

Bonterra customers elevate generosity on

GIVING TUESDAY

2023

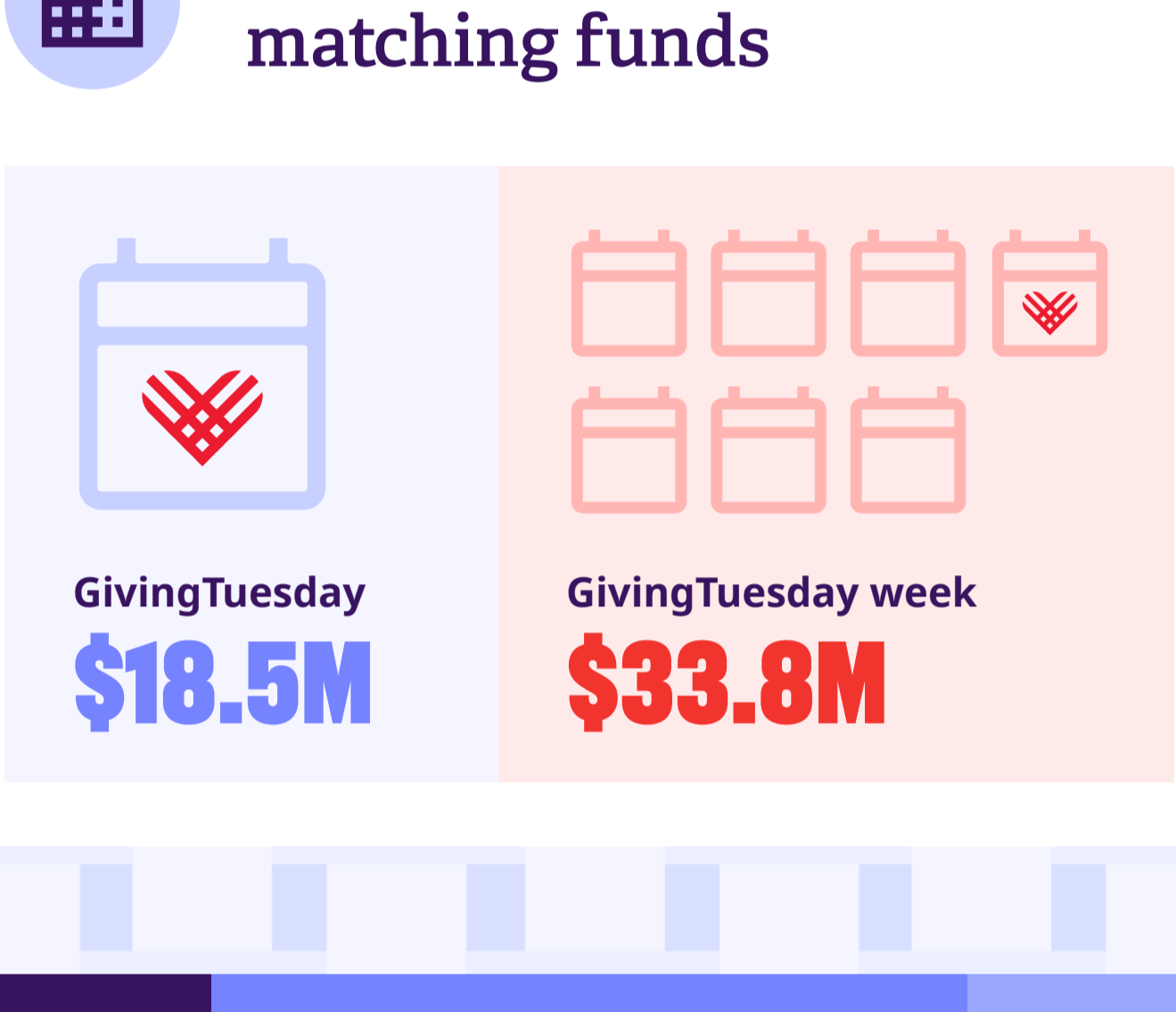
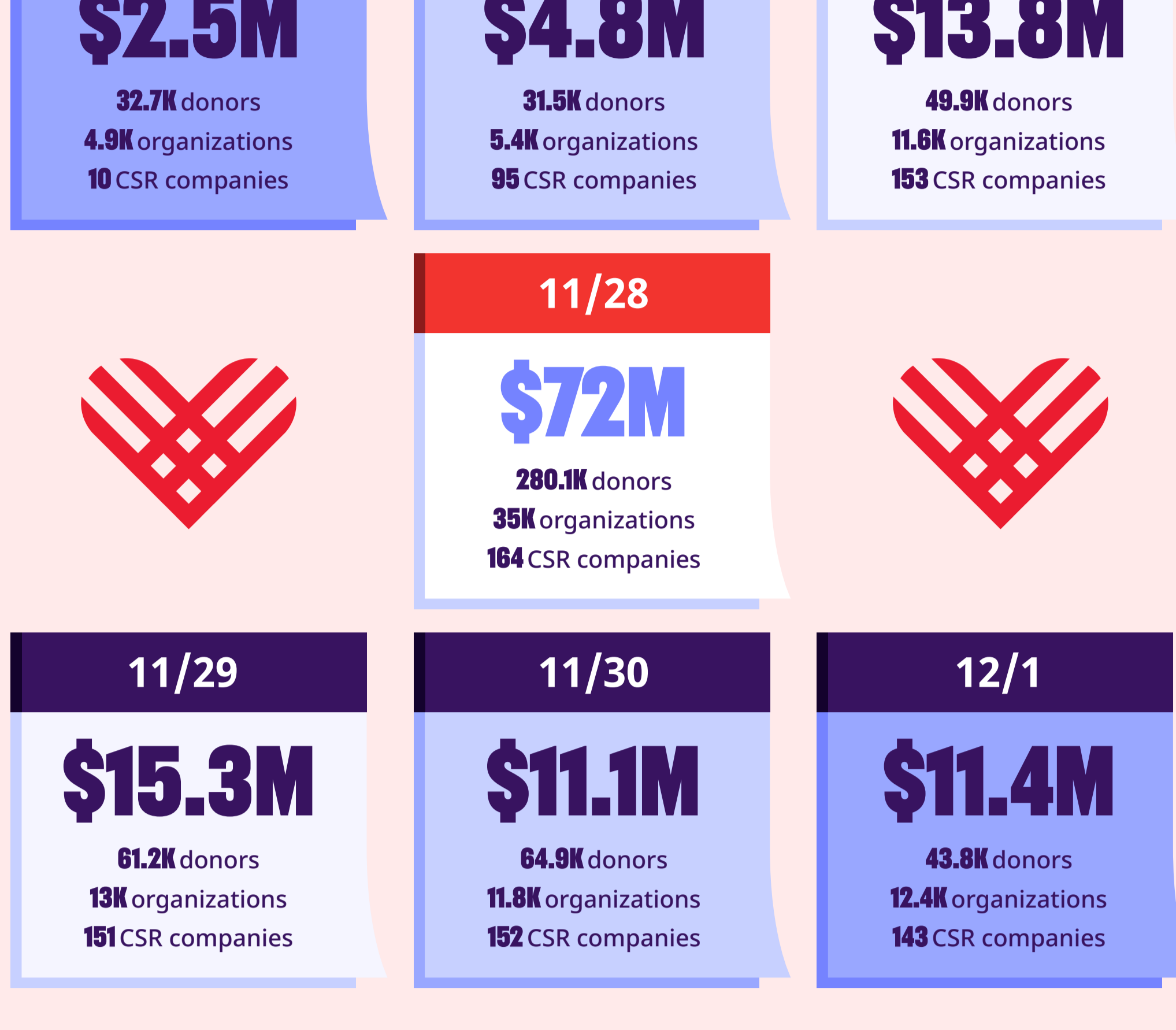
A look at giving from Nov. 25 – Dec. 2.

\$130.9M raised on GivingTuesday week through Bonterra solutions,



4.7% more than 2022

Giving by the day



127M emails sent on GivingTuesday

The most popular times to send an email were at

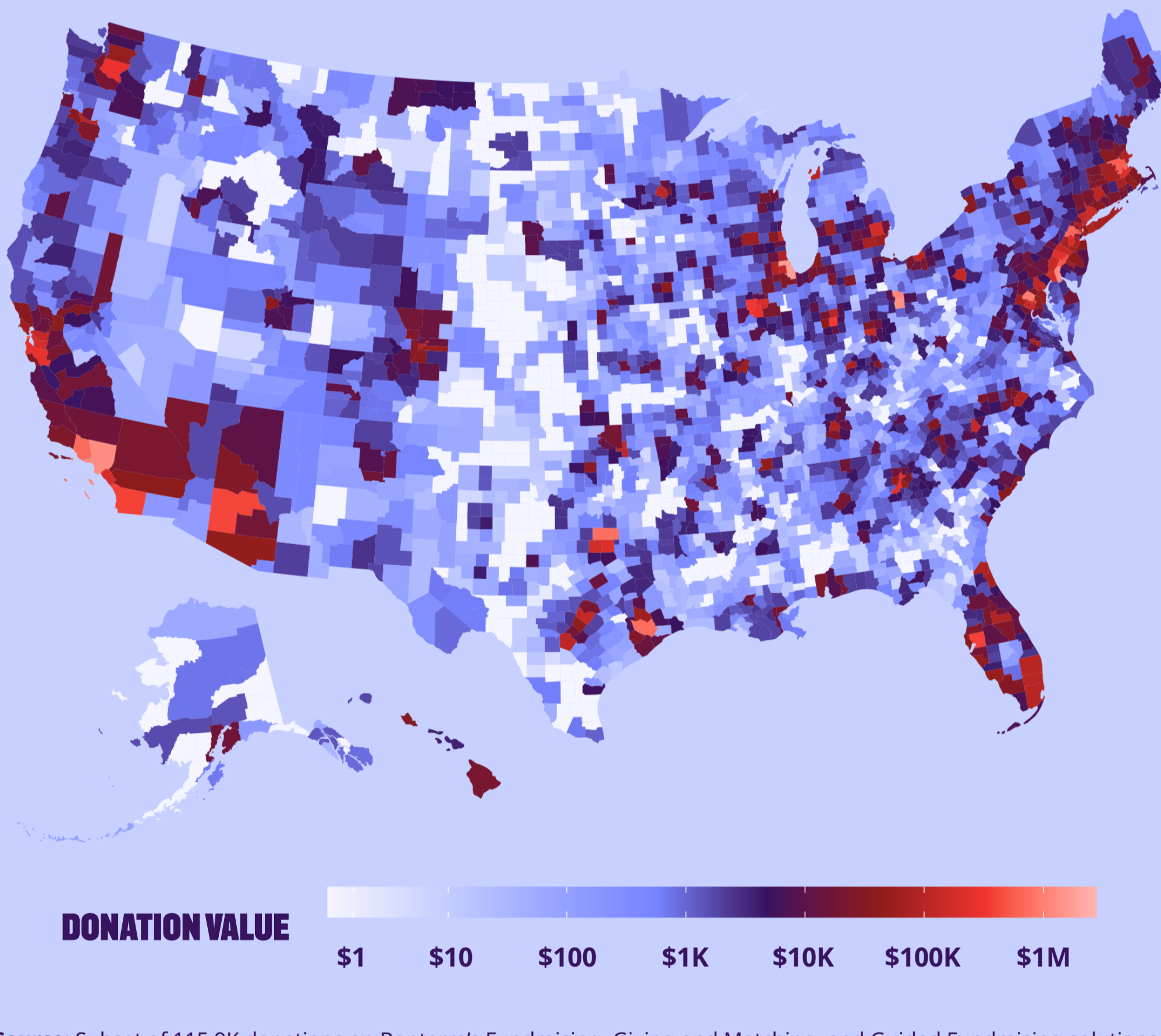
11:00 A.M. EST
1:00 P.M. EST

336K SMS messages sent on GivingTuesday

The most popular times to send a SMS message were at

6:00 P.M. EST
11:00 P.M. EST

Giving across the U.S. on GivingTuesday



Source: Subset of 115.9K donations on Bonterra's Fundraising, Giving and Matching, and Guided Fundraising solutions.

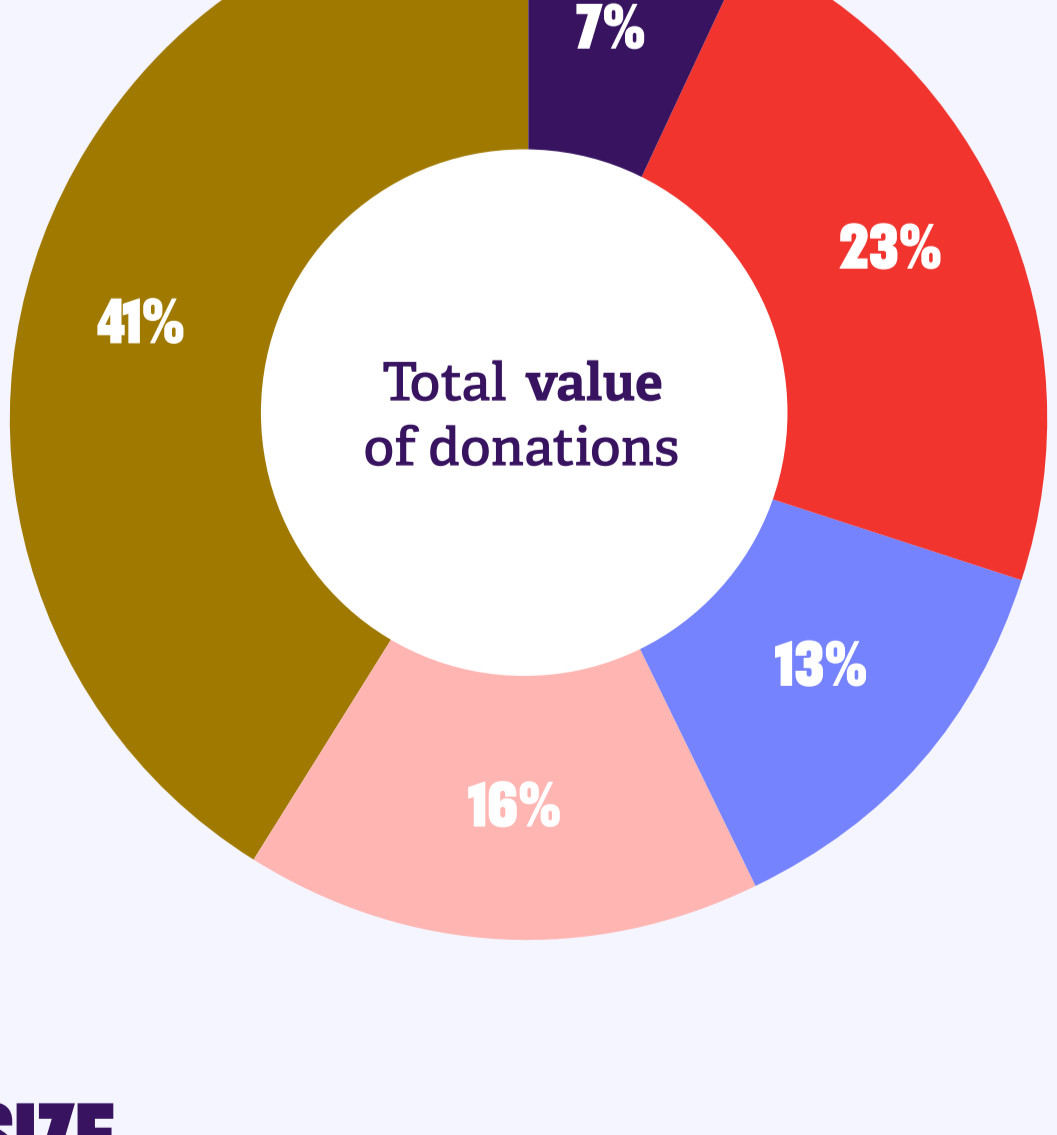
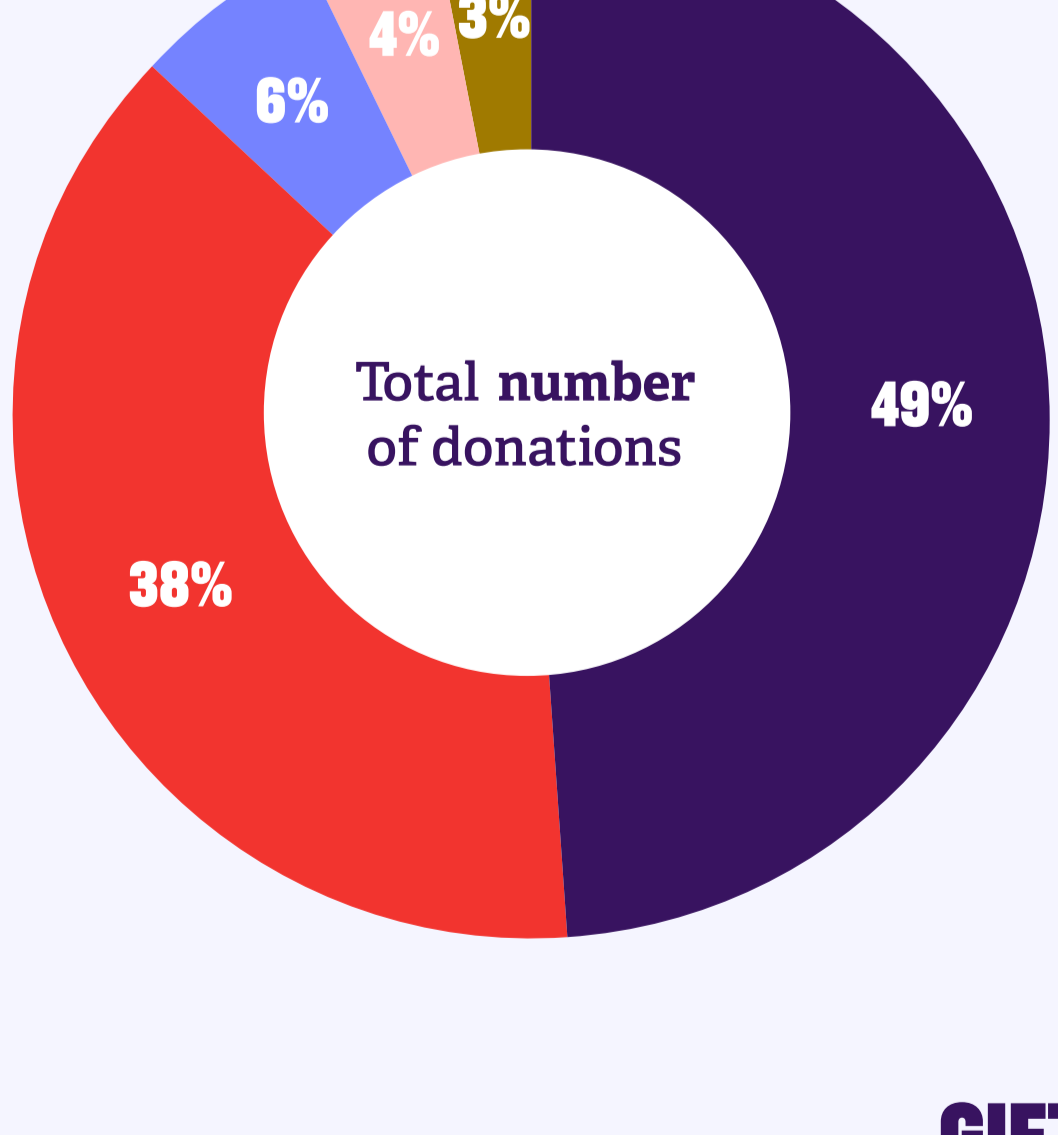
The most generous cities on GivingTuesday were



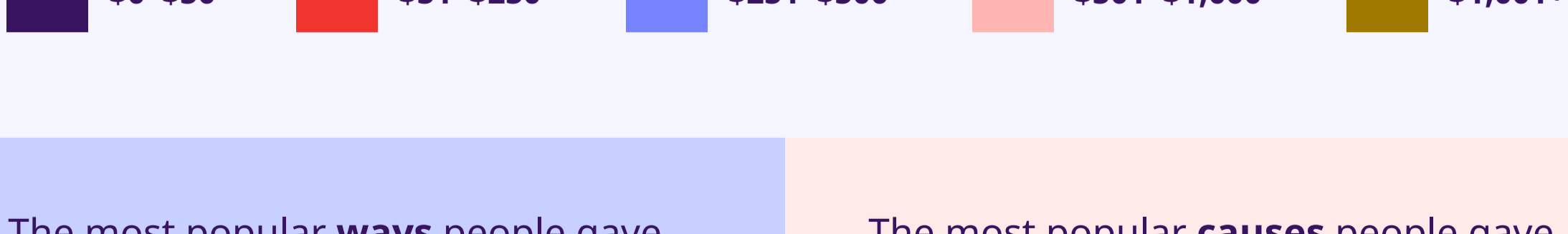
New and returning donors on GivingTuesday



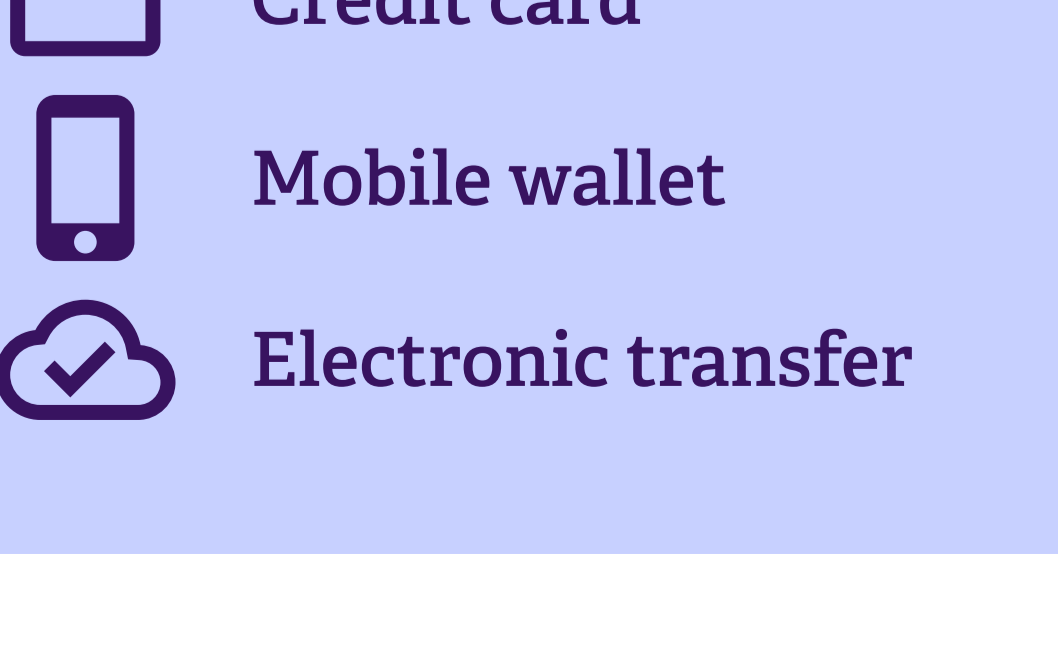
GivingTuesday 2023 gift size breakdown



GIFT SIZE



The most popular **ways** people gave on GivingTuesday were:



The most popular **causes** people gave to on GivingTuesday were:

