

What is the number one reason donors give to charity?

What is the number one reason donors give to charity? Because they are asked to give.

The other reasons include:

- Compassion for those in need.
- They personally believe in the cause.
- They are affected by the cause.
- To give back to their community.
- They believe society would be better if your mission succeeds.

Lastly, always remember that most donors would give more if they were simply asked.