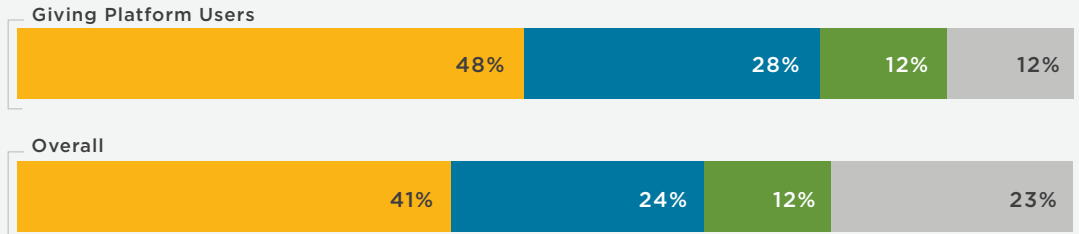
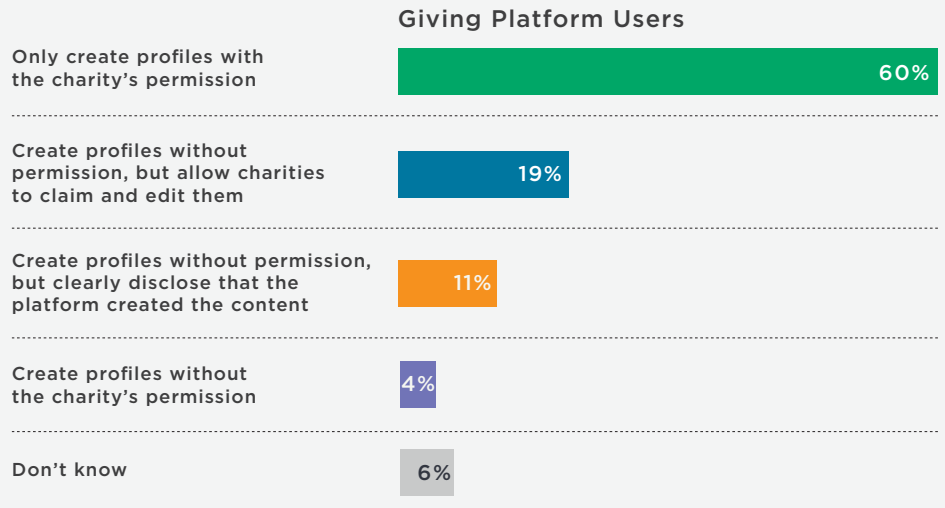


Only 1 in 5 respondents believe giving platforms create and manage charity profiles. Most assume charities themselves are responsible for creating or maintaining their donation pages.

- The charity creates and manages the page's content
- The platform creates the page, but the charity can make changes
- The platform creates and manages the page's content
- Don't know



Similarly, among giving platform users, most prefer that platforms create charity profiles only with a charity's permission. About 1 in 3 are open to platforms creating profiles first, provided charities can later claim, edit, or manage them.



When asked to choose between donation platforms that list only participating charities and those that seek to include as many charities as possible, most giving platform users favor the opt-in model. Still, close to 1 in 3 prefer broader inclusion, making it easy to find more charities.



Together, these results suggest that giving platforms may build greater trust by prioritizing charity consent and opt-in participation.



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