



Messaging that Resonates:

Using Agile Research to Fuel Your Growth



10/22/2025

DMAW
Multi-Channel Mini-Con

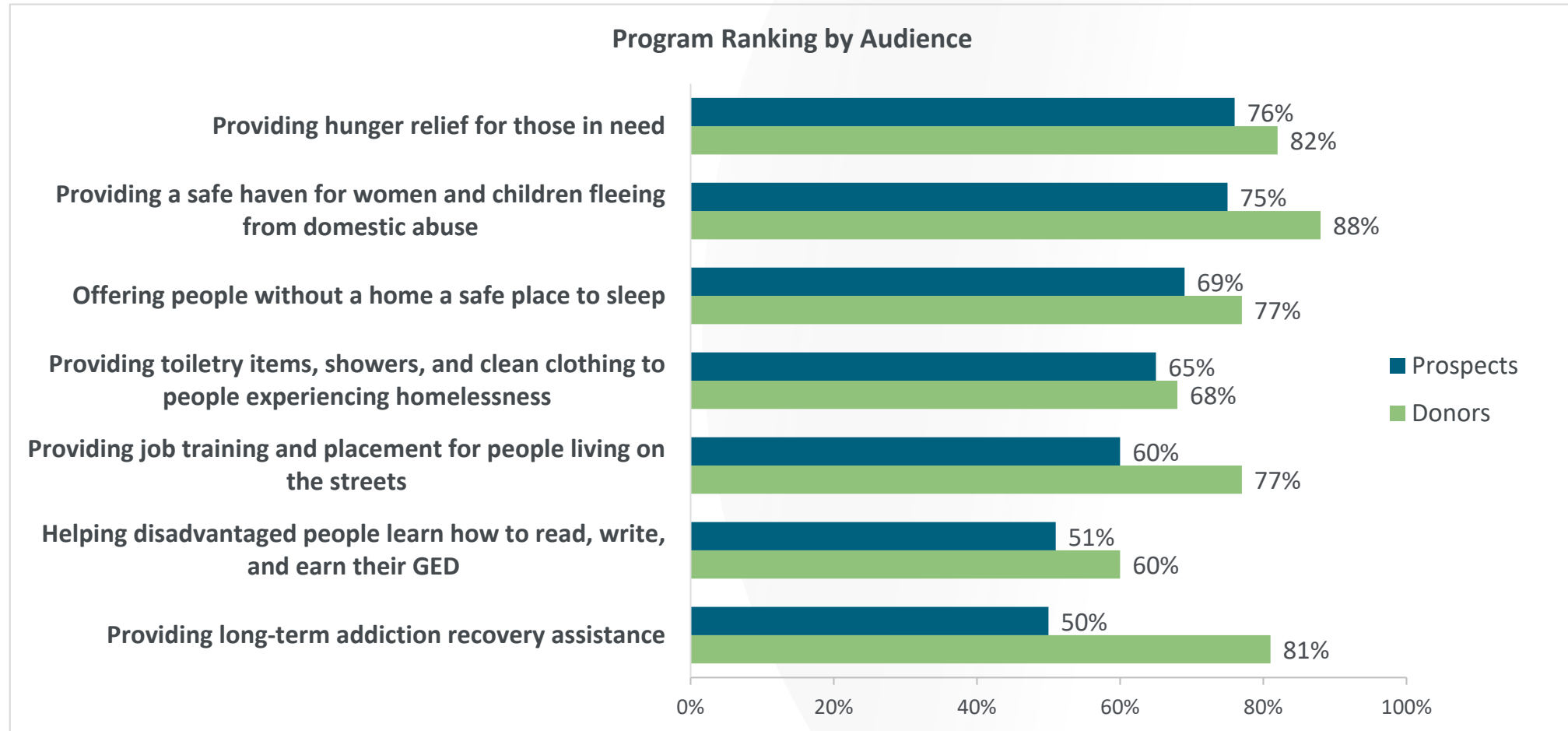
Agile Research for Uncertain Times

Benefits:

- Lower cost
- Quicker turns: pivot to current events
- Snackable, targeted insights
- Less respondent fatigue
- Better donor experience



Rank Order of Programs



Giving Motivators

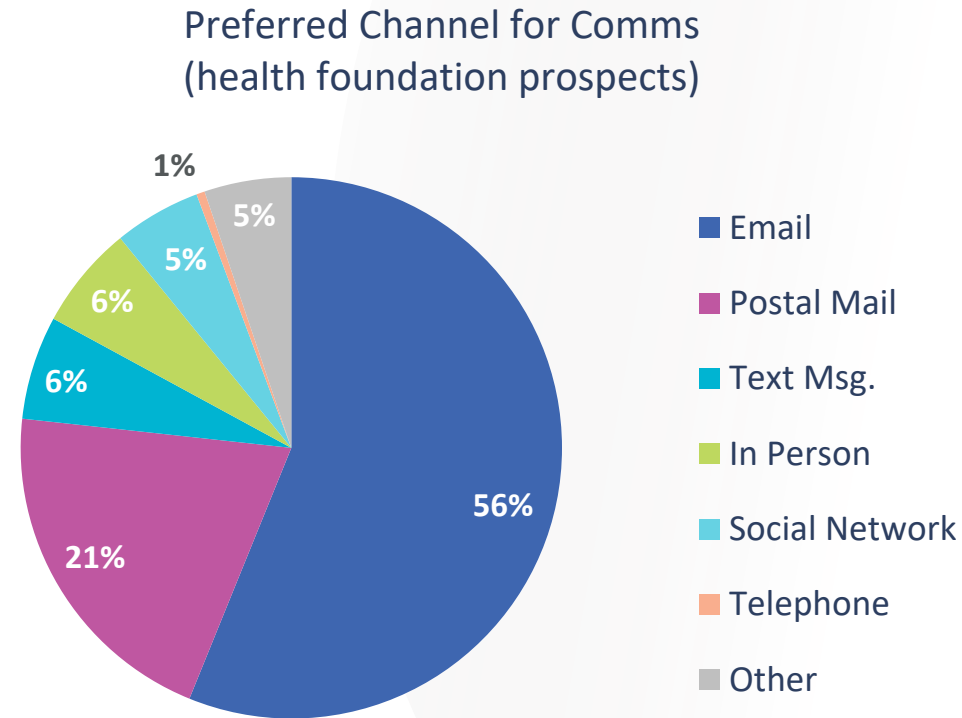
Brand-specific psychographics such as identity and values paired with affinity (behavioral or survey-derived) boost segmentation and modeled approaches.

Donors on File Lifetime Giving Tier

Primary Motivation for Giving	Annual Fund (<\$25k)	Leadership (\$25k-\$99k)	Major (\$100k-\$999k)	Transformational (\$1M+)	Total Donors on File	Prospects on File Index
I give in gratitude for the support and benefits I have received in my life	33%	31%	44%	29%	34%	55
I feel a moral obligation to help those in need	20%	16%	21%	20%	20%	157
I give to support and improve my local community	13%	23%	15%	14%	17%	67
My religious beliefs and values encourage me to give or tithe	20%	18%	2%	8%	11%	101
I view my donations as an investment in creating long-term social change	0%	3%	13%	14%	9%	109
I want to continue a family tradition of giving and set an example for future generations	7%	6%	0%	8%	5%	204
I enjoy the social opportunities that come with charitable giving	0%	0%	0%	6%	2%	175
Other	7%	3%	6%	0%	4%	

Preferred Communication Channel

Communication channel preferences vary and have a strong correlation to actual channels of giving.

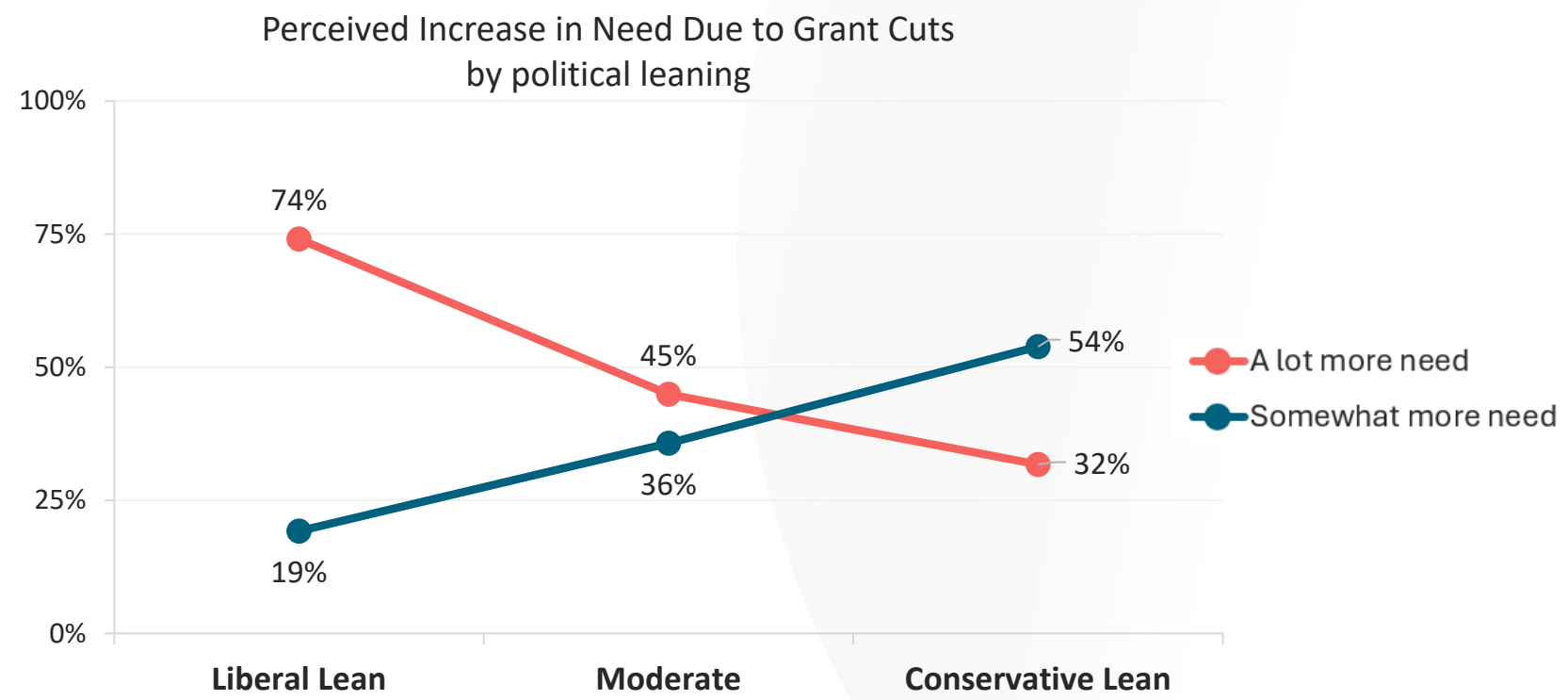




The Politics of Giving (& Messaging)

Sentiment of Growing Need

The majority of all donors (89%!) feel nonprofits have **somewhat or a lot more need** for donations due to federal grant cuts. They just vary in perceptions of how **much** need there is, with political leaning most predictive of difference.



Source: RKD Q4 Barometer of 1,205 U.S. adults, n=609 of which are charitable donors, October 2025.
This effect is called the “asymmetric amplification of partisanship” by economists.



Lessons from the Field

Communicating Need (Ethically)

Strengths-based messaging must clearly convey why support is still needed.



62%



38%

Relative Preference

Communicating Need (Ethically)

Strengths-based messaging must clearly convey why support is still needed.



72%



28%

Relative Preference

Communicating Need (Ethically)

Strengths-based messaging must clearly convey why support is still needed.



89%



11%

Relative Preference

Communicating Need (Ethically)

Strengths-based messaging must clearly convey why support is still needed.



65%

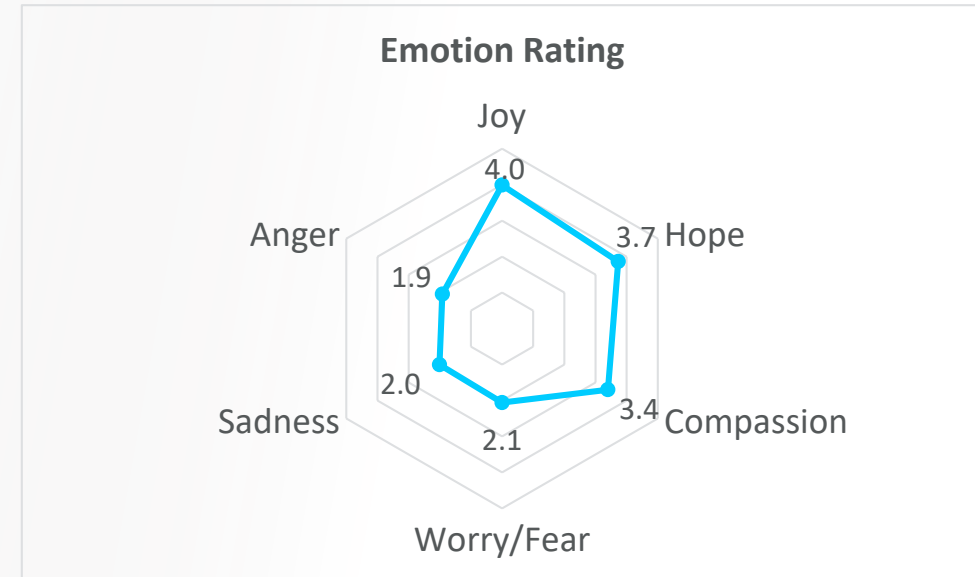
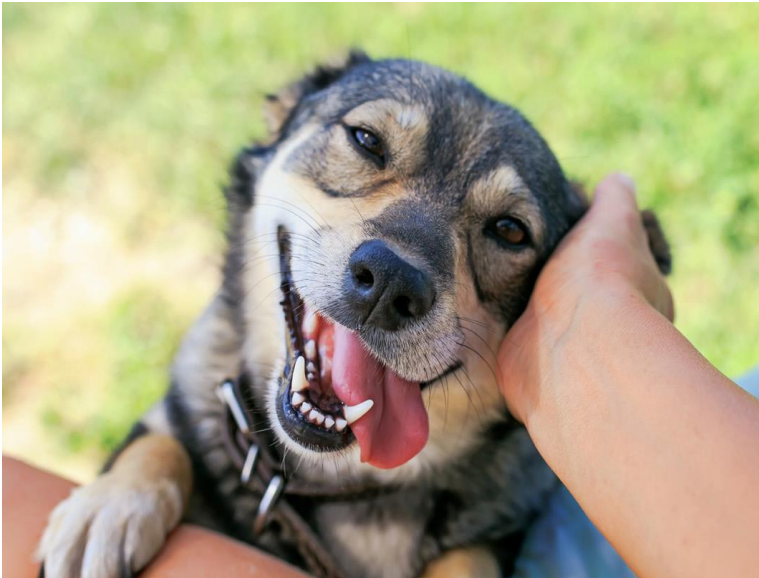


35%

Relative Preference

The Positive Side of Need

Positive sentiment can be effective in the correct context.



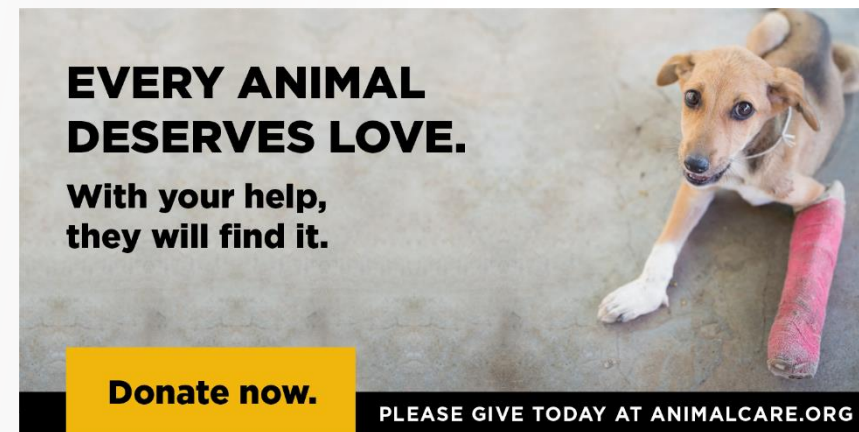
The Positive Side of Need

First person, experiential can boost rankings of positive imagery and messaging.



58%

1st Place out of 16 ads
evaluated



42%

The Positive Side of Need

Some positive messaging is best saved for acknowledgements and stewardship.



10th Place out of 10 ads
evaluated



Questions? Let's chat.

www.rkdgroup.com