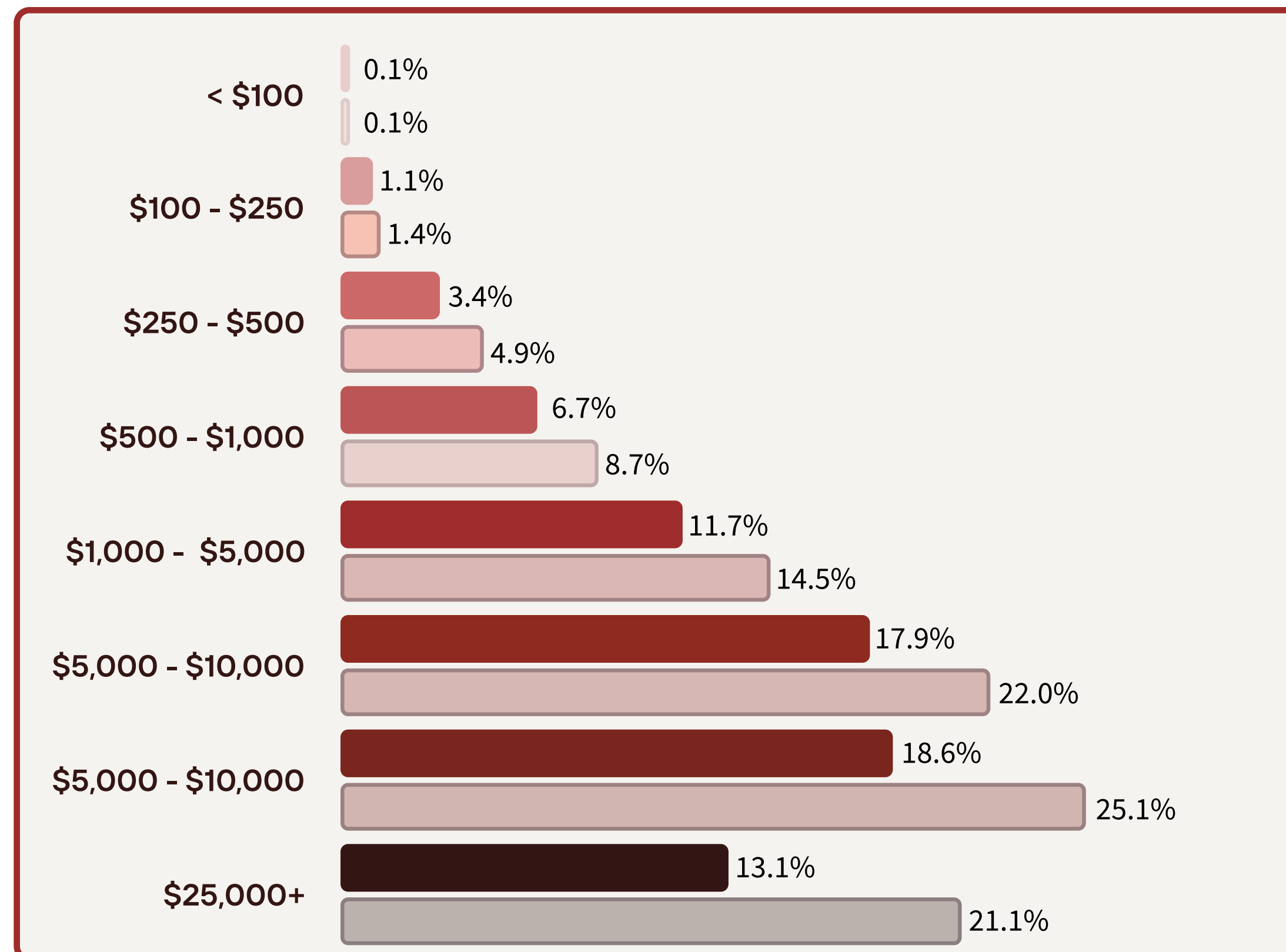
A large portion of mid-level donors use DAFs

Key Takeaway

> 15%

of donors making \$1,000+
gifts use DAFs by 2024

DAF giving penetration at each donor level, 2020 vs. 2024



DAF gift average size dwarfs non-DAF gifts

Key Takeaway

26x

larger DAF gifts

18x

larger when excluding \$25K+ gifts

Comparing DAF & Non-DAF average gift size, by year

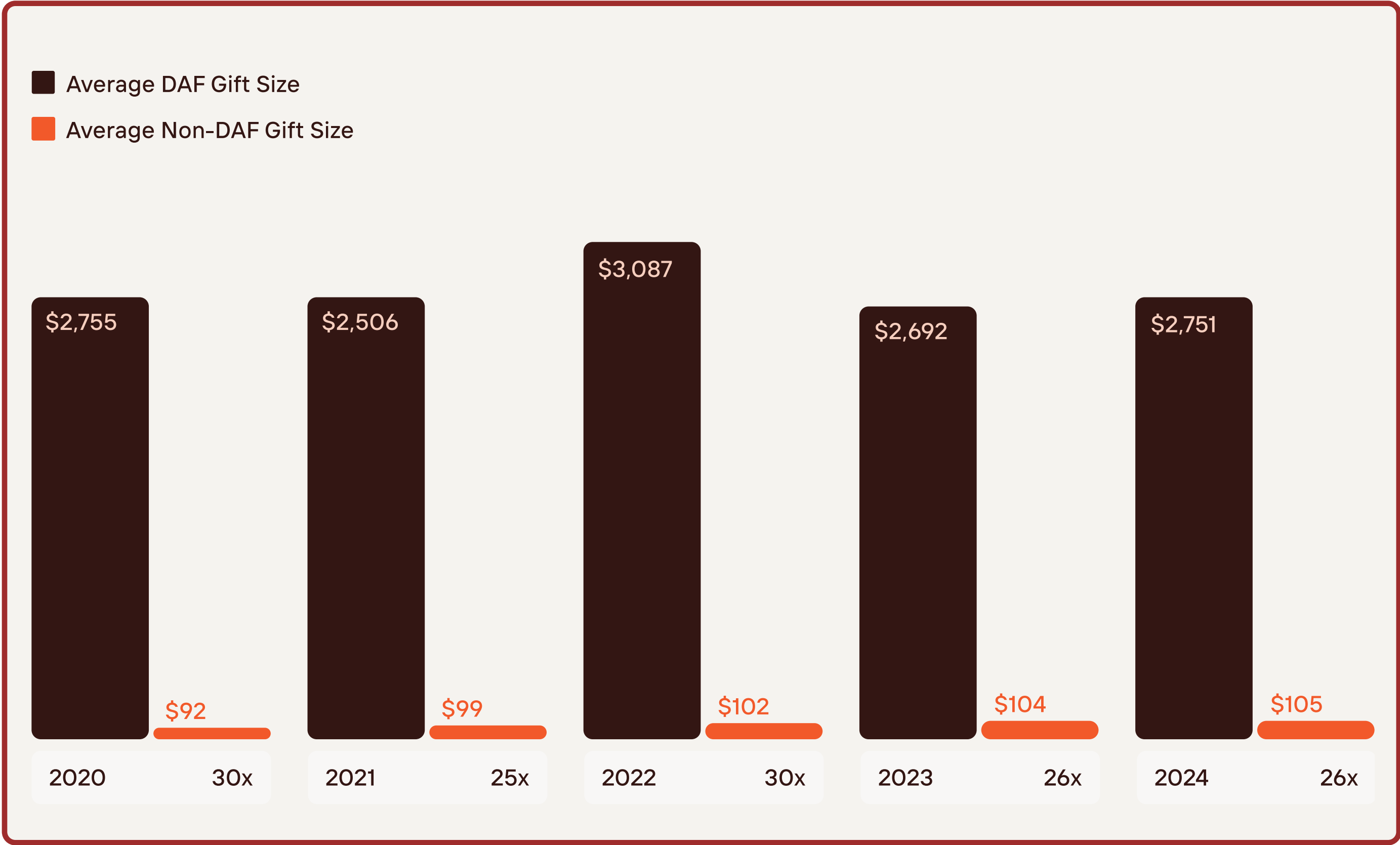


Exhibit 9: Comparing DAF and Non-DAF Average Gift Size

DAF donors have much higher retention rates

Key Takeaway

+13 pts

higher retention rates for DAF donors

20%

of DAF donors give **2+ gifts/year**.

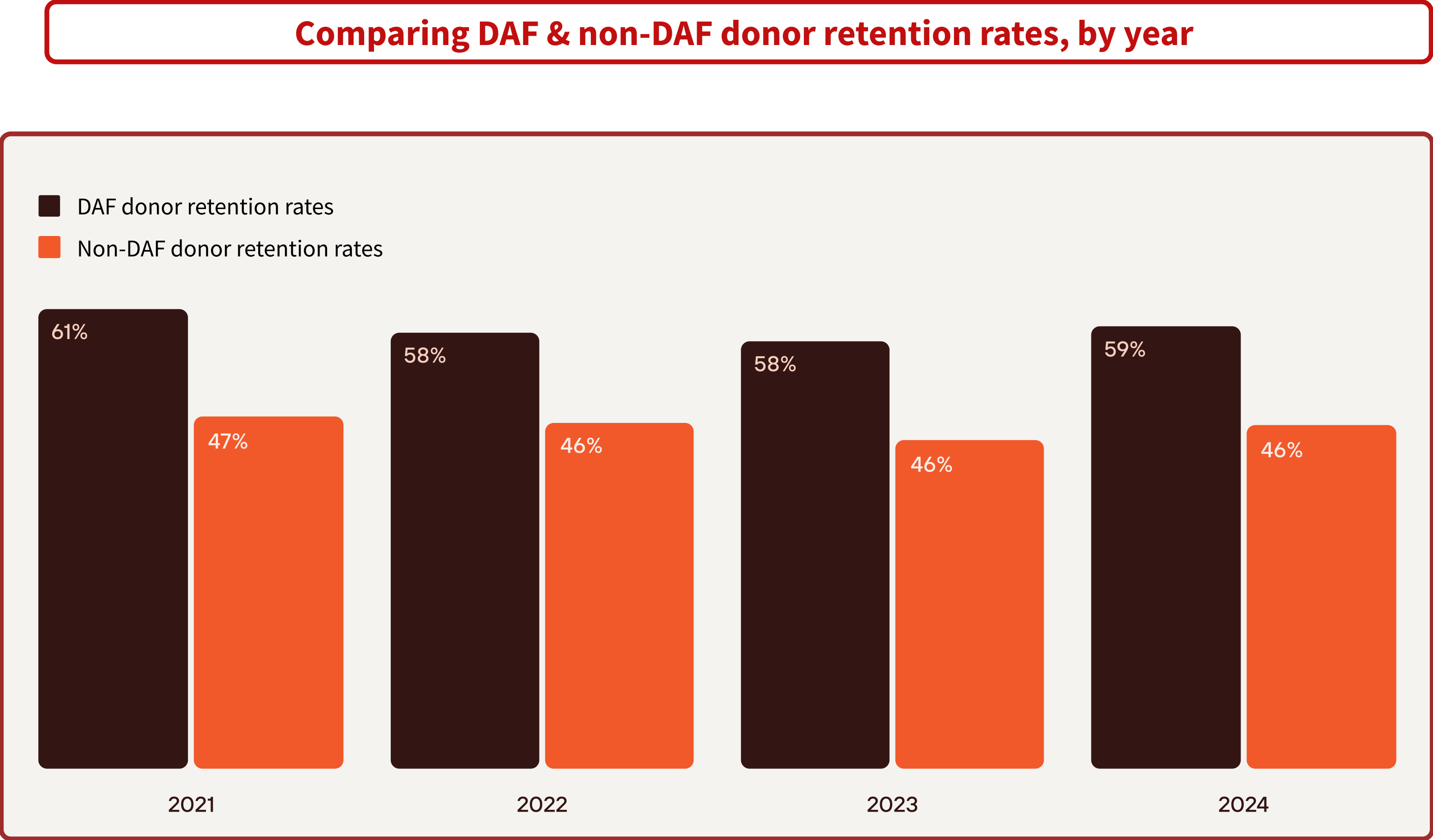


Exhibit 12: Comparing annual retention rates between DAF and non-DAF donors.

Case Study: **THE PUBLIC.**

Direct Mail Appeal for 2024 Capital Campaign

Integrated DAF CTAs, messaging & technology

91 Total Gifts

\$527,242 Raised

25% DAF Gifts

23/91 Responses

8-50x Upgrades

*11/23 DAF gifts last
gave \$100-600*

25% in DAFpay

*6/23 DAF gifts via DAF
payment option*

cut here

YES! I WILL BE PART OF THE PUBLIC THEATER'S CAPITAL CAMPAIGN, FOREVER PUBLIC! I WOULD LIKE:

☐ 1 Seat \$5,000 ☐ 2 Seats \$10,000 ☐ 3 Seats \$15,000 ☐ 4 Seats \$20,000

I, (signature: _____) agree to the Seat Naming Policy found at thepublic.nyc/seatnamepolicy, and have noted my proposed seat inscription on the back of this card.

☐ I want to make a contribution to Forever Public! of:
☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ Other _____

☐ I wish to learn about additional naming opportunities and the Fund for Free Theater, please contact me.

Name _____
Address 1 _____
Address 2 _____
City _____
Phone _____
Credit Card _____
☐ Visa ☐ Ma

☐ My check made payable to The Public Theater with "Capital Campaign" in the memo is enclosed.
☐ Please charge my credit card

OTHER PAYMENT OPTIONS
☐ Donor-Advised Fund
☐ Gift of stock
☐ IRA/QCD
Questions? Contact us at capitalcampaign@publictheater.org or 212.539.8734

SUBMIT INFO
Mail this form using the enclosed envelope, scan the QR code, or visit thepublic.nyc/takeaseat-gift

Gifts made to the Capital Campaign are fully tax-deductible and do not include any Public Theater member benefits.

THE PUBLIC. **GIVING TUESDAY**

MAKE YOUR MARK!

FOREVER PUBLIC.

Dear Friend of The Public,

As we celebrate Giving Tuesday, you're invited to **take center stage in the FOREVER PUBLIC Capital Campaign and the reopening of a more sustainable and accessible Delacorte Theater.**

For a donation of \$5,000 or more, you have the rare opportunity to name a seat at The Delacorte Theater and leave a lasting legacy in this iconic space.

Your gift helps ensure we can continue to offer New Yorkers, and ALL who walk through The Delacorte's gates, the gift of exceptional, free theater.

If you wish to name more than one seat, donate using a Donor-Advised Fund, or have any questions about the FOREVER PUBLIC Capital Campaign, please contact capitalcampaign@publictheater.org or 212.539.8734.

We hope you'll make your mark on The Delacorte and the future of The Public Theater with a Giving Tuesday donation today!

Best wishes for the holiday season!

Sincerely,

Case Study: THE PUBLIC[®]

Expanded Digital and Print Marketing

Prominent DAFPay Tile on website

DONOR-ADVISED FUND GIVING

DAF pay | Give with Donor Advised Fund

Consider recommending a grant to The Public through your Donor-Advised Fund (DAF) sponsor today using DAFpay to help us create art that is of, by, and for all people.

P.S. With your support, our tradition of free, accessible theater will continue to thrive for years ahead. And if you have a donor-advised fund (DAF), [recommend a fully tax-deductible gift using DAFPay, with just three quick clicks from our website.](#)

Direct Mail Reply Device

Name for Donor Listing _____

Phone _____ Email _____

☐ Visa ☐ Mastercard ☐ Amex ☐ Discover Credit Card # _____ Exp date _____ Sec Code _____

Signature _____

DONOR ADVISED GIVING

All fully tax deductible membership levels (Troy, Windsor, Arden, and Young Advocate) can be paid using a donor-advised fund. Visit [thepublic.nyc/DAF](#) to give using DAF Pay.

LEAVE A LEGACY

☐ Please send me information about including The Public Theater in my will or estate plan.
☐ I have already chosen to carry on my love for civic-minded dynamic theater through a gift in my estate plan. Please send me the benefits of joining others in the Legacy Circle.

INFORMATION EXCHANGE

The Public Theater may exchange our **donor** list (names and postal addresses only) with other reputable charitable organizations and performing arts venues as a cost-effective way to find new supporters. If you do not wish to have your information shared, please check the box below.
☐ Please do not share my name and mailing address with other organizations.

THE PUBLIC.

FREE. FOR ALL. FOREVER.

Dear Steph,

Theater changes lives. At The Public, we believe culture belongs to everyone, and we have a civic duty to be a democratic space for community.

Access to the arts is a right, not a luxury. That's why **every performance in our Shakespeare for the City summer celebration**—Mobile Unit's **MUCH ADO ABOUT NOTHING**, Free Shakespeare in the Park's **TWELFTH NIGHT**, and Public Works' **PERICLES**—was **FREE!**

Support from individuals like you made all of this possible.

[Join us in celebrating summer 2025's successes by donating \\$25—or any meaningful gift—to ensure future summer productions remain Free. For all. Forever.](#)

Thank you for helping us keep theater freely available for everyone to watch, and open for everyone to make.

With gratitude,
Your Friends at The Public Theater

P.S. With your support, our tradition of free, accessible theater will continue to thrive for years ahead. And if you have a donor-advised fund (DAF), [recommend a fully tax-deductible gift using DAFPay, with just three quick clicks from our website.](#)

P.S. on Solicitation Emails

2026 DAF Fundraising Report

Join the movement!

Benefits

- Part of an industry-leading initiative reviewed by every major DAF provider
- Understand your performance relative to the only industry benchmarks
- Free expert evaluation of your data & performance

Who should join

- Have 5 years of DAF giving data (2021 - 2025)
- Follow our guidance - start cleaning today!
- *Recommended:* >\$500k contributions & >\$100k in DAF giving in 2025

Mandatory 2026 Kick Off

Oct 30, 12:00 PM

