Bonterra customers elevate generosity on

GIVING TUESDAY

2024

A look at giving from November 30 – December 6

$155M raised on GT week through Bonterra solutions

compared to $147M in 2023

Giving by the day

11/30	12/1	12/2
$4.3M	$5.6M	$19.6M
32.1k donors	26.3k donors	40.4k donors
6.4k organizations	5.5k organizations	12.6k organizations
100 CSR companies	98 CSR companies	138 CSR companies

12/3
$83.9M
213.5k donors
35.8k organizations
153 CSR companies

12/4	12/5	12/6
$19M	$11.3M	$11.6M
50k donors	33.9k donors	28.8k donors
14.4k organizations	11.7k organizations	9.5k organizations
145 CSR companies	135 CSR companies	132 CSR companies

16 **Giving Days** across the country during GivingTuesday week

The **average gift size** on GivingTuesday was **$217.50**

Total CSR matching funds on GivingTuesday and GivingTuesday week

GIVINGTUESDAY
$20,116,459.33

GIVINGTUESDAY WEEK
$36,241,415.34

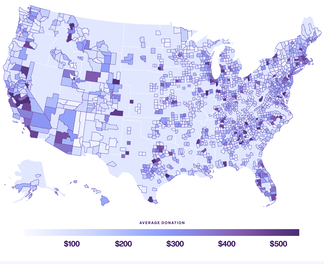
105,796,923 **emails** sent on GivingTuesday

The most popular time to send an email was from **11 AM–12 PM**

495,722 **SMS messages** sent on GivingTuesday

The most popular time to send SMS was from **3 PM–5 PM**

Giving across the U.S. on GivingTuesday

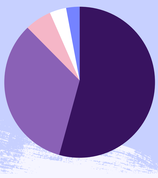


New and returning donors on GivingTuesday

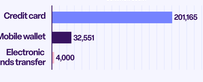
Donors on GivingTuesday 2024: 39% New, 61% Returning

Donors on days surrounding GivingTuesday 2024: 32% New, 68% Returning

GivingTuesday gift breakdown by amount



Most popular ways people gave



Most popular causes

1. Human services
2. Environment
3. Education

Most generous states

Total amount donated

NOT TAKING POPULATION INTO ACCOUNT

Texas, Illinois, New Jersey, California, New York

Average donation size

HELPS ACCOUNT FOR DIFFERING POPULATIONS

North Dakota, Missouri, Illinois, New Jersey, Massachusetts

Bonterra

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Interested in working with Bonterra to achieve your goals next giving season? Click here to learn more.