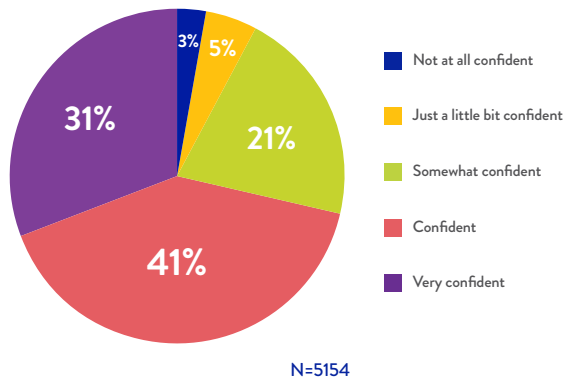


**MAY 25, 2020**

In Feb-Mar 2021, the Advisory Board for the Arts (ABA) surveyed arts donors from a number of cross-genre and global arts organizations about their motivations behind giving, loyalty indicators, personal values, as well as other contextual factors surrounding giving to other non-profit organizations. This infographic presents a first-look into the collected data. Full findings will be shared in ABA's member virtual summit, *Redefining the Donor Value Proposition: Accelerating the Donor Shift to a More Philanthropic Mindset* (May 24-27, 2021).

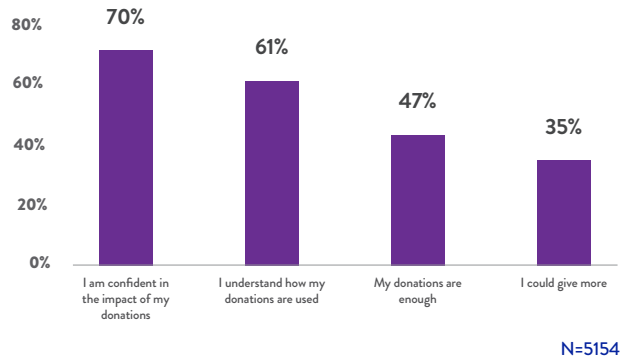
### DONATION CONFIDENCE TO ARTS ORG

#### Donors Are Confident in Giving the "Right Amount"



#### Confidence Behind Donation Impact

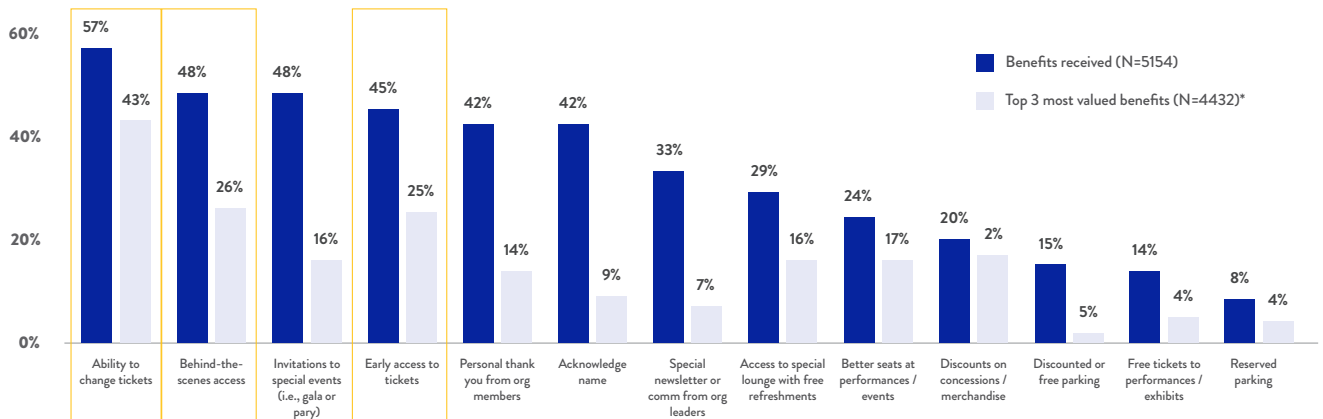
Percent of Donors Rating Feelings About Their Giving (Top 2 Choices, "Very Important" + "Important")



### IMPACT OF BENEFITS ON GIVING

#### Ticket and Behind-the-Scenes Benefits Most Valued

Benefits Received v. Most Valued Benefits from the Arts Org



\*Note: 5% of donors answered that they receive no benefits + 9% answered that they don't know what benefits they receive so these donors did not answer this question

#### Donors Are Understanding, Especially of COVID-19

Change in Donation if Benefits Are Modified

